

July 2014



Sign Language

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

### WHAT'S INSIDE

MSA General Meeting	1
President's Message	2
Program for Fall Meeting	3
Something to Consider	4
Scholarship News	
A Quick Look at	5
Contractors Controlled	
Insurance Programs	
New Member Bios	6,7,&8
Membership News	8
News Release: SMI's	9
25th Anniversary	
Membership Application	10
Officers and Board of	11
Directors	
Mind Bender	
Calling All Members	
Not OSHA Compliant	12
MSA Contact Information	



**MSA Fall  
General Meeting  
October 16, 2014**



**How much money can you save?**

(See program information on Page 3)

**Matthew's 1600  
1600 Frederick Road  
Catonsville, MD 21228**

(Meeting will be held in the downstairs Ellicott Room)

**(NEW PRICING)**

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

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

**RSVP by Thursday, October 9, 2014**

**Sheryll.Strube@gmail.com**

**Or call 301-662-5760**

**(reservations made will be expected to be paid)**

## President's Message

Feeling over taxed, over regulated and under appreciated by both Annapolis and Washington? Well this is an election year so check out your candidates both state and local.

My home county, Frederick, is going to charter government and will be electing its first County Council. This is a rather hotly contested local election – should be interesting. Remember - If you don't vote, don't bitch.

Still our State is pretty nice: good weather, pretty good baseball team this year, plenty of casinos and more coming.

Our next general meeting will be on October 16 in the big room at Matthew's. Fastenal will be giving a presentation on their inventory vending program. I encourage everyone to attend and don't come alone. This program will be of interest to production personnel as well as management. Remember that this is your association and it is dependent on your participation and input.

Looking forward to seeing you October 16.

Larry Strube

Former Acting President and now really President (again!)

## Fall General Meeting

# ***Fastenal***

James Chilson, Construction Sales Manager  
will be introducing us to the  
"Fastenal Vending Machines."  
How much can you save?

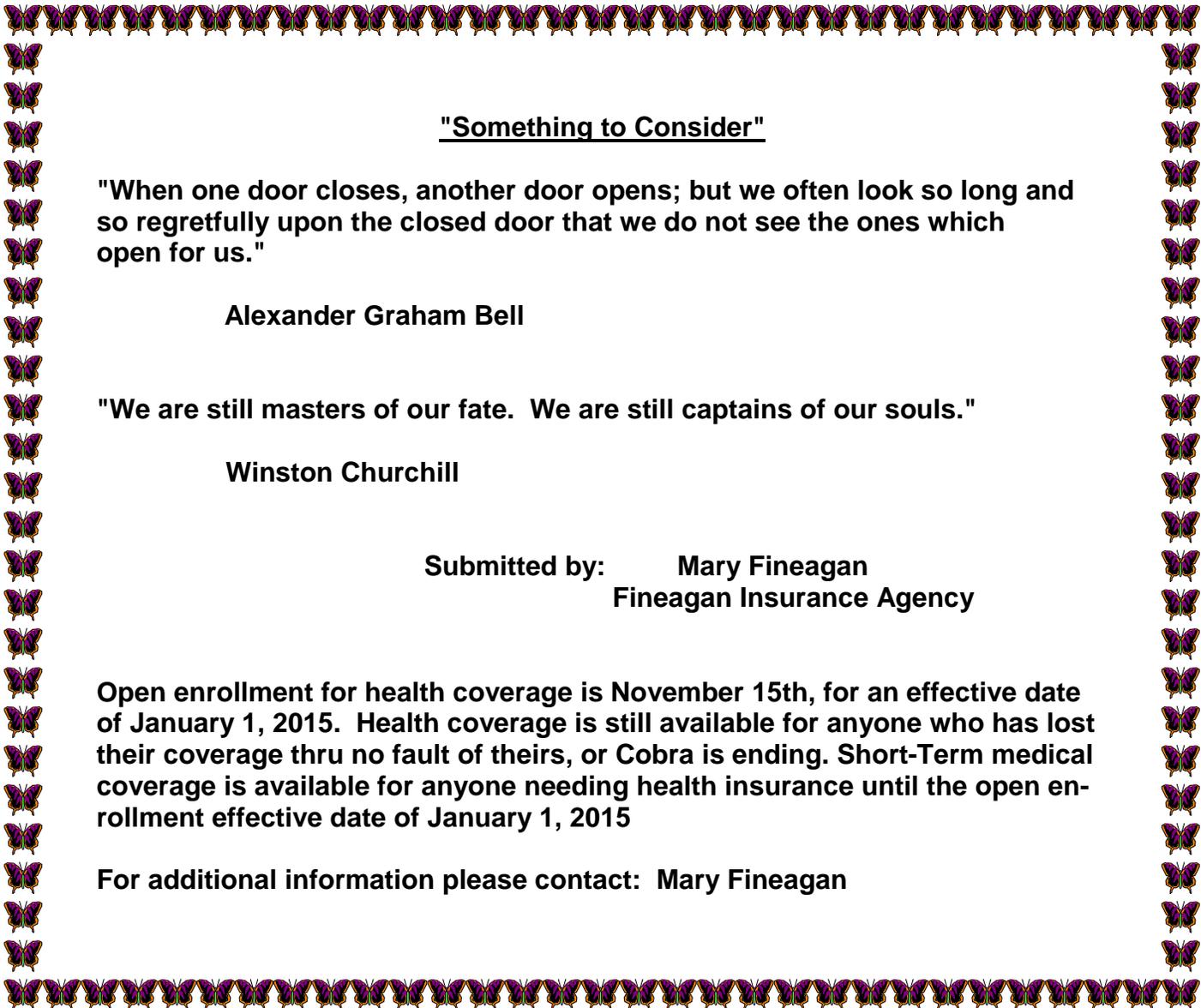
*Reduce Product Consumption* – Set controls so that workers only have access to products (and amounts) needed for the job. Track usage by individual, as well as group, job, cost center – up to six levels of information *you* want to know.

