

# NEWSLETTER

SPRING 2016

# SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS  
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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INTERNATIONAL SIGN ASSOCIATION

## SIGNS MEAN BUSINESS

[www.signs.org](http://www.signs.org)



In today's competitive environment, the pressure is on to understand and respond to lightning-fast changes in installation, design, sign codes, marketing and technology. All while managing the day-to-day operations of your sign and graphics business.

**But you're not in this alone.**

The International Sign Association (ISA) and our Affiliated Associations are working together to help you save time, save money, learn faster and work smarter. Achieve all this and more by joining your industry colleagues at ISA International Sign Expo 2016, coming up April 20-23 in Orlando, FL.

**AFTER ALL...  
SIGNS MEAN BUSINESS!**



## DIGITAL PRINT RESOURCES

ISA continuously devotes significant resources to a wide array of research initiatives.

Covering every aspect of the diverse sign and graphics industry, this research is designed to provide you, our members, with information on the latest technology, trends and best practices to strengthen your business. ISA has heard from you about the importance of digital print. ISA has substantial resources available on this topic, including the newly released white paper, *Wide Format Cutting Devices – An Overview for Sign and Graphics Companies*, sponsored by MCT Digital. Other related resources include:

- **Digital Print Substrates: An Overview for Sign and Graphics Companies**
- **Digital Textile Printing Opportunities for Sign Companies**
- **The Benefits of New, Innovative Curing Technologies**
- **ISA Wide Format Print & Media Mix Report – Parts 1 & 2**

**Plus, additional resources will be released later in 2016. All of this is available to members at little or no cost at [www.signs.org/research](http://www.signs.org/research).**

## 2016 ISA STEERING COMMITTEE MEMBERS

### **Affiliated Associations Council Steering Committee**

**John Lewis (Chair)**, Lewis Sign Builders

**Carlene Fetterly**, Colortec – Creative Solutions Print

**Jean Gavigan**, Northeast States Sign Association

**Raymond Owens**, Royal Sign Company, Inc.

**Carlos Salinas**, P.S. Sign Services

**Kenneth Soday**, Stellar Sign and Design

**Sam Van Bruggen**, Van Bruggen Signs, Inc.

**Mandy Wisner**, Southern Signs, Inc.

### **Direct Member Council Steering Committee**

**Jim Wasserstrom (Chair)**, Advance Sign Group

**Tim Cambron**, Ruggles Sign Company

**Jay Jensen**, Everbrite, LLC

**Brian Johnson**, Poblocki Sign Company

**Diana Panther**, Federal Heath Sign Company, LLC

**Patti Skoglund**, Superior Electrical Advertising, Inc.

**Wes Wilkens**, Persona, Inc.

### **Suppliers/Distributors Council Steering Committee**

**Victor Lebow, III (Chair)**, Martin Supply Company Inc.

**Mike Bluhm**, SloanLED

**Tony Fulco**, 3M

**Ken Hanulec**, EFI

**Deborah Hutcheson**, Agfa Corporation

**Rick Woodgate**, Allanson Lighting Components

# FIGHTING ON YOUR BEHALF

## SUPREME COURT SIGN CODE CASE CONTINUES TO OFFER OPPORTUNITIES

It has been nearly a year since the U.S. Supreme Court issued its ruling in *Reed v. Town of Gilbert*. The outcome has led most communities to go back and make sure that their sign codes are legal and enforceable. Thousands of local officials around the country have reached out to ISA requesting our expertise and assistance on this groundbreaking case.

**This shows no signs of letting up, either. Some of the recent and upcoming work by ISA in this area includes:**

- National Planning Conference 2016 — the annual event from the American Planning Association (APA) presentation on April 4. ISA's James Carpentier led a panel presentation on "Regulating Signs After *Reed v. Town of Gilbert*." More than 150 planners attended this class.
- ISA's knowledge about *Reed* led to several regional and state APA chapters inviting our involvement in their conferences. In 2015 alone, ISA taught planners about the legal issues involved with signs at six local APA chapter events. More than 300 planners were educated at these events, and they represented communities totaling more than 2.5 million people. Already in 2016, ISA has provided this session in New Jersey and Michigan.

- ISA's leadership on this high-profile issue — and on sign codes in general — was sought for a cover story for the February issue of *Planning* magazine. *Planning* reaches 70,000 public, private and academic planners each month.
- ISA is in the process of developing a series of four educational videos for Planetizen, a public-interest online information exchange for the urban planning, design and development community. This includes a 60-minute video on the ramifications of *Reed* on sign codes everywhere.

These opportunities presented by the *Reed* case have strengthened ISA's position as the top resource for sign code questions. Once local officials discover that the sign and graphics industry can offer resources and constructive input, they are more likely to turn to us for information on other on-premise signage-related issues, such as sign lighting, sign size, temporary signs, etc.



