

THE LEADING EDGE



United Application Standards Group



Note From the President

The more seasoned I become, the more I appreciate the value of time but I'm sure ready to put 2020 in the rear view. As I write this, though, both Pfizer and Moderna COVID vaccines have begun distribution throughout the world. One thing we all agree on, the pace of development was blistering and absolute proof of what people can accomplish when they work together toward a common goal. Take a moment to appreciate each other as professional installers. During the midst of all of this, emergency vehicles still needed branding, hospitals required signage installation, floor dots were applied everywhere, and restaurants that remained open for business needed window graphics. UASG members stepped up, managed the restrictions and the risk, and continued to operate our companies in service of others.

As the incoming President, I look forward to a new year with new opportunities to expand the presence of the UASG as our ranks increased to more than 240 companies representing almost every state in the nation. With all the scientific developments and efforts to restart the economy, there's reason to be optimistic and hopeful we may be able to gather for a membership meeting sometime in 2021. I'd like to see the bottom half of everyone's face again.

Please join me in saying "thank you" to Chris Prenovost for his leadership, vision, and service as the outgoing President of the UASG. Chris helped mold the organization we are today and will continue to give counsel as a Director on the Board of Directors. Thank you, Chris. Merry Christmas and happy New Year to everyone! Be safe, healthy, and prosperous!

Mark Trumbull

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/>



www.facebook.com/unitedapplicationstandardsgroup

Current Board of Directors

Mark Trumbull	President
Peter Beath	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
Chris Prenovost	
Ward Schneider	
Greg Ford	
Trace George	

Other

Sharon Paxton	Secretary, Certification Committee
Kip Johnson	National Director Business Development, Administrator, Treasurer
Jan Clippard	Secretary

Contact Us:

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





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Election Results

The votes have been tallied and all three incumbents were reelected: Chris Prenovost, Ward Schneider and Lloyd Paxton. These men were elected to serve a three-year term which will expire 12/31/2023.

Please join me in congratulating Chris, Ward and Lloyd on their reelection to serve another term on the UASG Board of Directors!

New Development!

National Director of Business Development

The Board of Directors held several virtual meetings on 2020 and a common discussion involved how to help members during this difficult time and add more value in 2021. Everyone was impacted by the pandemic in one way or another - if you had an increase in business you can always use more and if you experienced a downturn, you're ready to get back to full strength again. There's a pile of content out there to help you file for PPP forgiveness, deal with COVID in the workplace, learn to play the guitar, or how to pivot your business toward new revenue streams. In fact, it's so noisy we think more content can't possibly be the answer so we focused on the one thing that makes a difference: installation opportunities. UASG/3M Certified Graphic Installation Companies is the premier organization and our members are selected for their skill, business acumen, and commitment and we want to be top-of-mind and the first choice of those who require professional installers.

To help achieve those goals, we created a National Director of Business Development position that will be responsible for enhancing revenues, growing membership, and increasing our visibility. We looked for a dedicated resource with a proven track record in business development, direct experience in manufacturing, and an inherent understanding of installation and the UASG. Fortunately, someone abundantly qualified raised their hand to accept the challenge and that is none other than Mr. Kip Johnson. Kip has more than 25 years of experience in our field and we've asked him to re-introduce the UASG brand to agencies, graphics manufacturers, and specifiers nationwide.

We're in a different world and it's time to reinvigorate our prominence among clients who require the best in installation services. Our national footprint makes us a natural go-to for organizations with multi-state branding initiatives and Kip is in a position to have the conversations that will ultimately help us uncover greater opportunities and become better partners. We will learn and adapt and position ourselves for success in the coming year. Please reach out to Kip and wish him the best!





United Application Standards Group



Good Bye 2020, Hello New Year!

It's a new year, so why not help create a new you! The UASG University has gotten a little face lift and the Bodhi got a new logo too! We have added 11 new modules to the University and they are all waiting for you to hopefully learn some new tips and tricks of the trade. What does this mean for your current status? Well, if you were at the highest level, Bodhi, you won't be any more until you pass these new modules. The points have been raised to 4750 to become a Bodhi within the University.

