

Mid South Sign Association Contribution Received by the Signage Foundation, Inc.

David Watson, president of the Mid South Sign Association (MSSA) and National Sales Manager for Transco, announced that the Mid South Sign Association Board of Directors has unanimously authorized a contribution of \$5000 to the Signage Foundation, Inc., at the November meeting.

Karen Warr, Mid South Sign Association Executive Director, remarked that MSSA was founded in 1974 and is one of the largest sign associations in the United States. The Mid South Sign Association focuses on members from five southern states: Tennessee, Alabama, Arkansas, Mississippi and Louisiana. MSSA is known for its exemplary programs for its members and for fostering collegiality within its membership. MSSA members are known for helping each other, a trait which Karen suggests is indicative of the "southern spirit" of its members and the fact that the members really appreciate and enjoy interacting with each other personally and professionally. Karen explained that MSSA is best known for its educational programs, sharing of knowledge and scholarship program.

Roy Cox, president of Trav-Ad Signs and a board member of the Signage Foundation, Inc., made the request for funding to the MSSA Board of Directors. Mr. Cox's enthusiasm and passion for the work of the Signage Foundation, Inc., was readily evident to the MSSA Board of Directors. Mr. Cox discussed how the Signage Foundation, Inc., has intensified its collaborative relationship with the University of Cincinnati (UC), specifically the colleges of Business and Design, Art, Architecture and Planning. Conference planning efforts have also confirmed the 2009 National Signage Research and Education Conference, scheduled for October 13-15, 2009 at the Marriott Kingsgate at the University of Cincinnati.

The Signage Foundation, Inc., has submitted a proposal to the College of Business at UC to request the services of a Master's level Marketing student to work on the 2009 National Signage Research and Education Conference. Additional meetings have been held with the program coordinator to work through a proposed timeline and to define the actual scope of work.

Meetings have also taken place with members of the UC planning faculty to secure the services of a master's level student to help with the 2009 conference, specifically to build a bridge with the planning community and to conduct a comprehensive review of the literature on signage. The planning faculty at UC is currently considering a studio project where a selected group of undergraduate students will work within the guidelines of the newly developed model sign code to construct various community settings.

On Tuesday, September 9, 2008, more than thirty small business advocates with leading roles in the public policy arena joined the Signage Foundation, Inc. for *Special Briefing: Effective Signage Builds Vibrant Small Businesses*. The Signage Foundation, Inc., sponsored the special breakfast briefing in the Cannon House Office Building. Representative Steve Chabot (R-Ohio), Representative Steve King (R-Iowa) and Representative Todd Akin (R-Missouri) participated in the briefing and reflected on their work on the House Small Business Committee. Congressman Chabot, ranking member of the House Small Business Committee and Congressman King addressed the group on the significance of signage in enhancing small businesses.

Joe Rickman, president of the Signage Foundation, Inc., applauded the exemplary giving response by the Mid South Sign Association. "The Mid South Sign Association is known for its responsiveness and its practical and hands-on approach to educational programs. MSSA's commitment to research and educational initiatives aligns well with the mission and proposed scope of work for the Signage Foundation."

Karen Warr encouraged her colleagues in all regional and state foundations to consider contributions to the Signage Foundation, Inc. She noted that "The efforts of a strong research and educational foundation will benefit all our members and will broaden the knowledge base regarding signage throughout all sectors of our society."

The Signage Foundation, Inc. is a not-for-profit, non partisan organization dedicated to fulfilling the educational, research and philanthropic purposes of on-premise signage. SFI was established in 2002 as a 501© (3) public foundation through its supporting organizational alignment with the International Sign Association. The foundation is governed by a board of directors representing the diversity and professional depth within the large community of individuals that believe in the social and economic value of on premise signage. The Signage Foundation, Inc., is a nonpartisan organization that views on-premise signage and storefronts as fundamental components of today's mobile society's communication system and a necessity for the development of a visually pleasing, economically healthy and diverse community.

The Signage Foundation promotes intelligent and productive use of on-premise signage and storefronts that benefits every sector of the U.S. economy. The vision of SFI carries forth the positive momentum brought by research, education and a fundamentally consistent mission message about signage. The Foundation seeks to become a sustainable organization that achieves full integration with the academic arena. The Signage Foundation is committed to fully operational systems that will define stewardship in the organization. Signage Foundation, Inc. works with various constituencies to encourage maximally beneficial use of signage including the recognition that the sign becomes a transferable real estate asset that must be protected. The vision includes alignments that will help develop academic curriculum to train planners.

Contributions can be made to the Signage Foundation, Inc. and sent to:
Signage Foundation, Inc.
Post Office Box 14392
Washington, DC 0624

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

Contact: Joe Rickman, joe@thesignagefoundation.org or 202.251.0624.