



POWERLINE

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

Rosana Burg, From High Heels to Tool Belt

By Deborah Cook, CSA Communications Committee Co-Chair

The California Sign Association has always had its fair share of good fortune when it comes to acquiring talented volunteers. The most recent volunteer is our newest female Director, Rosana Burg. As one of our newest board members, she was quick to raise her hand as a willing player among those on our Membership Committee. She is most welcomed as her expertise is in the field of marketing.

Having achieved a Bachelor's Degree in Marketing from Cal Poly, marketing and promotion has always been her career focus. Fresh out of the university, Rosana tested her well-earned skills as a Marketing Director in the hazardous waste industry. After approximately five years of promoting the importance of clean soil, properly handled landfills, pipelines and the like, she entered the architecture industry.

It is often said, "One thing leads to another." In Rosana's case, the architecture industry led to a position as the Director of Marketing with a large firm that concentrated on commercial, corporate, interior decors and retail identity for large stores. This one-stop-shop company not only designed,

but manufactured as well. So, when there was a need for interior awnings, the company started an awning division with Mark Burg at the helm.

So why is Mark Burg relevant? Well, "one thing leads to another." Rosana and Mark became good friends and business associates, so when Mark decided to leave the company for greener pastures as Sales Manager for Canvas Specialties, Rosana lost a close business associate and friend. However, they stayed in touch. And, about a year later, Mark acquired his own awning business with the quick realization he needed someone to help him with marketing and promotion.

Mark thought to himself that he should come up with a proposal for Rosana. A proposal it was, indeed, a wedding ring and a new job. Who could ask for more? Not Rosana, for sure. Rosana laughs as she said, "It was a whirlwind change for me." From the corporate climate to bride and entrepreneur, there was only two days for the honeymoon; and the rest is history.

In 1995, The Canvas Awning Company was born. As Rosana puts it, she went from business suit and high heels to jeans and a tool belt. No more 8 to 5, unless it was a 5:00 am installation. Now, it was all about stretching fabric over a metal frame. But, she would not have it any other way. She says wholesaling awnings primarily to the sign industry is her way to go! She loves catering to the sign industry by bringing a product to them that is all about taking the order, then jumping out of the way—she will do the work.

Although Rosana can spend ten to fourteen hours a day taking care of the business, she says her children are her focal point. Her ten-year-old



Mark and Rosana Burg.

son, Erick, is in the GATE program and on the honor roll at his school, Ontario Christian. He loves the sports of football, soccer, basketball and golf. In addition he plays the piano and is working on his proficiency in Taekwondo. Erick's goal is to reach the fifth degree in black belt. Eighteen-year-old stepson, Robert, is the School Chaplain of his senior class, also at Ontario Christian. He has maintained honors status for the last three years

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Rosana vacationing with her sons, Erick (left) and Robert (center).

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CSA to Celebrate 50th Anniversary in 2009

By Skip Moore, CSA 1st Vice President & 50th Anniversary Committee Chair

On August 29, 1959, a group of forward-minded sign industry leaders from throughout the state gathered in Alameda County to sign the Articles of Incorporation of the California Electric Sign Association. The Articles were officially filed on November 12, 1959. Therefore, the California Sign Association will be celebrating their 50th Anniversary in 2009.

I have been appointed Chairman of the CSA 50th Anniversary Committee by President Ray Smith. Our objective is to plan for special events and articles marking CSA's inception, founders, history and accomplishments over the past half-century. Anyone interested in serving on this committee should contact me at skip@billmoore.com or (510) 526-0296.

Even if you can't serve on the Committee, I am very interested in securing copies of historical photos and stories associated with CESA-member companies and individuals. First person narratives, articles and the like will all be welcome. So, please, dig through those archives and submit your historical material to me. I promise that everything will be properly tracked, credited and returned.

January Dinner Meetings: Networking Reception with Spotlight Segments

The CSA Membership Committee is proud to present a change to our familiar dinner meeting format for our January meetings. In response to suggestions from the committee and others, the January dinner meetings have been re-invented as Networking Receptions. Accompanying these Networking Receptions will be Spotlight Segments—brief presentations featuring CSA Member Companies.

