

Signage Matters

News from the Visual Communications Community of the California Sign Association



MARCH
2011

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10 Lobbying Tips in Difficult Budget Years – *And Just About Any Other Time of Year*

What you can do to help government officials

By Jeff Aran, Esq., CSA Director of Government Affairs

When it comes to signage, we all know how hard it can be to get the message across, especially with discretionary approvals. No matter how many times we explain the facts to a planner, elected official or community group, it seems we start from scratch. When a project is denied and an appeal filed, we start all over again. Whether it's electronic message centers or channel letters with the latest LED illumination, what may be straightforward and obvious to some presents a steep learning curve for others.

So, whether it's a sign ordinance revision or a new project, what can you or your staff do on a daily basis to educate government officials about the benefit of signs and their significant impact on local coffers in terms of revenue, jobs and community vitality?

1. INTRODUCE OR RE-INTRODUCE OFFICIALS TO YOUR BUSINESS

Invite them to your place of business so you can educate them one-to-one on what you do – so they can see firsthand your employees at work and the finished product you produce.

2. TALK IT UP ABOUT SIGNS

Explain to officials what signs do and how they work – not only the mechanical but the scientific aspects as well.

3. DEAL IN FACTS

Evidence is key to proving your point.



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Western Sign Company.,
Diamond Springs

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4. STAY THE COURSE – CLARITY OF MESSAGE

A well organized presentation with a short agenda that shows your issue clearly and concisely will reflect favorably upon you and your business as the knowledgeable “local expert.”



5. SHOW HOW SIGNS GENERATE JOBS, REVENUE AND TAXES

The sign industry talks about this a lot, but many do not understand the connection and don't know how to make it work.

6. WORK WITH COALITIONS

Our experience in California shows that while CSA is the statewide spokesperson, it's our participation with our customers and their associations that hold significant sway with local and state officials.

7. DON'T BE AFRAID TO CONTRIBUTE – PAY COMPLIMENTS WHEN APPROPRIATE (WITHOUT ANY QUID PRO QUO)

This is a bit touchy for some.

8. GIVE THE CITY A “ROADMAP” TO DEAL WITH ITS SIGNAGE CONCERNS

Often officials do not know what they really want to do; nor do they understand the problem they're trying to solve; they've only heard from consultants, a complaining citizenry or other special interests.

9. STAY ON TOP OF AGENDAS

One of the regular challenges we face as industry doing work in multiple jurisdictions is keeping tabs on city council or supervisor meetings.

10. DON'T GIVE UP

Continue to keep your community leaders and elected officials informed about the impact of an issue, even after it has passed or a vote taken.

This is just a taste of Jeff's '10 Lobbying Tips.' For the full content and even more great information, please visit the CSA website State Legislation page at <http://www.calsign.org/stateleg.html>.

Did You Know?

Social Media: It's growing up nicely. You can measure your efforts in terms of ROI, with such tools as bit.ly, Digsby, and Google Analytics—these can measure traffic, and serve as tools to tell you how well you're doing.

CSA is now on FaceBook and Twitter! Now all of you who like us and follow us can 'Like' us and 'Follow' us!



twitter



PERMIT FEES MUST BE REASONABLE!

By Jeff Aran, Esq., CSA Director of Government Affairs

Some merchants in the City of Rocklin where the sign ordinance and fee schedule are being revamped are hopping mad over outrageous increases, according to the *Placer Herald* newspaper, including:



“. . . the cost of the city to review a sign design, which is now going up by \$390 to \$4,233, according to city documents. That change will now force Chef’s Table restaurant owner David Hill to delay his new sign even further.

“I’m in the process of getting a new sign so I’m going to go through the process,” Hill said. “When you add on the cost of the sign, it’s \$10,000 to \$15,000. It’s like the city is trying to choke small businesses to death.”

Hill said his lack of signage has frustrated customers looking for his restaurant, which serves burgers and gourmet dishes located at Blue Oaks and Lonetree boulevards ever since he opened.

“I commissioned an artist to make a wrought-iron patina cut out sign that was going to be back-lit. But (the city) made us take it down,” Hill said.

Hill uses a banner made possible after the city temporary relaxed rules on banners and A-frame signs for what they called “economic stimulus.”

Hill said city leaders don’t get it.

