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Scholarships

Thanks to everyone that made it possible for us to give out 35 scholarships totaling \$41,000. this year.

We also raised \$43,300. for 2022 TSSA Scholarships. Thanks to everyone that donated to make this possible.



2021 TSSA Hall of Fame Inductee

Jess Schweinberg
Metro Sign Corporation
Oklahoma City, Ok.



2021 TSSA Elite Class



Mario Moya
UFB Fabrication
St. Louis, Missouri



Ashley Fox
Farmington, Signs, LLC
Farmington, Missouri



Justin Lampe
Midwest Light & Sign
Farmington, Missouri



Mitchel Kroeger
The Sign House
Salina, Kansas



Chris Henderson
Metro Sign
Oklahoma City, Oklahoma



WORKING TOGETHER
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Annual TRI-STATE SIGN EXPO EXPO NUMBERS

- 63 - Exhibitor Booths
- 218 - Exhibitor Attendees
- 69 - Sign Companies
- 352 - Sign Co. Attendees
- 110 - Golfers
- 395 - Banquet Attendees
- 260 - Seminar Attendees
- 570 - Total Attendees

Sign Design Contest Winners

Category-1 Innovative Dental

Springfield Sign
Springfield, MO



Category-2 Firefly

Luminous Neon
Art & Sign Systems
Hutchinson, KS



Category-3 Alley Cats

Gator Graphics
Warrensburg, MO



Category-4 Sunshine Elementary

Pinnacle Sign Group
Springfield, MO



Chairman's Award Wally's

Ziglin Signs
Washington, MO



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Jared Granberry
GSG
Dallas, TX

Rex Montgomery
Executive Director
Yukon, OK

TRI-STATE SIGN ASSOCIATION LETTER FROM YOUR PRESIDENT

As your new President of Tri State Sign Association, (TSSA), I am both excited and honored. I am excited because the Sign Expo was a huge success and we got to meet in person again. We had almost 700 people at this years sign expo. We might have had a few fewer booths but overall attendance was just as good as years past. This encourages and excites me about the up coming year.

I plan to be at as many events and gathering as possible, and by the numbers at this show, this shows me that most sign guys and gals, are ready to get out and spend time with one another again. I know that the state committees have all scheduled meetings to get events and meet and greets planned in each state, so watch for information on these events coming out soon.

I take this position as an honor! I have seen many other sign guys serve as presidents and those guys are like the legends of the sign industry and to be in those ranks, I can't express enough how grateful I am for this opportunity this year. I look forward to seeing all of you in person sometime over the next year. Take care of yourself, your family, and your sign shop.

Sincerely,
Jason Buxton
TSSA President



Meet your new Tri-State Board members

Brian Eliot - The Sign House - Salina KS



Hello, my name is Brian Eliot and I am the Director of Sales for Sign House, Inc in Salina, Kansas. We opened our doors as a wholesale only sign manufacturer in November of 2006, almost 15 years ago. We specialize in custom cabinets, channel letters of all types, along with any other custom signage. I personally have been in the sign industry for 28 years; 16 of those years with Sign House, Inc. I have enjoyed many positions in the industry from sanding signs to the comfort of an air conditioned office selling signs and everything in between. I have gained so much knowledge in my 28 years in the sign industry and learn more every day. To keep me motivated in business, I like to spend as much time as possible at any beach I can find!

Brian Vlasich - Yorston & Associates - Iowa City, IA



Brian Vlasich is the Manufacturer's Representative for Yorston and Associates in the Central Midwest. Brian has been in the sign industry now for 13 years and worked for SignComp of Grand Rapids, MI for 5 years before moving to Iowa City, IA to start with Y&A 8 years ago. He has been a part of the Tri-State show now for 7 years and works exclusively in the sign industry.

Brian's sign career started in customer service at SignComp where he spent five successful years learning about all aspects of manufacturing signs from different materials, to installation methods, everything that goes into building a quality sign. After his time at SignComp, he went to work with Yorston and Associates where he now represents numerous well known manufactures in the industry.



