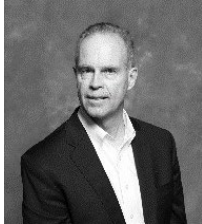


Reed 5 Years Later: Sign Code Changes You Still Need to Make

**WEBINAR
AUGUST 27**



INTERNATIONAL SIGN ASSOCIATION



James Carpentier, AICP

James Carpentier is currently the Director State and local Government Affairs with the International Sign Association. In this capacity James works with and educates local officials and planners in the creation of beneficial and enforceable sign regulations. Prior to that James was the owner of Carpentier Consulting LLC where he specialized in sign variances, entitlements and sign legislation. In addition, James was Director of Government Relations for one of the largest and most respected sign companies in the country. Regular speaker for sign topics at national, regional and local workshops and webinars. James also has over 25 years of experience as a certified planner in the public and private sectors. He has Bachelor of Arts in Regional Analysis from the University of Wisconsin Green Bay and Masters studies in Public Administration and Urban Planning from the University of Wisconsin Milwaukee.



Roger Eastman, AICP

Roger E. Eastman, AICP, has 30+ years of broad-based planning experience with an emphasis on writing effective zoning/sign regulations. Roger wrote the City of Sedona, Az's first sign code in 1992 and has been involved in many comprehensive zoning code updates since then, including leading the City of Flagstaff, Az, comprehensive award-winning rewrite of the zoning code. In 2013 Roger was recognized by his colleagues in the Arizona Chapter as the Distinguished Professional Planner of the Year. Roger retired from local government in 2016 to join Lisa Wise Consulting, Inc. a California-based planning, code writing, and economics firm as a Director. He works on conventional zoning codes, form-based codes and sign codes for cities across the country where his many years of municipal experience have proven valuable to his clients, especially with the challenges of updating a sign code post-Reed.



Todd Messenger, JD, MPA

Todd Messenger is an attorney with Fairfield and Woods, P.C. in Denver, and practices in the firm's real estate group where he focuses on all aspects of real estate development and land use regulation. Todd maintains a balanced practice of public and private sector representation. For public sector clients, Todd's principal focus is regulatory reform projects, including zoning, subdivision, and sign code reform. Todd also provides representation on a variety of other public-sector matters, including elections, utilities, and open records policies.

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Wendy Moeller, FAICP

Wendy Moeller' FAICP is a principal and owner of Compass Point Planning in Cincinnati, Ohio. Wendy has served as a project manager for numerous planning and zoning projects across the US. Wendy currently serves as the Region IV Director for the American Planning Association and is a past member of the Sign Research Foundation Board of Trustees. Over the course of her 23+ year career Wendy has served in a number of leadership roles in both planning, sign, and community organizations.



Mark White, Esq., AICP

Mark White is an attorney and urban planner whose practice emphasizes zoning and code drafting, from conventional to form-based codes. He has completed over 150 development code updates, Zoning regulations and comprehensive plan/smart growth implementation projects for local governments in over 36 states. He has published over 35 books and articles on planning issues including the American Planning Association's Model development code. He is a member of the North Carolina and Missouri Bars, AICP, and the American Planning Association. Mr. White has a JD and Master of Regional Planning from the University of North Carolina at Chapel Hill.