

# NEWSLETTER

WINTER 2018

# SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS  
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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INTERNATIONAL SIGN ASSOCIATION

## SIGNS MEAN BUSINESS

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

It's been a remarkable year for the sign, graphics and visual communications industry, the International Sign Association (ISA) and its Affiliated Associations — and it has helped set a course for an equally outstanding 2018. We continue to work for you and strive to keep you up-to-speed and in-the-know on the industry's most pressing issues to set you up for success for years to come.

## AFTER ALL... SIGNS MEAN BUSINESS!

### 2018 ISA BOARD OF DIRECTORS

#### EXECUTIVE COMMITTEE

- Chairman**  
Mark Granberry, Graphic Solutions Group, Inc.
- Vice Chairman**  
Michael Quigley, Sign-Age of Tampa Bay, Inc.
- Secretary/Treasurer**  
Ken VanHorn, Mimaki USA, Inc.
- Past Chairman**  
Jeffrey S. Young, YESCO

#### AT LARGE/UNRESTRICTED SEAT

- Deborah Hutcheson, Agfa Corporation
- Judy Walton, Simon

#### AFFILIATED ASSOCIATIONS COUNCIL

- Michael Hage, All Signs, Inc.
- Carlos Salinas, envisage signs
- Mandy Wisner, Southern Signs, Inc.
- Ben Ziglin, Ziglin Signs

#### DIRECT MEMBER COUNCIL

- Richard Poyant, Poyant Signs, Inc.
- John Yarger, North American Signs, Inc.

#### SUPPLIERS/DISTRIBUTORS COUNCIL

- Craig Campbell, ORAFOL Americas
- Ken Hanulec, EFI
- Adam Yorston, Yorston & Associates

# 2018 CALENDAR OF EVENTS\*

## JANUARY

18–20

Southern States Sign Association Conference & Trade Show

## FEBRUARY

15–16

Midwest Sign Association Winter Meeting

21–23

Mid-South Sign Association “New Ideas, New Possibilities”

## MARCH

8

California Sign Association Day at the Races

21

National Signage Research & Education Conference

21–24

 **ISA International Sign Expo**  
Education and Events

22–24 **ISA International Sign Expo**  
Trade Show

## APRIL

20–21

British Columbia Sign & Graphics Show

## MAY

11–12

Quebec Visual Graphics & Sign Show

## JUNE

14–15

Midwest Sign Show

19–21

ISA Converge

28–JULY 1

Texas Sign Association Annual Conference

29

Utah Sign Association Annual Golf Tournament

## JULY

18–21

Mid-South Sign Association SignConnexion

19

Minnesota Sign Association Annual Golf Outing

## AUGUST

9–11

Tri-State Sign Expo & Golf Tournament

11

California Sign Association Annual Fishing Trip

29–31

WSSC Sign Show/California Sign Association Convention & Annual Meeting

## SEPTEMBER

13–15

Southern States Sign Association Annual Conference & Trade Show

20–21

2018 Northeast States Sign Expo

## SEPTEMBER (CONT.)

21–22

Sign Expo Canada

27–28

Midwest Sign Association Annual Meeting & Golf Scramble

## OCTOBER

3–5

Mid-South Sign Association “New Ideas, New Possibilities”

4–5

Virginia Sign Association Annual Meeting

5

Sign Manufacturing Day

18

Arizona Sign Association Annual Tabletop & TopGolf Event

## DECEMBER

4

Nevada Sign Association Annual Meeting & Holiday Mixer

6

Colorado Sign Association Annual Meeting & Holiday Mixer

12

Arizona Sign Association Annual Meeting

\*Events are subject to change and more events will be added. Visit [signs.org/events](http://signs.org/events) for the most up-to-date list.

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# FIGHTING ON YOUR BEHALF

## FOUR ADVOCACY AREAS TO WATCH IN 2018

As 2017 closes out, ISA's advocacy team is already looking ahead to the coming year with issues and opportunities on the horizon at the federal, state and local levels.

### 1. Regulatory reform at the federal level

Every day, sign, graphics and visual communications companies spend thousands of dollars to comply with mandates from Washington, DC. According to the U.S. Small Business Administration, federal regulations cost the U.S. economy over \$1 trillion a year. ISA continues to work with other interested groups at the federal level to ensure that Washington understands the impact these actions have on the day-to-day operations of small businesses throughout the country.

### 2. Lawsuits at the state level

State and federal district courts have been hearing lawsuits lately that are all related to billboards – or off-premise signs.

In Tennessee, a federal court struck down the state's department of transportation's Billboard Regulation and Control Act, initially passed in 1972. The judge ruled it was unconstitutional because it banned commercial and non-commercial speech on the basis of content. A similar lawsuit in Texas was also found to be unconstitutional.

ISA and its Affiliated Associations will continue to monitor these lawsuits as they wind through the lengthy court process to ensure that they do not impact the on-premise sign, graphics and visual communications industry.

### 3. Continued impact of *Reed v. Town of Gilbert*

The U.S. Supreme Court ruling in *Reed* will turn three this summer, but it is showing no signs of slowing down. Communities throughout the U.S. continue to re-examine their sign codes to ensure compliance. As communities have explored whether their sign codes comply with *Reed*, ISA and the Sign Research Foundation have developed materials and educational sessions designed to help planners and local officials understand more. (See these resources at [signs.org/local](http://signs.org/local).)

