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NEWSLETTER

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As you know, every year we have Board Members leave and new ones appointed. This gives us a constant opportunity for new ideas & directions.

This year is no different. we had people leave on every state Board as well as the TSSA Board. I want to thank all those that have served, are serving and will be serving in the coming year.

We are fortunate enough to have good people who want to serve the Sign Community.

If you are interested in serving in the future, we hold election of officers every year at the TSSA Expo.

Thanks again to everyone who makes TSSA great.



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TRI-STATE SIGN ASSOCIATION BOARD OF DIRECTORS

Adam McClain

President

 Vital Signs of Edmond
 Edmond, OK

Robert Harper

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 Salina, KS

Ryan Schurle

Schurle Signs

Lawrence, KS

Troy Schweinberg

Metro Sign Corp.

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San Angelo, TX

Kendall Newbern

Next LED Signs

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Vice President

 Midwest Light & Sign
 Farmington, MO

Julie Goodson

Treasurer

Impact Signs

Sedalia, MO

NEW
John Hipple

Sign Designs

Joplin, MO

Jeremy Johnson

George Lay Signs

Wichita, KS

Tony Hicks

WatchFire Signs

Grain Valley, MO

Jesse Roberts

Reece Supply

Tulsa, OK

Jared Granberry

GSG

Dallas, TX

Rex Montgomery

Executive Director

Yukon, OK

We want to thank Thomas Grunwald with N. Glantz, for his service on the TSSA Board. Although he only served 1 year N. Glantz has had a representative on the board for many years.

We also want to thank David Goodson with Impact Signs, for his many years of service. He also served a term as President of TSSA and a term as the Secretary / Treasurer.

TRI-STATE SIGN ASSOCIATION LETTER FROM YOUR NEW PRESIDENT

Hello everyone!

My name is Adam McClain; I am the incoming TSSA President and I wanted to take a moment to introduce myself. I currently live in Tulsa, OK with my wife, Janice, and two children, Charlotte (6) and Miles (4), but are in the process of moving from Tulsa to Edmond, OK to be closer to my business, Vital Signs of Oklahoma.

My cousin and his wife, Justin & Shannon Booher, opened a sign shop in Edmond, OK in 1996 where I became their first employee in 2003; I then became a partial owner in 2012 before becoming sole owner in 2013. Throughout my time with the company, I have worked in every aspect of the business and have enjoyed seeing the progress and advances within the sign industry.

Though we had to cancel many events and programs this year, we are working hard to be able to resume our in-person events safely and navigate virtual alternatives when possible. We were able to raise \$20K during the TSSA Gene Russell Scholarship Virtual Auction held online, Aug. 17-21. Our first in person event in Oklahoma will be Sept. 19th for a Family Fun Day; we will have free food, drinks, games, and more.

Sign MFG Day is coming up on Oct. 2nd, the ISA Sign Expo is April 7-9 in Las Vegas and the 10th Annual Tri-State Sign Expo is Aug. 5-7 at Downstream Casino.

We also made the difficult decision this year to postpone the new 2020 TSSA Elite Program inaugural class until 2021 but we are very excited about this new opportunity for the sign community. We also look forward to resuming Meet & Greets in the upcoming months so be on the lookout for those dates.

I also want to take this time to recognize and thank those that have previously served on the board. They have been incredible advocates for the sign community. This will be a tough year to navigate due to COVID-19 but people in the sign industry have really stepped up to help make the transition into the new normal easier. I am honored to serve as your President this year and am eager to work alongside such an exceptional Board.

Stay safe and healthy!

Sincerely,

Adam McClain

TSSA President



TSSA New Board Members



Julie Goodson, Vice President / Co-Owner of Impact Signs Awnings Wraps, Inc, spent 13 years in the banking / financial field; during at which time her husband started the family business in 1997 in the back garage of their home. As Impact experienced significant growth, it was time for her to make a career change, and she joined the sign industry in 2003. Julie recently finished a 3 year term on the Missouri Division Board and is excited to join the Board of TSSA.

In her spare time, Julie enjoys spending time with her family, watching her son play baseball and going to dirt track racing events. She lives in Sedalia MO with her husband David, their 2 children, Katie & Jeffrey, and their fur babies, Buster & Dale.

