

March 2016



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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## MSA Spring General Meeting April 28th, 2016

**Holiday Inn College Park  
1000 Baltimore Avenue  
College Park, MD**

**Social hour at 6pm and buffet at 7pm**

**Presentation from**



**See page 4 for details**

**\$35 Per Person (members)**

**\$50 Per Person (non members)**

**RSVP by Friday, April 15, 2016**

**Sheryll.Strube@gmail.com**

**Or call 301-662-5760**



## The President's Corner

Greetings, MSA Members:

I hope this month's newsletter finds you gearing up for a busy Spring. As the weather begins to warm, we should see our workloads increase as clients awaken from their winter hibernation. With increased workloads come increased pressure on our manufacturing and installation capacities. There is no better way to combat these strains than to incorporate teamwork into our companies' culture, so let's *Spring into Teamwork!*

It is not enough to simply say we work as a team. It is critical to walk the walk, if you are going to talk the talk. Utilizing the word "team" may be one of the most overused terms in business today but this fact only underlies our acknowledgement of its importance. Teamwork is a form of cooperation. Cooperation can be defined as a willingness to work together for a common purpose. Teamwork by definition turns it up a notch and is described as a group of people whose efforts are focused on a purposeful goal, who hold each other responsible for their individual efforts as they pursue a collective outcome.

Team building can profoundly improve your profitability. It can foster great client satisfaction by yielding successful outcomes while creating a positive culture within your company. Teamwork is also imperative interdepartmentally as it is not uncommon to see unhealthy relationships between departments. Sales may be at odds with Design, Design may be at odds with Production or Production may be at odds with Installation. Once people begin to cooperate, development of a cooperative spirit will follow.

So how do we encourage the spirit of teamwork within our own organization? Increased cooperation within your workplace starts with YOU. By virtue of the word teamwork, it implies there is a leader of the team. It is important that you lead by example by demonstrating consistent traits and behaviors that allow others to consider you as a team player. It will be impossible to develop teamwork if the perception of the collective team is that you are not a team player.

Other critical elements include communicating a clear goal. Goals can be specific project-based goals or they can be long-term, vision-based goals. Communicate goals and insure consistent inclusion to the process by all team members as their contributions are vital. When thoughts, ideas and feedback are presented, it is acceptable to disagree or present a different point of view. However, it is unacceptable to lose your temper or exhibit disrespectful behavior. You want all team members to be empowered and to take ownership in reaching goals in the most productive way possible. As a sense of ownership develops by all, so will your team's commitment to success.

Finally, make sure everyone understands their role or you will have a fleet of ships lost at sea with no direction. Success depends on everyone understanding their role and the roles of those around them. Celebrate and acknowledge success whenever possible.

Continued on page 3

When I was in the United States Marine Corps, I had the good fortune to benefit from some of the best leadership training. This begins with good coaching. The mentors in my life were patient and encouraging and left a positive influence with me that I attribute to my personal success. Those who yelled and were short-fused are regarded as bad leaders and have been dismissed from my memory. We can probably think back in our lives and identify positive mentors and those who were bad coaches who left a mark of disdain in our minds. Don't be a bad coach. While there are some great natural leaders, this skill can be taught and developed.

In the Marines, I also learned the value of teamwork, a value I hold true to this day. These principals will profoundly assist the growth of your company, whether it's a 2-man shop, or a 200-man shop.

It is my hope that I have provided some thoughts and concepts that will further the success of your company. Writing about it has renewed my own personal commitment as we all tend to get lost in the whirlwind of daily tasks. I appreciate that I have a forum to express my thoughts to you. Our collective goal is to build great companies within our great state that we can be proud of.

