

## 3M Hosts Signage Foundation, Inc., and University of Cincinnati Strategy Session



The Board of Directors of the Signage Foundation, Inc., Dr. Will McIntosh, dean of the College of Business and Dr. Robert Probst, dean of the College of Design, Architecture, Art and Planning of the University of Cincinnati, on September 14-15, 2008, were hosted by 3M at its Innovation Center to discuss potential strategies for identifying knowledge vacancies within the sign industry. The 3M participants included: Tom Black, Dan McGurran, Anne Depalma, Tony Fulco, Charles Shaklee, Ellen Aeling, Joe Hoffman, Mark Schaeffer, Mike Meis, Sean Syring, Tammi Johnson, Terry Collier and Tom Simpson.

During the visit, presentations were shared on the following topics:

- Lighting at 3M and Lighting Trends by Mike Meis
- 3M Technologies for Illuminated Signs by Joe Hoffman and Ellen Aeling
- Visual Attention Model by Terry Collier
- Tour of the Innovation Center by John Leuck
- Visualizing Potential for collaborative opportunities between 3M, the Signage Foundation, Inc., and the University of Cincinnati
- Topical Discussions for planning of the 2009 National Signage Research and Education Conference scheduled for October 2009 in Cincinnati, Ohio

Joe Rickman, chairman of the Board of Directors for the Signage Foundation, Inc., expressed appreciation to Tom Black of 3M for hosting the meeting and sharing the strategic intent of 3M's research and development and the potential for alignment with the Informatics division for research generation.

The Signage Foundation, Inc., in collaboration with the Colleges of Business and Design, Architecture, Art and Planning at the University of Cincinnati, will be presenting the 2009 National Signage Research and Education Conference in Cincinnati in October 2009. The opportunity to tap into the research and technology resources of 3M will be integrated in the conference planning.

### **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](http://www.thesignagefoundation.org)

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