



December 2016

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

- 1 Winter General Meeting
- 2 The President's Corner
- 3 Press Release
- 4 Photo Gallery
- 5 Calling All Sign Makers
- 6 Classifieds
- 7 Membership News  
Three Questions
- Zoning Committee
- 8 Did You Know  
Scholarship News
- 9 Membership Application
- Officer & Directors
- 10 Need Help  
Mind Bender
- 11 Contact Information  
Download logo



# MSA Winter General Meeting

## January 19, 2017

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

cocktails at 6pm and buffet at 7pm

**MSA will be inducting two  
Members to the Hall of Fame  
and honoring one Life Member**

Pioneer Supply will be presenting  
information on G2G LED, Sloan  
LED, Optix plastics, and routing services

\$35 Per Person (members) \$50 Per Person (non members)  
RSVP by Monday, January 9th, 2017  
Sheryll.Strube@gmail.com  
301-662-5760

## The President's Corner



Greetings MSA Members:

If you missed the grand opening National Electronics Museum's sign exhibit in November, you missed a great event! Consider visiting as the exhibit will be open to the public for six months and sign exhibits are far and few between. Additionally, don't miss the chance to support the MSA! The signs in the exhibit are being auctioned via an online silent auction. The auction will close at the end of the exhibit's run. Bid information will be included with our newsletter. Bid often and bid generously and you could end up with a cool sign suitable for display at home or in the office. All the proceeds will go to the Maryland Sign Association and the National Electronics Museum.

In December, the United States Sign Council held its annual "Sign World International" trade show in Atlantic City, NJ. This year's show was well attended with a high level of buzz and excitement with many changes evident. I ran into several MSA members at the show, saw some old friends and made some new friends! Mike Wolfe, star of the History channel's "American Pickers," was the first television celebrity to speak at any industry event and it was a great hit. It was clear that Mike genuinely loves signs as much as we do. It is nice to have celebrity endorsement of our industry.

I mentioned the two events above to say this: In my youth I was so focused on growing my business and dealing with time constraints that I did not participate in as many industry events and associations as I should have. Hindsight being 20/20, I encourage you at whatever stage of life you are in to carve out some time to get involved. Participation is rewarding and beneficial from the sense of community that results from participation or attendance. I am not suggesting to do everything all the time. However, pick something and do it!

As we approach the end of the year, many of us will be crunching numbers, evaluating profitability, sales, costs, and targeting growth for 2017. Being in the sign business is like a perpetual "Rubik's Cube". Just when you think you have all the colors lined up, you see something out of sequence and start all over. Getting the puzzle pieces to fit is half the challenge, one which I enjoy, I hope you do too.

It is my hope that all our members had a great 2016 and march into 2017 with equal success!

All the best,

**Max Aronow, MSA President**

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

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



## PRESS RELEASE

December 6, 2016

On November 3, 2016, The National Electronics Museum in Linthicum, Maryland held a grand opening of a new sign exhibit featuring neon and LED signage appropriately named “*A Blaze of Crimson Light: The Science of Neon and the Future of LEDs*”. The event was sponsored by the Maryland Sign Association and designed, fabricated and installed with contributions from its board and members.

The new exhibit showcases the science behind neon and LED signage while paying homage to the rich history of signage in Maryland. Tod Swormstedt, from the American Sign Museum, was the keynote speaker and presented an informative display of the technology and culture of historical signs and their preservation.

“It is a great honor to have partnered with the National Electronics Museum on this exciting new exhibit. It will not only educate the public on the science behind signage, but it may inspire the next generation to consider a career path in the sign industry,” said Max Aronow, Maryland Sign Association President.