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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
- ISA offers access to a Group Health Plan
- 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



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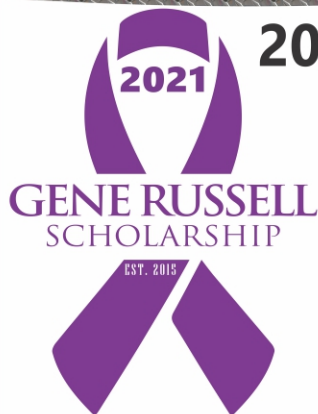
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2021 GENE RUSSELL SCHOLARSHIP RECIPIENTS

Adam Daniel Guinee
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Berkeley Wright
Blayne McMillin
Brady Ashton Mason
Brent Smith
Brittany R. Lander
Chloe McClendon

Colton Juelfs
Davin J. Smith
Ethan "EJ" Cooper
Garrett James
Grace Vavak
Haylee Cates
Jack Brazin
Jaden Forest Cupples
Jeffery Goodson

Jessa Kulp
Joseph Blazin
Kaylee Backfisch
Kaylee Huffstutlar
Kenzi Cetroute
Krista Edwards
Kristy Fitzl
Kyle Smith
Megan Hare

Megan Kesterson
Miles W Cooper
Nicole Dobson
Ryder Burns
Savannah Townsend
Tanner George
Torrie Gregg
Zach Simmons

Thanks to everyone that made it possible for us to give out 35 scholarships totaling \$41,000. this year.

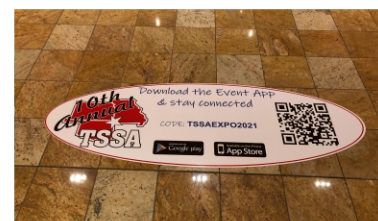
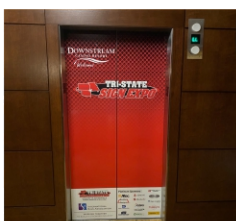
Executive Director's Report,

I want to start by thanking everyone that make the TSSA Sign Expo a Success. The TSSA Board and state boards work throughout the year to make this event the best it can be. These last 2 years have been challenging to say the least. This event has to be planned out so far in advance it was hard to predict what would be the restrictions or rather we would be able to have the Expo at all. WE pushed through from the beginning expecting this to be a normal expo.

Our booth sales were down about 20% but the Sign Company attendees made up for that. We had a great turnout and all the exhibitors I talked to were pleased. It was great to get back to an in person setting. Downstream had some staff shortages but they bent over backwards to do anything we ask. If you were there, you noticed that we took over the whole resort. We have always been allowed to lay down floor graphics and wrap the elevator doors. This year we asked to wrap their front windows and they thought it was a great idea, so we wrapped it.

If you have not been to a TSSA Sign Expo, please mark your calendar for August 4th - 6th next year. This is the best place for anyone in the sign industry to network with your peers. Everyone is friendly and willing to share their experiences and knowledge with others. See you at the next one.

Rex Montgomery
Executive Director
Tri-State Sign Association



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IMPORTANT DATES

- * Manufacturing Day:
October 1, 2021 at Any Sign Shop
- * ISA Sign Expo:
May 6-8, 2022 at Atlanta, Georgia
- * Annual Tri-State Sign Expo:
August 4-6, 2022 at Downstream Casino



