

Signage Matters

News from the Visual Communications Community of the California Sign Association



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**OCTOBER
2011**

CSA Sign Expo & Trade Fair A Huge Success!

At the conclusion of the 2011 CSA convention, kudos abounded to 2011 CSA Convention Co-chairs Karen Nowacki (Structural Technologies) and Jim Cross (Best Signs) for their leadership in reinvigorating CSA's annual gathering of members. Under the pair's tutelage, CSA enjoyed its most successful convention (aka CSA Sign Expo & Trade Fair) in many years. Cross and Nowacki challenged themselves and the others on the CSA Convention Committee to produce a fun and memorable event for everyone attending. The challenge was met.

Long Beach's Hotel Maya served as the host venue for this year's conclave. Attendees found the boutique-style hotel accessible, affordable and refreshing. Located within a short walk from the more famous Hotel Queen Mary, the Maya featured a secluded location with lush tropical grounds and fantastic waterfront views. Many attendees were heard to say, "I love this place!"



Many found the highlight of the extravaganza to be the "Fiesta de Bolos" or Fiesta of Bowling. CSA rented the entire ten lane bowling alley at the KDB in The Pike section of downtown Long Beach. Libations flowed, fajitas and other south of the border treats were in abundance, and camaraderie was at its peak as the leaders in the California sign industry chortled their compatriots for their prowess (or lack thereof) on the bowling lanes.

The Sign Expo & Trade Fair featured three exceptional education sessions. Day one began with Dave Fellman of Fellman & Associates explaining how to increase sales in his session entitled "Don't Just Hope for Sales Growth..."

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CSA Sign Expo & Trade Fair

Make it Happen!" The afternoon session was a precedent-setting "Engineering Doubleheader." Duane J. Gee, P.E. and David A. Hollinger, P.E. of Structural Technology Consultants, Inc. provided an overview of changes to the building codes and minimum design loads and how innovative engineering techniques and custom designs can reduce project costs. The second half featured Dr. Chia-Ming Uang and Dr. Hyoung-Bo Sim from



the University of California, San Diego Engineering Department and Roy Flahive with the ISA Mechanical & Structural Committee. This session afforded the professors their first opportunity to share with the sign industry exactly what they had learned about the "lap splices" utilized in pole sign structures during testing conducted by them at UCSD. Day two featured

the final education session: "Going Beyond the Bid" led by Jim Cross, who unleashed not only some secrets for dynamic presentations, but also created a relaxed exchange with attendees using his dry wit and casual delivery style.

As one of his final duties, out-going President Mark Gastineau (Arrow Signs) officiated the CSA State of the Association Luncheon. Gastineau shared the association's past year accomplishments and highlighted some of the projects and events members can

look forward to in the coming year. Immediately following the luncheon was the Product & Service Expo featuring a large slate of exhibitors, all of whom expressed positive feedback about the attendance and format. The exhibit room was a-buzz with excited attendees eager to learn about the latest and greatest sign industry products and services.



The Expo was followed by the President's Reception and the CSA Annual Awards Banquet. During the banquet the 2012 CSA Board of Directors was installed. Teresa M. Young (Sign Biz[®] Inc.) took the helm as the

CSA Sign Expo & Trade Fair



new CSA President. (For a complete list of 2012 CSA officers and directors, please see the side bar on page 2 of this newsletter.) Several awards were given, including the President's Award given to Teresa

M. Young and Industry Service Awards presented to Kozell Boren of Signtronix, Inc., Roy Flahive, Mark Haist of N. Glantz and Son, and Mike Sullaway of Sullaway Engineering. Jim Cross of Best Signs was also presented an Industry Service Award in recognition of his Board Service.

After dinner, a very lively auction brought laughter and some heart palpitations as everything from golf clubs to pheasant hunts were waved



in front of the crowd by professional auctioneer, John Kunkle. His toe-tapping style and humor highlighted the evening. The climatic end of the evening was the drawing for the \$10,000 winner: Angela Coffman of N. Glantz and Son.



All in all, the board, convention committee, sponsorship and auction chairs, and guests made this one of the best-attended and most refreshing CSA events in years. Mark Haist earned a round of applause for bringing exhibitors and sponsors on board by the dozens.

Check out the Sign Expo & Trade Fair video at www.calsign.org!