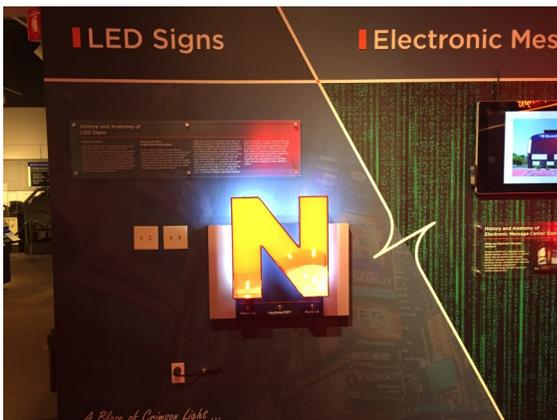
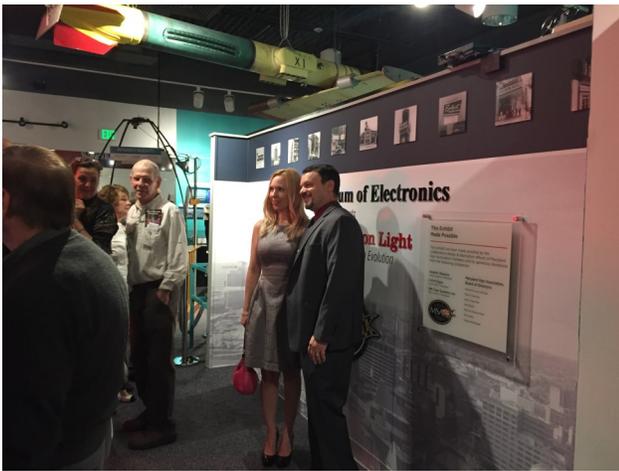
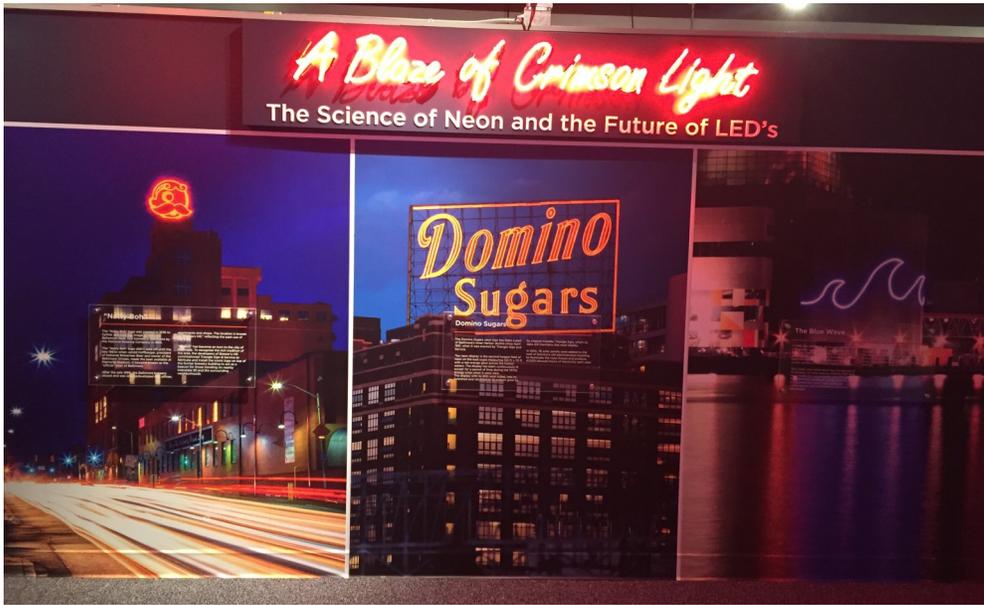
The exhibit is open to the public and will run for six months. The signs displayed in the exhibit are available for purchase through an ongoing silent auction and will close at the end of the exhibit’s run. Proceeds from the auction will benefit the National Electronic Museum and the Maryland Sign Association. To participate in the silent auction online, please visit <http://www.nationalelectronicmuseum.org/events-calendar.shtml>

The exhibit can be viewed at the National Electronics Museum located at 1745 West Nursery Road, Linthicum, Maryland.

For more information: [www.nationalelectronicmuseum.org](http://www.nationalelectronicmuseum.org)



Photo gallery from the Exhibit "A Blaze of Crimson Light" which opened at the National Electronics Museum on November 3, 2016.





