

## Current Board of Directors

### Terms Expiring December 2023

Chris Prenovost

Lloyd Paxton

Ward Schneider

### Terms Expiring December 2024

Mark Trumbull, President

John Carthey

Trace George

### Terms Expiring December 2025

Steve Reininger, Ethics Committee  
Chair

Peter Beath, Vice President

Starla Miller

### Other

Mike Stavreft, 3M

Rick Paukert, 3M

Kip Johnson, Executive Director

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/>

Connect via Instagram: [\\_uasg](#)

### Contact Us:

Questions / Comments: [info@uasg.org](mailto:info@uasg.org)

On The Web: [www.uasg.org](http://www.uasg.org)

# THE LEADING EDGE



**United Application Standards Group**



**3M Certified**  
Graphics Installation  
Company

## Note From the President

Dear Members,

Business owners are entrepreneurs, creators. Therapists and problem-solvers. The chief cook and bottle washer, as my Grandad used to say. First on the field and last to the trough, long days blur into longer weeks and suddenly we're in June of 2023.

You're in business to fulfill an ambition and the UASG can help you achieve your goals with powerful tools and resources. To start, UASG University provides excellent content including installer training videos and testing to benchmark your team's progress. In the coming months, we'll be posting some extraordinary conversations about process and people, structure and systems, all of which showcase a roadmap you can follow to change the trajectory of your business.

UASG investments in online marketing strategies have measurably increased organic traffic through managed SEO and keyword selections creating more awareness and more opportunity. Our partnership with 3M provides cutting-edge product data for the best materials in our industry and direct access to knowledgeable people throughout the commercial graphics division. Perhaps most valuable is the genuine camaraderie among 262 professional installation companies. Business owners just like you bound together by a code of ethics and a shared commitment to excellence in our craft.

As a UASG member, all these amazing resources and benefits are within your reach. Take advantage!

Mark Trumbull  
President, UASG Board of Directors

[mark@thedigitalcompanies.com](mailto:mark@thedigitalcompanies.com)



*Mark Trumbull*



[www.facebook.com/unitedapplicationstandardsgroup](https://www.facebook.com/unitedapplicationstandardsgroup)

## 2023 UASG Fall Meeting Announcement



The UASG will be hosting a full day membership meeting in Atlanta at the Georgia Aquarium on October 17th in conjunction with the Printing United Expo. We will have a luncheon served by Wolfgang Puck Catering, and a social following the meeting.

Over the next 60 days, we will be putting out information related to our annual meeting. Once again, we are hard at work confirming speakers on a variety of topics that we hope will be interesting to you. If there is a particular topic that you are interested in, please feel free to share your thoughts and ideas by sending an email to [info@uasg.org](mailto:info@uasg.org).



### Printing United Expo Show Hours:

Wednesday, October 18 from 9 am to 5 pm

Thursday, October 19 from 9 am to 5 pm

Friday, October 20 from 9 am to 3 pm



For those wondering why we are meeting on a Tuesday, the day before the show begins, here's the rule:

*Per our Rules and Regulations - 11.*

### CONFLICTING ACTIVITY/OUTSIDE EVENTS

*To protect all Exhibitors and Show Management's interest in optimum audience attendance during all scheduled events, **there shall be no interference in or dilution of programmed general convention activity through any conflicting private parties, tours, or other activities thereby denying other Exhibitors and the convention full exposure to the conventioners in attendance.** Exhibitor hospitality suites may be open only during those hours when no general convention or show events are scheduled.*

### UASG Annual Meeting

**When:** Tuesday, October 17th, 2023, 7:45 AM to 4:00 PM

**Where:** Georgia Aquarium

### UASG Annual Social

**When:** To be announced

**Where:** Atlanta (to be announced)

## New Members (May – June 2023)



### A-Sign and Graphics

Contact: Chris Ditch

3627 Birdsville Road  
Davidsonville, Maryland 21035

410-991-6901      [chris@assignandgraphics.com](mailto:chris@assignandgraphics.com)

A Signs & Graphics provides vehicle lettering, vehicle wraps, signs and banners, digital printing, boat wraps and lettering, and window tinting services to Davidsonville, MD, and the surrounding areas.