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Government Affairs Fall Highlights

By Jeff Aran, Esq., CSA Legal Counsel



Legislative Scoreboard

The 2011 Legislative Session ended in early October and the Senate Committee on Governance and Finance released some interesting stats:

- The Legislature introduced 2,719 bills.
- The Legislature sent 870 of those bills to Governor Brown for consideration.
- Brown signed 745 bills into law or 86%.
- Brown vetoed 125 bills or 14%, which is slightly above the average veto rate since 1967.
- Brown vetoed a higher percentage in 2011 than any of his prior years as Governor.
- In 1982, Brown vetoed just 30 bills, setting the record for the lowest number of vetoes.
- Governors Deukmejian and Schwarzenegger still hold the record for the most bills vetoed in a year, 436 (1990) and 414 (2008), respectively.
- Governor Reagan signed the most bills into law in a single year in 1971: 1,821 measures.
- Schwarzenegger signed the least bills into law in a single year in 2009: 652 measures.

Anti-Development Bill Defeated. SB 469 sought to use the statewide CEQA process to force additional economic impact reports on local government for certain types of development. The union-sponsored bill was aimed at large retail, i.e., big box stores, but posed adverse impact on all types of development. The Governor vetoed the bill.

ADA Reform. SB 384 clarifies that a notice of legal rights must be sent to a property owner whether or not the attorney intends to file in state or federal court, and specifically creates a cause for the imposition of discipline by the State Bar on attorneys who fail to do so. (Existing law now requires an attorney to provide a written advisory to a building owner or tenant with each demand for money or complaint for any construction-related accessibility claim.)

LED Bus Bill. AB 607, approved by the Governor, establishes a 5-year pilot program in Santa Monica to test the efficacy and safety of allowing message center displays to operate on city buses.

Sign Ordinance Scoreboard

California cities and counties continue to be very busy revising sign codes, with Los Angeles still drawing attention this fall. On October 5, the city released another revised draft, which, while a considerable improvement, is just as confounding in many ways. After much lobbying by our Los Angeles Task Force, the proposed code leaves intact most height/size requirements, but continues to require 15 acres and 5,000 linear feet for special sign districts, a five-fold increase. Brightness levels are also under attack, with the city requiring independent testing certification and proposing thresholds not reflecting current data—despite two investigatory field trips to check sample area signs. Proposed fees are unreasonable, e.g., sign districts and comprehensive sign plans are \$31,000 approximately, and a minor sign adjustment is \$5,000+, to list a couple. After thwarting a possible EMC moratorium (thank you Ed Wasserman, Veronica Perez and Barbara Navarro!), on October 18, the city's

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In Memoriam

ANDY BERTUCCI PASSES AWAY



Reprinted from *Sign & Digital Graphics* magazine with permission of publisher, Mary Tohill

Andy Bertucci, the founder of the United States Sign Council (USSC) passed away suddenly October 3. We offer our sincere condolences to his family and friends, and to all industry professionals who knew and worked with him during his long career in the sign industry.

Bertucci grew up in Philadelphia and got his start working in his family's sign business. An accomplished sign designer and artist he later branched out selling his artistic services to developers throughout the region. In the early 1970's he became executive director of the Delaware Valley Sign Association and later became executive director of the New Jersey Sign Association and the New York State Sign Association. His business, Bertucci Maren Associates, in partnership with Nancy Maren, served sign industry businesses and other advertising clients across the U.S. The partnership continued for 37 years.

In 1995, the Eastern States Sign Council was transformed into the United States Sign Council and Bertucci Maren Associates took on the full time management of the USSC. His leadership guided the organization and he was instrumental in establishing the United States Sign Council Foundation which established a body of scientific research for the sign industry. He co-authored books, wrote articles and was co-wrote the USSC Model Sign Code.

He was preceded in death by his late wife Mary Ann, and leaves three children, Andrew Bertucci Jr., Margaret Bertucci Morris and Anthony Bertucci as well as five grandchildren.

In lieu of flowers, donations in his memory may be sent to the United States Sign Council Foundation at 211 Radcliffe Street, Bristol, PA 19007.

Government Affairs - Continued

land use committee, PLUM, reviewed the latest update and referred the matter back to Planning for further tweaks. For the latest on LA, visit www.calsign.org.

Also, much thanks to CSA members for monitoring their local communities and bringing this recent activity to our attention:

Costa Mesa	Buellton	Oroville
Fountain Valley	San Dimas	
Saratoga	South Lake Tahoe	

Please forward information on sign code activity in your neighborhood to jeff@calsign.org. Thank you.

