



POWERLINE

News of the California Sign Association & Sign Users Council of California • April 2008

2008 Convention: September 18-20 at Disney's Paradise Pier® Hotel in Anaheim

This year CSA is proud to announce that our 49th Annual Convention will be held at Disney's Paradise Pier® Hotel at Disneyland® Resort September 18-20, 2008. The hotel overlooks the Paradise Pier section of Disney's California Adventure® Park. Finding inspiration in the great California seaside amusement parks of the past, the hotel embraces and recreates California's beach culture and offers warm, personal service.



(Photo: ©Disney)

An exterior photo of Disney's Paradise Pier® Hotel at Disneyland® Resort.



CSA last visited Disneyland® Resort in 1998 for our 39th anniversary. At the time Gary Quiel of Quiel Bros. Electric Sign Company was President, and from all reports the Convention was a triumphant event. Now, ten years later, we're looking to have repeat success with the newest property at the Disneyland® Resort.

For our upcoming visit, expect the unexpected as we bring the creativity and ingenuity of Disney together with the resourcefulness and remarkable talent of the California sign industry. This is an event not to be missed. (And we're definitely kid-friendly this year, so bring your families!)

Look for more details in future issues of *Powerline* and on our Web site, www.calsign.org. Registration and sponsorship information will be released this summer.

At the 39th Annual Convention at the Disneyland® Hotel, then President Gary Quiel presided over the Annual Installation Banquet, the closing event. He awarded our current President Ray Smith with recognition of his work with Los Angeles (top); Gary was also proud to announce the election of Pat McGehee (left) and Anthony Patti (right) to Director Emeritus.



Crane Safety Seminars in April

The CSA Education & Safety Committee presents a comprehensive one-day workshop dedicated to the safe operation of cranes & boom trucks. Featuring sessions with the CHP, Cal/OSHA and highly experienced crane operators, this seminar is packed with information and will end with a demonstration. A three-ring binder of the materials covered will also be available to each attendee to take home. Lunch is included.



This seminar will be presented twice, once in the North, and again in the South. Registration forms are available on our Web site, www.calsign.org, or call (916) 932-0021. Online registrants are welcome.

Dates & Locations

Northern California: Saturday, April 5, 2008 • 8:00 am–4:00 pm
Red Lion Hotel Modesto • 1612 Sisk Road • Modesto, CA 95350

Southern California: Saturday, April 26, 2008 • 8:00 am–4:00 pm
Ontario Airport Marriott • 2200 E. Holt Boulevard • Ontario, CA 91761

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N. Glantz & Son, Inc., Brea, CA

The President's Column

by Ray Smith, CSA President

Important Notice to All CSA Members

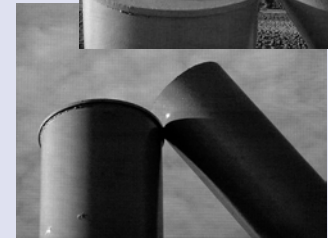
We want you to know that some recently installed pole signs are failing. In almost all cases the signs have been installed as designed, in accordance with current engineering standards.

In keeping with our duty to be proactive, CSA is advising all sign companies to carefully review your current practices. In the event that a sign should fall over and cause bodily harm there will certainly be dire consequences for us all.

It appears that telescoped steel columns are giving way just above the top plate weld zone where two different size pipes are joined. This is generally a shop weld done under controlled conditions. Very often the break looks like a clean shear. (For a visual example, see the photos at right.) Numerous explanations are being investigated. The International Sign Association has hired outside experts for testing and evaluation. Our purpose is not to cause panic but to inform you of the problem so you can avoid a catastrophic failure.

In the meantime you should:

- Advise your P.E. that he should look again at how he designs this connection.
- When servicing any pole sign, have your field technician do a visual inspection of this weld looking for cracks or evidence of fatigue.
- Keep in touch with the CSA office. As professional consultants develop an explanation and proposed changes, the office will be updated.
- Expect that the united sign community will come to understand the cause of the problem and agree on the proper steps to take going forward.



April Networking Receptions Featuring Spotlight Segments

Our familiar dinner meetings for the month of April will be recreated in our new Networking Reception format. This time we will be in San Diego on Tuesday, April 15, and in Stockton on Thursday, April 24. As we did in January, the Networking Receptions will be accompanied by Spotlight Segments, brief presentations featuring Sign Manufacturer companies.

Each meeting will begin at 6:00 pm. The bar will be open and heavy hors d'oeuvres will be served throughout the evening. At approximately 7:00 pm, the Spotlight presentations will begin. The evening will conclude with continued networking and our traditional 50/50 raffle. We encourage everyone to mingle and get to know your fellow member.

