

Arizona Sign Association

2022

Reporting Summary of Association Activities / Member Benefits

Annual Report



WORKING TOGETHER
TO BUILD A STRONGER INDUSTRY

2022 Arizona Sign Association Annual Report

Thank you to our annual sponsors for their continued support!

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Platinum Sponsor: PLASKOLITE

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Thank you to our Current Board Members

President – Dana Duncan, Summit West Signs

Vice President – Paul Gullo, YESCO

Past President – Raymond Owens, Royal Sign Company, Inc.

Treasurer – Nicole Bergstrom, Smithcraft Signs

Directors:

- Mike Addis, Addisigns, Inc.
- Jason Shano, Associated Sign Co., Inc.
- Charlie Gibson, Bootz and Duke Sign Co.
- Amanda Lauridsen, Precise Sign Co., LLC
- Chumita Hurd Frazer, Glantz
- Kyle Behrens, Daktronics

Thank you, ASA members, for your support of ASA. We have a very strong and engaged membership, which benefits Arizona's entire sign industry.



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2022 Activities and Accomplishments

Since our last annual meeting, ASA has been working hard to support the industry. Among many accomplishments throughout the year, highlights include:

- Contracting for the 2021 IBC Engineering Standards with Reference Engineering. The standards should be available for use by members in communities that have adopted the 2021 IBC in early 2023.
- Maricopa County has adopted the 2018 IBC, and we are in the process of submitting our 2018 engineering to them for official approval. Members will know immediately once the approval has been provided.
- ASA has been working with the City of Phoenix to add the sign industry to their existing Self-Certification Program. The Self-Certification Program allows a registered professional (Arizona licensed contractor (C-38) to bypass the normal review process and get permits in one to five business days. Participating professionals must meet minimum qualifications and attend a Self-Certification training class. The city is currently developing the sign industry-specific training class. We will pilot the program with permits that the city has typically issued over-the-counter. This program has also been adopted by the cities of Surprise and Peoria. We hope that additional expansion will take place once more jurisdictions understand the benefit of the program.
- ASA hosted Signs 101 for the City of Phoenix staff at Smithcraft on July 26th, 2022
- ASA hosted its Annual Tabletop meeting at Topgolf on October 19th, 2022. Everyone who attended enjoyed a fun night of food, drinks, prizes for those who visited all Tabletop Vendors and of course Top Golf's driving range.

ISA/ASA SERVE YOU!

ISA Affiliate Report

- Member of ISA if ASA Sign Division Member
- Affiliate Relationship
 - Government relations/advocacy at Local, State and Federal Levels
 - Members are encouraged to actively participate when asked and be prepared with clients willing to be involved, when needed.
 - James Carpentier, Director of Government Relations for ISA, works on behalf of the members in Arizona.
 - ISA continues to devote substantial resources to the education of planners and chambers of commerce on the importance of effective sign regulation.
 - ISA's advocacy team is available to help you with the permit and variance processes.



- Sign Research Foundation - It is very important that members of the industry utilize the tools/research available and then directly support the work of the Sign Research Foundation. The time you spend reviewing what is available to support your business will be time well spent. The Sign Research Foundation is a charitable organization that relies on industry donations to accomplish all it does to support the industry. All donations are tax-deductible as allowed by law and 85% of every dollar directly supports research, education, and outreach affecting REAL change with planners. To donate, please visit www.signresearch.org/donate.
 - SRF research plays a key role in PSCS events.
 - New research released in recent years: Model Sign Code (2019 Edition); Urban Wayfinding Planning and Implementation Manual (2020 Edition); Illuminated Sign Conspicuity; Profiles of Sign Regulations in Multiple Communities and Environments; Wayfinding Management: Models and Methods in Healthcare Environments; Digital Wayfinding Trends – Lessons Learned from Museums, Healthcare, and Transit Experiences; Smart Signs: Smart Cities; Business Signage and Streetscape Design, Glossary of Signage Terms; Signs and the Downtown Experience.
 - SRF has released 10 industry case studies that should be of interest to ASA members.
 - SRF also has Executive Summaries of research in graphical, easily digestible format for you, your clients, and local planners you work with.
- ISA Sign Expo 2023 will take place April 12 - 14, 2023, in Las Vegas, NV. For more information, please visit www.signexpo.org.