But wait! There's more.... Along with achieving this ultimate status, you will receive some new swag to show off your new position. We have created a Bodhi 1/4 zip fleece pullover as well as multi-tool that will be personalized with your name to taut your accolades. The new modules will be available starting January 4th and you must reach Bodhi status by February 15th to be eligible to get the goods. So, what are you waiting for? Learn new things, get the goods, and show everyone else you are the best! Until then, we hope that you all have a wonderful holiday season and that 2021 is prosperous for us all!





United Application Standards Group

New Members (September - December 2020)



Carolina Wraps, LLC

Joe Binz, President

4200 Dorchester Road
North Charleston SC 29405
843/225-3779 (o)

joe@charlestonsign.com

For over 20 years Carolina Wraps has worked to exceed the expectations of each customer through creative innovation and our team's dedication. We strive to maintain a goal of being honest and transparent while providing exceptional service and end products. Our 14,000 square foot facility features a full-service sign shop, Customer Design Center and a dedicated 3,500 square foot indoor state-of-the-art wraps facility with a climate-controlled environment.

Our friendly team of experts includes graphic artists and certified wrap installers who work on-site as well as off-site and handle everything from the simple car decals to fleet wraps. Our services also include sign service, installation and maintenance. We serve the entire SC region. Please visit our website at: carolinawraps.com.



Tested Installer:
Paul Dalasandro



Colorwave Graphics, LLC

Michael Lombardo, Owner

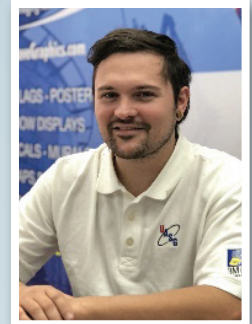
2024 Windsor Road
Loves Park IL 61111
815/397-4293 (o)

info@colorwavegraphics.com

Established in 2002, Colorwave Graphics, LLC has experienced steady growth by providing customers with outstanding experiences in wide-format print, wraps, signage and displays. Operating from a 5,500 sq. ft. facility in Loves Park, IL, our services include creative design, eco-solvent, flatbed UV and aqueous wide-format printing onto a variety of media substrates from soft, flexible and rigid. A complete finishing department offers lamination, plotter and CNC cutting/routing up to 5' x 10' via a recently acquired Gerber MCT Cutter. Colorwave's on-site wrap bay allows for climate controlled installations and a secure environment for customer vehicles and trailers. As a 3M Certified Company, Colorwave Graphics, LLC provides full service customer site installations of wall murals, window graphics, fleet/bus/trailer wraps, displays, dimensional signs, etc. for their clients as well as on a sub-contractor basis.

All of us at Colorwave Graphics want you to know no matter the challenge, we thrive on providing creative solutions, exceptional products and outstanding quality that is second to none. Our sales and service staff have decades of experience in all aspects of graphic arts, from conventional processes to creative design, digital imaging technologies and various installation methods.

Please visit us online at www.colorwavegraphics.com or give us a call at 815-397-4293.



Tested Installer:
Skyler (Shane) Russ

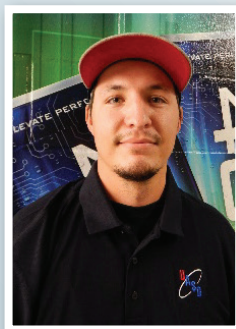


SpeedPro Imaging – Omaha

Alan Ferguson

10232 L Street
Omaha NE 68127
402/991-9901 (o)

aferguson@speedpro.com



Tested Installer:
Korey Beaman





United Application Standards Group

New Members (September - December 2020)



Shadow Graphix, Inc.

