

2021 California Sign Association Annual Convention & Educational Conference



Wyndham San Diego Bayside

1355 North Harbor Dr.
San Diego, CA 92101

August 5-7, 2021

Attendee Registration



Thursday, August 5, 2021

- 7:30 AM - 2:30 PM **Convention GOLF TOURNAMENT**
Riverwalk Golf Club – 8:30 AM Shotgun Start
- 12 Noon - 6:00 PM (Convention Check-in / Wyndham San Diego Bayside)
- 4:00 PM - 6:00 PM CSA (2020-21) BOD Mtg.
- 7:00 PM - 10:30 PM **Opening Reception: Bowling Party**
East Village Tavern+Bowl
Note: CSA to provide shuttle service from Wyndham to East Village Tavern+Bowl

Friday, August 6, 2021

- 8:00 - 10:00 AM Education Session #1
- 10:15 AM - 11:15 AM 2021 CSA Annual Meeting & State of the Association
- 11:30 AM - 12:45 PM Luncheon
Presentation: Signs & Graphics - An Evolving Industry
- 1:00 PM - 4:30 PM Exhibit Hall Open
- 6:00 PM - 7:00 PM President's Reception (Note: Silent Auction Closes at 7:00pm)
- 7:00 - 10:00 PM Banquet
Awards, Board Installation, Live Auction, and \$10,000 Drwg.

Saturday, August 7, 2021

- 8:00 AM - 9:30 AM Education Session #2
- 9:45 AM - 11:45 AM CSA (2021-22) Board of Directors Meeting
- 12:00pm - ??? Discover San Diego (includes lunch)

CSA Annual Convention & Educational Conference
August 5-7, 2021
Wyndham San Diego Bayside

Sponsors

Diamond Sponsors (\$4,500.00)



Platinum Sponsors (\$3,000.00)



Gold Sponsors (\$2,000.00)



SHERWIN-WILLIAMS.



SAMSUNG

Silver Sponsor (\$1,200.00 – N/A)

Bronze Sponsors (\$750.00)



Show Exhibitors

AkzoNobel

Allanson

Altec, Inc.

AXYZ

Elliott Equipment Co.

Gemini Sign Products

Glantz

JDS Sign Supply

Keystone Technologies

Matthews Paint

Media Resources

Montroy Sign & Graphic Products

Optec Displays, Inc.

Piedmont Plastics

Plaskolite

Polymershapes

Principal LED

Samsung Electronics America

Sherwin-Williams

SignComp

Steel Art Architectural Signage

Sullaway Engineering Inc

3M

Tubelite Denco

Vantage LED

Watchfire Signs

World Wide Sign Systems

Thursday, August 5, 2021

12 Noon - 6:00PM Registration Open

4:00 PM – 6:00 PM

2020-21 CSA Board of Directors Meeting



Then join in as we kick off the 2021 CSA Annual Convention & Educational Conference with the Opening Party, celebrating *“Being Together Again - In San Diego”!*

7:00 – 10:30 PM

Opening Party

Pub+Grub+Bowling - Let the Good Times Roll!

(1.4 miles from hotel, for those who like to walk)
Camaraderie, libations, door prizes, fiesta and fun!
Our evening activities will take us to East Village Tavern + Bowl, (EVT) located in downtown San Diego just minutes away from the Wyndham San Diego Bayside. CSA is taking over the front & back rooms, giving us twelve lanes; bowling, shoe rental, fabulous food and drink tickets included. If bowling is not your thing, observers are encouraged to cheer for their favorite bowlers and enjoy the good food, beverages and camaraderie.

CSA will provide transportation between the Wyndham Hotel and (EVT) – No need to drive – No need to find parking – No need to dodge Johnny Law in order to get back to your room!



Friday, August 6, 2021

8:00 - 10:00 AM Educational Session #1

“Lessons Learned: During Years in the Sign Business”

A phrase heard or said; “Had I know then, what I know now” is often associated with lessons learned, providing a “play it forward” life guide or map. On Friday, Aug. 6th, you will have an opportunity to interact with a panel of Sign Industry Leaders as they outline their experiences during their years in the Sign Business.

Panel to include:

Kevin Stotmeister, recently retired, President/CEO Federal Heath
Steve Jones, President of YESCO LLC and CSA Past President
Davey Glantz, Principal of Glantz and CSA Past President

Moderator: Teresa M. Young, Sign Biz ®

This is your chance to throw business challenges on the table, hear how they’ve been addressed, and have some fun in the process!

10:15 – 11:15 AM

CSA Annual Meeting & State of the Association

Cast your vote and be heard, at CSA’s Annual Meeting. This is your opportunity to get a better understanding of what CSA is doing for you and your business. It is here the 2021-22 CSA Board of Directors will be elected by CSA member companies & the annual State of the Association Address delivered.

