

WINTER 2016

SIGNS & BEYOND



A QUARTERLY UPDATE OF KEY INDUSTRY
INITIATIVES AND INSIGHTS FOR YOUR BUSINESS



INTERNATIONAL SIGN ASSOCIATION

SIGNS MEAN BUSINESS
www.signs.org

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Sign and graphics companies benefit every day from the work of the International Sign Association (ISA). We want to make sure our members stay informed and enlightened, so we're bringing back our quarterly newsletter. Each issue will include information on the work we are doing on behalf of you, our members. From fighting restrictive sign codes and conducting market research to our preparations for ISA International Sign Expo 2016, we are working for you.

AFTER ALL...
SIGNS MEAN BUSINESS!



FIGHTING ON YOUR BEHALF

No matter how creative the idea, or how necessary the sign, it could be virtually impossible to build due to oppressive sign codes or challenging permitting processes. That's why ISA works with communities throughout the U.S. to help them understand the importance of signs to their community's economic vitality.

Take a recent case in Stayton, Oregon. The local Chamber of Commerce executive heard that around 65 businesses in the area had received sign code violation notices. She reached out to a sign company that does a lot of work in the area and was referred to ISA. Working alongside ISA's James Carpentier, the local chamber pushed the community to not just solve the issue that had drawn the violation notices, but to also improve the overall code.

What began as an issue over temporary and portable signs created a more streamlined sign code process and better EMC legislation.

"Had it not been for ISA's help, I would not have bitten off this much," said Kelly Schreiber, the chamber executive. "I would have had to rely on what other cities do with their sign codes."

And that points out the importance of the work and how it can multiply throughout the country. Communities often model their sign codes on nearby communities, or on larger cities. One bad code idea can trickle throughout an entire region.

SUPREME COURT LEAVES COMMUNITY SIGN CODES REELING

Not all sign codes are local, of course. In mid-2015, the U.S. Supreme Court forced virtually every community in the country to look at its sign codes after issuing a broad ruling that redefined how communities can differentiate between sign types.

ISA, the Signage Foundation Inc. and Affiliated Associations stepped up efforts to help communities navigate the impact of *Reed v. Town of Gilbert, AZ*.

- A summary of the law and advice for response was provided to more than 5,000 planners. The document was drafted by prominent land use attorney Alan Weinstein.
- Weinstein and prominent planner Wendy Moeller discussed the issue in an ISA-sponsored webinar attended by more than 750 community planners.
- Planning for Sign Code Success™ events were held throughout the fall. These day-long training sessions helped planners understand how sign technology benefits communities. The sessions were revamped to include discussion of the *Reed* ruling.

The Supreme Court case continues to ripple across the country. Two challenges already underway could significantly impact the sign and graphics industry. Lawsuits in Indianapolis and Los Angeles argue that on-premise and off-premise signs can no longer be regulated differently as a result of the *Reed* case. ISA is strongly opposed to this idea.

RESTRICTIVE SIGN CODES GOT YOUR BUSINESS DOWN?

The best team of sign code experts in the industry is here to help!

As an ISA member, you have access to complimentary sign code assistance.

Email David Hickey at signage.help@signs.org to get started.

EDUCATING & EXPANDING YOUR WORKFORCE

Finding qualified workers is a top concern for the sign and graphics industry. When surveyed, sign companies said that attracting workers is the most pressing workforce issue facing their businesses. As members, you challenged ISA to help solve this problem. While there is no overnight fix, ISA is committed to tackling this issue.

INTRODUCING THE ISA CAREER CENTER WITH JOB BOARD

According to the 2015 State of the Industry survey, 68 percent of sign and graphics CEOs say they plan to add staff in the coming year. In response, ISA launched a one-stop shop for all things related to employment within the sign and graphics industry – the ISA Career Center.

The ISA Career Center includes:

- A job board that allows employers to post job openings and employees to search for open jobs and post resumes;
- Information on the Hiring Our Heroes program, which aims to place military veterans and their spouses in post-military careers. There are resources for employers who wish to hire veterans, including a searchable job database and a listing of upcoming job fairs;
- Resources and videos for those new to the industry;
- Career advice and articles for those looking to grow in their careers;
- Links to educational resources, including the International Sign Academy, ISA Digital Badge and instructional videos.

