

THE LEADING EDGE



United Application Standards Group



www.facebook.com/unitedapplicationstandardsgroup

Note From the President

As we wind down and reflect on 2017, I hope everyone had a wonderful year, learned, grew and made a few bucks. The UASG had a great meeting in New Orleans in conjunction with the SGIA show and we are aiming to host our 2018 general meeting in Las Vegas, again in conjunction with the SGIA show.

For 2018, we will be increasing and targeting our marketing efforts to grow the association in size and stature. The UASG has long been considered the premier group in the graphics installation trade and we look to build upon that reputation. Be sure you are taking advantage of what the association has to offer—discounts on pre-employment installer assessments, discounted hotel rooms and wonderful

personal and professional development opportunities, to name a few. Attending the general meeting is a great way to keep up with what's going on with the association and industry, meet other installers and business owners from around the country and have a great time. I hope you all will plan on attending the meeting in Vegas—we've got some exciting things in store!

Chris Prenovost

Join the Conversation!

To share ideas, thoughts and concerns among the UASG membership in a private setting, access our closed Face Book page: <https://www.facebook.com/groups/UnitedApplicationStandardsGroup/>

Current Board of Directors

Chris Prenovost	President
Mark Trumbull	Vice-President
Steve Reininger	Chairman, Ethics Committee
John Carthey	Chairman, New Members
Lloyd Paxton	Chairman, Certification Committee
Mike Stavreff	3M Representative
Rick Paukert	3M Representative
Ward Schneider	
Greg Ford	
Julie Martin	
Mark Knoff	
Peter Beath	
George Carberry	Legal Counsel

Other

Sharon Paxton	Secretary, Certification Committee
Kip Johnson	Administrator, Treasurer
Jan Clippard	Secretary

Contact Us:

Questions / Comments: feedback@uasg.org
On The Web: www.uasg.org



United Application Standards Group

New Members (Third / Fourth Quarter 2017)

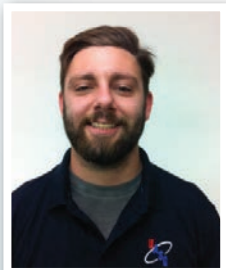


Bison Branding

Michael Shuttleworth, President

1842 Belgrade Avenue
Charleston SC 29407
844/662-4766

mcsuttleworth@bisonbranding.com



Tested Installer:
Josh Campbell



Kool Graphics

Cristina Williams, Vice President

3100 Gulf Beach Highway
Pensacola FL 32507
850/912-6404

sales@kool-graphics.com



Tested Installer:
Chris Sheldon



Associated Graphics, Inc.

Jared Skinner – Production Lead

9021 Heritage Drive, Suite L
Plain City OH 43064
614/873-1273

jareds@agionline.com

Established in 1997, Associated Graphics (AGI) is a national large format vehicle and retail graphics provider, specializing in design, production, removal and installation. AGI has the largest national network of preferred/certified installers. This allows AGI to service any scope of work anywhere in the U.S. and Canada.

