

16th Annual TRI-STATE SIGN EXPO

Downstream Casino Resort
Quapaw, Oklahoma off I40 Exit 1
\$89/night (group rate Code "Tri-26")
918-919-6000

Sign Company Registrations are NOW Open!
Use the QR Code on Page 5 or: www.tristatesign.org
Exhibitors use the Link sent to your main contact



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CONGRATULATIONS

2026 - 2027 TRI-STATE SIGN ASSOCIATION ELITE



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Enhancing Leadership and Driving Success

The purpose of the Tri-State Sign Association Elite program is to cultivate and nurture leadership skills in our young members, encourage a succession plan for participation in the state and executive boards and continue the advancement of the sign industry.

**Thanks to the Mentorship of
Justin Hoon and Ashley Sturma
this program keeps getting better.**

» LETTER FROM YOUR TSSA PRESIDENT

Dear TSSA Members,

Summer is officially here! The days are growing longer and the heat is settling in. This is one of my favorite times of the year. The kids are out of school, schedules go awry, and the summer activities are gearing up! I hope this letter finds you, your families, and your teams enjoying a productive and prosperous season! Summer is always a busy time for our industry, and I trust you are finding moments to recharge alongside the hard work of serving your clients.

I am thrilled to turn our focus toward the highlight of our association's calendar –The Annual Expo! We are only a few months away from the TSSA Expo, and excitement is building rapidly.

This year's event at the Downstream Casino and Resort, August 4-6th, promises to be another fantastic EXPO! We have curated an exceptional lineup of Educational Sessions, Networking Opportunities, and Vendor Showcases designed to help you stay ahead in an ever-evolving market. Whether you are looking to learn about the latest products and services, industry trends, or simply reconnect with peers, the Expo is the place to be.

Beyond the professional development, the true value of the Tri-State Sign Association lies in our community. The Expo is our best opportunity to share challenges, celebrate successes, and forge the partnerships that define the future of our industry in this region.

I look forward to seeing each of you at the Downstream for what promises to be an incredible few days. Please ensure you register early and book your hotel rooms NOW, they will sell out quickly.

Wishing you a wonderful rest of our summer!

Sincerely, **MATT AMBROSE** - President, Tri-State Sign Association «



Matt Ambrose
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Excellart
Olathe, KS

Brian Eliot
Vice President
The Sign House
Salina, KS

Julie Goodson
Past President
Impact Signs
Awnings Wraps
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Iowa City, IA

Jesse Roberts
Reece Supply
Tulsa, OK

Van George
Orafal Americas
Canyon Lake, TX

Jon Scheurer
Payler / Wholesale
Print Production
Fenton, MO

Haley Sundvold
Laird Plastics
Kansas City, MO

TRI-STATE SIGN ASSOCIATION BOARD OF DIRECTORS

MEET YOUR NEW TSSA BOARD MEMBER HALEY SUNDVOLD WITH LAIRD PLASTICS

I've been at Laird Plastics for almost three years now. I started in the signage industry right out of college in 2014 and fell in love with it. I never truly realized how essential and beneficial signage was for companies, wayfinding, etc. Boy, I had no idea what I was in for... But I'm so glad I'm here!

Being on the Missouri Board this last year was a great experience and opportunity for me to grow more within the industry and my knowledge. Having only been on the board for a year, I'm looking forward to expanding my knowledge and ability to help with different opportunities and wherever may be needed. Tri State has been a very impactful organization for me ever since my beginning in the industry. I'm so excited and honored to be nominated and elected for this position. Here's to a great year!

Sincerely, **Haley Sundvold** - TSSA & Missouri Director «



TSSA IMPORTANT DATES

TSSA Sign Design Contest Deadline: June 30th

TSSA Sign Expo: Aug. 4-6, Downstream Casino & Resort, Quapaw, OK.

Tri-State Sign Association Membership Benefits

FOR SIGN COMPANIES...

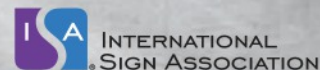
By joining the Tri-State Sign Association, an affiliate of ISA, you also become a member of ISA and the largest organized community of sign companies, service providers, and end-users in the world! You join others like you who are driven to succeed and committed to making your business a vibrant, healthy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



WORKING TOGETHER



Not sure if your Membership is up to date?

