



POWERLINE

News of the California Sign Association & Sign Users Council of California • September 2006

Nominations for CSA Board Still Open

Serving on the Board is an opportunity to share your experiences and expertise; a chance to help lead the only association exclusively dedicated to addressing those issues that affect the ability of the sign industry to do business in California. CSA is always seeking signage industry individuals who are willing and able to serve the industry as members of CSA's Board of Directors. The nominations will remain open until President Brian Schneider closes the nominations from the floor at the General Members' Meeting at the Convention.

The benefits are many:

- A role in shaping the future of the industry
- Personal growth
- Exposure to a wealth of business and personal contacts
- Access to information and decisions that affect you and your business
- The chance to exchange ideas and perspectives with your peers



Qualifications for serving on the Board:

- CSA member in good standing
- Demonstrated commitment to the industry
- Management experience a plus
- Background in committee and volunteer work a plus

If you are interested in serving, or would like to nominate a qualified candidate, please submit the candidate's name and a summary of qualifications to the CSA office no later than September 15, 2006. After that date, please feel free to participate in the General Members' Meeting on Friday, September 22, at 9 am, at the Annual Convention in Monterey. We look forward to hearing from you.

Your CSA Member Benefits

Did you know that as a CSA Member every member company has free access to CSA Legal Counsel Jeff Aran? For 30 minutes each month, not to be carried over, each member company can consult with Jeff Aran for any legal issue regarding their business. This is just one of several valuable benefits exclusive to our CSA Members. If you have any questions about this or other benefits available to your company, please call the CSA office at (916) 932-0021.

CSA's 15th Annual \$10,000 Drawing

- Reward your employees with a ticket
- Coordinate with your co-workers and purchase a ticket as a group
- Offer a ticket to your favorite vendors or convince them to buy one
- Need not be present to win \$10,000 top prize

Tickets are still available, please call the CSA at (916) 932-0021 or visit the Registration Desk at the Convention.



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2005-06 Executive Committee

President

Brian Schneider

JSJ Electrical Display Corp., Benicia, CA

1st Vice President

Roy Flahive

Pacific Sign Construction, Inc., Poway, CA

2nd Vice President

Ray Smith

Federal Heath Sign Company,
Oceanside, CA

Secretary/Treasurer

Skip Moore

Bill Moore & Associates, Albany, CA

Past President

Richard Kruper

CenSource, Inc., Orange, CA

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Mike Avery

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Janette Baranski

U-Haul Corporation, Phoenix, AZ

Guy Barnes

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Tim Barrett

Actown-Electrocoil, Pittsburg, CA

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Terry Long

Ad Art Sign Company, San Francisco, CA

Dub Northcutt

Structural Technology Consultants,
San Diego, CA

Gary Quiel

Quiel Bros Electric Sign Co.,
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Rob Riley

Interstate Electric Co., Inc., Benicia, CA

Bob Shimmin

Montroy Supply Company,
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Patti Skoglund-Adams

Superior Electrical Advertising, Inc.,
Long Beach, CA

Jeff Tanielian

Commercial Neon, Inc., Fresno, CA

Larry Vannatta

Vannatta Insurance Agency, Fresno, CA

California State Law Says... You Must Call Before You Dig!

Before you excavate at any site, California State Law currently dictates that you must contact Underground Service Alert/Dig Alert first. Known as USA in Central & Northern California, and Dig Alert in Southern California, your permit for digging will not be valid without a USA/Dig Alert ticket number. First, properly delineate the excavation site. Then call for a ticket at least two days prior to digging. Both entities can be reached at (800) 227-2600. Their members will then either mark existing facilities

within your work area or notify you that there is no conflict. Prior to using any power equipment, you will be required to expose any existing conflicts by hand. You must allow 24" clearance on either side of the facility so that you know its exact location before using any power equipment.

For more information, visit their web sites: www.usanorth.org and www.digalert.org. Links to these sites are also available at www.calsign.org, click on Links.



