

TRI-STATE SIGN-ASSOCIATION **NEWS**

ADVANCING THE SIGN INDUSTRY IN KANSAS, MISSOURI AND OKLAHOMA

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7th Annual TRI-STATE SIGN-EXPO



August 10th -12th
Downstream Casino Resort
Joplin, MO.

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**ISA INTERNATIONAL
SIGN EXPO
2017**
SIGNEXPO.ORG

LET'S GET GRAPHIC

TRADE SHOW APRIL 20-22, 2017 • EDUCATION AND EVENTS APRIL 19-22, 2017
MANDALAY BAY CONVENTION CENTER • LAS VEGAS, NEVADA

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TRI-STATE SIGN ASSOCIATION LETTER FROM THE PRESIDENT

I hope that it has been a good start to a new year for everyone. Hopefully the winter weather, if you have had any, will soon draw to a close soon and drier, warmer weather will soon be here. Our annual convention is shaping up to be the biggest yet, with the new building addition finally being finished. Planning for this year's Sign Expo has, high expectations of this year's being the best one yet. Expect a trade show full of vendors and informative education seminars for everyone. Mark your calendars for the dates of Aug. 10th - 12th. Please plan on attending to see and support the vendors and meet and get to know our other members. I hope we will see all of you there.

Rex Montgomery has been hired as our new Executive Director as of February 1st. Rex has over 30 years experience in our industry and has served on the OSA Board and was one of the original members of the Tri- State Board. We as a board feel excited to have Rex as our ED, and are looking forward to working with him for many years to come.

We would also like to give a big Thank You to Julie Goodson who acted as our interim ED prior to Rex taking over the position. She worked very hard on behalf of Tri-State fill the void.

Sincerely,



David Vernia
Kansas State Division Chair
Tri-State Sign Association President



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TRI-STATE SIGN ASSOCIATION MEMBERSHIP MEANS...

Services and opportunities that will benefit you, your business, and the industry.



ISA MEMBERSHIP FOR SIGN COMPANIES

By joining the Tri-State Sign Association, an affiliate of ISA, you also become a member of ISA and the largest organized community of sign companies, service providers, and end-users in the world! You join others like you who are driven to succeed and committed to making your business a vibrant,

healthy and exciting part of our economy.

In addition to the benefits and services that you receive through membership in the Tri-State Sign Association, here are some of the benefits that will now be provided by ISA to all sign companies that are members of the Tri-State Sign Association:

- Two free ISA webinars per year
- Listing in the online ISA membership directory at www.signs.org
- Free sign code assistance
- Monthly ISA membership e-newsletter
- Use of the ISA Member logo
- Access to member-exclusive online content
- Discounts on education and training, publications, event registration, shipping, business insurance, credit card processing and health insurance programs

Welcome our new Executive Director

Rex Montgomery
Executive Director
Tri-State Sign Association



Let me introduce myself. I have lived in Kansas and Oklahoma and currently live in Yukon, Oklahoma. I have been married to my lovely wife Sandy for 43 years and have three children. I enjoy running and I am an avid cyclist.

I have a long history in the sign industry. I was hand lettering trucks and windows as a side business from 1970 - 1983. I worked full time for Beacon Signs in OKC from 1983 - 1990. This was my first full time job in an electric sign shop. In 1990, I opened my own sign shop in the OKC area. In 1994, I Merged with Metro Signs in OKC. On January 1st 2017, I sold my interest in Metro Signs to the other two partners.

After hearing that the Executive Director position was vacant, I decided to send in my resume. Not ready to retire, the idea of still being involved with the sign industry seemed perfect.

I have served on the board of the Oklahoma Sign Association and a past President. I was also inducted into the OSA Hall of Fame. I was on the Board with OSA during the formation of TSSA working with the MSA and KSSA boards to start this new association.

My vision is to see TSSA continue to grow and be the number one Sign Association behind ISA. We have the history and people in place who have the heart and desire to make this happen. It will be an honor to go full circle and help guide this process.

I want to thank the Board of Directors for giving me this opportunity and I would also like to thank Julie Goodson for helping me with this transition.

Thanks, *Rex Montgomery*

Welcome our new Missouri Division Board Member



Meet Kendall Newbern from NextLED He is the new Missouri Director for TSSA.

We think Kendall has a lot to offer TSSA and are very excited to have him on the Missouri Board.



