

THE LEADING EDGE



United Application Standards Group



Note

From the President

Well 2020 certainly is turning out to be a bit different than most of us had planned. Personally, I came back from a week-long vacation in early March to a very different world that I left. Hopefully everyone is first healthy, and second finding ways to adapt and navigate these rough waters that we call COVID-19.

The board of directors recently reached out to every member via phone, email or text and we were able to get some great insight, and confirm the thought that our members run the gamut from some who are completely shut down and barely squeaking by to some who are thriving with new product offerings and customers to serve. We all find ourselves dealing with issues that we never expected—from travel bans to government mandated shut downs. This crisis is certainly different than anything we have seen before, but having run businesses through Y2K, 9/11, and the Great Recession, one thing that I can say for sure is that we will get through this. We will be forever changed—with new battle scars for sure, but we will get through this. What we do now, over the next few weeks will determine if we exit in an upward trajectory or a downward trajectory. It's time to go.

One of the things we always strive to do as an organization is to assist our members wherever we see the need. As such, we will be providing a UASG exclusive webinar featuring Michael Erath of The TRACTION Hub where Michael will discuss how to respond to political, economic, social and technological trends, how to identify and keep your A-players during this time, and strategy on how to best use PPP funds.

We have recently launched a new website with many new features that should prove to be very valuable. The new site is much faster than the old, it is mobile responsive, and includes a lot of tracking options so we are able to measure how effective our advertising dollars are. I urge you all to take a look at the official announcement in the newsletter & login and ensure your information is up to date on the website.

We are also in development of a new tool that will allow graphic manufacturers to easily send bid requests out to UASG companies in multiple locations at once. We are hopeful that this, coupled with a new focused marketing efforts, we will be able to drive more jobs to our members.

I am also excited to announce a new partnership between the UASG and the International Sign Association (ISA). As part of your UASG membership, you will also receive full membership into the ISA. This will give you access to a myriad of online training tools ranging from marketing and HR to design and installation. Additionally, it opens up discounts to in person training at the ISA show, advocacy to assist in navigating sign code or permitting issues, access to ISA Whitepapers, wage and benefit survey, and more. Most importantly, this will mark the beginning of a strategic partnership between the ISA and the UASG, which create a lot of installation opportunities for our members.

In closing, I wish everybody the best, stay focused and we will get through this.

Chris Prenovost

Chris Prenovost



www.facebook.com/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	
Peter Beath	
Trace George	

Other

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

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/>

Contact Us:

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



United Application Standards Group

New Members (January - April 2020)



BIG VISUAL GROUP

Scott Snoyer, Owner

5764 Crossings Blvd.

Antioch TN 37013

615/731-8886

Scott.snoyer@bigvisualgroup.com



Tested Installer:

Chris Neely

(615) 819-2006

Chris.neely@bigvisualgroup.com

bigvisualgroup.com

Since 1994, Big Visual Group® has crafted inventive visual products to help clients showcase their brand's identity, maximize visual impact, and make a big impression. Headquartered in Nashville, TN, in a 40,000-square-foot print production and sign fabrication facility, Big Visual Group® services companies nationwide.

With cutting-edge printing technology, materials, and techniques, we offer innovative solutions for all of your marketing, branding, event, wayfinding, trade show, visibility, and signage needs. Our knowledgeable sales consultants will guide your project from start to finish. From small-format brochures to large-format banners, vehicle wraps to environmental graphics, our experienced design, production, and installation teams will deliver the highest quality products that make your brand stand out in the marketplace.



ADMARK GRAPHIC SYSTEMS, LLC

Tom Grotta, President

9700 Metromont Industrial Blvd.

Charlotte NC 28269

800/833-2257

tom@admarkgraphics.com



Tested Installer:

Troy Godbout

Since 1981, Admark Graphics has been an industry leader in the production and installation of the country's highest-quality custom graphics. Our team is deeply committed to our technologically-advanced production capabilities. As a graphics company the importance of color matching and rich, deep expressive colors is paramount. Admark is a G7 Targeted facility and we utilize ColorCert software to ensure our process and output are consistently of the highest quality. We are a 3M certified installer for both graphics and DI-NOC and handle installations and de-identification projects throughout the United States. At Admark, we want you to be seen. We partner with you to know your audience, your needs, and your goals—all with the understanding that we want to capture your target market's imaginations immediately with a unique, dynamic visual impact that maximizes your brand's story. When you choose Admark, you're not only working with a complete graphics solution company, you're working with a partner in your success.





