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SIGN ASSOCIATION**
**2027
TSSA
BOARD**



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(President)



Cindy Proett
(Vice-President)



Matt Ambrose
(Past President)



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Chris Ramey



Justin Hoon



Jesse Roberts



Brian Vlasich



Van George



Jon Schuerer



Haley Sundvold

» LETTER FROM YOUR TSSA PRESIDENT

Greetings, Tri-State!

I am still energized from the success of our Expo! Thanks to the extraordinary commitment of our sign company members, vendor partners, and dedicated volunteers, we posted record breaking attendance and turnout numbers. Seeing our regional sign family fill the floor, share innovations, and strengthen industry connections was a powerful reminder of what makes TSSA so special. An event of this scale takes a tremendous amount of hard work behind the scenes. My sincere thanks go to Rex and Emma for their tireless dedication, organization, and daily efforts that keep TSSA running seamlessly. Equal appreciation goes to the Tri-State Board of Directors and our MO, KS and OK state division boards, whose active leadership and vision are key to our success.



I also want to express my deep personal gratitude to our outgoing President, Matt Ambrose.

Matt's steady guidance, passion, and relentless commitment over the past year kept TSSA strong and positioned us for this next chapter. Having spent the last 10 years serving alongside many of you within this incredible association, I am honored to step into this role following his exceptional stewardship.

Our mission remains to continuously introduce progressive programs that expand TSSA's membership, elevate industry awareness, and increase the tangible value we deliver to our members. As part of that vision, we're proud to announce TSSA's new charitable initiative: Tri-State CARES. Rooted in the core belief that "to whom much is given, much is expected," Tri-State CARES will select a deserving nonprofit organization within our three-state region each year to receive a financial contribution, along with the donation of our annual Expo vehicle wrap project. To support this cause year-round, we are launching 50/50 raffles at our upcoming regional events, with all proceeds directly funding the selected charity.

Networking and collaboration remain central to our strength, and we have some exciting events ahead:

- **Regional Meet & Greets:** Mark your calendars for our Kansas Meet & Greet on September 24th at Miracle Signs in Wichita, followed by our Missouri Meet & Greet on October 15th at Springfield Brewing Co. Our Oklahoma date is currently being finalized, so stay tuned for updates.
- **TSSA CONNECT:** Looking ahead to March 2027, we're excited to host the first-ever TSSA CONNECT, a premier networking event bringing together national manufacturers and suppliers with our regional and local sign shops. It will be a fantastic opportunity to build strategic partnerships and discuss real industry solutions. More details to come!

Keep a close eye on your inbox and our social media channels for details of upcoming events, new membership incentives, and happenings around the Tri-State region. I encourage every member to follow and interact with TSSA on Facebook, Instagram, and LinkedIn. When we engage and amplify our collective voice, we grow together.

Thank you for your trust, your passion for our craft, and your continued dedication to advancing our industry. I look forward to seeing you at upcoming events, stay safe out there.

Doug Lands, President, Tri-State Sign Association, SE Missouri Division Manager, Ziglin Signs

MEET YOUR NEW DIRECTORS TO THE TSSA BOARD



Chris Ramey
Chris comes from the Missouri Board and is employed at Impact Awning, Signs Wraps in Sedalia MO. Chris has the drive to be a mover and a shaker and will be an asset going forward on the TSSA Board.



Justin Hoon
Justin comes from the Missouri board and is employed at Farmington Signs in Farmington, MO. Justin has proven himself as an Elite Alumni and Elite Mentor. He always stepped up to help wherever needed at the TSSA SIGN EXPO.

2026 Hall of Fame



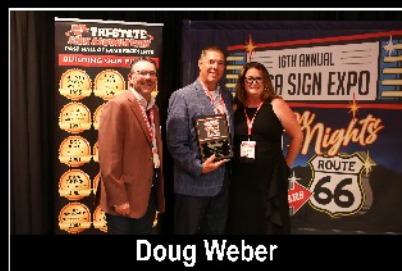
**2026 TSSA
President
Matt Ambrose
Excellart Sign
Products**

