

POWERLINE

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

January 2005

2005 CSA Annual Convention

CSA is pleased to announce that the 2005 Annual Convention will be held **September 8-11, 2005** at the Desert Springs JW Marriott Resort and Spa. Palm Desert is in the heart of the Coachella Valley, home to nearby Palm Springs and other resort communities. Three majestic mountain ranges provide a dramatic backdrop to the spectacular property.

The Four Star, Four Diamond, award-winning property will play host to this annual event for the California sign industry which will include seminars, meetings, table top exhibits and, of course, a golf tournament!

Mark your calendar now. You will not want to miss this annual event in one of California's most exquisite settings. ■



International Sign Expo 2005

Convention Events: March 30 - April 2, 2005
Exhibit Events: March 31 - April 2, 2005
Mandalay Bay Hotel and Convention Center
Las Vegas, Nevada

ISA is proud to present the 59th Annual International Sign Expo, coming to you live from Las Vegas, Nevada. ISA offers superior service, market access, government relations assistance, and technical resources to sign manufacturers, suppliers, and users.

International Sign Expo 2005 comes to Las Vegas with more exhibitors than before. At Expo 2005, you will find over 500 companies displaying over 1,500 booths of the most advanced and innovative products and services in

the sign industry. In addition to the vast array of companies represented by exhibitors and attendees, Expo 2005 presents an outstanding array of educational opportunities from ISA's acclaimed Discovery Seminar Series.

Join us for this spectacular event at the Mandalay Bay Hotel and Convention Center in Las Vegas, Nevada.

Visit our web site at www.sign-expo.org for more information. ■

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By Jeff Aran

Signage activity has been bubbling all over California the past few months...

The last date to propose bills for the next legislative session is January 24, 2005. The last date for bills to be introduced is February 21, 2005. If you know personally any of our newly elected officials, please contact Jeff Aran as soon as possible. 916-395-6000, jeff@signlawyer.com.

REGULATORY NEWS

Caltrans—Still not posted as of this writing is the revised proceedings schedule. The latest info can be found at www.dot.ca.gov/oda

Energy—The Cal Energy Commission reports that its energy manual will be out shortly. New regs for Outdoor Lighting and signage become effective October 2005. CSA plans to offer educational seminars later this year.

OSHA—

Crane Safety. Several questions pertaining to crane safety operator certification have arisen recently. Starting June 2005, crane operators will be required to be certified, unless exempt. The exemption is for mobile cranes having a boom length of less than 25 feet OR a maximum rated load capacity of less than 15,000 pounds. (California Code of Regulations, title 8, section 5006.1). If you operate a 65ft crane but only have a maximum load rating of 6,000 pounds you should be exempt. Regardless, CSA recommends that all operators have proper and current safety training.

Electrician certification. If you are required to obtain apprentice certification, the California Ap-

prenticeship Council took action at its recent meetings to extend the deadline for the electrician certification requirements in California as follows:

- The CAC passed a motion to extend the test deadline for monolingual Spanish speaking candidates for one year—until Jan. 1, 2006; to extend the test deadline for the three current exams of general electrician, residential electrician, and fire/life safety technician for six months—until Jul. 1, 2005; and for voice-data-video technician and non-residential lighting technician for one year—until Jan. 1, 2006.
- Please visit the Division of Apprenticeship Standards' forms and information page for answers to frequently asked questions and other electrician certification program information. <http://www.dir.ca.gov/DAS/ElectricalTrade.htm>

ISA CONVENTION

CSA members will be well-represented at the ISA Convention starting March 31. Yours truly will present a session on the proper use of mechanic's liens to secure payment. Also, along with Larry Vannatta (Vannatta Insurance) and Pete Michelini (Sign Designs), we will be presenting a session on contracts and subcontracting. And Dub Northcutt (Structural Technology) and Larry will put on the ever-popular structural failures program.

DATELINE: CALIFORNIA

Some signage morsels from around the state this past fall . . .

Barstow—New city ordinance seeks to amortize nonconforming signs.

Orange County—Permit fees far exceed reasonable value of service provided.

Oroville—Sign installer gets sued for disability discrimination for parking crane truck in handicapped spot while doing repair work.

Sausalito—Cafe owner tussles with code enforcement officer over illegal A-frame during community art walk and lands in jail.

San Anselmo—City undertaking “word by word” review of controversial sign code in light of lawsuit by resident over free speech rights.

