

April 12-14

DECO '24

Louisville, KY

### Headquarters Hotel

**Marriott Louisville Downtown**

280 W. Jefferson Street, Louisville, KY 40202

(502) 627-5045

## Driving Your Profits Toward the Finish Line

Today's ever-changing business and technology climate requires a unique approach to managing processes and profitability. From artificial intelligence to sustainability measures, businesses are being asked to do more with less. Large or small, public or

private, a sea change is occurring SGCDpro will help you race toward the finish line. Deco '24 promises a robust menu of presentations on technology, regulatory initiatives, and government incentives to guide your decision making in the coming years.

### Keynote Presentation

**PJ Shelley**, Education and Programming Manager, Louisville Slugger Museum

Louisville Slugger Museum will share the company's iconic story with Deco '24 attendees. You won't want to miss this uniquely American success story.



### Program Chairs:



**Todd Barson**, Retired, Ferro Corporation

With more than 40 years of industry experience, Todd served as SGCDpro President during 2021-22 and has served as Deco Program Chair for several years. Retired from Ferro in 2019, Todd currently serves as an industry consultant.



**Sean Weir**, Glass Coatings & Concepts

Sean joined Glass Coatings & Concepts in 2021 as an Applications Engineer, bringing more than 25 years of industry experience. Sean has extensive experience working with domestic and international customers. He previously worked for ESL Electroscience and Ferro Corporation where he served in

sales, R&D, and technical service positions. A graduate of the University of Pittsburgh, he holds 4 patents for laser marking technology. Sean currently serves as Vice President of SGCDpro.

### Welcome Reception

Friday, April 12

5:00 p.m. - 6:30 p.m.

Exclusive Sponsor:



Schilling inc.

Deco '24: Navigate changes . . . embrace new opportunities.

Society of Glass and Ceramic Decorated Products | www.sgcd.org | 740-588-9882



# Saturday, April 13

7:45 a.m. – 9:00 a.m.

## Breakfast

9:00 a.m. – 10:00 a.m.

Michael Losavio, Departments of Criminal Justice and Computer Science & Engineering, University of Louisville

## Legal and Ethical Implications of Artificial Intelligence

Michael will examine the legal and ethical implications of artificial intelligence (AI) and “machine learning” as they relate to the decoration of glass and ceramic products, with a special focus on ChatGPT and DALL-E. Advantages and disadvantages of their use will be discussed. A Q&A session will follow.

10:00 a.m. – 10:45 a.m.

Layla Renner, Creative Gold Agency

## Harnessing AI as a Marketing Tool

An entrepreneur, Layla started Calm and Scents Candle Company in her dorm room at Ohio University, growing the business from a Facebook side hustle to a brick-and-mortar location in Powell, Ohio. Most recently, she founded Creative Gold Agency, a Columbus, Ohio based marketing firm specializing in content creation, digital marketing strategy, social media training, and artificial intelligence (AI) strategies for business. Layla has been featured in Business Insider and is a regular presenter at the Powell Chamber of Commerce, of which she is a member. She has a bachelor’s degree in communication and media studies from Ohio University. Layla will discuss harnessing AI as a means of developing successful marketing and promotional strategies.

10:45 a.m. – 11:00 a.m.

## Coffee Break

11:00 a.m. – 12:00 p.m.

Dennis Raglin, Partner, Steptoe LLP

## California Regulatory Updates

Regardless of physical location, California regulatory initiatives (propositions and assembly bills) have a major impact on your business. Compliance is essential if you plan to sell in California, home to the 5th largest economy in the world. Dennis will update members on Proposition 65, AB 1200, and other major regulatory initiatives that impact glass and ceramic decorators and manufacturers.

12:00 p.m. – 1:00 p.m.

## Lunch

12:00 p.m. – 5:00 p.m.

## Exhibits Open

3:30 p.m. – 5:00 p.m.

## Exhibitor Reception

sponsored by:



Strutz International

## Gift Card Giveaway

Visit the exhibit hall and drop your business card in the box at the SGCDpro booth for a chance to win gift cards.

