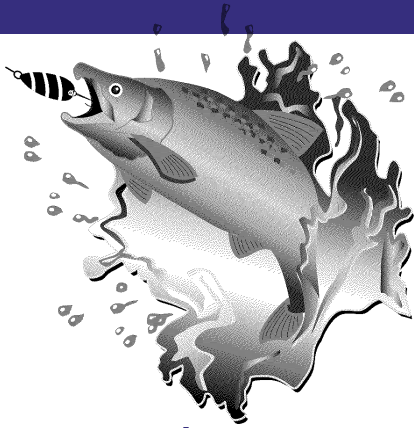


# POWERLINE

News of the California Sign Association & Sign Users Council of California

April 2005



## CSA Fishing Trip July 30

Don't miss CSA's 3rd Annual Fishing Trip! We will be fishing off of Dana Point in Southern California. Mark your calendar for Saturday, July 30. We hope you like early mornings, because departure from the dock is at 5am! Look for the brochure in the mail and get your registration in soon. You want to reserve your spot ASAP as we will only be taking 45 participants. This will be a fun opportunity to get outdoors and enjoy time with peers. We hope to see you there. ▼

## Hi-Jinks Golf Tournaments

By Pat McGehee

Don't wait until the last minute to sign up for both of the Hi-Jinks Golf Tournaments. The Southern Hi-Jinks will be held on May 24 and will return to Empire Lakes Golf Course in Rancho Cucamonga. It will be a late morning shotgun start. As usual, there will be an awards banquet immediately following the tournament. The Northern Hi-Jinks on June 14 will be held in Brentwood at the Shadow Lakes Golf Club. It will also be a late morning shotgun start and will be followed by an awards banquet. There are tee sponsorships, hole sponsorships, closest to the pin and longest drive sponsorships available. Sponsorship prices range from \$200 to \$300 for both Hi-Jinks. This is a great deal as they are two for the price of one. Or for an even better deal, the exact same sponsorships can be purchased for both Hi-Jinks AND the convention tournament



for only \$75 more. The tournament committee is also accepting golf tee prizes or event awards. Please contact Pat McGehee, Joe Hupp, Dub Northcutt, Steve Jones, or the CSA office if you are interested in sponsorship. We'll see you on the green!

Call the CSA office or visit [www.calsign.org](http://www.calsign.org) for your registration form. ▼

## CSA Makes It's Mark at ISA

By Roy Flahive

CSA was an important presence at this year's ISA Expo in Las Vegas. Many member companies displayed, and a few of our members contributed to the important educational sessions throughout the tradeshow. CSA was proud of our members' important contributions. Jeff Aran spoke on liens, Dub Northcutt discussed causes of sign structure failure, and Pete Micheli taught on contracts. CSA also featured a booth on the trade show floor where we proudly promoted the value and importance of asso-

ciation membership and worked hard to recruit new members. The booth was staffed throughout the show by Connie Seitz, Jen Duncan, and many Board members. We are proud to be an active part of the international sign community and we successfully made our presence known at another great year with ISA! ▼



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**Edward Urlik**  
Interstate Electric Company,  
Commerce, CA

**Sharon Willison**  
Williams Sign Co., Pomona, CA

# CSA working with ISA

By: Roy Flahive

Roy Flahive 2nd VP and Dub Northcutt P.E., both members of the CSA Board of Directors, are working very closely with the ISA



Technical Committee and their special structural subcommittee on several very important issues:

A) The subcommittee is in the process of writing a structured welding

guide for Sign Contractors and Installers. The guide will have two sections. Part 1 is a comprehensive review of AWS D1.1 structural welding code - steel - with commentary on its application by an American Welding Society Certified Welding Inspector. Part 2 Welding steel for signs, contains examples of ready to use sign welding procedures (WPS) for steel. A welder certification model administrated by the Washington Association of Building Officials is also included. This publication will be a living document that will be updated periodically. The subcommittee is being assisted in this endeavor by STS Welding Consultants out of Mandeville, LA.

B) The subcommittee is looking into failures on high rise single pole sign structures. The commit-

tee is gathering information from around the country pertaining to steel pole failures which occur normally just above a splice joint. Items being surveyed are types of splices being utilized in the industry,—reviewing weather gussets should be used at splice points, reviewing the welding procedures used at the time of fabrication with special interest paid to the heat affected zone around the weld area.

There will be several very important seminars conducted at the Las Vegas ISA show addressing this subject matter:

### Thursday March 31, 1pm - 3pm

1) Welding Procedures Workmanship and quality practices for sign structure safety.

