

# Signage Matters

News from the Visual Communications Community of the California Sign Association



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SEPTEMBER  
2011

## CSA 2011 Sign Expo & Trade Fair September 16 & 17, 2011 ~ Hotel Maya, Long Beach

The CSA Sign Expo and Trade Fair will be the epicenter of new sign technologies, ranging from brand-new "must have" engineering standards to How to Hire a Sales Winner. This event will be a "10" on the Richter Scale for any sign industry professional whose focus is on growing their business. Here's what we have in store for you!

### Friday, September 16, 2011

10:00 a.m. – 12:00 p.m.

#### **Don't Just Hope for Sales Growth... Make it Happen!**

*Dave Fellman, Dave Fellman & Associates*

How do you know if your salespeople are doing a good job? Obviously you can look at their sales volume at the end of each month, but that only tells you a small part of what you need to know. The true measure of sales success isn't last month, it's what will happen next month and the months following. From a management standpoint, the future is far more important than the past—especially when your salespeople aren't reaching the goals you've set for them right now!

12:00 p.m. – 1:30 p.m.

#### **CSA Annual Meeting and Luncheon**

It's CSA Board election time! Make sure to attend this meeting to cast your ballot for the 2011-12 CSA Board of Directors. Come and meet both the old and new blood charged with governing your association.

1:30 p.m. – 3:30 p.m.

#### **Engineering Doubleheader!**

##### **Building Code Changes: What They Mean to You Financially**

*Duane J. Gee, P.E. and David A. Hollinger, P.E.,  
Structural Technology Consultants, Inc.*

This presentation will provide an overview of significant changes to the *2009 International Building Code (2009 IBC)*, the upcoming changes to the *Minimum Design Loads for Buildings and Other Structures (ASCE 7-10)*, and the correlation of these codes with the forthcoming *2012 IBC*. Examples will be shown exemplifying how incorporation of innovative engineering techniques with custom designs can often significantly reduce overall project costs.

##### **Pole Sign Design: New Engineering Recommendations**

*Dr. Chia-Ming Uang, UCSD, Dr. Hyoung-Bo Sim, UCSD,  
and Roy Flahive, ISA Technical Committee*

After two years of intensive research, the University of California, San Diego (UCSD) has released its findings concerning new conceptual approaches for the designs of single-pole, high-rise sign structures. Tens of thousands of these signs are safely in use along the nation's interstates and major highways.

*continued on page 2*

## 2010-11 Executive Committee

### President

**Mark Gastineau**

Arrow Sign Company, Oakland

### 1st Vice President

**Teresa M. Young**

Sign Biz<sup>®</sup> Inc., Dana Point

### 2nd Vice President

**Kevin Farrell**

Architectural Design & Signs, Corona

### Secretary/Treasurer

**Bob Shimmmin**

Montroy Supply Company,  
Signal Hill

### Immediate Past President

**Skip Moore**

Bill Moore & Associates, Albany

## 2010-11 Board of Directors

**Diane Arnold**

IEC – Interstate Electric Co., Inc.,  
Commerce

**Mike Avery**

Denco Sales Company, Fresno

**Mitch Chemers**

PermitWiz, Van Nuys

**Jim Cross**

Best Signs, Inc., Palm Springs

**Richard Gomez**

AGS (Adelphia Graphic Systems),  
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**Ken Person**

Young Electric Sign Company,  
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**Gary Quiel**

Quiel Bros. Electric Sign Company,  
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**Zoran Rossini**

Encore Image/Signtronix, Torrance

**Brian Schneider**

JSJ Electrical Display Corp., Fairfield

**Ray Smith**

Federal Heath Sign Company,  
Oceanside

**Ed Wasserman**

Daktronics, Inc., Calabasas

**Ian White**

Watchfire Signs, Northern CA

**Keith Wills**

Western Sign Company,  
Diamond Springs

# Sign Expo & Trade Fair

Through its Technical Committee, the International Sign Association (ISA) became aware of a handful of these signs falling in recent years due to unknown causes.

In response to a previous study conducted by UCSD, concepts for alternative sign-structure designs were developed by ISA and used as the basis for specimens evaluated in fatigue tests. This research developed improved approaches for single pole sign designs. During this session, attendees will be treated to a presentation by the two UCSD professors who headed this project. The professors will discuss the root cause of pole sign failures and some innovative concepts sign company engineers may evaluate to mitigate structural failures. Included in the presentation are visual aids showing the tests conducted at UCSD which replicated the conditions single-pole sign structures often encounter. If your company manufactures or installs pole signs exceeding fifty feet in overall height, you and your installation crew leaders need to attend this ground-breaking seminar.

