



Sign Post

The Official Newsletter Publication of the Texas Sign Association

3rd QT 2010 - Issue # 6

www.txsigns.org



Texas Sign Association 57th Annual Conference

June 10-12, 2010

Sundance Square, Fort Worth, TX

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From Your *President:*

2010 DWAYNE BILLINGSLEY SCHOLARSHIP RECIPIENTS

PRESIDENT'S LETTER:

Your Board of Directors and Executive Director are extremely excited to welcome everyone to our annual convention. This Fort Worth convention marks the first condensed 2 day format. We hope this is a positive move that allows greater participation and enjoyment by all.



We have very exciting news about the Comp Group and a very special presentation that you don't want to miss. If you are a part of the Comp Group, you will not want to miss the Saturday night award dinner. Our presentation of \$16,000 worth of scholarships will also be made on Saturday evening.

Your Board of Directors has worked very hard this year with lots of energy in meeting our primary goal....delivering value to our members. I am very proud of the diverse make up of our board and the broad range of programs we have made available to our members. All of the decisions at our board meetings are made with membership value at top of mind.

In closing, I want to personally thank all of the members for allowing me to serve as your President for the past year. I have enjoyed serving the industry and TSA since I first joined the Board of Directors in 2003. I can tell you that this organization is very strong and has a great group of upcoming leaders. We have a strong and unified voice. It is a very exciting time for our organization and I am very proud of my involvement as President. We are all going to benefit from the leadership of our next President, Mr. Paul Rohlf. Our Association is in good hands.

Thank you, Terry Brockett

ERIC J. BISHOP

Pearland, TX
University of Texas at Austin
Engineering

Sponsor: Spectrum Corporation, Houston, TX

SAMMI J. CHAPMAN

Gilmer, TX
Texas A&M University
Animal Science

Sponsor: Federal Heath Sign Company, Jacksonville, TX

ALEKSEY V. GAYSKYY-ALTERCOR

McAllen, TX
University of Texas, Pan American
Mechanical Engineering

Sponsor: Hiway Neon Signs, Pharr, TX

BLAKE C. JOHNSON

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Savannah College of Art & Design
Sound Design

Sponsor: Miratec Systems Inc., Saint Paul, MN

BRIAN W. LACKEY

Austin, TX
University of Texas at Austin
Biochemistry/Pre-Med

Sponsor: Building Image Group, Austin, TX

MACY V. PARK

Krum, TX
University of North Texas
International Studies

Sponsor: Cecil's Neon, Krum, TX

KELLI A. PISTOKACHE

Burleson, TX
University of North Texas
Undecided

Sponsor: Willow Creek Sign Co., Haslet, TX

JOSHUA H. WILLIS

Denton, TX
University of North Texas
Music

Sponsor: VMC Signs, Inc., Victoria, TX

SUMMARY OF ISA-GOVERNMENT RELATIONS UPDATE

State and Local

Rhode Island On May 5th, Senate bill 2179 passed in the Rhode Island State Senate. This bill creates a permanent exemption in Rhode Island for neon lamps with 100 mg of mercury. In August 2009, the Rhode Island state Department of Environmental Management granted a year-long exemption for ISA members to manufacture and sell neon lamps in the state. SB 2179 will create a permanent exemption for all sign companies that do neon business in the state. ISA staff and local sign companies testified in favor of the bill in front of the Rhode Island Senate Committee on Corporations in late April. The state House still must pass a version of SB 2179 and the Governor still has to sign the bill into law, and ISA will be working with state officials, sign company members and the regional staff to ensure a positive outcome.

If this bill becomes law, the sign industry will have a valuable example to provide other states that are currently considering phasing out mercury-added neon tubes. Louisiana and Maine will be phasing out mercury in the near future (2012), and ISA will be working with the regions and local sign companies in these and other states. If anyone hears from your members that there is any movement afoot to phase-out mercury, especially in neon lamps, please let us know as soon as you can.

On April 14th, the **City of Chicago** announced a six-month Sign Amnesty Program that gives businesses until October 15 to bring on-premise business signs into compliance with all applicable city permits. However, of much greater concern, Chicago now requires a new permit for many existing signs that was never required at the time of original installation. Any sign that projects over the right-of-way, even a set of flush-mounted channel letters or a single-faced box sign, now needs official approval to project over the sidewalk. This means a business will need to pay not only for an annual use permit, but will also need to receive permission from the local Alderman in order to be allowed to apply for the permit. For sign companies, this program represents a massive administrative burden to notify past customers, obtain Alderman approval, file permits with the City (in person), and bring existing signs into compliance with any modified City codes. The Sign Amnesty Program was developed by City staff without consultation from the on-premise sign industry. As a reinterpretation of an

existing internal staff policy, this program was not subject to the advance notice and public comment processes that are applied to ordinances or City Council actions.

On April 23, ISA's Ken Peskin joined six representatives from the MN Sign Association and the business community to voice opposition to proposed **City of St. Paul, Minnesota** regulations that would restrict the brightness of all electric signs. ISA's remarks focused on four key points: (1) that the proposal runs counter to several "green" national construction codes; (2) that it is inconsistent with industry brightness recommendations; (3) that the City should create a narrower regulation to deal with a limited problem, and (4) that many signs are incapable of being dimmed. Following the close of the public hearing, the St Paul Planning Commission sent the proposal back to the city's Neighborhood Planning Committee.

In **Worcester, MA**, planning staff has introduced a comprehensive revision to the city's sign ordinance. Within the proposal, city staff has listed the resources used during the research process before writing the draft. Among the resources specifically noted by city staff are the Weinstein-Hartt/Signage Foundation Model Sign Code and the March 2009 sign code seminar in Sturbridge, MA that was sponsored by the Northeast States Sign Association. The initial public hearing was held on May 3, with another public hearing to follow in early June.

Please Keep in Mind that the Regional and State associations are our "eyes and ears" on the ground. We'd like your continued assistance in helping our code-tracking and rapid-response service to be the best that it can be. Please let us know when you hear of a locality that is drafting or revising their sign code! Call our Help line at 1-866-WHY-SIGN (or 1-866-949-7446) or e-mail signagehelp@signs.org and we'll help you in any way that we can!

Federal Issues

EPA Spray Paint This rule applies to facilities that use paints/coatings which include the following Hazardous Air Pollutants: chromium, lead, manganese, nickel, or cadmium. If your paints do NOT contain these HAPs, or if you apply the paint by brush or roller, you don't need to do anything. If you do spray these HAPs, you need to file a notification with the EPA of your compliance with their requirements. These requirements include:

- Employee training
- Efficient spray guns
- 98% efficient booth and mixing room filters
- Approved prep booth (no open air spraying)
- Approved gun cleaner

The rule also applies to any paint stripping operations that involve the use of methylene chloride. You can find

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WELCOME TO FORT WORTH, TEXAS AND THE 57TH TSA ANNUAL CONFERENCE

On behalf of the Texas Sign Association Board of Directors and Executive Director, it is with great pleasure we welcome you to the 57th Annual TSA Conference.

Your conference committees, along with others, have worked very hard to ensure this conference is packed with lots of fun activities, educational seminars, great entertainment and plenty of good food.

The product manufacturers, suppliers, and manufacturer's representatives have produced information, useful tips to ensure "fit for use", and demonstrations to aid in the successful operation of your business.

We hope you enjoy the conference and take full advantage of all that is offered. Get to know one another, share business experiences and we can all profit by this time together.

Terry Brockett
TSA President

Leona Stabler
Executive Director

GENERAL INFORMATION

Registration

TSA Registration is located on the Trinity Level, Ground Level. Everyone must register and obtain a **BADGE** to participate in conference activities.

Individual event tickets may be purchased at the TSA registration desk. Tickets are limited for some events. Due to guarantees TSA is required to make for food and beverages therefore no refunds will be possible.

Finding Your Way Around

Most activities are located on the Trinity Level, Ground Level or Mezzanine Level of the hotel. The "Pocket Agenda" will provide guidance to each event. However, you should check the registration desk for any changes.

Information

This newsletter contains a complete listing and description of all conference events.

Messages and Assistance

Messages can be left at the hotel registration desk or the TSA registration desk.

Note:

Room locations are subject to change please check with the registration desk for assistance.

Attire

Dress for the conference will be business casual.

ASSOCIATION RAFFLE

TSA is selling tickets to participate in the giveaway of a fantastic prize:

2009 Kawasaki Prairie 360 ATV

Tickets are available for purchase during the entire conference. Simply locate one of your Board of Directors or check the registration desk, tickets are \$10.00 each. All proceeds benefit TSA to provide the many benefits and services of membership including the scholarship program.