All the best,



Max Aronow, MSA President

[max@smisigns.com](mailto:max@smisigns.com)

[www.mdsignassn.org](http://www.mdsignassn.org)



*Message from The Executive Administrator:*

*We are having our April meeting at the Holiday Inn in College Park. They are not as accommodating with last minute changes to the count. Please be aware that you need to **RSUP by April 15th**. All no shows will be billed. We are encouraging you to bring with you as many people as you wish. We really need to meet the minimum of 50 so that we do not incur unnecessary charges.*

*Thank you,  
Sheryll Strube*





**The presentation will be focused around Digital Signage Opportunities for Sign Shops, based on our White Paper: <http://mvixusa.com/download/whitepapers/Digital-Signage-Opportunities-for-Sign-Shops.pdf>**

**Mvix Bio**

Founded in 2005, Mvix is the market leader in affordable digital signage software and hardware systems, multi-screen video wall solutions, interactive digital kiosk systems, and content management systems (CMS).

They are revolutionizing the digital signage market by offering a subscription-free yet powerful cloud-based digital signage software. This keeps costs low and frees up dollars to be spent on a content strategy, managed services, network maintenance, etc. --- services that are just as important to the success of a digital signage project as the technology itself.

Mvix’s solutions are being implemented in various industries including foodservice, hospitality, corporate offices, education, healthcare, and manufacturing among others. Companies in these industries are using Mvix’s solutions to inform, promote, entertain, sell and socialize with their customers and employees.

Since its inception, Mvix’s commitment to delivering innovative solutions has put the company at the forefront of the digital signage industry. In 2012, the company was honored on the prestigious Inc. 5000 List of Fastest Growing Companies in America and in 2015 it was ranked as one of top 20 most promising media and entertainment technology solution providers.

**Mike Bio**

Mike Kilian is the Director of Business Development at Mvix, a Virginia-based digital signage company providing end-to-end digital signage solutions that include a free cloud-based CMS.

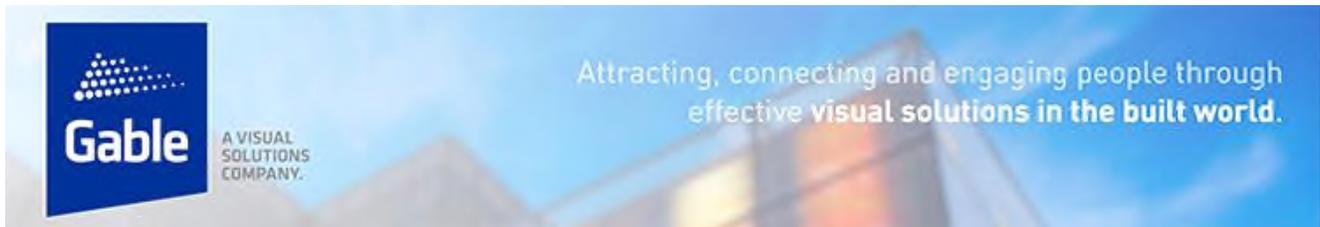
A Digital Signage Certified Expert (DSCE), Mike has mastered the formula for the successful design, deployment, and ROI for digital signage rollouts. He has over 5 years of experience in digital technologies for engaging communications, which includes hosting a quarterly digital signage workshop for partners and VARs in the DMV region.

As a millennial, he provides a unique perspective to the digital signage world. But unlike most millennials, he would choose fishing over video games. His take on the sport - if everyone enjoyed the finer things in life, there would be a shortage of fishing poles.

Mike is a proud Virginia Tech alumnus, and maintains active involvement in both alumni community and industry associations.



**Mike is a Digital Signage Certified Expert (DSCE) and multi-year veteran in the digital signage industry. He has worked with thousands of clients across verticals to implement digital signage solutions. Mike will share tips on doing digital signage right, and how to profit from it.**



To Our Valued Clients and Business Associates,

We are proud to announce that GableSigns has changed its name to Gable, a visual solutions company.

The new name reflects our company's growth and transformation to a broader range of products, services and solutions for visual communications in the built world. All in all, we have evolved into more than just a sign company, combining our creativity and craftsmanship in the traditional sign business with the "new era" of advanced digital technology.

When we began in 1980, our business was solely focused on creating traditional hand-crafted signs for customers in our hometown, just outside of Baltimore, Maryland. We could not have imagined how the company would grow over the next few decades, evolving amidst a dynamic, ever-changing industry. Our name change is the result of a re-branding effort designed to mirror the growth and transformation of Gable, reaching far beyond the capabilities and services that are typically found at a traditional sign company.