Website:
www.agionline.com

Facebook:
<https://www.facebook.com/agionline/>

Instagram:
<https://www.instagram.com/associatedgraphics/>



Tested Installer:
Jared Skinner

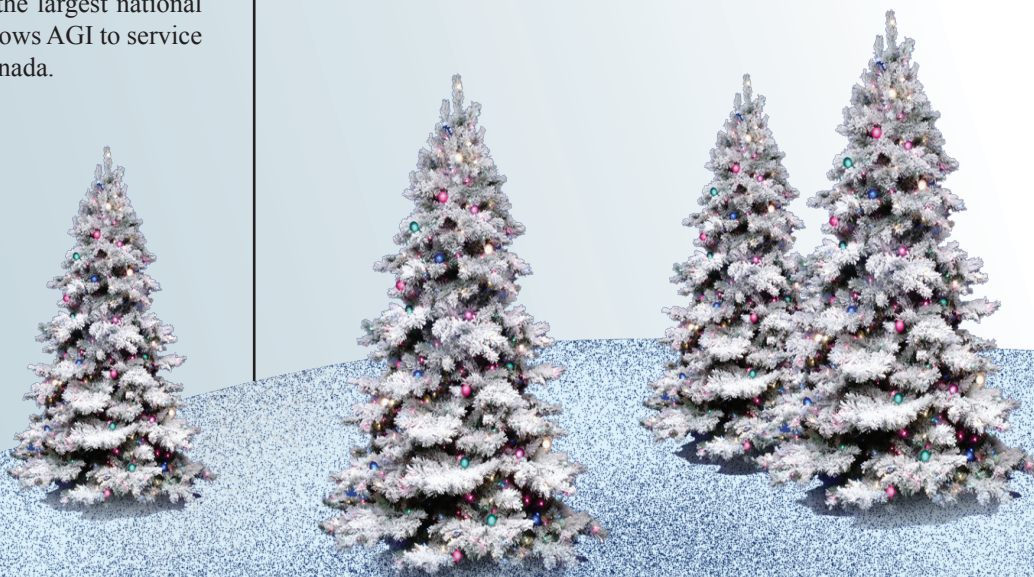
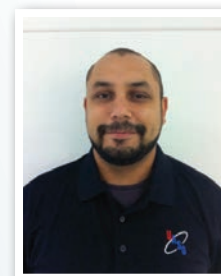
EGI Applications, Inc.

Kevin Tamer – Owner

1 Park Avenue
Tewksbury MA 01876
978/323-9479

kevintamer@egiappsinc.com

Tested Installer:
Kevin Tamer





United Application Standards Group

New Members (Third / Fourth Quarter 2017)



FASTSIGNS Louisville

Susan Cilone, CEO

6005A Fern Valley Road
Louisville KY 40228
502/969-7002

Susan.cilone@fastsigns.com

FASTSIGNS Louisville specializes in visual communication solutions for corporations, property management firms, museum exhibits and healthcare organizations, to name a few. With a team of in-house experts we provide design, fabrication and installation services ranging from wall murals to vehicle wraps, wayfinding to tenant directories and donor recognition systems. Custom environmental graphic solutions demand perfection and artisan craftsmanship. Attention to detail shapes our fabrication methods and guides our installation process. State of the art equipment and extraordinarily talented team members result in an award winning combination. We are extremely proud of the skills of our valued team members. We consider it a great honor to work with and learn from the talents of Reginald Lowery, our lead graphic installation artist. FASTSIGNS Louisville, with two convenient locations, has been serving Louisville and the surrounding area since 1994.



Tested Installer:
Reginald Lowery



MI Custom Signs

Rene Pare, President

20109 Northline Road
Taylor MI 48180
734/946-7447

rpere@micustomsigns.com

When my brother and I set out to enter the sign business, it was primarily driven by a desire to “out service” the competition in our market. Eight years and 12 employees later, we feel like we have succeeded in that quest. But there is always something to learn and people who will want to top US as well. So when the UASG program was discovered, we knew it fit into our long-term goals and our commitment to excellence in everything we do as a company. Being a 3M Certified Graphics Installation Company is just another way for us to prove to our clients that we are serious about taking care of them and offering the highest degree of professionalism anywhere. We are looking forward to taking advantage of the services and meeting the other members in this elite group! - Rene Pare - MI Custom Signs, Taylor, MI