### 3:30 p.m. – 5:30 p.m.

#### **Too Hot to Handle! – Roundtable Discussions**

This is one of those opportunities you will not want to miss! Roundtable discussion sessions allow attendees the opportunity to spend time with their peers, colleagues and industry experts exchanging ideas and information on the hot industry topics of the day. Each of our roundtable sessions will last about 55 minutes so you will have the opportunity to participate in two stimulating roundtable sessions.

### 7:00 p.m. – 10:00 p.m.

#### **“Fiesta de Bolos!”**

*Fajita Bar, Libations and Bowling*

CSA is taking over the ten-lane alley inside KDB! Bowling, shoe rental, a scrumptious fajita bar, and a supply of drink tickets are included. If bowling is not your thing, the KDB has a bevy of fun adult-oriented video games (à la Dave & Buster’s) as well as pool tables and other activities that will be available for a nominal fee.

Here’s the really good news: the City of Long Beach provides transportation (The Passport) between the Hotel Maya, our host hotel, and The Pike where KDB is located. No need to drive. No need to find a parking place. No need to pay parking fees. No need to dodge Johnny Law in order to get back to your room!

## Saturday, September 17, 2011

### 10:00 a.m. – 12:00 p.m.

#### **Going Beyond the Bid: Unleash the Power of Dynamic Presentations!**

*Jim Cross, Best Signs*

Join us for this interactive confab moderated by Jim Cross who drew rave reviews for his presentation to CSA members in March. During this session, attendees will be encouraged to discuss presentation design secrets they employ in order to win competitive bids—i.e., the “sizzle.”

Jim will share some of his secrets with attendees as well. He will delve into how he uses computer programs such as CorelDraw, Photoshop and Sketch-Up to create knock-your-socks-off presentations for winning bid proposals.

Jim will lead a discussion amongst attendees focusing on the decision-making process that determines whether it’s worth investing time, money and energy into a presentation and preparation thereof.

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# Sign Expo & Trade Fair

**12:00 p.m. – 2:00 p.m.**

## **CSA State of the Association Luncheon**

Exciting times are ahead for CSA members as the association implements its new Standardized Engineering for On Premise Signs Program and its blockbuster new comprehensive insurance program. While enjoying a delicious lunch, listen as CSA President Gastineau reviews the association's past year accomplishments and highlights some of the projects and events members can look forward to in the upcoming year.

**2:30 p.m. – 5:00 p.m.**

## **Product & Service Expo – Exhibit Time!**

Come see and learn about the latest and greatest in sign industry products and services at the annual CSA Product & Service Expo. Manufacturers of sign supplies as well as industry service companies will be on hand to bring you up to speed about what is here now and what is on the horizon. Hosted beverages will be served and we will begin our exciting, new Silent Auction during the Expo!

**5:00 p.m. – 6:30 p.m.**

## **CSA President's Reception**

Join us as we bid adieu to President Mark Gastineau as he concludes his second term as CSA's president. Delicious hors d'oeuvres along with adult beverages and soft drinks will be the fare for this festive occasion.

**6:30 p.m. – 10:30 p.m.**

## **CSA Annual Awards Banquet, \$10,000 Drawing and Auctions**

We conclude our event with our annual awards banquet. President Gastineau will present his President's Award to the CSA "volunteer of the year." Other volunteers will also be recognized for their outstanding contributions throughout the year with Industry Service Awards.

CSA Board members have been busy selling tickets to the annual \$10,000 Drawing and at the banquet Director Emeritus and Drawing Chairman Roy Flahive will draw the winning ticket. Someone is guaranteed to win \$10,000! It could be you! But, even if you do not win the grand prize, your name could be drawn for one of the four other cash prizes of \$250 or \$500. We draw two each of those prizes—but you have to be there to collect on these.

Throughout the afternoon, we will have had an ongoing Silent Auction. During the banquet, we will announce the winning bidders. But, we're not done yet! We have pulled a few of our more festive auction contributions and will hold a Live Auction for those donations. There are some very fun items already committed, but you are going to have to be there to bid on them!

