

ISA Sign Expo 2019 Education Sessions

#	Date	Time	Location	First Name	Last Name	Company	Additional Speakers	Education Track	Audience Level	Program Title	Short Program Description
ISA-01	04/23/19	8:30 - 5:00	Islander H (Same as ISA-02)	Wayne	Peterson	Black Canyon Consulting Group		Pre-conference workshop		Strategic Business Management	Professionals today, whether they are new or seasoned, need a solid foundation of essential skills in order to keep pace with the speed of change. Learn how to create a distinctive brand that resonates with customers, extends across digital marketing channels and connects with target audiences. Gain the tools to tailor a business development process to your specific company and your specific customer segments. Understand the importance of, and leave with resources for, implementing a customer measurement process which will strengthen customer relationships and identify cross selling/up selling opportunities. Learn a completely new method to identify, recruit and retain salespeople.
ISA-02	04/23/19	1:00 - 5:00	Same location as ISA-01 (attendees can select just afternoon sessions)	Wayne	Peterson	Black Canyon Consulting Group		Pre-conference workshop		Strategic Sales Management	How do your customers perceive your company? What drives sales success? Customer feedback is a critical tool to help strengthen customer relationships, identify cross selling/up selling opportunities and reduce customer defections. Gain an understanding of the importance of, and leave with resources for, implementing a customer measurement process to help increase your sales and revenue. Building (or rebuilding) an effective sales organization and actively managing it requires aligning the interests of the salesperson and the interests of the company. Learn a new method to build and manage a highly productive sales force that will put your sales force on the fast track to high-impact performance.
ISA-03	04/23/19	1:00 - 5:00	Islander G	Josh	Culverhouse	ORAFOL	Matt Richart, EFX Wraps Molly Waters, Avery Dennison Pat McGrew, Keypoint Intelligence / InfoTrends	Pre-conference workshop		Print Boot Camp: Essential Skills for Success	<p>The visual communications industry is constantly evolving and print offers a wide variety of possibilities. Join industry experts to learn about market opportunities, applications, effective sales techniques and how to expand your revenue opportunities. Gain valuable knowledge and strategies to help you make the best decisions for your business. The workshop will include the following sessions:</p> <p>Print 101: Learn the key trends and how to capitalize on the opportunities. Gain valuable insight into product and market areas; understand the considerations that go into equipment selection and walk away with strategies to help you make the best decisions for your business.</p> <p>Applications 101: Applications, materials and finishing technologies are key to a successful end product and critical to achieving profitability. Learn about these new technologies and how to identify and use materials that fit with your system.</p> <p>Sales 101: Learn effective and proven selling techniques and strategies to gain new customers and expand your market with existing customers.</p> <p>Expanding Revenue Opportunities: Cross selling is a proven technique to increase revenue, sell more products and increase your value to your customer. Learn how to understand your customer's entire business to offer upgrades and additional products to enhance and improve their business.</p>
ISA-04	04/23/19	8:30 - 5:00	South Pacific A	Justin	Pate	The Wrap Institute	John Duever, Vinyl Images and Design	Pre-conference workshop		Business Boot Camp for Wrap Professionals by Avery Dennison	It's one thing to know how to wrap, it's another to know how to run a business, with wrapping vehicles as a component. The wrap industry can be extremely exciting and rewarding. Equally, it can be very frustrating as it has unique business challenges that most industries do not face. This can lead to long hours, tension in the workplace, frustrated clients and financial goals not being met. The Business Boot Camp for Wrap Professionals has been designed to address these issues head on by offering comprehensive solutions combined with detailed analysis of the key aspects in a wrap shop from ownership to sales to marketing to upselling and more. The Business Boot Camp is entirely geared to create clear communication channels, facilitate growth both short and long term by streamlining workflow and increase profits.

