

NEWSLETTER

SUMMER 2016

SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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Be Part of Sign Manufacturing Day



INTERNATIONAL SIGN ASSOCIATION

SIGNS MEAN BUSINESS

www.signs.org



Navigating sign codes. Recruiting top talent. Understanding the latest installation techniques. Crafting mind-blowing designs. All of these may be on today's to-do list for a sign and graphics company leader.

Fortunately, you have a powerful partner in your corner.

The International Sign Association (ISA) and its Affiliated Associations are laser-focused on your success. We're here to help you turn your challenges into successes and your threats into opportunities.

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



Creating Safe, Livable, Thriving Communities Through Sign Education and Research

You may sell the sign, but sometimes, whether it is able to be created and installed is out of your hands. These responsibilities lie with planners and other local officials who draft and enforce sign codes. ISA and its Affiliated Associations continue to build relationships with planners and other local officials to help them recognize how reasonable sign codes can positively impact their communities.



An essential part of these relationships is providing them with compelling research to help convey the value of signs — which is where the Signage Foundation comes into play.

The Signage Foundation conducts research on model sign codes, consumer perceptions of signage, digital signage and traffic safety, EMC brightness levels, typography, downtown and landmark signs, retail wayfinding, the economic value of on-premise signs, and more.

Key Signage Foundation research that ISA uses with planners and local officials includes:

- Best Practices in Regulating Temporary Signs...Updated with *Reed v. Town of Gilbert*
- Economic Value of Signs
- Illuminated vs Non-Illuminated Signage — Economic Impact of Illumination
- Signage Foundation Analysis: The State of Sign Codes After *Reed v. Town of Gilbert*

The Signage Foundation also produces materials to help educate you and your customers. Its latest research includes:

- Consumer Perceptions of Retail Signage
- Digital Print Trends and Technologies in the Sign and Graphics Industry
- Retail Wayfinding Best Practices

To download this research for free or to support sign research with a donation, please visit www.givetosfi.org.

FIGHTING ON YOUR BEHALF

BUILDING BRIDGES WITH PLANNERS AND LOCAL OFFICIALS

ISA and its Affiliated Associations have made significant progress in helping planners and local officials better understand how signs build business, which in turn builds stronger communities. One of the most successful methods has come through the ISA Planning for Sign Code Success™ events, powered by Signage Foundation research and held in conjunction with Affiliated Associations. Since 2011, through ISA's efforts, more than 750 planners and local officials have been educated about the importance of signs and reasonable sign codes.

Earlier this year, the first Planning for Sign Code Success™ event was held in Wisconsin, drawing an impressive 55 planners representing 34 jurisdictions. More events are scheduled throughout 2016 in Missouri, New Jersey, California, Nevada and Texas, with more to come.



Another tool that ISA uses to educate planners is the "Recommended Night-Time Brightness Levels for On-Premise Electronic Message Centers." This guideline has been adopted in whole or in part by more than 200 communities across the U.S. This guide is currently receiving an update to include case studies of communities that have successfully updated or added EMC regulations using this guidance, as well as new language to help local officials measure the brightness of these signs. These recommendations are a valuable resource to provide a reasonable solution to the hot-button issue of EMC brightness. The new edition will be available this summer at www.signs.org/local.

**To learn more about ISA's work with planners,
contact David Hickey at signage.help@signs.org.**

EDUCATING & EXPANDING YOUR WORKFORCE

As your business expands, finding and retaining skilled workers — and replacing retiring workers — is an issue that must be solved for your business and the overall industry to thrive. ISA directly confronts this issue through a number of special programs, including the ISA Elite program, now in its second year.

As a way to encourage young leaders to engage in the future of the industry, 35 young professionals came together as part of the ISA Elite program this past April at ISA International Sign Expo in Orlando. The diverse group was selected from a pool of more than 100 applicants and receive leadership training and special educational opportunities throughout the year to further their enthusiasm and exposure to the sign and graphics industry. Keep an eye out for these leaders in the years ahead as they will undoubtedly have a significant impact on the sign and graphics industry:

Brooke Albring, Oakhurst Signs, Largo, FL

Myles Amor, Amor Sign Studios, Inc.,
Manistee, MI

Dane Alvord, Royal Sign, Phoenix, AZ

Emily Bamonte, Holthaus Lackner Signs,
Cincinnati, OH

Ashley Bray, *Sign Builder Illustrated*, Warwick, RI

Matthew Budnik, Inpro-SignScape, Muskego, WI

Mary Crim, National Signs, Houston, TX

Katy Downie, Icon Identity Solutions,
Schaumburg, IL

Kyle Edmonds, Mitchell Signs, Meridian, MS

Christopher Ezell, Davey Coach Sales, Inc., DBA
Big Picture Graphics, Sedalia, CO