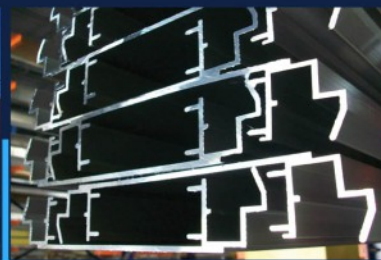
Go to www.tristatesign.org and see. We list all current members daily. If you want to become a member or edit your info., please contact me. Rex Montgomery - (405) 409-5035 - exec.director@tristatesign.org



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FREE SEMINARS

SEMINAR #1 - Project Management: If It's Not Clear, It Costs You (Presented by: Bethany Tindle - Springfield Sign)

SEMINAR #2 - "Sign Engineering Unlocked: Tips for Faster, Smarter Projects" (Presented By: Brett Sauers - Reverence Engineering)

SEMINAR #3 - What the Flux is a Lumen? - Demystifying the modern LED Signage world: (Presented by; Jake Kuehn - Principal LED)

SEMINAR #4 - Maximizing Your ISA /TSSA Member Benefits: (Presented by: Jason Buxton - Midwest Sign)

SPECIAL SESSIONS (Limited class sizes & A Fee to Attend)

SESSION #5 - Fall protection 101 for Sign Installation and Sign Fabrication: (Presented by: Steve Bell - (EHS)

SESSION #6 - Master the Machine: (Presented by: Travis and Chet Good - (American Crane Operators)

SESSION #7 - Get Your Wrap On: (Presented by: Jeff Wagner - (J3 Industries)

SESSION #8 - On the Frontline: (Presented by: Wendy Graves - Make it Happen Academy)

SESSION #9 - Illuminated Boot Camp: (Presented by: Wendy Graves - Make it Happen Academy)

SESSION #10 - Women in Signs, Etc. (WISE): (Presented by: Wendy Graves - Make it Happen Academy)



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Sign Companies, use this QR Code to register for the 2026 TSSA SIGN EXPO. We will have over 70 Exhibitor Booths set up ready to show off their products and answer any questions you might have. Come for the Networking, Welcome Reception, Calcutta, Golf, Banquet, Seminars, Pool Party, or just the Trade Show. Hope to see you and your team there.



Exhibitors, join this group at our Expo, we have a few Booths left!

2026 TSSA SIGN EXPO EXHIBITORS As of 6-5-26

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G2G Lighting
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Miratec Systems
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Optec Displays
OxCart MFG.

Oxford Graphics
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Stuck on Sign Codes? Start Here.

Wrestling with sign code challenges? Regulations not clear? Community considering significant code changes?

Tap in ISA's expert advocacy team, a free resource for members. ISA's team can work with communities on sign code development—ensuring that they don't hamper business growth. Or they can provide one-on-one help for member companies, helping you solve the issues that affect your ability to design, fabricate and install signs in your community.

Email signcodehelp@signs.org with your question.

STRAIGHT TALK

July 21, 2 PM EDT



- ✓ Perspectives from national & installer panelists
- ✓ Breakouts for networking & idea exchange
- ✓ Practical takeaways for immediate use

July's Topic: Joint Problem Solving

signs.org/straight-talk



Straight Talk on Issues and Opportunities

Wish national sign companies understood what you need as a local installer? ISA's Straight Talk series is designed to do just that. These 90-minute virtual conversations center on a specific topic. For the July 21 Straight Talk, the focus is on Joint Problem Solving, with a goal of strengthening collaboration and fostering understanding.

The event is at 1 pm CDT July 21. [Registration](#) is \$45 for TSSA members.



Bill Uline, vice president of business development at Faces in Pelham, Ala. has been named a recipient of the 2026 Kirk L. Brimley Distinguished Service Award, one of the sign and graphics industry's highest honors for service and leadership.

Uline received the award during the ISA International Sign Expo 2026 in Orlando, Fla.

MAKE THE ISA LEARNING HUB WORK FOR YOU

Training That Moves Your Business Forward

The ISA Learning Hub continues to grow with new and refreshed training designed to help you strengthen your team, build industry knowledge, and stay current on today's sign industry challenges. Recent additions include updated courses on installation, safety, project management, sales, compliance, and business operations, along with expanded Spanish-language training and new courses like Signs 201 and Sign Variance Basics & Essentials.

