

# INDUSTRY TRENDS

The International Sign Association



INTERNATIONAL SIGN ASSOCIATION

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## Membership Has Its Benefits

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 Power of Connections*

National sign companies join ISA directly and also may join Affiliated Associations. Ultimately, though, being a member provides an opportunity to "build relationships," says Annette Southern, director of national sign integration at Atlas Sign Industries. "Because we are a national sign company and we do business across the country, going to regional meetings gives us the opportunity to meet local sign company members and build that relationship."

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."

## Going LOCAL

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](http://www.arizonasign.org)

**California Sign Association (CSA)**  
[www.calsign.org](http://www.calsign.org)

**Colorado Sign Association (CSA)**  
[www.cosigns.org](http://www.cosigns.org)

**Illinois Sign Association (ISA)**  
[www.isa-sign.com](http://www.isa-sign.com)

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

**Midwest Sign Association (MSA)**  
[www.msasn.org](http://www.msasn.org)  
States: Indiana, Kentucky, Michigan, Ohio, Western Pennsylvania and West Virginia

**Minnesota Sign Association (MSA)**  
[www.mnsignassoc.com](http://www.mnsignassoc.com)

**Nevada Sign Association (NSA)**  
[www.nevadasign.org](http://www.nevadasign.org)

**Northeast States Sign Association (NSSA)**  
[www.nssasign.org](http://www.nssasign.org)  
States: Connecticut, Delaware, Eastern Pennsylvania, Washington, D.C., Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont

**Northwest Sign Council (NWSC)**  
[www.nwsigncouncil.org](http://www.nwsigncouncil.org)  
States: Alaska, Idaho, Montana, Oregon, Washington and Wyoming

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

**Southern States Sign Association (SSSA)**  
[www.southernstatessigns.org](http://www.southernstatessigns.org)  
States: Florida, Georgia, North Carolina and South Carolina

**Texas Sign Association (TSA)**  
[www.txsigns.org](http://www.txsigns.org)

**Tri-State Sign Association (TSSA)**  
[www.tristatesign.org](http://www.tristatesign.org)  
States: Kansas, Missouri and Oklahoma

**Utah Sign Association (USA)**  
[www.utahsign.org](http://www.utahsign.org)

**Virginia Sign Association (VASA)**  
[www.virginiasignsassoc.org](http://www.virginiasignsassoc.org)

**Wisconsin Sign Association (WSA)**  
[www.wisconsinisign.org](http://www.wisconsinisign.org)

**European Sign Federation (ESF)**  
[esf.d-s-g.eu](http://esf.d-s-g.eu)  
Countries: All member countries

## STATS • FACTS

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

## 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.” | 

