

NEWSLETTER

SPRING 2018

SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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Truth or Dare at ISA Sign Expo 2018



INTERNATIONAL SIGN ASSOCIATION

SIGNS MEAN BUSINESS

[SIGNS.ORG/SPRING18](https://signs.org/spring18)

As a sign, graphics and visual communications professional, you're always looking for ways to expand and strengthen your business. It's critical that you continuously sharpen both you and your employees' skills, purchase the latest equipment that will allow you to operate more efficiently, and take astute risks on new partnerships and connections that can propel your business forward.



ISA International Sign Expo 2018 can help you achieve all this and more. And it's just days away! Education and events begin on March 21, and the trade show floor opens March 22. Dare to be there and invest in your business.

AFTER ALL...
SIGNS MEAN BUSINESS!

2018 ISA STEERING COMMITTEE MEMBERS

AFFILIATED ASSOCIATIONS COUNCIL STEERING COMMITTEE

Nicole Bergstrom SmithCraft Signs & Graphics, Phoenix, AZ
Ryan Brady Brady Sign Company, Sandusky, OH
Jason Buxton Graphic Options, Farmington, MO
Jeff Croskey LSI Industries, Inc., North Canton, OH
David Goodson Impact Signs, Awnings, Wraps, Sedalia, MO
Cheryl Grate Grate Signs, Inc., Joliet, IL
Patti King Affiliated Association Representative, Glendale, AZ
François Lussier Montreal Neon Signs, Toronto, ON

DIRECT MEMBER COUNCIL STEERING COMMITTEE

Tim Cambron Ruggles Sign, Versailles, KY
Brian Johnson Poblocki Sign Company, Milwaukee, WI
Diana Panther Federal Heath, Euless, TX
Jim Wasserstrom Advance Sign Group (ASG), Columbus, OH
Wes Wilkens Persona, Inc., Watertown, SD
Evan Wollak Icon Identity Solutions, Elk Grove Village, IL

SUPPLIER DISTRIBUTOR STEERING COMMITTEE

Ken Auty FusionCast, Inc., Cambridge, ON
Mike Bluhm SloanLED, Ventura, CA
Tony Fulco 3M, St. Paul, MN
Victor Lebow III Martin Supply Company, Inc., Baltimore, MD
John Stevens HP Inc. Graphics Solutions, Alpharetta, GA
Rick Woodgate Allanson Lighting Components, Toronto, ON

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

Email membership@signs.org to get started.

FIGHTING ON YOUR BEHALF

GET THE SIGN CODE HELP YOU NEED AT ISA SIGN EXPO 2018 IN ORLANDO

ISA's sign code experts are available throughout the year to assist sign, graphics and visual communications companies with any sign regulation need or question. And this help is always free. But sometimes, in-person assistance can be even better than getting help via phone or email. During ISA Sign Expo 2018, ISA's advocacy team will be joined by other experts who can provide insight into the biggest issues challenging sign companies.

You can receive one-on-one assistance at the ISA Sign Code Help Desk located in The Hub, Booth 853. You should also consider adding the following ISA Sign Expo 2018 sessions to your "must-attend" list.

Lounge & Learn Sessions — Booth 5245 ***Free for All Attendees & Exhibitors***

- Optimizing Sign Face Brightness
- OSHA Crane Operation Certification Requirements — What You Need to Know
- Making Sign Codes Great Again...or At Least Not Awful
- Using UL's Resources Every Day: Handy References Available to Subscribers and Non-Subscribers
- How to Win Clients and Influence Sign Regulators: Tales from the Sign Research Foundation
- Field Measuring EMC Brightness: Helpful Tips for Existing Signs

ISA Sign Expo Conference Sessions ***Registration Required & Fees Apply***

- Uncle Sam Wants YOU — to Be in Compliance with FCC Rules
- ISA Electrical Codes and Standards Forum: Discussing Disconnects — Locations, Labels and Live Circuits

National Sign Research & Education Conference — March 21 ***Registration Required & Fees Apply***

- Smart Cities and Wayfinding the Future
- Designing for Communities within the Public Process
- The City as Canvas — How Cities Are Regulating and Profiting from Innovative Urban Media

To explore the entire lineup of education sessions at
ISA Sign Expo 2018, visit **SignExpo.org**.