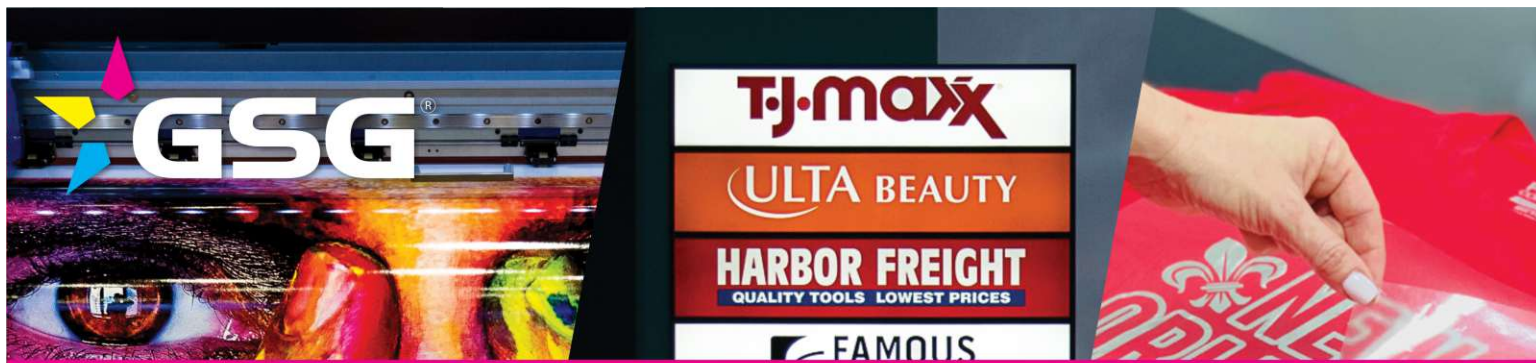


Kendall Newbern – National Sales Manager for NextLED Signs, Wichita, Kansas started in the sign business as a sign company owner with his brother (Kevin Newbern) in St. Louis, MO. Together they owned and operated Premier Signs Inc. and American Signs & Electric.

Premier Signs built and serviced billboards for CBS Outdoor, Drury Signs, and Mid-America Outdoor. America Signs & Electric was opened to enter the Commercial Signage Market.

Kendall started selling NextLed electronic message centers in the St. Louis market in their early stages of operations. After a few years of working closely with the Management team at NextLED, he decided to sell his company to his brother and work with NextLED Signs to help grow their market share in the Midwest.

Kendall is married to Linda and they have 4 adult children and 7 grandchildren. In his free time, he enjoys riding his bike, traveling, and playing his guitar.



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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
- ISA offers access to a Group Health Plan
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Not sure if you are a Member?

Go to www.tristatesign.org and see. We list all Current Members in the Member Directory. If you want to become a member or edit your contact information, let me know.

**Rex Montgomery (913) 305-3915
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Architectural Sign Design, Owasso, OK
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Bakers Signs, Conroe, TX
Cupples Sign Company, Inc., Paragould, AR
E&T Plastics, Riverside, MO
Electemedia, LLC, Oklahoma City, OK
Elemoose, Springfield, MO
Farmington Signs, LLC, Farmington, MO
Kline Sign, LLC, Enid, OK
KMDI, Inc., Kansas City, KS
Knox Signs and Graphics LLC, Topeka, KS
Mactac, Stow, OH
MH Signs, Madill, OK
Moon River Signs & Graphics, Inc., St. Louis, MO
Northwest Signs & Awards, Hays, KS
RD Graphics LLC, Hays, KS
Roderick Sign Co., St. Joseph, MO
Sign Studio, Cave Springs, AR
Sign Systems and Supplies, Topeka, KS
Signs ETC., Farmington, MO
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IMPORTANT DATES

- * Sign MFG Day, Everywhere Oct. 2nd, 2020
- * ISA Sign Expo: April 7-9, 2021 Las Vegas Convention Center, Las Vegas, Nevada
- * 10th Annual Tri-State Sign Expo: August 5-7, 2021 at Downstream Casino

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OKLAHOMA FAMILY FUN DAY

We had a great Family Fun Day. We had near 60 attendees with 17 teams playing in the Corn Hole Tournament. We played a double elimination format. The Henderson team went undefeated to clinch 1st Place. The 2nd Place Gleason Team fought back from the losers bracket to clinch 2nd Place. I want to thank all that attended & those that made this event a SUCCESS! We raffled Items donated by GSG, Reece Supply & Daktronics



Thanks to Board Member Matt Hinkle & Tyler Media for letting us hold this event at their facilities.

