



international executives association

May 2006

A publication of the IEA

2006 IEA Conference Update:

**INTERNATIONAL EXECUTIVES
ASSOCIATION**

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***We don't have to be in
the same room to be on
the same page!!***



IEA Conference 2006

October 4, 5, 6, 7, 2006
Crowne Plaza Hotel
Seattle, Washington

Members in the News!

*Some changes & some recognitions....not
much reported this month!*

Fort Lauderdale

One of our members, Ed Smoker, real estate appraiser, developed a mixed use property on our "fashion" street - Las Olas Boulevard - last year. Last week the City of Ft. Lauderdale presented him the Community Appearance Award for Outstanding Achievement in Urban Environmental Design citing his Himmarshee Landing as "Property of the Year!" This same development was recently awarded the Best of 2005 Award of Excellence by Southeast Construction Magazine for the Southeastern U.S. (No. Carolina, So. Carolina, Georgia and Florida). The Construction Assoc. of South Florida also awarded their Commercial Project for Craftsmanship for the best commercial building in the South Florida tri-county area!

Rhode Island

<http://getwired.seattleexecs.org/>

***Everything is now on this website...the most up to
date information plus the Registration form***

The conference in Seattle is devoted to YOU getting the most from your 4-day visit.

One major goal is to provide association information and training we don't normally get from our roundtable discussions. Yes, we will have lots of time to talk about our associations: challenges, successes, history and future. But, it is important to look beyond where we are and lift our sights to where we are going.

"WHEN THE STATUS QUO IS NOT GOOD ENOUGH!"

Here is a link to one of our conference speakers, Lynn Melby.

From Jim Borstein, President:
Membership is up from last year, and I'm delighted to say that with weekly email prodding, attendance is up by 33%! Aside from weekly reminders of what the craft talk is, I have started telling members what they were going to have for lunch (at the IEA conference I heard Seattle did that, and thought "That's so simple, yet effective!").

So a good meal gives members an extra reason to come. Plus we've encouraged all members to come 15 minutes earlier for extra networking time, and they are doing it!

Welcome two new Directors, but that also means farewell to friends.

Karen Duncan & Rene Conlon have turned over the reins in New Jersey and now **Cathy Brown** is leaving Windsor. So, the big question - who will turn off the lights in hospitality suite now?

New Jersey

New Executive Director is **Deb Yohannan**

Email deb.eanj@yahoo.com

Phone: (973) 568-6275

All other info is the same.

Windsor

EFFECTIVE MAY 1ST

New Executive Director is **Kathy Vincent**

WEA P.O. BOX 24007,

Windsor, Ontario N8Y 4Y9

PH # - 973-6249 F# 973-6248

Email: wea@windsor.igs.net (same)

Website: www.windsorexecutives.com

(same)

Dallas

Marcia Perlitz email address is

marica@dallasexecutives.com

2006 IEA Board of Directors

Northwest Region:

Mbr: George Vestal, Seattle

george@mcdonaldemployment.com

Dir: Glenna Thomas, Seattle

glenna@seattleexecs.org

Southwest Region:

Mbr: Jack Schneider, Honolulu

jschn@lava.net

Mbr: Christine Cromwell, Sonoma Cty

queenc@sonic.net

Dir: Marguerite Widener, Las Vegas

infor@lvea.com

Dir: Tiffany Mock-Goemann, San Francisco

tiffany@freshalliance.com

North Central Region:

Mbr: Cindy McFall, Akron

gifts@cookiefrontier.com

Dir: June Cox, Detroit,

I have suggested that Lynn provide a couple of workshops. The topics: 1.) Strategic Planning for Executive Associations. Where do we want to be in 10 years? How do we deliver the product the 40 (30) year olds are looking for from their membership. The system works, but does the method of delivery change?

2.) Boardsmanship: What is the role of the Board of Directors and Officer Leadership training.

Look at Lynn's website for additional topics you might want to discuss at the annual conference in Seattle. Please let Glenna Thomas of Seattle Execs know ASAP so she can set the program specifics by May 1st.

