

Signage Foundation Announces Appointment of Two University of Cincinnati Student Consultants

The Signage Foundation, Inc. Board of Directors is pleased to announce the appointment of two student consultants from the School of Planning and the [College of Business at the University of Cincinnati](#). The integration of the skills and talents of these two students is one of many collaborative efforts between the Signage Foundation and the University of Cincinnati.

Joan Christodoulou is currently working towards a master's degree in Community Planning at the University of Cincinnati in Ohio. As a first generation Greek American, growing up, she experienced life on both coasts of the United States, as she moved from city to city with her family. In the spring of 2004, she graduated from the University of California, Berkeley with a Bachelor of the Arts in Psychology and a minor in Political Economy. While studying at UC-Berkeley, she was involved in several studies as a research assistant and worked in special education programs with children with disabilities. Her devotion to research, love of the world's cities and dedication to the study of the physical environment serve as her foundations to her ongoing pursuit of knowledge. Joan is presently researching signage as it affects business, design, architecture, law, and city planning with the goal of developing a literature review and white paper for presentation at the Signage Foundation's National Signage Research and Education Conference, to be held in Cincinnati October 13-15, 2009.



Joan Christodoulou

The National Signage Research and Education Conference will be held in collaboration with the University of Cincinnati's College of Design, Architecture, Art, and Planning and the College of Business.

Salonee Khanna is a full time MS Marketing student. She is currently working as Graduate Assistant (GA) for the College of Business at the University of Cincinnati. Salonee did her undergraduate work the areas of Business Management earning a Masters Diploma in Public Relations and Corporate Communications. Her work portfolio includes experience in hospitality, public relations and corporate communications.

Salonee is building a rich marketing management portfolio, having launched and completed national campaigns for hair care brands and developing branding-communication strategies for a corporate image campaign. Her leadership in these areas involved both internal as well as external executions (via written communication and events). Her passions lie in strategic planning, development and coordinated communication to ensure timely execution of plans.



Salonee Khanna

Salonee is working with the Signage Foundation, Inc. (SFI) as a student consultant as part of her Capstone Project for the MS Marketing Program. Her work involves coordinating, planning and executing the SFI National Signage Research and Education Conference which will be held in October, 2009. She is responsible for the marketing and communications strategy for the

conference and the Foundation.

Salonee will complete her MS program in June 2009 and hopes to work in a marketing communications role integrating her communications background with the marketing skills acquired during the graduate program.

About SFI

The Signage Foundation, Inc. (SFI) works to promote signage in the societal sense, educating the public about its social, economic and aesthetic value to the at-large society, emphasizing to users how to maximize their communication effectiveness. The Foundation focuses on bringing education to sign users and to those who interact with sign users, including advertising agencies, lenders, appraisers, attorneys, regulators, business form franchisers and small businesses.

On the Net: www.thesignagefoundation.org

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