We also want to thank Board Member David McNabb with Signs & Wonders for fabricating and donating the three awesome corn hole boards.



Deborah Ortiz

Meet Your New Oklahoma Board Member



Having always been artistic, in 1988 I passed by a vinyl shop and it sparked the thought, "Oh, that looks like fun!" My interests quickly turned towards electrical signs and I also got my feet wet bending neon which I fell in love with. So here I am, 32 years later, co-owning and operating Encinos Signs with my husband, Jesus. Together we have 5 children, all of which work together with us. I now have a fully operational neon plant and I'm hoping to be able to handle our needs in house by the end of the year. I'm very lucky to have several exceptional benders to mentor me so now it's all about practice.

The sign industry has been very good to me and I'm thrilled to have the opportunity to give back. I've made a lot of good friends and I'm very grateful for the people that graciously helped us during the last 7 years. I look forward to working side by side with this group and doing what I can to help make the sign industry bigger & better than ever before.

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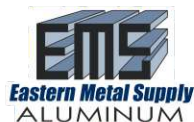
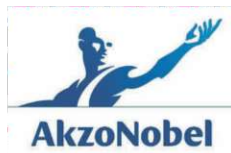


TSSA Virtual Auction was a success. We set up at Impact Signs. We had 7 sponsors = \$3500. 27 companies donating 47 items = \$16995.01 Donations of \$775. Totaling = \$21270.01 Our goal was \$20000. We want to thank all that sponsored, donated, bid, and helped to make this a great event. We had a lot of fun with the Facebook Live portion. Thanks to Impact Signs for making this event come together.

Sponsors



Donated Items



I have some very exciting news from David Hickey that I couldn't wait to share!

David wrote:

"Although last month the U.S. Supreme Court declined to take up the *Thomas v. Bright* case, there is still strong interest in this issue and others coming from the 2015 *Reed v. Town of Gilbert* decision from government officials. This afternoon, over 300 planners and city attorneys attended ISA's webinar on **Reed 5 Years Later: Sign Code Changes You Still Need to Make**, where four speakers covered issues involving the on/off premise distinction, temporary signs, campaign signs, murals and other sign code issues that are affecting communities and our industry across the country. The webinar lasted 90 minutes (and was eligible for 1.5 CM and 2 CLE credits), but could have went on for another hour, at least. And while the massive attendance was rewarding, it also helps that ISA made a small chunk of change in charging for attendance.

Kudos to James Carpentier for getting the four speakers and organizing the content. We plan on offering and charging for 3-4 more webinars to planners during the remainder of 2020, on issues including EMCs, creative sign design, historic signs and others. In addition, our proposal for the first ever APA Cross-Chapter Collaborative, representing the Texas, Arkansas, Kansas, New Mexico, Oklahoma and Louisiana APA chapters, on **Signs of Disaster: The Role of Visual Communications Pre, During and After Natural Disasters**, was recently accepted and will take place on October 7th. We hope to reach another couple hundred planners from those states on this extremely timely issue.

Back to recent legal developments – the 5th Circuit U.S. Court of Appeals, which has jurisdiction over Texas, Louisiana and Mississippi, just released another decision which finds the on/off distinction to be content-based and in violation of the First Amendment. SCOTUS may take up this issue yet!

SIGN RESEARCH FOUNDATION NAMED ONE OF '100 ASSOCIATIONS THAT WILL SAVE THE WORLD'

Washington, DC, August 17, 2020 – The American Society of Association Executives has named the [Sign Research Foundation](#) (SRF) to its list of "[100 Associations that Will Save the World.](#)" SRF was honored in the "community engagement" category for its work with the *Urban Wayfinding Planning and Implementation Manual*. The manual brought together three often-contentious groups: city planners, designers and sign manufacturers.