Registration forms and details will be released on our Web site at www.calsign.org and through emails to our membership. If you have any questions, or if your company would like to be Spotlighted in an upcoming meeting, please contact the CSA office at (916) 932-0021.

■ GOVERNMENT AFFAIRS REPORT

by Jeff Aran, CSA Government Affairs Director



AT THE CAPITOL

As of March 10, two signage bills have been introduced. AB 2339 (Solorio) seeks to allow public entities to enter into an “integrated marketing plan” for publicly owned entertainment and sports venues (such as sports arenas) visible to the highway to advertise the brand, sponsor, logo, goods and services, etc, available onsite, in addition to the venue’s general identification signage.

SB 1310 (McLeod) is the replacement bill from last year’s effort to allow static billboards to be converted to digital message centers. A key provision of the bill is that any such sign shall not be illuminated so as to impair the vision of motorists based on brilliance standards set forth in Vehicle Code Section 21466.5 and that Caltrans must adopt standards for digital billboards. CSA and the outdoor advertising industry will be working on this bill, in particular with regard to the illumination standards as they relate to on-premise displays. A “message center” under the bill is defined as a digital display which changes not more than once every six seconds.

Also introduced this session is Assembly Concurrent Resolution 93 which requests the League of Cities and California Association of Counties to develop a model political campaign sign ordinance in order to standardize campaign sign rules across jurisdictional lines.

As reported last month, the Outdoor Advertising Association of America (OAAA) has released a study on billboard illuminance. The on-premise industry is currently reviewing that document and will be actively participating in any standard development. Related to these bills is a proposed but (as of this writing) not yet introduced

resolution directing CHP, DMV and Caltrans to work with various interested parties in the development of the regulations.

Windload Re-Engineering/ Building Codes

As reported previously, concerns regarding overzealous windload engineering standards in the new building codes prompted several efforts to effect a change allowing use of the prior code. For now, the current codes remain in effect. CSA has been informed that there is an ISA study in progress to determine the appropriate engineering for on-site signs.

LOCAL NEWS

Show me da’ money...

In Gardena, the City Council approved a program that will offer \$10,000 to build new signage for certain businesses, according to the *LA Daily Breeze*. The USC School of Policy, Planning and Development was hired—at a cost of \$35,000—to develop design guidelines for three major thoroughfares: Western Avenue, Crenshaw Boulevard and Rosecrans Avenue. Once the council approves them, the city will pay \$10,000 each for six businesses to erect new signs in accordance with the guidelines. Funded with federal Community Development Block Grant money, if successful, the city hopes to expand it next year, reports City Manager Mitch Lansdell. “We’re trying to create a situation that will strengthen our economic viability.” However, he added, “We will continue to prohibit pole signs, roof signs, temporary lettering, window signs...”

2007-08 Committee Chairs

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Deborah Cook
Bob Shimmin

Education

Gus Navarro
Jeff Tanielian

Fishing Trip

Gary Quiel

Golf Tournaments

Pat McGehee

Government Affairs

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Skip Moore

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Rocky Gruner
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Quote of the Month

This country will not be a good place for any of us to live in unless we make it a good place for all of us to live in.

~Theodore Roosevelt



Consider this...

Earth Day is April 22, 2008

Some interesting facts about our planet:



- Earth is not round; it bulges at the midsection, creating a sort of pumpkin shape.
- The Sun is 330,330 times larger than Earth.
- Our planet is more than 4.5 billion years old, just a shade younger than the Sun (approximately 4.6 billion years old).
- Earth is the densest planet in the solar system and the only one not named after a god.
- Earth orbits the Sun at an average speed of 18.51 miles/sec (29.79 km/s), or about 67,000 mph (about 107,000 km/h). And Earth is slowing down—in a few million years there won't be a leap year.
- About 500 small meteorites fall to Earth every year but most fall in the sea and in unpopulated areas. There is no record of a person being killed by a meteorite but animals are occasionally hit.
- Estimates vary, but the USGS says at least 1,000 million grams, or roughly 1,000 tons of space dust material enters the atmosphere every year and makes its way to Earth's surface.
- The surface area of Earth is 196,950,711 square miles (510,100,000 square kilometers).
- The ozone layer averages about 3 millimeters (1/8 inch) thick.
- The Sahara desert expands at about 1 km per month. More than 70% of Earth's dryland is affected by desertification.
- The total water supply of the world is 326 million cubic miles (1 cubic mile of water equals more than 1 trillion gallons). About 97 percent of Earth's water is in the oceans. Oceans make up about two-thirds of Earth's surface.
- About 70 percent of the world's fresh water is stored as glacial ice. And if you had to replace it all, you'd need 60 years of the entire globe's rainfall.
- About 400 billion gallons of water is used on average worldwide every day.