“If they really campaign on trying to help out small business and being business friendly, they need to do something than just make it more difficult for us to operate.”



california sign association calendar

so-cal membership dinner meeting

Tuesday, March 22, 2011

nor-cal membership dinner meeting

Thursday, March 24, 2011

ISA international sign expo 2011

April 27-30, 2011

CSA executive committee meeting

Thursday, April 28, 2011

CSA board of directors meeting

Friday, April 29, 2011

so-cal membership dinner meeting

Tuesday, May 24, 2011

nor-cal membership dinner meeting

Thursday, May 26, 2011

nor-cal membership dinner meeting

Thursday, June 23, 2011

so-cal membership dinner meeting

Tuesday, June 28, 2011

CSA executive committee meeting

Wednesday, July 13, 2011

CSA board of directors meeting

Thursday, July 14, 2011

Watch for emails announcing these great CSA events and register early!

2010-11 Committee Chairs

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THE SIGN THAT LIVED UP ITS NAME

In the Nick of Time!

Once Upon A Sign

This is a regular feature of the Signhugger Blog, syndicated to Signage Matters with the permission of Tod Swarmstedt, Founder of the American Sign Museum.

The first McDonald's franchise in Huntsville, AL boasted a sign that said, "Speedy McDonald." It was circa 1963, and life moved at a slower pace. Then along came "Speedy," and the McDonald's franchise was born—on swift food, uniformity, and special sauce.

The Speedy McDonald's sign was a treasured icon, a piece of history for Huntsville. But its future was to be in jeopardy, if it were not for fate, speed, and persistence.

In March, 2008, Tod Swarmstedt received a call from Lamar Osborne of Huntsville, who told him that this local McDonald's sign was due to come down sometime in the near future due to expansion of the existing store. Osborne had been lovingly maintaining the sign for more than 25 years, so he was concerned that it might end up in the scrap yard. He gave Swarmstedt the franchise owner's name—Steve Johnson—and Swarmstedt called Johnson immediately.

"I told him we were definitely interested in the sign, but he said he had to check with corporate to see who actually owned the vintage icon."

Also at this time, there was a grass roots movement afoot to keep the sign in Huntsville. Swarmstedt assured he could certainly understand that, and actually, the American Sign Museum would rather see it stay in its hometown, too. "That's just how we looked at these vintage icons," he explained.



Photo Credit: Dave Dieter – Huntsville Times

"Over the next several months, Swarmstedt called Johnson a few times to see if Speedy's fate had been determined. Last word Swarmstedt had was that the local historical museum was going to relocate the sign so it could stay in Huntsville. It looked like things were going to work out okay for Speedy."

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Once Upon a Sign - continued

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Then about 4:00 pm on a Friday in late April, Swormstedt got a call from Johnson: “You still interested in the sign?” he inquired.

Swormstedt said, “Sure, but what happened?” Apparently, the local museum wasn’t able to raise the money needed to remove, restore and re-install the sign, and so Johnson was offering it to the museum for purchase.

Swormstedt beamed. “But,” Johnson said, “there is one catch. You have to get it down by this coming Tuesday because they’re going to begin demolition of the building first thing Wednesday morning.”



It was a tall order as any of you who have crane trucks know... Suddenly, Speedy was more than just a name!

With alacrity, Swormstedt contacted Roy Cox at Trav-Ad Signs, Inc. in Huntsville. The secretary told Swormstedt that Roy was out-of-town, but try his cell phone. It was now about 4:45 pm on Friday.

“I finally did get hold of Roy and he told me under normal circumstances he’d be more than glad to help, but all of his trucks were out—spread across

Alabama and Mississippi,” said Swormstedt.

Panicking, it occurred to Swormstedt to call Osborne back to see if he had a crane large enough to remove the two-ton sign. “No,” he said. “I’ve just got a bucket truck for maintaining the sign. But there is a guy who used to install signs around here named Ralph Young.”

Osborne continued, telling Swormstedt that Young had originally worked in the sign business and left to start his own crane service—Empire Crane. He added he might have even installed the Speedy sign himself.

It was now well past 5 pm on a Friday afternoon. With low expectations, Swormstedt called both of the Empire Crane numbers Osborne had provided, but got the answering machine and left messages.

“I wasn’t really expecting to talk to anyone anyway. So it’s going on 6 pm now and I’m sitting in my office, trying to figure out if there’s anything else I can do right now, and the phone rings. It’s Ralph Young. I explain the situation—about the Tuesday deadline—and he calmly tells, “Sure, we can do it.” I immediately got on the phone and called Johnson, leaving a message that I found someone who could get the sign down under the tight deadline!”