Our southern meeting will be held in Anaheim, at The Catch Restaurant, on Tuesday, January 15. We will introduce two Spotlight Segments, one on YESCO and the other on Southwest Sign Company. Each company will have a presentation about how their company came to be, the road they traveled and where they are today. This is a wonderful opportunity to learn the history of a company and who they are versus just "what they do."



The northern meeting will be held on Thursday, January 24, at the Four Points Sheraton in Sacramento. Our Spotlight companies have yet to be determined at the time of this printing, however this information will be released as soon as details have been confirmed.

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.

To register, visit www.calsign.org, click on Meetings/Events, and download a registration form. 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.

Save the Date! Hey, Northern California Members! Join us for a teambuilding session at the February Dinner Meeting in Berkeley. Set your calendars for Thursday, February 28. Details to follow in the February issue of *Powerline* and on our Web site, www.calsign.org. See you there!

■ GOVERNMENT AFFAIRS REPORT

by Jeff Aran, CSA Government Affairs Director

NEW YEAR, NEW CHALLENGES

Amortization

Over the years, the issue of amortization of nonconforming signs has caused considerable heartburn for sign companies and their customers. Amortization is a means of eliminating nonconforming uses over time. Essentially, an asset (sign) is given a lifespan and then it's supposed to be removed, usually within 5-15 years. It often occurs in the sign context when a city adopts a new sign ordinance limiting height or banning pole signs. Some jurisdictions grandfather existing signs and require a change only upon structural modification of the display.

The effect of amortization is that while the municipal *lifespan* may have ended, for most businesses the sign value, in terms of economic benefit, has doubled or tripled, and the sign has evolved into the *lifeblood* of the business. Take it away and the business dies or is crippled. While the removal of a sign might create a new business opportunity for a sign company, as a matter of principle, CSA's position has been that what's bad for our customers is bad for our business.

In the mid-1980's CSA was able to secure legislation that required a 15-year lifespan, as well as a requirement that cities and counties conduct an inventory of illegal and abandoned signs before enforcing any new, more restrictive ordinances. CSA was also able to get legislation passed deeming nonconforming signs to be conforming as a matter of law if special topographic circumstances existed where compliance would result in a material loss of visibility. (*Business & Professions Code Sec 5499.*) This law has saved many a business from facing ruin by loss of on-premise signage. The law was tested and approved by the courts several years ago in *Denny's v. Agoura Hills*.

Unfortunately, there are many jurisdictions that still flaunt this law and the protections it provides. Recently, the Santa Clarita Athletic Club lost its message center—and only visibility—



along I-5. Without signage, sales and members declined drastically. (SCAC is presently suing the city over loss of its sign.)

After careful consideration, CSA's Government Affairs Committee has recommended to the Board of Directors that a legislative effort be pursued to ban amortization of signage. Whether in the current or perhaps upcoming legislative year, we will endeavor to seek greater restriction on when and how a city or county can compel removal of lawful signage. Stay tuned.

Windload Engineering

Most members are certainly aware by now that the new building codes significantly increase the engineering and construction costs of signage. Previously, we reported that CSA would be petitioning the State Building Standards Commission for a rule change. That process is still underway, but it turns out the BSC can only dictate rule changes for State buildings.

Even though the BSC administratively approves adoption of the various model building codes, the model codes are prepared by the International Code Council, which is a private organization comprised of Building Officials & Code Administrators International, Inc. (BOCA), International Conference of Building Officials (ICBO) and Southern Building Code Congress International, Inc. (SBCC). CSA will be working with the ICC and the Structural Engineers Association to effect a less stringent standard. We are hoping to obtain a code modification to ASCE Standard 7-05 prior to the next cycle of code changes. A summary of the problem is set forth in *Signs of the Times* magazine, November 2007 issue, p. 142. ISA, by the way, is planning to conduct windload tests in 2008 to determine whether the new changes are valid.

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SIGN ORDINANCE NEAR YOU

The Good, Bad and Ugly... Join the fun in February, at the Western States Sign Show in San Diego, where yours truly will serve on a panel with other “experts” to talk about what works and what doesn’t with regard to sign codes. Be sure to calendar February 8 for this interactive session.