Legal/Regulatory Scoreboard

Courts. This past summer, the 9th Circuit Court of Appeals issued a commercial speech decision which held, among other points, that portions of the City of Redondo Beach's ordinance failed to satisfy the narrow tailoring element of the Supreme Court's "time, place, and manner" test. "The ordinance is not narrowly tailored," the Court held, "because it regulates significantly more speech than is necessary to achieve the City's purpose of improving traffic safety and traffic

flow at two major Redondo Beach intersections, and the City could have achieved these goals through less restrictive measures, such as the enforcement of existing traffic laws and regulations. Because the ordinance does not constitute a reasonable regulation of the time, place, or manner of speaking, it is facially unconstitutional." The ordinance prohibited individuals from "stand(ing) on a street or highway and solicit(ing), or attempt(ing) to solicit, employment, business, or contributions from an occupant of any motor vehicle."

Caltrans. In November, we will be meeting with Caltrans to provide input on regulatory revisions to the Outdoor Advertising Act, including changes pertaining to signs in redevelopment zones and electronic message centers. If you have input or would like to attend the meeting, please contact bradw@calsign.org or jeff@calsign.org for more info.

Public Relations. In September, Jeff Aran participated on behalf of CSA in seminars for the League of California Cities and the California Chapter of the American Planning Association. Topics: *Signs of a Successful Downtown* and *LED Signs—The Future is Now*.

Our Economic Destiny is Tied to Each Other

By Jim Richman, Academy Inc.

Everyday we are inundated with news about a potential economic “double dip,” a second recession, and a new economy. Both political parties have their own plans on how to avoid a sustained economic downturn. Though strong leadership from our government is important, there is something else we can do on our own—personify the old adage “a rising tide lifts all boats.”



As a sign company owner you may be thinking, how can I help? With limited time, how much time can I afford to spend helping other companies succeed without taking away from my own efforts? One of the first things you can endeavor to do is form strategic partnerships or alliances with companies that share your values, and can create an added value for your clients. For instance, at my company, the Los Angeles-based Academy, a custom manufacturer of awnings, canopies, and shade structures, we work alongside many local and national sign companies. The equation is pretty simple: sign fabricators and installers were having their satisfied customers asking them for awnings or canopies, and the sign companies knowing that it is out of their normal scope of work, were turning the potential revenue stream away. Now, these same companies bring Academy in as a sub-contractor or a strategic partner. We manufacture, install, and fabricate the job, and the sign company collects the revenue without having to do the work. Best of all, the customer is satisfied and likely to become a repeat customer.

Another way to help these ships rise is through your website. When re-launching Academyinc.com earlier this year, I made sure to list the links of our quality pre-approved vendors and suppliers. By linking them to our website, we are able to create increased traffic for them. In turn, we asked them to link to our website. The cost of adding the link? \$0. The goodwill that is achieved by both the customer, who is happy to have a new supplier or vendor resource,

and the supplier or vendor is priceless. You will see, as I have, the fruits of this activity through increased referrals and new business opportunities.

Lastly, become involved in your industry through trade associations and online bulletin boards, blogs, and discussions. You will see on social media

websites like LinkedIn, industry trade group websites, and general blog sites, where industry colleagues from across the country will ask questions, seek advice, or inquire about new product innovations. In years past, a knee jerk reaction would have been, “Why spend my time to help someone who can use this information to compete against me?” Now, I have seen the fruits of my labor. Offering advice and tips from my experiences, especially in other geographies, has turned into referral business from those who read my posts.

The world and the way we do business have changed. If we work together utilizing these and other creative mechanisms, I believe that we will see our ships rise together, independent of what wave rolls into the economy.

“*If A is success in life, then A equals X plus Y plus Z. Work is X; Y is play; and Z is keeping your mouth shut.*”

Albert Einstein

2011 SIGN EXPO AND TRADE FAIR

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We're always looking for informative, interesting and entertaining material to share with the readers of *Signage Matters*. If you have an article you would like to contribute, please contact the CSA office at (916) 932-0021 for more information. Articles should be informative and not advertisements.

The *Signage Matters* editor and CSA staff reserve the right to edit or reject any articles submitted for publication.

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Government Affairs
with Jeff Aran

www.calsign.org: A GREAT RESOURCE!

The CSA website is a great resource that can help you stay informed and in touch with what's going on in our industry.

Find local sign ordinances, state regulations, government affairs, industry events, CSA calendar of events, CSA publications archives, a member's only section and more!



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California Sign Association

