

Nevada
Sign
Association

2022

Reporting Summary of Association Activities / Member Benefits

Annual
Report

2022 Nevada Sign Association

Annual Report

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

Thank you to our Annual Sponsors for their continued support!

Premier Sponsor: Hartlauer Signs
Diamond Sponsor: Altec
Platinum Sponsor: Glantz
Gold Sponsor: Reverence Engineering
Silver Sponsor: Allied Electric

Thank you to our Current Board Members for their continued support!

President – Randy George, Allied Electric Sign & Awning Co.
Vice President – Jesse Hartlauer, Hartlauer Signs
Secretary/Treasurer – Doug Herrscher, Montroy Supply Co.

Directors:

Dave Connor, Glantz
Mike LeBlue, YESCO
Mirek Rusinski, Maricopa Sign Company
Mark Zannis, Watchfire Signs

Highlight 2022 Activities/Accomplishments:

- Since our last annual meeting, we had regulatory activity in Clark County with a very successful outcome. Wall sign engineering will only be required for wall signs 30 feet. The county had instituted a policy requiring it at 10 feet. Ms. King has received conditional approval and submitted standardized engineering to the county for final review and approval.
- NSA has gained 1 new member since December 2021. Please welcome High Impact Sign Steel & Specialties.
- NSA did not lose any members in 2022.

- Please remember to use NSA members to meet your business needs wherever possible. A membership list is included in your packets. Also, if you are contacted by a product manufacturer or an industry service provider, before agreeing to meet with them, please consider asking them if they are a member of the Nevada Sign Association and mention that you prefer to work with NSA members.

- Networking events: ISA held their Sign Expo 2022 from May 3-6, 2022 in Atlanta. NSA held their Quarterly Member Meetings virtually on March 15, June 21, and September 20, 2022. ISA Sign Expo 2023 will be held in Las Vegas April 12-14 with the Western States Sign Council golf tournament taking place on April 11 at Las Vegas Golf Club. We will host a WSSC networking reception during Expo, with the date to be determined. We will also host a board meeting during Expo.

- NSA is always grateful for ISA's support, including its government relations program, educational offerings, technical, regulatory, and marketing support. We are also grateful for the support of the Sign Research Foundation. NSA makes a \$500 contribution to SRF annually, but that doesn't come close to covering the cost of their support of the industry. Please consider making a company contribution to SRF.

- Randy George and Pete Michelini serve as NSA's representatives on the Western States Sign Council board to address regional and national issues. The Western States Sign Council now covers the associations in the entire Western U.S. from Colorado to Alaska and Hawaii.

ISA/NSA SERVE YOU!

If you are a sign division member of NSA, you are automatically an ISA member due to the Affiliate relationship NSA 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 Nevada at local, state, and federal levels.
- ISA continues to devote substantial resources to the education of planners and chambers of commerce on the importance of effective sign regulation.

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

NSA 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 **NSAONL** when purchasing, and ISA will give a portion of the profits back to NSA.

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 NSA's job board is free to members as well. Post your open positions by sending a Word document with your job ad to info@nevadasign.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, NSA 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.

Networking reception for national & custom sign companies – meet face-to-face with 30+ of the largest national sign companies looking for local installation and fabrication partners.

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.

Please connect with NSA via social media. We have just created a new Instagram account: @nevadasignassociation.

Please reach out to any member of the NSA 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 NSA represents an investment in each member's company and should be considered an asset as opposed to a liability. NSA added 1 new member since our last annual meeting, and no memberships were lost.

Ask NSA staff for help in recruiting new members. A lunch or short phone call pays dividends to 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 NSA. Our current membership roster is in your packet.

Engineering

The engineering standards will be updated to the 2021 IBC once jurisdictions have implemented the 2021 IBC.

Networking

- ISA Virtual Sign Expo 2023 – April 12-14, 2023
- ISA/WSSC Golf Tournament – April 11, 2023
- NSA Quarterly Member Meeting – March 14, 2023, June 20, 2023, and September 19, 2023

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.

Association Healthcare Program

Nevada 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.
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 5 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@nwsigncouncil.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 NSA 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.