Daren Merkle, Owner

Mary Merkle, Owner

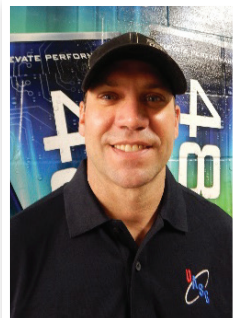
4703 W. Vermont Street
Indianapolis IN 46222
317/481-9710 (o)

info@shadowgraphix.com

Shadow Graphix Inc. has been creating award-winning graphics since 1994. We are in the racing capital of the world, Indianapolis, Indiana. Our skilled team, provides design, printing and install service for all our customer projects. We proudly provide our services to a local customer base in the Indianapolis area as well as work with customers all over the state of Indiana, throughout the country and can outsource installation for nationwide account projects.

Our team of designers and installers are ready to transform the customer's concepts into reality. Our designers work one on one to tailor each design to fit any brand and utilize every piece of visual space on customer's vehicle. After the design is finished, our install team will take it from there. Our trained installers are skilled professionals with strong attention to detail that carry the following certifications and endorsements. We have some of the best installers in the business. Our attention to detail is unmatched and we make sure that carries over into every customer job.

Check us out on our IG or FB pages
or visit our website at shadowgraphix.com



Tested Installer:
Daren Merkle



The Wrap Agency

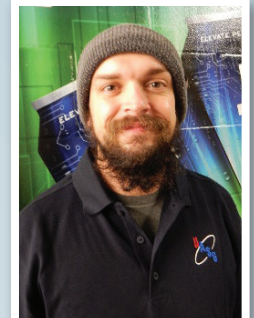
Chris Leonard

2024 Windsor Road
34 Outlier Way
Bozeman MT 59718
406/530-9727 (o)

chris@cleanslategroup.org

Located in Bozeman, Montana, The Wrap Agency is more than a sign shop. We are an experienced team of graphic designers, printers, and expert installers — a complete creative agency at heart. Whether you need a vehicle wrap, wall wrap, signage, window graphics, decals, banners or logo design, our white-glove service ensures a personal and professional experience, from start to finish.

Additionally, our national division, Clean Slate Group, provides urban beautification and commercial asset protection solutions across the country, and around the world. Same team, same great service.



Tested Installer:
Cody Meendering





CORNER

3M Wizard Pilot Update

As a reminder, UASG members have been invited to participate in a pilot program to use 3M Graphics Install Wizard 2.0 software. Your participation is voluntary, and you can contact Kelly Canavan (kcanavan@mmm.com) at 3M for more information.

Wizard software is designed to help you plan and manage installations using external installers, or your own installers. A small group of UASG members that are also Graphic Manufacturers (GMs) will use the software to search for external installers and offer real installation job opportunities. If your company receives job opportunities, you can use the Wizard software to respond or decline on a job-by-job basis.

Thanks again to the UASG members that have already contacted us to volunteer as GMs! Contact Kelly if you also want to volunteer as a GM.

WHAT'S NEXT

- 1: Preparation – 3M will pre-register all UASG member companies over the next week to save you time and effort. This will make your companies visible in search results for external installation providers. The UASG member listed at the primary contact will receive an email containing a link to complete the registration process.
- 2: Training/Q&A - The GM volunteers will receive one-on-one training starting the week of Jan 4. All UASG members will be invited to training sessions in early January, as well. Several training session options will be offered to accommodate schedules. The training will cover how to complete your company profile, invite your colleagues to join your company account, respond to job opportunities, upload completion photos, use the messaging feature, and more. We'll also develop "how to" tip sheets and videos, and record the group training sessions to view on-demand. You can also contact Kelly Canavan for one-on-one training sessions if you receive a job opportunity, or just want an introduction.
- 3: Pilot live - We'll start with a few GMs the week of Jan 4, then add more GMs throughout January. If a GM has a job in your area, you may receive an email from 3MCSDConnect@mmm.com telling you there's a job opportunity in your queue to review. These are real jobs, so the number and location of the job opportunities will depend on the GM. To respond to the job opportunity, you will need to sign-in to the software for the first time. Again, if you need help, contact Kelly.