SF Ban on New Billboards... Despite a \$176,000 budget to fight Proposition K, which bans new outdoor advertising in San Francisco, according to the *SF Daily*, city residents approved the measure in November, which includes bus shelters, benches, etc. The effect, of course, is that existing display venues will increase in market value.

Earning your Stripes... In an ever-creative way to market, a Colorado company is selling advertising space on parking lot space stripes, reports the *Pleasanton Valley Times*. No permit required!

Consider this...

It's the law

- In Maryland, it's illegal to play Randy Newman's "Short People" on the radio.
- In Alabama it is illegal to play dominoes on Sunday.
- In Minneapolis, double-parkers can be put on a chain gang.
- An old statute in Kentucky states that men who push their wives out of bed for inflicting their cold toes on them can be fined or jailed for a week.
- An odd law in Minnesota makes it illegal to hang male and female underwear on the same washing line.
- In Melbourne, Australia, it is illegal for men to parade in strapless dresses—but they are allowed to cross-dress in anything with sleeves.
- In Virginia, horses of more than one-year-old are prohibited in a place of worship.
- In Tennessee, shooting any game other than whales from a moving automobile is against the law.
- In Normal, Oklahoma, you could be sent to prison for “making an ugly face at a dog.”
- As for California, sunshine is guaranteed to the masses, animals are banned from mating publicly within 1,500 feet of a tavern, school, or place of worship, women may not drive in a house coat and no vehicle without a driver may exceed 60 miles per hour.

Sources: <http://www.didyounow.cd/laws.htm>, <http://www.dumblaws.com>

CALENDAR OF EVENTS

General Membership Meetings



Southern Meetings:

- January 15 • Anaheim
- No February Meeting
(See you at the Western States Sign Show!)
- March 18 • Pomona
- April 15 • San Diego
- June 17 • Commerce

Northern Meetings:

- January 24 • Sacramento
- February 28 • Berkeley
- March 27 • Pleasanton
- April 24 • Stockton
- May 17 • Oakland

Educational Seminars

UL 48 Advanced Signs

- January 8 • Brea
- January 10 • Santa Clara
- March 13 • Modesto

ISA Events

Western States Sign Show:

- February 6-9 • San Diego Concourse, San Diego, CA

ISA Sign Expo:

- March 26-29 • Orange County Convention Center, Orlando, FL



"Due to the space-age materials used in making this model, this one collects less dust than other exercise equipment."

2008 Western States Sign Show in San Diego

It's the dead of winter, it's cold and it's dark. It's time to head to San Diego! Join us at the 2008 Western States Sign Show and get out of the miserable winter weather wherever you are. We kick off the largest sign show on the west coast this year with a golf tournament on Wednesday, February 6, at Riverwalk Golf Club. Thursday, while the exhibitors are setting up their booths, is a perfect opportunity to take care of business, network, and enjoy San Diego.

Friday and Saturday are filled with seminars and the tradeshow showcasing the latest and greatest in the sign industry. Educational sessions about designing vehicle wraps with Butch "Superfrog" Anton and hands-on wrapping workshops with Tregg Young, energy compliance in California, how to turn your shop "green" by using less energy and saving money, and the ins-and-outs of sign ordinances are featured over both days. And there's the tradeshow—a fabulous showcase of products and services available to the sign industry. You don't want to miss this!

The Western States Sign Show will be held at the San Diego Concourse in the heart of downtown San Diego, adjacent to the famed Gaslamp District. Registration materials and exhibitor information, including travel information, are available online at www.signs.org/2008wsss or through the links on CSA's Web site, www.calsign.org, click on Meetings/Events. Questions? Call CSA at (916) 932-0021.



Schedule of Events • February 6-9, 2008

Wednesday, February 6

12:30 pm

Western States Sign Council Golf Tournament

Thursday, February 7

10:00 am–5:00 pm

Exhibitor Set-Up Hours

Friday, February 8

9:30 am–11:30 am

10:00 am–12:00 pm

12:30 pm–2:00 pm

1:00 pm–4:00 pm

2:30 pm–4:30 pm

10:00 am–6:00 pm

Educational Sessions

Designing and Selling Vehicle Wraps

Take Your Business to the Next Level: Simple Steps to "Go Green"

Sign Companies—Are You Ready for the 2009 Energy Requirements?

