

MISSOURI SIGN NEWS

"Advancing the Sign Industry in the State of Missouri"

2ND EDITION 2009

www.mosignassociation.com



2009 CONFERENCE & TRADESHOW
SEPTEMBER 24-26
THOUSAND HILLS GOLF RESORT
& CONFERENCE CENTER
BRANSON, MO

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REGISTER NOW !



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THEY MAKE THIS NEWSLETTER POSSIBLE.**





MISSOURI SIGN ASSOCIATION
2009 ANNUAL CONFERENCE & TRADESHOW
SEPTEMBER 24-26, 2009
THOUSAND HILLS GOLF RESORT & CONFERENCE CENTER
BRANSON, MO

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Letter from the President...

Dear MSA Members,

It is my pleasure to invite you to join us for our 2009 Conference and Tradeshow on September 24-26 at Thousand Hills Golf Resort & Conference Center in Branson. Here is the run-down on the events:

On Thursday evening we will welcome the early arrivers at the hospitality reception. This is a good time to renew acquaintances and visit with old friends.

On Friday, the MSA Memorial Golf Tournament will tee off for 18 holes of golf on one of the area's most beautiful golf courses.

At the Friday evening banquet, we will recognize the 2009 MSA scholarship recipients and celebrate the induction of the MSA Hall of Fame honoree. Then, we will wrap up the evening with our popular Scholarship Auction which will be loaded with great fun, entertainment, and a chance to purchase some fantastic items and contribute to the MSA Scholarship Program.

On Saturday morning, our suppliers will educate us on their products and what is new from their companies in the Exhibitor "Spotlight." Following this, we will convene the 2009 Annual Meeting of our association. This will include the annual report on the "state of the association" and initiatives that we are taking to provide increased value to our membership. The climax of the event will be the MSA Tradeshow featuring our outstanding supplier members.

This year's show will include two contests. During the tradeshow, we will select a new logo for MSA in the Logo Design Contest. Bring your best design to enter in the judging. We will also have a Sign Contest to determine the best sign designed, fabricated, and installed in 2009 by MSA members. Bring one photo that represents your best work to enter the contest.

This publication includes the conference schedule of events, resort room reservation information, and registration forms. Make your plans now to attend the 2009 MSA Conference and Tradeshow. Please take a few minutes to register by filling out the forms and sending them by mail, fax, or e-mail to:

Gene Russell
Missouri Sign Association
P.O. Box 2009
Owasso, OK 74055-8809
FAX (918) 272-2822
E-mail: grussell@russellmanagement.com

Please let us know if you have any questions or if we can assist you in any way.

I look forward to seeing you in Branson on September 24-26!

Sincerely,

MSA President



2009 MSA CONFERENCE & TRADESHOW

SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 24	
Hospitality Reception	5:30 p.m. – 7:30 p.m.
FRIDAY, SEPTEMBER 25	
MSA Memorial Golf Tournament (Scramble Format)	1:30 p.m.
Welcome Reception	6:30 p.m. – 7:30 p.m.
Hall of Fame & Scholarship Awards Banquet and Scholarship Auction	7:30 p.m.
SATURDAY, SEPTEMBER 26	
Exhibit Setup	7:30 a.m. – 9:00 a.m.
Continental Breakfast	8:30 a.m. – 9:00 a.m.
Exhibitor “Spotlight” Program & Annual Meeting	9:00 a.m. – 10:00 a.m.
Tradeshow	10:00 a.m. – 1:00 p.m.
Lunch	11:30 a.m. – 12:30 p.m.
MSA Board Meeting	1:00 p.m.

MSA WILL RECOGNIZE 2009 SCHOLARSHIP WINNERS \$4,000 TO BE AWARDED

The Missouri Sign Association has announced the recipients of the 2009 MSA Scholarship Awards. Congratulations to this year’s winners (listed alphabetically):

- Chelsea Bruto
- Katherine Kirkpatrick
- Cassandra Lee
- Kelsey Piepergerdes
- Reagan Robles
- Rawson Spencer
- Amber Thompson

The scholarship winners will be recognized at the Hall of Fame and Scholarship Awards banquet during this year’s annual conference. The banquet will be held the evening of September 25 at Thousand Hills Golf Resort and Conference Center, Branson, MO. MSA will present the scholarship award checks to the recipients at that time.

The Missouri Sign Association Scholarship Program was established to assist owners and employees of association member firms and their spouses and children in achieving their educational goals.