TEXAS SIGN ASSOCIATION

Board of Directors 2009-2010

Officers:

President: Terry Brockett

Starlite Sign of Denton, Inc. - Denton, TX

Vice President: Paul Rohlfs

Budget Signs, LTD. - San Antonio, TX

Secretary Treasurer: Bob Betz

Federal Heath - Jacksonville, TX

Past President: Rani Huffaker

State Sign Corp. - Houston, TX

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Rick Brown - Reece Supply Company of Dallas,
Dallas, TX

John Dove - Eastern Metal Supply of Texas, Inc.,
Houston, TX

Mike Egan - HN Signs/Hiway Neon Sign Co.,
Pharr, TX

David Flory - Willow Creek Signs, Haslet, TX

Joel Heine - Daktronics, Inc., Brookings, SD

Paul Ingle - Design Center Signs, Tyler, TX

John Lewis - Lewis Sign Builders, Inc., Austin, TX

Mike O'Donnell - Accent Signs & Graphics,
Grand Prairie, Texas

Karen Patterson - The Barker Sign Company,
Houston, TX

Matt Smith - Graphic Solutions Group - Dallas, TX

Dwain Tomlin - Lone Star Signs of W. Texas,
Inc. - Midland, TX

Lydell Toye - US Signs - San Antonio, TX

Executive Director

Leona Stabler

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57th Annual Conference
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	Spraylat Corporation	Chicago, IL
Lunch	Graphic Solutions	Dallas, TX
	Reece Supply	Dallas, TX

Beverage Cart Sponsors

Herring Sales	Houston, TX
Greater DFW Sign Association	Dallas, TX

RECORD OF CONVENTIONS

1st	January 29-30, 1954	Duplex Adv. Plant, Austin
2nd	April 22-23, 1955	Shamrock, Houston
3rd	May 11-12, 1956	Gunter, San Antonio
4th	May 17-18, 1957	Adolphus, Dallas
5th	May 9-10, 1958	Driscoll, Corpus Christi
6th	May 22-23, 1959	Hilton, Fort Worth
7th	May 20-21, 1960	Jack Tar, Orange
8th	May 19-20, 1961	Rice, Houston
9th	May 25-26, 1962	Commodore Perry, Austin
10th	June 7-8, 1963	Hilton, El Paso
11th	June 5-6, 1964	El Tropicano, San Antonio
12th	June 11-12, 1965	Jack Tar, Galveston

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CONFERENCE INFORMATION - *continued, from page 8*

13th	June 10-11, 1966	Green Oaks Inn, Ft. Worth
14th	June 8-10, 1967	Emerald Cove, Corpus Christi
15th	June 6-8, 1968	Continental, Houston
16th	June 20-21, 1969	Rodeway Inn, El Paso
17th	June 11-13, 1970	Royal Coach Inn, Dallas
18th	June 17-19, 1971	Red Carpet Inn, Beaumont
19th	June 8-10, 1972	Palacio del Rio, San Antonio
20th	June 8-9, 1973	Driskill, Austin
21st	June 6-8, 1974	Six Flags Inn, Arlington
22nd	June 12-14, 1975	Houston Oaks, Houston
23rd	June 10-12, 1976	Holiday Inn, Corpus Christi
24th	June 9-11, 1977	Sheraton Inn, El Paso
25th	June 8-10, 1978	Hilton Inn, Dallas
26th	May 18-20, 1979	Hilton Inn, Lubbock
27th	June 5-8, 1980	Marriott Hotel, Austin
28th	June 4-7, 1981	Bahia Mar, S. Padre Island
29th	March 25-28, 1982	Shamrock Hilton, Houston
30th	May 26-29, 1983	Sheraton, Beaumont
31st	June 21-24, 1984	Americana Hotel, Ft. Worth
32nd	June 19-23, 1985	Wyndham Hotel, Austin
33rd	June 26-29, 1985	Intercontinental, Houston
34th	June 4-7, 1987	Hershey, Corpus Christi
35th	February 4-7, 1988	Anatole, Dallas
36th	June 22-25, 1989	Radisson, S. Padre Island
37th	April 27-May 2, 1990	Marriott Rivercenter, San Antonio
38th	June 20-23, 1991	Hilton, Arlington
39th	June 18-21, 1992	San Luis, Galveston
40th	June 10-13, 1993	Hyatt Regency, Austin
41st	June 22-25, 1994	Hilton Palacio del Rio, San Antonio
42nd	June 7-11, 1995	Sheraton, S. Padre Island
43rd	June 27-30, 1996	Anatole, Dallas
44th	June 18-22, 1997	College Station Hilton, College Station
45th	June 17-21, 1998	Park Plaza Warwick, Houston
46th	June 16-20, 1999	Sheraton Fiesta, S. Padre Island
47th	June 22-25, 2000	Ambassador Hotel, Amarillo
48th	June 13-17, 2001	Marriott Riverwalk Hotel, San Antonio
49th	June 19-22, 2002	Omni Bayfront Hotel, Corpus Christi
50th	June 18-22, 2003	Hyatt Regency Hotel, Austin
51st	June 16-20, 2004	South Shore Harbor, League City
52nd	June 23-25, 2005	Hyatt Regency, Dallas
53rd	June 21-24, 2006	Hilton Midland Plaza, Midland
54th	June 13-17, 2007	Sheraton Fiesta, S. Padre Island
55th	June 18-21, 2008	Moody Gardens, Galveston
56th	June 24-28, 2009	The Westin La Cantera, San Antonio
57th	June 11-13, 2010	Renaissance Worthington Hotel - Ft. Worth, TX

PAST PRESIDENTS

Beginning with the re-organization in 1953

Josh T. Moore, (deceased 1972) Moore & Neal Co., Longview.....	1954-55
Vic Coppinger, (deceased 1995) State Neon Products, Houston.....	1955-56
Dick Mitchell, (deceased 1990) Texas Neon Sign Mfg. Co., Ft. Worth.....	1956-57
James Ryan, (deceased 1999) Texas Neon Sign Adv. Co., San Antonio.....	1957-58
Bud Walton, Walton Neon Co., Corpus Christi.....	1958-59

J.C. Zimmerman, (deceased 1998) J.F. Zimmerman & Sons, Dallas.....	1959-60
J.M. Gilbert, (deceased 1990) Texsign Displays, Inc., Victoria.....	1960-61
George Houser, (deceased 1994) Houser Neon, Inc., Houston.....	1961-62
Herbert Adey, Duplex Advertising, Austin.....	1962-63
Kent Mitchell, (deceased 1989) Superior Signs, Inc., Ft. Worth.....	1963-64
Fred Zimmerman, Jr., (deceased 2001) J.F. Zimmerman & Sons, Dallas.....	1964-65
Bill Houser, (deceased 1990) Houser Neon Sign Co., Houston.....	1965-66
Art Sitterle, (deceased 2005) Comet Neon Adv., San Antonio.....	1966-67
Frank Page, (deceased 1982) State Neon Products, Houston.....	1967-68
Vick Thompson, (deceased 1999) Martin Sign Co., Sweetwater.....	1968-69
Bob Ford, (deceased 1993) Ford Sign Mfg. Co., Ft. Worth.....	1969-70
Bill Pitts, Haden Sign Co., Lubbock.....	1970-71
Danny Zoch, State Neon of East Texas, Inc., Orange.....	1971-72
Rowland Tessier, Tesco Signs, Inc., Odessa.....	1972-73
C. Jack Cook, (deceased 1991) American Porcelain, Houston.....	1973-74
Vic Coppinger, (deceased 1995) State Sign Services, Inc., Houston..	1974-75
Lee Smith, Houser Neon Sign Co., Houston.....	1975-76
Art Sitterle, (deceased 2005) Comet Neon Adv. Co., San Antonio....	1976-77
Will Miller, (deceased 1989) Duplex Adv., Austin.....	1977-78
Bill Suggs, Tesco Signs, Odessa.....	1978-79
Ed Waldrum, Waldrum Sign Co., Irving.....	1979-80
Duane Francis, Francis Fluorescent Signs, El Paso.....	1980-81
Bill Martin, (deceased 2009) Texas Sign Erectors, Brenham.....	1981-82
Mike Coppinger, J.F. Zimmerman & Sons, Houston.....	1982-83
Dave McMeekan, (deceased 1993) Acme Sign & Plastics Co., Abilene.....	1983-84
Albert Santa Maria, Sr., (deceased 1987) Santa Maria Signs, Houston.....	1984-85
Bill Godwin, Godwin & Son, Harlingen.....	1985-86
Melvin Shelton, (deceased 2009) Ad-Lite Signs, Austin.....	1986-87
Jack Brady, Permian Sign Co., Inc., Midland.....	1987-88
Ron Gilcrease, Amtech Lighting Services, Houston.....	1988-89
Don Kindall, (deceased) Kindall Signs, Inc., Houston.....	1989-90
Gary Cox, Hoarel Sign Co., Amarillo.....	1990-91
Jack Patterson, (deceased 2007) The Barker Sign Co., Houston.....	1991-92
Jim Culpepper, Federal Sign, Houston.....	1992-93
David McMeekan, Jr, Acme Sign & Plastics Co., Abilene.....	1993-94
Lonnie Stabler, Stabler Sign Co., Bryan.....	1994-95
Dewayne Billingsley, (deceased 1997) Southwest Neon Signs, Inc., San Antonio.....	1995-96
Linda Godwin-Pullin, Godwin & Son Sign, Harlingen.....	1996-97
Al Roberts, The Sign Factory, Inc., Houston.....	1997-98
Stew Edinger, Federal Sign, Arlington.....	1998-99
Jeffrey Johnson, Zimmerman Sign Co., Tyler.....	1999-2000
Dale McClure, Allied Sign-Builders, Nacogdoches.....	2000-2001
Pete Sitterle, Comet Neon Adv. Co., San Antonio.....	2001-2002
Bill Jezek, Radio Shack Sign Systems, Arlington.....	2002-2003
Derek Dunton, Permian Sign Company, Midland.....	2003-2004
Karen Patterson, The Barker Sign Company, Houston.....	2004-2005
Robert Kern, Acme Sign & Plastics Co. Inc., Abilene.....	2005-2006
Tommy Reynolds, Reynolds Signs, Irving.....	2006-2007
Chris Roberts, The Sign Factory, Houston.....	2007-2008
Rani Huffaker, State Sign Corp.....	2008-2009
Terry Brockett, Starlite Signs.....	2009-2010

