

NEWSLETTER

WINTER 2017

SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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Big News from the Sign Research Foundation

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Register for ISA International Sign Expo 2017



INTERNATIONAL SIGN ASSOCIATION

SIGNS MEAN BUSINESS

www.signs.org

2017 CALENDAR OF EVENTS*

FEBRUARY

9-10

Mid-South Sign Association
"New Ideas, New Possibilities"
Conference

16-17

Midwest Sign Association
Winter Meeting

MARCH

23-25

Southern States Sign
Association Conference

28

Utah Sign Association Annual
Meeting

APRIL

19

National Signage Research &
Education Conference

19-22

ISA International Sign
Expo

21

Colorado Sign Association
Membership Mixer at
ISA Sign Expo

MAY

9-10

Illinois & Wisconsin Sign
Associations Spring Conference
& Baseball Outing

JUNE

7-11

Texas Sign Association Annual
Conference

15-16

Midwest Sign Association
Summer Meeting & Golf
Scramble

15-17

Alberta Sign Association
Tradeshow & Golf Tournament

16

Utah Sign Association Annual
Golf Tournament

20-21

NAM Manufacturing Summit

20-22

ISA Converge

JULY

19

Colorado Sign Association
Summer Mixer

26-30

Mid-South Sign Association
Annual Meeting & Trade Show

AUGUST

10-12

7th Annual Tri-State Sign Expo &
Golf Tournament

25

Atlantic Province Golf
Tournament & Networking Event

SEPTEMBER

14-15

Midwest Sign Association Annual
Meeting & Golf Scramble

21-22

Northwest Sign Council Annual
Meeting & Golf Tournament

21-23

Southern States Sign Association
Annual Conference & Tradeshow

28-29

Northeast States Sign Association
New England Sign Expo

OCTOBER

5-6

Mid-South Sign Association
"New Ideas, New Possibilities"

6

Sign Manufacturing Day

6

Michigan State University
Signage Workshop

19

Arizona Sign Association Annual
Tabletop & Membership Event

27-28

Sign Expo Canada

DECEMBER

5

Nevada Sign Association Annual
Meeting & Holiday Mixer

7

Colorado Sign Association
Annual Meeting & Holiday Mixer

13

Arizona Sign Association Annual
Meeting

*Events are subject to change and more events will be added.
Visit www.signs.org/events for the most up-to-date list.

A new year brings new expectations and opportunities for business growth and earning potential. The International Sign Association (ISA) continues to work for you and strives to keep you informed on the sign, graphics and visual communications industry's most pressing issues.

From fighting restrictive sign codes and conducting invaluable market research to making inroads in the planner community and preparing for ISA International Sign Expo, there is much to look forward to in 2017.

AFTER ALL... SIGNS MEAN BUSINESS!

2017 ISA Board of Directors

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Jeffrey S. Young, YESCO

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Mark Granberry, Graphic Solutions Group, Inc.

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Craig Campbell, ORAFOL Americas

At Large/Unrestricted Seat

Christina Galgan, Walgreens

Affiliated Associations Council

Joe Gibson, Ramsay Signs, Inc.

Affiliated Associations Council

Michael Hage, All Signs, Inc.

At Large/Unrestricted Seat

Deborah Hutcheson, Agfa Corporation

Direct Member Council

Richard Poyant, Poyant Signs, Inc.

Suppliers/Distributors Council

Ken VanHorn, Mimaki USA, Inc.

Suppliers/Distributors Council

Jim Wilson, Montroy Sign & Graphic Products

Affiliated Associations Council

Mandy Wisner, Southern Signs, Inc.

Direct Member Council

John Yarger, North American Signs, Inc.

Affiliated Associations Council

Ben Ziglin, Ziglin Signs

FIGHTING ON YOUR BEHALF

FIVE ADVOCACY AREAS TO WATCH IN 2017

ISA continues to work at the local, state and federal levels to create opportunities for sign, graphics and visual communications companies. Much of the immediate impact is felt at the local level — when a permit isn't approved or a new sign code is enacted. But actions at the federal level can have their own effects — and they may run much deeper, such as when a tax rate is increased or a new regulation is enacted.