Vehicle Wrap with Vehicle Parts (Hands-On)

Sign Ordinances: The Good, the Bad and the Ugly

Exhibit Hall Open

Saturday, February 9

9:30 am–11:30 am

1:00 pm–4:00 pm

10:00 am–12:00 pm

10:00 am–4:00 pm

4:00 pm–6:00 pm

Educational Sessions

Designing and Selling Vehicle Wraps

Vehicle Wrap with Vehicle Parts (Hands-On)

Sign Lighting: Safe and Effective Electrical Techniques with Low Maintenance Results

Exhibit Hall Open

Closing Party

For details on the Educational Sessions, please visit www.signs.org/2008wsss, click on Education.

Quote of the Month

"You must be the change you wish to see in the world."

~Mahatma Gandhi



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Rosana Burg

Continued from page 1

and loves to play golf. Robert participates in school plays and is recognized for his public speaking abilities. Rosana's children are first in her life. She said, "It is my duty to make sure they are loved, they are active, and to provide them with enriching experiences that will make them good and responsible citizens when they become adults." When asked about hobbies, she said she used to play tennis, but, now, her hobby is her children. She considers them the best investment of her time, an investment that is obviously paying off.

Family plays an important part in her life. The youngest of three, Rosana is close to her sisters, too. Her eldest sister, Violet, who followed in Dad's footsteps, is an engineer living nearby which allows for some good sister time together. But her sister, Diana, who is a spa consultant responsible for spa design and the inclusion of amenities, travels quite a bit. Thus, their time together is less than they would like.

Rosana is not sure if being the youngest contributed to her rebel status of giving her parents gray hair or if it is in the genes. Rosana's independent nature mirrors that of her eighty-year-old mother, Violette. She says mom is an independent person who lives alone, still drives, and is involved in many daily activities, especially with her children and grandchildren. She says mom has a lovely spirit. It sounds like taking after mom is a good thing.

Other members of the family include Rosana's pet cats. Clifford, who just happened to be investigating in the area of her home one day, decided the location was good and took up residency. Clifford surely knew what he was doing, now that he has a warm bed and two squares a day that have resulted in his 18-pound bulk. Then there is Domino who worked the sympathy angle. A small homeless kitten taking shelter in the company forklift tugged at Rosana's heart strings as he was pulled from the equipment dirty and covered in grease. They are two smart cats living the good life.

Although business does not allow for much down time, Rosana squeezes in exercise at the gym lifting weights and working out with cardio training about

three times a week. Some of her spare time can be taken up with visits to museums, attending plays, mountain climbing, skiing and snowboarding. But when she is looking for that quiet time, reading poetry or just watching the sunset makes her happy. And even though she stays very busy at work or at home, she is always up to listening to music that can range from jazz to country with some Eagles or Stevie Nicks thrown in to keep her energy level at its maximum.

When asked if she had thought about a New Year's resolution, Rosana responded, "I have learned to live in the present. The past is gone; the future is not here, yet. All we have is the present, and I want to truly experience it."

Why did Rosana join CSA? She explained that she wants to learn more about the industry. She said that understanding the issues and technology of her customers is important to her, and being a member will enable her to provide the best product and service possible. She also said that she has the utmost respect for the industry and is in awe of its artistic talent. Her audience is sign companies and she wants to partner with people in the industry to protect it and understand it from their perspective.

As it is with many who are in business, Rosana says she is faced with challenges every day. There are always hills and valleys, not only in business, but in life, and it is her faith that has taken her beyond the threshold of some

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very difficult times. Grateful for all that has been given to her, she embraces the chance to love and share, to laugh and cry, to give and receive. She said, "When it is all said and done and I am no longer here, if I get the chance to make a difference in the life of just one person, then I'll know that I have achieved success." She says it is her faith that keeps her going. And, with faith, she declares "all things are possible."



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UL 48: Advanced Signs Workshops

Don't miss out! There's still time to register for the January UL 48: Advanced Signs workshops in Brea & San Jose. A one-day workshop designed for sign manufacturers with a working knowledge of constructing signs in compliance with UL 48 Standard for Electric Signs, join us in Brea on Tuesday, January 8, or in San Jose on Thursday, January 10.