<http://www.melbycameronhull.com/Consulting/consulting.htm>

This month's Member Focus is :

Signage - Indoor & Outdoor

Sign Member Questions:

1. How long a Member? Which EA?
2. Firm Name & EA Member name/title, contact info, staff numbers, additional branches?
3. Area of specialty - what types of projects comprise the majority of your work?
4. How does new technology affect your business? i.e. digital graphics, LED's, environmental issues with inks,
5. What is your biggest challenge? Sales, Safety measures, retaining or finding new skilled employees, compensation for sales people,
6. What was the most spectacular job you completed last year? *I actually got some great pictures along with the answers but you will have to go look at their websites to view...there just isn't enough room in this newsletter to do them justice!*
7. Are you a member of the International Sign Association? Do you visit the annual conferences? *I asked this questions because EA members tend to travel to their industry conferences and likely have even met before, but didn't know it.*

IEA Company Directory Search Results for 'Signage'

The firms who answered are in '**bold**'

Summit Specialty, Akron

Designer Sign Systems, Ft Lauderdale

Blanchett Neon Ltd., Edmonton

Syracuse Signage, Inc., Syracuse

Addisigns, Inc., Tucson

Eller Media Company, Tucson

National Sign Co., Seattle

Pattison Outdoor Advertising, London

Visionsigns, London

Sign*A*Rama, Sonoma County

The Sign Maker, Solano

Lamar Long, Inc., Jacksonville

The Sign Shop, Inc., Dallas

MSD Visual. New York

Roland's Neon Sign Company, Windsor

Hawaiian Sign & Design, Honolulu

ABC Flag Manufacturing Company, Ft Worth

Blanchett Neon Ltd, Red Deer

Arlington Signs Now, Ft Worth

DPA SIGNS, Seattle

Atlas Signs of Lake Worth, Inc., Palm Beaches

Lamar Outdoor Advertising, Syracuse

McBain Graphics, St Thomas

junecox@sympatico.ca

South Central Region:

Mbr: Marion Marks, Shreveport

mkmmarks@mmcc.com

Dir: Marcia Perlitz, Dallas

marcia@dallasexecutives.com

Northeast Region:

Mbr & IEA President:

Greg Porcaro, Rhode Island

gporcaro@oppgcpa.com

Dir: Jack Flynn, Worcester

jackflynnwea@aol.com

Southeast Region:

Mbr: Phil Everingham

pbemsdd@hotmail.com

Dir: vacant

Members-At-Large:

Lee Jones, San Francisco

lee2566@pacbell.net

Jerry Leipply, Akron

jleipply@att.net

Sign-A-Rama, Orange County
Young Electric Sign Co., Las Vegas

Blanchett Neon, Calgary

Island Sign, Maui

CM Signs, Abbotsford

Frost Manufacturing Company, Worcester

Devlin Electric Sign Co., Nanaimo

Answers Received: *If any of the other member firms wish to submit answers after the deadline, I would be glad to add them below....*

Syracuse

1. Member of Syracuse Executives Association since 1990
2. Syracuse Signage Inc. 220 Commerce Blvd. Liverpool, NY 13088
Richard Hubeny Pres/Owner, P:315-451-5940 F:315-451-6127
Email : syrsign@aiusa.com www.Syrsign.com
3. Full service commercial sign shop with manufacturing/installation/service of local-regional & national accounts.
4. Also offer digital graphics.
5. There is no BIG challenge except day to day operation of the business.
6. Some of our biggest jobs this past year were Bank of America changeover/Sports Authority/Dicks Sporting Goods & a couple of local shopping centers new pylon signs.
7. We're not a member of ISA.

Seattle

1. 1974 Seattle
2. Firm Name & EA Member National Sign Corporation. 30,000 square foot manufacturing facility. Award winning design staff. Manufacture and install channel letters, neon, Electronic message centers. Pylons, monuments, cabinet sign and creative multi layer signs
3. Area of specialty – Banks, Retail, Restaurants Franchises, local business, Insurance, Construction, Convention centers, Port facilities, Airport, Race Track, Any and all business's that need signs.
4. Technology: We produce digital graphics, Install LED's, environmental issues with disposal of inks, aluminum, neon, plexi glass, gasoline products,
5. Biggest challenge? finding new skilled employees in fabrication and design, Safety in shop and out in the field ,
6. Most spectacular jobs? Lion King, Showcase Las Vegas, Fife Auto Mall, Olympia Auto Mall,
7. Not a member of the International Sign Association but do visit the annual conferences sometimes

Edmonton (& Calgary & Red Deer)