Thanks again for participating in this pilot! And, I hope everyone has a relaxing holiday break, despite the circumstances

Kelly Canavan, 3M Marketing

[Kcanavan@mmm.com](mailto:kcanavan@mmm.com) | 651-334-8088





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3M Training Class and 3M Certified Testing Sessions

Hopefully, as we return to some form of normalcy, 3M may increase the maximum capacity for training and testing to its original number of 7 installers rather than 6. If you are interested in a future training and/or testing session, please contact me to determine availability (sharonp@uasg.org or 714-329-6156).

2020 Training and Testing Dates

Week of April 19th - 23, 2021

Training - Three spaces available

Testing - Full

Week of, June 21st - 25, 2021

Training - Four spaces available

Testing - One space available

Week of August 16th - 20, 2021

Training - Four spaces available

Testing - Four spaces available

Week of October 18th -22, 2021

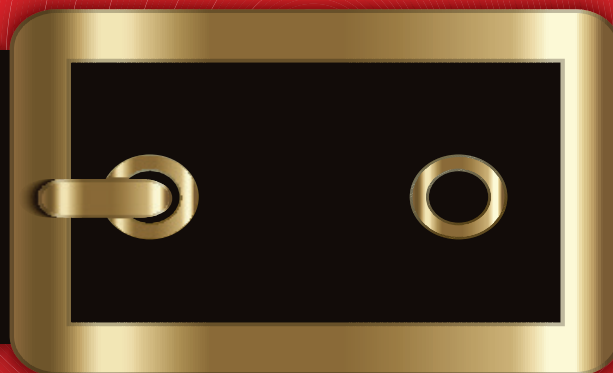
Training - Six spaces available

Testing - Six spaces available

Week of December 13th - 17, 2021

Training - Six spaces available

Testing - Six spaces available





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ISA News

As you know, the UASG partnered with the ISA in 2020 and will again be offering all UASG members an ISA membership at no charge in 2021.

ISA is committed to supporting, promoting and improving the sign, graphics and visual communications industry through government advocacy, trainings, technical resources, stakeholder outreach and industry networking events. We are very excited to continue our partnership in 2021 and look forward to providing support to help expand your customer base and boost your bottom line.

Here is a sampling of the many benefits your membership includes:

- Free Tradeshow Pass to ISA International Sign Expo
- A 20% discount on postings to ISA's Industry Job Board
- Assistance with Sign Codes, Regulations & Variances
- Member-Exclusive Research
- Member-Discounted Industry-Specific Online Training Programs
- Free Webinars (Exclusions apply)
- Industry News Alerts

To learn more detailed information about all of your member benefits including instructions for accessing your online account and details about new member webinars, please feel free to check out www.signs.org/UASG-Members for all that ISA has to offer your business or contact Allie at membership@signs.org or 703-837-8480.





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Annual Member Dues Renewal Process (1/15/21)

On 1/15/21, you will receive an invoice via email. Simply follow the steps below to renew your membership:

1. You must log onto the UASG website first (www.uasg.org) with your user name and assigned password.
2. When the “Welcome” page appears, please locate and click on “Membership Renewal.”
3. Once the form is complete and has been submitted, including providing verification of employment for your tested installer (unless you, as the owner are the tested installer, in which case verification of employment is NOT required) and you choose your method of payment, your membership renewal will be complete.

Tool Credits are Back!

Renew your UASG / 3M Certified Membership by Monday, February 15th, and receive a \$50 tool credit good for 2021.

Current UASG Tool Credit Promotions \$50.00 – *Renew your UASG membership* by 2/15/2021. A tool credit authorization of \$50 will be issued on 2/22/20. The tool credit will be unlocked for the email address on record for your company. Simply go to the UASG website, place your order using the email address on record, and use coupon code “net50” to save \$50 off your online order.

Here’s the Details, aka the small print:

If you renew your UASG membership by 2/15/21, a tool credit of \$50 will be issued on 2/22/21.

