

NEWSLETTER

SPRING 2017

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

To compete in today's competitive market, you need to consistently perform at the top of your game. You need to know the right people, employ the best workers, understand complicated sign codes, operate the finest equipment and utilize the latest installation/design/fabrication/sales/marketing techniques. The list goes on and sometimes may seem impossible to accomplish.



Fortunately, ISA International Sign Expo 2017 is your answer. In just four days, you can check off every item on your never-ending to-do list. **Make time to attend — April 19-22 in Las Vegas.**

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

2017 ISA Steering Committee Members

Affiliated Associations Council Steering Committee

Ryan Brady

Brady Sign Company
Sandusky, Ohio

Jason Buxton

Graphic Options
Farmington, Mo.

Jeff Croskey

LSI Industries, Inc.
North Canton, Ohio

Carlene Fetterly

Colortec – Creative
Solutions Print
Burnaby, B.C., Canada

David Goodson

Impact Signs, Awnings,
Wraps
Dedalia, Mo.

Patti King

Affiliated Association
Representative
Glendale, Ariz.

Carlos Salinas

envisage signs
Anaheim, Calif.

Kenneth Soday

Stellar Sign and Design
Winter Park, Fla.

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Tim Cambron

Ruggles Sign Company
Versailles, Ky.

Jay Jensen

Everbrite, LLC
Greenfield, Wis.

Brian Johnson

Poblocki Sign Company
Milwaukee, Wis.

Diana Panther

Federal Heath
Eules, Tex.

Jim Wasserstrom

Advance Sign Group
Columbus, Ohio

Wes Wilkens

Persona, Inc.
Watertown, S.D.

Evan Wollak

Icon Identity Solutions
Elk Grove Village, Ill.

Suppliers/Distributors Council Steering Committee

Ken Auty

FusionCast, Inc.
Cambridge, Ont., Canada

Stephen Bennett

Esko-Graphics, Inc.
Miamisburg, Ohio

Mike Bluhm

SloanLED
Ventura, Calif.

Tony Fulco

3M
St. Paul, Minn.

Ken Hanulec

EFI
Meredith, N.H.

Victor Lebow, III

Martin Supply Company Inc.
Baltimore, Md.

Rick Woodgate

Allanson Lighting
Components
Toronto, Ont., Canada

Do you want to make an impact on the sign, graphics and visual communications industry? Many volunteer and leadership opportunities exist within ISA and ISA Affiliated Associations.

Email membership@signs.org to get started.

FIGHTING ON YOUR BEHALF

REED AT TWO

ISA has presented at the American Planning Association's National Planning Conference three times since 2013. Why does this matter? Because the event draws thousands of planners from around the country and offers ISA — and the sign, graphics and visual communications industry — an opportunity to make important connections.

This spring at the APA show, ISA has yet another opportunity to present education on crafting reasonable sign codes to this critical group who draft and enforce the regulations that affect signs.

The session *Reed at Two* is designed to help planners continue to navigate the 2015 U.S. Supreme Court ruling in *Reed v. Town of Gilbert*, which has caused many communities in the U.S. to reconsider their sign codes. ISA has become a trusted resource for credible information on creating sign codes that balance business interests with legal considerations.

It's just the latest in a string of outreach opportunities to this group. ISA and Affiliated Associations continue to offer Planning for Sign Code Success™ events throughout North America. Since 2011, these day-long workshops have hosted more than 850 planners from more than 700 jurisdictions to learn about reasonable sign codes directly from the sign industry. And we have six more of these events scheduled in 2017.

But the relationship with planners extends well beyond these presentations. More and more of them are turning to ISA and the industry for assistance when developing sign codes. From Yakima, Wash., to Bridgton, Maine, local officials have turned to ISA and its Affiliated Associations to provide guidance when it comes to drafting beneficial and effective sign codes.



If you have questions regarding sign codes in your district, ISA is here to help. Stop by the ISA Sign Code Help Desk located in *The Hub* at ISA Sign Expo 2017 or email signage.help@signs.org for assistance.