Alyx Haraway, Flexmark USA, Houston, TX

Kelsy-Ann M. Hayes, TLC Sign, Kimberly, WI

Ashley Hohensee, Southwest Signs,
San Antonio, TX

Matt Humphrey, Bristol Sign Company,
Bristol, VA

Adesola Ebenezer John-Phillips, Goldfire
Nigeria Limited, Lagos, Nigeria

Gabriel Vázquez Espinell, Sign Engineering
LLC, San Juan, PR

Jeremy Johnson, George Lay Signs, Wichita, KS

Shawn Klinger, Optec Displays, Sarasota, FL

Alex Lauretano, Lauretano Sign Group,
Windermere, FL

Eric M. Linquist, Ramsay Signs, Clackamas, OR

Haeli Lowe, Ziglin Signs, Union, MO

Justin Matheny, Prairie Signs Inc., Normal, IL

Rachel Moore, Design Center Signs, Tyler, TX

Sarah Norris, Cummings Resources,
Knoxville, TN

Faye Rowell, Watchfire Signs, Danville, IL

Ryan Schurle, Schurle Signs Inc., Lawrence, KS

Corey Shano, Associated Sign Company,
Phoenix, AZ

David Shapiro, Triangle Sign & Service,
Halethorpe, MD

Nicholas Thompson, Image Supply Source, Inc.,
North Tonawanda, NY

Alexander Timmers, KeyedIn Solutions Inc.,
Minneapolis, MN

Chris Whitmore, Acorn Sign Graphics,
Richmond, VA

Nick Wilson, Oxford Graphics, Monroe, LA

Rachel Wolfgang, Poyant, New Bedford, MA

Adam Yorston, Yorston & Associates,
Middletown, DE

Thomas Young, YESCO Custom Electric Signs,
Salt Lake City, UT

CONGRATULATIONS TO THE 2016 ISA ELITE CLASS!

SPOTLIGHTING OUR MEMBERS



DAVID SCHAUER President, Signtech San Diego, CA

It is a familiar story: David Schauer was born into the sign and graphics industry, watched his father (Corky Schauer) and grandfather (Harold Schauer Sr., who started in the sign industry in 1936) at work and chose to make it his career.

Now president of Signtech, he realizes that not everyone has the same experience of understanding the exciting and lucrative opportunities that a career in sign manufacturing affords. That's why his company works diligently to open up its doors to area schools, including a local welding school. The company expanded its efforts last year by participating in Sign Manufacturing Day.

A group of more than two dozen students were led through David's shop and were exposed to all that the sign and graphics industry has to offer. One student was so interested and eager that he was later hired to work at Signtech as a welder in late 2015.

“We're always looking to bring new people into this industry,” he said. “People don't grow up wanting to be sign manufacturers. Our industry needs to do a better job of introducing them to it.”

Schauer's first official introduction to the industry came at the age of 12 while he and his friends dug holes by hand up to 10' deep for \$75 each. At 18, he started working at Signtech, founded by his father in 1984. He worked his way through practically every role, from sweeping the floors and driving trucks to working in various departments — paint, metal, install, estimating — to being plant manager, general manager, etc.

In high school, his favorite classes were woodshop and welding/metal shop. “I was always a hands-on guy and knew this was the area I wanted to pursue. It's a shame that our school systems don't offer these types of courses anymore, college isn't a good fit for everyone.”

That background in production helped him to “talk the talk” with shop and installation employees, clients and engineers.

Though he heavily recruits the next generation of sign and graphics industry workers, he is raising them, too. His three children all currently work in the business. His daughter, Kelsey, currently works in project management and has decided that she would like to make it a career. Both of his sons, Kyle and Kristopher, are showing interest, and both are now working in production. All three are currently attending San Diego State University.

Of course, it would be hard not to catch David's enthusiasm. “I definitely think it's a great industry and I have a great passion for it; 99% of the time I look forward to coming to work and showing up on a Monday morning. I love that the industry is always different, we can be creative and constantly deal with new challenges. I like to tell clients that if they can dream it, we will build it!”

SHARE YOUR PASSION FOR SIGNS AT SIGN MANUFACTURING DAY 2016



TOP THREE REASONS TO PARTICIPATE IN SIGN MANUFACTURING DAY:

1

JOIN THE MOMENTUM:

During Sign Manufacturing Day 2015, **2,200 students** toured **34 ISA member companies** in **43 locations**



2

CATCH THEIR ATTENTION:

BEFORE THE
BUSINESS TOUR:

57% of students
considered
a career in
manufacturing



AFTER THE
BUSINESS TOUR:

81% considered
a career in
manufacturing



3

DEVELOP YOUR FUTURE WORKFORCE:

“Students enjoyed seeing all aspects come together in the production of a sign. A few even asked about employment opportunities. Possibly summer internships?”

- Bryan Eck,
Welding Teacher, South Bend, IN

SIGN
UP!



Visit www.signs.org/MFGday or
email workforce@signs.org
to register your company for 2016.

TAKE ADVANTAGE OF ISA'S RESOURCES
TO STRENGTHEN YOUR BUSINESS TODAY
AND PROPEL YOU INTO THE FUTURE.

Knowledge
Networking
Advocacy
Events



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