

February 3, 2026

PRESS RELEASE: She*t for Brains Creates Space for Honest Leadership Conversations at Dscoop EDGE Denver

DENVER, CO — She*t for Brains, a grassroots mental health and wellness initiative born within the Dscoop community, will be onsite at Dscoop EDGE Denver, March 8–10, with a dedicated booth presence and three powerful education sessions.

Founded by David Rosendahl (MindFire), Chris Minn (Digital Ink), Jessica DeCola (GPA), and Jon Bailey (Precision Proco), She*t for Brains emerged from an unscripted, deeply human moment on stage at Dscoop EDGE Indy in 2024. What began as a candid conversation about pressure, leadership, and mental health quickly revealed a need across the industry: a safe space to be honest, vulnerable, and supported.

Strongly supported by Dscoop, the initiative has since grown into a community focused on resilience, leadership, and emotional well-being, building on the industry's momentum around sustainability by addressing the human side of long-term success.

At EDGE Denver, the SFB team will host three sessions featuring keynote speaker Glenn Packiam, bestselling author and global speaker on leadership and resilience, and a panel discussion with the team and Francis McMahon, President and CMO for Tecnu:

- **“Becoming Resilient: Recovery and Recalibration in High-Pressure Leadership.”** ---A keynote exploring burnout, pressure, and what sustainable leadership really requires.
- **“Strong People, Stronger Teams: Building Resilient Organizations Through Emotional Intelligence.”** ---An interactive session focused on trust, culture, and leading people, not just performance.
- **“The Bit We Don’t Say Out Loud: Leadership, Mental Health & the Cost of Always Being ‘Fine.’”** ---A raw, open forum featuring voices from across the print industry, designed to spark honest dialogue and connection rather than polished answers.

In addition to the sessions, Booth 501 will serve as a gathering space for conversation, reflection, and connection, continuing She*t for Brains’ mission to normalize discussions around mental health, leadership pressure, and work-life balance in the print and graphics industry.

“It’s not about having the answers,” says co-founder Jessica DeCola. “It’s about making sure no one feels like they have to figure it out alone.”

Since its launch, She*t for Brains has hosted a series of powerful virtual and in-person sessions featuring credentialed experts and industry voices, creating a platform grounded in authenticity, empathy, and shared humanity. What started as a spontaneous moment has become a growing movement and one that continues to prove how deeply this industry values connection as much as performance.

Attendees are encouraged to visit Booth 501 and participate in the sessions on Tuesday, March 10, to be part of the ongoing conversation.

About She*t for Brains

Grounded in genuine connection and an understanding of the need for a community that embraces vulnerability and an openness to address otherwise stigmatized personal and professional challenges, She*t for Brains aims to cultivate an inclusive platform that digs deep into the corners of transformative collaboration. Rosendahl, Minn, DeCola, and Bailey collectively state, “While achieving corporate goals are important, we all agree that even if we can ‘reach the one,’ making a difference in the life of a single individual, this initiative will be worth it.”

###

Contact

Jessica DeCola

jdecola@gpa-innovates.com

Tel 708.567.1607