The manual, first published in 2013, has been updated for 2020 with even more guidance and case studies. A series of webinars related to the manual have had triple-digit attendance.

"City planners are using the SRF-produced guidance to help their communities plan, fund, design and implement wayfinding projects," said Sapna Budev, SRF's executive director.

A collaborative relationship has emerged between planners, designers and sign manufacturers as a result of participating in the manual development.

"Wayfinding projects are some of the most complex signage systems in the world. The *Urban Wayfinding Planning and Implementation Manual* has provided clarity for all stakeholders looking to create an effective, durable, and well-designed system. Successful urban wayfinding projects encourage health, safety, and increased tourism dollars – positively impacting communities," Budev said. "We're thrilled that this work has been recognized by ASAE as part of its centennial celebration."

Urban Wayfinding offers insight into funding mechanisms for communities as well as new technologies in use. The manual is available at the Sign Research Foundation website, www.signresearch.org/urban-wayfinding, for \$29.99.

About The Sign Research Foundation

The Sign Research Foundation is the only research organization advancing the science, technology, design, placement and regulation of signs. A proven resource for education, research and philanthropy, our work contributes to more livable cities, thriving businesses and vibrant and effective sign strategies. We facilitate dialogue with architects, urban planners, developers and other constituencies to build stronger, safer and more successful communities. The Sign Research Foundation is a 501c3 tax-exempt organization and all donations may qualify as a charitable deduction for federal income tax purposes.

ISA Contact: Sandy Smith
Tel. (703) 836-4012
E-mail: Sandy.Smith@signs.org

Introducing THE LINK, ISA Virtual Experiences

The International Sign Association announces THE LINK: a virtual experience designed to help sign, graphics and visual communications companies explore dynamic solutions, make vital connections and yield concrete results. THE LINK will launch its first events in September and continue rolling out opportunities on an ongoing basis.

The first three experiences are:

- **Wrap Experience**, in partnership with The Wrap Institute and noted wrap installer and instructor Justin Pate
- **Install Custom/National networking**
- **Niche buying events**

These experiences will provide meaningful connection with experts, business contacts and exhibitors, all focused on helping sign, graphics and visual communications companies grow their businesses in spite of a global pandemic.

These events will begin in September with more experiences being added throughout 2020 and into 2021. Learn more at signs.org/thelink.

"Worst is Behind Us": Economic Report Q2 2020

The outlook for 2020 continues to decline, despite a sharp rebound in the economy earlier this summer, according to the Sign Industry Quarterly Economic Report for the second quarter. The report shows that the recession was short-lived and will have less of an impact on 2021 than expected. Still, IHS Markit puts a 20 percent probability on a second wave of COVID-19, which is not factored into a potential recovery.

The report covers the second quarter of 2020 and was prepared in June. It is sponsored by the National Association of Sign Supply Distributors (NASSD). The report assesses four segments of the industry: two supplier markets (printing and electrical/digital signage) and two end markets (electric/digital signage and architectural signage). It also forecasts commodities.

TSSA members interested in learning more about the ISA Sign Industry Quarterly Economic Report, including the outlook for the rest of the year, can listen to a free webinar recorded on July 22. The report also is free for TSSA members. Both can be accessed at signs.org/quarterlyreport.

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Your employees are the driving force of your business. NAM Health Care helps smaller businesses receive the same benefits, usually only available to larger companies. With these health plans, you can save on administrative costs, as well as potentially lower your premiums. Most importantly, you can provide your employees with the coverage they need and want. Let Mercer help you serve them by providing quality, customizable health care. Get a quote for your business at <https://isa.namhealthcare.com>.

How to Be a Great Boss—Learn How to Lead, Manage and Hold People Accountable [ISA Webinar]

Successful companies have employees who are productive, engaged and happy. And it starts at the top! Great leaders and managers understand that great employees are one of the organization's best assets, and such work to create and maintain an environment where people excel.

Join Ian Tonks, Traction Trainer, for an ISA webinar on Wednesday, September 23 to learn how to be the best "boss" you can be – not only for your employees, but for yourself and the future of your company.

Registration is open for \$20.00 for members or \$50.00 for a company package at www.signs.org/webinars.