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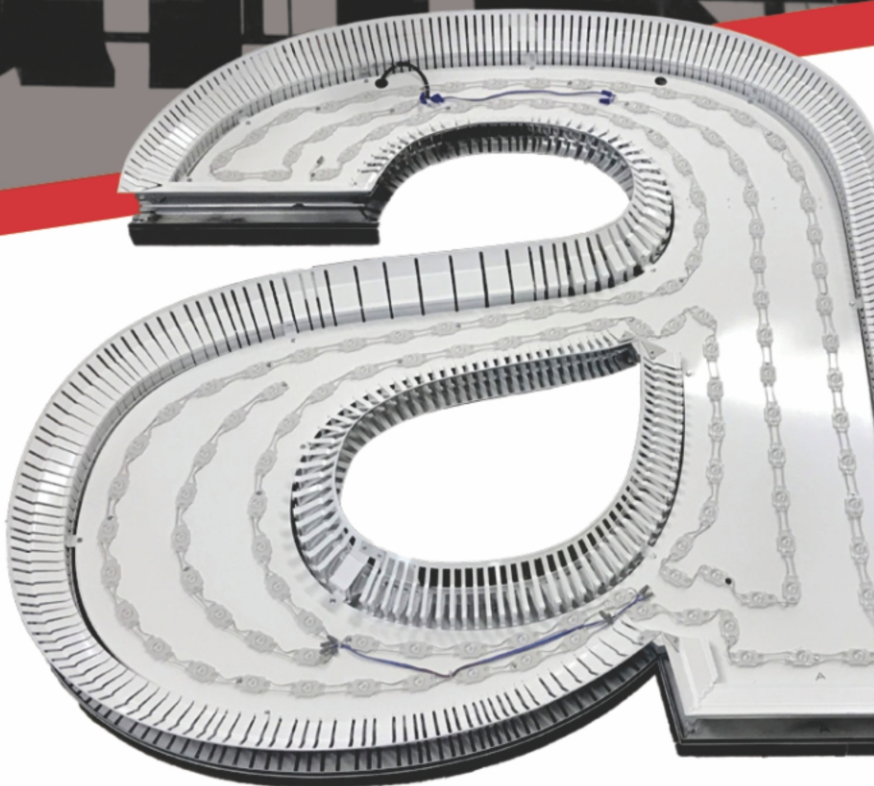
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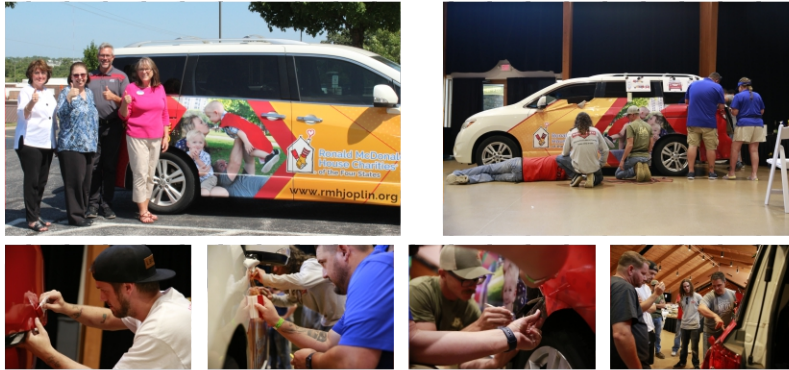


It's A New Wrap – Ronald McDonald House Van Takes on New Look through Tri-State Sign Association Donation

Sign Designs owner, John Hipple, Jr. will be driving a newly wrapped van onto the parking lot of Ronald McDonald House of the Four States located at 3402 South Jackson on Thursday, 11:00 am. August 12, 2021.

The wrap design was the talent of Sign Design employee Bobbie Snodgrass. Members of the Tri-State Sign Association (Missouri, Oklahoma, and Kansas) donated materials and installation. The wrap labor was a team effort as part of an educational vinyl wrap seminar offered at the 2021 Tri-State Sign Expo held at Downstream Casino.

"This design truly communicates our purpose of "Keeping Families Close," said Annette Thurston, RMHC Executive Director. "Our House celebrated 23 years on July 27, 1998. John Hipple and his staff at Sign Designs have been with us every step of the way. Partnerships such as his and that of Tri-State Sign Association members are invaluable."



Monthly SIGN CONTEST

Send your submissions
in by the 15th

Scan
here
or



Winners announced
on the 30th

Send to: TSSASignContest@gmail.com

Organized by the 2021 Elite Class

2021 TSSA Sign Design Contest

We had 68 entries with 1120 votes. Thanks to all who took part in this years Contest.