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ISA-05	04/23/19	8:30 - 5:00	Islander F	Ryan	Cahoy	Rise Vision	Jim Nista, Almo Wayne Rasor, FASTSIGNS	Pre-conference workshop		Digital Signage Masterclass	<p>You've recognized digital signage is a hot growing market, and it should be part of your offering. Now what? What exactly is digital signage? How does the content get created? How do you select vendors and train your sales reps? What are the end users looking for? We will answer all of these questions, demonstrate tools available, and dive into specific examples.</p> <p>The Digital Signage Masterclass is designed to provide the basic fundamentals in the morning and progress into specific case studies, how-tos, and living examples in the afternoon. We will spend time showing actual content built for menu boards, corporate environments, and school settings and step you through how it was created from beginning to end. We'll also discuss how to position these products with your customers and how to address their questions.</p>
ISA-06	04/23/19	1:00 - 5:00	Islander F Same location as ISA-05 (attendees can select just afternoon session)	Ryan	Cahoy	Rise Vision	Jim Nista, Almo Wayne Rasor, FASTSIGNS	Pre-conference workshop		Digital Signage: Conquering Vertical Markets	<p>Vertical markets are key for digital signage, but do you know the different markets, how to position these products to your customers and how to create the project from beginning to end? Using case studies and how-tos you will gain an understanding of the different vertical markets (menu boards, corporate environments and school settings), how to create content from beginning to end, and leave with sales tactics for how to approach the market.</p>
ISA-07	04/24/19	9:00 - 10:00	Islander G	Bob	Greenberger	Nova Polymers		Design	Intermediate (3-5 years of experience)	Accessibility & The ADA...2010 Standard (SAD) For Room Identifications	<p>This program is designed to educate the sign shops; install firms; architects; and designers how the ADA effects signage as it relates to room identification and more. The course will detail all of the Standards concerning the technical characteristics; installation guidelines; and how certain materials offer a better solution to be ADA compliant.</p> <p>This course has been approved for CEU credits by the International Code Council (ICC). Receive .10 CEU credits for attending. You will receive a certificate of completion 10-15 days after the session.</p>
ISA-08	04/24/19	9:00 - 10:00	Islander F	Andre	Boykin	CAPITAL iDEA		Running Your Business	Intermediate (3-5 years of experience)	MisFit to RightFit: How To Ensure Maximum Performance	<p>The key to being a market leader is to hire the right people. This session details how to implement structures to hire the right person for the job and avoid misfit hires. Learn the 5 steps to implement your own "rightfit" system of how to identify and properly assess the right person for each job.</p>
ISA-09	04/24/19	9:00 - 10:00	South Pacific B	Keith	Davis	KRD Design	Mark Jenkinson, Limepickle	Running Your Business	Advanced (6+ years of experience)	Signs of Disruption	<p>Nothing jars an industry awake like innovation and recent developments have seen entire industries disrupted at rapid rates. The Sign Industry is no less susceptible to disruption given the emergence of new process technologies and changing industry mindsets as younger generations assume the helm. This session will target the current conditions of the Sign Industry and identify areas poised for disruption through the lenses of a creative disruptor and technical designer.</p>
ISA-10	04/24/19	9:00 - 10:30	South Pacific A	Karen	Vanhoy	Apple Rock Displays		Organizing Your Business	Intermediate (3-5 years of experience)	Preventing Project Management Issues	<p>Learn the top 10 challenges project managers face in the sign industry and how to reduce the risk of projects going astray.</p>
ISA-11	04/24/19	10:30 - 11:30	Islander H	Siri	Lindley	Life Coach		Game Changer		From the Depths of Self-Doubt to Winning Big and Living Fearlessly	<p>From the science of achievement to the art of fulfillment, Siri Lindley draws on her personal journey of self-discovery – of overcoming fear and failure to become a world champion triathlete – to equip you with effective strategies for unleashing your passion, fueling your inner fire, and reaching new levels of success in life and business. For Siri, the great gifts in her life resulted from her greatest struggles. With a change of mindset – by deciding to live fearlessly authentic and own every part of who she is – she began to create the extraordinary life of a champion that she always dreamed. Now she is sharing those same inspiring lessons to help you navigate tough times, bring out your best, and uncover your true potential.</p>

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ISA-12	04/24/19	12:30 - 1:30	Islander G	Dan	Antonelli	KickCharge Creative		Design	Intermediate (3-5 years of experience)	Designing Disruptive Wraps	Learn the five rules for an effective wrap design, why colors are critical to your brand, and how typography and distance legibility play a role. Learn how to better market and distinguish your shop by focusing on design, and how your wrap designs are more effective in promoting business. Walk away with an understanding of the fundamentals of branding and logo design and how brands create the foundation for effective, disruptive wraps in your market.