245 S. Wildwood Drive, Branson, MO 65616

- **Thursday, September 24:** Hospitality Reception
- **Friday, September 25:** MSA Memorial Golf Tournament
Hall of Fame & Scholarship Awards Banquet,
Scholarship Auction
- **Saturday, September 26:** Exhibitor “Spotlight” Program
MSA Annual Meeting
Tradeshow

CHECK OUT THE RESORT

www.thousandhills.com

ROOM RATES FOR RESERVATIONS MADE BY AUGUST 24

- One Bedroom Condominiums/King Suites: \$ 118.00 per night (plus applicable taxes)
- Two Bedroom Condominiums: \$ 135.00 per night (plus applicable taxes)

RESERVATIONS PROCEDURE

- Reservations must be made by August 24.
- For reservations, call 1-800-864-4145, Extension 1.
- Request the Group Rate for the Missouri Sign Association.
- Reservations must be guaranteed with a credit card.



MSA MEMORIAL GOLF TOURNAMENT



Friday, September 25, 2008, Tee Off at 1:30 p.m. Shotgun Start.
4-Player Scramble Format.
We will assign teams by handicaps to make it fun for everyone.
Please register ASAP to guarantee your spot.

GOLF REGISTRATION {Please print clearly}:					Handicap
<i>*Note: PLEASE FILL OUT A SEPARATE REGISTRATION FORM FOR EACH PLAYER.</i>					
MSA MEMBER (√)	()	NON-MEMBER (√)	()		
NAME					
COMPANY NAME					
ADDRESS					
CITY			STATE	ZIP	
PHONE		FAX			
EMAIL					

ENTRY FEE \$65.00 ~ METHOD OF PAYMENT						
Check One (√)	Check	()	VISA	()	Mastercard	()
Credit Card Acct #				Expiration Date		
Print Name <small>(As it appears on the Card)</small>						
Billing Address <small>(Where you receive the Credit Card Statement)</small>						
Signature						

Please mail, fax, or e-mail Registration to...Gene Russell, Missouri Sign Association,
 PO Box 2009, Owasso, OK 74055
 Fax 918.272.2822~Phone 918.272.2192~E-mail grussell@russellmanagement.com



SIGN COMPANY~REGISTRATION FORM

****NOTE: INDICATE THE NUMBER FROM YOUR COMPANY ATTENDING EACH EVENT.***

CONFERENCE & TRADESHOW REGISTRATION			
Entrance to the Tradeshow Exhibitor Product Spotlight Program Saturday Continental Breakfast & Luncheon		Handout Materials Refreshment Breaks Not Required for Children Under 16	
DISCOUNTED EARLY REGISTRATION (BEFORE SEPTEMBER 1)	Enter #		TOTAL AMOUNT
Member: \$25.00 ea. x		attendees =	\$
Non-Member: \$30.00 ea. x		attendees =	\$
STANDARD REGISTRATION (AFTER SEPTEMBER 1)			
Member: \$30.00 ea. x		attendees =	\$
Non-Member: \$35.00 ea. x		attendees =	\$
HALL OF FAME & SCHOLARSHIP AWARDS BANQUET			
Banquet Ticket Price: \$35.00 ea. x		attendees =	\$
TOTAL AMOUNT DUE			\$

COMPANY INFORMATION {Please print clearly}: <i>*Note: All Exhibitors & Suppliers PLEASE Use Exhibitor Registration Form.</i>			
MSA MEMBER (√)	()	NON-MEMBER (√)	()
NAME (Primary Contact)			
COMPANY NAME			
ADDRESS			
CITY	STATE	ZIP	
PHONE	FAX		
EMAIL			

LIST NAME of ATTENDEES BELOW	Conference & Tradeshow (X)	Hall of Fame/Scholarship Awards Banquet (X)
<ul style="list-style-type: none"> ○ PLEASE PRINT CLEARLY ○ Please copy form for additional names 		
1.		
2.		
3.		
4.		
5.		

METHOD OF PAYMENT			
Check One (√)	Check	()	VISA
			()
Credit Card Acct #			Mastercard
			()
Print Name (As it appears on the Card)			
Billing Address (Where you receive the Credit Card Statement)			
Signature	X		

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 PO Box 2009, Owasso, OK 74055
 Fax 918.272.2822~Phone 918.272.2192~E-mail grussell@russellmanagement.com



MSA TRADESHOW EXHIBITOR INFORMATION

1. EXHIBITOR REGISTRATION AND SPONSORSHIPS

- **THERE ARE 2 OPTIONS FOR EXHIBITORS REGISTERING FOR THE EVENT.**
Option 1: MEMBERS ONLY ~ \$1,000 SILVER SPONSORSHIP PACKAGE
Option 2: STANDARD REGISTRATION
 - Exhibitors “pick-and-choose” how they wish to participate.
 - MSA Members and Non-Members.
 - This form may also be used by Silver Sponsors to supplement their sponsorship package.
- **Registration forms with the details of each option are enclosed.**
- **Silver Sponsorship Registrations are due by September 1.**

2. TRADE SHOW HOURS

- Saturday, September 26 – 10:00 a.m. – 1:00 p.m.