- Steven Snyder SSTS welding consultation
- Jack Lester Young Electric Sign Company.

### Saturday April 2, 1pm - 2:30pm

2) What you need to know about sign structure failures.

- WT Northcutt Structural Technology Consultants.
- Mark Agost Structural Technology Consultants.
- Larry Vannatta, Vannatta Insurance Agency Inc.

(Mr. Vannatta is our CSA Treasurer)



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## From your Executive Director

I have completed my first six months with CSA as of March 31st. Boy, how time flies! By now you have received several issues of Powerline, the 2005 Membership Directory, numerous dinner meeting fliers, and are about to receive even more. The first issue of *Signage Matters* in nearly fifteen months is out and has a slightly new, updated look. It is available in print or electronically as a pdf file, and can be found on our Web site [www.calsign.org](http://www.calsign.org). Our goal is to bring you quarterly issues of this publication in addition to the monthly issues of Powerline. Couple that with all of the dinner meeting flyers, special event flyers, and our upcoming convention brochure and you will see just how busy the CSA office is! Not only are we creating publications, we are making arrangements for all of the events and trying to put together a dynamite annual convention.



Speaking of the CSA Annual Convention, each month I try to put little bits of information about the facilities in Powerline. Soon, I will be adding information about the convention itself; speakers, social events, meetings, product displays, golf tournament, registration and much, much more. Please mark your calendar now and plan to attend. The dates are September 8-11, 2005 and it will be held in Palm Desert.

On another note, several members have stopped by CSA's new office and all had wonderful things to say. Our mailing address is Sacramento, but our physical address is in Folsom (suburb of Sacramento). Give us a call and we will give you directions. We don't always show up on Map Quest, but our address is 785 Orchard Drive, Suite 225, Folsom, California if you want to give it a try. We welcome visitors and just love to show off our office and staff. Plan it right and I may just take you to lunch! ▼

## A Ride on the Gondola at the CSA Convention

As you enter the Desert Springs Marriott in Palm Desert this fall during the CSA Annual Convention, you may feel as though you've been transported to a tropical paradise. A network of lakes meanders throughout the entire facility. As you enter the expansive lobby, you will find yourself surrounded by luscious green plants and the squawk of exotic birds. Hummingbirds and tropical parrots fill the lobby with activity. As you descend the steps in the central lobby, waiting for you will be one of the hotel's many gondolas. The gondolas provide a lovely means of transportation from the inner lobby throughout the hotel grounds. They meander through the winding waterways, where you can choose a tour of the facility or a boat ride to dinner. CSA will be utilizing the gondolas as transportation to one of our luncheons. The gondola ride is just one of the many unique oppor-



tunities offered at this year's convention. This year is bound to be an opportunity for fun and relaxation, along with education. We hope you will be joining us for this enjoyable event. Mark your calendars for September 8-11 and stay tuned for further descriptions of our days at the Palm Desert tropical paradise. ▼



## In Memoriam

Chet Wilkins • 1921-2005

Chet Wilkins founded Ontario Neon Co. in 1945 after his return from military service at the end of World War II. In the late 1950s he had additional locations in El Centro, Oceanside and Las Vegas. He was a Mason and served as President of Old Baldy Shrine Club in 1975.

He retired in 1986. He loved flying small planes and fishing in Alaska.

Chet had two children, Terry Wilkins and Judee Schultz. ▼



# CSA and ISA Working Together— April Dinner Meeting

## Registration Form

If you did not receive your dinner flyer call CSA at (916) 932-0021.  
(Advanced registration is highly recommended!)

I/We will be attending:

- April 19  
DoubleTree Hotel Sacramento  
2001 Point West Way  
Sacramento, CA
- April 26  
Wyndham Grand Hotel,  
5757 Telegraph Road  
Commerce, CA

6:00 pm ..... Registration & Reception  
7:00 pm ..... Dinner  
8:00 pm ..... Program  
Advanced registration ..... \$35.00 per person  
Onsite registration ..... \$38.00 per person

Attendee Name \_\_\_\_\_

Company \_\_\_\_\_

Company address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Attendee Name \_\_\_\_\_

Company \_\_\_\_\_

Company address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Attendee Name \_\_\_\_\_

Company \_\_\_\_\_

Company address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

\*Please notify the CSA office of any special dietary needs!