Fair Play—Winery association seeks approval of gateway signage kiosks at strategic locales in foothills.

Sacramento—Wishful thinking... architect David Mogevero says local street has potential to be the Champs-Elysees of Sacramento by creating a “main street” image along trendy Fair Oaks Blvd.

Millbrae—Risqué puns run rampant as City had second thoughts about approving a larger In-N-Out burger freeway sign over fears that x-rated businesses could move into the area and erect big signs. Once you open the doors, there’s no telling what will happen next, said one local official afraid of “sign seediness and sleepless nights.”

San Jose—City is revisiting its sign ordinance to ease regulations and allow business owners “get more creative” with unique signage.

Redwood City—In order to appease business owners faced with a ban on A-frames, the city recently approved a compromise allowing perpendicular blade signs in addition to other signage.

Walnut Creek—The city is contemplating allocating up to \$500K for four gateway Welcome signs.

San Francisco—Landmark “Doggie Diner” icon sign is the subject of a Save the Doggie effort as restaurant is relocated. “Something about it just says ‘cheese-

burger,’” reported one fan in the Examiner.

Lynwood—Former mayor Paul Richards was arrested for allegedly creating a phony company through his sister to obtain city funds for his firm, Allied Government Services, which was slated to receive a \$1 million commission from the city for brokering billboard deals for Regency Outdoor.

Elk Grove—Calling it “a piece of visual pollution,” Elk Grove city council candidate, Sparky Harris, voiced his opposition to a proposed auto mall sign that’s been in the offing for several years.

Monterey—Seeking to improve the scenic gateway to the Monterey coastal area, US Congressman Sam Farr is fighting against “huge sprout-

ing signs” along Highway 1 near the former Fort Ord area.

San Mateo—Ongoing debate over the height of sound walls along 101 pitted business against residents, while the granite county courthouse sign tumbled to the ground over six months ago.

Placerville—Planning commissioner presented a “citizen’s tour” of commercial signs to the city council highlighting a “rogue’s gallery” of “sign scofflaws,” as council debated whether the police, code enforcement, or vigilante residents could pursue illegal signage. (Placerville’s nickname—Hangtown).

Other Cities with newly revised sign ordinances approved this past fall—Santa Paula, Calabasas, Needles. ■

January Dinner Meeting— Stress Management

January will kick off our 2005 Membership Dinner Meetings with featured humor specialist John Kinde from Las Vegas. He speaks nation-wide helping business professionals meet the challenges of building strong teams in the workplace and developing strong relationships with customers. John will help you to fine-tune your humor radar and make your place of business an enjoyable place to be for both you and your employees. John is a graduate of UC Berkeley, has an MBA, and has been speaking to business audiences for over twenty years. He is the director of the Las Vegas Improvisation Players and is also a comedy magician. Join us for The Magic of Laughter in Ontario on January 18th and in Sacramento on January 27th! Call the CSA office for registration information.

John Kinde’s Awards and Credentials

- MBA, University of Missouri, Columbia
- BA, University of California, Berkeley
- Department of Defense: 15 years’ experience as a classroom educator and curriculum developer.
- The 36th speaker worldwide to be accredited by Toastmasters International for Professionalism and Outstanding Achievements in Public Speaking.
- The sixth recipient of the annual “Connie Award” for Professionalism on the Speaking Platform, from the National Speakers Association, Los Angeles Chapter.
- First runner-up for two consecutive years in a ten-state humorous speaking competition, representing the best of over 20,000 speakers.

2005 Future Dinner Meeting Dates

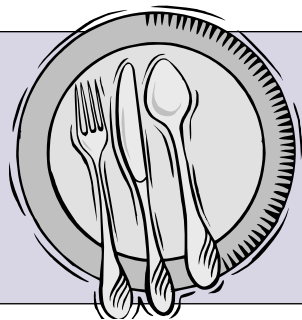
South	North
2-15 Anaheim	2-24 Oakland
5-17 San Diego	5-26 Pleasanton
6-21 Pomona	6-23 Berkeley

California Code of Regulations

Subchapter 7. General Industry Safety Orders
Group 13. Cranes and Other Hoisting Equipment
Article 98. Operating Rules

§5006.1. Mobile Crane and Tower Crane-Operator Qualifications and Certification.