With a new administration and new Congress, changes are expected. Here's what ISA's Advocacy team is watching in 2017:

HEALTH CARE

Although at this point there is great uncertainty about the details of his plans, President Donald J. Trump campaigned on a promise to “repeal and replace” the Affordable Care Act. Sign, graphics and visual communications companies provide health insurance benefits for about two-thirds of salaried employees and 60 percent of hourly employees, according to the 2015 ISA Wage & Benefits survey. So anything that impacts insurance — particularly rates — and health care more broadly will be felt.

TAXES

President Trump also ran on cutting taxes for businesses, including elimination of the estate tax and reduction of the corporate tax. His proposal to lower the tax rate to 15 percent for business owners who file as S-corps (top marginal tax rate is currently 39.6 percent) will affect many in our industry.

REGULATIONS

While it is unclear exactly how the new administration and new Congress will approach regulations on manufacturers and the broader business climate, ISA will continue to work with groups with which we share a common interest. We all have stories to tell about how our industries benefit when regulations which harm businesses are eliminated.

LABOR

While the new administration has not announced many plans related to labor relations, the Obama administration issued a number of new regulations and rules that affect the workplace. ISA will monitor the National Labor Relations Board (NLRB) actions to see if any of the Obama-era rules will be repealed.

ISA also will continue to keep an eye on the overtime law, which would have significantly increased the number of workers eligible for overtime. In November 2016, a judge issued a stay, preventing the law from taking effect until a hearing can be held on the validity of the NLRB action. The lawsuit had been brought by 21 states and a coalition of which ISA was a part.

OSHA MANDATES

One of the most sweeping regulations to impact the sign, graphics and visual communications industry is still expected to take effect as scheduled: the OSHA mandate that all mobile crane operators be certified by November 10, 2017. ISA is operating as though the new administration will not result in this rule being further delayed or removed. ISA is urging sign, graphics and visual communications companies to prepare.

This crane certification mandate isn't new — it already passed (more than six years ago), even though the compliance deadline just now is approaching. ISA is working with our contacts in Washington, D.C., and with our colleagues in other similarly affected industries, to determine if there are any such possibilities for the mandate changing in any way.

In the meantime, ISA is urging sign companies to plan as though the crane certification requirement will become effective on November 10. Members can prepare and learn more about the regulation by attending ISA's free webinar on February 15 or the Lounge & Learn session during ISA Sign Expo 2017. Please visit www.signs.org/crane for more information.

Know that ISA will continue to monitor federal regulations — as well as continue to work at the local and state levels. If your company needs assistance with sign codes or help navigating federal regulations, contact signcodehelp@signs.org.

CREATING RESEARCH FOR CHANGE

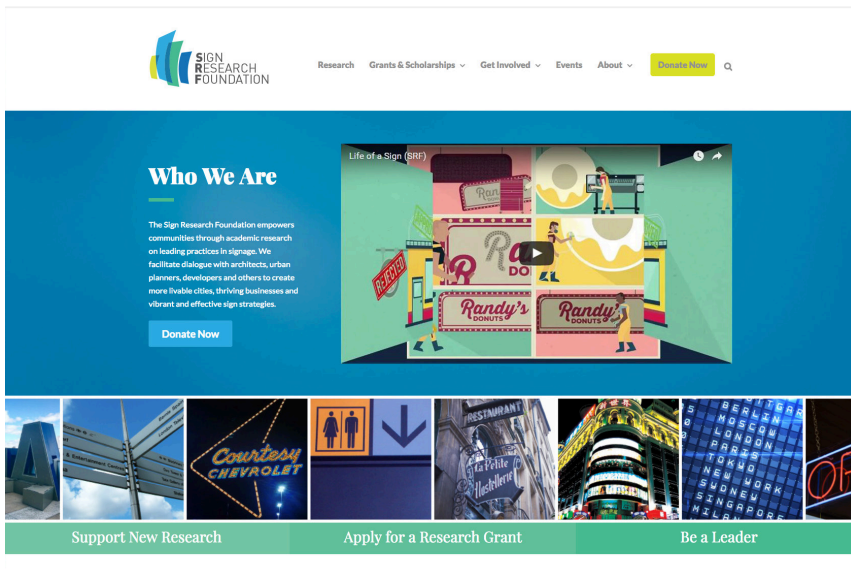
THE SIGNAGE FOUNDATION INC IS NOW THE SIGN RESEARCH FOUNDATION!