*Improve Productivity* – Product is always immediately available to the workers who need it.

*Automate Ordering* – Your local Fastenal store monitors usage online and makes sure the machine is always filled; no labor or paperwork required.



✓ **Eliminate Inventory**    ✓ **Reduce Consumption**    ✓ **Increase Productivity**



**"Something to Consider"**

**"When one door closes, another door opens; but we often look so long and so regretfully upon the closed door that we do not see the ones which open for us."**

**Alexander Graham Bell**

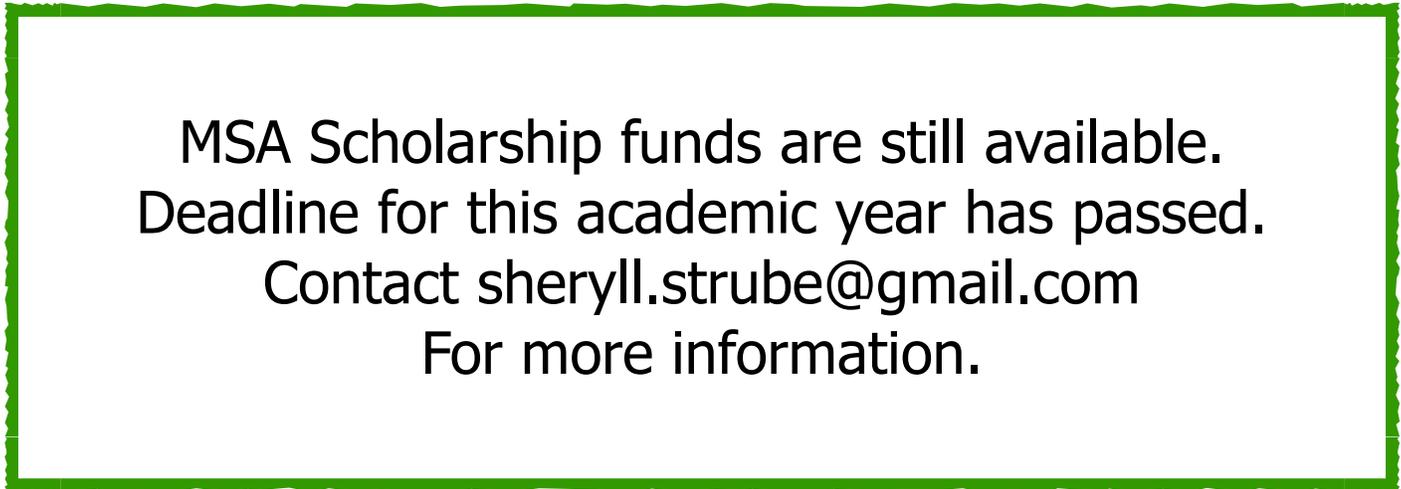
**"We are still masters of our fate. We are still captains of our souls."**

**Winston Churchill**

**Submitted by: Mary Fineagan  
Fineagan Insurance Agency**

**Open enrollment for health coverage is November 15th, for an effective date of January 1, 2015. Health coverage is still available for anyone who has lost their coverage thru no fault of theirs, or Cobra is ending. Short-Term medical coverage is available for anyone needing health insurance until the open enrollment effective date of January 1, 2015**

**For additional information please contact: Mary Fineagan**



**MSA Scholarship funds are still available.  
Deadline for this academic year has passed.  
Contact [sheryll.strube@gmail.com](mailto:sheryll.strube@gmail.com)  
For more information.**

## A Quick Look at Contractors Controlled Insurance Programs

Under a CCIP, (Contractors Controlled Insurance Program), the general contractor normally purchases Workers Compensation, General Liability and excess liability for his or her company for a specific job and will also enroll ALL Subcontractors.