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2010 EXHIBITORS

COMPANY NAME	CITY	STATE
Agilight Inc.	San Antonio	TN
Akzo Nobel Coatings, Inc.	Norcross	GA
Allanson International, Inc.	Overland Park	KS
Austin Sign Association	Bryan	TX
Daktronics, Inc.	Brookings	SD
Direct Sign Wholesale	Denver	CO
DW Sales Stud Welding & Fasteners	Fort Worth	TX
Eastern Metal Supply of Texas, Inc.	Houston	TX
EGL Co., Inc.	Berkeley Heights	NJ
Electro-Matic Products, Inc.	Grand Blanc	MI
Foreman & Associates	Eules	TX
France	Fairview	TN
Gemini, Inc.	Taylor	TX
Graphic Solutions Group, Inc.	Dallas	TX
Greater DFW Sign Association	Bryan	TX
Greater Houston Sign Association	Bryan	TX
Sheffield Plastics A Bayer		
Material Science LLC Business	Flower Mound	TX
Herring Sales, Ps Inc.	Houston	TX
Hudson & Hudson Neon, Inc.	Houston	TX
Yesco Electronics	Logan	UT
Lone Star Faces	Birmingham	AL
Miratec Systems, Inc.	St. Paul	MN
N. Glantz & Son, LLC	Dallas	TX
Permlight Products	Tustin	CA
Plastivac, Inc.	Dale	TX
Premier Media Group	Lubbock	TX
Reece Supply Co. of Dallas	Irving	TX
Cooley/Sign - Digital Products	Warwick	RI
San Antonio Sign Association	Bryan	TX
Sign Synergy Partners	Seabrook	TX
Sign Tracker	Austin	TX
SloanLED	Arlington	TX
Spartech Plastics	Burleson	UT
Spraylat Corporation/1 Shot LLC	Chicago	IL
Structural Technology Consultants, Inc.	San Diego	CA
Central Texas Equipment	Round Rock	TX
The Neon Group		
TSA Apprentice Program		
TSA Comp Group	Bryan	TX
TSM Digital Printing	Houston	TX
US LED, Ltd.	Houston	TX
Valley Sign Association	Bryan	TX
SignComp	Grand Rapids	MI
WatchFire Signs by Time-O-Matic	Dallas	TX
Wilkie Mfg. L.L.C.	Oklahoma City	OK
Wrisco Aluminum	Dallas	TX
Yesco Electronics	Logan	UT
Zlight Technology	Metairie	LA



57TH ANNUAL CONFERENCE Agenda and Event Information

Thursday, June 10, 2010

3:00 - 5:00 pm **TSA Board Meeting**
Treaty Oak Boardroom
2nd Floor

Quarterly meeting of the TSA Board of Directors, visitors are welcome.

5:30 - 7:00 pm **Opening & Golfer's Reception**
Hacienda
2nd Floor

Directors John Dove, Rick Brown and Joel Heine will greet you at the door and welcome you to the 57th Annual Conference. Golfers and early arrivals are welcome to attend this informal reception. Golf pairings will be announced. A Calcutta will be held, come pick your favorite team!

8:00 - 12:00 midnight **Cowboy Lounge**
Post Oak
2nd Floor

Come be a part of TSA's new tradition, the TSA Hospitality Suite! Also known as the Cowboy Lounge. Come visit with friends, network, and play a hand or two of Poker. TSA has arranged for a private cash bar in the room. This will give you the opportunity to visit with everyone and meet up for some late night partying!

Friday, June 11, 2010

7:15 am - 1:30 pm **TSA Golf Tournament**
Fossil Creek Golf Course

Golfers should travel by private car to the course, 3401 Clubgate Dr. Fort Worth, TX, 817-847-1900. (Directions to the course will be available at the Registration Desk and at the Opening Reception. Enjoy a Grab-n-Go Breakfast Burrito before the 8:00 a.m. shotgun start. This year for the first time we will find out who is TSA's best Putter. Participate in a putting contest, located at Hole 1, for only \$5.00 to see if you are the best. Winner will share half the proceeds from the contest. After the tournament, come join us for a BBQ Buffett. Prizes are included in the golf fee.

Fossil Creek Golf Course

Just the way golf was meant to be, Fossil Creek will challenge golfers of every ability. Gorgeous rolling fairways and 18 testing holes all intertwined throughout streams created by Fossil Creek. This exclusive par 72 public course, designed by America's foremost golf legend, Arnold Palmer, winds its way through 1150 acres of natural Texas terrain.

Surrounded by rocky-ledged creeks and crystal lakes, gently contoured bluffs and massive trees, each of the 18 holes at The Golf Club at Fossil Creek issues the premier challenge to experienced and beginning golfers alike.

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ISA UPDATE: SUMMARY OF ISA-GOVERNMENT RELATIONS UPDATE - continued, from page 6

an easy to read summary at www.haps6h.com. If companies have met all requirements, the owner/operator of the business will need to fill out and sign a compliance form (sample attached) and submit it to the EPA by January 10, 2011. I'm also attaching the full rule which details exactly who is affected and what needs to be done to comply.

The employee training can be outsourced (some paint suppliers and distributors do these trainings) or can be done in house. If you would like to use a third party, several of our members have used the firm GRC-Pirk (who will conduct these trainings free for ISA members). They will be conducting an ISA webinar on July 15th at 2:00 p.m. EST, which will provide an orientation and description of compliance requirements for the rule. In addition there are several regional compliance trainings (one such session is in the attached Midwest flyer). You can also contact Steven Schillinger (contact info in attached flyer) to set up a training in your region. ISA is developing a resource page on our website which will be live in June, but until then, please feel free to email Sapna Budev (sb@signs.org) with any questions.

Other Issues

GR Newsletter – ISA will soon be unveiling the inaugural issue of our new Advocacy newsletter. This will be a monthly electronic publication will cover all sign code and small business legislative and regulatory issues that ISA members care about and that ISA is working on to make a difference.

ICSC Show - The last week in May ISA will be exhibiting at the International Council of Shopping Centers (ICSC) show in Las Vegas. ISA's presence at this show is to help educate attendees (mostly sign users) on the value of effective signage for their business, to offer our services in terms of providing information and sign code assistance, and to let them know that they can search our membership for sign companies in their area.

In the past ISA has exhibited at other end user shows like the National Restaurant Association and the National Association of Convenience Stores, and these have been effective in furthering relationships with sign users.

The International Code Council (ICC) has published the public version of the **International Green Construction Code**. The draft has several sections pertaining to exterior signs in the following areas: service life, energy efficiency, automated and dimming mechanisms for illuminated signage, and material pollutants. Details can be found in sections 405, 503, 504, 609, 612, and 806. ISA will be submitting comments on behalf of the industry. If you have any questions, please contact Sapna Budev at sapna.budev@signs.org.

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- ADA Compliant Plaques
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- Channel Letters
- GEM Brand Trim
- Custom Letters & Logos



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CONFERENCE INFORMATION - continued, from page 10

Arnold Palmer. The legend. You're familiar with his accomplishments. You admire his ability. And you respect his talent.

Now, come experience his challenge. The challenge of an Arnold Palmer-designed championship course. The Golf Club at Fossil Creek. The Southwest's most exclusive public course.

8:00 - 5:00 p.m. **Registration Open**
*First Floor Conference
Registration Desk*

Registration will be open all day. If you have any questions, concerns or comments please come by the registration desk and we will be happy to assist with whatever your needs might be. Design Contest displays and voting will be in the Post Oak Foyer. TSA Annual Raffle tickets will also be for sale at the registration desk. This year the item is a "2009 Kawasaki Prairie 360 ATV", we can all use one of those. Tickets are \$10.00 each and available at the registration desk and through any of your board members.

8:00 am - 7:00 pm **Design Contest Voting**
*Registration Area,
1st Floor Conference Area*

Design Contest entries will be available for viewing in the conference registration area. Voting will be available for conference attendees only. Each attendee will have one vote. Voting closes at 7:00 p.m., June 11, 2010.

2:00 - 3:00 pm **Seminar I - Get to Know TSA's
"Jack Patterson Apprenticeship Program"**
*Elm Fork
1st Floor*

The Benefits of Apprenticeship Presenter: TSA Apprenticeship Committee

Recruiting, training and retaining skilled workers are critical in remaining competitive in today's challenging economy. To address these issues, Texas Sign Association has developed the Jack Patterson Apprenticeship Program, a 4 year Installer training program specifically for the sign industry.