The new name, logo and website better describe the Sign Research Foundation's (SRF) main goal: research on all aspects of signage – used to educate the public. SRF will continue developing research that builds strong businesses and communities through better understanding of signs and the role they play.

SRF's new look, with a rich cache of new content, cements its reputation as the leading resource for research related to the sign, graphics and visual communications industry. In 2016, SRF released new reports for the retail sector (on wayfinding and signage ROI), for urban planners (on sign codes and temporary signage regulations), and for designers and sign companies (on digital print technologies). They also consolidated nine of the most requested academic research reports into visually compelling executive summaries which were distributed to hundreds of code officials and urban planners.

More research will be released when SRF holds its annual National Signage Research & Education Conference (NSREC) on Wednesday, April 19, in conjunction with ISA International Sign Expo 2017 in Las Vegas.



SPOTLIGHTING OUR MEMBERS



BRAD NICELY

President, Sycamore Sign Service Knoxville, TN

Brad Nicely had been around the sign, graphics and visual communications industry for years when he launched Sycamore Sign Service in 2011. Despite his experience, he still found he needed advice from others.

“I was making phone calls on a regular basis, getting pointers and tips from other owners,” he said. “The people who were most willing to help me and advise me were members of ISA and ISA Affiliated Associations.”

These days, Nicely, whose company focuses heavily on installation for national sign companies, is a member of both the Mid-South Sign Association and the Southern States Sign Association, which provide ISA membership as well.

Networking is important to business owners like Nicely. “I don’t talk to owners that much unless I purposely call them,” he said. “If we’re doing a project, our main contact is the project manager. But connecting with owners allows me to learn from their mistakes. It might prevent me from making those same mistakes.”

He also sees the benefits of deepening those connections at ISA International Sign Expo and the regional Affiliate events. “ISA Sign Expo is huge and allows me to seek out new technology and see what’s down the road,” he said. “Because we work so much for the national sign companies, we always try to attend so that we can meet with them. We’re big on developing relationships and ISA Sign Expo allows us to do that.”

He doesn’t just go to ISA Sign Expo to network. In recent years, he has purchased a plotter and digital printer as well as leased a new truck. All of those purchases were begun at ISA Sign Expo, he said.

“I was making phone calls on a regular basis, getting pointers and tips from other owners,” he said. “The people who were most willing to help me and advise me were members of ISA and ISA Affiliated Associations.”


But he is also big on attending the regional Affiliate events. Because of their closer proximity to Knoxville, where Sycamore is based, he is more likely to take a larger group of employees. He has a staff of 17.

“It helps them to develop their relationships and increases their knowledge,” he said. “It’s just a way of giving them more tools in their toolbox.”

PROFESSIONAL
ADVISORY

POWERFUL CONNECTIONS

APRIL 19-22, 2017 | LAS VEGAS, NV



LET'S HOOK UP

WARNING —
new partnerships may
increase your profits.

With 20,000 sign and graphics professionals under one roof, you'll make the most important connections of the year to help you expand your business and increase revenue streams.

Serious products, cutting-edge trends and valuable business connections — all at ISA Sign Expo.

GET STARTED NOW. Register at signexpo.org/ISAProud
Use promo code **ISAPROUD** when registering

ISA SIGN
INTERNATIONAL EXPO
2017

PUT ISA TO WORK FOR YOU
AND HAVE A PROSPEROUS
AND PRODUCTIVE 2017.

Knowledge

Networking

Advocacy

Events



INTERNATIONAL SIGN ASSOCIATION

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