# Deco '24 Exhibitors

(as of April 4, 2024)

Booth Number

Applied Surface Technologies	310
Commercial Decal of Ohio	303
Decal Solutions	212
DeCoSystem	105
ETC Sp z.o.o.	313
Fermac	302
<i>Fusion Ceramics Inc.</i>	<i>110-112</i>
Innovative Digital Systems	312
Isimat	308
<i>Koenig &amp; Bauer Kammann</i>	<i>204</i>
Largent Sales Group, LLC	111
<i>Marabu North America</i>	<i>213</i>
Marck & Associates, Inc.	306
<i>Maryland China</i>	<i>104</i>
<i>NBC Meshtec</i>	<i>103</i>
Noble Metal Services	205
Peyer America	305
Preciosa	211
<i>RUCO USA (div. of INX)</i>	<i>210</i>
SAATI	202
<i>Schilling, Inc.</i>	<i>300</i>
<i>Strutz International</i>	<i>203</i>
<i>Sun Chemical</i>	<i>304</i>
Systematic Automation	311

SGCDpro Corporate Members in italics.

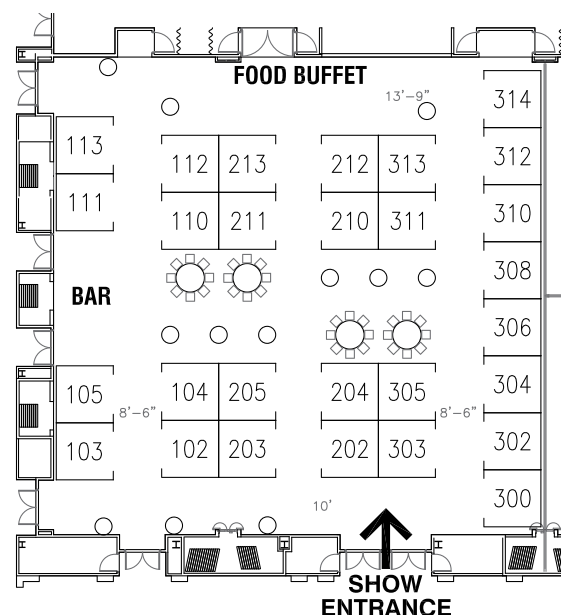
Interested in exhibiting? Spaces still remain. Contact Myra Warne at 740-588-9882.

**Exhibit hall open: Saturday 12 p.m. - 5 p.m.**

Lunch served in exhibit hall at 12 p.m.

# DECO '24 Floorplan

## MARRIOTT LOUISVILLE DOWNTOWN



ALL BOOTHS ARE 10' DEEP x 10' WIDE

**8:00 a.m.**  
**Breakfast**

**9:00 a.m.**  
**Annual Meeting and Awards Presentation**

**9:15 a.m. -10:15 a.m.**  
PJ Shelley, *Education and Programming Manager,*  
*Louisville Slugger Museum*



**Keynote Presentation**

For nearly one and a half centuries, Louisville Slugger has been synonymous with America's pastime. Each year, more than 1.8 million bats leave the Louisville factory, destined for the ballpark. From Babe Ruth to Derek Jeter, the game's greatest players have had one thing in common—they swung Hillerich & Bradsby bats produced in Louisville. PJ has more than 20 years of baseball museum experience. His career began at the National Baseball Hall of Fame & Museum in Cooperstown, NY. He joined Louisville Slugger Museum & Factory in 2009. In his current role, he is the museum's Education & Programming Manager.

**10:15 a.m. – 10:30 a.m.**  
**Break**

**10:30 a.m. – 11:00 a.m.**  
Steve Agler, *Past President SGCD*

**Flame Pretreatment of Glass Prior to Using Organic Decoration Operations has Tremendous Benefits.**

Steve will address the value of pre-flaming both tableware and containers that have either a cold end and/or hot end coating. The presentation will also discuss the different burner profiles and what is best for glass surfaces. Other topics addressed will include the most efficient flame settings, proper handling the ware through the flame, optimum BTU requirements and method to check the glass surface to ensure a good oxidation level.

**11:00 a.m. – 11:30 a.m.**  
Sean Lanigan, *Applied Surface Technologies*

**Surface Treatment**

Sean will discuss the challenges involved with decorating on glass and offer surface treatment options to improve the substrate for successful decorating application. Surface treatment options include flame, silane, corona, and Pyrosil. He will also review decorating options including screen printing and digital application.