Our vision is to continually improve and grow while providing customers with the best service possible. Our mission is to assist our clients in communicating their image, identity and information by providing the highest-quality products and services in the custom sign and graphics industry.



Tested Installer:  
Ron Sauer



### SpeedPro Commercial Graphics

Contact: Ethan Gouge

100 Deck Lane  
Blountville, Tennessee 37617

423-446-2642      [egouge@speedpro.com](mailto:egouge@speedpro.com)

SpeedPro Commercial Graphics is the Northeast Tennessee region's premier large format imaging B2B company, specializing in extreme-resolution printed graphics.

We create vehicle wraps, wall murals, interior and exterior signage, tradeshow displays/exhibits, banners, fine art and photography reprographics, event and stadium graphics, window graphics, and custom packaging solutions.

We are excited to become a part of UASG and formalize a long tradition of excellence, quality, and customer service!



Tested Installer:  
Matt Elmore



### Tintz & Graphx LLC

Contact: Chris Van Sickle

31537 Groesbeck Hwy.  
Fraser, Michigan 48026

586-359-2055      [chris@tintsandgraphics.com](mailto:chris@tintsandgraphics.com)

Tintz & Graphx LLC (TAG) is a small group of talented individuals that offer Window Tinting, Vinyl Graphics, and PPF (Paint Protection Film) for our customers.



Tested Installer:  
Chris Van Sickle

TAG is located in Fraser, MI and we've been operating since 2011. From design to installations, we strive to produce the best quality every day. We like to call it TAG Quality! In addition, TAG is proudly partnered with some of the top vinyl, tint, and PPF manufacturers in the industry to make sure we are offering the best material for your project.

Consistent education for our employees is what keeps us ahead of the competition. We feel, the more we learn and gain knowledge of our market and products, the better we can educate you. From product specifications to installation techniques, TAG continues to stay on top of the market.

Window tinting, PPF, graphic design, and installations are an art. At TAG we have the artistry and passion you are looking for. TAG Quality ensures that you can always expect a quality product installed by an experienced professional you can trust.

## New Members (May – June 2023)



### VIP Distributing

Contact: Tommy Cibulka

1424 Ashby Road  
Saint Louis, Missouri 63132

314-630-2979      [tommy.cibulka@vipadi.com](mailto:tommy.cibulka@vipadi.com)

Your One Stop Shop for all graphics needs: In house design, production, consulation, and installation.

Get instant recognition from your community—on the road and on your walls. We are here to help you go big with vehicle wraps, POP signage, and interior/exterior graphics.

Tested Installer:  
Kyle Emmons



### Printmor

Contact: Jon Buchnik

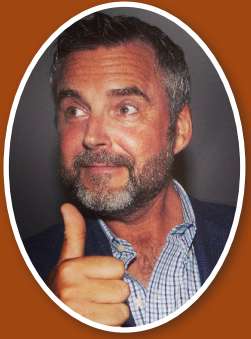
3941 NW 126th Ave.  
Coral Springs, FL 33065

954-247-9405      [admin@myprintmor.com](mailto:admin@myprintmor.com)

Tested Installer:  
Justin Krull

Printmor is your premier destination for high-quality vehicle wraps, business branding, and signage solutions. Since our establishment in 2012, we have been at the forefront of the large format printing industry, offering a comprehensive range of services. From designing, printing, and installing stunning wraps for a wide range of vehicles such as double-decker buses, transit buses, food trucks, and many other various types of vehicles, to creating impactful business branding whether it be interior wall wraps or storefronts, we have you covered. Our expertise and commitment to excellence have made us a trusted choice for small businesses and large organizations nationwide.

## Some Advice For Members



**Trace George**  
UASG Board Member



Our membership provides the highest quality of installation for the best product in our business! We are ambassadors to the industry and we need to continually promote the best in the business for wrap design, wrap production, and yes, wrap installation! As a whole, we need to pay attention to things that may deter folks of ever using a wrap again.

