



Colorado
Sign
Association

2025

Reporting Summary of Association Activities / Member Benefits

Annual Report



2025 Colorado Sign Association Annual Report

Thank you to our annual sponsors for your continued support!

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Platinum Sponsors: Elliott Equipment

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Thank you to our current Board Members:

President – Louis DeSantis, Sign Shop Illuminated

Vice President – Jennie Meeks, Precision Sign Company

Past President – Tim Root, Magnify Signs (Step Down Sold Shop)

Treasurer – Carla Schlosser, Schlosser Signs Inc

Directors:

- Matt Barclay, Grimco
- David Buck, Direct Sign Wholesale
- Jerry Peters, Freeman Signs Inc
- Dexter Schiller, Make West
- Herm Medina, YESCO
- John Lenkway, Altec Industries
- Eric Senesac, DaVinci Sign Systems

2025 CSA Hall of Fame Inductees

Starting this year, we will begin inducting past members who have made great contributions to the sign industry in the state of Colorado. This year we are pleased to announce the first inductees:

- ***Jack Frost – Sign Shop Illuminated – 2025 HOF Inductee***
- ***Bill Stupansky – Precision Sign Company – 2025 HOF Inductee***

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



2025 Activities and Accomplishments

Since our last annual meeting, there have been critical legislative advocacy efforts on behalf of the industry in: Arapahoe County (work in progress), City of Colorado Springs (sign code update). ISA invited Rob to attend the National Planning Conference in Denver this year where he met multiple municipalities interested in ISA/CSA's involvement in updating their sign codes. **Thankfully it's been a lite year for the need for legislative advocacy.**

We are still wanting to run a bill through the legislature to create a statewide contractor's license. This effort would require a special dues assessment, which requires membership approval. The board may or may not elect to pursue this. If you're interested in pursuing the change, please contact any member of the board of directors and make your wishes known.

Please keep in mind that CSA/ISA's work in the legislative arena to protect the interests of its members represents the most significant value proposition for CSA members.

ISA Achievements for CSA Members

- **ISA Elite Class 2025** – *Augie DeSantis | Sign Shop Illuminated*
- **Women in Signs 2025** – *Mallory Lynn | Signarama Brighton*

CSA Networking Events

CSA held their Summer Mixer for 2025 and held the annual channel letter installation competition! This year's event was on June 26 at DaVinci Sign Systems in Windsor, CO. Third place was awarded to Freeman Signs with Sign Shop Illuminated taking home second place, and DaVinci Sign Systems taking home the win!

The 3rd Annual CSA Golf Tournament was held at The Broadlands Golf Course in Broomfield, CO on August 15. It was another great year for the event! We raised a lot of money for the association and are again in a great financial position going into 2026!

CSA held its fifth annual Sign Design Contest, and the winners will be announced a little later tonight!

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.
- ISA provides CSA members with complimentary permitting, technical, contracting, licensing, code and miscellaneous assistance. Between James Carpentier, Kenny Peskin and David Hickey, they have over 40 years of experience working on these kinds of issues. There isn't a problem ISA hasn't seen or resolved. In addition to those free member benefits, ISA also provides competitively priced variance and special approval services. This year ISA has done variance and special approval work for sign companies that enhanced their standing with their customers and resulted in an increase in their bottom line.

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 3, 2025. 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 2026. For more information, please visit www.signs.org/mfgday.

ISA's Online Learning is a training program that has over 80 courses that will help your employees improve their skills, learn new ones, and build the knowledge they need to perform their job.

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.

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.

ISA Sign Expo

ISA International Sign Expo 2026 will take place April 8-10, 2026, in Orlando, FL. Members will register online using a promotional discount code to receive 50% off education and a free trade show pass! Registration for guest rooms has opened, and you should register only via ISA or On-Peak emails. Others will try to solicit your guest room business, but they are not official vendors. Once registration for the show is open, all members will be notified.

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!!!** 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. **Information is Power!!!**

Please connect with CSA via social media. Follow CSA's Instagram account: [@coloradosignassociation](https://www.instagram.com/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!

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 has gained **7** new members since our last annual meeting. Please welcome: Arapahoe Sign Arts, The Digital Frontier, Federated Insurance, Lakota Skye, Legacy Sign & Neon Corp, MBS Sign Supply, Platinum Creations

CSA did lose **9** memberships since the last meeting: Avalis Wayfinding Solutions, Biltrite Sign Service, Conexus Insurance Partners, Denver Signs and Graphics, J&M Signs and Fabrication, RiNo Signworks, Signarama-DTC, Signarama-North Denver, Visual Identity Products LLC

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

Several municipalities are adopting 2024 IBC, as such Reverence Engineering is working to create a 2024 engineering standards package for you to use. Please reach out to Rob or any board member if you know of a municipality updating its sign codes.

Jurisdictions do not notify us when they adopt a new building code, which can affect your pricing, please inform us if you learn of any jurisdictions making changes.

Networking

- ISA Sign Expo 2026 – April 8-10, 2026, Orlando, FL
- CSA Summer Mixer – Summer 2026: (date TBD)
- CSA 4th Annual Golf Tournament – Tentatively planned for mid-late September 2026
- CSA Annual Meeting & Holiday Mixer – Tentatively planned for early December 2026

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