The ISA Learning Hub provides flexible, industry-specific education you can access anytime, anywhere.

ISA member companies receive a significant discount!

TSSA representing at the ISA Sign Expo. Thanks to all that had time to stop by our tabletop & attended our TSSA gathering.

It was a great show & nice to see some new faces & old friends.



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One more chance to show your designer some love and enter some of your best work for the next half of the TSSA Sign Design Contest. June 30th is the deadline.

**\$200.
Per Category**

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SIGN ASSOCIATION**

Semiannual **\$200.
Per Category**

SIGN DESIGN CONTEST

Cabinet | Channel Letter | EMC | Graphics | Monument | Panel | Pylon

Show Off Your Cool Stuff!

Enter By
June 30th

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HERE**



OR SEND TO: TSSASIGNCONTEST@GMAIL.COM

2026 TSSA SIGN DESIGN CONTEST RULES

Deadline: Submit entries by 12:00 AM on the deadline date listed on the official flyer.

Submission Requirements: Include designer name, company, phone, email, entry title, sign name, photos of installed signage, and the competition category.

Photo Guidelines: Photos with letterhead, watermarks, or logos from a sign company may be disqualified. Remove or censor these before submission.

Brand Logo Restrictions: Signs featuring brand logos must be part of a larger design concept or significantly altered to be contest-unique.

Originality: Designs must be original. Submissions found to copy other designers' work may be disqualified.

Sportsmanship: Have fun and practice good sportsmanship. It's expected!

Non-Member Sign Companies can enter and win the Semiannual contest but only Member Sign Companies are eligible for the yearly contest.

TSSA Sign Design Contest Winners July, Aug., Sept., Oct., Nov., Dec., 2025.



MONUMENT: Historic Downtown Arch
Pinnacle Sign Group - Designer - Pinnacle Design Team



CABINET: Purple Cow
Little Rock Conway Sign - Designer - Jodi Hoagland



PYLON: Sweet Saratoga
Encinos 3D Custom Products
Designers - Luis Fonseca / Marianna Moran



CHANNEL LETTERS: Gatsby
Signs and Wonders - Designer - Jeff Burchell



Graphics: US Silica Plant in Pacific, MO.
Ziglin Signs - Designer - Doug Weber



PANEL: Wonders of Wildlife
Pinnacle Sign Group - Designer - Pinnacle Design Team



EMC: Great Southern Bank
Pinnacle Sign Group - Designer - Pinnacle Design Team

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16th Annual TRI-STATE SIGN EXPO

August 4 - 6, 2026 - Downstream Casino and Resort
EXHIBITOR BOOTH FLOOR PLAN

**Booths Sales
as of 6-5-26**

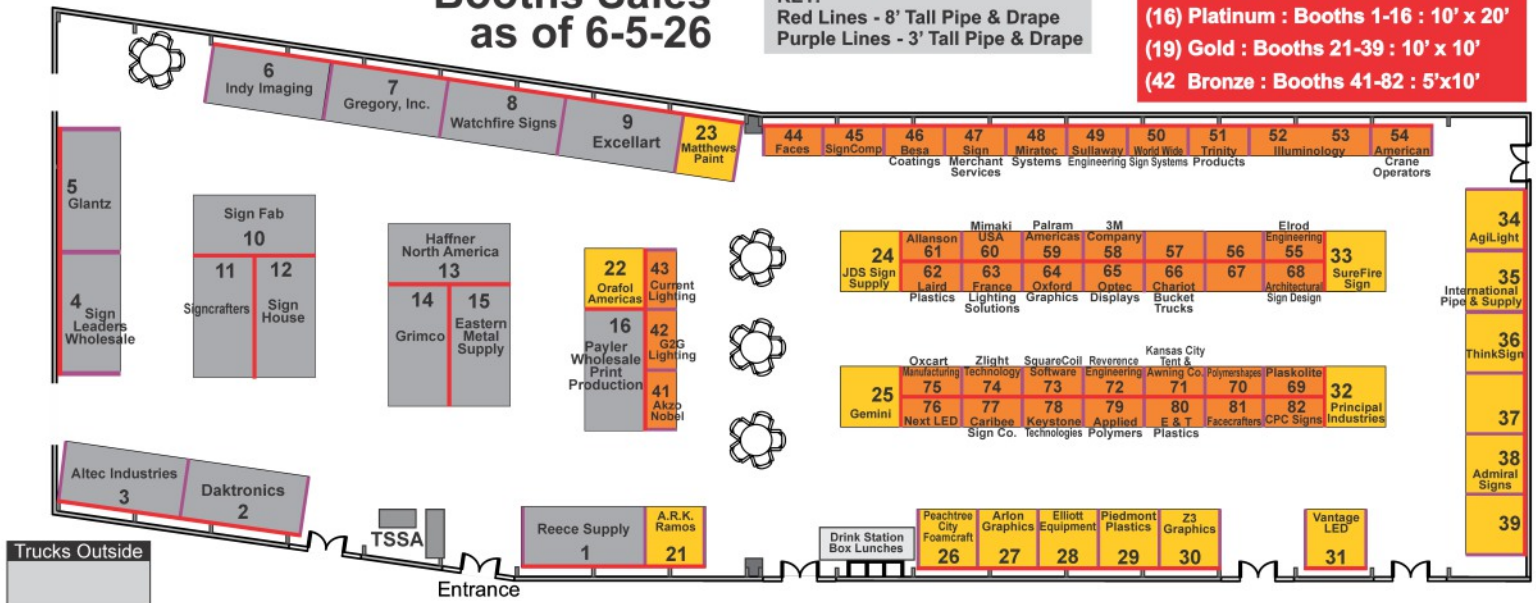
KEY:
Red Lines - 8' Tall Pipe & Drape
Purple Lines - 3' Tall Pipe & Drape