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## 2010-11 Committee Chairs

### Activities

*Teresa M. Young, Chair*

### Communications

*Teresa M. Young, Chair*  
*Diane Arnold, Vice Chair*

### Convention

*Karen Nowacki, Chair*  
*Jim Cross, Vice Chair*

### Education

*Mike Avery*

### Fishing Trip

*Gary Quiel*

### Govt. Affairs

*Mark Gastineau, Chair*  
*Ed Wasserman, Vice Chair*

### LA Sign Ordinance TF

*Gus Navarro*

### Member Benefits

*Kevin Farrell*

### Membership

*Skip Moore*

### Professionalism

*Mark Haist*

### Strategic Planning

*Jeff Tanielian*

### Technical

*Roy Flahive, Chair*  
*Gary Quiel, Vice Chair*

## CSA Staff

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# Legal Update

By Jeff Aran, Esq., CSA Legal Counsel



## Hiring Practices . . .

As every employer knows, discrimination in hiring based on race, color, religion, national origin, gender, sexual orientation, disability and age (40+) is illegal. In today's world of personal websites, Facebook and other social media, when an employer monitors or investigates a potential employee's internet activities, it is also important to be careful not make employment decisions based on the person's membership in a protected class. In a recent Federal case, an astronomy professor was denied employment by the University of Kentucky's search committee based on his creationist views posted on his website, in particular due to an article he wrote, "Modern Astronomy, the Bible and Creation." The information was shared with the school's biology department which warned that it would not cooperate with the physics and astronomy department in building an "outreach science team" if one of "these types of individuals" was hired. The lawsuit was settled for \$125,000.

## "Payment in Full" – Not Quite What you Think

Most businesses are familiar with the general rule that when a dispute exists between two parties as to a balance due or obligation to be paid, and the debtor or payor tenders a check marked, "payment in full" (or words of similar effect), there is an implied agreement that the funds constitute an "accord and satisfaction" which extinguishes the obligation when the check is cashed.

Like any contract, such an arrangement requires an offer, acceptance and consideration. Here the check marked "payment in full" is the offer; cashing of the check constitutes acceptance, and the money exchanged is the consideration. Generally, most creditors are under the impression that if a greater sum is due they can strike the magic words, cash the check regardless, and render the "satisfaction" ineffective.

But as with many things California, neither the law nor the procedure are black and white. Civil Code Section 1526 states that a creditor can strike through the "payment in full" wording to avoid the effect of an accord and satisfaction. But, Commercial Code Section 3311 provides that the "payment in full" verbiage is binding whether or not or the creditor strikes the language.

How do you harmonize these provisions?

**Bottom Line:** It's clear as mud.

No appellate court has ruled conclusively on the issue. In one Federal case the court held that in order to avoid the effect of the "satisfaction," the creditor must return the check to the debtor. But what if the check is cashed in error along with other receivables? Commercial Code Section 3311 provides that the creditor has 90 days to discover the error and return the funds to the debtor. Another lower State court has held that it's an issue of fact requiring the process of a trial (which, of course, is what "payment in full" is supposed to avoid).

**Guidance:** Operate with due diligence. If you offer a check marked "Payment in Full," first obtain a separate written release from the creditor for any future monetary obligation. If you inadvertently deposit a check marked "Payment in Full," when there hasn't been full payment or an agreement to accept less money, promptly strike the words and notify the debtor in writing (via certified mail) that acceptance of the check does not constitute an accord and satisfaction, pursuant to Civil Code Section 1526. If you don't intend to accept the check, even in the case of partial satisfaction, return it to the debtor with an explanation and demand payment in full. Last, if the amount due warrants it, file a Small Claims action for the balance due.



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  - 105' & 164'

\* Warranty based on unprinted material.

\* 4'6" is only available in 164'.



# CSA GRAND FINALE DINNER MEETING!

By Teresa M. Young, Sign Biz<sup>®</sup> Inc.

On June 16, more than 120 sign professionals from all across California attended the Grand Finale Statewide Meeting of the California Sign Association, proudly hosted by Signtronix which has been part of the California Sign Association for more than 40 years. Many executives from other sign companies got the chance to hear the association's 1st VP, Teresa M. Young, share her perspective on the association's work in CA. These many sign industry professionals also had a unique opportunity to explore Signtronix's state-of-the-art production facility and see the operation up close.