**11:30 a.m. – 12:00 p.m.**  
Olivier Tessier, *DeCoSystem-France*

**Surface Inspection Options for the Decorating Industry**

DeCoSystem is a leading worldwide producer and installer of print or surface inspection machines for the packaging industry. The company provides solutions for silk-screen or hot-stamping operations on plastic, aluminum, and glass, as well as digital printing solutions, specializing in turnkey systems and software customization.

**12:00 p.m. – 1:00 p.m.**  
**Lunch**

**1:15 p.m. – 1:45 p.m.**  
Monika Regina & Mark Salver, *Peyer Foils*

**Adding value through creative use of foils**

Monika will discuss how Peyer stamping foils add value to cosmetic containers as well as spirit, wine and juice bottles or glasses by extending the creative spectrum in an increasingly competitive consumer market. Metallic effects, multi-colored graphics, and classic looks help accentuate your product packaging and Peyer stands ready to work with glass decorators to expand their product offerings.

**1:45 p.m. – 2:15 p.m.**  
John Kupka, *Saati Screen Printing Technology*

**Automating Your Screen Operation**

John will discuss the advantages if incorporating automation and technology into your screen making operation.

**2:15 p.m. – 2:45 p.m.**  
Mike Stover, *Laser Etching*

**The Use of Lasers for Decorating Glass and Ceramic Substrates**

Mike will review various laser system types and how they react with glass and ceramic substrates. Included will be a discussion of laser process cycle time expectations and production integration with proper laser safety shielding.

**2:45 p.m. – 3:30 p.m.**  
John F. Smith, *Glass Coatings & Concepts, LLC; ASTM International Sub-chair C14.10 on Glass Decorating*

**What is ASTM International and How Can You Help SGCDpro by being a Voluntary Participant?**

ASTM International creates and maintains almost 14,000 standards used by industry, including those specific to Glass Decorating. John will describe ASTM's role in establishing international standards and explain how you can serve the industry through ASTM International.

With 39 years of experience in paints, coatings, and ceramic enamels, John has a BS in Chemistry from Minot University. Prior to joining GCC, he spent nearly a decade with Glidden and 20 years with Akzo Nobel. He serves on several ASTM committees and sub committees.

*Thank You to Our Sponsors*

*Welcome Reception*  
**Schilling, Inc.**

*Exhibitor Reception*  
**Strutz International**

*Coffee Breaks*  
**SDI Custom Decal**  
**Sun Chemical**

**Sponsorships Available**

Increase your company's exposure by sponsoring a Deco networking event. Sponsorships available for receptions, breakfasts, lunches, and breaks. Contact headquarters at 740-588-9882 for complete details.



### Deco '24 Registration Form

Full Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**Register by phone:**  
740-588-9882

**email:**  
info@sgcd.org

**mail:**  
SGCDpro  
PO Box 2489  
Zanesville, OH 43702-2489

### Conference Registration Fee:

- Glass or Ceramic Decorator\* \$425
- Non-Exhibiting Vendor:     \_\_\_ SGCDpro Member \$695  
   \_\_\_ Non-Member \$795
- Additional Exhibitor Badges \$150  
(one full conference badge included with booth)

**Questions?**  
Call 740-588-9882  
or email info@sgcd.org

Complete meeting details  
available at [www.sgcd.org](http://www.sgcd.org)

### Payment:

- Check (enclosed)     \_\_\_ MC     \_\_\_ Visa     \_\_\_ Amex     \_\_\_ Discover

Card Number \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_

*\*To qualify for decorator rate, the PRIMARY business of your company must be decorating. Non-exhibiting vendors and suppliers (including services) MUST pay vendor rate to attend.*

**IMPORTANT NOTE:** There will be ABSOLUTELY NO selling by non-exhibiting vendors and/or suppliers (including services) at any Deco '24 function (INCLUDING RECEPTIONS AND MEALS). Non-exhibiting vendors are not allowed to display ANY samples or literature at any Deco '24 function. This includes sessions, registration area, exhibit hall and all meal functions. For exhibit information, call Myra Warne 740-588-9882.

*Plan Now to Attend:*

**DECO '25**

April 25-27

Hilton Easton, Columbus, Ohio