This seminar is aimed at both large and small companies that install signs. It will outline the benefits of apprenticeship to your business and how apprenticeship within our industry is vital for providing employers and employees with the skills they need to succeed. This seminar will give you the opportunity to gain a greater understanding of how apprenticeship works and you will learn how other businesses have benefitted from apprenticeship.

The Apprenticeship Committee has set this seminar to be informal, they will give you the information and you can get all your questions and concerns answered.

3:00 - 4:30 pm **Seminar II - OSHCON**
*Elm Fork
1st Floor*

The OSHA Consultation and You Presenter: Tyler Williams

Tyler Williams, OSHCON Consultant, Texas Department of Insurance, Division of Workers Compensation will give you information regarding:

Fall protection requirements use and inspections - covering the proper donning, wearing, and inspection of harnesses and fall protection systems.

Proper use, placement, and inspection of ladders.

How the OSHA consultation program works and how it helps small business with OSHA compliance and our relationship with federal OSHA.

In today's world we can never know too much about Safety and OSHA. This is a seminar that every owner and executive should attend. Learn how to avoid OSHA fines, by improving your business safety policies and procedures all while lowering your Workers Compensation rates!

3:30 - 4:30 pm **Supplier Meeting**
*Treaty Oak Boardroom
2nd Floor*

Open to all Suppliers, Distributors, Product Manufacturers, Manufacturer Reps, and Associate Members. Committee Chair, John Dove of Eastern Metals will provide members of the supplier divisions updates on TSA activities. One of the important functions of this committee is to give Mr. Dove information to take back to the Board of Directors so that the Association may better serve our valuable Suppliers.

4:30 - 5:45 pm **Seminar III - UL Updates**
*Elm Fork
1st Floor*

An Underwriters Laboratories representative will be in attendance sharing insights on the requirements UL has in place. The representative will be answering your questions regarding the new requirements and assisting you with questions regarding becoming a listed company. This seminar should be attended by owners, managers and staff.

6:00 - 7:00 pm **Reception**
*Pecos Foyer
2nd Floor*

TSA President Terry Brockett, will be hosting this reception. This is a great opportunity to talk with Terry, Directors, and mingle with other TSA members. Catch up with old friends before heading to dinner.

7:00 pm **Design Contest Voting Ends**

7:00 - 11:00 pm **A Texas Size Party Design Contest &
Membership Meeting**
*Pecos Foyer
2nd Floor*

Directors Brian Barnett, Dwain Tomlin, Paul Ingle, and Past President Karen Patterson will greet you at the door to welcome you to our "Texas Size Party". Join us for a plated dinner of Batter Fried Breast of Chicken filled with Poblanos and Chihuahua Cheese and all the extras, then end the meal with some wonderful Pina Colada Cake. Dine to the music of the Signature Band. We will be recognizing the winners of the 2010 Dewayne Billingsley Scholarship Program. Next it's bragging time. Winners will be announced at dinner, come celebrate the winners with us. Following the Design Contest presentation we will take care of some business with our Annual Membership

continued page 14

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CONFERENCE INFORMATION - continued, from page 12

Meeting, come see what your board has been doing this year through our Committee Reports. When all the business is done be prepared to enjoy the sounds of the Signature Band, an 8 piece variety band sure to kick up the action, after doing so much business. Come dance, sing, and just enjoy being with old friends and making new ones. Feel free to come in your best western attire, throw out the suits and relax!

Saturday, June 12, 2010

6:00 - 9:00 am **Exhibit Hall Opens for Setup**
Rio Grande Room
1st Floor

A quick breakfast of Taquitos will be provided to exhibitors during set up, service at 8:00 am

8:30 - 9:00 am **TSA Board Meeting**
Treaty Oak Boardroom
2nd Floor

First meeting of the new Board of Directors, visitors are welcome.

8:00 - 2:00 pm **Registration Open**
First Floor Conference
Registration Desk

Registration will be open until 2:00 pm. If you have any questions, concerns or comments please come by the registration desk and we will be happy to assist with whatever your needs might be. TSA Annual Raffle tickets will also be for sale at the registration desk. This year the item is a "2009 Kawasaki Prairie 360 ATV", we can all use one of those. Tickets are \$10.00 each and available at the registration desk and through any of your board members.

9:00 - 1:00 pm **What's New Exhibition (Trade Show)**
Rio Grande Room
1st Floor

Directors Bob Betz, Paul Rohlfs, Rani Huffaker and David Flory will greet you at the entrance and provide you with a Punch Card. Exhibitors will hold drawings for Best Buy Gift Certificates. All member sign companies are eligible to participate. Simply have your card punched at all booths. Those visiting all exhibitors are eligible to be entered into the drawing. (Children are welcome in the Trade Show but are not allowed to participate in the drawing) You don't want to miss this one!

Come see what the Exhibitors have to offer at their booths. Don't forget to thank them for participating in the Trade Show. Visit your local sign association booth.

1:00 - 5:00 pm **Seminar IV - CE Seminar**
West Fork
1st Floor

CE Class Number 5707 Presenter: Lonnie Stabler

Course information includes:
National Electric Code - NEC
Understanding Basic Electricity - NEC
Code Compliant Installations - Phase VI - NEC
Safety of Electrical Work Practices - NFPA 70E
Highlights and Changes from Section 1305 - The Law
Highlights and Changes from Chapter 73 - The Rules

Detail breakdown of the above general topics:

NEC Organization & History, Basic Electricity, Highlights & Changes from NEC, Article 600 Electric Signs & Outline lighting, Grounding and Bonding, Safety from NFPA 70E, Highlights and Changes in the Law, Highlights and Changes in the Rules, Law and Rules Administration and a question and answer session.

5:30 - 6:00 pm **TSA Comp Group Annual Board Meeting**
Treaty Oak Boardroom
2nd Floor

Annual meeting of the TSA Comp Group Board of Directors.

6:00 - 7:00 pm **President's Reception and Silent Auction**
Pecos Foyer
2nd Floor

TSA President Terry Brockett, will be hosting this hospitality suite. Come and welcome the new members and say hi to old members. Bidding on the Silent Auction will begin at this reception.

6:30 - 10:30 pm **Awards Dinner, Silent Auction & Raffle**
Pecos I & II
2nd Floor

Directors Mike Egan, Lydell Toye, Mike O'Donnell and John Lewis will be your greeter this evening. Join them and the other TSA Board of Directors as we enjoy some good food from our Go Texan Buffett, celebrate an old friend or two, and raise some money. Help us honor a few of those that have given so freely to our industry and association. TSA will also be raffling off a "2009 Kawasaki Prairie 360 ATV". Tickets will be available for purchase at the registration desk or from any board member.

Don't miss our annual auction. This year we will have live auction items and a silent auction; don't let anyone outbid you on that special item. Remember to speak up, it is yours for the taking.

This year the annual auction will be a bit different, along with the wonderful donations from our generous Vendors, you will have the opportunity to bid on Personal Donations. These will be donations from members just like you. You could see things like Hunting with our President, Terry Brockett, possibly have John Lewis babysit your kids, or you might even get the chance to have dinner with our 2010-2011 President Paul Rohlfs. I think you get the idea. So start thinking of what you want to bid on and personally assist TSA with Scholarships for our members, Scholarships to the Apprentice Program and the wonderful programs that TSA provides you as a member.

Financial Article:

A NEW OPPORTUNITY WITH ROTH IRAs IN 2010

When budgeting for retirement, it's helpful to bear in mind that money in tax-advantaged accounts today could be subject to income taxes upon withdrawal. For this reason, many investors are looking to diversify their sources of income in retirement from a tax perspective. One vehicle to do so, the Roth IRA, will undergo important changes in 2010 which could potentially make it an attractive investment option for you.

The most noticeable feature of a Roth IRA is that earnings grow on a tax-deferred basis, but, if holding period requirements are met, all distributions can be received free of tax. That means all of the investment growth you accrue in a Roth IRA will potentially be yours to keep with none of the return lost to taxes.

Although you can make contributions to a Roth IRA on an annual basis (if you meet income requirements), you also have the ability to convert existing IRA or workplace retirement plan (such as your 401(k) plan) assets to a Roth IRA. There are immediate tax consequences when the conversion occurs. Any pre-tax contributions and all earnings built in the account being converted will be subject to current income taxes.

A different rule for 2010

A significant change in tax laws will occur effective at the beginning of 2010 when income limits related to a Roth IRA conversion are eliminated. Whereas, in the past, single filers with a modified adjusted gross income above \$100,000, or married couples filing separate tax returns, were not eligible to complete the conversion, under the new rules, nearly everybody, regardless of income level, will qualify to complete a conversion.

The Tax Increase Prevention and Reconciliation Act of 2005 (TIPRA), in addition to removing the income limits for Roth conversions, also allows a unique opportunity for Roth conversions that occur in 2010 only. The law stipulates that any tax liability incurred as part of a Roth IRA conversion in 2010 can be deferred and divided into the 2011 and 2012 tax years. In other words, if \$100,000 in assets were converted to a Roth IRA and subject to taxation, there would be no impact on your tax liability for 2010. Instead, \$50,000 of the converted amount would be claimed on the 2011 tax return, and the other \$50,000 of the conversion claimed on your 2012 tax return. The two-year spread of taxation is the default, but investors will have the option to claim the associated taxation in 2010.