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Schedule of Events at the 2006 Convention

Thursday, September 21

9:30 am – 11:30 am	Executive Committee Meeting
10:30 am – 6:00 pm	Convention Golf Tournament, Del Monte Golf Course
12:30 pm	Shotgun Start
12:30 pm – 4:30 pm	Wine Tasting Tour—Château Julien Wine Estate
6:30 pm – 9:00 pm	Suppliers' Opening Cocktail Reception

Friday, September 22

7:30 am – 9:00 am	Welcome Breakfast
9:00 am – 10:30 am	General Members' Meeting <i>all attendees are encouraged to participate</i>
11:00 am – 12:00 pm	Seminar I: Title 24 Panel Discussion
12:30 pm – 2:00 pm	Networking Luncheon
2:30 pm – 4:00 pm	Seminar II: Results Oriented Selling Tools

Saturday, September 23

7:00 am – 11:00 am	Board of Directors' Breakfast & Meeting
9:00 am – 10:30 am	Continental Breakfast
11:00 am – 12:30 pm	Spouses' Charity Event
11:00 am – 12:30 pm	Seminar III: Improving Neon Tube Life & Brilliance
12:45 pm – 2:30 pm	Table-Top Luncheon & Exhibits
3:00 pm – 5:00 pm	WSSC Meeting
6:00 pm – 10:00 pm	President's Reception & Annual Installation Banquet

2005-06 Committee Chairs

Communications

Terry Long

Education

Jeff Tanielian

Larry Vannatta

Government Affairs

Mark Gastineau

Membership

Joe Hupp

Special Events/Convention

Alastair Cumming

Technical

Roy Flahive

Ways & Means

Mike Avery

Golf Tournaments

Pat McGehee

Fishing Trip

Gary Quiel

CSA Staff

Connie Seitz, Executive Director
Stephanie Setzer, Member Services Coordinator

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CSA Government Affairs Director
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916-395-6000
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jaranatty@aol.com

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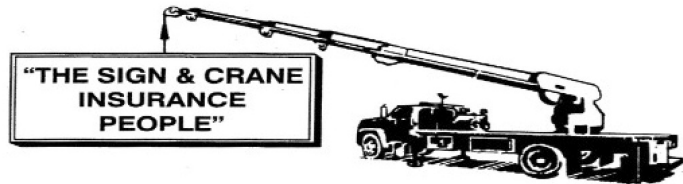
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Powerline is a monthly newsletter with a circulation of 570 published by:

California Sign Association

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California Sign Association

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Sacramento, CA 95827-6567

2006 Convention Sponsors

CSA would like to thank our Convention Sponsors to date:

Actown Sign Products

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Epilog Laser

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Interstate Electric Co., Inc.

Spartech Plastics

State Compensation Insurance Fund

Vannatta Insurance Agency, Inc.

Convention Golf Tournament News

One Swing to \$10,000!

CSA is hosting another Hole-in-One Contest at the Convention Golf Tournament in Monterey. Any one of our golfers with that lucky swing will win \$10,000 cash when they make a Hole-in-One on Hole #12 at the Del Monte Golf Course. Also, if anyone hits an ace on any of the other par-3 holes, there are other great prizes to be had.



To register to play, please use the registration form on page 10 of your Convention Brochure or see the registration form in this issue. For more information, please call the CSA office at (916) 932-0021 or visit the web site at www.calsign.org to download a complete brochure.

2nd Annual CSA Spouses' Charity Event

"Go ahead...Make my soufflé!"

Hosted by Suzy Schneider, this year the spouses & guests at the Convention are invited to a hands-on cooking demonstration by one of the Hyatt Regency's fabulous chefs. Our Spouses' Charity Event will also feature a raffle drawing to raise funds for Suzy's chosen charity, Mission Solano, a rescue mission and outreach center for the homeless in the Solano County area.

Tickets will be on sale throughout the Convention and a portion of the drawing will be held at the end of the Charity Event. Our big winners will be announced at the end of the Table-Top Luncheon. All attendees at the Spouses' Charity Event are invited to join us for lunch at the Table-Top Luncheon.

Donations for the drawing are still being accepted. Please contact the CSA office for information on how to submit your item(s) or to donate cash. All donations are tax-deductible, including the raffle ticket purchase. Please call (916) 932-0021 for more information or stop by the Registration Desk at the Convention.