ISA-13	04/24/19	12:30 - 1:30	Islander F	Tom	Grandy	Grandy & Associates		Running Your Business	Advanced (6+ years of experience)	Fifteen Things All Successful Companies Have In Common	Did you ever wonder why some companies seem to grow and prosper while others work just as hard but seem not to be going anywhere? Well here is your chance to find out why! Learn 15 things all successful companies have in common. Don't miss this exciting opportunity to create a profitable game plan.
ISA-14	04/24/19	12:30 - 1:30	South Pacific B	Norb	Slowikowski	Slowikowski & Associates		Organizing Your Business	Intermediate (3-5 years of experience)	Are You a Project Manager or a Project Witness?	Learn the essentials of Project Management and leave with tools you will immediately apply to the job. This session will equip you with the foundation of management expertise you need to efficiently direct the entire project life cycle, from Job Start-Up to Job Close-Out.
ISA-15	04/24/19	12:30 - 1:30	South Pacific A	Bill	Farquharson	Aspire For		Selling Your Business	Intermediate (3-5 years of experience)	Five Great Vertical Markets for Signs	Want a shortcut for selling signage to a vertical market (ad agencies, banks, colleges, hospitals, event planners, etc.)? Attend this session and you'll learn their business needs, solve their problems, and earn orders at profitable levels while developing loyal customers.
ISA-16	04/24/19	3:30 - 4:30	Islander G	Craig	Berger	Fashion Institute of Technology	Chris Calori, Entro CVEDesign; George Lim, Tangram Design LLC; Angela Serravo, Tangram Design LLC	Design	Advanced (6+ years of experience)	Successful Fabricator Approaches for Design Facilitation	Design facilitation is the term used for fabricators/designer collaboration. Facilitation is an important area for sign company success, particularly on public and negotiated bid projects. Learn important approaches to working profitably with designers and avoid pitfalls that derail projects.
ISA-17	04/24/19	3:30 - 4:30	Islander F	John	Hackley	Oculus Business Coaching		Running Your Business	Intermediate (3-5 years of experience)	The Real Cost of Shop Rework and 5 Ways to Prevent It	Sign manufacturers need to provide customers with great products & service exactly as promised. When an organization fails to take its quality management seriously, it eventually results in some form of rework. Rework leads to the loss of profits and in some cases, worse yet, the loss of a customer. Learn how to prevent this in your business.
ISA-18	04/24/19	3:30 - 4:30	South Pacific B	Gene	Marks	The Marks Group		Technology/New Technologies	Basic (1-2 years of experience)	The Road To 2020: Taxes, Tariffs, and Technology	Smart business owners and managers share one quality that makes them stand out among their peers: they are always looking ahead. Not just a few weeks or months. But years. There are political, economic and technology trends and events occurring right now that will impact your business over the next 3-5 years. Do you know what they are? And if you do, have you thought about what your actions will be? How will you respond so that you lead your organization forward? As an owner and executive it is your responsibility to know what's coming down the road and to be prepared for any surprises.
ISA-19	04/24/19	3:30 - 4:30	South Pacific A	Jim	Raffel	ColorCasters		Print	Intermediate (3-5 years of experience)	Selling Color: Your Wide Format Competitive Advantage	Are you presenting your color advantage in such a way that it wins more high margin and highly competitive business? If not, it could simply be that your team has not been trained in how to sell color. Learn the advantage of consistent, predictable and repeatable color to win more work and much of it with higher margins.
ISA-20	04/25/19	9:00 - 10:00	Islander G	Grady	Brown	GTB Consulting		Design	Intermediate (3-5 years of experience)	Parks, Trails & Green Space Signage: A Growing Market to Grow Sales	The parks, trails and green space signage and interpretive graphics market provides huge growth opportunities for those in the sign, graphics and visual communications industry. Come away with an understanding of this growing market, the dollars being spent, the planning and design processes as well as products traditionally used in this segment.