Roth not an automatic decision

While the concept of generating a stream of income that is potentially free of income tax is appealing, a Roth

IRA conversion is not necessarily the best choice for everybody. It is best suited for those who:

- don't need access to money in the account for the first five years after the account is established (ideally, the holding period will be even longer to allow more tax-free growth in the account);
- are able to pay the tax due on the conversion from money that is not part of the account being converted (to keep as much money invested in a tax-advantaged way as possible);
- expect to be in a higher tax bracket in retirement, a clear benefit if tax-free withdrawals can be taken from a Roth IRA at that time.

There are additional considerations, such as the impact on your estate and the ability to leave your heirs with inheritance that could potentially be available to them on a tax-free basis for years to come.

Your decision to convert is reversible

If you are uncertain whether a Roth IRA conversion is right for you, the good news is that the government gives you the ability to choose a "do-over." Suppose you decide to convert an existing IRA account to a Roth IRA in January 2010. As you are completing your 2010 tax return in 2011, you determine that the conversion was not in your best interests. You can still, up to your tax-filing deadline, including the extension period (as late as October 15th in the year following the conversion) choose to recharacterize your IRA dollars back to a traditional IRA, foregoing the Roth IRA conversion and the tax liability it would have created.

This is one of many variables that can come into play as you consider whether to complete a Roth IRA conversion. Research your options carefully, and be sure to consult with a tax advisor before making any decisions.

####

This column is for informational purposes only. The information may not be suitable for every situation and should not be relied on without the advice of your tax, legal and/or

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**FINANCIAL ARTICLE: A NEW OPPORTUNITY
WITH ROTH IRAs IN 2010** - continued, from page 15

financial advisors. Neither Ameriprise Financial nor its financial advisors provide tax or legal advice. Consult with qualified tax and legal advisors about your tax and legal situation. This column was prepared by Ameriprise Financial.

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File # 93644 - (12/09)



2010 TSA Raffle

2009 Kawasaki Prairie® 360



2009 Kawasaki Prairie® 360 Specifications:

- Engine Air-cooled, SOHC, four-stroke, single cylinder
- Displacement 362cc
- Bore x stroke 80.0 x 72.0mm
- Compression ratio 8.3:1
- Carburetion Keihin CVK34
- Starting Electric with recoil backup
- Transmission Continuously variable transmission with Kawasaki Engine Brake Control, high and low range, plus reverse

June 9th-12th

Dear Members,

As President of the Texas Sign Association, I want to thank each one of you for giving us the opportunity to serve you. To help us improve our services, please take a couple of minutes to fill out the enclosed survey. Tell us about the level of service that you have received so far as well as additional services you would like for us to provide in the future. We want to ensure that we meet the needs of our members.

Your answers will be kept confidential and will be used to improve the services TSA is currently providing as well as address services to be provided in the future. Once the survey is complete, it can be mailed, faxed, or e-mailed to:

Texas Sign Association
7070 Rye Loop
Bryan, Texas 77807
Fax: (979) 778-3120
E-mail: Leona@txsigns.org

Please respond by June 30, 2010 so the results can be compiled and reported at our next Board of Directors meeting. Thank you for your time in helping the Association for the benefit of all our members. It is greatly appreciated.

Sincerely,
Terry Brockett
President



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MEMBERSHIP SURVEY - continued, from page 16

Company: _____ **Name:** _____
 (optional) (optional)

E-mail: _____ **Telephone:** _____
 (optional) (optional)

(Please use back of sheet if additional space is needed.)

Questions 1 – 12: Please rate your overall satisfaction:		Not Good	Fair	No Opinion	Good	Excellent
1.	Texas Sign Association	1	2	3	4	5
2.	Annual Conference	1	2	3	4	5
3.	Educational Courses	1	2	3	4	5
4.	Product Knowledge	1	2	3	4	5
5.	Safety	1	2	3	4	5
6.	Insurance / Workers Compensation	1	2	3	4	5
7.	Code and Ordinance Revisions	1	2	3	4	5
8.	Texas Department of Licensing and Regulation Support	1	2	3	4	5
9.	Enforcement	1	2	3	4	5
10.	The Sign Post (Magazine)	1	2	3	4	5
11.	Apprenticeship Program	1	2	3	4	5
12.	Local Sign Association	1	2	3	4	5
13.	If you answered "1" or "2" to any of the questions numbered 1 – 12 or if you want to provide additional explanation to any of your answers, please do so in this space.					
Questions 14 – 25: Please rank the level of importance to your business:		Not at all Important	Somewhat Important	No Opinion	Important	Very Important
14.	Annual Conference	1	2	3	4	5
15.	Educational Courses	1	2	3	4	5
16.	Product Knowledge	1	2	3	4	5
17.	Safety	1	2	3	4	5
18.	Insurance / Workers Compensation	1	2	3	4	5
19.	Code and Ordinance Revisions	1	2	3	4	5
20.	Texas Department of Licensing and Regulation Support	1	2	3	4	5
21.	Enforcement	1	2	3	4	5
22.	The Sign Post (Magazine)	1	2	3	4	5
23.	Apprenticeship Program	1	2	3	4	5
24.	Local Sign Association	1	2	3	4	5
25.	Other _____	1	2	3	4	5
26.	If you answered "1" or "2" to any of the questions numbered 14 – 25 or if you want to provide additional explanation to any of your answers, please do so in this space.					

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27.	Did you attend the last Annual Conference?			Yes	No
28.	Have you attended a Local Sign Association Meeting within the past 12 months?			Yes	No
29.	Have you attended a Board of Directors Meeting within the past 12 months?			Yes	No
30.	Have you attended an Educational Course within the past 12 months?			Yes	No
31.	How long have you been a member of the Texas Sign Association?	Less than one year	1 – 3 years	3 – 5 years	More than 5 years
32.	What was your primary reason for joining the Texas Sign Association?	Networking	Annual Event Discounts	Industry Information	Other
33.	How do you perceive the Texas Sign Association can best help you?				
34.	What are your priorities / concerns?				

Press Releases:

FOR IMMEDIATE RELEASE:

Contact:

Steve Anderson, Marketing Manager
214-748-3271

Graphic Solutions Group, Inc
304 N. Walton

Dallas, TX 75226

<http://www.gogsg.com>
marketing@gogsg.com



GSG CELEBRATES 60 YEARS!

March 2010 – 60 years ago, Texas Sign Supply was founded in Dallas in 1950 to provide supply materials to Texas' growing sign industry. By 1966, Texas Screen Process Supply Company and Neo Sign Supply Company were created to accommodate the growing sign and screen industry. In January 2001 the decision was made to merge and rename the company to Graphic Solutions Group Inc. now known as GSG.

"We know our success depends on the success of our customers and we thank them for their support and loyalty for 60 years" states Steve Anderson, Marketing Manager. GSG will celebrate their 60 years with tradeshow promotions and product specials through 2010.

About GSG

Based in Dallas, GSG (formerly Graphic Solutions Group, Inc.) was created through the 2001 merger of three longstanding companies: Texas Sign Supply Company, Texas Screen Process Supply Company and Neo Sign Supply Company. Today, GSG partners with over 100 leading suppliers to offer more than 12,000 in-stock products to the sign, digital imaging, screen-printing and embroidery industries in the southern and southeastern United States. For more information, visit www.gogsg.com, email marketing@gogsg.com phone 800-366-1776, or write to 304 N. Walton, Dallas, TX 75226.



PREFERRED MAINTENANCE COMPANY

Maintenance you can depend on...

PREFERRED MAINTENANCE ANNOUNCES STRATEGIC AGREEMENT WITH LED SIGN COMPANY

Signage Industry Leader Gains Competitive Advantage By Offering Fully Insured Maintenance Performance Guarantee

FRISCO, TX — May 17, 2010 — Preferred Maintenance Company, a leading developer of LED sign maintenance performance guarantees, today announced a strategic agreement with LED Sign Company. LED Sign Company is an innovator and US manufacturer in the field of LED Signs. Under the new agreement, the two firms will use their individual expertise to deliver a comprehensive performance guarantee solution that far surpasses alternative warranties in the sign industry. The program offered by Preferred Maintenance Company is a fully insured solution that provides its OEM and Retail customers with a maintenance performance guarantee that covers labor and parts for an extended period of time.

As a means of protecting commercial clients, the collaboration of Preferred Maintenance with LED Sign Company provides innovative additional benefits to clients of major sign distributors that are not currently readily available through other service and maintenance contract providers. For example, as opposed to alternative self-insured warranties that can leave customers unprotected, this new offering is fully insured and guaranteed. Additionally, Preferred Maintenance Company delivers a turn-key solution by taking all of the service calls, diagnosing the problem through a sophisticated knowledge-based system, then dispatching to a qualified service center. All of this is monitored and controlled so that the customer is always in the loop.

With the two companies joining forces, services will be

continued page 20

tailored to meet the needs and expectations of various clients including an impressive customer base and diverse channel partners. "We are excited to partner with LED Sign Company," said Todd Cunningham, President and CEO of Preferred Maintenance Company. "LED Sign Company is a leader in the signage industry and our products and standards will provide an excellent solution for their customers. LED signage represents the fastest growing market segment of the sign industry, and we are poised to benefit from the substantial revenue opportunity provided".