The workshop covers advanced areas of sign building and construction techniques, including optimized component selection beyond the basic general coverage program, construction requirements for complex and high power signs, terminology and requirements for the use of power distribution components in signs, advanced wiring methods required for low voltage and Class 2 powered signs, and requirements involved in the integrated use of polymeric materials in sign design and construction.

Class sizes are limited to 30 participants per location, however at the time of this printing space is still available. All seminars are held from 8:00 am to 4:00 pm; lunch is included. CSA Company Member employees are only \$120 per person; non-members are \$395. To register, please visit our Web site at www.calsign.org, click on Meetings/Events, or simply call the CSA office at (916) 932-0021 for more information.

There will be one last chance to catch this important workshop in March. We will be at the Red Lion Inn in Modesto on Thursday, March 13. Class size limitations remain, so register early.

■ CELEBRATE MEMBER MILESTONES

As we near CSA's 50th Anniversary, we would like to celebrate our members as they reach membership milestones in CSA. To begin, we are acknowledging all of our members who are celebrating more than 20 years of membership in 2008. In future issues of *Powerline*, we will continue to acknowledge those member companies that have achieved important membership milestones (5, 10, 15 years, and so on). Look for your company's name on this list, or on future lists as your membership anniversary nears.

Congratulations to the members listed below for 21 or more years of membership in the California Sign Association!

Celebrating 49 years...

Bill Moore & Associates
California Neon Products—CNP
IEC—Interstate Electric Co., Inc.
Montroy Supply Company
Williams Sign Company

47 years...

Pacific Neon Company

43 years...

Quiel Bros. Electric Sign Service Co., Inc.

37 years...

Federal Heath Sign Company, LLC
France, A Scott Fetzer Company
Superior Electrical Advertising, Inc.
Young Electric Sign Company

36 years...

Center Neon Company, Inc.
City Neon Sign Systems
Coast Sign, Inc.
Sign Designs, Inc.
Signtronix, Inc.

33 years...

Bakersfield Lighting Specialists

31 years...

Western Sign Company, Inc.

28 years...

Delta Signs
Encore Image, Inc.
Transco, Inc.

27 years...

EGL Company, Inc.
Spraylat Corporation

26 years...

Integrated Sign Associates

24 years...

Chief Neon Sign Company, Inc.
Day-Lite Maintenance Co.
McHale Sign Company, Inc.
Signtech USA Electrical Advertising, Inc.

23 years...

California Sign Supplies
Gemini Incorporated
Pacific Sign Construction, Inc.
San Pedro Electric Sign Co.
Signs & Services Co.

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Did You Know?

Protruding signs are subject to the ADA

Objects projecting from walls (for example, telephones or sign cabinets) with their leading edges between 27" and 80" (685 mm and 2030 mm) above the finished floor shall protrude no more than 4" (100 mm) into walks, halls, corridors, passageways, or aisles. Objects mounted with their leading edges at or below 27" (685 mm) above the finished floor may protrude any amount. Free-standing objects mounted on posts or pylons may overhang 12" (305 mm) maximum from 27" to 80" (685 mm to 2030 mm) above the ground or finished

floor. Protruding objects shall not reduce the clear width of an accessible route or maneuvering space. [ADA Sec. 4.4]

This means that if the lower edge starts at 26" or 80" high you will satisfy the ADA. Of course, having your sign structure begin that low may be impractical, and depending on the size of the wall, starting at 80" may be mounting too high (i.e., if the lower edge starts at 80" above floor). Nonetheless, that's what the ADA requires. The purpose is so that a blind person with a cane can detect

the object, and in such case, the protrusion (sign cabinet or other object) . Obviously this makes practically all stadium, airport, and shopping center protruding signage technically illegal if it extends more than 4". That could also include TV monitors, artwork, shelves and anything anyone might attach to a wall between 27" and 80". Possible solutions include the sign being recessed, the cabinet extended (lowered) so that it can be detectable, adding posts; or reducing the cabinet depth to 4" or less.

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