Workforce Development

- ASA members have for years communicated that a key issue they face is hiring and then training their workforce. Sign Manufacturing Day, held the first Friday of each October, is an important opportunity to expose young people entering the workforce to the sign industry. This year's event was on October 7, 2022. If you're interested in hosting an event, please contact Patti King for the toolkit. The association will support your efforts, but it's best to get started in the spring. For more information, please visit www.signs.org/mfgday.
- ISA's Online Learning is a training program that has 80 courses that will help your employees improve their skills, learn new ones, and build the knowledge they need to perform their job. They offer a company package as well. Be sure to enter promo code **ASAONL** when purchasing, and ISA will give a portion of the profits back to ASA. Please visit www.signs.org/online.



- ISA's Digital Badges are a portable, verifiable, and secure way to showcase the skills and competencies you have learned. Upon completion of an online learning course, you will receive a digital certificate showing your proficiency to share on your resume or social profiles. Please visit www.signs.org/online-learning/digital-badge.
- ISA's Career Center is an indispensable tool in your quest to recruit your team members. For more information and to post your job ads on ISA's Career Center, please visit www.careers.signs.org/jobs. You can also post your job ads on ASA's website at no cost for members. Post your open positions by sending a Word document with your job ad to info@arizonasign.org.
- ISA offers webinars throughout the year on topics relevant to the sign, graphics, and visual communications industry. Webinars are offered for a reduced cost as a benefit to ISA and ISA Affiliated Association members, and non-members can also participate for a small cost, as noted. ISA also offers recorded webinars that you may view on-demand if you missed the scheduled webinar date/time. Please visit www.signs.org/webinars.
- Quarterly Economic Impact Report. Stay up to date on the economic impact of the sign industry with these informative quarterly reports. Please visit www.signs.org/quarterlyreport.
- ISA's Elite Program. ISA's Elite Program has more than proven its value to the employees who are selected and the companies for whom they work. Nominate one of your motivated under 35 employees and see for yourself how the program benefits your company. Each year the candidates chosen are invited to Sign Expo, to leadership training opportunities and to ISA's headquarters in Alexandria for additional leadership training and to meet the ISA board of directors. For more information, please visit www.signs.org/isaelite.

ASA Apprenticeship Program

- As attendees learned today, ASA is rolling out a state-sanctioned apprenticeship program to address your workforce development and talent attraction needs. Stay tuned for additional details once the program has received state approval.

Networking

- ISA Sign Expo 2023 – April 12-14, 2023
- ASA's 2023 TopGolf & Tabletop Event – October 12, 2023
- ASA's 2023 Annual Meeting – December 13, 2023

Safety Meeting Outlines

- ASA addresses safety in the workplace on a continual basis by offering Weekly Safety Meeting Outlines, which are provided monthly for each sign division member. Make sure to host the meetings weekly and document participation for each employee to avoid OSHA fines should an incident occur.



Communication

- Everything we do/learn on behalf of the industry is communicated to members via standalone messaging and the monthly newsletter. It is important that you read these messages—it could save you money and not doing so could cost you money.

Information is Power!!!

- If you would like to add other employees to our communication list, please contact info@arizonasign.org.
- Please connect with ASA via social media. We have just created a new Instagram account: @arizonasignassociation.
- Please reach out to any member of the ASA staff if ever there is anything we can do to help you in your day-to-day business. If we can't help, we may know who can!

Membership

- ASA added 9 new members in 2022: Above All Signs, LLC, Arcadia Signarama, Fusion Sign and Design, Signdealz Corporation, Mosaico Signs, LLC, Signtastic LLC, Identidad, EPS Technical West Coast, Reverence Engineering
- ASA lost 6 members in 2022: Tag Team Signs, Metro Sign Company, Red Mountain Lighting & Energy Services, LLC, Interstate Electric Co., Inc., Keystone Technologies, Matthew B. Ota Architectural & Electrical Sign Designer
- We need your help to actively recruit more members. A \$100 gift card is provided every time you refer a sign division member and they join.
- Our membership list is included in the packet. Please remember to use ASA members to meet your business needs wherever possible. A membership list is included in this packet. Also, if you are contacted by a product manufacturer or an industry service provider, before agreeing to meet with them, please ask them if they are a member of the Arizona Sign Association and note that you prefer to work with ASA members.

Association Healthcare Program Report

- Arizona Sign Association members can now offer easy and convenient, Fortune 500-type health care benefits to employees and their families through two equally viable plan alternatives. For more information, please contact Patti King at pking@arizonasign.org.
- ASA now offers easy, online access to life insurance. Our new affinity benefits partner, Hero Life, offers a simple and affordable way to get the life insurance you – and your employees/family members – need.
 - Up to \$2 million in valuable term life insurance
 - Simple online application process
 - No medical exams required
 - Available to employees/members, spouses, and dependents ages 18-60
 - Conveniently billed to your debit or credit card

Ready to Apply? [Click here](#)