"This added assurance allows us to solidify our relationship with our merchandisers and customers. The new Maintenance Performance Guarantee will give us an advantage over our competitors typical manufacturer self insured warranty." said Wayne Pearmain, COO of LED Sign Company. "

"We're happy that one of our member companies, Preferred Maintenance Company, developed a unique program that allows our TSA members the opportunities to provide their customers with the added assurance of a maintenance program that is fully insured. In today's environment it's a great way to show customers added value." said Leona Stabler Executive Director Texas Sign Association.

About Preferred Maintenance Company.

As a well established distributor for product support solutions, Preferred Maintenance Company helps build important service programs that are scalable and cost-effective. For more information on the firm, or to get details on having your warranty support services tailored to the individual needs of your customers, please visit them online at www.wholesalempg.com.

About LED Sign Company

For more information on LED Sign Company,
visit them online
at www.ledsignco.com.

CONTACT:

Preferred Maintenance Company:
Michael Bunyard
Michael.Bunyard@wholesalempg.com
www.wholesalempg.com
214-475-1534

TURKEY HUNTING IN SOUTH TEXAS

By Paul A. Rohlfs, Budget Signs Ltd., San Antonio, Texas

In 2009 the TSA board felt the effects of the slower economy in many ways. One of these ways was the reduced items being contributed to the convention auction.



As a board member I considered what I might have to offer. Pam, my wife, and I decided to offer a non-guaranteed spring turkey hunt on our ranch in Yancey in Medina County southwest of San Antonio.

Karen Patterson with The Barker Sign Company bought the item for \$1,000 – WOW!!! Her bid was very generous – I was very pleased she was the high bidder. Then after 2 or 3 additional items were auctioned to my surprise she donated the hunt back to be auctioned again. This was another extreme generous move on her part – truly indicating her support for TSA! The second bidding of the hunt was very active and the hunt sold for \$2,000 to Van George with Graphics Solutions Group! Van, too, was extremely generous with his bid in support of TSA. Over the next few months I sent Van numerous pictures of some nice gobblers in an attempt to assure him that we had some nice turkeys. The thrill of a spring turkey hunt is to call the turkey to you. Finding a gobbler that is in search of a hen has everything to do with "timing". This is timing to attract a gobbler that is without a hen and timing that we set the date during the short breeding season. That window of opportunity is only 2-3 weeks in length.

My experience in Yancey has been the earlier in the spring season the better. We set the date for the weekend of March 27. I offered to Van that he could bring a guest – I thought a fellow employee of GSG or a family member. He accepted and brought Brannon New with Clovis Sign Service. With the invitation of a hunter and customer from New Mexico I felt added pressure to find a bird.

The afternoon of their arrival we sat out and called for awhile with no success. My experience indicates that morning hunts are better but afternoon hunts can often offer an indication of bird location. While driving around in the electric camo golf car Pam won in the TSA raffle in 2007 we did manage to spook a nice gobbler.

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ARTICLE – STRUCTURAL INTEGRITY OF SIGN AND POLE STRUCTURES

The purpose of an Integrity Program is to evaluate and assure the structural integrity of the existing sign and pole structures and their welded connections on a continuing basis. The benefits of a proactive program are just beginning to be realized in the civil and sign industry. Similar programs have benefited many industries (oil & gas, power, etc.) through enhanced visual and non destructive inspection and proven welding and fabrication practices.

Inspection needs for sign support structures are sometimes overlooked. With many of these structures, corrosion and fatigue cracking are potential problems that often shorten useful life. With the overhead nature of these structures this means that failure can lead to significant traffic obstructions and/or possible injury to the public.

Owners/users and sign companies should develop a Structural Integrity Program to perform signage inspections for new installations and existing signs. Criteria for evaluation should include existing structural condition of the sign, years of service, height, location, environment/weather conditions, condition of the pole structure, base plate, anchor rods, visual portions of the foundations and other relevant factors. The objectives to this type of program are to provide the inspector, the sign company and the owner/user with information on how to perform an effective inspection and potential issues related to sign support structures. Inspection procedures are intended to establish the basis for consistent and effective inspections. In this regard, the information includes a description of common deficiencies which may be encountered during the inspection.

Typical defects include weld quality, lack of qualified welders at installation (not AWS certified), improper plug welds, and installation or “pick” holes not filled, internal and external corrosion, cracking due to service conditions. Weld Quality defects include undercut, porosity, improper weld size and contour, cracking, and weld metal non-fusion. Other types of issues that we’ve encountered include bolting issues, electrical and impact damage.

Upcoming articles will discuss minimum inspection requirements, code requirements, welding procedures and welding qualification and the need for non-destructive examination.

Intertek WISco has over eight years of highway sign and pole inspection experience with over eight hundred inspections performed.

Steve Copeland,
Intertek-WISco
Technical Quality Manager
steve.copeland@intertek.com
Office-281-820-8066



Protect Yourself Heat Stress



When the body is unable to cool itself by sweating, several heat-induced illnesses such as heat stress or heat exhaustion and the more severe heat stroke can occur, and can result in death.

Factors Leading to Heat Stress

High temperature and humidity; direct sun or heat; limited air movement; physical exertion; poor physical condition; some medicines; and inadequate tolerance for hot workplaces.

Symptoms of Heat Exhaustion

- Headaches, dizziness, lightheadedness or fainting.
- Weakness and moist skin.
- Mood changes such as irritability or confusion.
- Upset stomach or vomiting.

Symptoms of Heat Stroke

- Dry, hot skin with no sweating.
- Mental confusion or losing consciousness.
- Seizures or convulsions.

Preventing Heat Stress

- Know signs/symptoms of heat-related illnesses; monitor yourself and coworkers.
- Block out direct sun or other heat sources.
- Use cooling fans/air-conditioning; rest regularly.
- Drink lots of water; about 1 cup every 15 minutes.
- Wear lightweight, light colored, loose-fitting clothes.
- Avoid alcohol, caffeinated drinks, or heavy meals.

What to Do for Heat-Related Illness

- Call 911 (or local emergency number) at once.

While waiting for help to arrive:

- Move the worker to a cool, shaded area.
- Loosen or remove heavy clothing.
- Provide cool drinking water.
- Fan and mist the person with water.

For more complete information:

 **Occupational
Safety and Health
Administration**
U.S. Department of Labor
www.osha.gov (800) 321-OSHA

OSHA 3154-07R-06

Sign Advocate:

There are changes to our Electrical Licensing law and rules that you should be aware of that were not reported in the last issue of The Sign Post. Several of the new rules do not affect the sign industry as this point, but will probably be reviewed during the next Legislative Session. The primary requirement not yet affecting our industry is that electrical apprentices will be required have 4 hours of continuing education each year, starting on September 1, of 2010.

Items that do currently affect our industry are included in NFPA 70E® which is a document written by NFPA (National Fire Protection Association). NFPA 70E® will now be included in Continuing Education classes. The contents that most affects the sign industry focuses on crane safety working near high voltage. Some of the areas you should become familiar with include: 310.5 Safeguarding of Employees in the Cell Line Working Zone. (9) Cranes and Hoists. Cranes and hoists shall meet the requirements of 668.32 of NFPA 70, National Electrical Code. Insulation required for safeguarding employees, such as insulated crane hooks, shall be periodically tested. 310.6 Portable Tools and Equipment. (C) Welding Machines. Welding machine frames shall be considered at cell potential when within the cell line working zone. Safety-related work practices shall require that the cell line not be grounded through the welding machine or its power supply. Welding machines located outside the cell line working zone shall be barricaded to prevent employees from touching the welding machine and ground simultaneously where the welding cables are in the cell line working zone. 340.1 Scope. This article shall apply to safety-related work practices around power electronic equipment, including the following: (1) Electric arc welding equipment. Annex N Examples of Industrial Procedures and Policies for Working Near Overhead Electrical Lines and Equipment N.4.3.2 Aerial Lifts, Cranes, and Boom Devices. Where there is potential for near operation or contact with overhead lines or equipment, work shall not begin until a safety meeting is conducted and appropriate steps taken to identify, mark, and warn against accidental contact. The supervisor will review operations daily to ensure compliance. Where the operator's visibility is impaired, a spotter shall guide the operator. Hand signals shall be used and clearly understood between operator and spotter. When visual contact is impaired, the spotter and operator shall be in radio contact. Aerial lifts, cranes, and boom devices shall have appropriate warning decals and shall use warning cones or similar devices to indicate the location of overhead lines and identify the 3 m (10 ft) minimum safe working boundary.

NFPA's address (below) is included for your information. This book may also be obtained on-line.

**NFPA 70E®
Standard for Electrical Safety
in the Workplace®
2009 Edition**

**NFPA, 1 Batterymarch Park, Quincy, MA 02169-7471
An International Codes and Standards Organization**

Below are several sections of the new rules not reported on earlier; especially see underlined.

73.52. Electrical Sign Contractors' Responsibilities.

(a) and (b) No change

(c) The design of an electrical sign shall only be done by a licensed master electrician, master sign electrician, or design professional as authorized by statute. The design shall not be subcontracted to an unlicensed person, firm or corporation.