Tested Installer:
Evan Boucher

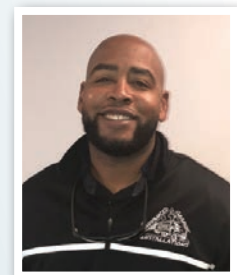


Advanced Graphic Installations

Jermaine Tucker, Owner

420 Mount Area Drive
Bristol TN 37620
276/494-7015

Jermaine.tucker@advancedgraphicinstallations.com



Tested Installer: Jermaine Tucker

Advanced Graphic Installations is a family owned company that calls Bristol VA/TN area home. In 2014, company President, Jermaine Tucker, saw a golden opportunity and took a chance with a few good family members and friends. We started as a company of just a few good friends and have grown to more than 20 employees and two shop locations. Although local to VA/TN area, we are happy to serve our customers in whatever city they call home. We have traveled country-wide, bringing the AGI quality to vehicle wraps, Di-Noc, and signs. AGI's specialty is fleet vehicles, but in the next few years, will expand to all methods of transportation.





United Application Standards Group

2017 UASG Annual Meeting Wrap





Roundtable Topics



Roundtable Discussion: Carolina Profiles Group Discussion Leader: Lee Summers

Lee Summers

(828) 295-0091

www.CarolinaProfiles.com

Lee@CarolinaProfiles.com

Carolina Profiles has been in the business of "Fixing People Problems" since 1994. During this time, they have learned many ways to help companies better retain good employees along with growing them to excel even further. They provide a comprehensive array of employee assessment instruments designed for selection, development and succession, planning for a firm's No. 1 resource, their PEOPLE. Their assessment solutions can help you better communicate the requirements for jobs, enabling you to hire top performers, avoid costly hiring mistakes and put the right person in the right job the first time. Furthermore, they can help you understand and objectively measure core competencies, behaviors and interests of top performers in your company by identifying and developing leadership skills of supervisors, managers and executives. For more information, you can send them an e-mail at info@carolinaprofiles.com or give them a call at 828-295-0091.

Roundtable Discussion: Cyrious Software Group Discussion Leader: Dean Sharp

Dean Sharp

www.cyrious.com

dsharp@cyrious.com

Cyrious Software is the leading MIS software for the signage and graphics industry and we had the pleasure of hosting Cyrious' Dean Sharp at the general meeting. Dean covered the software's ability to act as a CRM, as well as quickly and consistently create estimates and orders. Cyrious comes prepopulated with a myriad of industry standard materials and labor components and it can be modified to suit pretty much any shop's needs.

As a company grows, whether it is an installation for hire company or a graphic manufacturer or both, the need to manage and track jobs increases. Cyrious does a fantastic job of allowing jobs and parts of jobs to be tracked using stations. One can easily see if a job is on track, late, etc.

Cyrious can also act as a stand-alone accounting software or integrate into a most popular accounting software. Cyrious is available for outright purchase or via a subscription. For more information visit www.cyrious.com or contact Dean Sharp at dsharp@cyrious.com.





Roundtable Topics



Roundtable Discussion: Entreleadership Group Discussion Leader: Nathan Janson

Nathan Janson

(615) 843-9442

nathan.janson@daveramsey.com

3 Steps to Greater Servant Leadership

Imagine your team members happy, dedicated and passionate about their jobs. They can't wait to get to work in the morning and are always striving to do their best. It's the perfect scenario, but impossible to achieve, right?

Actually, no! Being able to have a dream team working right alongside you is highly attainable. And it all begins with servant leadership. It's the way Dave has run his company for more than 25 years. To get you started on your own journey, we've listed a few of the principles that you can put in place today. Give them a try!



1. Follow the Golden Rule

Servant leadership is as simple as following the golden rule: "Do unto others as you would have them do unto you." Handle all interactions with your team by putting yourself in their shoes, and then act the way you'd want to be treated.

"Put every decision through the Golden Rule paradigm," Dave encourages. "That in itself will cause you to serve. All I'm talking about is loving on your people well. You can change your entire workplace culture just by doing that one thing."

2. Act With Grace

The best way to handle any negative situation is to act with grace. For example, if you have to reprimand a team member, never embarrass the person or talk to them when you are still mad—even when you think you are hiding how you feel.