SPOTLIGHTING OUR MEMBERS



BOB DANIELS
Director of Field Services
Philadelphia Sign Company
Palmyra, NJ

“With 34 years in this business, I have all sorts of contacts and relationships. People inside my company call me all the time and ask for a resource. I’m constantly looking to meet new people. ISA Sign Expo is a great place to do that.”



Bob Daniels, director of field services for Philadelphia Sign Company, has been around the industry for 34 years. So when he says that he knows “everyone,” he is not that far off.

Nowhere is that more important than the ISA Networking Reception for National and Custom Sign Companies. In 2016, he signed up for a tabletop and asked his company leadership to stop by and help with setup. They intended to stay for just a few minutes. “The doors opened up and the place went crazy. I’ve never met so many people in 90 minutes.”

Networking events at ISA Sign Expo, as well as Affiliated Association events, can help even the most well-connected sign, graphics and visual communications professional at the top of his or her game. “The sign business is a relationship business,” he said. “That’s what it boils down to at the end of the day.”

“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.”



TOP 10 WAYS TO HAVE FUN AT ISA INTER

1.

MAKE A LIST. AND CHECK IT TWICE.



When packing for ISA Sign Expo, don't forget your trade show essentials: huge stack of business cards; charging devices; multiple pairs of comfortable (and dancing) shoes... the list goes on!

2.

DANCE THE NIGHT AWAY.



Get ready to rock at *ISA Rocks: The Industry Party!* (sponsored by Mimaki) on Thursday, April 20 at 8:00 p.m. at House of Blues in Mandalay Bay. Rub elbows with your industry colleagues and enjoy music, dancing and fun. All attendees are invited.

5.

LEARN WHILE LOUNGING.

Take advantage of free education right on the show floor in the Lounge & Learn (sponsored by 3M). Learn about current issues and product information in these 30-minute, content-rich sessions.

6.

SHAKE SOME HANDS.



Visit with ISA staff and the executive directors of the 17 ISA Affiliated Associations as well as the European Sign Federation in The Hub, located in the foyer near the show floor entrance. Learn about the benefits of membership and join at the show!

9.

MIX AND MINGLE.

With more than 20,000 attendees, there are plenty of opportunities to connect with a current or future vendor, partner or customer. From the ISA Networking Reception for National and Custom Sign Companies on Friday afternoon to the Last Hour Happy Hour every afternoon, be ready to network.

10.

COME READY.



Save time on site and make sure you're registered before stepping foot in Las Vegas. Visit signexpo.org/register and use promotion code **ISAPROUD** when registering for a **FREE** trade show pass.

HAVE AN INCREDIBLE EXPERIENCE INTERNATIONAL SIGN EXPO 2017

3.

KICK BACK AND RELAX.

Exploring the expansive show floor – featuring 600+ exhibitors across 210,000 NSF – can be exhausting. Take a break in the ISA Lounge (sponsored by Orafol) and catch up on email or enjoy a beverage. Be sure to stick around for happy hour in the afternoon!

4.

MAKE A PLAN.



Download the complimentary ISA Sign Expo mobile app (sponsored by Nova Polymers, Inc.) to help plan out your experience. Mark the exhibitors you want to see, the education sessions you need to attend and the events you can't afford to miss, all in the palm of your hand.

7.

RATTLE YOUR BRAIN.



Add the two Game Changer Sessions to your must-attend list. Both entrepreneur and author Jia Jiang, and co-founder and president of Team Rubicon Jake Wood will have you rethinking the way you view life, business and success.

8.

ROLL WITH THE PUNCHES NO LONGER.

Have you been battling confusing and restrictive sign codes in your county? Visit the ISA Sign Code Help Desk located in The Hub to receive expert advice and assistance on sign code regulations.



APRIL 19-22, 2017 | LAS VEGAS, NV

EXCEL IN YOUR BUSINESS

AND PUT ISA TO
WORK FOR YOU.

Knowledge

Networking

Advocacy

Events



INTERNATIONAL SIGN ASSOCIATION

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