Note: When a sign is classified as an electrical sign, it must be designed by a licensed master electrician or master sign electrician or another professional whose state license allows this type of design work. This includes any component that would be considered an integral part of that classification. It does not refer to size, configurations, copy, colors, layout or accessories that are not part of a listed electrical sign.

(d) No change

(e) All advertising by electrical sign contracting companies designed to solicit electrical business shall include the electrical sign contractor's name and license number. This includes business cards on or after July 1, 2010. The following advertising does not require the license number:

(1) nationally placed television advertising, in which a statement indicating that license numbers are available upon request is used in lieu of the electrical sign contractor license number;

(2) telephone book listings that contain only the name, address, and telephone number;

(3) manufacturers' and distributor's telephone book trade ads identifying an electrical contractor;

(4) telephone solicitations, provided the solicitor states that the contractor complies with licensing requirements of the state. The electrical sign contractor's number must be provided upon request;

(5) promotional items of nominal value such as ball caps, tee shirts, and other gifts; and

(6) signs located on the contractor's permanent business location.

73.10. Definitions.

(6) General Supervision--Exercise of oversight by a master electrician on behalf of an electrical contractor, or electrical sign contractor, or by a master sign electrician on behalf of an electrical sign contractor of performance by all classes of electrical licensees of electrical work bearing responsibility for the work's compliance with applicable codes under Texas Occupations Code, Chapter 1305.

(7) On-Site Supervision--Exercise of supervision of electrical work or electrical sign work by a licensed individual other than an electrical apprentice. Continuous supervision of an electrical apprentice is not required, though the on-site supervising licensee is responsible for review and inspection of the electrical apprentice's work to ensure compliance with any applicable codes or standards.



Did you
know?

In addition to the numerous benefits already in place with the Texas Sign Association;

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Member web site - Safety Meeting Outlines - Workers Comp Program - Quarterly SignPost
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Electrical - Sign Advocate Program
The Board of Directors added one more!



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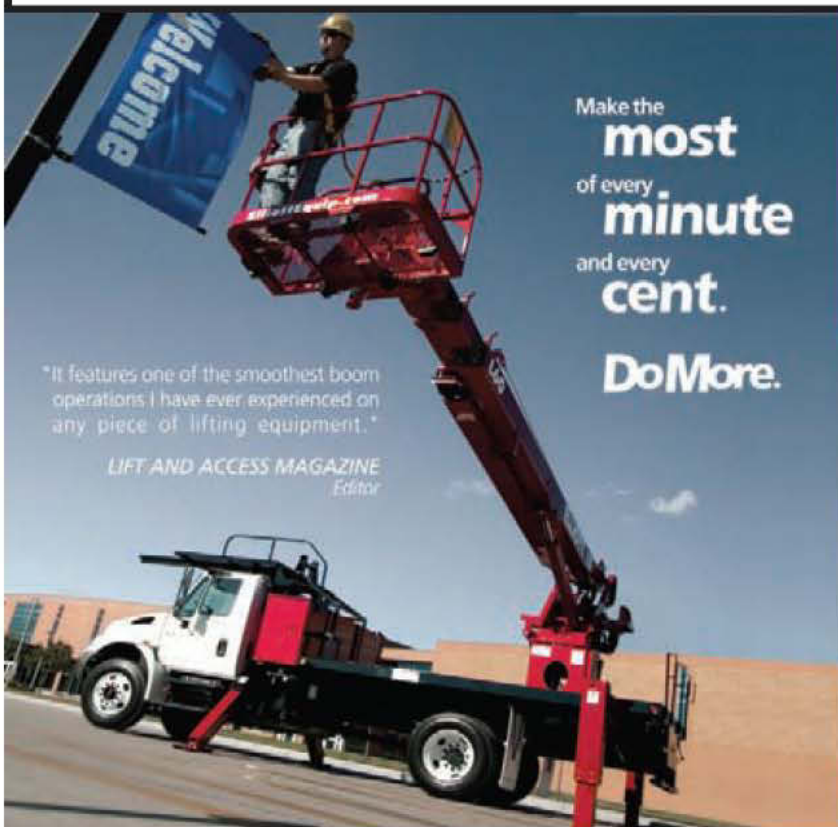
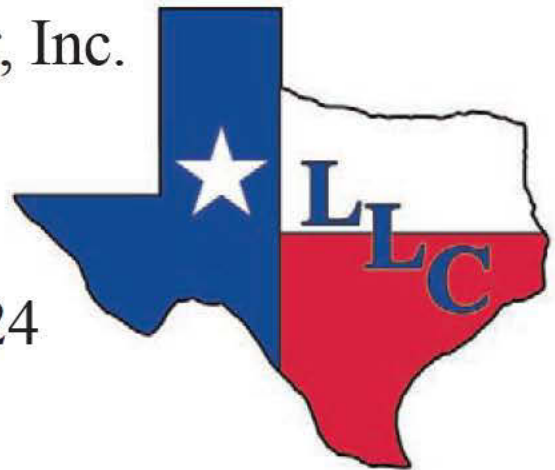
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ELLIOTT
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The next morning I set them in a box blind in what Van now calls the "honey hole". I found a position behind the blind where I sat to call. Sure enough before sun up they heard and saw a gobbler in a tree just above the blind. I've sat in that blind many mornings never having a bird roost that close to the blind – but it's mating season and gobblers do things differently when they have a hen on their mind. The gobbler flew out of the roost and was headed away from us. With some patience we called the bird back within range. After some consideration Brannon decided to pass on the bird as it was a Jake – a young gobbler with only a 1 ½" to 2" beard.

At lunch, inside the cabin, we practiced on a new slate call. Brannon actually used it rather well. After eating Brannon walked out of the cabin and heard a gobbler only 75 yards away. The gobbler was coming to the call but when seeing Brannon it flew away.

The next morning we sat and listened to some birds that were ½ mile or more away. It was simply fun hearing the chorus of anxious gobblers as they gobbled up and down the creek at daybreak – all trying to attract a mate for the day. In nature hens search out the gobblers so the concept of calling a gobbler to a call is contrary to nature – but it works – sometimes.

After walking and calling for a couple of hours we finally heard a distant gobbler. We weren't far from Van's "honey hole" so we set up the call from that location. Rather than setting Van and Brannon in the blind I suggested they sit outside of the blind next to a couple of trees so they could get a full range of vision. They were both dressed in full camo making them well disguised. With patience in calling and the luck of hunting on our side Van bagged a trophy, mature gobbler. It had a 9 ½" beard! This was Van's first gobbler. And was an exciting end of 2 days of quality time in the woods. The experiences of a hunt, with or without a kill, are always very memorable.

Thanks again to Karen Patterson with The Barker Sign Company and Van George with Graphics Solutions Group for their participation in the 2009 TSA auction.



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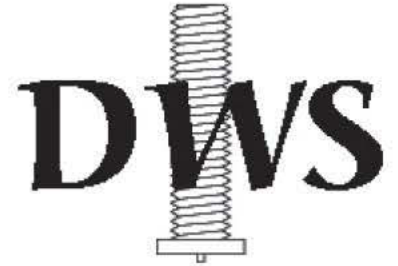
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blawrence@cjcladding.com

The Letter Shop LLC

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DW Sales is a full-line distributor of stud welding equipment and supplies. We offer new and reconditioned stud

welders from several manufacturers including the ISA endorsed Lynx 3 Modular Stud Welding System by International Welding Technologies. DWS is the exclusive representative for International Welding Technologies in the Southwest. We repair all makes and models of stud welding equipment and can provide "loaner" equipment in the interim. We stock a large variety of weld studs and related fasteners in aluminum, steel, and stainless steel. Conveniently located in Fort Worth, TX, DWS provides daily delivery service to all of DFW. Rapidly approaching our 20th year in business, our customer list covers 10 states and growing. Let us lend our more than 35 years of stud welding experience to your fabrication process.



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Sept. 17-18, 2010–San Antonio

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(817) 633-6311

For more information please contact Leona Stabler at 979-778-3170

CONTINUING EDUCATION COURSE: CLASSROOM (4 HOURS)
\$50 members/\$75 non-member:

8:00 a.m. – 12:00 (noon) CE Course: # 5707

June 12, 2009– Ft Worth 1:00pm-5:00pm
Renaissance Worthington (Convention)
200 Main Street, Ft Worth, TX 76102
817-882-1606

September 18 – Houston
The Sign Factory, Houston, TX
5101 Ashley Court, Houston, TX
713-849-4575

October 16th– Austin
Lewis Sign Builders
16910 S. IH 35, Buda TX
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TDLR Course # (5707) NEC Compliant Sign Installation **Phase VI**, This 4-hr course will satisfy TDLR’s mandatory continuing education requirement. You will learn:

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- B) Basic Electricity
- C) Understanding Grounding & Bonding
- D) Highlights from Article 600
- E) LED’s and the NEC
- F) Things to know in the Law
- G) Important points in the Rules

Developed and written by Lonnie Stabler ★ TSA Presenter: Lonnie D. Stabler ★ TSA is TDLR Provider #1006

New course is the fourth phase of TSA’s Code Compliant Sign Installation Series

*Electrical license renewal credit is given only once for a specific class attended. It is the attendee’s responsibility to determine if they have attended/received credit for a specific class. TSA will not be responsible for duplication. Check TDLR’s website for courses completed: <http://www.license.state.tx.us/ContinuingEducation/CourseSearch.aspx?ProviderType=730>

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<http://tsa.boscommerce.com>

Local Association Updates:



San Antonio
Sign Association

SAN ANTONIO SIGN ASSOCIATION UPDATE:

The San Antonio Sign Association has been diligently pursuing sign code interpretations, that the City of San Antonio has been changing, due to misleading interpretations by the sign inspectors. Members of the board have been meeting with City Council members and staff. Meetings have been directed on refacing of existing sign cabinets, which have been allowed previously. Now, city staff has changed code and directed permit staff to refuse permitting on refacing of certain signs. As of this posting, the electronic message center draft has been sent to City Council for first reading sometime in June. Everything was in order until we got notification of a definition of a sign re-face, which was not even discussed, and got thrown in the draft without prior knowledge or approval. Typical city antics.

