

Colorado
Sign
Association

2022

Reporting Summary of Association Activities / Member Benefits

Annual Report

2022 Colorado Sign Association Annual Report

Thank you to our annual sponsors for your continued support!

Diamond Sponsors: Altec Inc., Direct Sign Wholesale, Erickson Metals Colorado, Signdealz, Vantage LED, and Watchfire Signs.

Platinum Sponsors: Elliott Equipment, Precision Sign Company, Reverence Engineering

Gold Sponsors: Sherwin-Williams, and Tubelite/Denco.

Silver Sponsors: Magnify Signs, Montroy Sign & Graphic Products, RiNo Sign Works, and SloanLED.

Thank you to our current Board Members:

President – Tim Root, Magnify Signs

Vice President – Jennie Meeks, Precision Sign Company

Past President – John Dobie, BSC Signs

Treasurer – Christopher Ezell, Inkferno Creative LLC

Directors:

- Matt Barclay, Tubelite/Denco
- David Buck, Direct Sign Wholesale
- Louis DeSantis, Sign Shop Illuminated
- Liz Gutierrez, Sign-a-Rama Brighton
- Carla Schlosser, Schlosser Signs, Inc.
- Dexter Schiller, Schiller Reed
- Mieke Myrick, Signarama Front Range

Thank you for your support of CSA. We have a very strong and engaged membership, which benefits the entire industry.

2022 Activities and Accomplishments

Since our last annual meeting, there have been critical legislative advocacy efforts on behalf of the industry to update sign permitting from a city level to a state level. The jurisdictions in which CSA/ISA worked on behalf of the industry include: Denver, Boulder, Lakewood, Commerce City, Colorado Springs, Rifle, Windsor and Elbert County.

CSA in Partnership with Direct Sign Wholesale hosted a Tour and Taproom Mixer Event where members were treated to a tour of Direct Sign Wholesale's channel letter manufacturing plant followed by a networking mixer event at River North Brewing's Washington Street Taproom.

CSA Summer Mixer was held at Colographic in Commerce City on August 18, 2022. During the meeting prior to the summer mixer, members heard from Scott Spendlove about the process for moving contractors' licenses from the local to the state level, saving members valuable resources. The group also heard from a coalition working with the state to refine the recently passed sales tax simplification system and the retail delivery fee.

CSA held a its second annual Sign Design Contest, and the winners will be announced later today.

Please remember to use CSA members to meet your business needs wherever possible. A membership list is included in this packet. Also, if you are contacted by a product manufacturer or an industry service provider, before agreeing to meet with them, please ask them if they are a member of the Colorado Sign Association and note that you prefer to work with CSA members.

ISA/CSA SERVE YOU!

If you are a sign division member of CSA, you are automatically an ISA member due to the Affiliate relationship CSA enjoys with ISA.

ISA Affiliate Relationship provides the following:

Government Relations/Advocacy

- Members are encouraged to actively participate when asked and be prepared with clients willing to be involved, when needed.
- James Carpentier, Director of Government Relations for ISA, works on behalf of the members in Colorado at local, state, and federal levels at no charge to the member or CSA.
- ISA continues to devote substantial resources to the education of planners, and chambers of commerce on the importance of effective sign regulation.

Self-Certification

We are moving forward with adoption of a self-certification program in the City of Phoenix. They have had a program in place for other construction related professionals and have agreed to add signs to that program beginning in 2023. The program has already been adopted by several jurisdictions in Arizona and the City of North Las Vegas in Nevada. We will be submitting the program to the City of Denver with a request to adopt it in order to alleviate the constant permitting back-log.



Research

It is very important that members of the industry utilize the tools/research available and then directly support the work of the Sign Research Foundation. The time you spend reviewing what is available to support your business will be time well spent. Encourage people to donate to SRF – it's our industry's foundation. All donations are tax-deductible as allowed by law and 85% of every dollar directly supports research, education and outreach affecting REAL change with planners.

Workforce Development and Education

CSA members have for years communicated that a key issue they face is hiring and then training their workforce. Sign Manufacturing Day, held the first Friday of each October, is an important opportunity to expose young people entering the workforce to the sign industry. This year's event was on October 7, 2022. If you're interested in hosting an event, please contact Rob King for the toolkit. The association will support your efforts, but it's best to get started in the Spring of 2023. For more information, please visit www.signs.org/mfgday.

ISA's Online Learning is a training program that has 80 courses that will help your employees improve their skills, learn new ones, and build the knowledge they need to perform their job. Be sure to enter promo code **COLOONL** when purchasing, and ISA will give a portion of the revenues back to CSA.

ISA offers webinars throughout the year on topics relevant to the sign, graphics, and visual communications industry. Webinars are offered for a reduced cost as a benefit to ISA and ISA Affiliated Association members, and non-members can also participate for a small cost, as noted. ISA also offers recorded webinars that you may view on-demand if you missed the scheduled webinar date/time.