The CCIP will respond to claims that arise out of covered operations at the specific job site during the construction period. Enrolled subcontractors will remove insurance costs from their contracts and the general contractor applies the avoided costs to the purchase of the CCIP.

Normally, a CCIP will include a large deductible –such as \$250,000. A rigidly controlled loss prevention program can result in substantial savings on insurance costs for the general contractor. However, an ineffective loss control program could result in significant financial loss.

General contractors will normally use an aggressive pre-qualification program in an effort to select the most qualified subcontractors which tends to produce better loss results from a claims standpoint. Also, many general contractors will already have established a successful working relationship with the subcontractors they use. General contractors who utilize CCIP's as way to save on insurance costs have also developed successful safety culture that is well established throughout their company.

Unless the general contractor has established a well defined culture of safety and is willing to take some risks, a CCIP may not be appropriate.

\*Some idea's used for this article were taken from:

["Construction Business Owners"](#)

Article dated July 2012.

Submitted by:

Stephen J. Deadrick, CLU, CIC

Vice President

DDM Insurance (Day, Deadrick & Marshall Inc.)

10732 Baltimore Avenue

Beltsville, Md. 20705

301-937-1500 x17

301-908-3516 cell

FAX 301-937-9120

*Please welcome our three new board members:*

*Max Aronow  
Harry Connolly  
Andy Langlois*

Max Aronow

SMI Sign Systems, Inc., President

United States Sign Council, Executive Board of Directors, Treasurer

Maryland Sign Association, Board Member

SMI Sign Systems, Inc., located in Frederick, Maryland, was founded by Max Aronow, who as a United States Marine, was responsible for the painted graphics applied to the Presidential Helicopter, "Marine One", during the Reagan administration.

Armed with the basic skills he acquired in the Marines, Max embarked on his sign career in 1985 working at small sign shops that specialized in hand-painted signs and vehicle graphics. Instrumental mentors introduced him to commercial sign design, layout, fabrication, hand lettering, pin striping, airbrushing and silk-screening. Most importantly, his mentors influenced him by reinforcing quality, on-time delivery and the highest level of customer service as the keys to success. Max watched his mentors closely, learning salesmanship and estimating, rounding off his education with the necessary fundamentals for success.

In 1993, the next phase of his career was launched, as a business owner. Max purchased a two-man company and rebranded it with painted and vinyl signs as its mainstay. Embracing evolution and growth, the company's focus shifted from traditional signs to architectural signage establishing SMI Sign Systems, Inc. as the full-service architectural sign solutions provider it is today.

Max Aronow and SMI Sign Systems, Inc. continue to work with numerous architects, environmental designers, general contractors and owners/end users to expand their footprint in architectural signage as a full-service sign company.

Max Aronow can be reached via e-mail at [max@smisigns.com](mailto:max@smisigns.com).



Harry J. Connolly Jr.  
14 Dutton Court  
Catonsville, MD. 21228

It's an honor and privilege to serve on the board of the Maryland Sign Association. Here within is a brief bio of my background and working lifetime in this industry.

The year I was born 1939 my dad, Harry J. Connolly Sr. Went to work for Belsinger Sign Works, Inc., as a commission salesman. In December 1941 enlisted in the Navy, upon the end of World War Two I returned to Belsinger, rising to Executive Vice President. In 1964 he entered in to politics to combat the Highway Beautification Bill and was elected into the office as a Maryland State Senator.

Upon growing up, Signs of The Times Magazine were always around the house. From this grew a passion for the sign industry. Graduated from Mergenthaler High School in Baltimore specializing in electrical trade, because of knowing I would be going into the electrical sign business. Entering Belsinger Sign Works in 1957 and sometime there after obtained my electrical license. Today it is probably the lowest number on record in Baltimore County. Worked wiring and connecting signs and obtaining permits.

In 1963 recognized an opportunity to enter into sales with Wagner Sign Service Inc. (The changeable letter company) as the North Atlantic Representative. Calling on sign Companies and end users motivating them to use signs other than to identify, but also to sell a product. Until that time Wagner Sign Service was known for theater marquees, with this new effort expanded changeable letter signs use to retail stores.

On or about 1971 Wagner Sign Service was acquired by Minnesota Mining (3-M). At that time in addition to sales I hired and trained salespeople, traveling nationally until 1974.