- (a) Qualifications. The employer shall only permit operators who have a valid certificate of competency (certificate) issued in accordance with this section by an Accredited Certifying Entity for the type of crane to be used to operate a crane covered by this section. Certificates shall be issued to operators who:
- (1) Pass a physical examination conducted by a physician which at a minimum shall include the examination criteria specified in the American Society of Mechanical Engineers (ASME) B30.5-2000 standard, Chapter 5-3.1.2(a)(1-5, 7, 8) or the U.S. Department of Transportation (US DOT) physical examination requirements contained in 49 CFR Sections 391.41 through 391.49.
 - (2) Pass a substance abuse test. The level of testing shall be consistent with the standard practice for the industry where the crane is in use and this test shall be conducted by a recognized laboratory service;
 - (3) Pass a written examination developed, validated, and administered in accordance with the Standards for Educational and Psychological Testing (Copyright 1999) published jointly by the Joint Committee of the American Educational Research Association, the American Psychological Association, and the National Council in Measurement in Education. The exam shall test knowledge and skills identified as necessary for safe crane operations and shall, at a minimum, include the following:
 - (A) operational characteristics and controls, including characteristic and performance questions appropriate to the crane type for which qualification is sought;
 - (B) emergency control skills, such as a response to fire, power line contact, loss of stability, or control malfunction;
 - (C) a demonstration of basic arithmetic skills necessary for crane operation and the ability to read and comprehend the crane manufacturer's operation and maintenance instruction materials, including load capacity information (load charts) for the crane for which certification is sought;
 - (D) knowledge of chapters 5-0 through 5-3 of The American Society of Mechanical Engineers (ASME) B30.5-2000 and B30.5a-2002 Addenda to the standard for mobile and locomotive cranes or chapters 4-0 through 4-3 of the ASME B30.4-1996 standard for portal, tower, and pedestal cranes or Chapter 3-3 of the ASME B30.3-1996 standard for Construction Tower Cranes, depending on the type of crane(s) the operator intends to operate.
 - (4) Pass a "hands-on" examination to demonstrate proficiency in operating the specific type of crane, which at a minimum shall include pre-start and post-start inspection, maneuvering skills, shutdown, and securing procedures.



Would you like a dinner meeting closer to your area? Do you have a topic you would like to see presented? Call or email the CSA office with your suggestions at:

(916) 932-0021 or jen@calsign.org.

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
Edward Urlik

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Sacramento, CA 95822
916-395-6000
916-395-6028 Fax
jaraanatty@aol.com

- (b) Certification. Certificates shall be valid for a maximum of five (5) years. An Accredited Certifying Entity shall issue the certificate of competency to operators who successfully demonstrate the qualifications set forth in (a)(1)-(4) of this section.
- (c) Accredited Certifying Entity. A certifying entity is any organization whose certification program is accredited by the National Commission for Certifying Agencies (NCCA).
- (d) Re-certification. Crane operators shall re-certify every five (5) years and shall be required to meet all of the qualifications set forth in subsection (a). Operators with at least one-thousand (1,000) hours of documented experience operating the specific type of crane for which re-certification is sought as covered by this section during the immediately preceding certification period and who meet the physical examination, substance abuse, and written examination requirements set forth in subsections (a)(1), (a)(2) and (a)(3) of this section shall not be required to take the "hands-on" examination specified in subsection (a)(4) to re-certify.
- (e) Trainees may be authorized to operate mobile or tower cranes provided they are under the direct supervision of an operator possessing a valid certificate of competency for the type of crane operated by the trainee.
The term direct supervision means the supervising operator is in the immediate area of the trainee and within visual sighting distance and able to effectively communicate with the trainee. When performing direct supervision, the supervising operator shall have no other duties other than to observe the operation of the crane by the trainee.
- (f) Effective Date. The requirements of Section 5006.1 shall become effective on June 1, 2005.

EXCEPTIONS TO SECTION 5006.1:

- (1) Mobile cranes having a boom length of less than 25 feet or a maximum rated load capacity of less than 15,000 pounds.
- (2) Operators of electric line trucks as defined in Section 2700 of the Electrical Safety Orders, and regulated by Section 2940.7 of the High Voltage Electrical Safety Orders.
- (3) Marine terminal operations regulated by Article 14 of these Orders.

NOTE

Authority cited: Section 142.3, Labor Code. Reference: Section 142.3, Labor Code.

HISTORY

1. New section filed 7-3-2003; operative 8-2-2003 (Register 2003, No. 27).

The above information is provided free of charge by the Department of Industrial Relations from its web site at www.dir.ca.gov.