## Payment Options

- Visa  MasterCard  AMEX  Check enclosed

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_

Name on Card \_\_\_\_\_

Mailing address of Card \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Mail or Fax this form to the CSA office:

CSA, PO Box 276567 • Sacramento, CA 95827-6567

Fax: 916-932-2209

## 2004-05 Committee Chairs

Communications  
*Davey Glantz*

Education  
*Larry Vannatta*  
*Jeff Tanielian*

Golf Tournaments  
*Pat McGehee*

Government Affairs  
*Skip Moore*

Membership  
*Sharon Willison (S)*  
*Joe Hupp (N)*

Professionalism  
*Tim Barrett*

Technical  
*Joe Landers*

Ways & Means  
*Mike Avery*

## CSA Staff

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California Sign Association  
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Sacramento, CA 95827-6567  
916-932-0021  
916-932-2209 Fax  
connie@calsign.org

*Jeffrey Aran, Attorney*  
CSA Government Affairs Director  
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Sacramento, CA 95822  
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For more information on free classified advertising contact  
Connie Seitz, at  
(916) 932-0021 or  
connie@calsign.org.



## Poker with CSA!



CSA's first annual poker nights were quite a success. Although our turnout was small, everyone in attendance had a great time. All participants were given poker chips, custom made by Hupp Neon, to use during the evening. When time was called, players traded their chips in for raffle tickets. Prizes included (but were not limited to): a color printer, a DeWalt handheld drill set, a digital camera, Home Depot gift certificates, flood lights, and much, much more. Although our usual dinner meeting setting



focuses on education, this was a unique opportunity for networking, socializing, and FUN! And boy was it fun. It was nice to watch colleagues unwind and enjoy an evening laughing and socializing, a welcome break from the week's stresses. We hope you will join us for all of CSA's future dinner meetings and other events. Our next dinner meetings will be "CSA and

ISA Working Together" a recap of the ISA Expo. We will also have a special guest! Lori Anderson, ISA President and CEO, will be visiting with us. This will be a great opportunity to continue to build the bond between CSA and ISA. Make sure you sign up soon for this important night. ▼

---

## Northern Membership Committee

By Joe Hupp

I have recently taken on the responsibility as Membership Committee Chairperson for Northern California. This will be a challenge as well as very exciting. I look forward to this challenge and with your help, we will see membership grow in 2005. It is my job to provide a membership platform that promotes growth, diversity, and personal development for existing and new members.

As you know, the success of our organization relies on its membership. Active participation in our organization allows you to learn more about the sign business.

You should be concerned about where and how your membership dues are spent. I can assure you that we will take every effort to bring you informative and exciting dinner meetings this year. Your input about these meetings is very important to us. Please make sure to take the time to let us know

what you thought of the presentation and if you have any ideas on what you would like to see at future meetings. Remember, this is YOUR organization!!

Our monthly dinner meetings in the North are generally the 4th Thursday of each of the following months: January, February, March, April, May, June

January, February and March meetings have come and gone. I would personally like to thank each and every one of you that participated and made these events successful. Please feel free to write, email or call me with your input on these meetings. The next meetings are:

April, 19th...TUESDAY....This meeting will be in Sacramento at DoubleTree Hotel. You are invited to join us during the day at the Pacific Builders Safety Expo at Cal Expo. A 6pm dinner meeting will

show an informative and exciting recap of the ISA show in Las Vegas.

May 26th will find us in Pleasanton and June 23rd will be in Berkeley. Information regarding these meetings will be coming to you soon. A plan for a November Holiday Extravaganza is in the making. You won't want to miss this one!

**GOLF.....**sign up now for the 2005 Annual Hi-Jinks Golf Tournament on June 14th in Brentwood at Shadow Lakes Golf Club. This will be a fun time for everyone!

**CONVENTION.....**September 8th, 9th & 10th in Palm Desert. Bring your shorts and golf clubs. It's right after Labor Day weekend so make your plans now.

I look forward to working with all of you this year. I can be reached via email [joe@huppneon.com](mailto:joe@huppneon.com) or call me at 530-345-7078. ▼

# Southern Membership Committee

By Sharon Willison

I have had the pleasure of working on the Membership Committee for several years now and as Chairperson for the south. We have been working very hard to provide our membership with some exciting new dinner meetings. As Joe Hupp has mentioned in his article we have the same goal, to strengthen and increase our membership.

We hope you have enjoyed and learned something at our previous meetings and look forward to seeing you at our up and coming meetings:

April 26th will be the date for the April Southern Dinner Meeting, located in Commerce. This date falls later in the month. We will also have a recap of the ISA Convention held in Las Vegas that you won't want to miss.