“Monday morning, Johnson calls back and we agree upon a price. Wow. Maybe this is meant to be.”



True to his word, Ralph had his crew, lead by his son Terry, out first thing Tuesday morning to take down Speedy. The parking lot was crowded with press and local onlookers, wanting to get a last glimpse of the town’s longtime icon.

The job went without a hitch and Terry and crew loaded up Speedy onto a trailer to haul it the two blocks back to their shop yard to await transport to Cincinnati.

When they pulled off the primed-out panel which serves as the sign that Speedy is holding, underneath, the original porcelain read “15 cents.” Likewise, prying off the “99” billion had light bulb matrices to indicate whatever “million” McDonald’s reached at the time.

Tod Swormstedt is the founder of the American Sign Museum in Cincinnati, OH. He is the former editor and publisher of Signs of the Times magazine. His brother, Wade, currently edits the century-old publication. Full story at www.signhugger.com



DRUGS, ALCOHOL AND THE ADA

Reprinted from Human Resources 4U

When is an employee with an alcohol or drug problem protected under the Americans with Disabilities Act? The 7th Circuit Court of Appeals recently addressed this issue. A police chief rear-ended a car on his way home after he had consumed at least four glasses of wine. His blood alcohol level was nearly three times the Illinois legal limit.

The chief was placed on administrative leave and then terminated based on a pattern of errors in judgment, his inability to perform his duties, since his driver's license had been revoked, and for engaging in conduct below the standards expected in the job. The chief sued and claimed that his employer had discriminated based on his alcoholism and by refusing to accommodate his alcoholism.

The Court of Appeals dismissed this case, finding that the police chief was not a qualified individual with a disability because he had

failed to comply with universal workplace rules and he could not perform the essential functions of the job because he was unable to operate a motor vehicle because of the suspended driver's license.

The court pointed out that employers can discipline employees for the violation of workplace rules, even if the violation is caused by a disability. **The discipline can include termination.** The Equal Employment Opportunity Commission takes the position that the ADA protects an alcoholic if the individual can meet the definition of disability:

- If the condition is so severe that it substantially limits one or more major life activities.
- The ADA also protects a recovered drug addict if the person is no longer engaging in the illegal use of drugs.



- The ADA does not protect employees who currently use illegal drugs.

However, the EEOC expects alcoholics and illegal drug users to meet the same performance and conduct standards as all other employees.

These conditions do not excuse poor job performance or other unsatisfactory behavior, including absenteeism, tardiness, insubordination or involvement in on-the-job accidents. The ADA allows employers to prohibit the use of alcohol and illegal drugs in the workplace. Employers also are allowed to discipline employees who come to work under the influence of drugs or alcohol.

As always, employers must be consistent in their administration of discipline. For example, an employer should not terminate someone who is known to have an alcohol problem if the individual comes in late and then allow other employees to be tardy.

Finally, employers can refer employees to employee assistance programs, but they are not required to refer employees to employee assistance programs in lieu of discipline.

Human Resources 4U is a full service Human Resources consulting company specializing in small and midsize businesses. Note: This information is presented with the understanding that we are not engaged in rendering legal advice. If legal advice is required, the services of a competent attorney should be sought.

CSLB/CSA Sting In Upland, CA Follow-up

You may recall that we cooperated with the California State License Board late last year in an attempt to identify illegal contractors seeking sign work. As a result, five unlicensed individuals were cited and ordered to appear in court last September 30. One case was dismissed, two were to be sentenced later and two didn't make their court date. Those two now have warrants for their arrest.

We appreciate the support we've received from the CSLB and are trying to set up another "sting" in the Palm Springs area in April. Stay tuned.

CSA Professionalism Committee

EPA Divides Painters into Two Classes

On January 10, 2011 the U.S. EPA established two classes of painters by making it illegal for uncertified painters to practice their profession without restriction. Sign shop painters not certified under the National Emissions Standards for Hazardous Air Pollutants "NESHAP" regulations are prohibited from spray coating if they have not been trained in newly imposed spray coating requirements.

The prohibition, known as the HAPs 6H rule, makes it unlawful for untrained painters to use certain paint products if the shop owner has claimed "exemption" to the new rule. This provision creates two classes of painters, "Restricted" and "Unrestricted" along with discriminate health and safety implications.