11:30 AM – 12:45 PM

CSA Luncheon & Presentation

Join us for lunch and presentation.



1:00 – 4:30 PM

Vendor Showcase - Product & Service Expo

Learn about the latest and greatest in sign industry products and services at this year’s Vendor Showcase. Manufacturers, distributors, coaches and service providers, will be on hand with deals galore. Beverages will be available as you leisurely stroll through the exhibition hall. In addition, many exhibitors will be participating in the California Sign Association Silent Auction. Don’t miss this opportunity to buy products, services and fun stuff at bargain basement prices!

Friday, August 6, 2021

6:00 – 7:00 PM

President's Reception

Join us as we thank President Navarro for her year as CSA's President. We are so excited to have survived the challenges that 2020 brought and to be on a positive path moving forward!

Be prepared to enjoy a cold drink and the delicious hors d'oeuvres being served, as you place your final bids on Silent Auction items and find your place at one of the CSA banquet tables.

7:00 – 10:00 PM

2021 California Sign Industry/CSA Banquet

Join us as we shine a light on and celebrate ***Being Together Again - In San Diego***, with the installation of the 2021-2022 Board of Directors & Officers, and recognition of extraordinary Leadership & Service Awards.

- *Awards Presentation
- *2021 Silent Auction Close Out
- *Installation of Directors & Officers
- *2021 Live Auction
- *Annual \$10,000 Drawing

During the evening festivities, we will hold our live auction where fun and fabulous prizes will be sold to the highest bidders and someone will walk away \$10,000 richer as we announce the winner of the \$10,000 Drawing - CSA's traditional fund raiser.

Saturday, August 7, 2021

8:00 – 9:30AM Educational Session #2
(Continental Breakfast will be served at 7:30AM)

Obtaining and Retaining Qualified Personnel

Looking for employees? You're not alone! The sign industry nationwide is suffering from a lack of a qualified work force. The International Sign Association (ISA) regularly conducts surveys of its members – asking owners/managers – what keeps you awake at night regarding your business; overwhelmingly, it is the ability to obtain and retain a qualified work force. This seminar looks to address the following:

- Locating
- Vetting
- Training & Maintaining

2021-22 CSA Board of Directors Meeting
9:45 AM – 11:45 AM

12:00 PM – ??? (Discover San Diego)
Includes Transportation and Lunch

Mix fun and history when exploring San Diego. After the three day, action packed, 2021 conference, get ready to explore San Diego leisurely on the famous Hop On/Hop Off, open-air, Old Town Trolley Tour, narrated with a fascinating and fun mix of trivia and humorous stories! We will begin our adventure with lunch on the waterfront. After lunch we look to Discover San Diego on the Open Air Trolley. When you reach Coronado, you may want to stop and walk the area, where you will find Hotel Del Coronado – A Living Legend, lovingly referred to as "The Del", with stories and secrets in its rooms, suites, and dining venues, as well as a resident ghost, according to many guests.

The advantage of the Hop On/Hop Off Trolley experience, allows you to reboard the Trolley and complete the two hour tour, OR you can get on and off at "any" of the eleven historic stops on the Tour Map!



Show/Convention Venue

Wyndham San Diego Bayside

1355 North Harbor Dr. – San Diego, CA 92101

<https://book.passkey.com/go/CSASUMMIT2021>

(See back cover for more information). Rate: \$229 per night!

Registration Information

CSA is offering a menu of registration options to those attending this year's event. The best value comes in the Full Registration option, especially if you attend all sessions. For those attending only a few associated events, purchasing individual tickets for those functions is an option!

There is no cost to attend the Vendor Showcase. We do ask that you pre-register using the registration form on page (8).

Interested in exhibiting? For information and/or registering, contact the CSA office for a copy of the 2021 Exhibitor Prospectus: cflahive@calsign.org, or call (916) 932-0021.

Are you already an exhibitor and want more exposure by becoming a sponsor? If so contact the CSA office for a copy of the 2021 CSA Convention Sponsor brochure: cflahive@calsign.org, or call (916) 932-0021.

Please use a separate form for each person registering for the 2021 CSA Annual Convention & Educational Conference, even if the registrant is only attending one event. A separate registration form is required for every attendee, regardless of the event(s) he or she is attending. Feel free to make as many copies of the Registration Form (page 8) as necessary. Copies need not be in color. You can also register online at www.calsign.org!

Every attendee at every function MUST wear the name badge supplied by CSA for this event. Name badges are non-transferable.

For the protection and safety of Event Staff and Attendees, the California Sign Association will follow any COVID-19 safety protocols in place at the time of the 2021-Convention (Government or Wyndham Hotel); this information will be shared, and all event participants will be asked to adhere to the guidelines in place.

