

March 2013



Sign  
Language

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

## General Meeting

April 18, 2013

MSA New Website –  
Progress in the Making!

Matthew's 1600  
(new menu)

1600 Frederick Road  
Catonsville, MD 21228

Cocktails 6 pm

Dinner 7 pm

\$29 Per Person (members)

\$42 Per Person (non members)

RSVP by Friday, April 12, 2013

Sheryll.Strube@gmail.com

Or call 301-662-5760

### What's Inside

MSA General Meeting	Cover
New Website Scholarship	2
President's Message	3
News from our Members	4
Wise Words	5
Stress Management Membership Application	6
Officers and Board of Directors	7
Something to Consider	
Math Question	8
New Members Contact Information	

## 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!

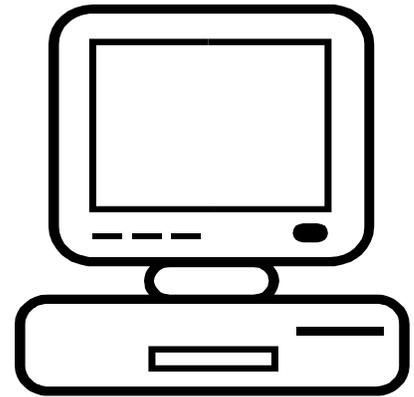
We need help from our Members! Part of our website reflects on our history in the industry. We are seeking photographs, articles and any other information you can share to be added to this important piece.

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](mailto:Sheryll.Strube@gmail.com).

Submitted By: Paul Gable



### MSA Scholarship

There are funds available for the 2013-2014 academic year.

Applications will be available January 2013. You can request an application from Sheryll Strube or you can download one from the website.

All applications must be received by the MSA at  
1813 Meadowgrove Lane, Frederick, MD 21702  
by April 30, 2013.

## PRESIDENT'S MESSAGE

Have you heard the news? It's a sell out! The International Sign Association's SIGN EXPO exhibit hall has sold out for vendors-five hundred and ninety five exhibitors. Perhaps many manufacturers are considering doing only one show this year and have decided that this is the one? I think not. Judging by the listing of manufacturers and new technology being exhibited at the show, I think it's quite the opposite. What does this mean to all of us in the industry? The sign industry is strong and growing in many directions. Our industry is getting much more complex in the markets we serve and the methodology in which we provide solutions to our customers. And even if you don't walk the floor, there are many educational seminars being given during the expo. It's always a great thing to learn from others mistakes instead of your own. Should you attend? Of course you should, it's an investment in yourself. Easier said than done I know. But the good news is, our industry is still growing and changing in ways we could not have predicted five years ago. What a long strange trip it's been. Maybe see you at the show. Be well.

Philip E Hottinger

## NEWS FROM OUR MEMBERS

### Gemini Celebrates 50 Years

**Cannon Falls, MN** — Dimensional signage manufacturer Gemini Incorporated announces the celebration of its 50th year in business. The Minnesota-based firm, founded in 1963, has expanded over the years to become one of the world's leading manufacturers in the signage industry.

“Celebrating 50 years is very gratifying,” said Gemini President Frederick Oss. “The teamwork of Gemini employees combined with cutting-edge technology, quality products, timely delivery, and a focus on customer satisfaction is the key to our success. Everyone at Gemini would like to thank our loyal customers who have helped bring Gemini to its 50th year and beyond.”

Gemini Incorporated began in 1963 when the business was purchased by Jim and Sharon Weinel. At that time, Gemini specialized in the manufacture of vacuum-formed plastic products. In 1966, the company began the manufacture of plastic letters, which marked the beginning of its involvement in the sign industry. In 1968, the company survived a devastating fire that destroyed its headquarters in St. Louis Park, Minnesota. By 1972, the company not only had recovered, but also had outgrown its plant and moved its headquarters to Cannon Falls, Minnesota.

From these humble beginnings, Gemini has since undergone dramatic growth to become one of the world's largest manufacturers of dimensional letters, logos and plaques in the signage industry. Also during that time, Gemini augmented its popular line of formed plastic letters by expanding into injection molded and laser cut acrylic letters; cast, flat cut and fabricated metal letters; and cast, etched and ADA/Wayfinding plaques.

Despite this growth and the dramatic changes in the way America does business today, Gemini's philosophy has remained unchanged: To provide the highest quality letters, logos and plaques, at the lowest possible cost, hassle free, with the quickest delivery in the industry.

Today, Gemini has seven plant locations enabling the company to offer speedy delivery to its customers across North America. Locations are: Cannon Falls, Minnesota; Decorah, Iowa; Fallon, Nevada; Taylor, Texas; Farmville, Virginia; Neustadt, Ontario and Reynosa, Mexico.

For more information about Gemini Incorporated and its products, call toll-free at 1-800-LETTERS (538-8377) or visit Gemini on-line at [www.signletters.com](http://www.signletters.com).

END

**David Welch Marketing/Communications Gemini Incorporated**  
507-263-3957 Ext. 1329 [davew@signletters.com](mailto:davew@signletters.com)

## “Wise Words”

This article was written and submitted by Tracey Schaub of TyrrellTech, Inc.