According to Title 40 of the Code of Federal Regulations, "The spray application of surface coatings is prohibited by persons who are not certified as having completed the training described in paragraph (f) of Section 63.11173." The new law provides that training must be established for activities that may reasonably require the use of five-compounds that appear in many paint products. A complete copy of the rule can be found at <http://www.epa.gov/ttn/atw/area/fr09ja08.pdf>.

There are numerous safety and health standards related to this new law that mandate training to prevent employee illness as well as environmental pollution. If as an employer you do nothing other than document training, you might be measurably safeguarded. With

proof that HAPs 6H training was accomplished, you can better preserve a defensible position in the event you are ever cited for a violation or sued for negligence following

an industrial accident or toxic exposure. It is very difficult to prove an individual has been adequately trained, when there is no evidence of required knowledge levels necessary to qualify for a specific job.

Most sign shop owners do their best to protect the environment and provide their employees with a safe and sound workplace. Few, if any, would intentionally disregard health or environmental regulations at the cost of the well-being of their workers or community.

In this era of restricted state and federal budgets, the uniform response from government agencies and civil attorneys has been to increase enforcement activities as a method to promote obedience. Not many years ago, emphasis was placed on educational and advisory activities. Now newspapers and late-night TV carry the message of fines, jail sentences and increased employee entitlement. These activities can be expected to become more intense, and while perhaps not an efficient method to achieve worker health or safety, it appears to be the most realistic



projection for the start of 2011.

Don't let the lack of understanding of the implications in claiming EPA exemption or NOT

training your painters according to the HAPs 6H rule lull you into inactivity. After considering the unpleasant risk-to-reward liability, most rational sign shop owners and operators would conclude that money spent on training and certifying their painters will not only result in a safer workplace but shield against personal injury lawsuits, and insure a better night's sleep.

Steven E. Schillinger is President of GRC-Pirk, the authorized registrar under the Certified Spray Coating program that provides verification of painter training for the risks mentioned in this advisory.

Toll free 1-888-374-7475, www.haps6h.com, or email CSCMailbox@recomply.com

“The vision must be followed by the venture. It is not enough to stare up the steps - we must step up the stairs.”

Vance Havner

Behind the Scenes with a CSA Member EXTREME MAKEOVER: HOME EDITION

By Teresa M. Young, Sign Biz®, Inc., CSA Communications Chair

“Extreme Makeover: Home Edition,” the Emmy Award-winning hit reality show on ABC Television, went to Salado, Texas to surprise one lucky family with an extreme home makeover.

Along with all the community volunteers donating their time and energy to make this happen during the week of December 6, one chain of sign company entrepreneurs stepped up as well. Teresa M. Young, president of Sign Biz®, Inc., was approached by Don Smith, owner of Imagination SIGNworks (a member of The Sign Biz Network) in McKinney, TX, for the opportunity to contribute to a production of “Extreme Makeover: Home Edition” in Texas.

Everything changed for Staff Sergeant Zeigler and his fiancée, Jessica Hansen, after Zeigler was shot in the head, left shoulder, forearm and hip at the Soldier Readiness Processing Center, where he was getting final medical checks before leaving for Officer Candidate School in Fort Benning, GA. Zeigler was paralyzed after the November 9, 2010 Fort Hood attack. Instead of pursuing his military career, Zeigler spent the next ten months battling for his life with Hansen by his side.



A Bentley transports the newlyweds to the site of their new home

Today he is exceeding doctor’s expectations and is now walking with the aid of a cane.

EMHE leader, Ty Pennington and designers Leigh Anne Tuohy, Paul DiMeo and Xzibit, worked with local builder Tilson Home Corporation, the Texas Association of Builders and Temple-Inland Inc. to build the new home. In addition, a wedding the morning of the “Reveal” was designed, so that Ziegler and Hansen could start life in their new home as newlyweds.

“The contributions we were able to make are small compared to the sacrifices our armed forces make each day,” said Young. Doyle Simons, chairman and CEO of Temple-Inland Inc., agreed.

“We owe so much to the men and women serving in the armed forces,” he said. “While we can never fully repay them for their dedication and sacrifice, we are honored, humbled and excited to be sponsors of this wonderful project, which will give Patrick and Jessica a new home in the heart of Texas.”



Young (pictured above with Don Smith) was immediately committed to bringing this cause, known only as “Production #816,” to all Sign Biz Members around the globe. These brick-and-mortar sign companies, together with Imagination SIGNworks, gave Young the confidence to commit to a goal of \$10,000 worth of cash and in-kind

donations for the week-long build project.