Installer of the Year



Austin Hoener

T-Shirt Design Winner



Doug Weber



**2027 TSSA
President
Doug Lands
Ziglin Signs**

Fabricator of the Year



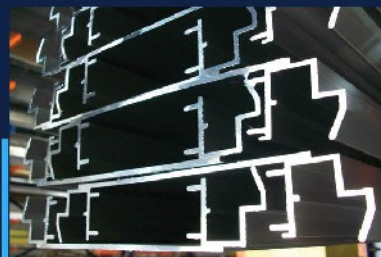
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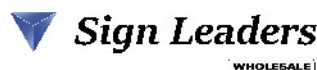
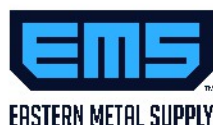
BY THE NUMBERS

Sem.1-Project Management.....	64
Sem.2-Engineering Basic.....	68
Sem.3-Led Signage.....	44
Sem.4-TSSA/ISA Benefits.....	41
Sem.5-Fall Safety.....	17
Sem.6-Crane Class.....	17
Sem.7-Wrap Class.....	12
Sem.8-On the Frontline.....	4
Sem.9-Illuminated Boot Camp.....	7
Sem.10-Women in Signs.....	19

Head Count for Trade Show Only...	136
Head Count for Golf.....	125
Head Count for Banquet.....	435
Total Attendees.....	644
Sign Company Attendees.....	392
Sign Companies.....	87
Exhibitor Companies.....	78
Exhibitor Attendees.....	252
Scholarship Totals.....	\$79,000.

Thanks to These 2026 EXPO EXHIBITORS

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Sign Merchant Services

SignComp
SnapQuest
Spartech Plastics
Square Coil
Sullaway Engineering
Trinity Products
World Wide Sign Systems
Zlight Technologies

2026 Scholarship Recipients

Taylor Barth
Mary Boisclair
Fernanda Borja Nunez
Aubrey Decker
Emma Duke
Peyton Duncan
Lourdes Estrada Mull
Ronel Estrada Mull
Katelyn Friedman
Chase Friedman
Braden Grider
Aiden Haskell
Dylan Hayden
Riley Heath
Jonathan Henderson
Tokara Henderson
Caleb Hipple
Noah Hipple
Landon Huffman
Emmy Jeffers

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Impact Signs
Lumineo Signs
Metro Sign
Metro Sign
Sign Designs
Sign Designs
Sign House
Lumineo Signs

McKenize Joy
Sam Kauffman
Keelin Luttrell
Melanah McComb
Ethan Meeks
Desire Mirsaeidi
Danielle Newhouse
Mhali Ortega
Avery Ramey
Rachel Riggio
Jacob Schlag
Noah Schmidt
Caden Schurle
Brady Smith
Kaytee Smith
Chandler Taylor
Taylor Warren
Ann Weesner
Libby Welu
Gracie Wixson

Impact Signs
Payler Signs
NextLED
Impact Signs
Sign Designs
Claude Neon Federal
Ziglin Signs
Lumineo Signs
Impact Signs
Grimco
Ziglin Signs
Grimco
Schurle Signs
Miracle Signs
Miracle Signs
Nagle Signs
NextLED
Lumineo Signs
Lumineo Signs
Claude Neon Federal

Tri-State Sign Association Membership Benefits

FOR SIGN COMPANIES...

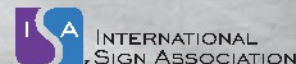
By joining the Tri-State Sign Association, an affiliate of ISA, you also become a member of ISA and the largest organized community of sign companies, service providers, and end-users in the world! You join others like you who are driven to succeed and committed to making your business a vibrant, healthy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



Recruit Future Workers

Your next workers may not walk through the door, uninvited. **Sign MFG Day** helps you provide the invitation. ISA's toolkit provides templates and guidance to help you invite area high school, community college and technical school students into your shop.

While **Sign MFG Day** is officially **Oct. 2**, you can choose any day that works best for your team and your guests. Just let us know you're participating by asking ISA to send the toolkit immediately.

<https://signs.org/events/mfgday/>

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Semiannual SIGN DESIGN CONTEST

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

It's Time For Your Design To Shine



SCAN
HERE

Enter By:

December 31st

Or Send To : TSSASIGNCONTEST@GMAIL.COM

2027 TSSA SIGN DESIGN CONTEST RULES

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

Submission Requirements: Include designer name, company, phone, email, 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.

SIGN DESIGN CONTEST



GRAPHICS

Vinyl applied to surfaces like vehicles, windows, walls, and floors for decorative branding, advertising, personalization, or informational purposes.