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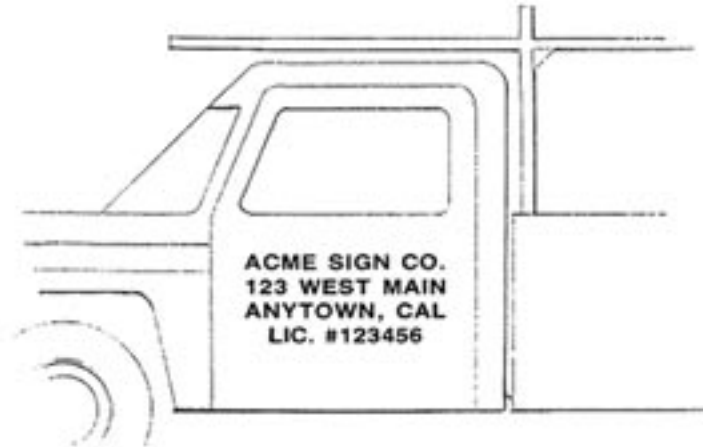
VANNATTA INSURANCE AGENCY, INC.
P.O. Box 16429 • Fresno, CA 93755 -6429
(209) 446-0156 • Fax (209) 446-1200
(800) 728-7632

Bandit Busters

NOTICE!

THE CALIFORNIA SIGN ASSOCIATION IS TAKING ACTION AGAINST UNMARKED C-45 SIGN VEHICLES STATEWIDE

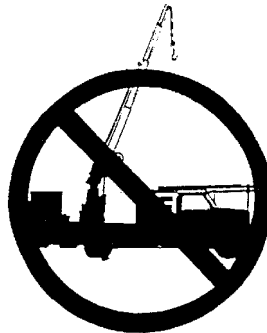
Licensed sign companies in California are competing against unlicensed manufacturers and installers. The California Sign Association works with the California State Licensing Board to eliminate the unlicensed companies. If you are aware of illegal and unlicensed installations of signs, you can help solve the problem by notifying CSA.



THE CALIFORNIA BUSINESS AND PROFESSIONS CODE READS:

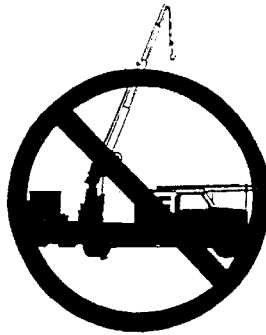
Class C-45, Electrical Sign Contractor, Commercial Vehicles; Display of Name, Address and License Number

7029.7 Every contractor licensed under this chapter as a Class C-45, electrical sign contractor, who is engaged in the manufacture, installation, or maintenance of electric business signs shall have displayed on each side of each motor vehicle used in his business, for which a commercial vehicle registration fee has been paid pursuant to Article 3 (commencing with Section 9400) of Chapter 6 of Division 3 of the Vehicle Code, his name, his permanent business address, and his contractor's license number, all in letters not less than one and one-half (1½) inches high.



BANDITBUSTERS

Bandit Busters Complaint Form



BANDITBUSTERS

CALIFORNIA SIGN ASSOCIATION REPORTING FORM FOR UNMARKED SIGN TRUCK PLEASE COMPLETE THE FOLLOWING INFORMATION

DATE: _____ TIME: _____

CITY: _____

JOB SITE NAME: _____

ADDRESS: _____

VEHICLE LICENSE PLATE NO: _____

VEHICLE MAKE: _____

NUMBER OF WORKERS WITH VEHICLE: _____

OTHER INFORMATION: _____

SUBMITTED BY: _____

COMPANY: _____

If possible, include an instant or Polaroid photo of the unmarked vehicle and its license plate, at the site. Place the photo and this form in an envelope and mail to:

BANDIT BUSTERS
California Sign Association
PO Box 276567
Sacramento, CA 95827-6567



CaliforniaSignAssociation

For questions or further information, call the CSA office at (916) 932-0021.