# 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)

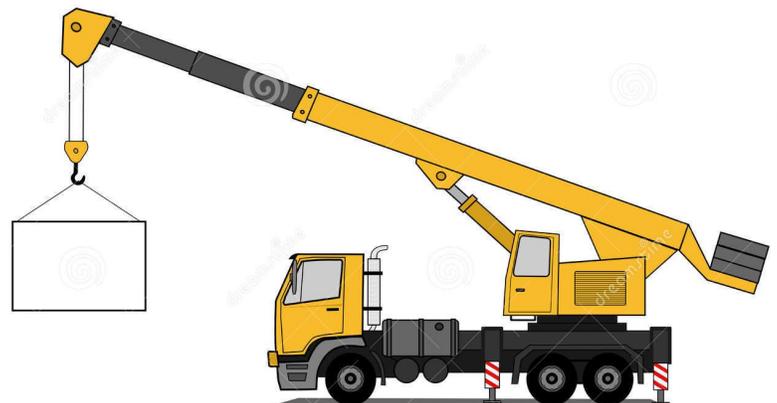


MSA is now on Facebook and  
LinkedIn  
Check it out and join our pages

# Classifieds

Your classified here

Do you need used equipment?  
Do you need to sell something?  
Contact Sheryll to place your classified.



# Membership News

Members as of 07/01/16		51
New members	3	
Non Renewing	(3)	
Current membership (including Life Members)		51

## New Members

Richard Kimble  
301-646-3444  
1558 Fallowfield Court  
Crofton, MD 21114  
rkneonman@comcast.net  
Neon Repair  
Wholesale neon  
Pick up and delivery

## *Sunshine/Concern*

*If you have any sunshine please contact Sheryll with the information. We need to keep up with the concerns and sunshine of our members*

### **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 was working for a Fortune 500 company in 1980 when my dad approached me about starting into sales with the family sign company. After some discussion I decided to make a career change.

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

Definitely regulation. Between the EPA, MOSH and dealing with the various municipalities regarding sign permits the business has become much more complicated.

#### 3. Would you do it again?

Yes. Although there is a lot of stress at times there is nothing like being your own boss.

Submitted by: Wayne Belsinger

Belsinger Signs

# Zoning Committee

ANNE ARUNDEL COUNTY MD, Sign permits can be filed on line, however they need to be paid for by check when picking them up. Electrical permits can be filed and paid for on line using a credit card. The sign permit payment by credit card still needs to be worked out by the county.

SAINT MARY'S COUNTY MD, No longer need to file sign or electrical permits, if permits are in accordance with codes.

STAFFORD COUNTY, VA. No need to file electrical permit if connecting to existing electrical feed at sign.

FAIRFAX COUNTY, VA, No need to file electrical permit if connecting to existing electrical feed at sign.

MONTGOMERY COUNTY, MD Will be able to file sign permits on line, however electrical permits for signs must be filed in person due to UL # requirement by the manufacturer.

PRINCE GEORGES COUNTY, MD Construction permits can be filed on line, however sign permits must go thru the personal filing process. Even when attempting to filing permits on line the staff is for the most part unable to help.

What we have here is technology out of control.

## Zoning Committee Members:

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)

## Scholarship News

If anyone is interested in applying for the 2017-18 scholarship, please notify [Sheryll.Strube@gmail.com](mailto:Sheryll.Strube@gmail.com)  
For a new application after January 1, 2017

## 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

## 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, 202-882-7733

Patricia Kerley Rust, Kerley Signs, 301-773-6800

**NEED HELP**

?

**COME TO THE MEETINGS**

Betcha' Someone Will Have The Answer!

## Mind Bender

Can you solve this?

	+		+		=	30
	+		+		=	20
	+		+		=	9
	+		×		=	?

Answer on page 11



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

Phone: 301-662-5760  
 Cell: 301-676-0934  
 Fax: 301-662-8596  
 Email: [Sheryll.Strube@gmail.com](mailto:Sheryll.Strube@gmail.com)

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

Mind Bender Answer from Page 10 = 15  
 Remember order of operation  
 Snowflakes = 10  
 Candy canes = 5  
 Wine glasses = 1  
 $5 + (1 \times 10) = 15$

Maryland Sign Association  
 Certified Sign Contractor Logo

 A logo for a Certified Sign Contractor. It features the letters 'MSA' in a large, white, serif font inside a black oval with a scalloped edge. Above 'MSA' is the text 'PROUD MEMBER OF MARYLAND SIGN ASSOCIATION' in a smaller, gold, sans-serif font. To the right of 'MSA' is a stylized banner with a red and white checkered pattern and a gold border. Below 'MSA' is the word 'Certified' in a gold, cursive font, and 'SIGN CONTRACTOR' in a smaller, gold, sans-serif font.
 

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