Businesses want to market their businesses with the most effective way of promotion, but if we don't stress the important points of a good wrap, they may become unhappy with the results and may never come back again.

Vehicle wraps can be an effective marketing tool, but there are several common mistakes that businesses make when designing and installing wraps. Here are some of the most common vehicle wrap mistakes:

1. **Poor design:** One of the most common mistakes is having a poor design. A wrap should have a clear and concise message that is easy to read from a distance. If the design is cluttered or hard to read, it can fail to grab people's attention.
2. **Low-quality images:** Low-quality images can make a wrap look unprofessional. It is important to use high-quality images that are clear and sharp. Blurry or pixelated images can detract from the overall design.
3. **Incorrect size:** A wrap that is the wrong size can look awkward and unprofessional. It is important to measure the vehicle accurately and design the wrap to fit properly.
4. **Wrong placement:** The placement of the design is also critical. If the design is placed in an area that is hard to see or is blocked by a car part, it can fail to have the intended impact.
5. **Poor installation:** A poorly installed wrap can look unprofessional and can even damage the vehicle's paint. It is important to have a professional installer who has experience installing wraps.
6. **Failure to match branding:** A wrap should match the branding of the business. If the design or colors are inconsistent with the branding, it can confuse customers and fail to reinforce the brand.

Overall, businesses should work with experienced professionals to ensure that their vehicle wrap design and installation are of the highest quality and free from these common mistakes.

Trace George  
UASG Board of Directors  
[trace@vspgraphicgroup.com](mailto:trace@vspgraphicgroup.com)

## Featured Tool – Rolle Pro



### Now Available in Four Colors; and in Stock

We have stock on the new colors introduced by Rolle Pro earlier this year. In addition to the standard red rolle pro, we now have blue, white, and pink. Assign specific colors to your installers so no more misplaced Rolle Pros!



Also, the UASG added Rolle Pro's 4-inch squeegee covers earlier this year. These are in stock and available for immediately delivery. Each tube contains 10 covers.

## New Website Login Option

Sometimes passwords are forgotten, employees leave, or life happens. Whatever the reason, we have made it easier to access the UASG website to take advantage of the resources within the site, such as ordering install tools cheaper than you can get them anywhere else! Now, you can select "Send me the login link" and an email will be generated and sent to the email address on record. Once the email is received, click on the link within the email and you are automatically logged in without the password. Give it a try and let me know if you have any issues with this new feature.



## 3M News and Notes

UASG Members,

As announced at 3M's April 25th earnings call, to strengthen 3M for the future, we are taking actions that will reduce costs at the corporate center, further simplifying and strengthening our supply chain structure, and streamlining our go-to-market business models. One specific action is the joining of the **Transportation Safety Division** and the **Commercial Solutions Divisions** to form the **Commercial Branding & Transportation Division**.

All products currently available to you from these divisions will continue to be available. We will continue to partner with you in key segments and bring our total solutions to Retail, Fleet, Automotive, Transportation Infrastructure, and Construction, just to name a few. And we will continue to invest in high-growth end markets where 3M science gives us a clear competitive advantage as demonstrated by the recent 3M™ Premium Protective Overlay Film 1160i and 3M™ Print Wrap Film IJ280 launches.

Our committed team of sales, marketing, application engineers, laboratory, customer service, supply chain, and manufacturing experts are ready to support your business needs. Thank you for your business and for your continued support. If you have any questions, please reach out to your local 3M sales representative.



# 3M

## CORNER

### 3M Training Class and 3M Certified Testing Sessions

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 Jan via e-mail ([jan@uasg.org](mailto:jan@uasg.org)) or via mobile number (864-275-2076)

### 2023 Training/Testing Dates

#### Week of August 21 – 25

(Monday, Tuesday and Wednesday 8/21, 22 & 23 – testing Thursday and Friday 8/24 & 25)

#### Week of October 16 – 20

(Monday, Tuesday and Wednesday 10/16, 17 & 18 – testing Thursday and Friday 10/19 & 20)

#### Week of December 11 – 15

(Monday, Tuesday and Wednesday 12/11, 12 & 13 – testing Thursday and Friday 12/14 & 15)

# 3M



## UASG University News

The University is growing! We are committed to providing our membership with relevant and compelling content to help you with your business. Over the course of the next six months, we will cover a variety of topics that we think will offer significant benefits.

