

Welcome to ISA, Signworld!

An Introduction to ISA Member Benefits



INTERNATIONAL SIGN ASSOCIATION

Who's In This Webinar?

- Craig Campbell, VP, Business Development
- Emmalee Zaatar, Director, Education
- Catherine Davis, Director, Communications
- David Hickey, VP, Advocacy
- Kyle Craig, Associate Director, Programs
- Michel Williams, Sr. Manager, Programs

What's In This Webinar?

- General Overview of Member Benefits
 - Education
 - Research & Trends
 - Events & Networking
 - Workforce Development
 - Advocacy
- Instructions to Access Your Membership Account

Education

- Online Learning
 - 80+ courses available
 - Free for 1 user per location for 1 year
 - Use code **SWCP24**
- Webinars
- ISA Sign Expo Education
- How-to Videos



Research & Trends

- ISA Research
 - Industry Whitepapers
 - Wage and Benefits
- Sign Research Foundation (SRF)
- Industry Tracker
- Member-only Communications



Events & Networking

- ISA Sign Expo
 - Free Tradeshow Pass
 - Discounts on Education
 - Member-only Events
- Women Leading the Industry (WLI)
- Install
 - Signs/Service
 - Wide Format Print
- ISA Affiliated Association Events
- Volunteer Leadership
- ISA Elite
- ISA Community & Member Directory



Workforce Development

- ISA Career Center
 - 20% discount on job postings using code SIGNWORLD20
- Sign Manufacturing Day

1

Host local students to show them exciting careers



2

Build relationships with schools and educators



3

Show the importance of your business to the local economy



BEFORE THE BUSINESS TOUR:
23% of students considered an industry career



AFTER THE BUSINESS TOUR:
86% considered an industry career

Advocacy



James Carpentier
(since 2011)

James Carpentier is the Director of State & Local Government Affairs for the International Sign Association (ISA), where he has helped hundreds of sign companies get difficult projects permitted and dozens of sign users obtain variances.

Prior to being with ISA, James was the principal of Carpentier Consulting LLC, where he specialized in winning variances, exceptions and other special approvals. In addition, James was Director of Government Relations for YESCO, one of the largest and most respected sign companies in the country.

James has over 25 years experience as a certified planner (AICP) in the public and private sectors. James's background as a planner and experience in the sign industry gives him a unique perspective and successful ability to talk with local officials to achieve positive outcomes.



Kenny Peskin
(since 2007)

Kenny Peskin is the Director of Industry Programs for the International Sign Association (ISA), where he helps represent the on-premises sign industry in developing technical standards and responding to code issues across the country. As part of his work, he regularly meets with city officials, appears at public hearings, files written comments, and speaks on sign-related issues.

Kenny currently serves on NFPA 70 National Electrical Code Code-Making Panel 18, International Code Council A117.1 Consensus Committee on Accessible and Usable Buildings and Facilities, Underwriters Laboratories' Standards Technical Committee 48 for Electric Signs, and the Underwriters Laboratories'

Sign Industry Business Panel. Kenny also has represented ISA and the on-premises sign industry before numerous state Departments of Transportation rulemakings on billboards and outdoor advertising. Kenny has specific expertise and a unique knowledge of the codes and standards that form the basis for many state and local sign regulations.



David Hickey
(since 2006)

David Hickey is the Vice President of Advocacy for the International Sign Association (ISA), where he oversees and coordinates ISA's legislative, grassroots and legal efforts. Since 2011, David and his ISA Advocacy team have educated over 8,000 local government officials and have helped hundreds of jurisdictions all over America develop reasonable and beneficial sign regulations. David also helped lead ISA and the on-premises sign industry to a successful outcome in the 2022 U.S. Supreme Court decision, *Austin v. Reagan*. Prior to starting at ISA, David served as a senior staffer in the U.S. Senate and the U.S House of Representatives.