ISA-21	04/25/19	9:00 - 10:30	Islander F	Dan	Hale	Q.R.S. Sign Service Inc.		Organizing Your Business	Intermediate (3-5 years of experience)	How to Estimate and Price Signs	Estimating and pricing: learn the difference between the two and how they work together. Learn how to recognize a profit based on your company's performance and how to alter that profit potential. Make your company competent regarding analyzing a company's profit BEFORE they make the sale.

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ISA-22	04/25/19	9:00 - 10:00	South Pacific C	Ryan	Sauers	Sauers Consulting Strategies		Selling Your Business	Basic (1-2 years of experience)	Always Be Prospecting: Your Future Pipeline Starts Now	Stop talking about how to find new prospects & learn how to find them and their importance. Your solid pipeline of today = your customer of tomorrow. Without solid, creative, and consistent prospecting efforts now you will go backward in your sales tomorrow. Good prospecting equals growing sales. Top organizations are ALWAYS prospecting even when busy.
ISA-23	09/25/18	9:00 - 10:00	South Pacific B	Mark	Rugen	Mutoh Americas, Inc.		Print	Basic (1-2 years of experience)	Flex Tips & Tricks	A brief look at becoming more efficient in print-cut workflow and color management. Covering software, commercial signs and banners, digital direct-to-substrate printing and wide-format digital printing and finishing.
ISA-24	04/25/19	9:00 - 10:30	South Pacific A	Kenny	Peskin	ISA	Joseph Frederic, Underwriters Laboratories Joseph Wages, International Association of Electrical Inspectors	Protecting Your Business	Advanced (6+ years of experience)	ISA Electrical Codes & Standards Forum: Understanding the 2017 National Electric Code	Join experts from ISA, UL, and the IAEL for a roundtable discussion to better understand National Electric Code requirements. These requirements have changed in recent code cycles and may change again by 2020. Learn about the key provisions in the code language, interpretations in the inspection community, and training to implement best practices in your company. This course has been approved for CEU credits by the International Code Council (ICC). Receive .15 CEU credits for attending. You will receive a certificate of completion 10-15 days after the session.
ISA-25	04/25/19	11:00 - 12:00	Islander G	Deacon	Wardlow	Vantage LED		Digital Signage	Intermediate (3-5 years of experience)	From the Outside-In: Simplifying Interior/Exterior Digital Signage	Screens are becoming more commonplace and signage is turning more dynamic daily. Sign companies are increasingly seeing more opportunities to support their clients beyond the basics. Gain a quick overview of Digital Signage (DS), current applications and options for exterior and interior; learn the right questions to ask an interested client; gain an overview of new emergent technology coming up for use with DS and how to keep up with the changes.
ISA-26	04/25/19	11:00 - 12:00	Islander F	Katherine	Addis	Addisigns, Inc.		Marketing Your Business	Intermediate (3-5 years of experience)	Master Your Social Media Strategy in One Hour Per Day	Struggling with social media? Don't know where to start? Not willing to spend massive amounts of money? Learn how to manage your social media in one hour per day or less.
ISA-27	04/25/19	11:00 - 12:00	South Pacific C	Kevin	Poland	The Renaissance Group		Running Your Business	Intermediate (3-5 years of experience)	Leader as Coach: Learn How to Bring Out the Best in Your People	Whether you are leading a business, leading a department or leading a team the single most important behavior that separates highly effective leaders from average ones is coaching. Leaders who coach will develop more capable, more competent and more autonomous people. This results in increased productivity, better teamwork, more engagement and higher retention. Learn the specifics needed to coach your employees.
ISA-28	04/25/19	11:00 - 12:00	South Pacific B	Eric	Tisher	Verseidag US		Print	Basic (1-2 years of experience)	Graphics on Fabric: Transforming Spaces	In addition to wayfinding, custom graphics on fabric can influence the wellbeing of those visiting a space. This course provides an overview of the benefits and types of fabric graphics; teaching architects and designers about the use of fabric to create both temporary and permanently transformed environments. Examples of fabric installations and design considerations will be included.