Even in these tough economic times, the goal was exceeded.

Young adds, “Our goal—our promise to them originally—was for a total contribution of \$10,000, but through these efforts, the assistance of some sign industry suppliers the entire Sign Biz Network we will reach \$25,000!”

The sign industry as a whole is generous with causes. “Digital sign shops loosen the purse strings when it comes to tugs at the heartstrings,” explained Young. Young and Smith were able to participate in the Braveheart March for the episode that averages 6.8 million viewers. In her YouTube video address late last month, Young said, “When they say *Move That Bus!!* I’ll be there, standing proudly alongside Don Smith, who started all of this with his deep commitment, and I’ll be standing beside all of you in spirit. The Sign Biz Network is kindness in action, yesterday, today, and always.”

The sign industry suppliers who donated products for “Production #816” are Denco Sales (Kris Kliever), Denver, CO; and N.Glantz & Son (Gary Palmore and Joe Salvador), Dallas, TX.

Abiding by ABC policy, until the week of December 6 when the EMHE bus rolled into town, the recipient information and other details were kept closely guarded. Finally, two and a half months later; the show aired on February 20.



SAFE ARC WELDING PRACTICES*

The following are suggested instructions employers should be giving employees in the safe means of arc welding:

1. Welders – Ensure that welders know and understand company best welding practices and OSHA's safety requirements for welding.
2. Ventilation – Mechanical ventilation must consist of either general mechanical ventilation systems or local exhaust systems and need to be of sufficient capacity as to produce the number of air changes necessary to maintain welding fumes and smoke within safe limits.
3. Lifelines – When a welder must enter a confined space through a manhole or other small opening, means must be provided for quick removal in case of emergency.
4. Insufficient Ventilation – When sufficient ventilation cannot be obtained without blocking the means of access, employees in the confined space must be protected by air line respirators. Welding reduces oxygen levels as well as producing harmful fumes.
5. Pipelines – Pipelines containing gases or flammable liquids, or conduits containing electrical currents must not be used as a ground return.
6. Frames – The frames of all arc welding and cutting machines must be grounded and all connections must be inspected to ensure they are mechanically strong and electrically adequate for the required current.
7. Shielding – Whenever practical, all arc welding operations should be shielded by non-combustible or flameproof screens.
8. Fire Extinguishers – Suitable fire extinguishing equipment must be immediately available in the work area and must be maintained in a state of readiness.
9. Fire Prevention – When required, fire-watchers will have fire extinguishing equipment readily available and be trained in its use. Fire-watchers are charged with keeping welding areas free of combustibles and should watch for fire in all exposed areas.

**Topic 133: Safe Arc Welding Practices produced by Safety Services Company, Yuma, Arizona.*

Make your safety meetings simple! The above was taken from the Tailgate/Toolbox Safety Training program which is available FREE as a member benefit to all CSA member companies. If you are a CSA member, contact the CSA office (info@calsign.org) to obtain the current user name and password to access the program.



GOIN' FISHING!!!

Save the Date for the CSA Annual Fishing Trip

CSA is going fishing on Saturday, August 6! The boat will be leaving from Dana Wharf Sportfishing early in the morning and we'll be on the water all day. This is always a fun-filled day of camaraderie and deep-sea fishing. Space is limited and we sell out every year, so watch your e-mail and act quickly when you receive the registration form!



Mechanic's Lien Law – Brief Recap

By Jeff Aran, Esq., CSA CSA Legal Counsel

In February, CSA held two dinner meetings on the latest updates to the California mechanic's lien law, which was amended in 2010 (effective January 1, 2011). The basics of the mechanic's lien procedures have not changed; although there are a couple of new tweaks contractors should remember. Here is a brief general overview (applicable to private work projects only):

What is a Mechanic's Lien and how can it help?

A mechanic's lien is a lien on real property for goods and services rendered to the property for permanent "works of improvement," which, if not paid, entitles the contractor to foreclose on the property. A mechanic's lien is a very effective tool for receiving and securing payment. It is essentially an encumbrance on title.

What are the required basic procedures?

1. Preliminary Notice. A 20-day preliminary notice is required to be served upon the owner, landlord, general contractor and construction lender, if any, within 20 days of the commencement of work. A 20-day notice is generally not required if you are under "direct contract" with the



owner, but is nonetheless good practice to do so. (It is also a good idea to record the prelim notice with the county recorder.)

