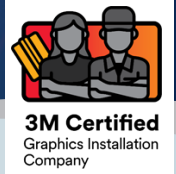


THE LEADING EDGE



United Application Standards Group



www.facebook.com/unitedapplicationstandardsgroup

We are looking forward to hosting everyone in Las Vegas on October 18th, 2022! It has been a couple of years since we got together so it will be exciting to see everyone again and catch-up. We have a full program planned for the day that culminates with the popular Trim USA Social. If you have not sent in your RSVP yet, I urge you to get that done quickly so we can place the food and beverage order. If you have any questions, please do not hesitate to contact me.

Kip
Executive Director
kip@uasg.org

2022 UASG Fall Meeting Plans UASG Annual Meeting

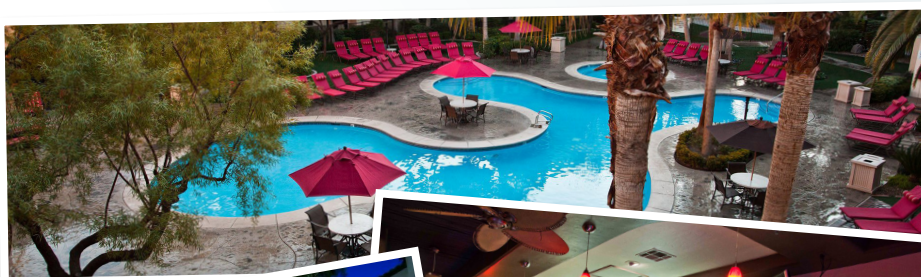
When: Tuesday, October 18th, 2022, 7:30 AM to 4:45 PM

Where: Tuscany Suites & Casino (Florentine A)
255 E Flamingo Rd
Las Vegas, NV 89169
702-893-8933

UASG Social

When: Tuesday, October 18th, 2022, 6:00 PM to 8:00 PM

Where: Tuscany Suites & Casino
255 E Flamingo Rd
Las Vegas, NV 89169
702-893-8933



Board of Directors

Terms Expiring December 2022

Steve Reininger, Ethics Committee Chair
Peter Beath, Vice President
Greg Ford

Terms Expiring December 2023

Chris Prenovost
Lloyd Paxton, Certification Committee Chair
Ward Schneider

Terms Expiring December 2024

Mark Trumbull, President
John Carthey
Trace George

Other

Mike Stavreff	3M Representative
Rick Paukert	3M Representative
Kip Johnson	Executive Director
Sharon Paxton	Secretary, Certification Committee
Jan Clippard	Association 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: kip@uasg.org
On The Web: www.uasg.org
Connect via Instagram: [_uasg](#)



Printing United Expo Show Hours:

Wednesday, October 19 from 9 am to 5 pm

Thursday, October 20 from 9 am to 5 pm



3M Certified
Graphics Installation
Company



Agenda:

Tuesday, October 18th - Annual Membership Meeting

Tuscany Suites & Casino - 255 E Flamingo Rd, Las Vegas / 702-893-8933

- 7:30 – 8:30 Breakfast Buffet
- 8:00 – 8:15 Welcome
- 8:15 – 9:00 Committee Reports
- 9:00 – 10:00 Chris Prenovost, Founder and Co-Owner of AZ Pro: Employee Hiring/Engagement/Accountability/Retention/Q&A
- 10:00 – 10:15 AM Break
- 10:20 – 11:40 Featured Speaker – Jay Owen, Founder and CEO of Business Builders: Marketing Made Simple / Messaging Session
- 12:00 – 1:15 Lunch Buffet
- 1:20 – 2:40 Featured Speaker – Jay Owen, Founder and CEO of Business Builders: Marketing Made Simple / Marketing Session
- 2:45 – 3:00 PM Break
- 4:00 – 4:45 Mike Stavreffe, Application Engineer, 3M
Rick Paukert, USAC Channel Senior Manager, 3M
Dan McGurran, 3M VP for US & Canada Commercial Solutions Division
- 4:45 – 5:00 Wrap Up

Tuesday, October 18th - Tuscany Suites & Casino

6:00 – 8:00 Trim USA Social - food and beverages provided

RSVP by 9/30/2022

Use this RSVP link if you haven't responded yet: <https://forms.gle/w6lRzTgrKSXTmYzT8>

Not sure if you have responded? Check the list below to see the list of member companies that will be attending.