CATEGORY 1



CATEGORY 2



CATEGORY 3



CATEGORY 4



Expo Events

Calcutta - We had over 220 people attend the Calcutta. It was a great time with Richard Clifton auctioning off 28 teams. We raised over \$6000. for 2022 Scholarships

Golf Tournament - We had 28 teams and played a 4 man Scramble. It was a little warm that day but everyone had fun. We had a good meal afterwards and gave out awards.

Banquet - We had over 400 attend the Banquet. We gave out the Scholarships to those that attended and recognized the others. We awarded Sign Design Contest awards in five Categories. We inducted Jess Schweinberg into the TSSA Hall of Fame. We also recognized Adam McClain, for serving a term as President of TSSA. We then had our auctions to raise funds for the 2022 Scholarships. Thanks to those that donated items to auction and those that purchased items, we were able to raise over \$26000. for 2022 Scholarships.

Seminars - We had 10 seminars with over 260 people attending them. They ranged from Crane Operator Certification, Wrap Class, Social Media Marketing & Strategic Planning.

Trade Show - We had 64 Booth at the Trade Show with 218 Exhibitors there to answer any questions you might have. We had 352 Sign company attendees walk through the Trade Show.

Pool Party - After all the work is done, we have a pool party to celebrate the end of the weekend. We had over 200 in attendance and it was a great time to just visit with old and new friends.

THANKS TO OUR 2021 TSSA EXPO EXHIBITORS

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Elrod Engineering	GSG	JDS Sign Supply	Oxford Graphics	Signs By Benchmark	

ISA AMICUS BRIEF FILED WITH U.S. SUPREME COURT

Posted: 08/25/2021

In June, ISA alerted members that the U.S. Supreme Court agreed to hear a case that could dramatically change the on-premise sign industry.

And now, ISA has filed an amicus brief (commonly known as a "friend of the court" brief) representing the on-premise sign and graphics industry in support of overturning the 5th Circuit Court of Appeals' decision.

ISA will continue monitoring these legal developments and analyzing what they mean for the sign and graphics industry, and we will keep our members informed as we understand the implications more fully. Please contact ISA's David Hickey David.Hickey@signs.org with any questions or visit the link below.

signs.org/newsroom/isa-amicus-brief-filed-with-us-supreme-court

ECONOMIC OUTLOOK CONTINUES TO IMPROVE

Posted: 08/09/2021

OUTLOOK CONTINUES TO IMPROVE FOR OVERALL ECONOMY AND SIGN INDUSTRY, ACCORDING TO THE SIGN INDUSTRY QUARTERLY ECONOMIC REPORT

ALEXANDRIA, VA – August 2, 2021 – Analysts have revised the economic outlook even higher than previously thought, thanks to a stronger than expected rebound. But commodity prices and supply shortages pose a threat to the expected growth, according to the Sign Industry Quarterly Economic Report, produced by IHS Markit for the International Sign Association.

The report covers the second quarter of 2021 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.

The report is free for ISA, ISA Affiliated Association and NASSD members. Non-members may purchase it for \$1,000 per quarterly forecast. This research can be accessed at signs.org/quarterlyreport. A recorded webinar, in which IHS details the findings of the report, can be accessed at signs.org/recorded-webinars/industry-research.

SIGN MFG DAY 2021 - MORE IMPORTANT THAN EVERCONTACT US

Posted: 07/15/2021

ENGAGING YOUR NEXT GENERATION OF WORKERS HAS NEVER BEEN MORE IMPORTANT!

You work hard to deliver signs you're proud of every day and love seeing your work showcased across town. It's time to share that love of the sign, graphics and visual communications industry with the next generation by opening your doors on Sign MFG Day!

SIGN MANUFACTURING DAY MAKES A DIFFERENCE!

3,000+ students experienced the impact of potential industry careers at Sign MFG Day 2019
86% of students would consider an industry career after the tour, compared with only 23% before the tour
"Before the tours, I thought that there weren't good options other than college. However, I quickly learned that you can make decent money, get good benefits, and be paid to go to school for further certification. You can do all of this without tackling any debt!" —Anonymous Student Participant from Sign MFG Day 2019

REGISTER YOUR COMPANY TODAY!