1. We have been members of the Edmonton Exec's since 1983
2. Blanchett Neon- founded in 1947. Contact Daryl Blanchett. Phone number 780-453-2441 or toll free at 1-800-226-6366. web site www.blanchettneon.com Main office in Edmonton, Alberta, Canada. Sales offices in Red Deer, Calgary and Lethbridge Alberta. Currently employ 50 people.
3. We mainly focus in illuminated signage; however we do non illuminated signage as well. We are a custom fabricator building everything in house including the neon. Our sales people service our clients throughout western Canada. We have 3 boom trucks and 4 service trucks enabling us to install and service both our signs and others.
4. New technology has affected us quite a bit in the last couple of years. We have purchased a new 64" digital printer and a new 6' x 12' CNC router. We also see a big swing away from using neon to back light channel letters and we are using led's to replace them. We have found that the reds and ambers work fine. Using the greens, blues and whites are more of a challenge. In the past we have used Gelcore led's. However recently we are using US Led's for their whites and we have found them brighter. We have also found that you have to put in about 50% more footage of led's versus neon to get a similar appearance.
5. My biggest challenge is Human Resources. In our robust economy, it is easy to find work. It is not easy to find the people to build the signs. Safety

is also becoming more of a challenge as most contractors and a lot of institutions are requesting that we have a safety plan in place.

6. We completed the exterior signage for Rexall Place which is the hockey arena for the Edmonton Oilers of the NHL. The signs measured 21' x 44' and were 4' deep enabling the service people to walk in the back and service the 250 watt metal halide lamps. The signs were built in quarters and assembled on site and lifted with a 250 tonne crane. The completion pictures can be seen on our website. There are a lot of exciting signs we did and the majority of them can also be viewed on our website.

7. We are members of the ISA and have visited the international conferences on 5 separate occasions

Nanaimo

1. Member of Nanaimo Executive Association since 1988

2. Devlin Electric Sign Co. Inc. Reid Thorburn, President
221 Terminal Ave., Nanaimo, BC V9R 5C7

Ph: 1-800-664-3306 Fax: 250-753-2798 Email: designco@island.net

Staff: 12

3. Specialties: custom neon displays and multi-tenant pylon signs

4. New technology: lower cost LED electronic message centres are popular

5. Biggest challenge: finding new skilled employees and training unskilled employees

6. Most spectacular jobs last year:

Capitol Theatre, Port Alberni, neon channel letters and LED electronic message centres

Dover Pointe Shopping Centre, Nanaimo, multi-tenant pylon signs with extreme decorative cladding

7. International Sign Association: not a member, but have attended conferences in Vancouver and Las Vegas

London

1. I'm not sure how long the company has been a member of the London Executives Association, but, I have been a member for the past 27 years.

2. Pattison Outdoor Advertising Member is Bill Hall

Tel. 519-474-7743 Fax. 519-474-1275

e-mail - bhall@pattisonoutdoor.com

Total Staff - 120 We have offices across Canada

3. Pattison Outdoor Advertising provides advertising displays on a number of products. They include 10' x 20' horizontal and 12' x 16' vertical posters, 10' x 44' superboards, 10' x 20' backlit posters, Street Ad and Transit Shelter posters, mall posters and banners, wall murals and spectaculars.

4. We have been mostly affected by new technology in production from new vinyl products to digital printing.

5. The biggest challenge is sales, and generating new business.

6.

7. We are not a member of the International Sign Association.

Maui

1. About 1-1/2 years in the Maui Executives Association

2. Island Sign LLC, Doug Allan/Owner, (808) 877-0688 or signs@islandsign.com

3. Digital printing - doing building signs, vehicles & custom decal printing

4. Digital technology helps the customers in the sign trade because it makes new things possible. It can make things tricky for the older folks who may not want to learn new technology, but I consider it good for business if one is willing to learn new skills.

5. Keeping up with the current workload is difficult, & I just recently accepted the fate that I will need another employee. That looms ahead as another difficult part of business ownership that I need to become more familiar with.

6. Re-doing my own sign 4 years after completing the design for it. It has a raised secondary panel the shape of a painters palette & the Hawaiian Islands are carved out of high density urethane foam. There is also a 3D paint brush & the lettering for the business name is contour cut out of 2 layers of raised lettering.

