



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 Fall General Meeting October 15, 2015

ARE YOU IN COMPLIANCE? (See page 3)

Matthew's 1600
1600 Frederick Road
Catonsville, MD 21228

(Meeting will be held in the downstairs Ellicott Room)

\$35 Per Person (members)
\$50 Per Person (non members)

RSVP by Friday, October 9, 2015

Sheryll.Strube@gmail.com

Or call 301-662-5760



The President's Corner



Greetings, MSA Members:

As the new Maryland Sign Association President, and with the assistance of our dedicated board, it will be my intention to move the MSA forward in a positive direction and to advance it into the next chapter.

It has been a great honor to work beside my fellow board members over the past year. Many of them I met for the first time and their commitment to the MSA quickly became apparent. After many conversations with existing members and after attending several meetings, it was evident that in business, we all face similar obstacles and concerns. By day we are competitors and it is refreshing to see us take off our armor and come together at our general meetings to talk about the industry, new products, and/or any relative topic.

As a strong state association, we have the opportunity to preserve the history of our great industry on a state level as this is a source of great pride for many of us. The association also allows us to create events where ideas can be shared, concerns can be voiced and heard, and new products and services can be presented. The challenge we face for MSA to thrive and grow is simply to increase membership and to increase participation at our events.

We struggle to define "tangible" benefits that the MSA can offer to both existing and perspective new members. I have concluded that the greatest benefit of membership is "intangible". It is not until you get involved and attend a few meetings that you see the true benefit of interacting and networking with fellow Maryland sign industry members. This benefit is priceless.

The tangible benefit that I will offer to MSA members or perspective new members is accessibility to me. It is my commitment, as President, to offer as much assistance to all members as I possibly can. If your sign company has 50 or more employees, I probably cannot tell you anything you do not already know. However, if your company has fewer than 50 employees, I have walked a mile in your shoes. I commit to field your questions about contracts, zoning, fabrication, materials, or outsourcing. If I cannot answer the question, I will steer you in the right direction to find the answer.

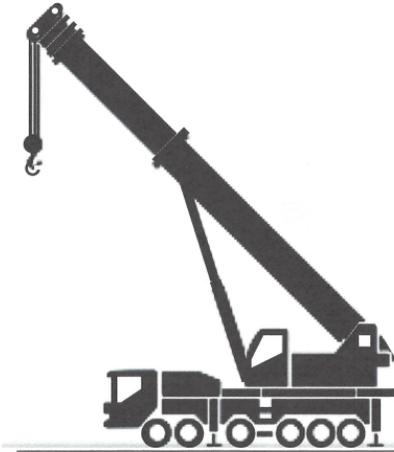
A wise man once told me early in my career, "When someone further down the road is willing to offer advice, take it!" Additionally, my door will be wide open to all suggestions to improve the MSA from the members' perspective.

In closing, I would like to thank all of the current members for their support. I also challenge you to increase your participation at our events and to encourage membership when interacting with fellow Maryland sign companies.

Have a great summer!

Max Aronow, MSA President
max@smisigns.com

ARE YOU IN COMPLIANCE?



Our October meeting is a **MUST** attend meeting for sign companies that own cranes capable of lifting more than 2,000 lbs. *Jerry Pulliam from Crane Safety Consultants and Inspections*, will be speaking about the latest federally regulated laws currently in effect for your cranes, that you may be unaware of.

Did you know that before a signal is given to a crane operator, the person giving the signal **MUST** be qualified to do so? Also with rigging, before placing the eye of a sling into a hook, that person **MUST** be qualified in rigging. There are certain requirements for anyone operating a crane or working with a crane. Jerry will discuss the procedures for obtaining the proper credentials.

Jerry's company performs crane inspections and individual crane certifications for employees. Jerry will give a \$300.00 per employee, crane certification discount to the sign companies attending our October meeting.

"Something to Consider"

"If, as leaders, we fail to encourage unique and diverse ways of doing things, we destroy the system's capacity to adapt."

-Margaret J. Wheatley

"Good will plus good service brings sales success that no competition can possibly undersell."

-Harry F. Banks-



Submitted By: Mary Fineagan
 Fineagan Insurance Agency
 410-879-1753/443-417-7381



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.

Preferrable from the 50's - 70's

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

about the picture to:

andy@graphicillusions.com
or sheryll.strube@gmail.com



Membership News

Members as of 07/01/15	45
New members	2
Non Renewing	1
Life Members	3
Current membership (pending renewals)	47

New Members

VH Sign Company
Debbie Conway
301-736-8704
Debbie@VHSign.com

Brand It Wrap It, LLC
Edwin Lofthouse
301-838-9727
Edwin@branditwrapit.com

Sunshine

Update on Vicki Myers. Her cancer is in remission. She is doing very well and she's retiring from Belsinger.