Starting June 30th, we will have our first “continuing education” series via a zoom call with the membership. Registration is required and you will receive an email later this month with the registration link.

Your participation is vital for the UASG to continue its reputation for robust training and educational opportunities. Please mark your calendars and plan to attend every session. We anticipate the average session duration to be between 30-60 minutes.

## 2023 UASG University Continuing Education (Zoom Series)

**Friday, June 30, 2023 / 11:00 AM EST**

### **HIRING PROCESS (Chris Prenovost)**

- Best Practices: Build an effective, repeatable hiring process
- How to write an effective job posting - why should anyone want to work with you?
- Where to post
- What makes a great team member?
- How to interview / what to ask

**Wednesday, July 12, 2023 / 11:00 AM EST**

### **SHOP SOFTWARE / SIGNTRACKER DEMO (Tami Napolitano)**

- Quoting made easy
- Inter office communication / tasks
- File naming convention
- Job stages
- Job flow board

**Tuesday, July 25, 2023 / 11:00 AM EST**

### **THE NEW ART OF HIRING SMART**

**(Bryan Summers & Katie Lashley)**

- Reduce costly employee turnover
- Increase productivity and replicate your top performers
- Simplify your selection process
- HR compliance & support for small business

**Friday, August 11, 2023 / 11:00 AM EST**

### **ONBOARDING: THE FIRST 90 DAYS (Chris Prenovost)**

- Day 1: about the company, purpose, core values, vision for the future, the team member’s mission, most important outcomes, and obsessions
- Creating a clear, attainable path forward to define success
- Check Ins on Day 7, 14, 30, 60, 90
- Training Program Review (in depth discussion on training program scheduled for 9/13/2023 session)

**Wednesday, September 13, 2023 / 11:00 AM EST**

### **TRAINING PROGRAM (Chris Prenovost)**

- Why have a documented training program?
- How to document a simple yet effective program

**Wednesday, October 18, 2023 / 11:00 AM EST**

### **FEARLESS COMMUNICATION (Chris Prenovost)**

- Why we don’t communicate well
- How to communicate clearly, concisely, and in a kind, effective manner
- Get commitments that will drive accountability
- Planning difficult conversations

**Tuesday, November 7, 2023 / 11:00 AM EST**

### **DRIVING ACCOUNTABILITY (Chris Prenovost)**

- Get your team to do what you want
- What is accountability?
- Expectations versus agreements
- Systems and reminders
- Measurables

**Tuesday, December 5, 2023 / 11:00 AM EST**

### **QUARTERLY REVIEW (Chris Prenovost)**

- Why you should meet regularly with your team members
- The A-Player Assessment
- Quarterly review structure
- Quarterly review performance grade



Chris Prenovost



Tami Napolitano



Bryan Summers



Katie Lashley

**Presenters - Chris Prenovost**

**Chris Prenovost**

Chief Strategist at AZPRO  
 Next Level Growth Business Guide  
 Certified Pinnacle Business Guide  
 Former Certified EOS Implementer  
 Culture Index Certified Analyst



This UASG Educational Series on UASG University aims to assist business leaders to recruit and retain the best employees by using specific strategies and techniques that align natural traits and skill set with job requirements. It emphasizes promoting a culture of accountability that encourages employees to take ownership of their work and outcomes while providing constructive feedback and a fun, healthy working environment. Ultimately, the program enables business to build a strong team that achieves high quality results and grows together.

Chris has often said, “Life is too short to be unhappy. We all deserve to love what we do and who we do it with. Especially if you own the company!”

Business leaders turn to Chris when they are having trouble scaling at the rate that they want, they’ve had it with wading through people issues, they aren’t seeing the accountability that they want, or just feel stuck.

