

# NEWSLETTER

SUMMER 2018

# SIGNS & BEYOND

A QUARTERLY UPDATE FOR MEMBERS  
ON KEY INDUSTRY INITIATIVES AND INSIGHTS



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Congratulations to the 2018 ISA Sign Code Champion


Participate in Sign Manufacturing Day



INTERNATIONAL SIGN ASSOCIATION

## SIGNS MEAN BUSINESS

[SIGNS.ORG/SUMMER18](https://signs.org/summer18)



It's hard to believe that we're already halfway through 2018. It feels like just yesterday the sign, graphics and visual communications industry came together in Orlando for ISA International Sign Expo 2018. Connections were made, outstanding individuals were recognized, business deals were landed, planners were educated, and new growth opportunities were realized.

Take the excitement and momentum gained at ISA Sign Expo 2018 into the rest of the year. Use the resources, programs and tools provided by the International Sign Association (ISA) and its Affiliated Associations to move you and your business forward.

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



# THE ISA 2017 PROGRESS REPORT WENT DIGITAL!



**110%**  
MORE WEBINAR  
PARTICIPANTS

**20,000+**  
MINDS BLOWN

**800+**  
DOWNLOADS OF  
RESEARCH REPORTS

— If we've —  
grabbed your attention and  
you have to know more



**[Signs.org/Progress17](https://Signs.org/Progress17)**

# FIGHTING ON YOUR BEHALF

## CONTINUED RELATIONSHIPS WITH PLANNERS

ISA's advocacy team has spent years trying to get to know planners. Now, thanks to two events, those planners are starting to get to know ISA and the sign, graphics and visual communications industry.

At ISA International Sign Expo 2018, dozens of planners participated in a variety of ways. Some attended the National Sign Research & Education Conference (NSREC) hosted by the Sign Research Foundation (SRF). Others — along with architects, designers and buyers — were brought to ISA Sign Expo through the SRF Scholars program to learn more about how signs contribute to successful communities.

Planners also were invited to attend the first Planning for Sign Code Success™ event of 2018, held in conjunction with ISA Sign Expo. Not only did they hear about the regulatory environment and how to craft reasonable sign codes, but they were given a special tour of the trade show floor so they could learn more about the products in the sign, graphics and visual communications industry.

This relationship is a two-way street. ISA participated in the American Planning

Association's National Planning Conference just a few weeks after ISA Sign Expo 2018. ISA and SRF exhibited at the event, showcasing the resources we have available for planners and local officials.

James Carpentier, ISA's director of state and local government affairs, moderated a panel discussion at the APA event in which nearly 200 planners learned how several major communities and many end users have benefited from sign codes that encourage creative design.

Proving how the relationship between ISA and planners has grown, several planners sought out the ISA advocacy team at their conference to reconnect after having been introduced at previous ISA Sign Expo events. Meanwhile, several planners who we first met working on sign code issues now serve as volunteers on ISA committees.

We're getting to know each other more every day, and this is helping local officials across the country develop more reasonable and beneficial sign regulations so that businesses and communities benefit and thrive.



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# STRENGTHENING & EXPANDING YOUR WORKFORCE

## CONGRATULATIONS TO THE 2018 ISA ELITE CLASS

This should come as no surprise — the sign, graphics and visual communications workforce is aging. ISA has created innovative programs to tackle this issue 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 fourth year, this year's program received 175 applications, from which a diverse group of 35 emerging leaders were selected to make up the 2018 ISA Elite Class. The Elite participants receive mentoring, education and professional development opportunities. An exciting result of the program is that many ISA Elite have now 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:**