"Anger is a signal that there is a problem," Henry Cloud states. "It is usually not a good tool to fix the problem. People hear our tone much more than our words."

3. Give Praise

For the majority of your team members, money isn't the chief motivator; they just want a sense of accomplishment for a job well done. People, no matter what age, yearn for approval, and the best way to make them feel appreciated is sincere praise.

"If you are a leader, you should never forget that everyone needs encouragement," John Maxwell says. "And everyone who receives it – young or old, successful or less-than-successful, unknown or famous – is changed by it."

By serving your team members with respect, dignity and a caring heart, success will naturally follow and you'll become a true EntreLeader. It's the best way to grow your business. In fact, in the long run, it's the only way. Patrick Lencioni exclaims, "I'm tired of hearing about servant leadership . . . because there is not any other kind."



Roundtable Topics



**Roundtable Discussion: Insurance
(Worker's Comp, Garage Keepers)**

Group Discussion Leaders:

Loretta Rivera and Pat Dean, Beneficial Insurance Services

Pat Dean

(267) 764-2530

pdean@thebeneficial.com

At the round table for discussing insurance in our industry, there were several key topics discussed. Members requested information about professional indemnity insurance, garage keepers coverage and various coverage concerns for specialty projects. While the topic is one that always brings apprehension and discussion of worst case scenarios, our industry experts did an excellent job of providing knowledge and experience that addressed specific industry concerns and outlined helpful strategies.



United Application Standards Group



3M

CORNER

3M™ Wrap Film Series 1080 Tops 100 Colors with Eight New Additions

Latest color expansion offers powerful combination of shade and finish

An artist's color palette is a secret weapon. The more colors, the more ways to create fresh and innovative works of art. Now, 3M is expanding graphics installers' arsenals by adding eight new colors to the 3M™ Wrap Film Series 1080 family, bringing the color total to 106 options. With new shades to set the tone and finishes to further define the mood, installers can create unique vehicle wraps that capture the wildest of imaginations. Showcasing gloss, satin and color-flip finishes, the new class of 3M wrap colors includes: Gloss Blue Fire, Matrix Black, Satin Flip Ghost Pearl, Dead Matte Black, Shadow Black, Satin Key West, Gloss Galaxy Black and Gloss Glacier Gray.

With so many variations on shades of black, grey and white, graphics installers will more easily be able to replicate the images in their minds and bring them to life. "We know the reputations of graphics installers hinge on their abilities to create designs that break the mold. We work hard to consistently develop and deliver new 3M car wrap colors that will catapult them ahead of the competition," said Janelle Pizzi, Marketing, 3M. "Our goal is to supply installers with the products they need to wow their clients at every turn."

In addition to the newly released colors, 3M is happy to announce that Gloss Plum Explosion is also once again available for purchase. 3M Wrap Film Series 1080 is made in 60" rolls, eliminating the need for seams by easily covering vehicle sections. 3M also recently added a new feature to the back of the film liner: an arrow emblem indicating web directionality to ensure correct and consistent install. Finally, 3M Wrap Film Series 1080 is backed by the 3M™ MCS™ Warranty, providing installer's confidence that the films will last and live up to their guarantees.

See the colors and request 3M vinyl wrap samples at 3M.com/1080films.

3M and MCS are trademarks of 3M.





United Application Standards Group



3M Adds Training and Testing Sessions

Demonstrating its commitment to the 3M Certified Graphics Installation Company program, 3M added additional training and testing sessions in 2017. 3M intends to add two additional training and testing sessions in 2018 as well (six sessions total in 2018).

We have seen an increase in the number of applicants to the UASG recently. We also want to provide for our 200+ member companies who may want to send additional installers to test and become UASG tested installers and so it is important that more sessions are offered by 3M in St Paul.

All training and testing occurs at 3M's newest facility, the 3M Carlson Science Center. Please contact Sharon Paxton if you would like to register an installer for training or testing: (sharonp@uasg.org).