New ISA Partnership Announcement

INTERNATIONAL SIGN ASSOCIATION WELCOMES UNITED APPLICATIONS STANDARD GROUPS MEMBERS

UASG's members to benefit from ISA membership, including training, advocacy, and other advantages

ALEXANDRIA VA – April 30, 2020

Members of the United Applications Standards Groups now receive benefits of membership in the International Sign Association. UASG members can enjoy ISA's industry-leading government advocacy, training, technical resources and industry networking events. UASG and ISA will collaborate on bringing UASG's training and installation network to the entire sign, graphics and visual communications industry.

"UASG raises the professionalism of graphics installation through its outstanding training and installer network," said Lori Anderson, ISA president and CEO. "ISA members and UASG members and the broader sign, graphics and visual communications industry will benefit from the combined power of these two organizations."

Among the many benefits UASG's members will receive:

- Discounts on job postings on signs.org.
- Member rates on ISA training, including online courses and education at ISA International Sign Expo 2020.
- Guidance on sign code and permitting issues and regulations.
- Industry-focused research.

"The International Sign Association provides excellent benefits to its members," said Chris Prenovost, president of UASG. "We believe this relationship will further our overall industry when ISA's expertise is combined with UASG's training and highly skilled membership."

Our new partnership with the ISA has resulted in many member benefits, in addition to those you current enjoy with the UASG.

Education:

ISA will provide:

- Deeply discounted rates on 70+ courses available online, 35+ courses available at ISA Sign Expo, webinars and video tutorials.

Advocacy:

ISA will provide:

- One-on-One Phone and email support to assist in navigating sign code or permitting issues and regulations.
- Member-focused resources that offer real-time solutions in times of economic downturns.

Research:

ISA will provide:

- All Sign Research Foundation research at no cost
- Business research in the form of ISA Whitepapers
 - \$25 non-member per download cost
 - Free for United Applications Standards Group members
- Quarterly Economic Report at no cost
 - \$1,000 non-member cost
 - Free for United Applications Standards Group members
- Wage and Benefit Survey
 - 50% Discount

Collaboration in Planning:

ISA and UASG will collaborate on leveraging the UASG training and installation network to the entire sign, graphic and visual communications industry. The co-marketing effort will recognize the UASG as the preferred graphics installation and training network and ISA as the preferred association to access research, advocacy, education and events for the industry.

Workforce Development:

ISA will provide:

- 20% Discounted job posting on signs.org per year
- Access to Sign Manufacturing Day packages



United Application Standards Group



CORNER

3M NEWS

Temporary Replacements for Isopropyl Alcohol

This is in response to inquiries about the current shortage of Isopropyl Alcohol (IPA). IPA is a commonly-used cleaner for various substrates in the graphics industry, and is currently limited in availability, due to the ongoing pandemic.

The 3M Commercial Solutions Division temporarily gives approval to use denatured alcohol as a replacement for isopropyl alcohol in common cleaning procedures. Denatured alcohol with water in a 2:1 ratio is the recommended mixture, for best results. Ensure that the appropriate personal protective equipment is followed, per the denatured alcohol safety data sheet.

There exist some key differences between the two alcohols. The main difference is that denatured alcohol is more harmful to humans than isopropyl alcohol, so precautions should be taken when handling denatured alcohol. There also exists some potential for residue to be left behind when cleaning with denatured alcohol. These residues did not appear to affect adhesion values, within the scope of our study.

Further details about surface cleaning can be found in:

[3M Instruction Bulletin 5.1 – Select and Prepare Substrates for Graphic Application.](#)

Further details about denatured alcohol can be found at:

- <https://www.chemicals.co.uk/blog/isopropyl-alcohol-vs-denatured-alcohol>
- <https://www.jmnspecialties.com/downloads/sds/2414-denatured-alcohol-sds/file>

The information provided in this letter related to material content represents 3M Commercial Solutions Division's knowledge and belief as of the date it is provided. If you have questions about the information contained in this document, please contact our 3M Commercial Solutions Division Technical Information at 1-800-328-3908, or on-line at www.3Mgraphics.com.