SASA will stay vigilant with the city & its re-interpretations. Personally, I find it frustrating with the inability of our city staff to be on the side of business, especially during these economic times, and they wonder why permit fees are declining?

More fun to come in the next few months.

Lydell Toye SASA

GREATER DFW SIGN ASSOCIATION UPDATE:



Two years ago the Greater DFW Sign Association was formed to address issues affecting our area. Ordinances and their changes have been the focus since our inception. However, moving forward, we will be making an effort to develop more of a community within our membership. Specifically, with those individuals who supply, manufacturing, service and install.

We have every facet of our industry as part of our membership and need to take advantage of this more effectively to create an atmosphere of community. To explain, if we have a membership gathering two or three times a year, it should be a networking reception for the casual exchange of ideas, communication between peers, having questions answered about a particular product,

permitting problem, design issue or installation dilemma. In many cases we are competitors but I am confident that this group can keep those issues in check and take advantage of the opportunity we have before us.

To embrace this concept will enable the association to increase participation and membership. In turn, increased membership allows us provide more services to our members. We have discussed product training as one possible benefit to our membership. A different product would be presented at each meeting. A short, concise product overview and then we could adjourn to the networking reception. If a member would like more information, additional training at their facility this could be arranged with the manufacturer's representative or supplier.

Recommit yourselves to the association as we move into our third year and our new direction. Thank you for your participation.

I would like to formally thank Paul Ingle for serving as president and continuing to support the association. Paul is a great ambassador for our association and I consider it an honor to follow in his footsteps.

Also, I would like to thank Ricky Brown from Reece Supply for his time spent on the association. Ricky was a founding director and instrumental in getting the association off the ground. I honestly don't think we could have done it without him. He will be stepping down as a director this year. He will be missed.

In April the Greater DFW Sign Association elected our 2010-2011 Board of Directors;

Eric Burisky, President
Mike O'Donnell, Vice President
Daniel Rodriguez, Sec/Treasurer
Paul Ingle, Past President
David White, Director
Gary Palmore, Director
John Custer, Director

GREATER HOUSTON SIGN ASSOCIATION UPDATE:



For more information, please come by our booth at the 57th Annual Conference, Trade Show, or contact Leona Stabler at 979-778-3170.

Regards, GHSA

continued page 30

VALLEY SIGN ASSOCIATION UPDATE:

For more information, please come by our booth at the 57th Annual Conference, Trade Show, or contact Leona Stabler at 979-778-3170.

Regards, VSA



The local Sign companies met on May 20, 2010 and agreed to form the Austin Sign Association.

A committee was formed to work on the Bylaws and will report back in a few weeks. If you are interested in participating please contact Leona Stabler at leona@txsigns.org or Leon Apostolo at leon@lewissign.com

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EXPIRATION AND RENEWAL OF SIGN PERMITS

I am often consulted about the situation where a client secures a permit, and he doesn't build the sign or otherwise finish the work before the permit expires. Then when the client attempts to renew the permit in order to finish the sign, he is surprised to learn the City has changed the regulations since he acquired his original permit. The client is especially surprised and disappointed when he has to tell his customer that the City will not renew the permit because the requested work was outlawed by the recently passed regulations. Fortunately, as explained below, Texas law requires that the renewal of permits be governed by the law in force when the original permit was issued, so that the City's subsequent change in regulations cannot bar renewal of the permit and completion of the work on the sign.

This situation arose when the Houston City Council passed last summer amendments to the Houston Sign Code. Among the Code amendments that became effective on September 1, 2009 are additional restrictions on the location, size, and number of LED illuminated or digital signs, also known as "changeable message" or "high technology" signs in the amendments.

Sign contractors were able to sell a large number of digital signs last summer, precisely because a sign purchaser would be faced with a smaller, shorter, or no digital sign at all if he purchased and permitted signage after the new amendments were imposed on September 1, 2009. Specifically, if the permit was secured before this September 1, 2009 effective date, the more generous size, location, and number provisions of the old Houston Sign Code applied in lieu of more restrictive amendments.

The last minute rush for a large number of digital sign permits and purchases, coupled with continued repair work from Hurricane Ike, created delays for sign contractors in completing construction of the digital signs before expiration of their permits. Specifically, Houston Sign Code Section 4605(h) provides that "any permit for construction of a sign shall become null and void unless construction of the sign is completed within 180 days."

Section 4605(h) goes on to provide that the permit may be renewed for an additional 180 days. Importantly, however, the section also provides that the permit renewal requires that "the proposed sign shall meet all of the requirements of this chapter on the date of renewal." The City of Houston is interpreting this provision as conditioning the grant of any renewal permits for the construction of digital signs on compliance with more restrictive height, size, location, and number provisions currently in force a result of the amendments that become effective on

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September 1, 2009. Therefore, under this interpretation of the City, the digital signs would have to be lower, shorter, or in some cases even completely prohibited.

There is a good argument, however, that sign contractors have in rebuttal to the City. Specifically, the pre September 1, 2009 Houston Sign Code regulations should apply under State law, even when the permit is renewed months thereafter. Section 245.002 of the Texas Local Government Code governs a situation where the regulations on a structure or use are changed after submittal of the original permit application, and this State law takes precedence over municipal ordinances like the Houston Sign Code. Under Subsection (a), applications for sign permits are to be considered based solely on the ordinance in effect at the time “the original application for the permit is filed for review for any purpose.” Moreover, under Subsection (b), “if a series of permits is required,” the ordinance “in effect at the time the original application for the first permit in that series is filed shall be the sole basis for consideration of all subsequent permits required for completion of the project.”

Based on the foregoing, if an operator applied for a permit for a digital sign prior to September 1, 2009, when the Houston Sign Code provisions were amended for digital signs, that operator would have to comply in his application with the Code in effect before the amendments to the digital and other provisions. If his permit expired because he had not completed construction of this sign within 180 days, the operator would be entitled to renew his permit based upon the ordinance provisions in effect prior to September 1, 2009, when “the original application for the first permit” was submitted.

While I believe the foregoing arguments are meritorious, the sign contractor needs to be aware of the procedures and timeframe for asserting them and appealing any rejections by the City. Cities typically offer some sort of appeal procedure for denied permits, but notices of appeal usually have to be filed promptly. Therefore, I recommend the sign operator seek competent legal counsel when responding to the City’s permit denial under these circumstances.

2010 CALENDAR OF EVENTS

JUNE

10th–13th	TSA	57th Annual Convention Renaissance Worthington Hotel Sundance Square – Fort Worth, TX;	www.txsigns.org
12th	TSA	Electricians CE Course – Fort Worth, TX;	www.txsigns.org

JULY

16th–17th	TSA	Electrician Exam Review Course – DFW Area;	www.txsigns.org
14th–18th	MSSA	Convention & Trade Show – Florence, AL;	www.midsouthsignassociation.org

SEPTEMBER

1st	TSA	Advertising Deadline, 4th Qt SignPost	www.txsigns.org
24th –25th	TSA	Electrician Exam Review Course – San Antonio, TX;	www.txsigns.org
16th	SASA	General Membership Meeting	
18th	TSA	Electricians CE Course - Houston, TX;	www.txsigns.org

OCTOBER

12th	GHSA	Membership Meeting;	www.greaterhoustonsigns.org
16th	TSA	Electricians CE Course – Austin Area, TX;	www.txsigns.org

NOVEMBER

11th	ASA	Arizona Sign Association Table Top	www.arizonasign.org
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ON-SITE DEMONSTRATIONS DRIVE DIGITAL DISPLAY SALES

Nothing more effectively closes a sale than an on-site demonstration of a digital display. Does your digital display supplier offer free product demos? If they do, be sure to schedule one.

A demo allows customers to see for themselves the potential of a digital display at their facility. It also gives you a chance to upsell to a full-color and/or larger display.

Outstanding content is critical to the success of the demo. Take some time to study the advertising habits of your customer and share this information with your supplier's representative. Many suppliers keep libraries of messages appropriate for different niches specifically for demo use. Customers also really get excited just seeing their logo on an LED sign.

Schedule the demo for mid-day. Have the customer view the display straight on and then from a distance. Be sure to demonstrate the viewing angles. This is a

good time for you or the supplier's representative to point out the different display features, including the potting, thermostat, cabinet, and module uniformity. Also demonstrate the software by showing how easily you can program the sign to display messages.

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