It's free to participate and exclusive to ISA and Affiliated Association members. ISA will provide a toolkit and resources to help you plan and host a successful event.

For more information or Register, go to signs.org/mfgday

Questions? Reach out to Allie Kunc at workforce@signs.org

SALES EXPO 2021



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Bryan Jester
Arrow Sign

Deborah Ortiz
Encino 3D Custom Signs

Kevin Kantack
Daktronics, Inc.

Jesse Roberts
Reece Supply

New TSSA Members for 2021

Aggressive Graphics
American Sign Service, LLC
Bluff Signs
Boulder Designs
Broken Arrow Graphics & Banners LLC
Dodge City Signs LLC.
Eyeconic TV
Faith Sign Company, Inc.
Illuminated Image
Kelly Sign Resources
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Moon River Signs & Graphics, Inc.
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Piedmont Plastics
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Welcome to TSSA

OKLAHOMA STATE DIVISION REPORT LETTER FROM THE CHAIRMAN

Hey Tri-State Association. I can't believe the trade show has come and gone so fast. I hope all that attended had a great time and found the value in attending that makes the show so great. I know I had a great time reconnecting with everybody and even meeting new folks.

In Oklahoma, we are looking to fill a seat on the OSA board from a sign company. If anyone knows someone that wants to accept a nomination, be sure to let myself or Rex know. We will plan to have an OSA meeting in the next few months. At that meeting, we will vote on a new board member if anyone has accepted a nomination. Joining the board is a 3-year commitment and if your goal is to eventually land on the Tri-State board, you must be on a state board first. With the holidays coming up and school getting back in session, we likely will not hold another meet and greet for Oklahoma this calendar year but will get busy planning one for the first quarter of 2022.

I want to congratulate the Missouri board for back-to-back membership drive wins. I want to encourage every state, but especially Oklahoma to reach out to fellow sign companies that may not know about our organization to join. If you have been a member for any length of time, then you already know there is great value in being a member.

Sincerely,
Chris Henderson
Oklahoma State Division Chair



More pics of the 2021 TSSA Sign Expo



KANSAS STATE DIVISION BOARD OF DIRECTORS

Ryan Schurle, (Chair)
Schurle Signs, Inc.

Joe Leiker
Commercial Sign Co.

Jeremy Haigler
George Lay Signs

Kevin Himes
Miracle Signs

Cindy Proett
Luminous Neon, Inc.

Brian Isaacson
Apple One Media

Gaylen Davenport
Heartland Sign & Lighting

Brandon Smith
Graphic Solutions Group

Cody VandeWeerd
Daktronics



KANSAS STATE DIVISION REPORT LETTER FROM THE CHAIRMAN

Tri-State Sign Association Sign Expo 2021 was a great success! We really enjoyed getting back together with everyone and seeing all the vendors' new products. The addition of the crane certification before the show was also a great success with many new installers completing their certifications. Thank you to everyone that helped make the 2021 Sign Expo a success and everyone that was able to attend.

I would like to personally congratulate Jess Schweinberg on being nominated to the TSSA Hall of Fame too! Matt Ambrose was the perfect person to announce his nomination and I'm sure we will all remember the shock and surprise on Jess's face when he realized Matt was describing his success in our industry. Thank you for all you've done for our industry Jess and helping build a long lasting quality sign company and we're proud to say we are friends with.

Most companies have more than enough work to do now and are trying their best to stay on schedule. That is not the easiest task right now due to material shortage and wholesalers extending their lead times too. All things must come to an end and this too will subside, but we can all agree the resolution to the material shortages can't come soon enough.

The Kansas Division will be scheduling some more meet & greets, so keep on the look out for dates and location in the future.

Sincerely,
Ryan Schurle
Kansas State Division Chair
Tri-State Vice President



Meet your new Kansas Board member

Gaylen Davenport - Heartland Sign & Lighting - Lenexa, KS



Mr. Davenport earned degrees in Business Administration and Economics from Drury University in 1984. He spent several years in the financial services industry as an investment broker for Merrill Lynch, before founding SafeTech International, Inc., in 1988.