3M Sales Reps

Name	State	Mobile Number	Email Address	Name	State	Mobile Number	Email Address
WESTERN REGION				EASTERN REGION			
Manager: Eileen Burke	CA	(213) 713-3822	etburke@mmm.com	Manager: Brian Villeneuve	MA	(412) 897-4777	bvilleneuve@mmm.com
Curt Harstad	WA	(360) 241-1116	crharstad@mmm.com	Cooper Abrams	PA	(610) 291-8127	cabrams@mmm.com
Jeremy Heil	CA	(323)-359-9804	jwheil@mmm.com	Deb Giampolo	CT	(860) 752-9829	dgiampolo@mmm.com
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Justin Brown	OH	(513) 225-3532	jebrown2@mmm.com	Marc Bagley	TN	(615) 380-5207	mabagley@mmm.com
Matt Kading	MN	(952) 836 8728	mkading@mmm.com	Mark Simonian	NC	(704) 701-2653	mksimonian1@mmm.com
Nicholas Barbera	IL	(630) 352-8482	nmbarbera@mmm.com	Mike Pingalore	FL	(407) 752-0886	mpingalore@mmm.com
				Scott Kruse	GA	(407) 752-0886	skruse@mmm.com

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3M Commercial Solutions
3M Center, Building 220-12E-04
St Paul, MN 55144
1-800-328-3908
3M.com/Graphics



CORNER

3M Adds Training and Testing Sessions

Unfortunately, due to the current COVID19 shutdown, 3M has not yet made a decision as to when training classes and testing sessions will re-open (the March/April training and testing having been cancelled). At the present time, the schedule for the remainder of 2020 is as follows:

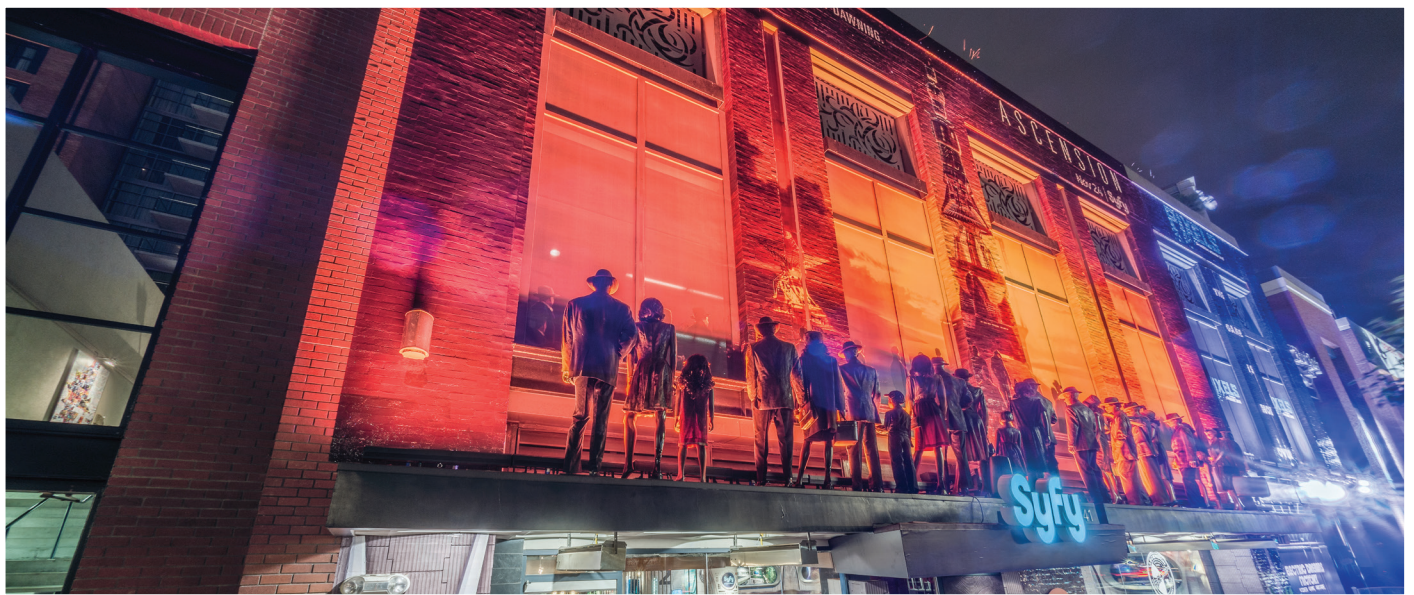
2019 **Training**/Testing Dates

Training: June 1st, 2nd and 3rd – testing: June 4th and 5th (session is full if it goes forward)

Training: August 3rd, 4th and 5th – testing: June 6th and 7th

Training: September 28th, 29th and 30th – testing: October 1st and 2nd

For those signed up for any of the above training classes and testing sessions, you will be notified as soon as 3M gives the go-ahead that the session will actually be conducted. However, it may be necessary to reschedule some attendees into the 2021 schedule (dates not yet available). If you have any questions, please contact me via e-mail (sharonp@uasg.org) or via my mobile number (714-329-6156).





