



California**Sign**Association

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

January 2006

# January Dinner Meetings

## Topic:

Dealing with Title 24, CSA Strategic Plan  
and Other Issues

## South:

Tuesday, January 17, 2006  
The Catch Restaurant, Anaheim

## North:

Thursday, January 26, 2006  
Radisson Hotel, Stockton

For more information call the CSA office at  
916-932-0021 or visit the website at [www.calsign.org](http://www.calsign.org).

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## 2005-06 Executive Committee

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*Brian Schneider*

JSJ Electrical Display Corp., Benicia, CA

### 1st Vice President

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Pacific Sign Construction, Inc., Poway, CA

### 2nd Vice President

*Open*

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Williams Sign Co., Pomona, CA

# From the President

The California Sign Association is a network of trustworthy, professional, skilled, dependable and reliable industry men and woman who are committed to a "value-added" service for our clients and customers on a daily basis.

The premise behind the association is to acknowledge other professionals who make their careers and livings in the same industry you do. By virtue of having chosen a career in the sign business means you have made a commitment to "associate."

I urge you to familiarize yourself with the members, activities, committees, regional and local resources, as I am certain you will come to value the California Sign Association.

Brian Schneider, CSA President



## 2005-06 Committee Chairs

### Communications

*Terry Long*

### Education

*Jeff Tanielian*

*Larry Vannatta*

### Golf Tournaments

*Pat McGehee*

### Government Affairs

*Mark Gastineau*

### Membership

*Joe Hupp (N)*

*Sharon Willison (S)*

### Professionalism

*To Be Announced*

### Special Events/Convention

*Alastair Cumming*

### Technical

*Roy Flahive*

### Ways & Means

*Mike Avery*

## CSA Staff

*Connie Seitz, Executive Director*  
*Stephanie Setzer, Member Services Coordinator*

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# Welcome to New Members

## Arrow Sign Company

1051 46th Avenue  
Oakland, CA 94601-4436  
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## Bay Mark Signs

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## BOOM TRUCK & CRANE OPERATOR TRAINING

Joint project between CSA and ISA  
 2-Day training (1 class room and 1 hands-on)  
 Maximum of 15 students per 2-day seminar for maximum instruction  
 Internet instruction 3 weeks prior to the 2-Day training

Mark your calendar for the following dates and locations:

Dates	Locations	City
Feb 06 & 07, 2006	Signtech Electrical Advertising	San Diego
Feb 08 & 09, 2006	California Neon Products	San Diego
Feb 13 & 14, 2006	Sign Methods	Signal Hill
Feb 16 & 17, 2006	Commercial Neon	Fresno
Feb 20 & 21, 2006	Delta Crane	Stockton

For more information visit the ISA web-site at [www.signs.org](http://www.signs.org) or call Larry Vannatta at 559-446-0156.

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# ISA/CSA Joint Committee Formed

CSA is part of a special ISA Committee that was formed recently to work on the 2008 California Energy Commission Regulations.

This special committee is a cooperative effort between the two associations in order to represent the sign industry before the California Energy Commission during their 2008 regulation process. The committee shall have responsibility for all aspects of the sign industry's actions, including technical subjects, Constitutional Law issues, advocacy, customer relations and lobbying.

## Committee Members are:

*Steve Kieffer – Co Chair*  
Kieffer & Co., Inc.

*Roy Flahive – Co Chair*  
Pacific Sign Construction

*Tim Barrett*  
Actown-Electrocoil

*Henry Brown*  
Voltarc

*Tom Cummings*  
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*Gary Quiel*  
Quiel Bros. Electric Sign Company

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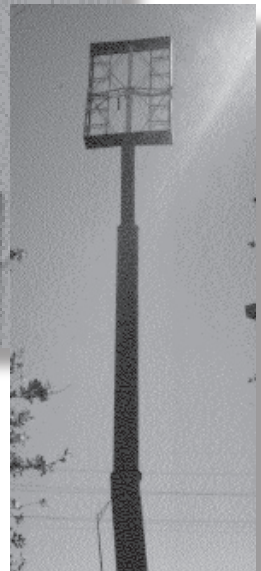
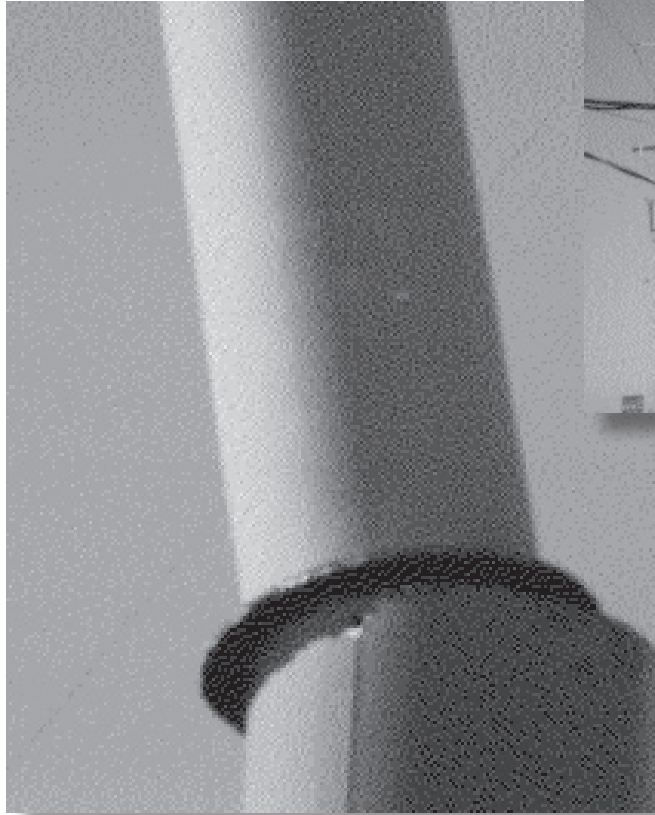
*Teresa Young*  
Sign Biz, Inc.