Advocacy

1-on-1 Permitting and Technical Assistance

- Electrical
- Licensing
- Engineering
- ADA
- Federal compliance
- "Help Desk"
- Variances

Advocacy

Sign Code Development

- Reactive vs. Proactive
- Influencing local officials
- Get end users involved



Logging In To Your Account

- Initial Email to Activate Your Account

Your ISA Login



noreply@salesforce.com on behalf of International Sign Association <info@signs.org>

To ○ Michel Williams, SRF

Welcome to the ISA membership system!

[Click here to log-in](#) with your username: michel@signresearch.org

Or copy and paste this URL into your browser:

[https://member.signs.org/login?](https://member.signs.org/login?c=LJyGZjacDLBI7LSaPW8RARKYIWkWFcNdl8sHjauTpDaESe6Z_grISFgWkXdXpfOD5C9R2qwDmibn0WGGQI9WMCy4CGxKVNzk1WjaBLzxvzePnWLM53Tka4Ywh9ze4YN9m9vz0_nuyWbb.yRx7cMBpP0i8)

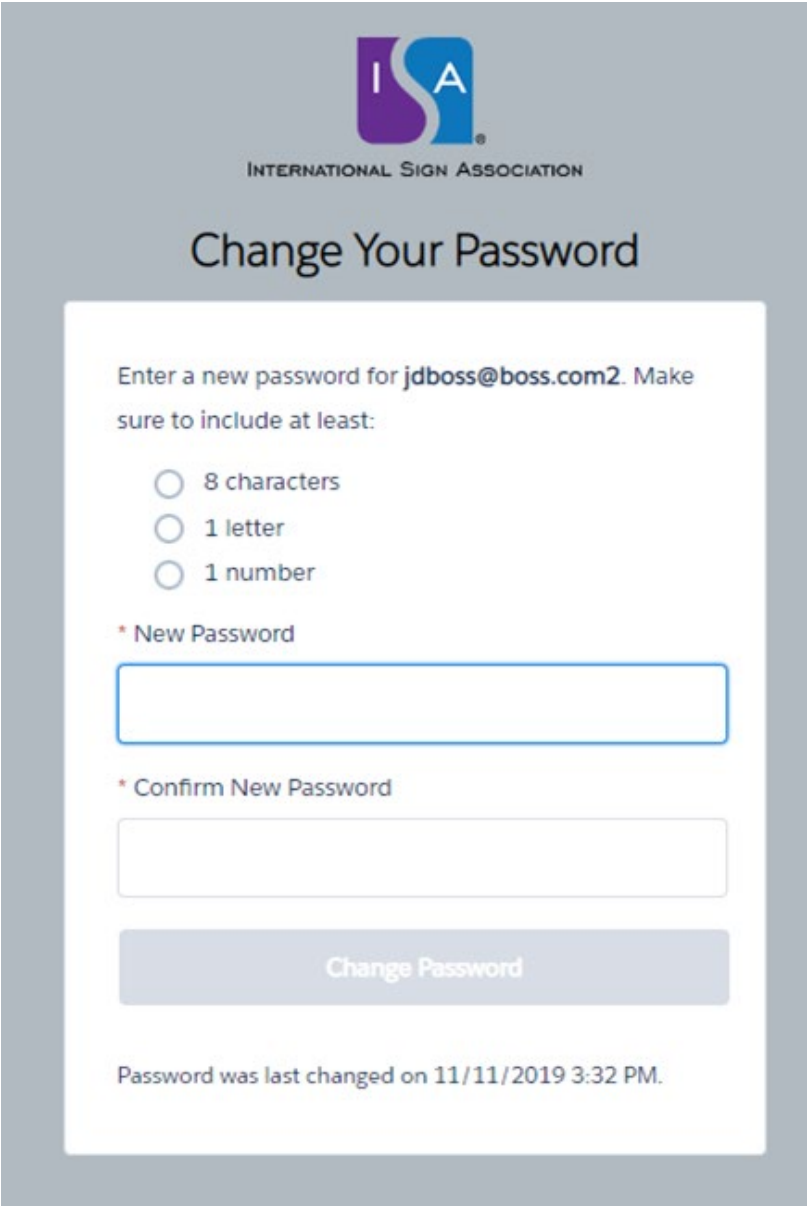
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Once you're in, take a look around!