By 1996, SafeTech was shipping its life safety control systems to 200 customers throughout the U.S. and 20 countries around the globe and was manufacturing SafeTech's products and electronic assemblies for the medical, broadcast, utility, and communication industries as well as the U.S. military.

In 2004, Mr. Davenport sold SafeTech to pursue his interest in energy efficiency. This led him to form Worldwide Energy, Inc., a company that provides complete turnkey design, and installation of energy efficient solutions, including energy audits, energy management systems, lighting, and renewable energy systems.

In 2013, Worldwide Energy acquired Odegard Sign and Lighting to complement its energy business by providing clients energy efficient signs and exterior lighting. In 2020, the company was rebranded to Heartland Sign & Lighting and provides sign and lighting service, lighting upgrades, LED conversions, as well as sign design, permitting and installation services.

Over the past 8 years, the company has continued to partner with national companies while expanding our local service and branding solutions in the Kansas City metro and beyond.

Mr. Davenport enjoys spending time with his wife, Dawn, his three grown children and his five-year-old granddaughter. He also enjoys biking, golf, racquetball, playing the piano, and traveling.

**Be sure to check out the new Kansas Facebook Page.
Sunflower State Sign Community**

MISSOURI STATE DIVISION BOARD OF DIRECTORS

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

Doug Lands
Ziglin Signs

Beau Baker
Baker Sign Group

Steve Amrein
UFB Fabrication, Inc.

Anne Townsend
Impact Signs, Awnings, Wraps

Jon Scheurer **NEW**
Payler Signs

Michael Kerber
Grimco, Inc.

Zachery Martin
Altec Industries

MISSOURI STATE DIVISION REPORT LETTER FROM THE CHAIRMAN

As Chairman of the Missouri Division of TSSA, I can tell you I am excited, we are meeting next week to start planning the next Meet and Great event for Missouri Participants. Please join us if you can, while we don't have it planned yet, but as soon as we do it will be posted on TSSA social media outlets. I think we will be trying to plan a couple of events in different parts of the state, so there should be one close to you, and I hope to see you there.

I had such a good time at the Sign Expo. If you missed it, we had a great time at all the events. My personal favorite was the auction. The Missouri Division donated a "Fancy Like" theme basket (from tik tok viral) to the auction. Cost was about \$35 but it sold for \$700! That was a great donation to the scholarship fund. Thanks to all who volunteered and helped pull the auction off this past year. Looking forward to great and fun year in Missouri and I hope you are too.

Sincerely,
Jason Buxton
Missouri State Division Chair
Tri-State President



Meet your new Missouri Board member

Jon Scheurer - Payler Print Production - Fenton, MO



My Name is Jon Scheurer, I am the Sales Manager for Payler Wholesale Print Production, Located in Saint Louis, Mo. I have been with Payler for 4 years and have been in the signage industry since 2006. Before Payler I owned my own retail sign shop, where I focused on retail storefront and event signage. Since day one at Payler, our goal has been to help the retail signage industry grow by offering larger capabilities and support for difficult projects at a wholesale level. We pride ourselves on always putting the customer first and staying true to the Wholesale business plan. We strive everyday to be the most honest and transparent wholesale printer in the nation.

My wife Lauren and I have been married for 5 years, we have a 1.5 year old son named Jackson (Little j), who is non stop and loves to be outdoors hanging with his 2 older dog brothers named Turman (6) and Stanley (2). Outside of work our family travels frequently and enjoys any outdoor activities such as golfing, hiking, swimming, boating and spending as much time with family and friends as possible. In a nutshell I have 3 rules that I live by. 1. Be Kind 2. Keep a sense of humor 3. Always do the right thing. This is what I am teaching my son and how I have been living my life for as long as I can remember.

"Attitude is Everything, Life is 10% what happens to you & 90% how you react to it"
~ Charles R Swindoll ~

Jared Granberry awarding
The Missouri Chairman,
Jason Buxton the TSSA
Membership Trophy for
the second year in a row!



FALL 2021



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TRI-STATE
SIGN-EXPO

August 4th - 6th 2022

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