IMPORTANT TRI-STATE SIGN ASSOCIATION DATES:

- ✱ Oklahoma State Board Meeting: March 20th, 3:00pm at Tyler Media in Oklahoma City, OK.
- ✱ Kansas State Board Meeting: March 21st, 11:00am at The Sign House in Salina, KS.
- ✱ Missouri State Board Meeting: March 22nd, 11:00am at Impact Signs in Sedalia, MO.
- ✱ ISA Sign Expo: April 19th - 22nd at Mandalay Bay Resort in Las Vegas, NV.
- ✱ TSSA Board Meeting: April 20th, 9:00am at GSG's room at Mandalay Resort in Las Vegas, NV.
- ✱ State "Meet & Greet" to be scheduled
- ✱ 7th Annual Tri-State Sign Expo Exhibitor Registration Open: April 1st
- ✱ Gene Russell Scholarship Application deadline for submissions: June 1st
- ✱ 7th Annual Tri State Sign Expo Sign Contest Entry deadline for submissions: July 1st
- ✱ 7th Annual Tri-State Sign Expo: August 10th - 12th



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Crane Operator Certification

On November 10th of 2017 the new OSHA mandate that all mobile crane operators operating a crane that has a maximum (rated) capacity of 2000 pounds or greater be certified will take effect. There have been many questions concerning this mandate and ISA has provided information to help our industry get prepared for the change, follow this link www.signs.org/crane to watch the Webinar recording presented by ISA to see what you will need to do to be prepared.

There was a delay from the original 2014 date when OSHA realized the companies that offered the certifications did so be "type" of crane only and did not differentiate their certifications by "type and capacity" of cranes. There have been millions of dollars spent for certifications over the past three years and any further delay is not likely. You will want to be prepared as a company providing crane services as there will be many of your clients that will be requiring all crane operators visiting their sites be certified as well as any installations of signage being performed on sites that are still under construction.

OSHA fines have increased over the past year and as this certification is mandatory, the fine for not being certified can be well over \$12,000 for the first offence. I cannot stress enough to take advantage of the information that ISA has provided so please follow the link I referred to in the first paragraph and watch the Webinar and look over all of the other information that ISA has put together specifically for our industry.

There are only nine months remaining and now is the time to start preparing your company for the change. The Tri State Sign Association has well over 100 member companies and we are able to use this to your advantage by offering larger groups to the those companies providing the training. Though TSSA will help organize the location and schedule the classes, payment for the classes will be between the member companies and the company providing the certification. TSSA has been negotiating on your behalf to help you obtain the training you need at a reduced cost by offering to group together member companies in each state at a central location throughout the year, in doing so we have been able qualify for a discount on the standard class rate. TSSA classes will require a minimum of 10 attendees and could possibly be as large as 15 attendees. The Tri State Sign Association's goal is to continue to provide our members with the best possible training opportunities at the best possible rates. As we begin to schedule the classes you will be able to contact Rex Montgomery the Executive Director to sign up for classes. The Chairman representing each states member's will also be able to help you once we have started the scheduling process.

If you are in contact with non-member companies in your cities, let them know of some of the advantages of being a member of TSSA and how together we can make a difference in our industry.

Thank you



Don Henderson
Tri State Sign Association Vice President





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WHOLESALE

7th Annual TRI-STATE SIGN-EXPO



August 10th -12th
Downstream Casino Resort
Joplin, MO.

7th Annual Tri-State Sign Expo Exhibitor Registration Open: April 1st

Gene Russell Scholarship Application deadline for submissions: June 1st

7th Annual Tri State Sign Expo Sign Contest Entry deadline for submissions: July 1st

Last Year's FUN!



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TSSA HALL OF FAME NOMINATION CRITERIA



Do you know of a Tri-State Sign Association member that should be included in the TSSA Hall of Fame? Let a board member know today if someone you know meets the following criteria:

1. Devoted to making our industry better
2. Ready to answer the call, to do what ever was required with full commitment
3. Successful in running their own business
4. Leaders in their communities
5. Provide leadership to the sign industry at the regional and national levels
6. Given to our industry generously and unselfishly of their time and resources
7. They have been influential. They have made an impact.

TSSA GENE RUSSELL SCHOLARSHIP PROGRAM



Tri-State Sign Association is proud to announce that we will be awarding \$25,000 in scholarships this year. We will announce the winners this summer and issue the Scholarships in August at the 2017 Tri-State Sign Expo Banquet.