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Chris Henderson
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David McNabb
Signs and Wonders

Bryan Jester
Arrow Sign

Deborah Ortiz
Encino 3D Custom Signs



Kevin Kantack
Daktronics, Inc.

Jesse Roberts
Reece Supply

We want to thank Troy Schweinberg with Metro Sign for serving a term as the Oklahoma Chairman. He is stepping down from the Oklahoma Board to focus his attention to the TSSA Board where he has been representing Oklahoma for the last few years.

OKLAHOMA STATE DIVISION REPORT LETTER FROM THE CHAIRMAN

What a year it has been... Summarizing a year to date like 2020 definitely doesn't have its shortage of highlights. It began with wildfires and a global pandemic, and 9 months in, it seems like not much has changed. Our world has been turned upside down in a lot of ways, but there is hope! As we get closer and closer to the holiday season, things are starting to turn up not only for OSA, but for the entire economy, and I'm hopeful that we will get back to something closer to "normal" soon. News has highlighted that consumers are beginning to spend more as COVID-19 restrictions have lifted, and money is trickling back into commercial industries. I've spoken to some shop owners that have even stated they were only slow for 2-3 weeks during the height of the pandemic, and production has picked back up right where they left off in February! This is great news and tells me that the sign industry is indeed essential. It's a great reminder that even though we may not realize it, we all play a key role in society's day-to-day operations. This year has also made me realize how versatile we actually are as an industry, and has given me a sense of reassurance that we can continue to grow with change. All in all, 2020 is shaping up to be quite a year for the signage and the world!

On that note, the OSA board has had some exciting changes this year. I'd like to start off by congratulating Jesse Roberts on his re-election to the board, and to welcome Deborah Ortiz as our newest member! We are so happy to have you both on board for this upcoming year. I would also like to thank Troy Schweinberg for serving a great term as chairman of the OSA board and wish him all the best as he continues his leadership journey on the Tri-State Board of Directors. We can't wait to see what's in store for the industry in 2021! OSA was also fortunate enough to *finally* host our first event since the pandemic. Instead of doing our normal meet-and-greet style get-together, we decided to have something a little more laid back and FUN. Our Family Fun Day on Sept. 19 was a huge success and we hope everyone had a great time. A special thanks to Matt Hinkle for allowing us to house our event at his shop, Tyler Outdoor Advertising, and to everyone that came out to the event. Our next meeting will be at Amax Signs in Tulsa on Nov. 9th. I look forward to my first meeting as active chair and beginning to plan our next steps in keeping our Oklahoma board thriving!

Sincerely,
Cameron Gleason,
Oklahoma Chairman



Meet Your New Oklahoma Chairman, Cameron Gleason

I have worked at G&S Sign Services as a Sign Consultant for the past five years. I'm 25 and actually the third generation in my family to be in this industry, so I have been around signs my entire life. Although I initially went to Oklahoma State (Go Pokes!) to pursue a bachelor's in Architecture, it wasn't long before I found myself in signs. I started working at my father's company, G&S, alongside my older brother, Shaun, and never looked back. Outside of work, I love to hang out with my friends and family. I'm the middle child of a close family with three kids so we see each other a lot! My wife, Michelle, and I just celebrated our 2nd wedding anniversary and have plans to travel once the world gets more back to "normal." I'm a big tech guy, I've built a couple of computers and spend my free time playing video games, etc. But I also love the outdoors and always up for a trip. Anything from hiking, camping, and riding my motorcycle when I get the chance.

Needless to say, the sign business has made quite an impact in my life and I am very proud to serve as the 2020-2021 Chairman of the Oklahoma Board. I look forward to meeting new faces and expanding this industry even more in the future.

KANSAS STATE DIVISION BOARD OF DIRECTORS

Ryan Schurle, (Chair)
Schurle Signs, Inc.

Brian Eliot
The Sign House

Jeremy Haigler
George Lay Signs

Kevin Himes
Miracle Signs

Joe Leiker
Commencil Sign Co.

Cindy Proett
Luminous Neon, Inc. **NEW**

Brandon Smith
Graphic Solutions Group

Cody VandeWeerd
Daktronics

KANSAS STATE DIVISION REPORT LETTER FROM THE CHAIRMAN

Many things have changed over the last few months and many more will continue to change in the coming months. One thing that hasn't changed is, businesses still need signs! We should all be happy to work in an industry that can still provide our services during these trying times and continue to make our home towns a safer place.

