

Planning for Sign Code Success

July 19, 2013 • Huntsville, AL • Embassy Suites Huntsville – Hotel & Spa



About the Workshop

Location: Embassy Suites Huntsville – Hotel & Spa; 800 Monroe Street, Huntsville, Alabama 35801
6 AICP (including 1.5 Law) CM credits available for attendees.



Training Highlights

- Learn the latest technologies, controls, impacts and regulatory issues involved with on-premise signs.
- Learn about sign types and design as well as energy efficiency and types of lighting.
- Understand the importance of visible and well-designed signage on local small businesses and communities.
- Understand the technologies and the regulatory issues involved in electronic message centers.
- Develop an understanding of the legal and policy concerns involved in municipal sign ordinances, including hands-on, “real world” examples.

Seminar Schedule

8:30 a.m. – 9:00 a.m.	Registration and continental breakfast
9:00 a.m. – 10:00 a.m.	Module 1: Intro to Sign Construction & Technologies Roy Cox and Sandi Singletary, Trav-Ad Signs
10:00 a.m. – 11:00 a.m.	Module 2: Legal Issues in Sign Regulations David Hickey, International Sign Association
11:00 a.m. – 11:15 a.m.	Break
11:15 a.m. – 12:30 p.m.	Module 3: Impact of Signs on Economic Development Richard Bass, AICP, Bass & Associates
12:30 p.m. – 1:30 p.m.	(Working Lunch) – Module 4: Policy and Process Considerations with Sign Codes David Hickey, International Sign Association
1:30 p.m. – 2:30 p.m.	Module 5: Finding Common Ground: Electronic Message Center Issues Bill Smillie, Watchfire
2:30 p.m. – 3:30 p.m.	Module 6: Urban Wayfinding Policy Implications Ken Stapleton
3:30 p.m. – 4:30 p.m.	Break/Tour of Mid South Sign Association Exhibits

Registration Form

Name: _____ Title: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Method of Payment (Price: \$40) Check MasterCard VISA Discover

Mail form & payment to: Mid South Sign Association, 209 South Jefferson St., Winchester, TN 37398 • Or, scan form & email to: karen@midsouthsign.org
Online registration: www.midsouthsign.org/signsuccess.html • Phone: (901) 452-6444

Credit Card Number: _____ Exp. Date: _____

Cardholder Name: _____ Authorized Charge Amount: _____

Billing Address: _____

Cardholder Signature: _____ Date of Authorization: _____