



October 23, 2009

**2009 National Signage Research and Education Conference Draws Broad Based Participation**

The National Signage Research and Education Conference (NSREC) was held on site at the University of Cincinnati (UC) on October 13-15, sponsored by the Signage Foundation, Inc. (SFI) in collaboration with the UC Colleges of Business and Design, Architecture, Art and Planning. One hundred and thirty eight (138) individuals registered for the conference including planners, governmental regulators, marketing/branding specialists, sign makers and their suppliers, businesses that use signage and those students and faculty who study signage and its impact on the business, social and visual environments.

Photos from the conference are available at <http://www.flickr.com/photos/nsrec09>

Joe Rickman, Chairman of the Board of Directors of the Signage Foundation, Inc. commented “The conference provided an important venue for discussion of on-premise signage issues and concerns in positive, non-confrontational and research-driven dialogue. Peer-reviewed research was presented with numerous opportunities to interact with researchers on specific topics and their implications.”

The conference is sponsored by SFI, established in 2002 as a not-for-profit organization dedicated to fulfilling the educational, research and philanthropic purposes of on-premise signage.

Highlights of the conference included:

- Keynote address by Dr. James Kellaris, Womack/Gemini Chair of Signage and Visual Communication, UC, “Signage as Marketing Communications”
- Alan Weinstein, director, Law and Public Policy Program, Cleveland State University; David Hartt, president, DB Hartt, Inc., “A Framework for On – Premise Sign Regulations”

- Menelaos Triantafillou, associate professor, UC School of Planning, and School of Planning students, “Studio Project with Anderson Township Integrating Key Elements of the Model Sign Code”
- Brian Linzie, 3M Commercial Graphics Center, “Emerging Trends in Signage Technology”
- David Edelman, UC School of Planning Faculty presented the work of Joan Christodoulou, former graduate student, UC School of Planning and now at Cambridge University “Review of Signage Literature with Annotated Bibliography”
- Peter Dixon of Prophet, Inc. on “Integrating Signage, Design, Architecture, Marketing and Branding”
- Mark Olinger, Director of Planning and Community & Economic Development for City of Madison, Wisconsin on “How Signage Defines a Community”
- Fred Oss, Gemini, Robert Probst-Dean, UC DAAP and Jim Weinel, Gemini shared the vision for a national center for signage research and education at the University of Cincinnati

Wendy Moeller, AICP with McBride Dale Clarion, commented: “As a community planner, the National Signage Research and Education Conference was a great opportunity for professional planners, researchers, academics, and representatives of the sign industry to assemble and discuss signage in an open dialogue where all points of view were heard. The sessions covered a broad range of topics such as how and why communities regulate signage, the importance of reasonable regulations, and emerging technologies that we may all see in the near future. As work continues as part of the collaboration between the Signage Foundation and the University of Cincinnati, future NSRECs will surely be beneficial to the planning community as a whole.”

Lisa Peterson of Federal Heath Sign noted that “each NSREC session provided informational research which has immediate application in her work”. Many NSREC participants expressed the benefits of the diversity of the participants which allowed for insight into working relationships with planners, academia, end user groups and the sign industry.

Mark your calendars now and plan to attend the 2010 National Signage Research and Education Conference at the University of Cincinnati on October 12-14, 2010.