

July 2013



Sign
Language

"The members of the Maryland Sign Association are dedicated to promoting professionalism, ethics, safety and education in the sign industry."

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Next General Meeting October 17, 2013 Details to Follow

MSA Scholarship

There are funds available for the 2014-15 academic year.

Applications will be available January 2014. You can request an application from Sheryll Strube or you can download one from the website.

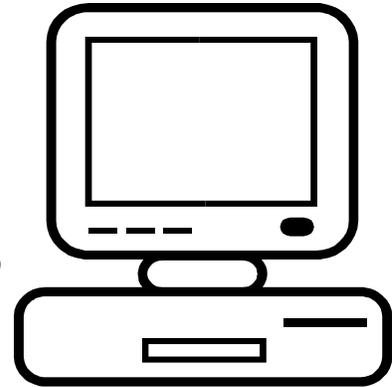
All applications must be received by the
MSA
1813 Meadowgrove Lane
Frederick, MD 21702
by April 30, 2014

MSA New Website – Progress in the Making!

We are excited to report that great progress is being made on the new MSA Website. The new site will offer a fresh new look with many interesting components including history of our organization, upcoming events, industry related information, and so much more!

We need help from our Members! Part of our website reflects on our history in the industry. We are seeking photographs, articles and any other information you can share to be added to this important piece.

As a member, you will also be given the opportunity to promote your company in a section on the site that highlights the different businesses that make up MSA.



Even though we still have a lot more to do, the Website Team, is confident that this new site will be a place for everyone in our Industry to be proud of and a great reference tool.

If you have information you would like to provide or suggestions, please contact Sheryll Strube/MSA Executive Administrator at 301-662-5760 or by email Sheryll.Strube@gmail.com.

Submitted By: Paul Gable
Reprinted from March Newsletter

Breaking News.....

The website is almost ready to launch. We still need content to make it complete. Please continue sending your logos, pictures and any information you wish to be included in the launch. Members will have access to their pages and there will be a members only area where the logo can be downloaded.

Let's make this a great site for members and clients to visit.

The Board

PRESIDENT'S MESSAGE

A Benefit of Business Being Slow

Recently, a project that my company has done many times over the years was reordered in a large quantity. I'm pleased with refilling this order however the employee that had fulfilled the order in the past no longer works for me. No big deal, I know the procedure for making the items. The order is three times larger than usual so I evaluate how to make this process as easy as possible (not because I'm lazy). The employee that carried out that procedure never suggested ways to improve the process. So again (not because I'm lazy), I'm looking for ways to make the whole process more efficient than before. I purchased a few new tools and cut production time in half—yes in half—AND improved upon the quality of the finished goods as well.

Had the previous employee still been working for me the procedure would have stayed the same and the production savings and increased quality never would have happened. The difference between understanding a process verses performing a procedure is what comes into play. We show employee's procedures and instruct them to follow closely to the procedures. Great, but this can be at the expense of optimizing the process. Periodically reevaluating your company's standard operating procedures can be very beneficial. Not because we're lazy, but because we all want to be more profitable.

The following Wikipedia definitions may help clarify the difference between procedure and process.

Procedure

Instructions or recipes, a set of commands that show how to prepare or make something
Standard Operating Procedure, a step-by-step instruction to achieve a desired result, used in industry and military

Process Optimization

Process optimization is the discipline of adjusting a process so as to optimize some specified set of parameters without violating some constraint. The most common goals are minimizing cost, maximizing throughput, and/or efficiency. This is one of the major quantitative tools in industrial decision-making.

When optimizing a process, the goal is to maximize one or more of the process specifications, while keeping all others within their constraints.

Continued on Page 8

"Something to Consider"

"As difficult as it is to take in, feedback provides the opportunity to make the transformation from focusing on ourselves to understanding how we can be effective motivators and leaders."

-Bill George and Andrew McLean

Submitted by: Mary Fineagan

Why Aflac? Get the Aflacts:

1. Insurance for daily living
2. An extra measure of financial protection
3. Aflac pays you cash benefits to use as you see fit
 4. Helps with unexpected expenses
 5. Aflac belongs to you, not your company
 6. Is affordable
 7. Claims processed within 4 days
 8. Pays cash benefits even when you are healthy

Aflac for Business:

1. No cost to your business, 100% employee paid
2. Attract and retain employees
3. Offers potential tax savings: save FICA taxes
4. Complements your existing benefits
5. Easy to administer

Aflac pays cash to help protect your assets and income when you are hurt or sick:

- Out -of-pocket medical expenses:
Deductibles/Copayments
- Everyday living expenses:
Mortgage/Rent/Groceries
- Loss of Income:
Salary/Hourly Wages

For additional information, please contact: Mary Fineagan
Fineagan Insurance Agency

Permitting & Zoning

Prince Georges County has moved their permit offices from the 6th floor to the 1st floor of the same building. They have new applications. They will NOT accept the old applications.

