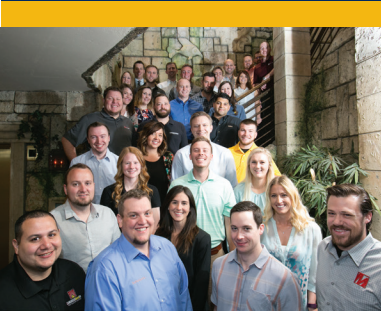


NEWSLETTER

SUMMER 2017

SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



INSIDE:

And the ISA Sign Code Champion Is...

Planners Continue Looking to ISA for Sign Code Expertise

Meet the 2017 ISA Elite Class


Participate in Sign Manufacturing Day



INTERNATIONAL SIGN ASSOCIATION

SIGNS MEAN BUSINESS

www.signs.org



A sign, graphics and visual communications professional's work is never done. There's always another deal to seal, sign regulation to fight, design to imagine, sign to install, job opening to fill, employee to train ... the list goes on.

BUT YOU'RE NOT IN THIS ALONE.

The International Sign Association (ISA) and its Affiliated Associations are here to assist our members with many of these day-to-day tasks, big or small.

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



2017 ISA Sign Code Champion



ALEX PERRY
CEO, Right Way Signs
Chicago, IL

Alex Perry, CEO of Right Way Signs in Chicago and a member of the Illinois Sign Association and the International Sign Association, was relatively new to the sign, graphics and visual communications industry when he encountered the maze-like permitting process in the Windy City. His refusal to accept the status quo led to a coalition that worked for many months to streamline the permitting process.

His work has earned him recognition as the first ISA Sign Code Champion, presented during ISA International Sign Expo 2017.

"Being recognized as the ISA Sign Code Champion is validation that the work we are doing in Chicago is having an impact. It shows that if you **roll your sleeves up and put in some hard work, you can make an impact at the local level**," Alex said. "Chicago is one of the most difficult cities in the country to pull sign permits, but we now have the attention of city officials and the mayor's office and they know we are only getting started."

As the 2017 ISA Sign Code Champion, Alex attended ISA Sign Expo, which he called a "valuable experience on many levels. From being able to connect with other industry leaders to discuss permit reform strategies, to even purchasing some new equipment, it's the most valuable experience a sign industry professional can have each year. I even connected with sign leaders from outside of the U.S. who want to learn more about what we did in Chicago so they can apply some of the same approaches to their efforts. It is equally valuable to learn about their permitting process in terms of what works and doesn't work. My hope is that this award encourages more sign companies to get involved within their city and push city leaders to make better decisions when it comes to sign permitting, which benefits everyone involved."

Learn more about the program — and Alex's efforts — by visiting www.signs.org/Champion. Nominations for the 2018 ISA Sign Code Champion will open later this year.

FIGHTING ON YOUR BEHALF

PLANNERS CONTINUE LOOKING TO ISA FOR SIGN CODE EXPERTISE

Local planners often hold the keys to whether a business can get the sign it needs, which has the potential to set up an adversarial relationship between those local officials and the sign, graphics and visual communications industry.

But these days, ISA is finding more success in building relationships with the planning community, helping them understand the benefits that visible and effective signs deliver to their communities — and in providing resources.

Case in point: the recent APA National Planning Conference, where ISA exhibited and educated for more than 6,000 planners, students, consultants and academics. ISA's James Carpentier moderated a session that drew more than 175 attendees. These attendees learned more about developing beneficial sign codes from Alan Weinstein, Cleveland State University; Roger Eastman, AICP, Lisa Wise Consulting; Wendy Moeller, AICP, Compass Point Planning; and Mark White, AICP, attorney. Participants were thoroughly engaged and asked multiple questions about the finer points of the 2015 U.S. Supreme Court ruling *Reed v. Town of Gilbert*.

As the impact of the court ruling continues to be better understood, planners are grappling with issues such as distinctions between on- and off-premise signs and commercial vs. non-commercial speech. They also want to know more about the court ruling's impact on temporary and digital signs.

In addition to the educational session — which was ISA's third in four years at APA's National Planning Conference — ISA's advocacy team had a booth in the exhibit hall. Hundreds of planners stopped by to ask questions or gather materials, including the popular guide, *Night-Time Brightness Level Recommendations for On-Premise Electronic Message Centers*. The Sign Research Foundation was also present in the booth, providing information about the many resources it offers to planners.

David Hickey, ISA's vice president of advocacy, said the connections deepened relationships in communities in which ISA is already working by introducing new planning staff to ISA. ISA also made inroads in new communities — many of which are beginning to tackle sign code changes.

While APA's National Planning Conference was extremely well attended, many communities throughout the U.S. were not necessarily represented. That's why it is important that sign, graphics and visual communications companies reach out to local planners to let them know of the resources ISA offers — all housed at www.signs.org/local. And whenever you hear about sign code changes, let ISA's advocacy team know by emailing signcodehelp@signs.org.

STRENGTHENING & EXPANDING YOUR WORKFORCE

CONGRATULATIONS TO THE 2017 ISA ELITE CLASS

There's no nice way to say it: the sign, graphics and visual communications workforce is getting older. ISA is deeply aware of this issue and has created innovative programs to combat it head on to ensure that your business and the overall industry continue to thrive. One of these programs is ISA Elite, which recognizes young talent in the industry.