LOOK FOR COMMITTEE UPDATES IN YOUR NEXT MONTH'S POWERLINE

# HURRICANE RITA

You had to visit the east Texas area to believe the disaster. These photos were taken in Port Arthur on November 19th by Larry Vannatta. We will be asking the ISA Technical Committee and CSA member, Dub Northcutt, of Structural Technology Consultants, Inc., for their thoughts on the structural failures. The photos below are some samples of damage to various types of signage. Notice the bent and twisted pole structures.

It is estimated that 70% of all sign faces of any size were damaged or missing. Anything with a canopy was severely damaged or on the ground.



# News Round-Up—Choice Morsels from around the State

By Jeff Aran

*El Monte*—“Somewhat Disabled” signs were installed for choice parking at the Crippen Senior Center as a means of making available spaces when the official handicapped parking is full. The signs aren’t legally binding, but the guilt factor is real high, reports the center manager.

*Pasadena*—The ACLU has filed suit against the city for limiting the size of non-commercial banners for that can be posted at local homes. The city is also being challenged for stepped-up code enforcement prohibiting the Pasadena Republican Club from hanging a political banner at its local headquarters. Could it be—The ACLU and the Republican Party on the same side of an issue? Stay tuned for further details.

*Los Angeles*—Although Sunset Strip is defined by glitz, the city of West Hollywood voted to restrict the hours of illumination on a Yahoo billboard due to resident concerns over light intrusion.

*Elk Grove*—A proposed urgency moratorium on all new signs was defeated, due in part to CSA’s efforts.

*Hercules*—Despite City Council concerns, the Planning Commission has moved forward with a ban on pylon signs and is considering amortizing existing pylons. CSA has opposed this effort and is working with local members to defeat the measure.

*San Francisco*—A proposal creating a “neon-friendly” zone for Market Street by area businesses hoping to make the signage a

unique draw is in the works. Half the revenue generated would be given to local theatre arts and education nonprofits.

*Truckee*—Despite anti-franchise bias, after being denied the use of its trademark colors by the Planning Commission, a new Taco Bell sign was approved by the town council after it was pointed out (repeatedly) that they could not require alteration of a Federally registered mark under the Lanham Act.

*Elsewhere*—Revised ordinances underway in...Corning, Gonzales, Lincoln, Needles, Truckee, Cupertino,

*For a Nice Change*—*South Lake Tahoe* decided NOT to amend its ordinance in response to complaints about A-Frames, but the city will review the matter next year

*San Luis Obispo*—approved installation of a new EMC for the Rotary Club

*Dublin* okayed an EMC for a Safeway gas station because customers “can read them, they can see them, they’re clear,” according to Joe Pettus, VP of Fuel and Operations.

*Honors and Remembrances*—Neon was in the spotlight in October when Las Vegas honored several famous sign designers from years past, including Betty Willis, creator of the Welcome to Fabulous Las Vegas sign...Doggie Diner designer Harold Bachman passed away at age 84. Many folks fondly remember the giant rotating dachshund heads that topped these

once-popular Bay Area eateries.

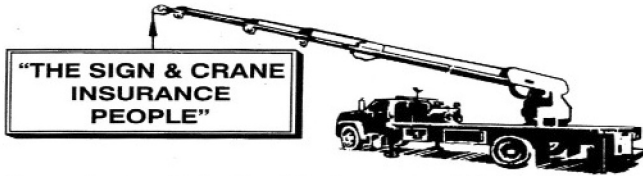
*Odds n’ Ends...*

*Tulare*—With 500,000 dairy cows in the county, the town’s water tower along Hwy 99 will soon answer that nagging question, “Got Milk?,” with, “We’ve Got It.”

*Lompoc*—The city’s restriction on colorful signs is under attack by area businesses as town leaders weigh in on a revised sign ordinance.

*Los Angeles*—The Plot Thickens: Regency Outdoor, which is suing the city for \$6 million for the loss of visibility of several its billboards along Century Blvd near LAX caused by mature palm trees planted by the city that are obstructing their view, is now under investigation for the mysterious death of three of the trees. (Regency has over 500 boards in LA, according to the LA Times, and was the largest donor to former Mayor Hahn’s campaign, with over \$260,000 in free advertising. Regency also contributed \$125,000 in advertising to City Attorney Rocky Delgado’s campaign.)

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# Western Sign Show— the ONLY ISA show in the region in 2006!



Convention Events:  
February 8-11, 2006

Show Dates:  
February 10-11, 2006  
San Diego, California

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