United Application Standards Group

UASG Launches New and Improved Website

UASG Website Navigation Guide

I. USER ACCESS

There can only be one registered user per company. This user will be the person who receives all automated notifications from the website, including annual renewals and newsletters. This user will also be authorized to update company information (address, contact name listed on website, company logo, services offered, etc.)

When a user accesses their account, they will see the screen to the right. It is simply a notice to the user (with shortcuts) that they can update their company profile or showcase their work by adding photos to the gallery. This box will pop up every time the user logs in to the site.



Welcome to your UASG Member Dashboard

Update Company Profile

[Click here](#) to make sure your company information is up to date and accurate, including address, contact information, company logo, and services you offer.

Showcase Your Work

[Click here](#) to add photos of your work to the website photo gallery



Enter your username and password to access your account:

Username or Email Address

Password

☐ Remember Me

[Log In](#)

[Lost your password?](#)

[← Back to United Application Standards Group](#)



NEW SITE LAUNCHED!

We are excited to announce the launch of a streamlined, faster, mobile friendly website.



www.uasg.org

WHAT'S NEW?



BRAND NEW DESIGN EXPERIENCE

See the user friendly brand experience first hand to effectively promote our key messages and service offerings. Our goal is to help drive more traffic to your business and increase your conversion rate.



MOBILE RESPONSIVE DESIGN

The new site adheres to mobile responsive design requirements and will allow customers to click on your phone number to initiate calls directly from their mobile device.



TRACKING AUTOMATION

Our new tracking system will monitor the effectiveness of our marketing campaigns and ads through Google Analytics. The site is now SEO friendly.

OTHER KEY ENHANCEMENTS FOR YOU

Members can make these selections at any time. You are in control.



PHOTO GALLERY

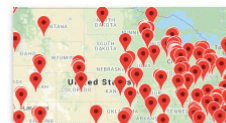
A photo gallery has been added to showcase the work of our members. Members can now upload photos to the site and those photos will be displayed under the name of the member company.

FLEXIBLE SERVICE LIST

A list of services is now available for members to further customize the type of installs they want to publicize on the website. Members simply select various categories of installations from the User Admin platform and the website will promote those services they select.

Services Offered

- ☐ Architectural (Walls, Windows, Floors) (238)
- ☐ Box Trucks (238)
- ☐ Building and Wall Wraps (238)
- ☐ Bus Wraps (238)
- ☐ Textured Wall Wraps (238)
- ☐ Trailer Coatings & More (238)



USER PROFILE FLEXIBILITY

Each company is allowed to have one administrative contact to make changes to the company profile. This user will have authority over the account to change critical company information, including adding photos to the gallery, updating contact information that is displayed on the website and changing the administrative contact information, if required.

NEWSLETTER SIGN UP

The UASG newsletter can be sent to as many people in your company as you like. Simply add their email addresses to sign them up to receive future newsletters via email.

Subscribe To The UASG Newsletter

If you've got additional coworkers who would benefit newsletters, sign them up below so they don't miss c-announcements, membership information, and ren-

Your email address

[Sign up](#)



VISIT THE
NEW SITE TODAY!

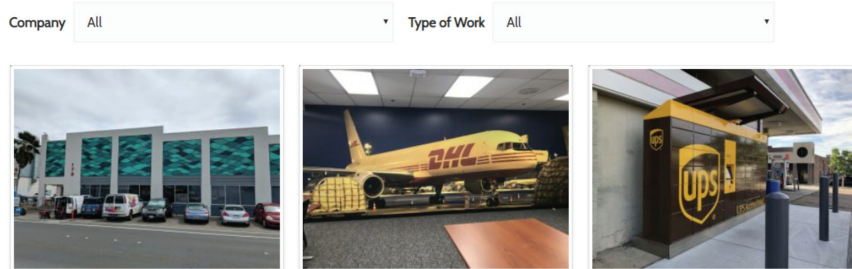
www.uasg.org



United Application Standards Group

UASG Launches New and Improved Website

II. ADDING PHOTOS TO THE GALLERY



Follow these steps to add photos to the gallery to showcase your work.

1. Login
2. Select **Photo Gallery** from list of options under **Company Profile**.

Company Information

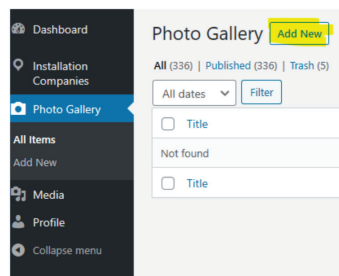
Update your company information, location, or username/password.