CABINETS

Single or double-faced cabinet signs, internally illuminated or non-illuminated, including wall-mounted or pole-mounted cabinets.



CHANNEL LETTERS

Individually fabricated letters, front-lit, back-lit ('halo'), or combination-lit, including raceway or direct-mount applications.



EMC (ELECTRONIC MESSAGE CENTERS)

Digital displays utilizing LED or electronic message technology, including standalone EMCs or those integrated into another sign structure.



MONUMENTS

Short or low freestanding, ground-mounted signs constructed with a solid base made of masonry, metal, or composite materials, often used at entrances.



PYLON

Tall or elevated freestanding, designed for visibility at a distance, often featuring multiple tenant panels or illuminated elements.



PANEL

Flat panel signs including aluminum, ACM, or other substrates, mounted to walls, posts, or frames, illuminated or non-illuminated.

SEND TO: TSSASIGNCONTEST@GMAIL.COM

SCAN HERE!



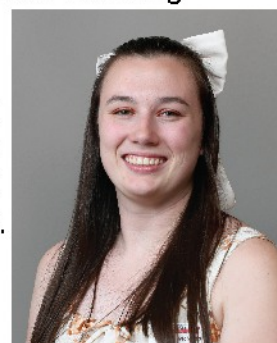
Hey everyone, Hannah here!

I'm so excited to be back talking about the Sign Design Contest. This past year, I have been so blessed and honored to take on the role of running the contest, and I'm even more excited to continue growing with it this year.

Each year, we work hard to make the contest better than the last, and last year we definitely raised the bar with the submission as well as some exciting new additions. I can't wait to see the creativity, craftsmanship, and amazing designs you send my way!

If you have any questions, concerns, feedback or would like to be added to my monthly reminder list, feel free to email me at tssasigncontest@gmail.com.

Signing off,
Hannah



I want to personally thank Hanna McNabb for all the hard work she put into this contest.

We had a record number of entries and great designs to choose the winners from.

Keep up the good work.

TSSA Executive Director, Rex Montgomery

2026 TSSA Yearly Sign Design Contest Winners



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



Pylon: Kicks 66
G&S Sign Services
Designers - Cameron Eagle / Jim Gleason



Monument: Valley Center Entryway
Miracle Signs
Designer - Marc Gregg



People's Choice: Tee Pee
Claude Neon Federal Sign
Designer - Joe Kesterson



Channel Letters: King Buck's
Negle Sign, Inc.
Designer: Holly Friedman



Cabinet: Carrie's Whiskey Bar
Company: Young Sign Co., Inc.
Designer: Eric Hoins / Ann Hoins



Graphics: US Silica Plant
Ziglin Signs
Designer - Doug Weber



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



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TSSA Board of Directors



Kansas Board of Directors



2026-27 ELITE Class



Missouri Board of Directors



Oklahoma Board of Directors



2025-26 ELITE Class

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» LETTER FROM THE ELITE CLASS

For me, Attending TSSA Expo this year was one for the record books! Definitely one of the biggest highlights of my entire time as a sign maker. From the moment I walked through the doors at the Downstream hotel, the energy in the space made it very clear that this is an industry full of people who genuinely care about the work they do and the people they do it alongside.

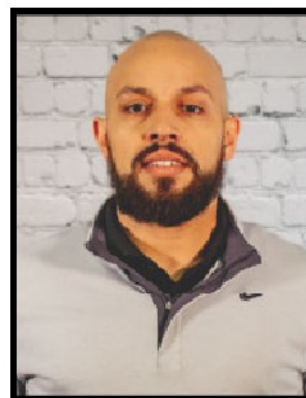
I could go on and on, but the best part by far, was the people. I had the chance to meet members from shops all across the Tri State area. Elite Program aside — I met folks who bring different backgrounds, specialties, and perspectives, but who all share the same passion for this trade. What started as quick introductions turned into real conversations about the challenges and opportunities we all are facing, and I walked away with new, life long, connections I know I'll be leaning on for years to come.

The events throughout the show were just as memorable. From getting a 16 Personalities, personality test from Justin Hoon and Ashley Sturma during our Elite orientation, to meeting my future brothers and sisters, to running around with a red foam finger shouting bids during the banquet auction. Every single moment during the 3 days I attended this expo was a reminder of how supportive and connected our industry truly is! A culmination of the industry's work. Moreover, it was a reminder of how much we can accomplish when we share what we know with one another.