Sources: <http://www.didyouknow.cd/fastfacts/earth.htm> and http://www.space.com/scienceastronomy/101_earth_facts_030722-1.html

CALENDAR OF EVENTS

General Membership Meetings

Southern Meetings:

April 15 • San Diego
June 17 • Commerce

Northern Meetings:

April 24 • Stockton
May 15 • Oakland



Educational Seminars

Crane Safety Seminars

April 5 • Modesto
April 26 • Ontario

Special Events

Hi-Jinks Golf Tournaments

May 20 • Westridge Golf Club,
La Habra, CA
June 10 • Whitney Oaks Golf
Club, Rocklin, CA

6th Annual Fishing Trip

July 26 • Dana Point, CA

ISA Events

On the Road Series Regional
Training

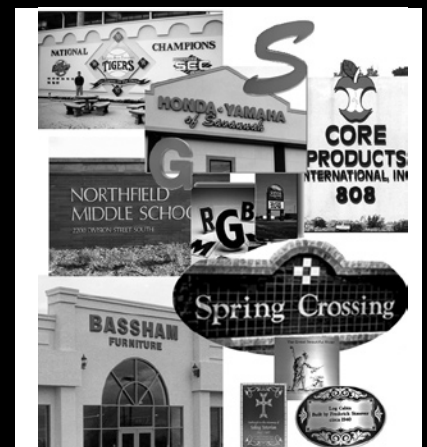
Lean Management:

Value Stream Mapping

April 15 • San Diego, CA

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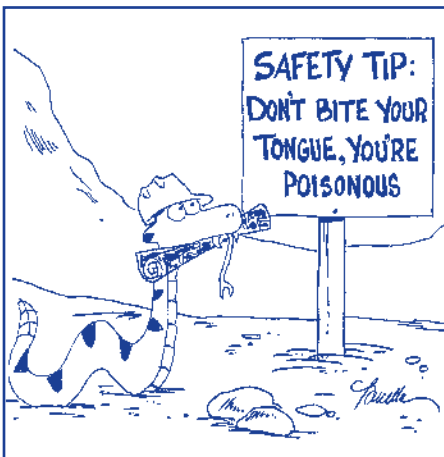
It's Spring—It's Time for Golf!

CSA Hi-Jinks Golf Tournaments

Dust off your golf clubs and join us on the course. The CSA Annual Hi-Jinks Golf Tournaments are open for registration and sponsorships, so sign up today! The Southern Hi-Jinks Tournament will be at Westridge Golf Club in La Habra, CA, on Tuesday, May 20. Registration opens at 10:00 am; our shotgun start is at 12 Noon. The Northern Hi-Jinks Tournament will be held at Whitney Oaks Golf Club in Rocklin, CA, on Tuesday, June 10. Again registration will open at 10:00 am, but this shotgun start will be at 12:30 pm. Both of our tournaments will be a scramble format.

Sponsors, take advantage of our special Hi-Jinks pricing that gets you a discount on the Convention Tournament in Anaheim. Get your company out in front as we're welcoming all sponsors for Tees, Specialty Holes, our Hole-in-One Contest, Boxed Lunches, Beverage Cart, Gifts & Raffle Prizes. Our Hole-in-One Contest unfortunately cannot be held without a sponsor—don't disappoint our golfers!

To register to play and/or sponsor, download a registration form from our Web site at www.calsign.org, and click on Meetings/Events. Or contact the CSA office today for more information at (916) 932-0021.



ISA On the Road Series Lean Management: Value Stream Mapping

Presented by the International Sign Association, this seminar will provide the tools for mapping current business and production processes into linear fashion. Learn how to identify inhibitors to business flow that keep your operation in standby mode. Cut through the waste and discover the methods for moving your business into a productive work environment.

Lean Management: Value Stream Mapping

April 15, 2008 • 9:00 am – 5:00 pm

Four Points by Sheraton • 8110 Aero Drive, San Diego, CA

ISA Member: \$195/person • Nonmember: \$295/person

To register, go to the ISA Web site at www.signs.org, and click on the Education/On the Road Series page. For more information, contact the Education and Professional Development Department by calling (703) 836-4012 or via email at education@signs.org.



