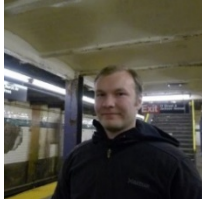


# How Communities Can Encourage Iconic and Creative Signs

**WEBINAR  
OCTOBER 1**



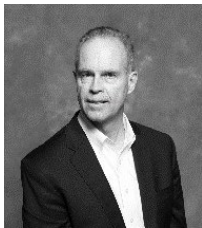
INTERNATIONAL SIGN ASSOCIATION



**Dan Bursuck, AICP**

Daniel Bursuck is Principal Planner for the City of Tucson, Arizona. He has a background in landscape architecture, urban design, and planning.

At the City of Tucson, Daniel is working on the development of land-use codes and long-range corridor planning. His recent projects include project manager for the recent extensive overhaul of the City's Sign Code to bring it into compliance with the Reed v. Town of Gilbert U.S. Supreme Court Case. Prior to Tucson, Daniel was a designer at Land Design in Charlotte, North Carolina.



**James Carpentier, AICP**

James Carpentier is currently the Director of State and Local Government Affairs with the International Sign Association (ISA). In this capacity, James works with and educates local officials and planners in the creation of beneficial and enforceable sign regulations. Prior to his work with ISA, 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. James is a regular speaker for sign topics at national, regional and local workshops and webinars, and has over 25 years of experience as a certified planner in the public and private sectors. James received his 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.



**Linda M. Edwards, AICP**

Currently a Faculty Professor in Northern Arizona University's geography department. Recently retired as Planning Manager with the Town of Gilbert after 18 years, where she managed a staff with over 600 sign applications each year, encouraging quality development with good design and integration, all while building relationships with community leaders and land owners to implement the General Plan. Linda was previously with the AZ Dept. of Commerce and the AZ Dept. of Transportation, and in the private sector working on large master planned communities.

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## **Eric F. Garcia**

A native of Santa Fe, New Mexico, Garcia began his career in 1991 as an Assistant Art Director at Robinson & St. John Advertising (RSJ) in Jacksonville Florida. Garcia was part of the team that produced advertising and marketing campaigns for national and regional accounts including AT&T, Bank Boston, Ford Motor Company, and Wendy's Restaurants. Garcia's team at RSJ won national and local ADDY awards for both broadcast and print advertising. His talent as an illustrator was also utilized in a number of campaigns developed by RSJ.

In 1995, Garcia launched his own multidisciplinary design firm in Albuquerque, New Mexico. and in 2016, moved his design firm to Arizona where he partnered up with ON Advertising in downtown Phoenix. Garcia integrates graphic design, industrial design, and marketing strategy to create identity programs and branding strategy, advocacy and awareness campaigns, corporate communications, consumer advertising, sales collateral, and structural design.

In 2016, Garcia transformed his company into EG Structural, operating in Arizona and New Mexico. EG Structural was founded on the principle of creating functional public art and relics that reflect the stories of the communities in which they are located. We set forth to design and construct monuments that stimulate the economic development of a city.

Garcia believes that the foundation of every project is the desire to tell a story through visual design. In every project, he seeks out the aspects that make it unique and truthful. Once a universal truth is captured in a work of art it becomes timeless. Using this principle, whether he is designing community public art, wayfinding, and monument relics, Garcia strives for each unique piece to create a lasting visual experience for the observer.