Young introduced the host of the evening, founder of Signtronix, Kozell Boren. In her address to a crowd seated at white linen-covered tables under an impeccable white tent enclosure,

she explained the attraction that CSA has for many.

“The California Sign Association does so much on behalf of everyone in California. And yes, you have heard of what I refer to as the “left brain list” of everything that is done for you—on your behalf—by this trade association. From fighting restrictive sign codes and unlicensed sign contractors to providing incredible insurance programs which you may not even be aware of—that is a list of tangible benefits.

“I want to remind you as well of something that motivates all of us—and that is our intangible benefits. It's what is happening in this room right now. Take a look around you, at the people at your



table. You are with the movers and shapers of California's sign industry.” This drew a round of applause from guests.

“That's right—you ARE the movers and shapers of the sign industry!” Young added.



Self-guided tours throughout the Signtronix manufacturing facility allowed other sign companies to learn about their state-of-the-art production process. Boren was a gracious host, answering questions throughout the evening, and giving thanks and acknowledgements to both the staff of Signtronix and Encore Image (related company) as well as to CSA for their much-needed services.

As one attendee put it, “Signtronix has a beautiful facility, and I really appreciate being able to be a guest here. We hope to take a little bit of this facility back to our own, and incorporate it in our daily business. I really appreciate them having us.”

Diane Arnold, Interstate Electric Company adds, “What I really appreciate about Signtronix is that they support this industry so strongly, and CSA. They are so gracious with their time, their energy, and resources. And they open their doors to any kind of sign company, no matter whether a mom and pop organization, or a high-production facility, they want to share their experiences, their successes, their failures and help everyone to be the best that they can be. Not only are they fantastic friends and people, but they are such an inspiration and motivation to our industry.”



# CSA Deep-Sea Fishing Trip

## A GOOD FISH STORY

By Gary Quiel, Quiel Bros. Sign Company

We left the dock in Dana Point at 5:00 a.m. sharp with 47 anglers on board. It was determined we would head out to the south shore of Catalina Island. The Captain assured me it would be well worth the three hour boat ride.



Ron Warren (Ford Signs) and his prize-winning yellowtail

The weather was great with the sun breaking through by 9:00 a.m.—and did I mention the beer was cold? Our first stop was very productive, catching calico bass and

a legal size halibut. The second stop was also very active and one yellowtail was caught. At the third stop about 1:00 p.m. the bite began slowing down a bit—but did I mention the beer was still cold?

We began heading back about 3:30 p.m. and as the crew began the weigh in of the largest fish it was clear that Ron Warren with Ford Signs along with his yellowtail was the winner of over

\$200.00. We arrived back at the dock at 6:30 p.m.

The total fish count was 170 bass, one yellowtail, one halibut, and five barracudas. Personally I believe this fishing trip ranks as one of the best trips in the nine years I have been doing this. What a great group of people!



## california sign association calendar

# september

**CSA Executive Committee Meeting**  
**Hotel Maya, Long Beach**  
Thursday, September 15, 2011

**CSA 2011 Sign Expo & Trade Fair**  
**Hotel Maya, Long Beach, CA**  
Friday and Saturday  
September 16-17, 2011

**CSA Annual Meeting & Luncheon**  
**2011-12 CSA Board Election**  
**Hotel Maya, Long Beach**  
Friday, September 16, 2011

**CSA 2010-2011 Board of Directors Meeting**  
**Hotel Maya, Long Beach**  
Friday, September 16, 2011

**CSA 1011-1012 Board of Directors Meeting**  
**Hotel Maya, Long Beach**  
Saturday, September 17, 2011

It's not too late to register for the  
CSA 2011 Sign Expo & Trade Fair!  
**Go to [www.calsign.org](http://www.calsign.org)**  
**and sign up today!**

# Mark Your Calendar

## SIGNS OF A SUCCESSFUL DOWNTOWN

A program created by CSA will be presented in September at the League of Cities Annual Conference in San Francisco, September 22. Panelists include Joe Horwedel, San Jose Planning Director, Joanne Sanders, Sonoma City Councilwoman/ business owner, and Jeff Aran, representing CSA.

CSA is proud to be one of 35 seminars accepted by LOC out of 148 program submittals for this year's conference—a first for CSA and LOC.

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## [www.calsign.org](http://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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