3M Advanced Installer Training Classes

- Quarterly training (UASG applicants and existing members only)
- Discounted rates: \$1,200.00 (regularly \$1,500.00)

Fee for the 3M Advanced Installer Training class is payable directly to 3M. Contact Sharon Paxton (sharonp@uasg.org) to obtain the necessary application form that must be submitted and the address at 3M for payment. Payment must be made at least 28 days prior to the commencement of the training class.

If testing is desired upon the completion of training, it will take place on the Thursday and Friday following the training dates. A \$500.00 fee is required to be paid to the UASG if testing is for a replacement or additional installer. Verification of the installer's employment must be provided (a current paystub) as well as evidence that the installer has been employed for a minimum of six months (copy of first paystub or Form W-4 completed at time of hire). Payment needs to be made at least two weeks prior to the testing date. Contact Sharon Paxton at sharonp@uasg.org for scheduling.

2018 Training/Testing Dates

- | | |
|------------------|---|
| January | Training (January 22 – 24 – 3 spaces available)
Testing - fully booked |
| February | Training (February 26 -28 – 3 spaces available)
Testing (March 1 and 2 – fully booked) |
| March | Training (March 26 - 28 – 1 space available)
Testing (March 29 & 30 – 2 spaces available) |
| May | Training (May 21-23 – 6 spaces available)
Testing (May 24 & 25 - 6 spaces available) |
| July | Training (July 23 – 25 - 6 spaces available)
Testing (July 26 & 27 – 6 spaces available) |
| September | Training (September 24-26 - 6 spaces available)
Testing (Sept. 27 & 28 – 6 spaces available) |





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CORNER

3M The Core Resource Center

3M™ The Core is a free resource for graphic manufacturers. Grow your business and industry knowledge with information provided by 3M on The Core. Members are the first to hear product news from 3M, learn about industry trends, share project photos and learn tips and tricks from 3M experts.

The Core membership provides eligibility to be listed in a geo-locator tool which will be hosted on 3M Brand You (www.3m.com/brandyou). 3M Brand You educates business owners on the value and importance of brand and branding assets. More than 220,000 small business owners have engaged with the 3M Brand You site since it launched. If you own a graphic manufacturing business, you want to be part of the 3M Brand You Geo-Locator.

Register and start growing your business today.

www.thecore.3m.com



3M Science.
Applied to Life.™

Become a FREE member of

The Core

So your
business
can do
more.

TheCore.3M.com

Members are granted
preferred access to:

- Exclusive Promotions
- Industry Best-Practices
- Market Insights and Trends
- Educational Resources
- New 3M Product Information



United Application Standards Group

2018 MEMBERSHIP RENEWAL

It's almost that time of year again! The dues invoice for your company's 2018 UASG membership renewal will be sent to you in mid-January. You should watch for an e-mail from kjp@gkipland.com containing this dues invoice.

BEFORE PAYING YOUR DUES, PLEASE BE SURE THAT YOU COMPLETE THE RENEWAL FORM PRIOR TO MAKING PAYMENT – WHETHER PAYMENT IS BY CREDIT CARD OR CHECK.

In order to complete the Renewal Form, you need to log onto the UASG website (www.uasg.org) with the user name (e-mail address of your company's contact person) and password. With the launch of the new website in 2016, new security features are in place and no one has access to individual's passwords. For some reason, should you not have access to the password, just click on "Lost Password?" and an e-mail from a UASG e-mail address will be sent to the e-mail address of the contact person for your company.

Once you are logged on, please scroll down to the bottom of your company's profile page where you will find an icon for "Membership Renewal" (in the bottom right-hand corner). After agreeing to the terms (which include providing evidence of your tested installer's current employment verification – a current paystub), you will be prompted to pay via credit card or by sending a check to the address indicated on the invoice.

Please contact Sharon Paxton should you encounter any issues or problems – sharonp@uasg.org or 714/329-6156.

