

NEWSLETTER

FALL 2018

SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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INTERNATIONAL SIGN ASSOCIATION

SIGNS MEAN BUSINESS

SIGNS.ORG/FALL18



It's clear that change is occurring in the sign, graphics and visual communications industry. People now interact and consume content in different ways due to new technologies, new opportunities and new formats.

Not only is the way we learn changing, but technology is rapidly changing, too. New products are launched just about every day, ones that improve efficiencies or create fresh business opportunities.

The International Sign Association (ISA) and its Affiliated Associations are staying on top of industry trends and advances and are providing you — our members — with improved and new resources to help you stay ahead of coming changes.

AFTER ALL...
SIGNS MEAN BUSINESS!



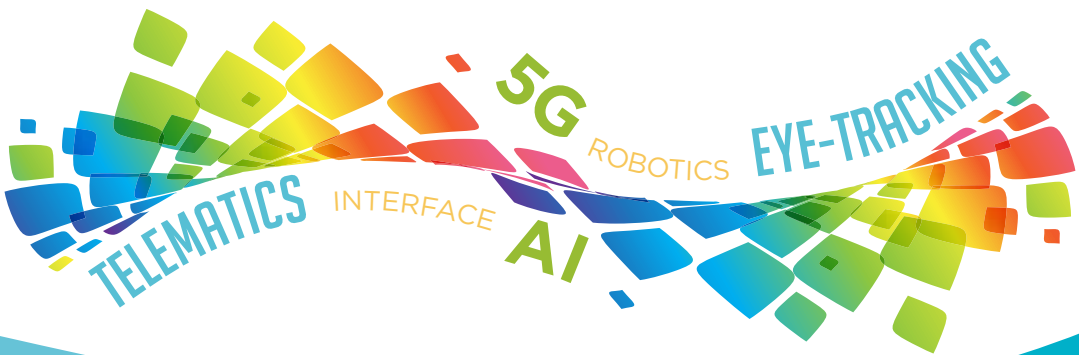
TURN TO ISA TO SEE WHAT'S NEXT

The last decade in particular has been disruptive. Little more than 10 years ago, the first iPhone was introduced, putting tiny computers into everyone's pockets. That was before Uber and Airbnb changed the way we travel. Before Instagram and Snapchat changed how we keep in touch.

The sign, graphics and visual communications industry has had its own disruptions: bigger displays, faster printers, more reliable inks and LEDs.

So, what's next? ISA will explore products and ideas that are on the cusp — and may bring significant change to our industry — in a series of ISA Strategic Insights to be released this fall and into 2019. Topics will look at materials that make for smarter, more interactive displays; techniques that make for leaner operations through AI, automation and robotics; and new ways consumers view signs, which could forever alter our industry and the way you do business.

Visit Signs.org/insights soon to view the first Strategic Insight.



FIGHTING ON YOUR BEHALF

WEBINARS TO HELP YOU STAY ON TOP OF REGULATIONS

Staying on top of the latest government regulations can be challenging — especially in such a fast-moving environment. ISA's advocacy team has ramped up the number of webinars designed to help sign, graphics and visual communications companies remain up-to-speed on regulatory requirements — complying with codes, creating safer work environments and fending off fines.

For the first time ever, federal agency officials have joined in, allowing participants to hear directly from — and ask questions of — these representatives. The webinars are recorded, so if you miss a live session, you can still tune in and learn — even months later.

Here's some of what is coming for the remainder of 2018:

- **November** | Sign Code Town Hall
- **December** | SRF Presents: How to Win Clients and Influence Sign Regulators

In addition, here are recorded webinars that may be of use:

- **Don't Fall Behind! How to Comply with OSHA's Walking-Working Surfaces and Fall Protection Standards**
OSHA provides updates to these standards.

- **Understanding the New Tax Law & How It Impacts Your Business**
Get an overview of the potential tax benefits for your companies — and your customers.
- **Harassment & Discrimination Prevention — Building a Better Workplace**
Gain a better understanding of what constitutes discrimination and harassment, the applicable laws, and how to establish appropriate policies and processes.
- **Pot on the Job: Navigating Medical Marijuana in the Workplace**
Discover what the law says to employers about medical marijuana in the workplace and learn how to develop new policies and procedures.
- **Crane Operator Certification: Are You OSHA Compliant and Ready for the Deadline?**
OSHA's mandatory rule takes effect November 10.
- **OSHA Silica Regulations Impact Sign Companies**
Understand the new standards for sign contractors who engage in activities that create silica dust, such as cutting, grinding and blasting materials including concrete, stone and brick.