Baltimore county will be raising their rates.

(If you have any information on permitting and zoning that you want to share with the members of the association, please send them to Sheryll for inclusion)

Maryland Sign Association, Inc.
Code of Ethics
Adopted by the Board of Directors
On May 16, 2013

We will strive for excellence in the sign industry by maintaining and enhancing our knowledge and skills to project a professional image by upholding the highest standards.

We will pledge to support our local, state, national associations and related industries concerned with the preservation of legitimate rights, fairness and ethical practices. The Maryland Sign Association will continue educating our members on industry standards, best practices and safety.

We will act in a manner to earn the respect and esteem of those we serve. We will be fair, reasonable and honest in our dealings with employees, competitors, business colleagues and clients. We will conduct ourselves professionally, making good faith efforts to meet contractual, moral and ethical obligations with regard to our business activities.

We will stay current with local, state and federal policies and comply with all laws and regulations applicable to our business.

Crane Certification

In August 2010, OSHA enacted legislation that made it mandatory for crane operators who use cranes with lifting capacities above 2,000 pounds to become certified before November 10, 2014. This means that all sign companies with cranes, must comply with this requirement. OSHA recently announced it's issuing a notice of proposed rulemaking to delay the implementation of crane certification to November 2017. ISA is following this closely by staying in constant contact with OSHA and working with other groups to make sure our members' interests are represented. In the meantime, sign companies are still required to ensure that their crane operators are fully trained. You may enter a jobsite that doesn't recognize the 2017 extension. Therefore, the general contractor won't allow your crane to be used without proper certification.

The overall goal of the rule is to improve worker safety by requiring operators to complete OSHA-approved training. It addresses the four main causes of worker accidents: electrocution; being crushed by the equipment; struck by the equipment or load; and falls. The training prepares operators to recognize the principal hazards associated with crane use. OSHA estimates that 89 workers are killed annually in crane related accidents.

Submitted by Frank Miles

Membership Application

Company Name _____

Owner/President/Contact Person _____

Address _____

Phones _____

Fax _____

Email _____

Website _____

Number of Employees _____

Type of Business / Service _____

Yearly Membership Rates: (July to June)

1-4 employees \$85

5-7 employees \$120

8-10 employees \$150

11 + employees \$200

(employees include office personnel)

Return your application and check to Association Office.

Officers & Directors

President - Phil Hottinger, Designers Output, 410-234-9890

Vice President - Larry Strube, Alpha Design Signs, 301-662-3363

Secretary/Treasurer - Mary Fineagan, Fineagan Insurance Agency, 410-879-1753

Wayne Belsinger, Belsinger Signs, 410-837-2700

Paul Gable, Gable Signs & Graphics, 410-255-6400

Tom Kelly, Martin Sign Supply, 410-366-1696

Frank Miles, H & M Signs, 410-789-1640

Harry Sommer, Triangle Signs, 410-247-5300

Executive Administrator - Sheryll Strube, 301-662-5760



Message center demo vehicle. I'll take two.

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Areas

Fundamentally, there are three parameters that can be adjusted to affect optimal performance. They are:

Equipment optimization

The first step is to verify that the existing equipment is being used to its fullest advantage by examining operating data to identify equipment bottlenecks.

Operating procedures

Operating procedures may vary widely from person-to-person or from shift-to-shift. Automation of the plant can help significantly. But automation will be of no help if the operators take control and run the plant in manual.

Control optimization

In a typical processing plant, such as a chemical plant or oil refinery, there are hundreds or even thousands of control loops. Each control loop is responsible for controlling one part of the process, such as maintaining a temperature, level, or flow.

If the control loop is not properly designed and tuned, the process runs below its optimum. The process will be more expensive to operate, and equipment will wear out prematurely. For each control loop to run optimally, identification of sensor, valve, and tuning problems is important. It has been well documented that over 35% of control loops typically have problems. The process of continuously monitoring and optimizing the entire plant is sometimes called performance supervision.

Happy profits Phil Hottinger



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Visit our website at
www.mdsignassn.org

Preview of the new member logo:
Maryland Sign Association
Certified Sign Contractor



(A download of this logo will be available for all members in good standing on the new website when it is launched.)