3. BOOTH SPACE

- One (1) Skirted Table-top & One (1) 120V Electrical Outlet

4. ASSIGNMENT OF BOOTH SPACE

- Assignment of space on a first-come-first-served basis

5. EXHIBITOR SET-UP & TEAR-DOWN

- Exhibit space will be available for set-up on Saturday, September 26, from 7:30 a.m. to 9:00 a.m.
- The exhibit space must be cleared immediately after the show on September 26.

6. SHIPPING DISPLAY MATERIALS TO THE TRADESHOW

- Thousand Hills Golf Resort & Conference Center will hold shipments for your arrival with prior notice and a nominal fee based on the number and size of packages, and days stored.
- Ship materials to:
 - Thousand Hills Golf Resort & Conference Center Conference Center, 245 S. Wildwood Drive, Branson, MO 67202
 - Attn: “Your Name” - Missouri Sign Association
- Materials should not arrive at the resort before September 24.
- The Exhibitor assumes all responsibility and liability for losses, damages, and claims arising out of the exhibit’s presence on the hotel premises and will indemnify, defend, and hold harmless the resort, its agents, servants, and employees from any and all such losses and claims.



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BRANSON, MO

\$1,000 SILVER SPONSORSHIP

MSA MEMBER EXHIBITOR REGISTRATION FORM REGISTRATION DEADLINE SEPTEMBER 1, 2009

SILVER SPONSORSHIP PACKAGE	
<input type="checkbox"/> 2009 MSA Tradeshow Booth <input type="checkbox"/> Conference/Tradeshow Registrations for 2: Exhibitor Representatives <input type="checkbox"/> Hospitality Reception Sponsorship <input type="checkbox"/> Hall of Fame & Scholarship Awards Banquet Welcome Reception Sponsorship <input type="checkbox"/> Silver Sponsorship Promotion in All Conference Signage & Banners <input type="checkbox"/> Silver Sponsorship Promotion in the Banquet Welcome Reception Signage <input type="checkbox"/> Silver Sponsorship Recognition by the Speakers in the Meeting Presentations <input type="checkbox"/> Silver Sponsorship Recognition in the 2009 MSA Conference & Tradeshow Wrap-up Edition of the MSA Newsletter	<input type="checkbox"/> 4: Reservations – Hall of Fame & Scholarship Awards Banquet <input type="checkbox"/> 2 – Players: 2009 MSA Memorial Golf Tournament. <input type="checkbox"/> 1 – Tee Box Sponsorship: 2009 MSA Memorial Golf Tournament <input type="checkbox"/> Silver Sponsorship Promotion in All Conference Flyers and Printed Materials <input type="checkbox"/> Silver Sponsorship Promotion in Tee Box Signage <input type="checkbox"/> Silver Sponsorship Promotion in the Hospitality Reception Signage <input type="checkbox"/> Silver Sponsorship Promotion in the On-Screen Visual Presentations

MSA MEMBER COMPANY INFORMATION {Please print clearly}				
COMPANY NAME				
ADDRESS				
CITY		STATE		ZIP
PHONE		FAX		
EMAIL				

LIST NAMES OF EXHIBITOR ATTENDEES AND CHECK (✓) THE EVENTS THAT EACH WILL PARTICIPATE. <small>PLEASE LIST PRIMARY CONTACT ATTENDEE FIRST.</small>	2: Conference & Tradeshow Representatives	4: Hall of Fame & Scholarship Banquet	2: Golf (Give Handicap)
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

SILVER SPONSORSHIP AMOUNT: \$1,000 ~ PLEASE INDICATE METHOD OF PAYMENT						
Check One (✓)	Check	()	VISA	()	Mastercard	()
Credit Card Acct #					Expiration Date	
Print Name <small>(As it appears on the Card)</small>						
Billing Address <small>(Where you receive the Credit Card Statement)</small>						
Signature	X					

Please mail, fax, or e-mail Registration to...Gene Russell, Missouri Sign Association,
 PO Box 2009, Owasso, OK 74055
 Fax 918.272.2822~Phone 918.272.2192~E-mail grussell@russellmanagement.com