By continuing to educate local officials on this important issue, ISA has established itself as a credible resource, and we're finding that officials are coming to us more and asking for assistance with other issues. This is turning the tide in important ways for our industry. The year ahead looks to offer even more opportunities to work on sign codes at the local level.

### 4. OSHA crane operator certification: Will it finally happen?

Every time we near the deadline for OSHA's crane operator certification, the deadline is delayed. Most recently, the November 10, 2017, deadline was bumped back a year to November 10, 2018.

If this continues on its expected course, sign, graphics and visual communications companies would be wise to start paying attention now – and to begin putting plans in place to meet this mandate. ISA will continue to monitor this sweeping change at [signs.org/crane](http://signs.org/crane).

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# ENHANCING THE MEMBER EXPERIENCE

## REVEALING THE REDESIGNED, REIMAGINED, REMARKABLE SIGNS.ORG!

For years, the International Sign Association's website — signs.org — has been home to the sign, graphics and visual communications industry's most impressive lineup of research and resources. But finding that information hasn't always been easy.

A revamped website — still housed at signs.org — has changed that with a mobile-friendly, clean, responsive design.

The website's easy navigation and robust content bring sign, graphics and visual communications professionals a one-stop resource for running your business; keeping pace with the latest trends; learning of changes to local, state and regulatory regulations; recruiting and retaining qualified employees; and much, much more.



**EVENTS | BUSINESS RESOURCES | CODES & REGULATIONS | TRAINING**

Organized into four main categories, signs.org is available 24/7 to better serve our members, sign buyers, code officials/planners and the industry as a whole. Each tab houses multiple pages within each of these topics, all designed to present information that is easy to consume.

**So, what are you waiting for? Check it out now at [signs.org](http://signs.org).**

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ISA and Affiliated Association local custom sign company members receive many of ISA's research and resources for free or at a reduced rate. Log in to [members.signs.org](http://members.signs.org) to receive your special member pricing.

**Contact [info@signs.org](mailto:info@signs.org) if you need assistance logging in.**

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# SPOTLIGHTING OUR MEMBERS



**MATT VAUGHN**  
**Director of Manufacturing**  
**Colite International**  
**Columbia, SC**

Matt Vaughn just made a huge career leap. As director of manufacturing for Colite, he now oversees more than 50 people and six areas. "It definitely was a fast-track opportunity for me," he said.

It also was the perfect opportunity for someone still relatively young in the sign, graphics and visual communications industry. Matt got his start in 2006 — also at Colite — before moving on to another sign company and then on to managing a large-format division for a commercial printer.

"I've always been a natural leader, so I've always wanted to be challenged," Matt said. That includes participating in the 2017 class of ISA Elite. Matt admits he is "right on the threshold" of the age requirements of participation, which is focused on young leaders. "Some of them have been in

the industry just two years; others six or seven years. I've experienced a lot on both sides as a manufacturer and supplier."

Thanks to Matt's Elite participation, he understands the important role that ISA and its Affiliated Associations can play in assisting member companies. Matt hopes that in his new job he can help his company better access and understand those resources.

"I'm actually trying to figure out more ways that we can use ISA to help us, whether it's through learning more about the manufacturing perspective or project management or using the Sign Research Foundation. We don't fully understand what's at our disposal," Matt said. "People may pay for their membership for one aspect, without fully understanding this deep network for resources."

Matt gained much of that understanding through an ISA Elite peer who "uses ISA resources a lot," he said. "It sparked an interest in me to see what I can dig into and see what I'm missing."

It aligns with how Matt has managed his career, which began outside the industry with a *Fortune 100* manufacturer. But the sign, graphics and visual communications industry offered continual chances to grow and change. "I'm always champing at the bit to grow and advance," Matt said. "Sometimes it's not all about doing what's easy. But to grow professionally, you have to take on something that challenges you."

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ISA is now accepting applications for the 2018 ISA Elite Class.\*

Apply or nominate by January 5 at [signexpo.org/elite](http://signexpo.org/elite).

*\*The ISA Elite program is open only to ISA members and ISA Affiliated Association custom sign company members.*

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WE  
DARE  
YOU

get graphic

ISA  
SIGN  
EXPO  
2018  
INTERNATIONAL

Want to grow your business? Then you need to take a risk. But an educated one. Risk can be scary, so let the pros at ISA Sign Expo help you find the right equipment, technology and accessories for your business to thrive in a changing marketplace. Get graphic and take the dare to see what's new! **Dare to grow. Dare to innovate. Dare to participate.**

20,000 SIGN, GRAPHICS AND VISUAL COMMUNICATIONS PROFESSIONALS

600 SUPPLIERS



MARCH 22-24  
ORLANDO, FL 2018



TRADE SHOW MARCH 22-24 | EDUCATION AND EVENTS MARCH 21-24

We double-dog dare you to register today at [SIGNEXPO.ORG/ISAProud](http://SIGNEXPO.ORG/ISAProud).

Use promo code ISAPROUD

# HAVE A REMARKABLE AND PROSPEROUS 2018 WITH THE HELP OF ISA RESOURCES

Events

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Business Resources

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Codes & Regulations

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Training



INTERNATIONAL SIGN ASSOCIATION

1001 N. Fairfax Street, Ste. 301

Alexandria, VA 22314



@ISAsigns



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