To say I'm looking forward to the year ahead is an understatement! I'm truly pumped for what's next for the TSSA Elites, for TSSA, and for the relationships that got started from the expo. I can't wait to reconnect, keep learning, and keep building alongside this incredible group of professionals. From our project to yours, this expo will echo for years to come.

To everyone I met: thank you so much for making this event such a rewarding experience!

Cheers to a great year ahead. — Nico Yoch, Midtown Signs, Kansas City, 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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PLEASE JOIN US FOR A **MISSOURI** MEET & GREET

OCTOBER 15TH

RSVP to exec.director@tristatesign.org



Meet & Greet
includes
appetizers
and drinks,
as well as
door prizes
and raffles!

Meet & Greet 6pm-9pm

Meet and Greet to be held at Springfield Brew Co. restaurant. This event is free, and open to both members and non-members alike!

**305 S Market Ave,
Springfield, MO 65806**



Say hello to your state board while you mingle and network with Missouri sign companies and vendors!

This is a great opportunity to learn more about all TSSA has to offer!

» LETTER FROM YOUR MISSOURI CHAIRMAN

First of all, what an incredible expo week we had in August. The past few years have been nothing short of amazing for our association, as we have broken records time and time again. I'd like to personally thank everyone for taking time out of their busy schedules to attend. I know this time of year is busy for everyone, so seeing so many of you in Joplin confirms that TSSA is doing something right.

We've had a few changes in Missouri since the expo. Doug Lands from Ziglin Signs in Cape Girardeau, MO, has stepped down as Chairperson. Chris Meeks from Sign Designs in Joplin, MO, has taken the Vice Chair seat. Chris Ramey from Impact Signs, Awnings and Wraps, Inc. in Sedalia, MO has moved to the Tri-State Board; Keith Hayden (also from Impact) is taking his place. We've also welcomed Damon King from Signature Signs and Steve Burian with Grimco from the St. Louis area into the division. I'm very excited to see how this new dynamic plays out in Missouri, and I have high hopes for what everyone brings to the table.

If you have not heard, Missouri will be having a meet and greet at Springfield Brew Co. in Springfield, MO, on Thursday, October 15th at 6pm. It's a great opportunity to connect and reconnect with Missouri's sign companies and vendors, so make sure you give your non-member company friends a shout or bring them along to see what we're about! In addition to free food, drinks, and door prizes, we will have a 50/50 raffle, with the proceeds going to the Haven House of St. Louis. We should have a flyer headed your way soon so you don't forget!

Last, but certainly not least. In addition to serving on the Tri-State Board and Missouri Division, I am a TSSA Elite Program alum and one of the program's mentors alongside Pete Webb (Claude Neon Federal Sign Company - Tulsa, OK.) and Ashley Sturma (Farmington Signs and Graphics - Farmington, MO. and fellow TSSA Elite Alum). If you have any questions concerning the program, feel free to reach out! It's a program that holds a very special place in my heart, and I am always available to answer any questions you may have.

JUSTIN HOON - Missouri Chairman - Farmington Signs, Farmington, MO »

With 10 years of experience in the sign industry, I've spent my entire career at **IMPACT Signs**. I started as a painter and transitioned into project management 4 years ago. Throughout my career, I've enjoyed building strong teams, developing the people around me, and helping both our team and our customers' businesses succeed.

Outside of work, I'm happily married and a proud father of two. My family is a big part of what motivates me to continue growing, leading, and creating opportunities for the people I work with.

Keith Hayden - Missouri Director - Impact Signs, Awnings Wraps, Inc. »



Justin Hoon
Chairman
Farmington Signs
Farmington, MO

Chris Meeks
Vice Chairman
Sign Designs
Joplin, MO

Trey Watts
Springfield Sign
Springfield, MO

Doug Lands
Ziglin Signs
Washington, MO

Justin Lampe
Midwest Light & Sign
Farmington, MO

Keith Hayden **NEW**
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Damon King
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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

As we move into another exciting season for our industry, I want to start by thanking everyone who helped make the 16th Annual Tri-State Sign Expo our best Expo yet. Thanks to the support of our attendees, exhibitors, sponsors, volunteers, and association leaders, we achieved record-breaking attendance and hosted an incredible event that showcased the strength and passion of the sign industry throughout Kansas, Missouri, and Oklahoma.

