

# Planning for Sign Code Success

October 10, 2014 • San Diego, California • Wyndham San Diego Bayside



## About the Workshop

**Location:** Wyndham San Diego Bayside; 1355 North Harbor Drive, San Diego, CA 92101 **Phone:** (619) 232-3861  
Located 3 blocks from the America Plaza Trolley Station and 2 blocks from the County Center/Little Italy Station.  
Registration fee includes continental breakfast, lunch and parking. See attached map for location of parking.  
*6 AICP (including 1.5 Law) CM credits available for attendees.*



## Training Highlights

- Learn the latest technologies, controls, impacts and regulatory issues involved with on-premise signs.
- Learn about sign types and design as well as energy efficiency and types of lighting.
- Understand the importance of visible and well-designed signage on local small businesses and communities.
- Understand the technologies and the regulatory issues involved in electronic message centers.
- Develop an understanding of the legal and policy concerns involved in municipal sign ordinances, including hands-on, "real world" examples.

## Seminar Schedule

- 8:30 a.m. – 9:00 a.m. Continental Breakfast
- 9:00 a.m. – 10:15 a.m. **Module 1: Introduction to Signs, Sign Construction and Electric Technology**  
Roy Flahive, Executive Director, California Sign Association
- 10:15 a.m. – 10:30 a.m. Break
- 10:30 a.m. – 12:00 p.m. **Module 2: Legal Considerations**  
Jeff Aran, Attorney
- 12:00 p.m. – 12:30 p.m. Lunch
- 12:30 p.m. – 1:30 p.m. **Module 3: Regulating Electronic Message Centers**  
Ryan Young, YESCO
- 1:30 p.m. – 2:30 p.m. **Module 4: Policy/Process/Economic Considerations**  
James Carpentier (AICP), International Sign Association
- 2:30 p.m. – 2:45 p.m. Break
- 2:45 p.m. – 3:45 p.m. **Module 5: Local Planner**
- 3:45 p.m. – 4:00 p.m. Roundtable Discussion

## Registration Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Method of Payment**    Check    MasterCard    VISA    Discover    American Express

Mail form & payment to: California Sign Association, 12728 Pomerado Rd., Poway, CA 92064. Or fax to: (858) 429-6276

\$25 before October 3, 2014    \$35 after October 3, 2014

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

SIC (3 digit number on back): \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Authorized Charge Amount: \_\_\_\_\_ Billing Address: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date of Authorization: \_\_\_\_\_