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EXHIBITORS & SUPPLIERS ~STANDARD REGISTRATION FORM

BOOTH SPACE & EXHIBITOR REGISTRATION ****INCLUDES REGISTRATIONS FOR 2 REPRESENTATIVES.			
DISCOUNTED EARLY REGISTRATION (Prior to SEPTEMBER 1)			TOTAL AMOUNT
Member:	\$200.00		\$
Non-Member:	\$300.00		\$
STANDARD REGISTRATION (AFTER SEPTEMBER 1)			
Member:	\$250.00		\$
Non-Member:	\$350.00		\$
REGISTRATION FOR ADDITIONAL EXHIBITOR ATTENDEES AND "NON-EXHIBITING" SUPPLIERS			
DISCOUNTED EARLY REGISTRATION (BEFORE SEPTEMBER 1)		Enter #	TOTAL AMOUNT
Member:	\$50.00 ea. x	attendees =	\$
Non-Member:	\$60.00 ea. x	attendees =	\$
STANDARD REGISTRATION (AFTER SEPTEMBER 1)			
Member:	\$65.00 ea. x	attendees =	\$
Non-Member:	\$75.00 ea. x	attendees =	\$
HALL OF FAME & SCHOLARSHIP AWARDS BANQUET (FOR EXHIBITORS & NON-EXHIBITING SUPPLIERS)			
Banquet Ticket Price:	\$35.00 ea. x	attendees =	\$
CONFERENCE SPONSORSHIP			
Golf Tee Box Sponsor:	\$100.00 per Hole x	Holes =	\$
TOTAL AMOUNT DUE			\$

COMPANY INFORMATION {Please print clearly}:					
MSA MEMBER (√)	()	NON-MEMBER (√)	()		
NAME (Primary Contact)					
COMPANY NAME					
ADDRESS					
CITY		STATE		ZIP	
PHONE		FAX			
EMAIL					

LIST NAME of ATTENDEES BELOW	Conference & Tradeshow (X)	Hall of Fame/Scholarship Awards Banquet (X)
o PLEASE PRINT CLEARLY		
o Please copy form for additional names		
1.		
2.		
3.		
4.		

METHOD OF PAYMENT						
Check One (√)	Check	()	VISA	()	Mastercard	()
Credit Card Acct #					Expiration Date	
Print Name (As it appears on the Card)						
Billing Address (Where you receive the Credit Card Statement)						
Signature	X					

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SIGN INDUSTRY NEWS...

Editor's note: We publish press releases from MSA member firms that advertise in Missouri Sign News.

Gemini Red Formed Plastic Has Gone Completely Green

Cannon Falls, MN — At Gemini Incorporated, we're so environmentally conscious that even our red has gone green!

That's because as of September 1, 2009, Gemini will begin using a new formulation for its red formed plastic sheet that is even more "Green" friendly. The new 2793 Red pigment is an all-organic formulation, which is good for your customers, good for the environment, and can help you achieve credits for LEED (Leadership in Energy & Environmental Design) certification.

Quality tests on the new 2793 Red, a bright candy-apple color, demonstrate the new formulation also has an improved surface quality. Like all Gemini products, it has been fully UV tested and comes with Gemini's lifetime guarantee.



Gemini Formed Plastic letters are made from sheets of Cellulose Acetate Butyrate (CAB). Unlike other plastics that are petroleum-based, CAB is a wood and cotton-fiber based plastic that is completely recyclable. Not only does Gemini extrude its own sheets of CAB, it also re-uses all trim generated in its letter manufacturing process.

In fact, between 55% and 65% of Gemini CAB sheets are made Gemini's own from recycled trim produced during the manufacturing process. In addition, Gemini has 3 different forming locations across the U.S., meaning most customer orders arrive in just a few days.

Formed Letters are the utmost in versatility and are the standard for most local businesses as well as office parks, retail chains and almost anywhere there is a need for dimensional signage. Their inexpensive molds make it easy to customize a letter style or logo for the perfect 3-D sign.

Gemini Incorporated is a world leader in the manufacturer of dimensional letters, logos and plaques for the sign industry. For more information visit www.signletters.com or call Gemini toll-free at 1-800-538-8377.

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- ADA Compliant Plaques
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- Channel Letters & Faces
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1-800-LETTERS
www.signletters.com
Email: sales@signletters.com



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Gene Russell, Editor

grussell@russellmanagement.com

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N. GLANTZ & SON
SIGN SUPPLIES

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www.nglantz.com

We're Moving!

Our new location is bigger to serve you better!
Beginning August 28, it will be even easier for
you to get all your sign and graphics supplies.



Our new facility's location:
1921 Foxridge Dr
Kansas City, KS 66106

Local: 913.722.1000
Fax: 913.722.0777
or call 866.NGLANTZ

We have new local and
fax numbers, but our toll-
free number is the same!



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P.O. Box 2009
Owasso, OK 74055