[Update Company Information](#)

[Add To Photo Gallery](#)

[Update User Profile](#)

Select **Add New**.



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MOBILE RESPONSIVE DESIGN

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TRACKING AUTOMATION

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OTHER KEY ENHANCEMENTS FOR YOU

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PHOTO GALLERY

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Your email address

[Sign up](#)



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Add title of the photo, select the **type of work** from the dropdown, select **company name** from the list, and upload the photo (**set featured item**).

Add New Item

Add title

Photo Gallery

Type of Work *

Select

Company Name


Select

Photo

Set featured image

Once you have uploaded the photo, select **Set Featured Image** to save the image.

ATTACHMENT DETAILS



44316695_199222447156590_8641067951480
373248_n.jpg
April 23, 2020
83 KB
960 by 720 pixels
[Edit Image](#)

Alt Text

Describe the purpose of the image. Leave empty if the image is purely decorative.

Title 44316695_199222447156590_8641067951480

Caption

Description

Copy Link https://uasg.org/wp-content/uploads/2020/04/44316695_199222447156590_8641067951480.jpg

Required fields are marked *

Image Link

UASG - Categories (Ex: Cat1, Cat2)

Set featured image



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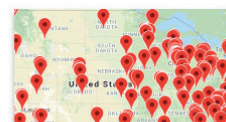
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- ☐ Trailer/Cranes, R/Movers (238)



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If everything looks correct, select **Submit for Review**.

Publish

Save Draft

Preview

Status: Draft

Visibility: Public

Submit for Review

To add additional photos, repeat steps 3-6.

III. CUSTOMIZING SERVICES OFFERED

The user can determine what services are visible on the UASG website to prospective customers under the **Find Installers** page. Check each box that you want to provide installation services for and leave those boxes unchecked that you are not interested in. For example, if you are not interested in **Color Changes (Vehicles)**, uncheck that box and your company will not be listed under that service.

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- ☐ Bus Wraps (242)
- ☐ Textured Wall Wraps (242)
- ☐ Trailer Graphics & Wraps (242)
- ☐ Vehicle Wraps (242)
- ☐ Wall Murals (242)
- ☐ Color Changes (Vehicles) (241)

Follow these steps to customize your services:



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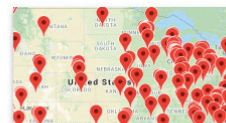
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1. Login
2. Select **Update Company Information** from list of options under **Company Information**.

Company Information

Update your company information, location, or username/password.

[Update Company Information](#)

[Add To Photo Gallery](#)

[Update User Profile](#)

1. Hover over your company name and select Edit.
2. Select the tab labeled **Services Offered**.
3. Select the installation services that you offer, or desire. Your company will be marketed only for those services you select.

Installer Information

Contact Info Logo & Description Insurance Info Billing Info **Services Offered**

Services

- ☒ Vehicle Wraps
- ☒ Trailer Graphics & Wraps
- ☒ Wall Murals
- ☒ Building and Wall Wraps
- ☒ Textured Wall Wraps
- ☒ Color Changes (Vehicles)
- ☒ Bus Wraps
- ☒ Architectural (Walls, Windows, Floors)
- ☒ Box Trucks

IV. ADD or UPDATE A COMPANY LOGO

The user can add a company logo to the page that will be displayed when the company is located under the **Find Installers** page.

Follow these steps to add or change your logo:

1. Select **Update Company Information** from list of options under **Company Profile**.

Company Information

Update your company information, location, or username/password.

[Update Company Information](#)

[Add To Photo Gallery](#)

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1. Hover over your company name and select Edit.



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See the user friendly brand experience first hand to effectively promote our key messages and service offerings. Our goal is to help drive more traffic to your business and increase your conversion rate.



MOBILE RESPONSIVE DESIGN

The new site adheres to mobile responsive design requirements and will allow customers to click on your phone number to initiate calls directly from their mobile device.



TRACKING AUTOMATION

Our new tracking system will monitor the effectiveness of our marketing campaigns and ads through Google Analytics. The site is now SEO friendly.

OTHER KEY ENHANCEMENTS FOR YOU

Members can make these selections at any time. You are in control.



PHOTO GALLERY

A photo gallery has been added to showcase the work of our members. Members can now upload photos to the site and those photos will be displayed under the name of the member company.