May 17th dinner meeting will be located in San Diego; information will be going out on this meeting soon.

May 24th CSA Hi-Jinks Golf tournament located at the Empire Lakes Golf Course, Rancho Cucamonga. If you were there last year you know what a great course it is. Encourage your employees and friends to enjoy this great event.

The monthly dinner meetings are a wonderful way of getting to know our fellow members. We are all here to help one another and to protect our Industry. Remember the California Sign Association is only as good as the members make it. We need every one of you to get involved in some way. I look forward to working with all of you. Please feel free to contact me with any ideas or questions you may have. You may contact me by email, [williamssign@earthlink.net](mailto:williamssign@earthlink.net) or by phone 909-622-5304.

I'm looking forward to seeing you all at our future events! ▼

## MEMBER PROFILE

Young Electric Sign Co

While it has been 33 years since the passing of Thomas Young, Sr., his cheerful attitude still lingers in the atmosphere at YESCO. The year was 1920 when Tom Sr. first went into business for himself. Tom's business immediately prospered. By 1929, he had hired 27 full time staff. Young's business continued to grow, and by the early 1930's, YESCO became the first sign company in the region to manufacture its own neon tubing. Young continued to keep up with industry advances and with the technological progress of the 1960's came one of the sign industry's biggest additions – plastic! Foreseeing the endless possibilities, YESCO invested in a plastic production facility at its Ogden plant. By 1969, YESCO had eight branch



offices with nearly 300 employees. The company continued to grow over the years. With its corporate headquarters in Salt

Lake City, eight custom manufacturing divisions, an outdoor media division, a national sales division, an electronics manufacturing division, seventeen additional branch offices, and over 1200 employees, YESCO is now one of the larger electric sign companies in the world.

As far as its California operations are concerned, YESCO has the Los Angeles Division (located in Ontario) and a branch office in Sacramento.

Continued on page 8

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# 2005 Calendar of Events

## APRIL

### EVENT/LOCATION

- Friday, 1 – Sunday, 3..... ISA Expo, Las Vegas, NV  
 Friday, 1..... CSA Board of Directors Meeting  
 Las Vegas, NV  
 Tuesday, 19..... North Dinner Meeting  
 Sacramento, CA  
 Tuesday, 19 - Wednesday, 20..... Pacific Builders Safety Expo  
 Sacramento, CA  
 Tuesday 26..... South Dinner Meeting  
 Commerce, CA

## MAY

### EVENT/LOCATION

- Tuesday, 17..... South Dinner Meeting  
 San Diego, CA  
 Tuesday, 24..... South Hi-Jinks Golf Tournament  
 Empire Lakes G.C.  
 Rancho Cucamonga, CA  
 Thursday, 26..... North Dinner Meeting  
 Pleasanton, CA

## JUNE

### EVENT/LOCATION

- Tuesday, 14..... North Hi-Jinks Golf Tournament  
 Shadow Lakes G.C.  
 Brentwood, CA  
 Tuesday, 21..... South Dinner Meeting  
 Pomona Valley Mining Co,  
 Pomona, CA  
 Thursday, 23..... North Dinner Meeting  
 Berkeley, CA

## JULY

### EVENT/LOCATION

- Thursday, 14..... CSA Board of Directors Meeting  
 Sacramento, CA  
 Saturday, 30..... Fishing Trip, Dana Point, CA

## SEPTEMBER

### EVENT/LOCATION

- Thursday, 8 - Sunday, 11..... CSA Annual Convention  
 Desert Springs Resort,  
 Palm Desert, CA  
 Thursday, 8..... Convention Golf Tournament  
 Palm Desert, CA  
 Saturday, 10..... CSA Board of Directors Meeting  
 Palm Desert, CA

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**Member Profile**  
continued from page 6

YESCO has always been a family oriented business. Thomas Young Jr. led the company as president from 1969 until 1988, at which time he turned the reins over to his oldest son Michael. Tom Jr. is still actively involved in



Tom Sr., Tom Jr., and Michael have all held closely to three career goals: first, to make YESCO the leader in the sign industry; second, to make YESCO an institution; and third; to make YESCO big enough, strong enough and diverse enough to provide a great place to work for their posterity and the posterities of the people who work



for them.

As a full-service sign company YESCO likes to think that no project is too small or too big. YESCO signs can be seen in communities large and small throughout the United States. ▼

the company as Chairman of the Board. Several fourth generation family members are now working for the company.

*The Member Profile section is a new addition to Powerline. If you would like your company featured, please contact the CSA office.*

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