Sponsorship Level 2026

(16) Platinum : Booths 1-16 : 10' x 20'

(19) Gold : Booths 21-39 : 10' x 10'

(42) Bronze : Booths 41-82 : 5'x10'



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» LETTER FROM THE ELITE CLASS

The Tri State Sign Association Elite Class has been one of the most rewarding experiences of my professional career so far. Being surrounded by passionate, driven, and like-minded young professionals who are all eager to learn and grow has been incredibly motivating. What started as a group of strangers from different companies and backgrounds has quickly turned into lasting friendships and a strong support system within the sign industry. It's been exciting to learn alongside people who all bring different perspectives, experiences, and ideas to the table, while sharing the same passion for the future of the industry.

One of the biggest highlights of the program has been the networking opportunities through TSSA. I've had the chance to connect with incredible vendors, mentors, and fellow professionals who all share a passion for the industry and a willingness to help others succeed. Every event and meeting continues to create valuable relationships, meaningful conversations, and new opportunities to learn. It has also been a great reminder of how supportive and connected the sign industry truly is, and how important those relationships are for both personal and professional growth.

As a class, we've also been hard at work on this year's Elite project, and I can honestly say I'm excited for everyone to see what we've been putting together. A lot of time, creativity, and collaboration has gone into the project, and it's been rewarding to watch everyone's ideas come together throughout the process. While we can't share too much just yet, I think it's going to be something the industry will really enjoy. I'm especially looking forward to this year's Expo and the opportunity to reconnect, continue learning, and showcase what the Elite Class has been working toward together.



Josh Young
Young Graphics
Burlington, KS.



Enhancing Leadership and Driving Success

The purpose of the Tri-State Sign Association Elite program is to cultivate and nurture leadership skills in our young members, encourage a succession plan for participation in the state and executive boards and continue the advancement of the sign industry.

CONGRATULATIONS

2026 - 2027 TRI-STATE SIGN ASSOCIATION ELITE



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MEET YOUR NEW MISSOURI DIRECTORS



I'm Steven Burian, an incoming Territory Manager with Grimco covering Kansas City, St. Louis, Omaha, and Springfield, MO. I've been with Grimco for seven years, spending most of that time on the operations and logistics side before making the move into sales, and that background isn't something I'm leaving behind. I believe my in-depth understanding of supply chains, how to navigate challenges when they arise, and how to solve problems before they slow down a business will make me a stronger partner for customers, vendors, and the TSSA board alike. Outside of work, I enjoy spending time with my wife and two kids, Reagan and Jack, and sneaking in a round of golf when I can. I'm excited to be joining TSSA and look forward to connecting with the sign community across the Midwest!