7. Yes, but have not attended a conference yet.

Sonoma County

1. I've been a member of the Sonoma County Executives Association for approx. eight years. The Executive Association has not only helped grow my business, but also expanded my personal resource data base, established friends within our Community and developed personal growth skills. It is by far the BEST business leads group in our area.

2. My husband & I own Sign-A-Rama for twelve years, a franchise independently owned and operated. Visit our web site at: www.sr-signs.com. It highlights the wide variety of sign we produce. Our goal is to make our customers expand their business and show-case their services to their clients. We are a friendly, service oriented sign company with many repeat customers and referrals. Joan Germeshausen Sign-A-Rama 1430 Guerneville Rd. #2 Santa Rosa, CA 95403 707-523-0606 fax 707-523-2652 e-mail: art@sr-sign.com web: www.sr-sign.com

3. We service a diverse clientele and therefore fabricate and install the following types of signage: Trade show signs & displays, Architectural signage: post & panels, directories, ADA (in house), building lettering, Banners: full color digital & vinyl, Contractor signage: vehicles, agnetics, job site signs, directional, informational Business signage: POP, window lettering, A-Frames, advertising signage, Real Estate, Apartment, Condo signage Graphic services

We have our contractors license and install signage as well as bid on projects throughout the US. Our clientele is nationwide & frequently ship signage.

4. Technology is KEY in signage. We have the latest laser equipment, digital machines for both indoor and outdoor signage, engraver, and the standard vinyl equipment. We work with wood, acrylics, plastics and are within the Bay Area Environmental Protection Areas and therefore all materials are environmentally friendly.

5. Challenges are FUN, an opportunity to try something new. Challenges get you out of a rut & keep life interesting. The biggest challenge is "what's new on the horizon", what will keep you interested in life.

6. One spectacular job was the Rohnert Park Library. It was written up in Architectural Journals. The signage was diverse, a challenge, beautiful, and dramatic. We fabricated and installed both the interior and exterior signage.

7. We attend regional and national sign conventions which expand our resources, clientele and knowledge base. Knowledge is power.

Worcester

1. Frost Manufacturing has been a member of the Worcester Executives Association since 1998.

2. Frost Manufacturing Corporation Julieane K. Frost, Marketing Manager 173 Grove Street, Worcester, MA 01605 (508) 756-4685 (508) 757-5604 (fax) jfrost@frostmanufacturing.com Web site: www.frostmanufacturing.com

3. Frost Manufacturing specializes in custom interior signage projects. We create custom coordinated office, desk, room, dedication, and directional signs, and building directories to guide visitors easily through a building. We also create custom donor signs and walls to recognize contributors to capital campaigns. Frost Manufacturing are experts in ADA (Braille) sign requirements and manufacturing. Our fourth-generation family company has been doing business in Worcester since 1891.

4. With new digital printing technology, we are able to incorporate multi-colored graphics in our signs. The advances in internet technology allows us to email artwork and proofs very quickly, thus expediting projects. Also, with digital photography and image manipulation software, we are able to superimpose graphics of signs onto photographs of customers' buildings and spaces, so the customer can see ahead of time what the signs will look like.

5. Our biggest challenge is bringing new staff up to speed quickly and thus maintaining consistently high customer service, which is the backbone of our business. Almost all of our projects are custom and custom quoted, which requires a great deal of specialized knowledge.

6. We designed and manufactured the interior room signs, directories, and dedication signs, plus exterior building signs, for a brand new biological sciences building for Clark University in Worcester. The room signs were customized to allow professors and researchers to insert graphics and

information relating to their particular field of study.

7. We are members of the United States Sign Council and attend their trade shows in Atlantic City every year. We are also members of the International Marking and Identification Association and attend their conventions every year.

Akron

1. Since 2000 -Akron

2. Summit Sign & Specialty; Gary Blevins, Owner; Phone: 330-322-4164; FAX: 330-798-1321; E-mail: summitsign@neo.rr.com

Area of specialty: Vinyl signs: vehicles, traffic signs. Sandblasted.

3 *Mostly Vehicles and traffic signs.*

4 *Technology -The ever-changing technologies have brought about a great deal of competition and applicability. Speed and diversity have been paramount to this industry.*

5. *The biggest challenge has been to choose the right product at a competitive price that will suit long-term applications.*

6. *New way-finding signs for a large apartment complex.*

7. Not a member of ISA but attend conferences every year.