2005 Calendar of Events

JANUARY	EVENT	LOCATION
Tuesday, 18	Board of Directors Meeting	Ontario Airport Marriott Ontario, CA
Tuesday, 18	South Dinner Meeting	Ontario Airport Marriott Ontario, CA
Thursday, 27	North Dinner Meeting	Sacramento, CA
FEBRUARY	EVENT	LOCATION
Tuesday, 15	South Dinner Meeting	The Catch Restaurant, Anaheim, CA
Thursday, 24	North Dinner Meeting	Oakland, CA
MARCH	EVENT	LOCATION
Thursday, 31	ISA Expo	Las Vegas, NV
APRIL	EVENT	LOCATION
Friday, 1 – Sunday, 3	ISA Expo	Las Vegas, NV
Friday, 1	Board of Directors Meeting	Las Vegas, NV
Tuesday, 18 – Wednesday, 20	Pacific Builders Safety Expo	Sacramento, 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
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	Board of Directors Meeting	Sacramento, CA
SEPTEMBER	EVENT	LOCATION
Thursday, 8 - Sunday, 11	CSA Annual Convention	Desert Springs Resort, Palm Desert, CA
Saturday, 10	Board of Directors Meeting	Palm Desert, CA

Mission Statement

CSA is an association of professionals representing manufacturers, suppliers, consumers, and users of signage and visual communication media. It serves the industry by improving relations, enhancing the professionalism of members, creating networking opportunities, and promoting the economic vitality, safety, and aesthetics of the communities its members serve.

WSSC Fundraisers at ISA

Dear Sign Industry Professional:

Promote your products and services at the sign industry's single largest annual event—the International Sign Association's Annual Sign Exposition. This year's 59th Annual Expo will be held in Las Vegas, Nevada, March 30-April 2, 2005, and it is expected to draw more than 17,000 sign industry personnel.

The Western States Sign Council (WSSC), comprised of the Arizona, California, Nevada and Utah state sign associations, is offering your company several exciting opportunities for maximum exposure of your products and services. One hundred percent of the proceeds from these fundraising efforts are returned to the WSSC to support the legislative, regulatory and educational programs offered by its state associations.

- ISA's WSSC Golf Tournament—Network with customers, colleagues and potential clients while enjoying an afternoon of golf at the Las Vegas National Golf Club.
- On-Site (and Take Away) Advertising in the ISA Expo Program—Market research has confirmed that a convention program is the number one item that convention-goers retain months after the event. Don't miss this important opportunity to keep your company name foremost in the minds of existing and potential clients!
- A Reserved Table at the Show's Wrap-Up Party—Relax and enjoy yourself at what is always a great party. You will enjoy a reserved table waiting for you, your clients and your colleagues after wrapping up a great show.

The enclosed flyers describe these important promotional opportunities. Also, please feel free to contact me with any questions you may have at (602) 375-3909 or by e-mail at arizonasign@eschelon.com. More information about the ISA Expo, including registration and exhibit booth reservations, is available on ISA's web site at www.signexpo.org.

Sincerely,

Patti King

Executive Director

Arizona, Utah and Nevada Sign Associations

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SALE

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For more information on free classified advertising contact Jennifer Duncan, at (916) 932-0021 or jen@calsign.org.



International Sign Expo 2005 Las Vegas

Golf Tournament Wednesday, March 30, 2005



The Western States Sign Council and the International Sign Association invite you to network and enjoy a beautiful afternoon of golf in ISA's WSSC Golf Tournament on Wednesday, March 30, 2005 at the Las Vegas National Golf Club. It will be scramble format with a 1:30 p.m. shotgun start.

The tournament will undoubtedly sell out to 144 golfers of all skill levels eager to participate in this annual event. The \$150 per player fee covers green fees, cart, unlimited range balls, a box lunch and an awards party. Teams will be arranged so that each golfer will have a terrific time; however, if you would like to be paired with specific players, please indicate so on your registration form. As transportation will be limited, it will be necessary for you to reserve your seat on the bus to and from the golf course. Pre-registration is required!

The tournament chairmen look forward to playing golf with you in Las Vegas. If you have any questions, please feel free to contact either of the chairmen or Patti King at the Nevada Sign Association, (702) 286-2864. You can also reach Patti via e-mail at nevadasign@eschelon.com

We appreciate your support of this event!

Keith Baker
Tournament Co-Chair
Impact Signs
(801) 972-5101

Jack Davis
Tournament Co-Chair
Interstate Electric Co.
(602) 309-9890

Golf Sponsorship Opportunities

This exciting tournament and the critical work of the Western States Sign Council would not be possible without your sponsorship support. Once again, we kindly ask for your support to make the tournament a success. This is an opportunity to put your name in front of many of the important decision-makers in the sign industry. All sponsors will be recognized with their names and logos appearing on banners, signs at tees, and at the awards ceremony. Net proceeds from this tournament are returned to the WSSC to support the legislative, regulatory and educational programs offered by its state associations. Listed below are opportunities available for you to promote your company.