All live and recorded webinars are free for ISA and ISA Affiliated Association custom sign company members.

Learn more at Signs.org/webinars.

EDUCATING & EXPANDING YOUR WORKFORCE

ENHANCED ONLINE LEARNING NOW AVAILABLE

People are at the core of your business. If you provide your staff with the resources and tools they need to be successful and give them room to grow, you will build loyalty, increase satisfaction levels and boost productivity, and your business will thrive.

So, where to start? Point your browser to **Signs.org/online** to view the newly optimized, mobile-friendly and improved ISA Online Learning system. ISA Online Learning provides access to on-demand, practical, relevant, high-level training designed by industry thought leaders across a myriad of tracks. And, courses are an effective tool to onboard, train and upskill your employees.

Check out these new features of ISA Online Learning:



Show Off Your Experience with ISA Digital Badges

Now when you or any of your employees successfully take an ISA Online Learning Course, you will receive a digital badge upon completion.

The digital badge shows that you are proficient in that subject matter and can be shown off in your email signature, LinkedIn page or anywhere you see fit.

With more than 60 Online Learning Courses to choose from — on topics ranging from digital signage and sign design to sign installation and marketing — there are plenty of opportunities to earn industry-specific digital badges.



Exclusively for ISA Members — Color Management Fundamentals

A partnership with Idealliance now offers an exceptional training opportunity for ISA members. Color Management Fundamentals is an online certification program that offers the latest in color theory and applications in color.

The 13-part certification program begins with an extensive course on the fundamentals of color management, providing a strong educational foundation for color managing a graphics workflow. The expected time to complete the course is 4.5 hours.

Completion of both the training and the certification exams with 80% proficiency qualifies the user for professional certification as a Color Management Professional (CMP), valid for two years.

**Price: \$250.00 — a 50% savings on
Idealliance's non-member price**

Get started today at **Signs.org/online**.

SPOTLIGHTING OUR MEMBERS



EVAN WOLLAK
EVP Program Management & Technology, Icon
Rolling Meadows, Illinois

Evan Wollak had a couple of choices for onboarding new employees at Icon — but each had its own drawbacks. He could develop his own curriculum, a costly and time-consuming endeavor. Or he could send new hires out into the field to learn more about the sign, graphics and visual communications industry. That would require a significant investment of time — and take the field workers away from their tasks.

Then Evan found ISA's Online Learning system, which he has since implemented for all new hires. Each Icon employee is given a list of courses to take, with an expectation that they be completed within the employee's first 90 days. The on-demand aspect of the learning allows it to be incorporated at a time that works best for the employee and the company's workflow.

In the end, "it helps me get people up-to-speed faster," Evan said. "It gets people educated about the industry so that they don't have to learn things the hard way."

ISA Online Learning also provides an easy way for Evan to track who has taken what — removing another layer of inconsistency with previous methods. "We don't have to maintain those records; the system does it for us," he said.

The system has also helped Evan, Icon's EVP of Program Management & Technology, maximize his time. "It eliminated the need for me to recreate the same material, so we could use what was already created. I could have gone out and filmed installation with signs, but ISA already has it there. It's easy to use."

ISA Online Learning is just one of the ways Icon has incorporated ISA's educational materials and resources. Employees find value in webinars, though those are based on interest and job need, not part of an onboarding program.

Evan himself has watched the training videos and, despite his long career in the industry, has found value in them. "Mixing the ISA training with the materials provided by the Sign Research Foundation provides a good look at what's going on in our industry and the value that we provide."

The end result is employees who have a solid foundation and overview of the sign, graphics and visual communications industry — and can grow in their careers much more quickly.

Learn more about ISA Online Learning and
start training your employees today at
Signs.org/online.



RESEARCH



EDUCATION



SCHOLARSHIP

The Sign Research Foundation serves the public good through research and education on the integral value of signage in shaping a community.

SRF is the only research organization advancing the science, technology, design, placement and regulation of vibrant and effective sign systems. A proven resource for education, research and philanthropy, our work contributes to more navigable cities, thriving businesses and strong urban identities. But, we can't do it without your support.

**Learn more and donate today at
GIVETOSRF.ORG**



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