Our new brand is much more than a different name and look. We recommit to delivering extraordinary customer experiences through our creation and completion of dynamic visual solutions. Working with corporate, retail and institutional clients on projects throughout the United States and abroad, we've found they appreciate all of the solutions that Gable offers. Our primary goal is always to help our clients attract, connect and engage people to their buildings, properties, spaces and places.

Today, Gable reimagines the way our clients communicate to their audience through design, signage and architectural graphics, digital displays, audiovisual, media, and LED lighting systems. While many view these as separate industries, we believe they're inseparable.

Our team remains committed to the principles this company began with years ago. Our phone numbers, street address and the people you work with remain the same.

As we embark on our exciting new direction, all of us at Gable would like to take the opportunity to thank our loyal clients and business associates. Without your ongoing support, this exciting evolution of our company would not be possible.

To learn more about this exciting new direction, please visit us at [www.gablecompany.com](http://www.gablecompany.com).

Sincerely,

A handwritten signature in blue ink that reads 'Paul P. Gable'.

Paul P. Gable  
Founder/President/CEO

A handwritten signature in blue ink that reads 'Matthew J. Gable'.

Matthew J. Gable  
Executive Vice President/COO



# Calling all Sign Makers

## We Need Your Pictures To Promote The



We're currently seeking pictures  
that you may have  
from the early days of your shop.

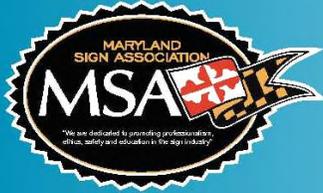
Preferrably from the 50's - 70's

Please forward pictures of  
Early Signs, Staff, Trucks  
and a small tidbit

about the picture to:

[andy@graphicillusions.com](mailto:andy@graphicillusions.com)  
or [sheryll.strube@gmail.com](mailto:sheryll.strube@gmail.com)





# YOU'RE INVITED!

## To The MSA Spring meeting at Harbor

**When:** Saturday June the 11th, 2016  
10:am - 2:00pm

**Where** - Harbor's main campus. 1000 Harbor Court, Sudlersville, MD

**Who** - All MSA Members

**What -**

- ❖ You will be able to tour Harbor's entire 185,000 Square foot logistics and product center.
- ❖ You will be able to watch demonstrations of digital routing, digital punching, digital sizing and the full custom machining process and talk directly with the operators.
- ❖ Harbor Team members will be on hand to listen to your suggestions on how we can help you drive success in your business.
- ❖ Lunch - lunch is on us, a classic Eastern Shore style lunch served under the tent.

**Why** - The MSA Expo has been designed to keep you up to date on the products and services that can help you drive even more success at your business.

**Plus** - when you arrive at the Expo, you will earn a 10% discount on your next order from Harbor!

RSVP - To sheryll.strube@gmail.com

Confirm your attendance with Sheryll  
sheryll.strube@gmail.com



# Membership News

Members as of 07/01/15		45
New members	7	
Non Renewing	(4)	
Current membership		48

## New Members

Eastern Metal Supply  
704-391-2266  
Mike Brown  
mbrown@easternmetal.com

Creative Edge Signs Graphics  
24-499-8026  
Barry Wolitzky  
barry@creativeedgesigns.com

## *Sunshine*

Let Sheryll know if you are aware of any sunshine or memorial that needs to be posted

## ***THREE QUESTIONS*** - Get to know our members.

This article will appear in future newsletters. We will be asking members to answer these three questions.

### 1. How did you get into the sign business?

I came into the sign industry in a sort of strange set of circumstances. I was working in the retail industry and was looking to make a career change and my brother told me that he had been offered a sales position with Triangle Sign. I told him if he decided not to take the position to let me know. My brother declined Triangle's offer so I contacted Bob Altshuler and after a lengthy meeting I accepted the offer and I have been with Triangle now for over 36 years.

### 2. What is the biggest challenge you face?

The biggest challenge I face is with permitting. I can easily sell signs but to be able to meet the customer's wants and desires and fit it within the sign code for the particular jurisdiction that is the challenge. Most customers don't know about the sign code for their location and they really don't want to be bothered with it. They leave that up to me to give them what they want and to make it fit to the sign code for their particular location.