I'm Damon King with Signature Signs and Graphics. I've been proudly serving customers and helping bring projects to life since joining the company in 2006. Whether I'm up in a bucket truck installing signs or out meeting new customers, I truly enjoy helping businesses and individuals turn their sign ideas into reality. Building relationships and creating eye-catching signage that people are proud of is one of the best parts of what I do. When I'm not working, I enjoy spending time with my wife and our two girls. Outside of family time, you'll usually find me on the golf course or out in the woods hunting.

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» LETTER FROM YOUR MISSOURI CHAIRMAN

Greetings from Missouri!

As summer rolls in and temperatures start climbing, our industry is doing the exact same. Between packed production schedules, complex installs, travel, and major events, it's shaping up to be another incredibly strong and prosperous season across the Tri-State region. It's also the perfect time for a quick reminder to keep safety at the top of your mind. Long, demanding days in the sun can easily create hazardous conditions if we're not actively looking out for one another. Please ensure your crews are staying well-hydrated, taking breaks when needed, and taking full advantage of TSSA's extensive online safety resources. There's a wealth of information available to help keep everyone safe, healthy, and productive through every season.

Be sure to lock in the dates for the 2026 Tri-State Sign Expo, happening August 4-6 at Downstream Casino Resort. Registration is officially open, and we highly encourage everyone to finalize their plans to attend soon. Whether you are coming for the educational seminars, invaluable networking opportunities, diverse vendor exhibits, the annual golf tournament, or simply the chance to catch up with old friends, the Expo always delivers incredible value. If you've never attended before, this is the year to change that.

We'd also like to extend a huge congratulations to the newly selected TSSA Elite class. The Elite program continues to be a cornerstone for developing future leaders within our industry, and it is truly exciting to see this next generation step forward and get involved. Keep your eyes peeled for both past and current Elites at the Expo, they'll be everywhere!

On the Missouri Division side, please join us in welcoming Damon King of Signature Signs and Steve Burian of Grimco to the Missouri Board. We appreciate their willingness to serve and look forward to their contributions to the association. We're also working on plans for a Missouri fall Meet & Greet event. Details are still coming together but keep an eye on TSSA social media and communications for updates. These events continue to be a great way to connect with peers and strengthen our industry network.

Finally, I want to extend a sincere thank you to Rex and Emma for the tremendous amount of hard work they put in year-round behind the scenes to keep TSSA running smoothly. So much of what makes this association successful happens quietly in the background, and their dedication does not go unnoticed. Thank you as well to all our state boards and the TSSA Board of Directors for the time, energy, and passion you regularly invest in supporting our members.

We spend our days focusing on what's right in front of us: the next deadline, the next install, the next project. But the impact of a strong community is measured by what stands long after the rush is over. Thank you all for your continued support of TSSA and for everything you do to strengthen the sign industry across our region. We look forward to seeing you in August at Downstream!

DOUG LANDS - Missouri Chairman - Ziglin Signs, Cape Girardeau MO



Doug Lands **Chairman**

Ziglin Signs
Washington, MO

Justin Hoon
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Farmington Signs
Farmington, MO

Trey Watts
Springfield Sign
Springfield, MO

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Sedalia, MO

Justin Lampe
Midwest Light & Sign
Farmington, MO

Chris Meeks
Sign Designs
Joplin, MO

Damon King
Signature Signs & Graphics
Kansas City, MO

Haley Sundvold
Laird Plastics
Kansas City, MO

Steve Burian
Grimco
Sunset Hills, MO

MISSOURI BOARD OF DIRECTORS

**Check our Social Media sites or our Website for
upcoming MEET & GREETs or other events in your area.**

» LETTER FROM YOUR KANSAS CHAIRMAN

Hello members from the Sunflower State.

First, I would like to Congratulate and Welcome Laura Eicherl with Prairie Fire Signs & Graphics to the Kansas Board and Haley Sundvold with Laird Plastics to the TSSA Board. Their leadership will make a huge impact for our association.

Spring has blown in pollen, higher steel, aluminum and fuel prices with a few storms, but we have weathered them all, as we always do. As temperatures rise, hopefully we will catch a break and prices won't follow.

In April Kansas launched a T-shirt design contest and the winner, to be announced soon, will have the opportunity to showcase their design at this year's Expo. Make sure to register before July 1st for the Expo to guarantee your FREE 16th Annual Expo T-shirt. Shirts will also be sold at the show for just \$10.00 while supplies last.