Please check the item(s) your company would like to sponsor and return the form with payment (payable to ISA) to Patti King, 10000 N. 31st Avenue, Suite D400, Phoenix, AZ 85051. If paying by credit card, you may fax your registration form to 602-789-9126.

- Awards Banquet Sponsor at \$1,000 each (two available)
- Box Lunch Sponsor at \$1,000
- Beverage/snack cart at \$500 (four sponsorships available)
- Individual holes at \$300 each
- Closest to the pin on par 3s at \$350 each
- Longest drive on selected fairways at \$350 each
- Straight drive at \$350 each
- Golf towels
- Golf balls
- Prizes for the award ceremony after the tournament

Golf Registration Form Las Vegas International Sign Expo 2005

Registration Deadline: March 23, 2005

Name: _____

Company: _____

Address _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-Mail Address: _____

Payment Information

_____ @ \$150 each = \$ _____

Check Enclosed Visa MC AMEX

(Payable to ISA)

Card #: _____ Exp: _____

Name as it appears on card: _____

Signature: _____

I would like to play with the following other golfers:

1. _____

2. _____

3. _____

FILL OUT AND MAIL/FAX TO:

WSSC

10000 N. 31st Avenue, Suite D400, Phoenix, AZ 85051

Fax: 602-789-9126

WESTERN
STATES
SIGN
COUNCIL



ISA International Sign Expo 2005 Las Vegas

RESERVE A TABLE

ISA closes its Sign Expo 2005 with a big party on Saturday, April 2nd. The party will be held at Mandalay Bay and is free to all registered attendees. You can reserve a table of ten for your company at a cost of \$250 per table.

If you have attended an ISA post convention party, you know how nice it is to have one of the reserved tables waiting for you, your clients, and colleagues. Table reservations are being accepted until March 15, 2005 and include signage for the table and ten printed invitation cards for your distribution.

The Western States Sign Council is assisting ISA with these reserved tables. For questions about reserving a table (or multiple tables) call the California Sign Association office at (916) 932-0021 or e-mail connie@calsign.org. Send registration form and check (payable to ISA) to California Sign Association, P.O. Box 276567, Sacramento, CA 95827-6567 or fax registration form and c/c information to (916) 932-2209, and there will be a table waiting for you.

Space is limited...so get your reservation in as soon as you read this invitation.

Reserved Table Form:

Yes, I would like to purchase a table

Name _____

Company Name _____

Address _____

Phone _____ Fax _____

E-mail _____

Amount Enclosed \$ _____ (Make checks payable to ISA)

Visa MC

Credit Card Number _____ Exp. Date _____

Signature _____

Safety Training and Certification

A new event has sprung up that is providing an opportunity for you to send your employees for equipment certification. The Pacific Builders Safety Expo (PBSx) will be held on April 19-20, 2005 at Cal Expo in Sacramento and is sponsored by the Sacramento Builders' Exchange in partnership with Cal OSHA.

As part of the mission statement, the Sacramento Builders' Exchange Safety Council strives to provide safety and health resource, services, information and assistance to the construction community and work to promote a safe and healthy environment. The council believes that by sponsoring a virtually free (\$10 registration fee) two-day safety event it will raise the awareness of employers and work-



PACIFIC BUILDERS SAFETY EXPO

Where Safety Comes First

ers alike to make sure that every employee goes home accident and injury free from their jobs.

The 2005 PBSx Conference format has been developed to provide Certificated Safety Workshops and hands on equipment demonstrations designed to enhance productivity and encourage safe work practices.

For more information on exhibiting or attending the PBSx, call 916-932-2296 or visit the web site at www.pbsexpo.com. ■

\$10,000 Winner

Congratulations to Ken Person of Young Electric Sign Co. for being the big winner at the 2004 Annual Convention! Ken won the Grand Prize in the \$10,000.00 drawing.

This event has become one of the highlights of CSA conventions. Participation has risen each year with 2004 being the best yet. The \$10,000.00 drawing is one of the major fundraisers for the association.

A big "Thank You" goes out to everyone who donated to this fun and exciting drawing. Hey Ken, need any help spending that money? ■



CaliforniaSignAssociation

P.O. Box 276567
Sacramento, CA 95827-6567