

Special Briefing:

Effective Signage Builds Vibrant Small Businesses

Who: Signage Foundation Inc.; University of Cincinnati College of Business and College of Design, Architecture, Art and Planning; and Rep. Steve Chabot (R-OH)

What: Special Briefing: Effective Signage Builds Vibrant Small Businesses. The breakfast briefing is scheduled for 8:30 a.m. - 9:30 a.m. in Room 122 of the Cannon House Office Building. Please confirm your plans to attend by September 4th.

When: Tuesday, Sept. 9, 2008, 8:30 a.m. – 9:30 a.m.

Where: Cannon House Office Building, Room 122, Washington, DC

Details: The Signage Foundation is holding a briefing, including top leaders from the world-renowned University of Cincinnati's College of Business and College of Design, Architecture, Art and Planning, to announce a collaborative project and to outline its plans for a National Signage Research and Education Conference to be held Cincinnati, Ohio, in October 2009.

Rep. Steve Chabot (R-OH), Ranking Member of the House Small Business Committee and one of the nation's leading small business champions, will be in attendance.

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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