To learn more about the ISA Career Center, visit www.signs.org/CareerCenter. To view resumes or post jobs, visit careers.signs.org/jobs.

NEW — DIGITAL BADGE PROGRAM

Ensuring your employees have the skills necessary to perform their jobs and providing them with the tools to help them grow and become more effective employees has never been more important. ISA has partnered with NOCTI Business Solutions, the leader in job skills assessment testing, to provide ISA members with tests applicable to the sign and graphics industry in order to help you better train and educate your employees.

After passing each assessment, employees receive a digital badge – an electronic acknowledgement of their skills, learning and achievement. ISA and NOCTI have also developed the digital badge exclusively for the next generation – students. Students who pursue a digital badge can show potential sign industry employers that they have skills beyond a typical entry-level position.

Visit www.signs.org/DigitalBadge to learn more.



Assessments include:

- Advertising & Design
- CAD
- CAD-CAM
- Construction
- Electrical Occupations
- Electronics
- Electronics Technology
- Industrial Electricity
- Industrial Electronics
- Mechanical Drafting & Design
- Precision Machining
- Skills for Workplace Success
- Technical Drafting
- Visual Communications & Multimedia Design
- Welding

SIGNS OF SUCCESS



MEMBER SPOTLIGHT

TIM AND ANNA CAMBRON

Owners, Ruggles Sign Company
Versailles, KY

The sign and graphics business is challenging. Tim and Anna Cambron know that well, wanting to give up before seeing success with her grandfather's company, Ruggles Sign. It's not like they had always wanted to work in the family business, but need met opportunity.

Anna's grandfather, John Ruggles, had tried to retire, but the handoff didn't go smoothly. So at 72, he was back in the business and needed the help. He turned to his then 19-year-old granddaughter and her boyfriend.

"We came in to work for him, with no intentions of staying or making a career in the sign industry," said Anna, co-owner and CEO.

Fast forward a couple of years — hard years. The couple had married and decided it was time to make a change. "We said, 'We're not cut out for this,'" Anna said. "We thought we'd rather do something else. My grandfather basically said, 'Let's give it a little more time. We'll find our niche and be fine.'"

Soon, Ruggles Sign picked up its first national client and the business started to take off. "We found our niche, which is retail companies," said Tim, the company's president and co-owner. "We look at our type of work as jewelry of the sign industry."

It has worked well for the Cambrons and for Ruggles, which moved into a large, new facility in 2014. Tim and Anna had purchased the business from John Ruggles in the 1990s; he passed away in 2001. But some of the culture that he created — hard work and education — are still part of the company today.

Connecting with other sign companies at events like ISA International Sign Expo was another value that Anna's grandfather instilled. "Even though we thought we were so busy that we didn't have time to go to a show or a meeting, he was like, 'You need to go. You need to learn. You need to be around these other people and get some new ideas,'" Anna said.

Now, 30 years later, Tim and Anna continue to work with industry associations; Tim currently serves on the ISA Direct Member Council Steering Committee, which provides valuable member insight to the board of directors. "Belonging to these associations was critical to our success," Tim said. "We got to tour other facilities and see how other folks did things. I thought, 'Wow, if they can do this, we can do it.'"

INDUSTRY RESEARCH

Members receive information on the latest industry technology, trends and best practices through ISA-sponsored research. This research is designed to provide insight on ways that you can grow and improve your business. All of this is available to members at little or no cost at www.signs.org/research. Key research includes:

- ISA 2015 Wage and Benefits Survey Report
- Digital Textile Printing Opportunities for Sign Companies
- The Benefits of New, Innovative Curing Technologies
- ISA Wide Format Print & Media Mix Report — Parts 1 & 2
- Economic Impact of the Sign Industry Study
- Digital Print Substrates — An Overview for Sign Companies

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REAL RESULTS

Content suitable only for those
who want to turn graphic
opportunities into audacious
results and real money.

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**SIGN
EXPO
2016**

LET'S GET SERIOUS.

ISA Sign Expo is THE place for sign and
graphics industry professionals to make real
change, train teams and close deals.

April 20–23, 2016 • Orlando, FL • Orange County Convention Center

LET'S GET DOWN TO BUSINESS. REGISTER TODAY.

signexpo.org/isaproud

Use this code when registering: ISAPROUD

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WORK FOR YOU
AND HAVE A
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