THREE QUESTIONS - Get to know our members.

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

What got you into the business?

I was always interested in the arts, I took extensive classes high school and college with a focus on graphic design. After college I intended to work in the advertising field on large ad campaigns, but was turned down for knowing a bit more than their designers or asking for too much (a mere \$15per hr at the time). I even interviewed with 2 medium size sign shops and was told "You don't have any sign experience." After taking a job for a company called Color Prelude initially as a pressman (I needed a job that paid at the time) I met a printer there that knew of a small shop called American Screen who was about to fire their artist. I interviewed with them and got the job. I was a little worried about not knowing the sign

industry, but I quickly learned how to do the basics, cut and apply vinyl, and set up the files for the printers. While I was there I knew there was more to the business and after 4 years and 3 owners, I felt it was time to move on. I interviewed with 1 other large shop and was turned down, but that's another story. So about 3-4 months later I quit my day job and went full time with Graphic Illusions which I had started in 1991 strictly for design but expanded into the sign business.

What is your biggest challenge?

My biggest challenge seems to be managing time between projects and family. The business for a time consumed my life, in the shop around 8am and staying until 2-3am. It took me about 10 years to not answer my phone when I went on vacation. Also learning how to leverage other peoples time has more recently become very important.

Would you do it again?

Absolutely, but I would have started much earlier around 18yrs old or so. My sister told me that my entrepreneurial spirit would catch up to me and it did around 24.

Andrew Langlois
Graphic Illusions, 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
Harry Sommer at Triangle Sign and Service
harry.sommer@trianglesign.com
Harry Connolly Permit Expediter
harry.connolly@verizon.net

We are asking members of MSA to report any code or procedure changes to any of the committee members for verification.

UPCOMING EVENTS



Sign World International 2015
 12/03/15 - 12/05/15

Sign World International
 returns to Atlantic City in 2015
 Call 215.785.1922 for more
 information

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**

**PRELIMINARY
RELEASE**



SMI SIGN SYSTEMS BUYS 2ND MANUFACTURING FACILITY

FREDERICK, MD – SMI Sign Systems recently closed on the purchase of a 30,000 square foot manufacturing facility on 10 acres of property at 4990 Winchester Blvd. in Frederick, MD. The building, which was constructed in 1991, offers highly functional manufacturing space and is located one mile from the company headquarters.

With zoning approval for two additional 24,000 square foot buildings, SMI intends to invest in upgrades to the property to help foster the rapid growth of the company. SMI will continue to operate interior sign manufacturing and digital printing out of its 15,000 square foot facility at 3903 Cornell Place in Frederick, MD. Manufacturing of exterior signs will be transferred to the new Winchester facility. SMI relocated from Rockville to Frederick in 2012 for its central location, skilled workforce and desire to expand its footprint in the Baltimore Metropolitan Area.

Max Aronow, SMI's Owner/President remarked, "Expanding our facilities expands the capabilities of our skilled staff and facilitates greater focus to our primary disciplines." Aronow is also the President of the Maryland Sign Association and Vice President of the United States Sign Council.

ABOUT SMI SIGN SYSTEMS: Located in Frederick, Maryland, SMI serves the Maryland, Washington, DC and Northern Virginia markets. Manufacturing and sign program management services are offered nationally. 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.

www.smisigns.com

Officers & Directors

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

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

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

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

Harry Sommer, Triangle Signs, 410-247-5300

Harry Connolly, 410-591-3955

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

Scholarship News

Congratulations to our Two
Scholarship recipients:

Elizabeth Langlois
And
Joanna Snellings

Mind Bender

What is the next letter in
the series?

O T T F F S

Answer on page 10

BLAST FROM THE PAST

Article appeared in The Frederick News Post on November 13, 1985



Sign seminar

Ted Poole, left, Signs By Ted Poole, and Bob Groff, right, Groff Signs, both of Frederick, recently conducted a seminar, "Idea Exchange For The Small Commercial Sign Shop," at the Hyatt Regency in Baltimore for Eastern States Sign Council and National Electric Sign Association. At center is Harry Leutner, Baltimore signman who spoke on shop management. More than 1,600 people attended the convention, the largest regional convention ever held by the sign industry. (Photo by Jan Nethen)

Oct. 19, 1985



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Visit our website at
www.mdsignassn.org

Answer from page 8
S - they are the initial letters for the numbers,
one, two ,three ,etc.

Maryland Sign Association
Certified Sign Contractor Logo



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