### 3. Would you do it again?

Absolutely. The sign industry has allowed me to meet a wide variety of people from the small store owner to area managers and to presidents of major corporations. In addition, the sign industry is an ever changing industry with new products & technology being developed which keeps me focused and never bored.

Submitted by Harry Sommer, Triangle Signs & Service, LLC.

# Zoning Committee

Almost permanent and sometimes even temporary signs requires a permit. In every city, county, town and jurisdiction it is someone's job to enforce the sign code. Sometimes the rules and procedures change and are only revealed when actually applying for the permit. For this reason the Maryland Sign Association (MSA) Board of Directors found it would be beneficial to form a committee to monitor any sign code or procedure changes within our region. Any changes will appear in a column to be known as Sign Code Update in the MSA news letter Sign Language.

Serving on this committee will be,

Martha Knight with H&M Signs - [mknight@handmsigns.com](mailto:mknight@handmsigns.com)

Harry Sommer at Triangle Sign and Service - [harry.sommer@trianglesign.com](mailto:harry.sommer@trianglesign.com)

Harry Connolly Permit Expediter - [harry.connolly@verizon.net](mailto:harry.connolly@verizon.net)

## Montgomery County Fee Increase effective 12-1-2015

The total fee for each sign located is \$315.00. This includes a permit fee of \$300.00 and a 5% automation fee of \$15.00.

A \$252.00 electrical permit fee is required for illuminated signs. This includes a permit fee of \$150.00 plus \$90.00 for sign fee and a 5% automation fee of \$12.00.

When processing two (2) or more signs requiring electrical permits a cost of \$94.50 per sign is required. This includes a permit fee of \$90.00 plus a 5% automation fee of \$4.50.

Need help with your permitting?

Harry Connolly 410-591-3955 holds Electrical Licenses in Baltimore, Howard, Harford, Carroll & Anne Arundel Counties.

He is also a Notary Public.

Larry Strube 240-409-6222 holds a contractors license in West Virginia and can help with those permits.



## Membership Application

Company Name \_\_\_\_\_

Owner/President/Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone(s) \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Number of Employees \_\_\_\_\_

Type of Business / Service \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Membership runs from (July 1 – June 30)**

**Sign Companies Yearly Membership Rates:** (Employees include office personnel)

1-5 employees \$95

6-10 employees \$150

11-20 employees \$225

21 + employees \$300

**Suppliers, Vendors and Distributors Membership Rate: \$200.00**

**Return your application and check to:**

Maryland Sign Association  
c/o Sheryll Strube  
1813 Meadowgrove Lane  
Frederick MD 21702

# Officers & Directors

President- Max Aronow, SMI Sign Systems, Inc., 301-468-1132

Vice President - Andy Langlois, Graphic Illusions, 410-789-9414

Secretary/Treasurer - Frank Miles, H & M Signs, 410-789-1640

Wayne Belsinger, Belsinger Signs, 410-837-2700

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

Harry Sommer, Triangle Signs, 410-247-5300

Harry Connolly, 410-591-3955

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

Neil Brami, Gelberg Signs, 202882-7733

## Did you Know?

### Maryland Sign

Association is a member of the following:

International Sign  
Association

United States Sign Council

American Sign Museum

Baltimore Museum of  
Industry

## Mind Bender

$$8 = 56$$

$$7 = 42$$

$$6 = 30$$

$$5 = 20$$

$$3 = ?$$

Answer on page 12

## Scholarship News

If anyone is interested in applying for the 2016-17 scholarship, please notify Sheryll.Strube@gmail.com for a new application. Deadline is April 30, 2016



### FUNNY SIGNS YOU SEE WHILE DRIVING.

Mind Bender Answer from Page 11  
3 = 6



Maryland Sign Association  
Certified Sign Contractor Logo

Sheryll Strube,  
Executive Administrator  
1813 Meadowgrove Lane  
Frederick, MD 21702



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Email: Sheryll.Strube@gmail.com

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[Http://mdsignassn.org/logo-download-page](http://mdsignassn.org/logo-download-page)