For many, a new year means a new set of resolutions. I have never really been one to make (or keep) resolutions well. I feel like, with anything, it is better to maintain a lifestyle without extremes that allows you to stay healthy, accomplish your goals, be as structured as possible and stay focused. Let's try this—I resolve to get more editorial content into the newsletters this year. Read on I'm off to a good start!

Personal resolutions and company goals are one in the same in many ways. You can be extreme and set high goals, hoping just to get near them in a year's time, and that is fine. But, like maintaining a lifestyle of moderation and discipline for achievable goals, one can do the same in their work life. Each person in our company sets goals each year. Why? Review what works and didn't work last year. Assess what was and what wasn't achieved last year. And, set a course of action for the coming year—a plan—so that you know where you are going and how you would like to get there.

At TyrrellTech, in recently training a new employee, I was reminded of the three very basic, simple and easy to remember goals that my boss told me my first day on the job. Simple though they may be, they are not always easy to live up to. And, as I prepare to list them here I think, what if the competition see them? What if I reveal the secret recipe to our success? Not to worry. Saying these three things in no way give anyone the recipe for achieving them and keeping with the plan. Doing them is the hard part—the thing that truly sets TyrrellTech apart—and it is as simple as 1,2,3. So, here we go.

1. Know your product.
2. Do what you say you are going to do.
3. Treat people the way you would want to be treated.

They are short, sweet and simple. Sounds easy enough, right? But, wow, once you get into the flow of things and tasks pike up, it is not easy to get it all done. Knowing one's product is easy—until the product lines grow and grow and it is too much information. Then, the magical question—what do you do when someone asks a question that you don't know the answer to? Unfortunately, too many people either make something up or spit out something close to a vague answer that isn't really helpful at all. How about this for an idea—when you don't know something, use your resources to find the answer, then add it to your mental database for the next time? THAT is knowing your product—and your resources—to be an effective source of information for your customers.

It is NOT easy to tell someone that you are going to follow up with them and get a price, an answer or a solution, and THEN to remember to actually do it. It takes commitment, focus and organization, and even that alone isn't enough. It takes truly caring about following through on your promises and wanting to be a professional whose word can be trusted. Anymore, it is not always the expectation that someone will do what they say they are going to do. Following through—that is the secret sauce. Good luck cracking the recipe!

Maybe you don't run a marathon every day and accomplish every single item on your to do list. But, if you keep your eyes on the prize and the right company goals in mind—simplistic is best—you cannot go wrong. The fact that the Golden Rule is at the heart of our company goals speaks to the strength of these goals. It isn't about giving the goals fancy works or lofty expectations. Know it, do it, and do it well. It's that easy. Here's to making it work in 2013 better than ever before—nose to the grindstone, eyes on the prize.

## Stress Management:

Picture yourself near a stream.

Birds are singing in crisp, cool mountain air.

Nothing can bother you here. No one knows this secret place.

Hear the sounds, and enjoy the peace.

Feel the sweet air on your face, your skin.

You are in total seclusion from that place called the world.

The soothing sound of a gentle waterfall fills the air with a cascade of serenity.

The water is clear.

You can easily make out the face of the person whose head you're holding under the water.

There now, .....feeling better?

Anonymous

### 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.**

**(Dues will be restructured for the year 2013-2014)**

## 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

### "Something to Consider"

"The secret of success is to know something nobody else knows."

Aristotle Onasis

Submitted by: Mary Fineagan  
Fineagan Insurance Agency



Choose Correct Answer!

$$7 + 7 \div 7 + 7 \times 7 - 7$$

a: 00      b: 08  
c: 50      d: 56

92% FAIL THIS SIMPLE TEST!

Answer at bottom of page.



**MSA** 

MARYLAND SIGN ASSOCIATION, INC.

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Visit our website at  
[www.mdsignassn.org](http://www.mdsignassn.org)

Answer to math question is c: 50  
(Order of operation: parentheses, exponents,  
multiplication/division,  
addition/subtraction)

## NEW MEMBERS

- Blue Water Signs, LLC
- Scott Bachman
- 343 Gramary Road Unit F
- Forest Hill, MD 21050
- 410.420.2400
- 410.420.1254 fax
- Scott@bwsigns.com
- Vinyl, vehicles and electric signs
- Duff Signs, Inc.
- Loretta Duff
- 6812 Mid Cities Avenue
- Beltsville, MD 20705
- 301.937.6800
- 301.937.5522 fax
- Sales@duffsigns.com
- Commercial shop - architectural,  
electric, etc
- FTGraphics.com
- Vincent Kelly
- 8402 Bodkin Avenue
- Pasadena, MD 21122
- 443.623.0917
- Surveyor1@cablespeed.com
- Sign shop including laser engraving,  
metal marking, direct to garment  
printing, vehicle wraps and lettering,  
screen printing
- ARK Sign Services, Inc.
- Jeff LaBrier
- 3622 East Street
- Hyattsville, MD 20785
- 301-384-1300
- 301-384-1304 fax
- Jlabrier@arksigns.com
- Is a full service provider of signage,  
graphics, lighting and electrical services  
to local, regional and national clients.