List of Attendees

3M Company	Graphic Installations	MY- SIGN GUY INC.	Spectrum Media Group
Ap Graphic Installations	Graphic Installers, Inc.	National Fleet Graphics	Spectrums Installations
AZ Pro	Graphix GearWerks	New Image	Elite Tinting & Graphics
Zebra Wraps	Graphix lab	Road Signs Inc. / DBA Now That's A Wrap	Transport Graphics
Crystal Coast Graphics	High Res Imaging	Schneider Graphics	Trim USA
Custom Graphic Services	Intershine Graphics, Inc	Sign Factory	Custom Graphic Services
Custom Wrap Design	JDIUS Management	Signs by Tomorrow	Virtue Wraps
Decal Applicators	Kopytek Inc.	Signs By Tomorrow, Arlington Heights, IL	VSP Graphic Group
Decal Specialist, Inc.	Layedback Installations	Signs2U	Wrap & Roll Graphics
Digital Graphic Solutions	MadWraps LLC	Sir Graphic	
Elite Tinting & Graphics	Miller Decals, LLC		
Genoa Signs and Graphics			
Go Graphix			



New Members (May - September 2022)



VIRTUE WRAPS

Ranie Vanarsdall - Owner

4229 N FM 620 #102
Austin TX 78734 - 512-418-6678
virtuewrapsaustin@gmail.com

I started my graphic design degree when I was 16 in high school, because I was good at art and wanted to be on a college campus for half the day. That's also where I heard one of my professors talk about a previous student of his making 6-figures in Kansas City wrapping cars. I really liked the sound of that so I started looking into vehicle wraps when I graduated high school and went to continue my degree in Austin Texas.

My first year here I began part-time work in a well-known large-format franchise print shop and eventually became a manager. After learning what our installers made, I started seeking a trainer to learn car wrap installation and found a print shop in Oregon willing to train me.

I moved to the west coast for 4 months, moved back as soon as I could, and have been in business for myself since. During this time, I've earned a bachelors in philosophy and business from Texas State as well.

Last year, I purchased my first wrap shop and it's construction completion was finally complete last week, and I look forward to not only being a leading traveling-installer, but having a permanent-base as well.



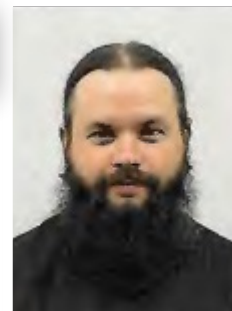
Tested Installer:
Ranie Vanarsdall



VIVID SIGN AND DESIGN, INC.

Kim Magraw – Owner

1117 SC 41, #100
Mount Pleasant SC 29466
843/388-7231 (o)
843/810-8916 (m)
Crystal@vividsignusa.com



Tested Installer:
Forrest Magraw

Our company has a lot of great history! Our owner, Kim Magraw, started as an installer in 1979 with Decal Services in Costa Mesa, California. Then, he took his experience to start his own company forming Western Graphic Installations in 1983. With the introduction of the Gerber 4B vinyl cutter in 1984, away we went - cutting, weeding and pre-masking vinyl letters. Years later, in December of 1990, was our purchase of one of the first digital 3M Scotchprint large format printers leading the way for full wrap buses, vans and cars. We employed up to 8 installers, who worked on projects from Seattle to Tokyo, including 44 buses for the Olympics! Then, in 1996, we merged with GM Nameplate/Supergraphics in Seattle, Washington.

The year 1998 brought changes, as Kim moved to France, started Supergraphics Europe and worked in Europe for 7 years, specializing in spectaculars on some of the largest buildings, aircraft, and special events. In 2003, an capital investment firm bought majority ownership and Kim returned to the US and began again as a partner at GM Nameplate/Supergraphics for the next 17 years. GM Nameplate sold the division in 2018 and Kim decided to form a new company, Vivid Sign and Design.

Here we are today - now a full-service large format printer and installation company, specializing in signage, architectural, and fleet. We are a great source for the one stop facility, with 4 printers - latex to flatbed and a Laguna 9 tool router. We are producing graphics, dimensional displays, and custom signage daily. Our team is now 8 persons, with great backgrounds and knowledge, from accounting and project management to production and custom signage. Crystal, our operations manager, manages a team that handles projects for customers nationwide - nobody does better spreadsheets! Robert, our production manager, has worked for over 35 years in manufacturing custom signage and digital printing. Our installation team, having now been certified with PDAA, UASG and Oracal is really dialing in the quality expectations of the industry.

