



TOP-LEVEL POLICY PERSPECTIVES

for sign, graphics and visual communications companies
to stay ahead of issues that affect your business



INTERNATIONAL SIGN ASSOCIATION



National Association of Sign Supply Distributors

"Being able to go argue a sign code with all ISA's documentation was invaluable. **We had facts, and people listen when you can put a stack of papers in front of them."**

—MIKE BURNETT, **SIGNMEDIA**

Comments or Questions?

David Hickey, VP of Advocacy | International Sign Association
David.Hickey@signs.org | (703) 797-0479 | www.signs.org

TARIFFS ON MATERIAL IMPORTS

U.S. TARIFFS ON STEEL (25%) AND ALUMINUM (10%) imports began in May 2018. Imports of these metals to the United States from China, Canada, Mexico and the EU are among the most affected.

Meanwhile, tariffs were announced on a host of other materials from China in 2018, including many components used in the sign, graphics and visual communications industry. All of these tariffs may be disruptive to our industry's supply chain due to a limited domestic supply of certain products.

If your business is being affected by these tariffs, please contact David Hickey, ISA's Vice President of Advocacy, at DAVID.HICKEY@SIGNS.ORG, so that ISA can effectively represent our industry on these issues.

OSHA CRANE OPERATOR CERTIFICATION

THE OSHA CERTIFICATION REQUIREMENT goes into effect November 10, 2018. [SIGNS.ORG/CRANE](https://signs.org/crane)



INDUSTRY COMPANIES
REPORT THEY SEE
AN IMPROVEMENT
IN THE STATE/
LOCAL REGULATORY
ENVIRONMENT OVER THE
PREVIOUS YEAR

2,000+
COMMUNITIES
IMPACTED
BY ISA'S SIGN CODE
ADVOCACY WORK

OVERTIME PAY & JOINT EMPLOYMENT

Serious regulatory reform is needed, and ISA supports easing the bureaucratic burden on the sign, graphics and visual communications industry by calling on Congress to pass legislation consistent with our industry's needs.

\$1 TRILLION
each year
Cost of federal
regulations to U.S.
economy

(Source: U.S. Small Business Administration)

\$20,000
per employee
Cost of red tape
to average U.S.
manufacturer

(Source: National Association of Manufacturers)

DEPARTMENT OF LABOR (DOL) RULES ON OVERTIME PAY AND JOINT EMPLOYMENT have met with stiff resistance from the business community since they were announced in 2016, which is why the DOL is expected to release new versions of these major regulations in early 2019.

The DOL will likely end the expansion of the number of workers covered by the federal **overtime rule**. It is also expected to provide an updated overtime threshold.

When it comes to **joint employment**, ISA recently submitted comments to the DOL supporting a higher standard of "direct control" between sign manufacturers and installers, and sign franchisors and sign franchisees, so that they can better run and grow their business.

KNOWLEDGE TO GROW YOUR BUSINESS

PUT THE U.S. CENSUS BUREAU TO WORK FOR YOU!

Register for the ISA webinar, "Use Government Data to Grow Your Business," on January 16, 2019 at 2:00 PM ET.

Staff from the U.S. Census Bureau will provide critical information relevant to the U.S. sign, graphics and visual communications industry, as well as for key sectors of our retail economy. Insights into the latest demographic, regional and economic trends will help webinar attendees better understand our industry and its customers.

Check out other ISA webinars on various high-level issues that will affect your business at signs.org/recorded-webinars.

Register to attend this webinar at [SIGNS.ORG/WEBINARS](https://signs.org/webinars).

250+ JURISDICTIONS & 8 STATES

ARE USING ISA'S BRIGHTNESS
RECOMMENDATIONS FOR EMCS
[WWW.SIGNS.ORG/EMCS](https://www.signs.org/emcs)



\$107,099

LOST IN ANNUAL REVENUE
PER SIGN, GRAPHICS AND VISUAL
COMMUNICATIONS COMPANY DUE
TO RESTRICTIVE SIGN REGULATIONS

SIGN CODE TRENDS

VEHICLE WRAPS are growing in popularity, which has spawned new questions and enforcement issues for local governments. These are not traditional signs.

Communities are starting to address vehicle wraps in sign regulations, where the focus of standards is on the parking or location of the vehicle, rather than the size of the "sign."

In some cities, vehicle wraps are permitted "but only if the primary purpose of such vehicles is not for the display of the signs thereon."

If your city is considering regulating vehicle wraps, contact ISA for assistance at (703) 797-0479.

"Being able to say, 'ISA stands behind us on this issue. Here's their statement.' It lends a lot of credibility."

—ALEX PERRY, RIGHT WAY SIGNS

SAFER & SMOOTHER ELECTRIC SIGNS

ISA and sign industry experts have 11 proposals pending before Code Making Panel 18 for the 2020 National Electric Code (NEC), which will help improve safety while accessing or servicing electric signs and will better accommodate LED retrofits of existing signs.

The NEC 2020 is scheduled to be published in August 2019.

ISA PROGRAMS, SERVICES &
COMPLIMENTARY ASSISTANCE

LEARN MORE

david.hickey@signs.org
(703) 797-0479



INTERNATIONAL SIGN ASSOCIATION

"ISA does a lot of great work in saving a company time and money by helping us figure out certain issues or better understand various code requirements. **ISA does the hard work."**

—DENNIS BAUER, POBLOCKI SIGN COMPANY