

Beyond The Presses

A Sentinel Reality Series

Episode 1

Episode 1— Sentinel's Foundation

Very often, a printer is defined by an equipment list or a rundown of capabilities. In business since 1854, Sentinel Printing is much more than that! In our reality series, *Beyond the Presses*, we'll introduce you to the staff at the core of Sentinel Printing's success—beginning with our Operations Manager, Dale Olmscheid. He's one of the main players in everyone's daily life here at Sentinel Printing! We'll follow Dale throughout the shop during this series, and introduce you to our cast!

With his always-ready-to-help personality and zest for life, Dale was the perfect person to have his own reality show and to introduce our customers to the rest of the Sentinel team!



Dale is a juggler... No, not this!

Dale is a juggler. Dale's role of Operations Manager means he has daily dealings with each and every department at Sentinel. Therefore, Dale offers Sentinel a great deal of knowledge and experience and has cemented his place as an integral part of Sentinel.

So, sit back and relax, and let Dale introduce you to a few of the fine folks here at Sentinel! Stay tuned for the next episode of *Beyond the Presses*. It doesn't get any more real than this!



"Catch" Dale in each new series of *Beyond the Presses*!

Dale has over 25 years of printing industry experience!

Dale's Own Piece of History!

Not only does Dale wear many different hats at Sentinel, but he wears many real hats in his spare time. From a golf hat, to a fishing hat, to a Santa hat, he and his wife keep up a brisk social life that includes volunteering for local community events.

Woodworking is also a hobby of Dale and his wife. The mosquito houses he builds have become quite popular here in the state of 10,000 billion mosquitoes! Bird houses, wall décor, and even wood trailers are part of his repertoire. He brings his talents and skills to Sentinel everyday and is often a jack-of-all trades around the office and plant.

Even though Dale insists that he wasn't quite around at the company's inception in 1854, we feel he can be seen as a historical figure for Sentinel!

Above and BEYOND...

Going Above & Beyond Since 1854

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How did I get myself into printing?

When I took my military entrance exams, my instructor told me that he had never seen a lower mechanical aptitude score. According to the score, I couldn't tell the difference between a screwdriver and a pair of pliers! Well, that sounded like management material to me. So, after 6 years in the Navy, I finished college with, what else, a management degree.

A relatively small printer was looking for a person to coordinate the daily activities of his Sheetfed, Letterpress, and Bindery departments (which later expanded into Estimating, Purchasing, and Scheduling). This was to be my initiation into the world of printing.

Ten years at this shop, and two years at a very large web facility landed me at the door of Sentinel Printing. In 1995, I started in the Estimating department, then to Plant Supervisor, and finally to Operations Manager.

Through my naval instructor's insight, I've been very happy and fortunate in my decisions, but I still can't hammer a nail without hitting my thumb!