We would like to welcome Cindy Proett to the Kansas State Division Board. Cindy works with Luminous Neon and will bring a new face and new ideas to our state board. We still have an open sign board position, so we ask anyone that would like to get involved to contact Rex or myself to discuss.

The Kansas Board is discussing some new initiatives to bring to the membership that will help our membership and improve your ROI. We've scheduled a board meeting in Nov. to dig deeper and more information should be available after that meeting.

Sincerely:
Ryan Schurle
Kansas State Board Chairman



Cindy Proett

Meet Your New Kansas Board Member



Cindy is a Municipal & Community Coordinator, she coordinates with city planners, city councils and other key stakeholder groups across Kansas on issues related to sign codes, sign planning and industry trends. The relationships Cindy seeks to build are on behalf of Luminous as well as other sign companies around the state. She meets with planning departments and other groups to provide no-cost consulting and collaboration.

Cindy utilizes her municipal government experience as a former mayor and city council member in Hutchinson. Additionally, her career includes more than 20 years of policy research, communication and advocacy with the Kansas Department of Health & Environment, Electronic Data Services (EDS) and Blue Cross and Blue Shield of Kansas.

Cindy graduated with a bachelor's degree in elementary education from Sterling College. She's an elder at First Presbyterian Church of Hutchinson and serves as treasurer for the Pi Beta Phi alumnae organization. She has a daughter who is a recent college graduate and a son in college.

Cindy joined the Luminous team in 2016. She enjoys spending time with her kids, jogging and travel.

We want to thank Virginia Baumgartner with Luminous Neon, for her years of service on the Kansas Board.

We also want to thank David Vernia with The Sign House, for his years of service on the Kansas Board as well as the TSSA board and also serving a term as President of the TSSA Board.

MISSOURI STATE DIVISION BOARD OF DIRECTORS

Jason Buxton, (Chair)
Midwest Light & Sign Inc.

Doug Lands
Ziglin Signs

Kurt Kahmke
Payler Signs

Beau Baker
Baker Sign Group

Darren Pearce
Pinnacle Sign Group, Inc.

Steve Amrein
UFB Fabrication, Inc.

Anne Townsend
Impact Signs, Awnings, Wraps **NEW**

Michael Kerber
Grimco, Inc.

Zachery Martin
Altec Industries

MISSOURI STATE DIVISION REPORT LETTER FROM THE CHAIRMAN

Greetings from Missouri!

Hope everyone is weathering the every lingering Covid situation! We miss seeing everyone in person at the Tri State Expo! Thank you to everyone who took part in our virtual auction this year! We consider it a success!!! The Missouri board has continued to have their virtual meetings, as scheduled, with hopes that face to face events will happen again the near future!

We would like to thank Julie Goodson for her work on the Missouri Board, as she has taken a position on the Tri State Board! We would like to welcome Anne Townsend, with Impact Signs to the Missouri Board!

The Missouri Board has taken on a 2021 project of creating welcome gifts for new Tri State members. In hopes this will create a growth of new sign businesses joining our organization.

Our next board meeting is in early Nov. and we hope we can start scheduling face to face get togethers, we all long for! Take care & see you soon!

Sincerely,
Jason Buxton
Missouri State Division Chair



Anné Townsend



Meet Your New Missouri Board Member

Anné Townsend joined Impact Signs in August 2013 as the Project Manager. Since that time she has been promoted to General Manager, and is now serving the roll as the Chief Operating Officer at Impact's headquarters in Sedalia, MO.

Before entering the sign industry, she worked in the banking field for 17 years, most recently the Vice President of Operations for 3 credit union facilities in Kansas City, MO.

Anné resides in Sedalia with her two children, Clayton & Savannah Townsend, and her fiancé, Aaron Walter. In her free time, she advocates for suicide prevention and currently serves as President for the Pettis County/s Suicide Prevention Foundation.

We want to thank Julie Goodson with Impact Signs for her may years of service on the Missouri Board. She was elected to the TSSA Board this year and will be even more involved the our association. Julie will also be serving as the Secretary Treasurer for TSSA .



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