Transportation/Parking/Hotel

Airport

San Diego International Airport (SAN) is 3 miles away from the Wyndham San Diego Bayside.

A Hotel Shuttle is available; shuttle service at the airport, runs between the parking lots and the airport terminals.

Hotel check-in time is 4:00pm and checkout time is 12:00pm. Room reservations can be made directly with Wyndham San Diego Bayside on an individual guest basis, online at <https://book.passkey.com/go/CSASUMMIT2021>, or by calling (866) 781-2632. The group is listed under "California Sign Association".

Hotel Rates are as follows:

Thursday-Friday night (8/5/21-8/6/21) \$229.00
Mon.-Wed. & Sat.-Sun.* (As Available) \$229.00
(Aug. 2-3-4 & Aug. 7-8-9)

Hotel Room Block rates are based on a single or double occupancy, with complimentary WI-FI in all guestrooms.

Hotel parking is available; \$25.00 overnight self-parking or \$15.00 event self-parking.

Special Accommodations

Attendees requiring individual dietary and/or physical accommodations need to make prior arrangements with the CSA staff. Please let us know of your needs no later than July 29, 2021.

Cancellations/Refunds

All cancellations must be in writing. Cancellations received on or before July 29, will receive a full refund less a 25% processing fee. No refunds will be issued for cancellations received after July 29, 2021.

Please legibly print all information

(One form per registrant including spouses and guests. Photocopies of this form are acceptable for additional registration)

Attendee Information

Name _____
Company _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail: _____

Registration Fees

Option #1 – Full Registration

Full Registration (\$449 Value)

Option #1 Total (Early Registration) **\$399.00**

Option #1 Includes attendance at the following functions: All educational sessions, CSA Annual Meeting & State of the Association, Luncheon, Vendor Showcase, Opening Reception-Bowling Party, President's Reception, CSA Awards & Installation Banquet, and Saturday event "Discover San Diego". **If you select this option, please skip Option #2 (Individual Event Options Registration), go to "Total Amount Enclosed" and enter \$399.**

Option #2 – Individual Event Options Registration. Please check all that apply for this registrant:

(If you are taking advantage of the Full Registration, please skip this option.)

- CSA Annual Meeting & State of the Association – Free \$ _____
- Education Session #1: (Fri.-8/6/21, 8am-10:00am) – Enter \$35 \$ _____
- "Opening Bowling Party" (Thurs.-8/5/21, 7pm-10:30pm) – Enter \$79 \$ _____
- Luncheon (Fri.-8/6/21) – Enter \$66 \$ _____
- Education Session #2: (Sat.-8/7/21, 7:30am-continental breakfast, 8-9:30am Seminar) – Enter \$45 \$ _____
- President's Reception & Banquet (Fri.-8/6/21) – Enter \$149 \$ _____
- Vendor Showcase – Product & Service Expo Attendee - Free (Preregistration Requested) \$ _____
- Special Event-Discover San Diego (includes lunch) Saturday-8/7/21, 12:00pm-4pm – Enter \$75 \$ _____
- \$10,000 Drawing Tickets – Quantity: _____ @ \$100 each \$ _____

Option #2 Total \$ _____

Total Amount Enclosed \$ _____

Payment

VISA MasterCard American Express Check enclosed # _____ (Payable to CSA)

Cardholder's Name _____
Credit Card # _____ Exp. Date _____ Security Code _____
Billing Address _____ City _____ State _____ Zip _____
Cardholder's Signature _____ Date _____

Please submit this form to CSA by Thursday, July 29, 2021.

No cancellations will be accepted after this date.

How to Register

By mail: CSA, 12728 Pomerado Road, Poway, CA 92064-5322 • By Fax: (858) 429-6276

Online: www.calsign.org • E-mail: cflahive@calsign.org • By Phone: (916) 932-0021

Hotel Information



Wyndham San Diego Bayside

2021 CSA Annual Convention & Educational Conference

Location: 1355 North Harbor Dr., San Diego, CA 92101

Embodying Southern California's laid-back style, Wyndham San Diego Bayside pairs a refreshingly vintage vibe with all the modern-day essentials San Diego visitors crave, including balcony views from every room, an unmatched waterfront location, and complimentary airport shuttle. All guest rooms feature complimentary WI-FI, coffee & tea service, and admission & use of the pool! In addition, the California Sign Association has an outstanding array of exhibitors for its sign trade show and has put together a fun and educational program for its annual convention that is open to the entire sign industry!

Group Rate: \$229/night (Aug. 5-7, 2021)
and 3-days prior to & subsequent to event

Reservations: <https://book.passkey.com/go/CSASUMMIT2021>
or call (866) 781-2632

*The group is under "California Sign Association"
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