SPOTLIGHTING OUR MEMBERS



JUDY WALTON
Senior Tenant Sign Manager
Simon
Laguna Hills, CA

Just call Judy Walton a “problem solver.” That’s how she got started in the sign side of property management. Now the Senior Tenant Sign Manager for Simon’s Premium Outlets, Walton began by helping tenant managers with store openings.

“As we kept adding more and more outlets, there was a need for someone to deal just with signs because tenant managers didn’t want to,” Judy said.

Now, Judy runs a department that focuses on, as Judy said, “making sure signs are in line with our Premium Outlets branding and stature, but also capture what our tenants want. It’s a challenge to satisfy all, and also requires me to work with installers in order to make it happen.”

As a new center prepares to open, Judy is onsite dealing with all the sign installs. She handles Premium Outlets’ entire tenant sign program and works with communities on sign codes to find a balance that benefits everyone. “I help develop a master sign program, and from there I create a criteria document for tenants to submit drawings to me. I review and approve all sign drawings,”

Judy said. Once the city approves permits, she is charged with making sure all the signs are installed correctly.

Judy also works with changeovers as new tenants come in and old ones leave. The retail industry has been in flux over the last few years, but outlets are more immune, she said. “Outlets are still performing extremely well and are very full.”

It means that Judy’s job is equally full. But she makes a point to attend ISA Sign Expo each year. “I initially went looking for a designer,” Judy said. “I saw the new LEDs and all the changes coming to our business. I was able to create better options for our criteria and to save our centers money by changing over to LEDs where we could.”

In the years since, Judy has continued to go back to ISA Sign Expo, where she looks for education and new ideas. Doing so has kept Judy engaged and excited about her career. As she said, “I really enjoy what I do, but I’m not one to stay stagnant. I need the creativity and learning new things that comes from attending ISA Sign Expo. The speakers also get me excited about different areas of my job.”

Judy has now moved toward giving back, first serving on the Sign Research Foundation (SRF) Board of Trustees and most recently on ISA’s Board of Directors. “Christina Quesenberry, who has been my boss for the past 20 years, has been the reason I’ve been able to participate in ISA events and take time to be on the SRF and ISA boards,” Judy remarked. “I have incredible support and a great team to work with at Simon.”

Judy sees a need for end users — especially those in retail, hospitals and large public institutions — to visit ISA Sign Expo. As she put it, “A lot of people are paying for things that just don’t work. It’s always beneficial to see what’s out there.”

**SIGN
EXPO
2018**
ISA INTERNATIONAL

MARCH



TRUTH
OR
DARE

get graphic

REGISTER NOW AT SIGNEXPO.ORG/ISAPROUD

USE PROMO CODE **ISAPROUD** FOR A FREE TRADE SHOW PASS

22-24 2018

TRADE SHOW **MARCH 22-24**
EDUCATION AND EVENTS **MARCH 21-24**
ORANGE COUNTY CONVENTION CENTER, ORLANDO, FL

TRUTH

Results come from attending ISA International Sign Expo.

DARE

TRUTH

Propel your business into the future.

Attending the trainings at ISA Sign Expo will make you smarter than your competitor.

DARE

TRUTH

Come learn about new solutions and profit centers that will transform your operations.

The most prosperous professionals take the time to make investments in themselves and their companies.

DARE

Make profits soar by joining innovators in signs, graphics and visual communications at ISA Sign Expo!

TRUTH

Fear breeds failure. Boldness breeds success.

DARE

Seize opportunities to grow your business. Do it now.



DARE TO TAKE ADVANTAGE OF ISA RESOURCES AND WATCH YOUR BUSINESS GROW

Events

Business Resources

Codes & Regulations

Training



INTERNATIONAL SIGN ASSOCIATION

1001 N. Fairfax Street, Ste. 301

Alexandria, VA 22314



@ISAsigns



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