One of the greatest highlights of the Expo is recognizing the individuals who continue to elevate our profession. Congratulations to this year's incoming Elite Class and to all of our award winners and scholarship recipients. Your dedication, craftsmanship, leadership, and commitment to excellence help set the standard for our industry and inspire those who follow in your footsteps.

The success of this year's Expo is a reminder of the value of coming together to learn, network, and support one another. Whether you attended educational sessions, visited exhibitors, participated in networking events, or volunteered your time, thank you for helping make this year's event a tremendous success.

Mark Your Calendars: Kansas Meet & Greet / CPR & AED Training

We invite you to join us on September 24th at Miracle Sign in Wichita, Kansas, for an evening of food, beverage, networking and industry connection.

Before the Meet & Greet, we will be offering CPR and AED Certification Training from 4:00 p.m. to 6:00 p.m. Please RSVP in advance for both of these events.

CPR & AED Certification Training **245 N. Waco Ave.,** **Wichita, KS**

- 3:45 p.m. - 5:45 p.m.
- \$50 for TSSA Members
- \$100 for Non-Members
- Certification included

Kansas Meet & Greet **1016 N. Waco Ave.** **Wichita, KS**

- 6:00 p.m. - 9:00 p.m.
- Free to attend
- Open to members and non-members

Whether you're looking to earn your certification, connect with industry peers, or simply learn more about simply learn more about what TSSA has to offer, we encourage you to join us for a great evening of education, networking, and fellowship.

Thank you for your continued support of the Tri-State Sign Association. Together, we continue to strengthen our industry, support our members, and create opportunities for future generations of sign professionals.

I look forward to seeing many of you in Wichita on September 24.

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



KANSAS BOARD OF DIRECTORS

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» LETTER FROM YOUR OKLAHOMA CHAIRMAN

As we head into the fall season, I want to start by saying **thank you** to everyone who joined us for this year's TSSA Sign Expo. It was great seeing so many familiar faces, meeting new people, and spending time together as an industry.

This year's show was a **record-setting event for TSSA**, and that success would not be possible without the exhibitors, sponsors, attendees, volunteers, and everyone behind the scenes who continues to support our association. The strength of TSSA has always been its people, and events like this are a great reminder of the relationships and friendships that make our industry special.

Here in Oklahoma, we also have some changes to our board. I want to personally thank **Matt Hinkle of Tyler Media** for his time and service on the Oklahoma Division Board. We appreciate his involvement and the time he has given to support our association and the Oklahoma sign industry.

At the same time, we are excited to welcome **Robel Arreaga of 405 Signs** to the board. Robel is a great addition, and we look forward to the ideas, perspective, and energy he will bring to the Oklahoma Division.

With the trade show behind us, we're looking forward to cooler weather, changing seasons, and what the remainder of the year has in store. We hope to continue building on the momentum from the show and finding more opportunities to bring our Oklahoma sign community together.

Thank you again to everyone who continues to participate, support TSSA, and help strengthen our industry. I look forward to seeing everyone again soon.

Chris Henderson Chairman, Oklahoma Division, Tri-State Sign Association, «



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OKLAHOMA MEET & GREET

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 Fall in Tulsa area.

ROBEL ARREAGA

FOUNDER & PRESIDENT | 405 SIGNS

From the age of 13, Robel Arreaga discovered his passion for commercial signage by hand-painting signs in Guatemala. What began as a craft quickly became a lifelong vocation driven by dedication, creativity, and a commitment to excellence.

Through years of hard work and perseverance, Robel founded 405 Signs, a company specializing in the design, fabrication, and installation of high-quality commercial signage.

Under his leadership, the company has built a reputation for craftsmanship, innovation, and exceptional service across Oklahoma.

Robel and his team have had the privilege of contributing to projects for respected organizations, including **Paycom** in Oklahoma City and **the University of Oklahoma**.

Beyond business growth, Robel is passionate about developing people and cultivating a culture of integrity, accountability, and continuous improvement.



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Downstream Casino & Resort, Quapaw, OK.

Room reservations open Jan 1st, (918) 919-6000 - Code TRI 27

Sign Company Registrations open June 1st!

Exhibitor Booth Registrations open Jan. 1st!

FOR MORE INFORMATION, VISIT TRISTATESIGN.ORG, CALL (913) 305-3915, OR CHECK US OUT ON FACEBOOK OR TWITTER!