Starting his first two businesses at the age of eighteen, Chris has personally seen his share of successes and failures. Along with making the Inc 5000 list multiple times, receiving numerous ethics awards from the BBB and competing as a top place to work in Arizona, he’s lived the sleepless nights, he’s stressed about making payroll, he’s dealt with the people issues. He’s also found that it doesn’t have to be that way—and he is driven to help other business leaders find relief.

Chris founded Phoenix based graphic manufacturing & installation firm AZPRO in 2004. AZPRO has become known nationally as a premier provider for fleet graphics, out of home advertising and retail POP/POS signage.

Over the past two decades, Chris has seen the flavor of the week leadership and management fads come and go. Heck, he probably tried half of them. Chris has guided business leaders to reach their pinnacle by drawing on those years of experience to teach the right tools at the right times; by ensuring that what the team is working on today will ultimately lead to us exceeding our long-term goals, and by bringing a level of before unseen accountability to the leadership team.

## Presenters - Tami Napolitano



**Tami Napolitano**

Awesome Graphics Inc., Owner  
Freedom Solutions, Owner/Consultant



**3M Certified**  
Graphics Installation  
Company



Tami Napolitano Awesome Graphics Inc., Owner Freedom Solutions, Owner/Consultant This UASG Educational Series “Sign Shop Software” on UASG University aims to help business leaders to organize and prioritize their workflow and provide a more work-life -balanced approach.

Tami has owned and operated Awesome Graphics, an award-winning sign shop in Vermont, since 1994. Awesome Graphics specializes in vehicle wraps, signage, trade show displays, and apparel.

Like many business owners, Tami spent decades bound to the day-to-day workflow of her business. In the last five years since implementing SignTracker software, she has gained the freedom to work remotely and travel more while still being able to oversee workflow, production, and permanent information regarding each order at all times. Motivated by the birth of her first granddaughter across the country and desire to travel more, Tami took steps to ensure that Awesome Graphics could operate seamlessly without her physical presence. SignTracker was an integral part of this process, as the software made the conversion from chaotic paper trails to seamless, process-driven workflow attainable.

This new level of organization allowed Tami to achieve new goals for her business, including becoming a 3M-certified shop and member of the UASG; increasing staff and revenue by 200%; and solidifying a business model that encourages and sustains additional growth. She was so blown away by the way it impacted not only her business, but also her personal life, that she contacted the founder of SignTracker—Joe Arenella— and asked if she could help empower other shop owners that had found themselves in similar situations to her own. Tami now travels across the US to work with sign shops and offers 1-3 day customer-tailored training for business owners.

**Presenters - Bryan Summers / Katie Lashley**

For over 30 years, Carolina Profiles has been providing organizations with expert knowledge and experience implementing hiring solutions that drive business results. We have been a proud partner of UASG since 2016 serving their members with our talent management tools helping to reduce costly turnover by designing a “total person” perspective of their candidates and employees to see how well they fit the job and their culture for not only hiring, but for on-boarding and coaching as well!



**F. Bryan Summers**  
MBA, SMEI, MHC

Bryan has been President of Carolina Profiles since 1994 and Area Director for Wiley Publishing since 2009. Carolina Profiles, Inc. is the highest awarded distributor for pre-employment assessments worldwide. Bryan has been “Fixing People Problems” for over 30 years specializing in the development and validation of pre-employment assessment instruments and currently working with over 250 clients worldwide.



**Katie Lashley**  
MA, SHRM-SCP, PMP

Katie Lashley has been with Carolina Profiles as a Human Resources/Talent Solutions Business Advisor for 3 ½ years. Katie is a SHRM-SCP and PMP certified human resources leader with over 25 years of experience leading change and providing consultative services forging genuine relationships with a diverse range of industries. A deeper dive into her career would showcase her ability to implement effective, compassionate HR processes for small, family-owned businesses up to large, national organizations. Katie has a proven track record with her passion for HR and providing collaborative approaches for how companies grow and develop their most valuable asset – their PEOPLE!

Specific services Katie provides include: HR consultation, project implementation for small to medium-sized companies involving hiring, employee relations, employment law compliance, compensation program development, policy & procedures development, HR/Payroll system implementations, etc.