The Tri-State Sign Association is committed to advancing the sign industry in Kansas, Missouri, and Oklahoma. The Tri-State Scholarship Program is for member firms of the Association. Owners, employees, and their spouses and dependent children may apply. This award can be used for any trade school, business school, college, or university during the Summer or Fall Semester 2017, or Spring Semester 2018.

Scholarship applications can be found on the TSSA website and must be submitted by June 1. Scholarship awards will be announced on, or about July 1, 2017 and a formal presentation of the award checks will be made during the Tri-State Sign Expo Auction and Scholarship Awards Banquet at Downstream Resort in Joplin, MO. on August 11.

During the 6th annual TSSA Sign Expo, Tri-State Sign Association awarded \$25,000 in scholarships to 25 recipients. Pictured individuals were present at the Banquet to receive their awards.





LET'S GET GRAPHIC

THIS EVENT IS SUITABLE ONLY FOR TRI-STATE SIGN ASSOCIATION (TSSA) MEMBERS WHO WANT TO TURN GRAPHIC OPPORTUNITIES INTO AUDACIOUS RESULTS AND REAL MONEY.

There is serious value in your TSSA/ISA membership—such as discounts on your registration to ISA International Sign Expo. Find the people, equipment and technology you need to increase your profits and expand your business.

Whether you have time to attend just one day or all four days, you'll get so much out of the ISA Sign Expo experience.

ISA INTERNATIONAL SIGN EXPO 2017

TRI-STATE SIGN ASSOCIATION
ADVANCING THE SIGN INDUSTRY IN KANSAS, MISSOURI & OKLAHOMA

WARNING—FOR MEMBERS ONLY

Many tantalizing discounts and money-making opportunities await custom sign company members who use code **TSSASAVE** to register for ISA Sign Expo!

EDUCATION DISCOUNT

As a custom sign company member of TSSA, use your unique promotional discount code **TSSASAVE** to receive a 50% discount on all education at ISA Sign Expo 2017. *This is a savings of up to \$499!*

FREE TRADE SHOW PASS

TSSA's promotional discount code **TSSASAVE** will also provide free trade show entry.

Visit signexpo.org/TSSAReg to register.

EXCLUSIVE LAS VEGAS HOTELS

Looking for the hotel where most TSSA members will be staying? For the best networking opportunities, TSSA recommends that members consider making their hotel reservations at one of the four ISA Sign Expo official hotels. TSSA's hotel reservation unique link is signexpo.org/TSSAHotel.

SIGNEXPO.ORG/TSSA

Education & Networking: April 19-22

Trade Show: April 20-22

**Mandalay Bay Convention Center
Las Vegas, Nevada**

LET'S HAVE SERIOUS FUN IN SIN CITY

With four days of non-stop events, you and your team will have countless opportunities to meet and connect with influential industry players from around the world who can boost your business.



"NETWORKING AND EDUCATION IS SO CRITICAL IN OUR EVER-EVOLVING AND EVER-GROWING INDUSTRY. ISA SIGN EXPO IS AN EXCELLENT OPPORTUNITY TO BUILD RELATIONSHIPS, SHARE IDEAS AND EDUCATE MY ENTIRE TEAM SO THEY CAN LEARN THE NEW TECHNOLOGIES AND PRODUCTS THAT ARE COMING OUT IN THE NEAR FUTURE."

—DAVID GOODSON, IMPACT SIGNS Awnings Wraps

LET'S MEET AT THE HUB

Stop by The Hub, located in the foyer near the trade show floor entrance, to meet with your ISA Affiliated Association Executive Director and other TSSA and ISA members. Plus, enjoy a cocktail at The Hub during Last Hour Happy Hour at 4:00 P.M. on Thursday and Friday and 3:00 P.M. on Saturday.

LET'S LOUNGE & LEARN

The Lounge & Learn, conveniently located on the show floor, is the perfect place to relax, recharge and receive sign code assistance from ISA experts. Plus, stop by for fast-paced 30-minute education sessions taking place throughout each day of the show.

LET'S GET OUR DIGITAL FIX

Interested in learning what digital signage can do for your business, or ready to expand your digital offerings? Attend Digital Signage Education Day on Wednesday, April 19 for a full-day of informative sessions focused on the digital marketplace. Also, stop by the Digital Park featuring exhibitors showcasing the latest products and take part in learning opportunities available to all attendees for FREE!