February North Dinner Meeting Recap Team Building

CSA hosted our February North Dinner Meeting at HS Lordships Restaurant in Berkeley on Thursday, February 28. A great location for a meeting, the restaurant is situated over the bay at Berkeley Marina and offers fabulous views of San Francisco and the Oakland Hills. Two things you can count on here are good food, and good company from Bill Moore & Associates since they're just up the road!

Our speaker, Shelly Alcorn, gave us a different perspective on Team Building with her presentation on Team vs. Work Collective. She defined the two, and reminded us that not every project benefits from teamwork. Sometimes you need a boss and hands with specific duties, not an *all for one and one for all* team.

We thank all CSA Members who joined us, especially United Sign Systems for traveling from Modesto!

Skip Moore and Mark Gastineau gave us an update on current legislative issues, which led to one of the **most valuable reasons for coming to a CSA event:**

- the discussion about these current issues and how they effect the California sign industry;
- the forum to ask questions and clarification of laws and ordinances; and
- doing the above among your peers, people just like you trying to be successful at your business, but in a non-competitive atmosphere.

Be sure to join us at our next event in your area!

Save the Date! Mark your calendars for Thursday, May 15, for our North dinner meeting. There will be no South meeting as we hope to see you all on the golf course for the Southern Hi-Jinks Golf Tournament in La Habra. Details to come in our May issue of *Powerline* and on our Web site, www.calsign.org. See you there!



Electrical Seminars Send Shock Waves Through Hotel

(Not really. We just wanted to get your attention!)

Next time you see Jeff Tanielian, please ask him what GTO is. If you went to the Education Committee's **Basics of Electricity: Sign Service & Troubleshooting** seminars you will know what his answer will be. If not, then you will just have to seek him out to find that his response won't have anything to do with electricity or signs.

We welcomed nearly 120 people last month in Ontario and Stockton for this seminar. Last presented in 2006, it has proven to be popular for every level of experience. Our field of industry experts led the participants through a series of topics including:

- Basics of Electricity
- UL 2161
- Transformer Loading
- Neon Service
- Testing Equipment
- Solid State Transformers
- LED—Troubleshooting signs in the field
- LED—Fabrication Tips & Techniques
- Fluorescents
- High Intensity Discharge Lighting (HID)
- Electronic Message Centers

Adding to the seriousness of electrical safety, our speakers joked and teased each other throughout the seminar and continuously reminded everyone about the hazards of working with electricity. Just ask Dave Hovey of FRANCE. (Again, if you



went to the seminar you would understand.) Every speaker had props for his section of the agenda. But Morgan Crook, Transco, Inc., tops them all with his neon tubes, meters, power supplies, and miles and miles of conduit and wire. Always the consummate "teacher", Morgan clipped, tripped, and yes, zapped his way through troubleshooting and servicing neon. The other speakers, along with the front row of students, were tasked with informing him when his line was "hot" hopefully BEFORE he was zapped.

Eight hours and several door prizes later, the participants left with a renewed appreciation for electrical safety, an understanding of the capabilities of different power supplies, how to diagnose and remedy problems, but most importantly, that the little LED light on the power supply isn't a "reset" button.

We would like to thank the following people and companies for sharing their expertise as our presenters:

- Richard Matas, Actown Sign Products
- Dwight Auch, FRANCE
- Dave Hovey, FRANCE
- Herb Lavender, LECIP, Inc.
- Morgan Crook, Transco, Inc.
- Bill Samoff, SloanLED
- Jim Rackel, SloanLED
- Rocky Gruner, Daktronics

CSA's Education Committee will be hosting Crane Safety seminars in April. Check the Web site for dates and locations.



Did You Know?

Signage Buzzwords

Are you up-to-date on current signage lingo? In order to communicate effectively, a sign must be visible, legible, conspicuous and readable.

Conspicuity: Capacity of a sign to stand out or be distinguished from its surroundings—the noticeable contrast between the sign and its background.

Legibility: Physical attributes of a sign which allow for differentiation among the letters, words, symbols or graphics. "I could see the sign, but couldn't read it."

Readability: Ability to correctly perceive and comprehend the intended message.

Visibility: Physical attributes of the sign which allow for detection of the sign structure at a given distance, regardless of legibility of the message. A sign can be visible but not necessarily conspicuous or legible. *Source: Signline, Issue 51, (ISA 2007).*

California has adopted a statutory definition relative to billboards which may affect these factors. "Visible" means capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity. *California Business & Professions Code §5224.*

N. Glantz & Son Appoints Graphics Industry Veteran Mark Levitan to Lead Business Development and Marketing

March 3, 2008 Press Release

N. Glantz & Son, the largest full line sign supply distribution company in the U.S., has announced the appointment of Mark Levitan to the position of Executive Director, Business Development. Mark joins the N. Glantz & Son team from Charrette, where he held senior management positions in marketing, sales, customer service and strategic planning for more than 25 years. During that time Charrette became one of the leading distributors of wide format digital printing products in the U.S.

