Membership Has Its Benefits

The Power of Connections

Sales of large scale public display monitors are seeing massive year-on-year growth, as 50- to 59-inch public display monitors are expected to increase 29.2% in 2017, and the larger

“Relationships that matter. Support when you need it most. People who can inspire and challenge you to grow. Being part of any group brings any number of personal benefits. But when the group is focused on common goals, the value only expands.

Maybe it’s help solving the biggest problems. Or perhaps it is having access to resources that you couldn’t develop on your own. Whatever the reason, there is power when the sign, graphics and visual communications industry comes together to tackle challenges. Here, some ISA members tell about the value they find from being part of the association.

The connection that comes through ISA membership extends throughout all of her relationships, including vendors and suppliers. “If we need anything special, I call them, or they see an email from me. They know who I am and I get a response. As a sign company member, it’s a huge benefit to us.”

Suppliers and manufacturers see many of the same benefits, according to Bill Uline, general manager of Sign Faces. “As you begin to become more involved with this business, you begin to have the need to reach out to other people, because you work with so many others in the industry,” he said. “ISA and the regional Affiliated Associations are certainly great opportunities for that networking, because it’s so key to be able to be successful in this business.”

ISA’s reach is extended because of Affiliated Associations. Local sign companies join these associations and receive membership in ISA. They are:

Arizona Sign Association (ASA)
www.arizonasign.org

California Sign Association (CSA)
www.calsign.org

Colorado Sign Association (CSA)
www.cosigns.org

Illinois Sign Association (ISA)
www.isa-sign.com

Mid-South Sign Association (MSSA)
www.midsouthsignassociation.org
States: Arkansas, Alabama, Louisiana, Mississippi and Tennessee

Midwest Sign Association (MSA)
www.msassn.org
States: Indiana, Kentucky, Michigan, Ohio, Western Pennsylvania and West Virginia

Minnesota Sign Association (MSA)
www.mnsignassoc.com

Nevada Sign Association (NSA)
www.nevadasign.org

Northeast States Sign Association (NSSA)
www.nssasign.org

Northwest States Sign Association (NWSA)
www.nwsigncouncil.org

Sign Association of Canada (SAC)
www.sac-ace.ca
Provinces: All provinces and territories within Canada

Southern States Sign Association (SSSA)
www.southerncstatesigns.org
States: Florida, Georgia, North Carolina and South Carolina

Texas Sign Association (TSA)
www.texsigns.org

Tri-State Sign Association (TSSA)
www.tristatesign.org
States: Kansas, Missouri and Oklahoma

Utah Sign Association (USA)
www.utahsign.org

Virginia Sign Association (VASA)
www.virginiasignsassoc.org

Wisconsin Sign Association (WSA)
www.wisconsinsign.org

European Sign Federation (ESF)
est.d-s-g.eu
Countries: All member countries

Sales of large scale public display monitors are seeing massive year-on-year growth, as 50- to 59-inch public display monitors are expected to increase 29.2% in 2017, and the larger

* * * ISA REPORT / November 2017
Business Building Ideas

As owner of Summit West Signs in Arizona, Dana Duncan had a rude awakening when subcontractors “were not as interested in following through on their commitments as I was.” He found through connections at ISA and the Arizona Sign Association that “there’s a whole network of people out there that are ready, willing, and able to help us. The camaraderie between companies is something that I valued and learned, because through that experience, I learned how valuable it was to have a network.”

Beyond finding good subcontractors to help with his work in Gilbert, Arizona, though, he has found peers that she can bounce ideas off of. “With ISA and its national base, I have a very good contact with a company in, for example, Atlanta. They do basically the same thing in Atlanta that I do in Arizona. But they’re not a competitor at all. I can bounce things off them that will help me in my business and say, ‘Hey, what do you think about this? Or ‘Have you tried that?’ They can say, ‘We tried it. Stay away from it.’ Or ‘It was great.’ You don’t get those anywhere else but through ISA.”

Personal Growth

Gabriel Vazquez, project manager at Sign Engineering LLC in Puerto Rico, sees the sign, graphics and visual communications industry as “something you’re born into, or you just stumble upon it.”

Gabriel is in the latter category, having come into the industry from architecture. Gabriel was one of the ISA Elite members in 2016 and what he found was an industry that truly supports one another. “I didn’t know much about ISA until I came into the ISA Elite program. I was really surprised by what was going on. It made me feel like there was so much support for the industry. I didn’t see that in the architecture industry.”

That support—from ISA and member companies who have embraced young people like Gabriel into the sign, graphics and visual communication industry—has been extremely valuable, he believes.

“‘If you’re starting a business, maybe you feel like you’re doing this all alone,” he said. “That’s where the biggest value of membership comes—that you’re not in this alone. Not only is there an organization behind you, but also other companies that come together to really help each other out.”