



June, 2016

VASA Members Attend ISA Expo

VASA Board Members were at the April ISA Sign Expo to man the VASA exhibit booth as well as attend educational sessions and view exhibits. Read more about this expo below.



VASA Annual Meeting

The Virginia Sign Association's annual meeting will be held on September 15th and 16th in Richmond, Virginia. It will tee off at 11:30 am with a golf tournament which will be held at the Crossings, on Thursday September 15th. On Friday, September 16th, a special safety presentation is scheduled at Acorn Sign Graphics in Richmond.



The presentation will include information about:

- The most prominent hazards in your industry
- The Planned August 2016 OSHA 80% Fine Increase
- How To Plan For and Survive Future OSHA Inspection

Registration fee for the golf tournament on September 15, which includes lunch, is \$85. Registration fee for the safety training on September 16 is \$90 for first company attendee/\$45 for each additional company attendee by September 1. Lunch and presentation materials are included. Registration fee for the safety training increases after September 1 increase to \$125 for first company

attendee/\$65 for each additional company attendee.

Visit <http://www.virginiasignsassoc.org/> for more information and to register.

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Potential Federal Energy Conservation Standards for Fluorescent Sign Ballasts Could Impact Your Business

The U.S. Department of Energy (DOE) is in the earliest stages of developing updated energy conservation standards and test procedures for fluorescent lamp ballasts. While there are no substantial changes at this time, this ISA Member Alert will update you on the current situation. ISA will be in touch again in 3Q 2016 regarding potential next steps.

Current Situation

You may recall that new energy conservation standards were implemented in November 2014. Even though those regulations took effect in 2014, the Final Rule was published on



November 14, 2011. Under the Energy Independence and Security Act of 2007, the DOE must make a determination within six years of publication of the final rule to either: (1) publish a notice of determination that standards do not need to be amended, or (2) publish a notice of proposed rulemaking including new proposed standards. Even with a 2017 proposed rulemaking, the Final Rule wouldn't be issued until 2019 (with an implementation deadline several years after).

If the DOE chooses to publish a notice of proposed rulemaking by October 2017, the department needs to complete several earlier steps. Among these earlier actions are (1) the availability of a [Framework Document](#); and (2) the availability of a preliminary technical support document (expected in 3Q 2016).

[\(Click here to view an accompanying presentation to the Framework Document that is more easily understandable.\)](#)

Important Highlights from the DOE Framework Document

- * Consideration of "Standby Mode" energy consumption
- * Clarification of test procedures, including replacement of all instances of Ballast Efficacy Factor (BEF) with Ballast Luminous Efficiency (BLE)
- * Consideration of establishing standards for: Dimming ballasts that operate less than 50 percent of maximum output; Low BF 4-foot MBP T8 PS ballasts with an average current less than 140 milliamperes; Ballasts operating at 480 V.
- * Consideration of technology options to improve BLE, including: improved circuit design and improved components

What's Next?

The release of the preliminary technical support document is expected in 3Q 2016. Upon its release, ISA will communicate additional detail, as well as any changes to the scope of regulation or timeline of development. In the meantime, we recommend that your technical staff review the [Framework Document](#) and [accompanying presentation](#).

For additional information, please contact ISA's Director of Industry Programs, Kenny Peskin (Kenneth.peskin@signs.org).

ISA International Sign Expo 2016 is One for the Record Books

[ISA Sign Expo 2016](#), which took place April 20-23 in Orlando, Florida, broke attendance records for an Orlando event and became the second-largest ISA Sign Expo in the event's history. Featuring more than 20,000 sign and graphics industry attendees and nearly 600 exhibitors, show highlights include:



- Dozens of product innovations were launched during ISA Sign Expo. The best of the best were presented with the [ISA Sign Expo 2016 Innovation Awards](#). ikeGPS's Spike product, which uses a smart phone photograph to measure the width, height and area of a space, was named the most innovative product of the show.
- More than three dozen leading experts offering thought leadership on issues facing sign and graphics professionals. Many of those courses will be available soon at the [ISA Sign Academy](#).
- Business building networking events, including the incredibly popular ISA Rocks: *THE* Industry Party, which took over B.B. King's restaurant and the ISA Networking Reception for National and Custom Sign Companies, among others.
- The second class of ISA Elite, 35 up-and-coming professionals who attended special education sessions and networking events-all designed to help them grow in their careers.
- Co-located events with Signarama and Roland's ImagiNATION.

With all the sign industry gathered in one place, ISA Sign Expo 2016 also provided a place to gauge the mood of the industry for ISA's popular "State of the Industry" survey. It's not too late to participate - [click here to take the survey now](#). *The survey will ONLY be made available to ISA and Affiliated Association members.*

Plans are already underway to build upon the successes of ISA Sign Expo 2016 into the 2017 event, set for April 19-22 in Las Vegas, Nevada. ISA recently announced plans to co-locate with CPP (Collaboration in Packaging Production) and others are under discussion. Registration will open in the fall at www.signexpo.org.

Looking for the Latest Information on Retail Signage? We've got you Covered.

Retailers and restaurants from Shake Shack to Walgreens offer lessons for companies wanting to improve the customer experience. Signs have proven invaluable for navigating store environments easily, finding products quickly, and reinforcing the overall branding.



Case studies from apparel, grocery, pharmacy, entertainment and restaurant leaders offer the backbone of "[Retail Wayfinding Best Practices](#)," new research from [the Signage Foundation](#).

The research also includes case studies of Wegmans, Clifton Market, City Creek Center, TD Bank, Time Warner Experience and URBN to explore how successful retailers use visual merchandising strategies, digital wayfinding and branded architecture. Craig Berger, Chair, Visual Presentation and Exhibition Design, Fashion Institute of Technology, edited the study, which sought insight from industry leaders in architecture and design.

"Retail Wayfinding Best Practices" joins a growing body of SFI-sponsored research that explores how successful retailers incorporate sign strategies. The popular "[Retail Signage: Practices to Increase Return on Investment](#)" was released earlier this year and explores how end users benefit when making sign excellence a strategy to reward and when monitoring return on investment metrics. The research report also looks at how signs improve community engagement as well as the importance of signs to an integrated brand strategy. To see more SFI-sponsored research, visit the [research library](#).

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