**Taylor Allen** Allen Industries

**Ashton Austin** Design Team Sign Company LLC

**Betty Austin** Signage-Solutions

**Taylor Blanchett-O'Donnell** Blanchett Neon Ltd.

**Jim Bowen** All-Right Sign, Inc.

**Clint Bradshaw** Canedy Sign

**Jessica Brearley** NW Safety Signs & NW Custom Signs and Graphics

**David Buck** Direct Sign Wholesale

**Britney Buel** Esco Pacific Signs

**Emily Butko** Signature Sign & Image, Niagara Falls

**Natalia Camacho** Kalisign USA LLC

**Oliver Cunningham** Magnify Signs LLC

**Stewart Curtis** Component Signage, Inc.

**Kelsey Dalton** Heart & Bone Signs

**Matthew Disalvatore** Creative Signs Inc.

**Walida Faruq** Acorn Sign Graphics

**Dario Giansante** Global Lux

**Christopher Glanzman** GDS Signs

**Cameron Gleason** G&S Sign Services

**Lauren Harbour** Vistex Graphics, LLC

**Amanda Hurley** Ad Light Group

**David Jones** Young Electric Sign Company

**John Kaiser** Inpro Corporation

**Matthew Lavery** Spectra Advertizing

**Greg Leaman** Leaman Signs

**Jenny Lewis** Graphic Solutions Group

**Joe Lupton** Yorston & Associates

**Zac Martin** Altec Industries

**Kristin Meza** Vixxo Sign & Lighting

**Travis Popp** Ally Wholesale Signs, LLC

**Derek Tobolski** North American Signs

**Grant Walker** FASTSIGNS International

**Trey Watts** Springfield Sign

**Zach Wenger** Lemberg Electricl

**Leslie Wescott** Yorston & Associates

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Know a young industry leader who should be considered  
for the 2019 ISA Elite Class?

**Be notified when the call for applications opens at [Signs.org/ISAElite](https://Signs.org/ISAElite).**

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# SPOTLIGHTING OUR MEMBERS



## KEN SODDAY

**President, Stellar Sign & Design**  
**Winter Park, FL**

## 2018 ISA SIGN CODE CHAMPION KEN SODDAY: AT WORK ON THE ISSUES

Not long after he started working in the sign, graphics and visual communications industry, Ken Sodday encountered a common frustration: a local sign code that meant he couldn't deliver a project as planned.

"There were a few local code issues that were upsetting and restrictive," said Ken, partner at Stellar Sign & Design in Winter Park, Florida. He quickly got involved with ISA and received help. That help eventually resulted in positive sign codes, benefiting his business. The industry won, too. Ken found he really enjoyed the work of "trying to help people understand that we're not trying to sell bigger signs, but to provide the right product for our clients."

One of the most frustrating early issues was a code requiring that monument signs be placed in an island in a shopping center and stand no more than six feet tall. "Once you place a six-foot sign on an island and park cars around it, that sign becomes ineffective," Ken said.

Learn more about Ken and the ISA Sign Code Champion program by visiting

**[Signs.org/Champion.](https://signs.org/champion)**

Nominations for the 2019 ISA Sign Code Champion will open later this year.

Ken believes much progress has been made; much of that is thanks to people like him. At ISA International Sign Expo 2018 in Orlando, Ken was named the 2018 ISA Sign Code Champion for his longtime dedication to improving the sign code landscape throughout the Southeast. He chairs the legislative committee for the Southern States Sign Association (SSSA).

"I don't actively get involved with every issue, but I monitor every issue within the SSSA region," he said. "When someone reaches out with an issue, I usually recommend ISA and send them resources."

Working on sign code issues for the industry means taking time away from his business, but it is a sacrifice Ken happily makes. "I've always felt like somebody needs to stand up for the people who aren't standing up. A lot of companies don't realize how this benefits them. Somebody has to do it. I have a passion for it, so I might as well do it."

# SHARE YOUR PASSION FOR SIGNS AT SIGN MANUFACTURING DAY 2018



## TOP THREE REASONS TO PARTICIPATE IN SIGN MANUFACTURING DAY:

1

### JOIN THE MOMENTUM:

During Sign Manufacturing Day 2017, 3,700 students toured 62 ISA member companies in 67 locations.



2

### CATCH THEIR ATTENTION:

BEFORE THE  
BUSINESS TOUR:

35% of students  
considered  
a career in  
manufacturing.



AFTER THE  
BUSINESS TOUR:

74% considered  
a career in  
manufacturing.

74%

3

### DEVELOP YOUR FUTURE WORKFORCE:

"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 [Signs.org/MFGday](https://Signs.org/MFGday) or email  
[workforce@signs.org](mailto:workforce@signs.org)  
to register your company for 2018.

**IF YOU'VE WONDERED WHERE  
THE INDUSTRY IS HEADED AND  
WONDERED WHAT MOVE TO  
MAKE NEXT — LOOK TO ISA**

**Events**

**Business Resources**

**Codes & Regulations**

**Training**



INTERNATIONAL SIGN ASSOCIATION

1001 N. Fairfax Street, Ste. 301

Alexandria, VA 22314



**@ISAsigns**



**#ISAProud**