ISA-29	04/25/19	11:00 - 12:00	South Pacific A	Lisa	Ryan	Grategy / Leadership USA Cleveland		Running Your Business	Intermediate (3-5 years of experience)	Manufacturing Engagement: How to Attract and Retain Top Talent	Tired of losing your top talent to the competition? With an estimated two million manufacturing jobs going unfilled by 2020, it's time to take smart steps to make sure your company isn't affected. You'll learn to create a workplace culture that works ... based on proven results, fresh ideas and new ways of generating loyalty from your staff.
ISA-30	04/25/19	1:00 - 2:00	Islander H	Seth	Mattison	Founder and Chief Movement Officer of FutureSight Labs		Game Changer		Future Forces: Digital Transformation Shaping the New World of Work	We are entering the greatest period of global transformation the world has ever known. The boundaries between office and work, customer and supplier, leader and follower, and the experiences created for both customers and employees are morphing due to rapidly evolving digital technologies. However digital transformation is more than just digital; DT is about remodeling businesses to be agile, innovative, and customer and employee-centric at their core, requiring a new set of skills and competencies of organizational stewards to effectively impact business trajectory. In Future Forces Seth will demystify what Digital Transformation is and unpack the most pressing challenges facing organizations on their path toward a more agile, innovative, and digitally competitive state.

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ISA-31	04/25/19	2:30 - 3:30	Islander G	Dan	King	DOCX Design Documentation Services, LLC		Design	Intermediate (3-5 years of experience)	SketchUp Detailing: An Explosion of Opportunity	Presented from the point of view of the detailer - validating design intent via 3D models built in SketchUp utilizing exploded views to convey assembly and installation processes and animated video clips of operational features, "virtually" building an entire sign to insure the fit, sizing and clearance of parts and features.
ISA-32	04/25/19	2:30 - 3:30	Islander F	Kenny	Peskin	ISA	Tom Fabian, Underwriters Laboratories Joseph Frederic, Underwriters Laboratories Kevin Sykes, MASSIVit 3D	Technology/New Technologies	Advanced (6+ years of experience)	Success in the Cards: Using UL's Blue Card Program for 3-D Printed Sign Materials	Hear from experts about the new UL Blue Card program that provides verification that a material is appropriate for a specific 3D printing technology. It helps ensure that the component or end-product manufacturer is using a tested and certified material that is monitored at regular intervals by an independent test laboratory. This course has been approved for CEU credits by the International Code Council (ICC). Receive .10 CEU credits for attending. You will receive a certificate of completion 10-15 days after the session.
ISA-33	04/25/19	2:30 - 3:30	South Pacific C	AJ	Titus	Signarama		Running Your Business	Basic (1-2 years of experience)	Millennials in the Sign Industry	Do you have millennials who work for you? How about manage people within your organization? What about millennial customers? They are taking over! I know this because I am one, and have grown within the sign industry. See how valuable millennials can be to an organization and learn how to manage and market to them.
ISA-34	04/25/19	2:30 - 3:30	South Pacific B	Colin	Van Lint	JDS Industries		Print	Basic (1-2 years of experience)	Skip the Cutting and Weeding by Utilizing Sublimation for Indoor and Outdoor Signage	Learn what sublimation is and how it can be utilized for indoor and outdoor signage as it provides full color, durable, photo quality prints that can be used for indoor or outdoor signage.
ISA-35	04/25/19	2:30 - 3:30	South Pacific A	Alisa	Spector Agnelo	Compass	Kelly Radomski, Compass Moir Singer, Compass	Running Your Business	Advanced (6+ years of experience)	Recruiting and Selecting High Performers	The United States is experiencing historically low unemployment. This presents its own challenges for a company looking to grow and retain its talent. Learn how to be an exceptional recruiter by understanding the importance of Hire Slow/Fire Fast. We teach recruiting A to Z – from preparing a job analysis/job description to the ABCs of resume evaluation to creating the ideal interview and selection process for your company. Change how you evaluate candidates with customized interview scripts and behavioral interviewing techniques. Understand what you can and cannot say during an interview. You will leave this session able to professionalize your HR Toolkit with offer letters, rejection letters, new-hire checklists and onboarding schedules.