

## Osicka sells GGE holdings to minority shareholders



The creative minds behind General Graphics Exhibits include, from left to right, John Moyes, Richard Osicka, Bill Nieser and Paul Porcher.

Richard Osicka, owner since 1988 of San Francisco's General Graphics Exhibits, GGE, said he is selling his interest in the company to his minority shareholders. The sale was made effective June 2. The three GGE principals—John Moyes, Bill Nieser, and Paul Porcher—have been with the company since the '90s.

"The evolving tradeshow industry gave us the opportunity to move ahead, and it was an exciting time to say 'let's see what we can do,'" said Osicka. "We focused on providing a professional, personal and quality service at a fair and reasonable price." Additionally, he said, "We realized that our brand was deeply connected to the Bay Area, and maintaining our brand identity was more important than expanding into new geography where we couldn't guarantee our quality or level of service."

According to John Moyes, who will continue to be responsible for sales and marketing at the company, "By following Richard's leadership, we survived the financial turmoil that hit our area after the dot-com bubble burst. He embodies trust and integrity. We diversified our customer make-up. We still have a thriving consumer base, but we built our B-to-B trade and took on more and more specialty projects."

Osicka will stay on through a transition period, and according to CEO Paul Porcher, will always play a role at GGE. Beyond that, he said he has some basic plans. "I want to give back something to the industry and community, doing volunteer work and helping small companies be successful," Osicka said. "I want to teach the lessons that I learned at GGE—that trust, integrity and honesty are the building blocks for a successful business."

*GGE is a mid-size, value-oriented company employing artisans and craftsmen, as well as designers and project managers. For more than 40 years, GGE has served the convention, museum, and creative markets with unprecedented attention to detail and to customers' needs.*