Convention Golf Tournament Sponsors

CSA & Golf Committee Chairman, Pat McGehee, would like to thank our Convention Golf Tournament Sponsors to date:

Tee Sponsors

Actown Sign Products

Ad Art Sign Company

ColorSpan by MacDermid

Cyberbond, LLC

Denco Sales Company

DerManouel Insurance Group

Fast-Ad Letters

Federal Heath Sign Company

France/Westrim

Global Rental Company

Graphtec America, Inc.

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Registration Form

Please use one form per registrant. Advance Registration deadline is Friday, September 15, 2006.

Name _____ Spouse/Guest Name _____

Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Fax _____

email _____

Full Registration <i>(all events included in this price, except golf & wine tasting)</i>		per person
<input type="checkbox"/>	Sign Manufacturer / Commercial Sign Company / Sign User Member	\$290.00
<input type="checkbox"/>	Sign Manufacturer / Commercial Sign Company / Sign User Non-Member	\$390.00
<input type="checkbox"/>	Product Manufacturer / Distributor / Sign Services Company Member <i>(please indicate here if your company is planning to exhibit <input type="checkbox"/>)</i>	\$425.00
<input type="checkbox"/>	Product Manufacturer / Distributor / Sign Services Company Non-Member <i>(please indicate here if your company is planning to exhibit <input type="checkbox"/>)</i>	\$575.00
<input type="checkbox"/>	Spouse/Guest of this registrant	\$225.00
Saturday Only Registration		
<input type="checkbox"/>	CSA Member (All categories)	\$175.00
<input type="checkbox"/>	Non-Member (All categories)	\$250.00
	<i>Any spouse or guest must register separately and at this price for Saturday only.</i>	
Golf Registration & Sponsorships		
<input type="checkbox"/>	Player - indicate handicap if applicable _____	\$125.00
<input type="checkbox"/>	Player Package (includes 50 raffle tickets & 2 mulligans)	\$40.00
	Please choose a sponsorship on behalf of your company:	
<input type="checkbox"/>	Tee Sponsorship	\$100.00
<input type="checkbox"/>	Specialty Hole Sponsorship	\$150.00
<input type="checkbox"/>	Hole-In-One Contest Sponsorship	\$750.00
Wine Tasting Tour		
<input type="checkbox"/>	Wine Tasting - Château Julien	\$75.00
\$10,000 Drawing		per ticket
<input type="checkbox"/>	15th Annual \$10,000 Drawing Ticket(s) - indicate quantity _____	\$100.00
Total Amount Due		\$

Please indicate which events you and/or your guest will be attending so that we can ensure sufficient seating.								
Registrant	Guest	Event	Registrant	Guest	Event	Registrant	Guest	Event
<input type="checkbox"/>	<input type="checkbox"/>	Opening Reception	<input type="checkbox"/>	<input type="checkbox"/>	Friday Luncheon	<input type="checkbox"/>	<input type="checkbox"/>	President's Reception & Annual Installation Banquet <i>(please indicate meal choice below)</i>
<input type="checkbox"/>	<input type="checkbox"/>	Welcome Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	Seminar II	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	General Meeting	<input type="checkbox"/>	<input type="checkbox"/>	Spouses' Event	<input type="checkbox"/>	<input type="checkbox"/>	Petite Filet & Chicken Strudel
<input type="checkbox"/>	<input type="checkbox"/>	Seminar I	<input type="checkbox"/>	<input type="checkbox"/>	Seminar III	<input type="checkbox"/>	<input type="checkbox"/>	Vegetarian
			<input type="checkbox"/>	<input type="checkbox"/>	Table-Top Luncheon			

Method of Payment

VISA MasterCard American Express Check enclosed # _____

Cardholder's Name _____ Exp. Date _____

Credit Card Number _____ V-Code _____

Billing Address _____

Cardholder's Signature _____ Date _____



Please submit this form to the California Sign Association by Friday, September 15, 2006, via fax or mail. No cancellations will be accepted after this date.

California Sign Association | P.O. Box 276567 | Sacramento, CA 95827-6567 | (916) 932-0021 | (916) 932-0390 fax
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