FLEXIBLE SERVICE LIST

A list of services is now available for members to further customize the type of installs they want to publicize on the website. Members simply select various categories of installations from the User Admin platform and the website will promote those services they select.

Services Offered

- ☐ Architectural (Walls, Windows, Floors) (238)
- ☐ Box Trucks (238)
- ☐ Building and Wall Wraps (238)
- ☐ Bus Wraps (238)
- ☐ Textured Wall Wraps (238)
- ☐ Trailer Graphics & Wraps (238)



USER PROFILE FLEXIBILITY

Each company is allowed to have one administrative contact to make changes to the company profile. This user will have authority over the account to change critical company information, including adding photos to the gallery, updating contact information that is displayed on the website and changing the administrative contact information, if required.

NEWSLETTER SIGN UP

The UASG newsletter can be sent to as many people in your company as you like. Simply add their email addresses to sign them up to receive future newsletters via email.

Subscribe To The UASG Newsletter

If you've got additional coworkers who would benefit newsletter, sign them up below so they don't miss c-announcements, membership information, and ren-

Your email address

[Sign up](#)



VISIT THE
NEW SITE TODAY!

www.uasg.org



United Application Standards Group

UASG Launches New and Improved Website

2. Select the tab labeled **Logo & Description**.
3. Replace an existing image by selecting the X to delete the current image, then **Add Image**. You can also add a brief description about your company under **Additional Details**. This will show up on the search page with your contact information.

Installer Information

Contact Info **Logo & Description** Insurance Info Billing Info Services Offered

Logo

No image selected [Add Image](#)

Additional Details

V. WOMEN BUSINESS ENTERPRISE, MINORITY BUSINESS ENTERPRISE, SERVICE-DISABLED VETERAN OWNED SMALL BUSINESS DESIGNATIONS

We have added WBE, MBE and SVO designations in the **Services Offered** section. In order to be listed as one of the three designations, you will need to email a copy of a current certificate that shows your company designated as one of the three categories and we will add the designation to your profile. The date of expiration on the certificate will be entered in the system and upon expiration, the designation will automatically be removed unless you provide us with a new certificate showing the new expiration date. You will automatically receive an email from the website 45 and 15 days prior to the expiration date to let you know the certificate is close to expiring and a new one needs to be submitted. If the certificate is not renewed, then 3 days after the expiration date the checkbox is removed from your company profile.

Services Offered

- ☐ Women Business Enterprise (10)
- ☐ Minority Business Enterprise (3)
- ☐ Service-Disabled Veteran Owned Small Business (2)

Follow these steps to add this designation to your profile:

Send an email to the administrator with a current copy of the certificate attached. The administrator will review the certificate and confirm via email that the designation was added.

VI. SUBSCRIBE TO THE UASG NEWSLETTER

This option allows you to subscribe as many employees to the newsletter as you wish, from 1 to 100!

Follow these steps to subscribe additional employees to the UASG Newsletter:

1. Login



NEW SITE LAUNCHED!

We are excited to announce the launch of a streamlined, faster, mobile friendly website.



www.uasg.org

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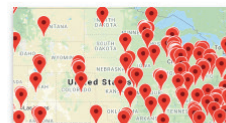
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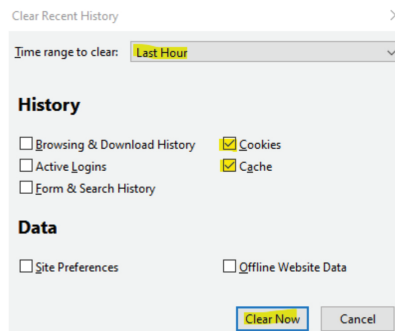
2. Enter as many email addresses as you wish in the signup box.

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If you've got additional coworkers who would benefit from receiving our newsletter, sign them up below so they don't miss out on important announcements, membership information, and renewal notices.

VII. CLEAR COOKIES AND CACHE

There may be times when you need to clear cookies and cache if the website is not displaying correctly or loading the new photographs you uploaded.



Follow these steps to clear cookies and cache:

1. Press the following keys on your keyboard ALL at the same time: Control, Shift, Delete
2. Select the time range you wish to clear (Last Hour, Last Four Hours, Today, Everything, etc.)
3. Select Cookies and Cache from the checkboxes
4. Select Clear Now

Note: These options will appear in different formats depending on the browser you are using, but the language should be generally the same.



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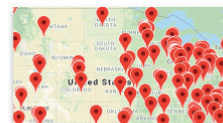
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