Download or purchase ISA products such as webinars, white papers, research reports and online learning, or connect with your next partner through the advanced search criteria of ISA's company directory.

Logging In To Your Account

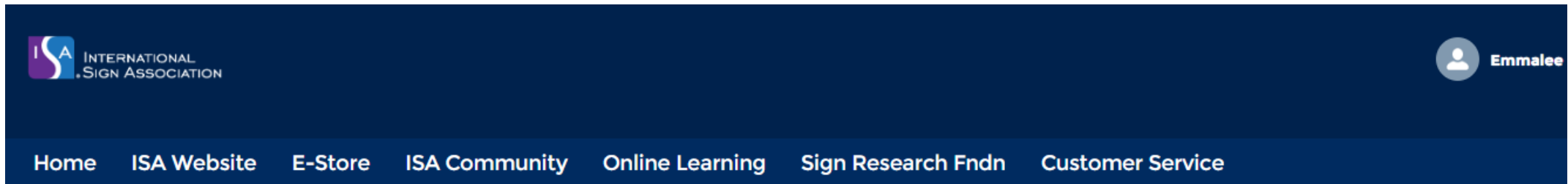
- Account Setup Page



The screenshot shows a web interface for changing a password. At the top, the International Sign Association logo is displayed, consisting of a stylized 'ISA' in purple and blue, with the text 'INTERNATIONAL SIGN ASSOCIATION' below it. The main heading is 'Change Your Password'. Below this, a message states: 'Enter a new password for jdboss@boss.com2. Make sure to include at least:'. Three radio button options are listed: '8 characters', '1 letter', and '1 number'. There are two required input fields: '* New Password' and '* Confirm New Password'. A 'Change Password' button is located below the second field. At the bottom, a status message reads: 'Password was last changed on 11/11/2019 3:32 PM.'

Logging In To Your Account

- You will know if you have successfully logged in if the webpage you are on looks something like this:



Welcome to ISA's online system!

Adding Individual Package to Cart & Checking Out

- Once you are logged into your account, you will want to go to [THIS LINK](#), add this product to your cart, and checkout with the promo code: **SWCP24** to gain access to all 80+ of our online learning courses.

ISA Online Learning Individual Subscription - 1 employee

[All Products](#) / [Training](#) / [Training-Online Learning](#) / [ISA Online Learning Individual Subscription - 1 Employee](#)



INTERNATIONAL SIGN ASSOCIATION

The ISA Online Learning Individual Package is a way to enhance your personal skills and knowledge in the sign, graphics, and visual communications industry. With access to the best training and education available, you can become a more effective professional. The ISA Online Learning Individual Subscription Package will expire one (1) year after the date of activation.

Please login to access member pricing. All prices are in US dollars.

The ISA Online Learning Individual Package is a great way to enhance your training at an affordable price.