Renew your UASG Membership means:

1. Verification of employment for your tested installer and acceptance of terms and conditions of being a UASG member have been completed online: <https://uasg.org/membership-renewal/>
2. Payment for your dues has been received
3. All tool credits expire on 7/31/2021. Limit one per member regardless of multiple locations.





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Paycheck Protection Program, Round 2

(Reprint from a local Accountant)

On December 21, 2020 Congress passed the Consolidated Appropriations Act of 2021 authorizing \$900 billion in pandemic relief funds. While it's impossible to cover the entire 5,600-page bill here, here are a few of the points most important to review. **Please note that this bill has not yet been signed into law and there is speculation that the President will not sign the bill in its current form. While we expect most of these items to remain the same there is a chance this information could change.**

The **Paycheck Protection Program** was extended (being referred to as PPP2) and will provide an additional \$284.45 billion for loans. While similar to the first round of PPP, PPP2 has several important differences:

Businesses need to have less than 300 employees and be able to demonstrate a 25% decline in gross receipts in one quarter of 2020 relative to that same quarter in 2019

\$35 billion is being set aside for first-time PPP borrowers, with \$15 billion of that amount being for businesses with less than 10 employees

The forgiveness process will be simplified for loans under \$150,000

PPP loan forgiveness will not have to be reduced if the borrower also received an Economic Injury Disaster Loan (EIDL) grant

Business expenses paid for using forgiven PPP loan will be tax deductible for both PPP and PPP2 loans. This issue has been discussed for months as Congress's intent and the IRS guidance were in conflict on this issue.

The **Employee Retention Tax Credit** has been extended two additional quarters to July 1, 2021. The credit has also been increased from 50% to 70% of wages up to \$10,000 per employee per quarter. Although "double dipping" is still barred, businesses are now allowed to claim the credit and participate in the PPP. Eligible businesses are those whose gross receipts are down 20% or more in Q1 or Q2 of 2021 vs. the same quarter of 2019 (down from the 50% decline in gross receipts necessary to qualify in 2020).

Another round of **Economic Impact Payments** (EIP) of \$600 for individuals with adjusted gross incomes (AGI) under \$75,000 per year and \$1,200 for married couples with AGIs under to \$150,000 per year are scheduled to go out soon. There will be an additional \$600 payment for each child dependent. For those with incomes above these amounts, the EIP will be decreased at a rate of \$5 per \$100 that the income exceeds the \$75,000 and \$150,000 AGI thresholds.

An additional \$300 per week of **emergency unemployment benefits** will be paid to unemployed individuals for 10 weeks from December 26, 2020 to March 14, 2021.

Each state will receive no less than \$200 million for **emergency rental assistance**. Not less than 90% of the funds are to be used for rent, rental arrears, utilities and home energy costs, utilities and home energy cost arrears and other expenses related to housing. Eligible households may receive up to 12 months of assistance. The eviction moratorium is extended through January 31, 2021.

Beginning January 1, 2021 through December 31, 2022 **business meals at restaurants** will be 100% deductible.

For those who itemize, the **income threshold for medical expense deduction** will stay at 7.5% of adjusted gross income rather than increasing to 10% after December 31, 2020

We would also like you to be aware that there is a provision of the tax code that allows for tax-free reimbursements to employees during federally declared disasters. Both COVID-19 and the derecho are considered to fall under this provision allowing you to reimburse employees (tax-free) for the following:

- Reimburse or pay for reasonable and necessary personal, family, living or funeral expenses due to the disaster

- Reimburse for the reasonable and necessary expenses incurred for repair of personal residence and its contents attributable to the disaster

These payments are tax free to the employee and deductible by the company. Some examples would be payments to help with tutoring or staying home due to daycare/schooling restrictions, payment for home office set up or supplies, payment for the purchase of air purifiers, masks, sanitizers and other personal items, payment for tree and debris removal caused by the derecho. Under Code Section 139, employees are not required to account for actual expenses to qualify for the payment, provided that the amount of the payments is reasonable in regard to the expenses that are being reimbursed. While not required we would suggest that the company have some sort of record showing what the payment was intended to reimburse the employee for.