Our strength is great on time accountability and providing the best quality and value to our and for our customers. History continues today from Seattle to France to the southern US. We are lucky to get to work with some of the best installers in the world on great projects.



WELCH SIGN

Scott Turbide – Installation Manager

7 Lincoln Avenue
Scarborough ME 04074 - 207/883-6200
scott@welchsign.com

Welch Sign's top priority is to support brand identity and enhance the overall user experience within the built environment. Our well proven track record in planning and design facilitation, coupled with excellence in project management, fabrication and installation has earned us recognition as leaders in architectural wayfinding, donor recognition, branding and placemaking.



Tested Installer:
Buddy Williams



CORNER

3M Training Class and 3M Certified Testing Sessions

Training:

October 17-19

December 12-14

Testing:

October 20-21

December 15-16

Please note that there may be limited or no availability on the sessions listed above. If you would like to schedule an installer to attend training (for either one, two or three days at a cost of \$400.00 per day) or would like an additional installer to attend testing (at a cost of \$500.00 for up to two installers), please contact Sharon Paxton (sharonp@uasg.org) or 714-329-6156 to discuss your options.

3M Digital Marketing Series (Available to all UASG Members)

You're invited to the Fall 2022 3M Digital Marketing Series

Are you looking to learn about the latest best practices, ideas and trends that are helping digital marketers achieve their goals? The 3M Digital Marketing Series might just be for you. Over the next few months, digital marketing experts will share their experiences and show you how to engage customers in the digital space, nurture relationships, and grow your brand through a series of free, one-hour long webinars for 3M's partners.

Session 1: Instagram Strategy for Small Businesses

Date and time: 11:00 AM CST, September 29th, 2022

Speaker: Jenna Warriner, Parkdale Republic

Description: Is Instagram the right place for your business? Do businesses use IG in the same way regular people do? In this session you'll learn what goes into a high-level organic Instagram marketing strategy, to assure you're consistently growing your following while also prioritizing lead generation. We'll talk about the 3 types of content you need to have on Instagram, and how each post corrals customers through your Instagram marketing funnel.

Session 2: TikTok for Business: How to get new customers with short-form video

Date and time: 11:00 AM CST, October 13th, 2022

Speaker: Jyll Saskin Gales, The Google Pro

Description: You've heard your niece talk about it. You saw something in a news article about it. Should your business be on TikTok? And if so, does that mean you need to dance?!?! (First question yes, second question no). In this session, you will learn how to plan and create short-form video content and use it to supercharge your business growth.

Session 3: Driving Content to Revenue Through eCommerce

Date and time: 11:00 AM CST, October 27th, 2022

Speaker: Matthew Jungbauer, 3M

Description: Setting up an eCommerce site is only the beginning; the content you include on it can make all the difference in the world. From the page layouts to the details included, every aspect of the content shown can affect buying decisions. This session will examine B2B trends, buyer behaviours, customer experiences, product detail page design tips, and the importance content plays in the overall experience.

Session 4: How to Utilize Reviews That Will Actually Boost Your Business

Date and time: 11:00 AM CST, November 3rd, 2022

Speaker: Jennifer Radke, National Institute for Social Media

Description: The fact of the matter is the reviews matter. Studies show that 67.7% of consumers claim that reviews shape their buying process. They can help us promote our brands, build brand awareness, and strengthen customer loyalty. In addition, reviews can help you to identify breaks in the chain or areas of opportunity before they become huge hurdles. So how do we get started and harness these reviews to boost your business?

Session 5: Measuring What Matters

Date and time: 11:00 AM CST, November 17th, 2022

Speakers: Amy Rummel and Natalie Carr, 3M

Description: Marketers need to be able to measure, manage and analyze the performance of their marketing activities. However, in a digital world, the volume of data available — and knowing how to effectively use it — can be overwhelming. In this introductory course, we will review how to leverage analytics to improve marketing effectiveness: setting the baseline, establishing SMART objectives, and measuring for success.

Please click on the link below to register.

Fall Digital Marketing Series Registration (3m.com)

Questions? 3Mdigitalmarketingseries@mmm.com