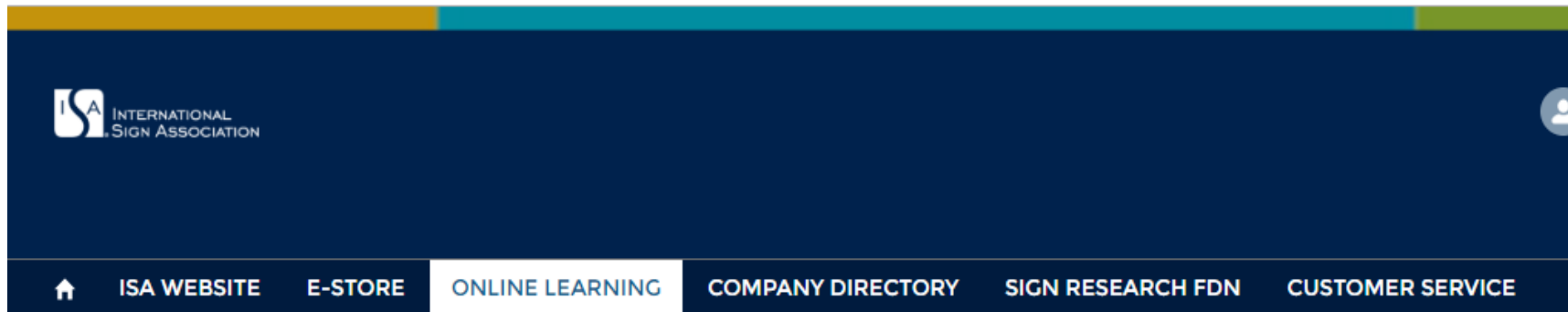
Non-Members	\$500.00
Members	\$250.00

Add to cart

1

Logging In To Access the Online Learning

- Once you have completed that transaction, you will want to go back to [THIS LINK](#) to access the online learning library.



Welcome to ISA's Online Learning system! More than 50 online courses offer the best training and education available in the sign, graphics and visual communications industry.

Once you have purchased your course(s) in the E-Store tab or if you are a member of a company package subscription, you may access them clicking the button below.

[Access ISA Online Learning](#)

We recommend you use [Google Chrome](#), [Safari](#) or [Firefox](#) when accessing ISA's Online Learning system. Some users have experienced technical issues when using Internet Exp

www.signs.org/training/online/

80+ ISA ONLINE LEARNING COURSES

Browse the topics below to find ISA Online Learning courses for each category.

All courses are online, on-demand, self-paced and available 24/7. Individual courses start at \$35, or gain access to all 80+ courses for one flat rate with one of the Company Subscription Package.

Note: We recommend you use Google Chrome, Safari or Firefox when accessing ISA's Online Learning system. Some users have experienced technical issues when using Internet Explorer.

BUSINESS MANAGEMENT	DESIGN	DIGITAL SIGNAGE
HEALTH & SAFETY	HR & LEADERSHIP DEVELOPMENT	INSTALLATION
MARKETING	PRINT	PROJECT MANAGEMENT
REGULATORY & SIGN CODE	SALES	SIGN FUNDAMENTALS

BUSINESS RESOURCES

- Webinars
- Online Learning
- Industry Insights
- Manufacturing Skills
- Administrative Skills
- National Association of Sign Supply Distributors (NASSD)
- How-To-Videos
- Watch: Industry Awareness
- Post or Find a Job

EXCLUSIVE MEMBERSHIP BENEFITS FOR SIGNWORLD

Networking

- Free Tradeshow Pass to ISA International Sign Expo 2025 (promo code available in winter 2024)
- ISA Install
- Women Leading the Industry (WLI)
- State/Regional Sign Association Events
- ISA Community

[LOGIN TO ESTORE](#)

Education

- Free access to the 80+ courses available with the individual package of ISA online learning for one (1) user per location by using code **SWCP24**. Locations can purchase additional credentials for the ISA online learning library at the member rate.
- Member rates on the 25+ courses available at [ISA Sign Expo](#), [webinars](#) and video tutorials.

Advocacy

- One-on-one phone and email support to assist in navigating sign code or permitting issues and regulations.
- Local Sign Code Assistance
- Federal Regulations
- Educating Local Officials

Research & Trends

- Free Sign Research Foundation research using code **SWSRFRES24**
- Free ISA Whitepapers
- Free ISA Wage and Benefit Report Executive Summary
- Industry News

Workforce Development

- A 20% discount on single posting and posting packages on ISA's Job Board using code **SIGNWORLD20**
- Career Center
- Sign Manufacturing Day

ISA Logo

You are welcome to use the ISA Member logo on your website and marketing materials to demonstrate your commitment to your business.

[Click here to download a zip file with high-resolution images.](#)



What's Next?

- Webinars for Specific Member Benefits
- Contact Us With Any Questions
 - Info@signs.org