In his new role at Glantz, Mark will be responsible for product management and vendor relations, promotions and events, e-commerce, new customer acquisition, centralized sales support, and analysis and research. He will focus on expanding N. Glantz's digital printing supplies business, through product line expansion, private label products, and stronger vendor partnerships. Mark reports to Davey Glantz, Executive Vice President and Chief Operating Officer.

"I know that adding Mark to our Executive Team enhances N. Glantz's ability to achieve the aggressive growth goals we have set for ourselves in the digital printing category within the sign market as well as in other graphics market segments. Mark's sales and distribution experience further enhances the depth of our Team, and we are excited to have Mark a part of the N. Glantz family" ~Davey Glantz

Mark will be devoting the next few months to learning about the business and identifying opportunities to capitalize on N. Glantz's strong relations with some of the biggest sign manufacturers in the market, as well as its extensive distribution capabilities, with 23 branches from coast to coast and central distribution center in Louisville, Kentucky.



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Website: www.signengineer.com

Elliott
Equipment
Expands



Dealership Into California with H&E Equipment Services, Inc.

February 2008 Press Release

Effective November 2007, Elliott Equipment Company has awarded the authorized dealership for the state of California to H&E Equipment Services, Inc. (H&E).

Established 1948, Elliott Equipment Company is a leading manufacturer of telescopic, truck-mounted aerial platforms and cranes for construction, mining, utilities, electrical, signage, municipalities, departments of transportation and more. Elliott manufacturers over 30 different models of aerial platform and boom trucks, offering work platform heights up to 160' and max crane tip height of 153', with crane capacities of up to 40tons.

Doug Twyford, Vice President of Sales and Marketing for Elliott Equipment Company remarked, "Partnering with H&E has been successful in other regions in the country, and we know with H&E's expertise Elliott will achieve growth in this important state. California has a strong market for quality aerial products built to accomplish specialized tasks, as well as a competitive customizable boomtruck range."

Commenting on this expansion, Walt Hemmerling, H&E Equipment Services Vice President—West Cost Division said, "We were looking for a strong manufacturer and partner that offers superb product and understands the importance of taking care of the customer. Elliott is an innovative company with a great reputation for quality, reliable and customer satisfaction."

H&E Equipment Services has decades of experience in the aerial lift and crane business. They are recognized as having one of the largest boom truck, crane and aerial lift fleets in North America. As a full-service Elliott dealer, H&E will provide new and used sales, rentals, service, parts and warranty. Currently, H&E has four locations in California with stores in La Mirada, San Diego, Fontana, Bakersfield.

More information can be found at www.elliottequip.com and www.he-equipment.com.

New Member Spotlight

Diane Stewart runs One Stop Permits & Surveys out of Marina Del Rey. Many of her regular customers are in the L.A. basin but she's available to help out any CSA member who needs permit or survey help from Bakersfield to San Diego.

Diane is another "sad" case of being hooked into the family business. Her grandmother, Zelda Cunningham, worked for Federal Sign & Signal, who in turned hired her son, Paul Stewart. Many CSA members will remember Paul, a gifted salesman who worked for several sign companies. He was also responsible for hauling Joe Rhodes into the sign business. When Paul landed with Leo March in their Brea office, he asked Diane to join the team. Later she went out on her own and now she's had her own business for over 12 years.

Diane loves the ocean climate and has done some sailing, enjoying her free time near the water. We welcome an old family friend into the CSA family.

CSA Welcomes New Members

In addition to welcoming Diane to CSA, the Board also approved two other companies for membership in February: Visual Information Systems Company of Chino, CA, and Patterson Signs, Inc., of Temecula, CA. Visual Information Systems Company comes to CSA from a recommendation by Secretary/Treasurer Rocky Gruner. After rebuilding from extensive storm and flooding damage in 2005, Patterson Signs returns to CSA, having originally joined in 2003.

Please join us in extending a warm welcome to our newest members!

One Stop Permits & Surveys
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Contact: Bruce Patterson, CFO
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*Sign manufacturer, installer &
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Visual Information Systems Company
Contact: John Kane
13580 5th Street
Chino, CA 91710
(909) 591-6696 • (909) 591-6181 fax
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*Sign maintenance in California,
Arizona & Nevada.*

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