2. Record the Mechanics Lien.

After completion of your portion of the work, if you are not paid promptly the mechanic's lien must be recorded within 90 days with the county recorder in each county where the work was performed, i.e., where the property is located. If the owner has recorded a Notice of Completion or Cessation, the time is reduced to 60 days for general contractors and 30 days for subs. Under the 2010 amendments, a copy of the lien, along with a new statutory form notice, must be served on the owner prior to recording the lien (this can be done on the same day); so it is important to gather all the owner data well in advance. If you can't find the owner, the lien can be served upon the general contractor or the construction lender. **Note:** Lien rights generally are waived if not timely recorded, even if you are in negotiations.

3. After the Lien is Recorded. If payment is received, contractor must execute a "lien release" or partial release, if not paid in full.

What if payment is not received?

1. A lawsuit can be filed to foreclose on the lien. A mechanic's lien binds the property for only 90 days and expires automatically if no suit is filed. There are various exceptions, however, depending on whether a notice of completion or cessation was not recorded, but the better and most efficient practice is to file suit no later than the 90th day after the mechanic's lien is



recorded. Also, the recordation of a notice of completion by the owner after filing of your mechanic's lien does not extend the 90-day deadline to file suit. Don't forget, if you miss the deadline, although your mechanic's lien rights will have terminated you can nonetheless sue for breach of contract (4-year statute of limitations for written agreements).

2. File a "lis pendens." A *lis pendens* is a notice of lawsuit recorded against the property. While it was always the practice to do so, the 2010 amendments now make mandatory the recording and serving of the *lis pendens* on the parties within 20 days of filing the mechanic's lien lawsuit.

3. Attorney fees. Attorney fees are not recoverable in a mechanic's lien foreclosure suit; however, they are recoverable in a breach of contract action, if an attorney fees provision exists in writing in the contract.

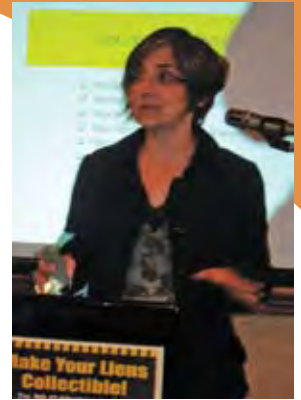
Important: This article should not be considered comprehensive nor deemed a substitute for competent legal advice. If you have collections or mechanic's lien questions, contact your attorney or call my office at 916.395.6000, jeff@calsign.org.

FEBRUARY DINNER MEETINGS

Not Just Another Piece of Chicken...



The CSA February Dinner Meetings were a hit with those in attendance. Milene Apanian presented the ins-and-outs of California's mechanic's lien laws to two engaged and now well-informed crowds.



The changes to the law that took effect on January 1, 2011 were completely de-mystified by Milene's down-to-earth and sometimes humorous presentation. Questions from

participants helped to explain 'real world' situations that often arise in the sign industry.



For a review of mechanic's lien laws, please see Jeff Aran's recap on the previous page.



Photos courtesy of Kozell Boren, Signtronix Inc.



CSA March Dinner Meeting

Win Jobs with 3D Presentations!

Easy to use and FREE Technology for the Sign Designer!

Our CSA March Membership Meetings feature practical demonstrations of how the downloadable FREE "Sketch Up" software program, already utilized by thousands of architects and engineers, can be effectively used by sign designers. CSA's own Jim Cross (Best Signs, Palm Springs) will demonstrate how he uses "Sketch Up" in his sign design and manufacturing business. John Barkwell (Microdesk, Irvine) will provide an overview of not only "Sketch Up" but the enhanced add-ons available to that program.

Sponsored by



The Southern California meeting is on March 22 and the Northern California meeting is on March 24. Watch your email and the CSA website for details!

Advertise With CSA

New full-color newsletter is an unbeatable opportunity to reach your target market of sign industry professionals

Signage Matters is our new full-color newsletter delivered to our membership every 45 days. *Signage Matters* is a vital communications tool that reports on the relevant day-to-day activities of the association, educational articles, seminar announcements, and local and state government reports that are essential for the industry.

Our publications are referenced by over 3000 professionals representing all levels of management involved in the on-premise sign industry. Our decision-makers include owners and managers of companies that specialize in the design, manufacture and the installation of on-premise signs. Call Lynda Walls at 916-932-0021 to learn about rates and schedules!

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www.calsign.org: A GREAT RESOURCE!

The CSA Web site 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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