Also, in April we attended a career fair at Flint Hills Tech College in Emporia, KS. We met with over 100 students and explained the different fields of employment within the sign industry. We plan to attend more of these events to plant seeds in these young minds about the opportunities and diversities in our business. Kansas has also scheduled our next Meet n Greet & Safety Seminar to be held September 24th at Miracle Signs in Wichita, KS. More details to follow.

Registration is now open for this year's TSSA Expo at Downstream Casino. Make sure to sign up for the show and reserve your seat at our amazing educational seminars. Everyone, enjoy your summer, stay safe and we will see you in August! You can follow us on Facebook at Sunflower State Sign Community.

JOE LIEKER Kansas Chairman - Commercial Sign Co. Hays, KS. <<



Joe Leiker
Chairman
Commercial Sign Co.
Hays, KS

Jennifer Schurle
Vice Chairperson
Schurle Signs, Inc.
Lawrence, KS

Gaylen Davenport
Heartland Sign & Lighting
Overland Park, KS

Kevin Himes
Luminous Neon
Wichita, KS

Cody VandeWeerd
Daktronics, Inc.
Eudora, KS

Steve Guthrie
Graphic Solutions Group
Shawnee, KS

Matt Roth
Miracle Signs
Wichita, KS

Michael Mocnik
Radiant Signs & Lighting
Overbrook, KS

Laura Eicherl
Prairie Fire Signs & Graphics
Shawnee, KS

Greetings,
I am a seasoned executive and operator with nearly two decades of experience in organizational leadership, strategic growth, and operational oversight.

I currently serve as the Chief Operating Officer of Prairie Fire Signs and Graphics, founded in 2017. While my early involvement with the business was limited, I have stepped into an active leadership role in July 2025, where I now oversee operations, systems, and strategic execution to support continued growth and long-term sustainability.

Prior to joining Prairie Fire Signs and Graphics full-time, I built a leadership career in healthcare administration and business development, holding executive-level roles responsible for multi-site operations, revenue growth, compliance, budgeting, and team development. My administrative experience included working closely with governing bodies, developing and implementing policies and procedures, managing financial performance, mitigating risk, and leading quality and performance improvement initiatives—experience that translates directly to effective board governance.

I have also served as a board member and Vice President of the Tonganoxie Business Association, where I contributed to strategic planning, organizational leadership, and advocacy for local businesses.

I bring a collaborative, results-driven approach to leadership, with a strong ability to bridge strategy and execution. I would be honored to contribute my operational insight, governance experience, and commitment to industry advancement as a director of the Kansas Board.

LAURA EICHERL Kansas Director - Prairie Fire Signs & Graphics <<



SAVE THE DATE! TSSA MEET & GREET
Sept. 24th 6-9 at Miracle Signs in Wichita.

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» LETTER FROM YOUR OKLAHOMA CHAIRMAN

As we move into the summer months, one thing is becoming very clear — there is a lot of excitement building across our industry heading into August and the upcoming TSSA trade show. Events like these always serve as a reminder of how valuable it is to stay connected, continue learning, and invest in the relationships that make this industry so strong.

The Oklahoma Chapter has been laying groundwork behind the scenes and discussing additional opportunities for members to connect outside of the trade show environment as well. We are working on ironing out the details for an upcoming Oklahoma City meet-and-greet event later this year. While details are still being finalized, we are excited to gather around with everyone a chance to relax, network, and spend time with others in the industry.

One of the best things about our association is that some of the strongest conversations and partnerships happen outside of formal meetings — whether that's at a ballpark, over dinner, or simply catching up with familiar faces. We want to continue creating opportunities for those connections to happen.

As always, thank you to everyone who continues supporting the Oklahoma Chapter and the Tri-State Sign Association. Your involvement, feedback, and willingness to participate are what keep this organization moving forward. If there is anything you feel our chapter could be doing better, or if there are ideas you would like to see explored, please do not hesitate to reach out.

We look forward to seeing many of you in August and sharing more details on upcoming events soon.

CHRIS HENDERSON – Oklahoma Chairman - Metro Sign Corporation, Oklahoma City, OK



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Oklahoma City, OK

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OKLAHOMA MEET & GREETs

Check our website regularly for updates on time and location. If you have not attended a Meet & Greet, You are missing out! We will be scheduling one in the Spring in the Oklahoma City area.



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