LET'S PARTY AT ISA ROCKS: THE INDUSTRY PARTY!

THURSDAY, APRIL 20, 8:00 P.M. - 10:00 P.M., HOUSE OF BLUES

Get ready to have some fun at THE industry party of the year, ISA ROCKS. Back by popular demand, this is THE place to connect with industry professionals, while enjoying the food, music and atmosphere of the House of Blues at Mandalay Bay. TSSA members receive access to the upstairs VIP area at the party where you can enjoy complimentary drinks and food. Contact your Executive Director for your VIP access pass or stop by The Hub. *Space is limited!*

LET'S GO TO THE ISA NETWORKING RECEPTION FOR NATIONAL & CUSTOM SIGN COMPANIES

FRIDAY, APRIL 21, 4:30 P.M. - 6:00 P.M., ISLANDER D/E

Don't miss the opportunity to build relationships and establish profitable partnerships with national sign companies.



SIGNEXPO.ORG/TSSA

Education & Networking: April 19-22

Trade Show: April 20-22

**Mandalay Bay Convention Center
Las Vegas, Nevada**

Workers using their vehicle for errands... puts your business at risk!

Dallas Johnson, CIC, AAI

Dallas has been assisting business owners protect their operations, customers and employees for over 18 years. For questions regarding this article he can be reached at DJohnson@theinsurancenter.com or by calling 800-444-8675.



There are many situations that present a potential for your business to be held accountable for the actions of your employees while they are driving their own vehicles. Take just a moment to review these questions:

- Do managers use their own vehicles, even if only occasionally, to go to the post office, bank or to run general errands on your company's behalf?
- Have you, or a manager, ever sent an employee to pick up a fellow employee or drop them off after work?
- Have you sent an employee to pick up lunch?
- Have you ever rented a vehicle while on a business trip or attending a trade show or convention?

If an employee has an accident under any of these situations, your business may be held accountable and it is likely that you will find yourself in court being sued for damages.

Your best protection: ***Non-owned and Hired*** automobile liability coverage. This type of coverage will kick in if there is an accident involving an employee's use of their personal vehicle (or a rented vehicle) and your company is found legally liable. Typically, an employee's personal automobile insurance will provide primary insurance to both the employee and the business if the employee is using their vehicle on company business. However, there is a very good chance that your employee only carries minimum levels of coverage and often damages/law suits and jury awards will exceed those limits and any remaining monies awarded would then be passed on to your business. Without ***Non-owned and Hired*** automobile liability coverage you may be vulnerable to a potentially costly exposure. (Note: Hired automobile coverage replaces or augments the liability coverage offered by automobile rental agencies.)

Since these scenarios, even if not everyday occurrences, could certainly present some very costly exposures to your operations AND the premium to transfer the risk to your insurance provider is minimal please talk to your agent today. Ask if your policy currently includes coverage for ***Non-owned and Hired*** automobile liability –

Dallas Johnson, CIC, AAI

Dallas has been assisting business owners protect their operations, customers and employees for over 18 years. For questions regarding this article he can be reached at DJohnson@theinsurancenter.com or by calling 800-444-8675.

TRI-STATE SIGN ASSOCIATION NEWS
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Questions?

Contact Matt Ambrose at 913-706-8024 or matta@ambroseco.com

OKC Code Focus Group

There was an informal meeting with the Oklahoma City Sign Permitting Office on January 18, 2017 to discuss permitting procedures, policies and problems. It was an open table format letting us vent and voice our concerns and ideas.

The meeting was ran by Lisa Wise Consulting, a firm out of California that has been hired by the City to help with future planning & implementation.

The meeting was attended by over 20 people from local sign companies. It was also attended by Kenny Peskin From ISA. This was the first of many meetings to come.

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Jesús "Chuy" Ibarra, 35 year employee

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GSG Hosts Open House and Vendor Showcase in Oklahoma City

On February 16th GSG opened its Oklahoma City doors to customers for its first Open House and Vendor Showcase of the year. With over 40 table top vendor displays and on-site equipment demos, customers learned about new products and the latest technology in a fun and relaxing environment.

GSG raffled off tickets to see the Oklahoma Thunder battle the L.A. Lakers, as well as tickets to a Monster Truck Jam event. Hot and fresh BBQ was served up by Head Country BBQ, a local award-winning favorite.