**If your community is exploring changes to its sign code to become compliant with the Supreme Court ruling or any other sign-related issue, contact David Hickey at [signage.help@signs.org](mailto:signage.help@signs.org) for assistance.**

# EDUCATING & EXPANDING YOUR WORKFORCE

**People are at the core of your business. If you have knowledgeable, savvy employees, then your business will thrive. To keep your employees sharp and at the top of their game, look to ISA Sign Academy for the best training in the sign and graphics industry. Whether it's virtual or in-person, ISA's resources cover the entire lifecycle of your business.**

## ISA SIGN ACADEMY ONLINE



ISA Sign Academy Online provides access to practical, relevant, high-level training designed by industry thought leaders and covers everything from project management to installation to digital signage.

More than a dozen courses have recently been added, including two courses for native Spanish speakers. Courses can be purchased on an individual basis for as low as \$25/course for members. Company packages are also available.

**Learn more at [www.signs.org/online](http://www.signs.org/online).**

## GAME CHANGER SESSIONS AT ISA INTERNATIONAL SIGN EXPO

There is no doubt that the way we work is changing. Technology is certainly a key force in driving that change. But, that's not all. Unlike technology – which can change in an instant – demographic shifts are a slower build, giving experts and researchers a heads-up on what's coming.

It's clear that employees' attitudes and behaviors are shifting. What they want – or demand – from employers has changed. On a broader level, significant demographic changes on a global basis are setting up winners and losers.

Get insight into the way the work world is changing in two "Game Changer" sessions later this month at ISA Sign Expo 2016, featuring demographer Ken Gronbach and Millennial expert Seth Mattison.

There are ways that sign and graphics companies will need to shift to accommodate today's worker. Mattison will discuss what's coming next in the new world of work for leaders at all levels and the trends that will impact business. Gronbach will highlight the latest demographic research to explore the changing workforce as well as forecast other demographic drivers of change.

The Game Changer sessions presented by Gronbach and Mattison are likely to sell out, so register now at [signexpo.org/education](http://signexpo.org/education). They might just give your company a leg up on preparing for your future workforce.

**Ken Gronbach**



**Seth Mattison**



# SPOTLIGHTING OUR MEMBERS



**RICK SCRIMGER**  
**President, Roland DGA Corp.**  
**Irvine, CA**

After working his way up the ladder at Roland DGA to the role of president, it might seem that Rick Scrimger has nothing more to learn. And yet, he makes sure that he seeks out some type of continuing education each year. It's something he's done since he completed his MBA in 2000.

This year, for instance, it was a few days at the Anderson School of Business at UCLA to help hone his skills as a corporate director. In addition to serving on Roland DGA's Board, he also is on the ISA Board of Directors and on several international corporate boards.

**“Continuing education is part of the expectation here at Roland DGA,” he said.**

**“So it makes sense that I do the same. We budget and set aside money for our employees to attend training and education opportunities regularly. Associates, Bachelors and post-graduate degrees are part of our larger education initiatives.”**

Ongoing training and education is something Scrimger would like to see more people take advantage of in the sign and graphics industry. One such opportunity is Roland's ImagiNATION 2016 event on April 20, co-located with ISA Sign Expo in Orlando. In addition to the training offered during ISA Sign Expo, ImagiNATION helps Roland inkjet users develop their skills in selling, productivity and color management, among other areas.

“Printers have gotten really good; the software has gotten really good; the media has gotten really good,” notes Scrimger. “The thing that will differentiate people competing for business is their expertise. Yes, some skills come from the school of hard knocks and just doing it and learning from it. But it's also important to gain expertise through training and exposure to the ways that other people do things. If you're not continually learning, you'll fall behind.”

Roland DGA's ImagiNATION event is in its second year and Scrimger says the company is making this year's event even better than the last. In addition to the education from instructors, time has been built in for peer-interaction, as well as inspiration and entertainment.

There's no doubt that Scrimger will use some of the interaction time to hear from customers about how Roland's products are being used to help build businesses. “We have this corporate saying: we transform imagination into reality,” he said. “My interpretation is that we're helping make people's dreams come true.”

**To learn more about the Roland ImagiNATION event, visit [rolanddga.com/imagination](http://rolanddga.com/imagination). To learn more about the ISA Sign Expo 2016, visit [signexpo.org](http://signexpo.org).**

PROFESSIONAL  
**ADVISORY**

**POWERFUL CONNECTIONS**

New connections made at ISA Sign Expo may increase the risk of expanding your network and building your business.



**LET'S SHAKE ON IT.**

ISA Sign Expo is where sign and visual communications pros negotiate, source business, and foster local and national connections that turn into profitable partnerships.

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

**LET'S GET DOWN TO BUSINESS. REGISTER TODAY.**

[signexpo.org/isaproud](http://signexpo.org/isaproud)

Use this code when registering: ISAPROUD

**LAST CHANCE**

EXPAND YOUR BUSINESS  
**OPPORTUNITIES**  
AND PUT ISA TO WORK  
FOR YOU.

Knowledge

Networking

Advocacy

Events



INTERNATIONAL SIGN ASSOCIATION



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1001 N. Fairfax Street, Ste. 301

Alexandria, VA 22314



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