Then came the opportunity to purchase the Litsinger Sign Co. Inc. At that time the oldest sign company in the Baltimore area dating back to 1898. After about a year or so got tired of people calling me Mr. Litsinger so I changed the name of the company to Connolly Sign Co. Inc. Manufacturing and installing great jobs such as Harbor Place, The Baltimore Aquarium, Rainbow all in Niagara Falls, Trappers Alley in Detroit, Park Forest Mall in Illinois. However the largest client was the City of Baltimore, identifying parks, public buildings and schools.

Seeking a change in 1990 closed my business and went back to work for Belsinger Signs in sales management. Responsible for clients such as Integrated Health Services and General Motors.

Wishing a change again in 2006 was employed in sales by Triangle Sign & Service, LLC., specializing in local sign sales and permits. Retiring in 2012, however missed the sign industry and have been retained by Triangle and other sign companies to obtain permits.

At this time I am a free-lance permit expediter offering my services to all sign company.

In summing it up there three types of people in the sign industry.

People who found themselves in it accidentally.

Those who are in it for the money.

People with a genuine passion for the sign industry (that's me) Harry J. Connolly Jr.

Andrew Langlois  
Graphic Illusions  
119 Shelly Road  
Glen Burnie, MD 21061

I'm a native of Maryland grew up In Severna Park. Graphic Illusions was started in 1991.

In 1993 I received my BFA in Graphic Design from University of Minnesota and got into the sign business in 1994.

In 2001 I was honored with an award for being the home based business advocate of the year.

I've been married for 20 years and have 2 children.

Only job I had in the sign industry was with American Screen from 1994-1998, after which I expanded Graphic Illusions to include full service signs.

I am an avid gamer and make a mean rack of fall off the bone ribs.

Andrew Langlois Graphic Illusions, LLC

## Membership News:

Annual dues were due on *July 1, 2014*

If you have not yet paid your dues please do so soon.

Contact [sheryll.strube@gmail.com](mailto:sheryll.strube@gmail.com) if you have any questions or updates to your membership.

Total Members: 48 (this includes Vendors, Companies and Life Members)  
Information valid as of June 30, 2014

## SMI Sign Systems, Inc. Celebrates 25 Years in Business

**Frederick, MD**– SMI Sign Systems, Inc., an industry leader offering a full range of custom crafted interior and exterior architectural signage solutions, is celebrating 25 years in business in 2014. To commemorate the occasion, the company unveiled a 25th anniversary logo to be used on materials throughout the year and hosted a small celebration at which employees presented Max Aronow, *President*, with a bronze plaque recognizing the company's success.



“A company is either growing or dying, there is no in between. I prefer growth,” said Max Aronow, President.

SMI Sign Systems, Inc. was originally founded in 1989 under the name Sign Mart, Inc. The company experienced tremendous growth due to consistent quality and creative designs, combined with cost-effective value engineering. It was clear by 1999 that Sign Mart had outgrown its name and was no longer a local sign shop, but a premier sign-solutions

provider in the Mid-Atlantic region. Sign Mart was re-branded under the name SMI Sign Systems, Inc. and has established an unparalleled precedent in both name recognition and reputation.

Today, SMI's dedicated staff continues to strive towards excellence in the sign industry. They have not forgotten the foundation on which the company's success is based: customer service, quality, on-time delivery, and value engineering.

Located in Frederick, Maryland, SMI serves the Maryland, Washington, DC and Northern Virginia markets. Manufacturing and sign program management services are offered nationally. Housed in 15,000 square feet of industrial space, SMI has a variety of equipment and personnel to serve the needs of their clients. With an emphasis on ADA compliant interior signs and illuminated/non-illuminated exterior signs, SMI also provides directional and way-finding signage, lobby directories, reception signage, and digital printing along with a variety of traditional signs, banners, traffic control, and parking sign solutions.

To learn more, visit [www.smisigns.com](http://www.smisigns.com).

## Membership Application

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

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

Address \_\_\_\_\_

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

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

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

Wayne Belsinger, Belsinger Signs, 410-837-2700

Paul Gable, GableSigns & 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

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

Harry Connolly, 410-591-3955

Mind Bender

Why are 1984 bottles of whiskey more valuable than 1977 bottles of whiskey?

Answer page 12

### CALLING ALL MEMBERS:

We are in search of any history of the sign industry and MSA and it's members. If you have any documents, pictures or articles that reflect this history, please send them to us. Larry Strube has agreed to gather any and all information so if you have submissions send them to [strube2@comcast](mailto:strube2@comcast).



# NOT OSHA COMPLIANT



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

Answer from page 11 - Because there are 7 more of them. It is easy to assume the numbers are dates rather than quantities.

Maryland Sign Association  
Certified Sign Contractor  
Logo



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

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