GSG hosts open houses at each location every year. To RSVP to the open house at your local branch, visit www.GoGSG.com.

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Ben Ziglin of Ziglin Signs

Ben, recently hosted the 6th graders from Campbellton Elementary for a tour of his facility. He was able to explain the different opportunities and job skills that are needed in the sign business.

I want to thank Ben for his commitment to the sign industry and maybe putting an idea in a few students minds about a future in the sign industry.



KANSAS STATE DIVISION REPORT

KANSAS STATE DIVISION

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Virginia Baumgartner

Luminous Neon, Inc

Brian Eliot

The Sign House

Ben Koehn

Lawrence Sign Up

Ryan Schurle

Schurle Signs, Inc.

Brandon Smith

Graphics Solutions Group, Inc.

Cody VandeWeerd

Daktronics

LETTER FROM THE CHAIRMAN

The KSSA legislative committee spearheaded by Cindy Proett with Luminous Neon has been working hard to get information together for presentation to the municipalities that are planning city code reviews. They have been working with Newton on new sign ordinances, and with Cindy and the other committee members, the City of Newton implemented sign codes very favorable to our industry.

In closing as I always say, I would encourage all of our members to stay active and involved in the Tri State sign association as well as the KSSA division. The more involvement will keep the organizations going.

Sincerely,





David Vernia
Kansas State Division Chair
Tri-State Sign Association President



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MISSOURI STATE DIVISION REPORT

MISSOURI STATE DIVISION BOARD OF DIRECTORS

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Warren Sign

Jason Buxton

Graphic Options

Elliot Hord

St. Joe Sign

Erin Quirarte

Grimco

Kendall Newbern

NextLED

LETTER FROM THE CHAIRMAN

We have certainly had another mild winter in Missouri; which has allowed us to keep our crews busy. The economy in the 1st quarter of 2017 seems to be thriving, and that is good for all of us.

I would like to extend a warm welcome to our new Executive Director, Rex Montgomery; who began his new position on February 1st. I was fortunate enough to spend some time with Rex a few weeks back when he was at our office - working with the interim director to ensure a smooth transition, and to pick up TSSA files; so I am confident that he will do a great job as our director. I look forward to working with him in the coming year.

We will be looking at several changes in 2017, from sign ordinances to mandatory certifications; with the biggest being the OSHA crane certification requirements that go into effect in November. The TSSA board is working to put together some courses in our 3 state area, to assist sign companies in this process.

Planning is in the initial stage for upcoming "Meet & Greets" in Missouri, Kansas and Oklahoma. These events were very successful last year, so we are hopeful to continue this year with some exciting things to allow members to come together, share the experiences with TSSA, and grow our association membership. Be watching soon for announcements regarding the Meet & Greets.

The Missouri Division just elected a new member to our board. Please join me in welcoming Kendall Newbern, of NextLED. I have worked with Kendall on several projects in recent years and I think that he will be a valuable addition to us.

As always I urge you all to stay involved with TSSA. Talk to your suppliers, vendors, and sign companies in your areas about the many benefits our association offers. Be proactive in recruiting new members. A stronger association is definitely a "win-win" situation for us all.

Sincerely,

David Goodson
Missouri State Division Chair
Tri-State - Past President



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OKLAHOMA STATE DIVISION REPORT

OKLAHOMA STATE DIVISION

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Tyler Sign Company

Jim Irwin

Irwin Custom Sign Company

Kevin Kantack

Daktronics, Inc.

Adam McClain

Vital Signs of Edmond

Joel Ruiz

Reece Supply

Mark Pinion

General Lighting & Sign Services

LETTER FROM THE CHAIRMAN

I hope everyone had a successful and prosperous 2016 and that this year is even better. I don't watch much TV, but when I do, I usually watch the History Channel or some other informative programs. One show I enjoy watching is "How It's Made". I am so amazed by some of the things that are made and the highly automated processes that do the job with very limited personnel involved. In our industry we have some automation but due to the very custom nature of our business, much of it is hand crafted by some pretty skilled individuals. When I look at the winners of the sign design contest for TSSA, it is obvious, we have some very creative and hard working, smart people. It takes a lot of thought and experience to manufacture and install a lot of the signs I see on a daily basis. So, this is just a note of appreciation to all of the people in our industry that make these very unique and necessary products for all of our customers.

Sincerely

Dan Sanford

Oklahoma State Division Chair



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August 10th -12th
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