

Steve Kieffer Appointed to Board of Directors of the Signage Foundation, Inc.

Washington, D.C. -- The Signage Foundation, Inc. is pleased to announce the appointment of Steve Kieffer to its Board of Directors. Mr. Kieffer was appointed for a 3-year term. Joe Rickman, Chairman of the Board of Directors for the Signage Foundation commented "Steve Kieffer served as the founding President of the Signage Foundation in 2002 and it is both fitting and appropriate that he rejoins this Board as his vision for the Signage Foundation is beginning to come into full focus".

Mr. Kieffer is a retired, longtime sign industry veteran. Steve Kieffer grew up in the sign business, helping out his father, Don, during the summers of his high school years. After graduation from college, Steve worked in large multi-national companies for eight years. During that time Steve earned an MBA degree. In 1978, he moved his family back to Wisconsin to operate a small sign shop in Manitowoc. The following year, Steve and his father joined forces and incorporated Kieffer & Co., Inc. in Sheboygan, Wisconsin. Steve became president of that company in 1984 and Chairman and Chief Executive Officer in 1999. He grew the company to 115 employees with offices in Sheboygan and Chicago. Kieffer & Co. serves a nationwide client base. Steve recently sold the Company and retired.

Steve Kieffer's service and contributions to the sign industry began with ISA in 1979. In 1995 Steve was appointed to the Board of Directors of ISA and served in numerous capacities before becoming Chairman. As ISA Chairman of the Board in 2002, Kieffer made considerable contributions to the sign industry. He was instrumental in rebuilding the ISA Government Relations Committee. In addition, he had a significant influence on shaping public policy regarding the sign industry on both federal and state levels. Actively representing ISA in championing the interests of the sign industry, Kieffer testified before the California Energy Commission to oppose proposed regulations, authored the Wisconsin Sign Association's model sign ordinance, was a key member in four Underwriters Laboratories' Standard Technical Panels and has chaired numerous committees on research and technical applications in the sign industry. Steve was the 2008 recipient of ISA's Kirk L. Brimley Distinguished Service Award.

Steve has been married to his wife Lynn for 39 years. They have 2 children and 6 grandchildren. Steve and Lynn live in Placida, Florida.

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.

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