

For more information, contact:
Simi Kasakwe-Welsch, Public Relations Specialist
swelsch@americanbus.com
320.334.3784

FOR IMMEDIATE RELEASE

American Solutions for Business assembles Diversity, Equity and Inclusion Council



Glenwood, MN -July 24, 2023– American Solutions for Business has created a Diversity, Equity and Inclusion council composed of employees from all around the country. The council crosses gender, geographic, age and department lines, and has a goal of sharing education and awareness with all members of ASB.

“This council is one of the crucial next steps that ASB has been working towards,” expressed ASB President, Justin Zavadil. “Our company has changed so much since it’s inception, and this council allows us to continue to serve the new lives and backgrounds that make up our employees, supplier partners and customers.”

The council developed the following mission statement: *At ASB, we help people live their American dream. Our mission is to promote, educate and close gaps in understanding the individuality of our employees. Respect and inclusion are the cornerstone of our culture, and our passion to create the best employee and customer experience drives innovation. We will pursue diversity, equity and inclusion in our communities and workplaces, backed by our commitment to empathy and compassion.*

“We were very intentional about creating a council, rather than a committee at ASB,” explained ASB Public Relations Specialist, Simi Kasakwe-Welsch. “As ASB continues to grow and change, and as roles change, our hope is that the members of the council are able to evolve in their involvement as well.”

About American Solutions for Business

American was founded in 1981 in Glenwood, Minnesota, and has evolved into a leading distributor, providing our customers with print, promotional products, marketing collateral, fulfillment and more. Despite our growth in technology, resources and sales, we maintain our grassroots attitude by operating as the only large employee-owned distributorship in the industry. This results in a team of personally-invested employees that care for our customers’ branding, spend and creative reach to help achieve their goals.