ISA's Career Center is an indispensable tool in your quest to recruit your team members. Utilization of CSA's job board is free to members as well. Post your open positions by sending a Word document with your job ad to info@cosigns.org.

Quarterly Economic Impact Report - stay up to date on the economic impact of the sign industry with these informative quarterly reports.

ISA's Elite Program has more than proven its value to the employees who are selected and the companies for whom they work. Nominate one of your motivated under 35 employees and see for yourself how the program benefits your company. Each year the candidates chosen are invited to Sign Expo, to leadership training opportunities and to ISA's headquarters in Alexandria for additional leadership training and to meet the ISA board of directors.

Safety

In addition to its education program, CSA addresses safety in the workplace on a continual basis by offering Weekly Safety Meeting Outlines, which are provided on a monthly basis for each sign division member.



ISA Sign Expo

ISA International Sign Expo 2023 will take place April 12-14, 2023, in Las Vegas, NV. Members will register online using a promotional discount code to receive 50% off education and a free trade show pass! Once registration for guest rooms and the show is open, all members will be notified.

CSA is an important part of the Western States Sign Council, which acts as the host entity for Sign Expo. WSSC will host a golf tournament on April 11, 2023 at Las Vegas Golf Club, and will host a networking reception on an evening during Expo (to be determined). Don't pass up the opportunity!

Communication

Everything we do/learn on behalf of the industry is communicated to members via standalone messaging and the monthly newsletter. It is important that you read these messages—it could save you money and not doing so could cost you money. **Information is Power!!!**

Please connect with CSA via social media. Follow CSA's Instagram account: [@coloradosignassociation](#).

Please reach out to any member of the CSA staff if ever there is anything we can do to help you in your day-to-day business. If we can't help, we may know who can!

Whenever we speak with a member who is considering dropping their membership, they frequently admit they don't read the information that is shared; therefore, they don't understand the value of membership to their business.

Membership

Membership in the CSA represents an investment in each member's company and should be considered an asset as opposed to a liability. CSA added 6 new members since our last annual meeting. Please welcome: Action Signs and Banners LLC, Pinnacle Signs & Graphics, LLC, Visual Identity Products LLC, Greyhawk Signs, NextLED Signs, and Reverence Engineering.

CSA did lose 3 memberships since the last meeting: Colorado Sign Systems, Complete Projects, and FastSigns Denver.

Please help CSA staff recruit new members. A lunch or short phone call pays dividends to the industry and the association for many years.

Please strongly consider using other members first when subcontracting or purchasing product and tell them you are doing so because they are a member of CSA. Our current membership roster is in your packet.

Engineering

The engineering standards are being updated to the 2021 IBC. You will want to ensure that you are using the correct engineering when working on a project. Jurisdictions do not notify us when they have adopted a new building code, and it can make a difference in your cost/pricing. Reverence Engineering was awarded the bid to do the 2021 IBC engineering standards. They should be available to members in January 2023.



Networking

- ISA Sign Expo 2021 – April 12-14, 2023
- ISA/WSSC Golf Tournament– April 11, 2023
- CSA Summer Mixer—Summer 2023: Are you interested in hosting the event?
- CSA Holiday Mixer—Thursday, December 7

Association Healthcare Program

Colorado Sign Association members can now offer easy and convenient, Fortune 500-type health care benefits to employees and their families through three equally viable plan alternatives.

1. We have a new and unique life insurance program available to members. It offers very quick on-line approval at competitive rates. This may be an opportunity to add value to your employee benefits package—even if you don't actually pay the premiums. Check out the Hero product in your CSA newsletter.
2. The Western States Sign Council plan, offered to members of its affiliated organizations, through Arizona Benefit Plans, Inc. is a Level-Funded PPO for groups with more than 51 employees. Qualification requires individual underwriting, so not every company will be approved, but this means that the group may enjoy more favorable rates. There will be 12 standardized plans offered, all covering prescription drugs. The network options will be Cigna and First Health. To begin the application process, please contact Patti King at pking@cosigns.org.
3. The ISA plan, called NAM Health Care, is provided thanks to the International Sign Association (ISA) and the National Association of Manufacturers (NAM) and was developed to meet the unique health care needs of manufacturers.

This association health plan insured by UnitedHealthcare extends affordable health care to small and medium-sized manufacturing companies in approved states. In states where these plans are available, businesses with 2 to 99 employees will be able to choose from a variety of PPO (Preferred Provider Organization) and HSA (Health Savings Account) health plans.

As affiliate members of ISA, all CSA members who operate under a NAICS code beginning with 31, 32 or 33 and are located in states where association healthcare plans are allowed will have access to UnitedHealthcare's Choice Plus care provider network of more than 1.3 million physicians and care professionals, 6,000 hospitals and other care facilities nationwide. Eligible member companies also will have access to supplemental benefits including dental, vision and life.

Learn more about NAM Health Care and request a quote for these plans, where available, at ISA.namhealthcare.com.

Thank you for participating in today's annual meeting. Please reach out if we can do anything to support your business.