Now in its third year, this year's program received nearly 150 applications, from which a diverse group of 34 emerging leaders were selected to make up the 2017 ISA Elite class. The Elite participants receive mentoring, education and professional development opportunities. Previous classes of Elite are now active in and have taken up leadership roles within ISA and ISA Affiliated Associations.

Keep an eye out for these leaders in the years ahead, as they will undoubtedly have a significant impact on the industry:

Thomas (Tommy) Allen Jr.

Allen Industries, Greensboro, NC

Matt Ambrose

Excellart Sign Products, Olathe, KS

Robert Ascenzi Jr.

Spectra Advertising, Concord, ON, Canada

Tabitha Bowen

All-Right Sign, Inc., Steger, IL

Colin Carpenter

Archetype, Bloomington, MN

Kacie Cullen

TLC Sign, Kimberly, WI

Rocky Fincher

A.R.K. Ramos Architectural Signage, Oklahoma City, OK

Steve Glasenapp

Inpro, Muskego, WI

Natalia Harrington

Ramsay Signs, Portland, OR

Sean Hart

Selkirk Signs & Services Ltd., Cranbrook, BC, Canada

Gary Kurtz

The Howard Company, Brookfield, WI

Jason Lamberts

SignComp, Grand Rapids, MI

Matthew Lauretano

Lauretano Sign Group, Terryville, CT

Amanda Lauridsen

Precise Sign, Phoenix, AZ

Bethany Leonard

Poyant, New Bedford, MA

Betsy Luke

Mitchell Signs, Meridian, MS

Troy W. Mayer

Creative Signage Systems, College Park, MD

Dustin Monroe

BSC Signs, Broomfield, CO

Nathan Mulcahy

Altec Industries, Cranston, RI

Dennis Nameth

AgiLight, San Antonio, TX

Adam Ortega

Luminous Neon Art & Sign Systems, Hutchinson, KS

Michelle Pedley

Sign Engineering, Guaynabo, PR

Jack Protesto Jr.

Pro Sign Co., Downingtown, PA

Tori Rivers

Sign Faces, LLC, Pelham, AL

Skyler Rucker

Ziglin Signs, Marthasville, MO

Eric Salmon

Talley Sign Company, Richmond, VA

Kelsey Schauer

Signtech Electrical Advertising Inc., San Diego, CA

Roxie Schwochert

Priority Sign, Inc., Sheboygan, WI

Sean Sheedy

Creative Sign Designs, Tampa, FL

Joseph (Joey) Summers

ThinkSign, Louisville, KY

Matt Vaughn

Sun Solutions, West Columbia, SC

Brian Vlasich

Yorston and Associates, Iowa City, IA

Mark Wallis

Signature Sign & Image, Niagara Falls, ON, Canada

Nick Wilson

Montroy Sign & Graphic Products, Signal Hill, CA

SIGN MANUFACTURING DAY

FRIDAY, OCTOBER 6



WORKING TOGETHER TO SOLVE THE CHALLENGE OF FINDING WORKERS

Finding qualified workers continues to be a top challenge that ISA and its Affiliated Associations consistently hear from members. Programs like Sign Manufacturing Day, held in partnership with the National Association of Manufacturers, have become a powerful solution in helping sign, graphics and visual communications companies connect with their future workforce.

Open your shop doors to high school, community college and technical school students and teachers on Friday, October 6, for Sign Manufacturing Day 2017. ISA will provide you with a toolkit and fact sheets to get you started, and even sample letters to assist you with reaching out to local schools or members of Congress. It's easy and free to participate and can help you land new employees!

THE NUMBERS DON'T LIE

During Sign Manufacturing Day 2016. . .

3,000+ STUDENTS toured 40
ISA member companies in 46
locations across the
U.S. and Canada.



BEFORE THE BUSINESS TOUR
58% of students considered a
career in manufacturing.



24%
INCREASE

AFTER THE BUSINESS TOUR
82% considered a career in
manufacturing.



READ WHY PAST PARTICIPANTS LOVE SIGN MANUFACTURING DAY:

"Students enjoyed seeing all aspects come together in the production of a sign. A few even asked about employment opportunities and possible summer internships."

— Bryan Eck, welding teacher, *South Bend, IN*



"Just reach out to those in the community, whether it be high schools or technical schools. Building a relationship and trying to set up some co-op programs is beneficial to both parties. They get experience. We get help with production. We can train them and hopefully they'll become full-time employees. It's another avenue than the typical recruiting, whether through unemployment or advertising. This is just setting up a relationship."

— Sarah Norris
Cummings Resources, *Nashville, TN*

"Sign Manufacturing Day is mutually beneficial, giving the students some hands-on work experience, but also giving us an opportunity to train prospective employees in our products and processes. It also helps our staff to develop pride in what they're doing as they work with these students. They are contributing something to these young people and to the future. It's a very worthwhile program."

— Thesie Peacock
DeNyse Companies, *Douglasville, GA*



**SIGN
UP!**



Visit www.signs.org/MFGday or
email workforce@signs.org
to register your company for 2017.

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

Knowledge

Networking

Advocacy

Events



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