

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 Stavreffe, 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

On The Web: www.uasg.org

THE LEADING EDGE



United Application Standards Group



3M Certified
Graphics Installation
Company

Note From the President

Dear Members,

The annual membership meeting in Atlanta is less than two months away and we're finishing up the last few details on the blow-out event of the year! Once again, we've reserved the Arctic Room at the Georgia Aquarium many of you may remember from the last time Printing United was held in Atlanta. It's an amazing place you don't want to miss.

We have a full day of activities and speakers lined up to have conversations with you about business structure, cutting-edge graphic design, website and SEO marketing, new materials, and trends in production, and much more!

I'm looking forward to seeing all of you, make plans today to attend! Dates and details are in this newsletter.

All the best!

Mark Trumbull
President, UASG Board of Directors

mark@thedigitalcompanies.com



Mark Trumbull



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 3M sponsored luncheon served by Wolfgang Puck Catering, and a social following the meeting.

UASG Annual Meeting (Lunch Sponsored by 3M)

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

Where: Georgia Aquarium
225 Baker Street Northwest, Atlanta, GA



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UASG Annual Social (Sponsored by Trim USA)

When: Tuesday, October 17th, 2023, 5:00 PM to 7:00 PM

Where: Max Lagers / 404-525-4400 / 320 Peachtree St NE, Atlanta
Only a 0.5 mile walk from the Aquarium!



Max Lager's Wood-Fired Grill & Brewery is a pioneer on the craft beer scene and the oldest brewpub in Georgia. We're in downtown Atlanta within walking distance of major hotels and attractions.



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



Hotel Accommodations

Access the Printing United Website to reserve your hotel - Pick the best hotel suited to your budget and location requirements.

Available Hotels:

[PRINTING United Expo 2023 - Compass Reservation System® \(onpeak.com\)](#)

ONPE/IK OFFICIAL HOTELS

PRINTING United Expo 2023
October 18 - 20, 2023 | Georgia World Congress Center | Atlanta, GA

Category: Attendee ☒ View Nights/Availability
Check In Choose Your Date Check Out Choose Your Date Hotel Chain Select a Hotel Chain
Additional Filters

Sort By: Alphabetical order Gallery

Hotel Name	Price (per night)	Availability	Distance	Rating
AC HOTEL BY MARRIOTT ATLANTA MIDTOWN	\$259	Up to 7 rooms available	2.4 miles	★★★★☆
ATLANTA MARRIOTT MARQUESS	\$235	Up to 7 rooms available	0.9 miles	★★★★☆
ATLANTA MARRIOTT SUITES MIDTOWN	\$200	Up to 17 rooms available	2.3 miles	★★★★☆
COURTLAND GRAND HOTEL & RESIDENCES (A SHERATON ATLANTA)	\$196	Up to 20 rooms available	0.9 miles	★★★★☆
HAMPTON INN & SUITES ATLANTA-MIDTOWN, GA	\$199	Up to 9 rooms available	2.6 miles	★★★★☆



Featured Speakers at the UASG Annual Meeting



Keynote Speaker
Dan Antonelli

President and Chief Creative Officer



Topic: Designing as if lives were at stake

With the industry continually focused on certifications for installations, Dan will speak about the responsibility wrap shops have to understanding wrap design, and how important that skill is in helping shops distinguish themselves among other shops with similar certifications. From his early journey into the sign industry to running a 25-person branding agency that sells over \$1m worth of wrap design a year, Dan shares the tips that led him to become one of the most widely recognized experts on commercial wrap design in the world. With countless branding and wrap design awards to his credit, and hundreds of published articles in sign magazines, Dan will talk more in depth on how to market and sell more wrap design at your shop, and how to convince customers to invest in fleet branding.

Dan Antonelli is the President and Chief Creative Officer of KickCharge Creative, an award-winning New Jersey-based branding agency that specializes in helping home service businesses redefine themselves and stand out with disruptive brands. Dan is a nationally recognized speaker and expert on home service branding, with several books on branding to his credit, including *Building a Big Small Business Brand* and his new Amazon best-selling book, *Branded Not Branded: KickCharge Your Home Service Brand*.

During more than 25 years running his own agency, Dan's marketing expertise has been featured on MSNBC and in industry magazines including *Entrepreneur*, *SignCraft*, *Signs of the Times*, *HVACR Business*, *Plumbing & Mechanical*, and *Contracting Business*, among many others. His signature wrap style that integrates disruptive branding has served as a model for superior home service fleet branding throughout the world. With more than 2,000 home service brands under his belt, Dan and his team have overseen the branding of more home service businesses than any other brand agency in the world.



Featured Speakers at the UASG Annual Meeting



Chris Prenovost

Founder of AZ Pro,
Past President/Current UASG Member



Topic: Engaging and Growing your Team

It's fairly obvious that engaged employees are more profitable than disengaged employees—21% more. According to a Gallup survey in 2022, only 32% of employees are engaged, while 18% are actively disengaged. Actively disengaged employees are disgruntled and disloyal because most of their workplace needs are unmet. Learn how focusing on a few key areas can help drive engagement.

- clarity of expectations
- connection to the mission or purpose of the company
- opportunities to learn and grow
- opportunities to do what employees do best
- feeling cared about at work
- having someone who encourages their development
- having progress discussions

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.



Featured Speakers at the UASG Annual Meeting



Philip Bowles

CEO & Lead Strategist,
KB Creative Web & Marketing



Topic: Website Presence

Philip Bowles is a web developer and digital marketer in the Charlotte, NC area with over a decade of experience in the industry. As the CEO and Lead Strategist of KB Creative Web & marketing, he is passionate about helping businesses of all sizes grow their online presence and revenue by helping them create, plan, and execute holistic digital marketing strategies.

Philip will discuss..

- Overview of what we have done with the UASG website recently
- Highlights of ongoing efforts to drive traffic to the UASG website and its members
- Why fresh content is important for your website
- What you can do to help boost your own website's online presence



New Members (July – August 2023)



B2B Sign Resource

Contact: James Reynolds
13359 West Hillsborough Ave.
Tampa, FL 33635

813-855-7446
727-410-1728 (cell)

james@b2bsr.com



Tested Installer:
Hayden Reynolds

B2B Sign Resource is a family-owned and operated graphic design and vehicle wrap company in Tampa, FL. We take great pride in knowing our customers find us deserving of our 5 Star reviews.

We have earned our accolades and strive to be the #1 source for custom-designed graphics, vehicle wraps, watercraft wraps, business/corporate interior, and exterior signage, as well as trade show signs in the Tampa Bay Area. But that is not all! We will work with our clients to create the visual impact needed to improve their company's presence in today's growing market and boost their brand in and around Tampa Bay. We employ a staff of experienced and highly skilled professionals who turn our customers' ideas into realities! We take great pride in providing superior customer service, and our highly experienced staff works diligently with each customer, ensuring care and precision when creating their design through to the finished product, from business cards to vehicle wraps. Our solid commitment is to remain a valued member of the community where we live, work and play, through memberships and in support of organizations that seek to improve the welfare of others.



Signature Aspen

Contact: Tanyia Chuites
3300 Kingswood Street
Houston, TX 77092

713-956-8555

tchuites@signatureaspen.com



Tested Installer:
Jaun Vaquiz

Signature Aspen is your primary destination for large-format printing in Houston, Texas. We specialize in bringing ambitious concepts to reality! Our distinction lies in our commitment to quality, innovation, and delivering exceptional customer experiences.

Our team of skilled professionals goes beyond conventional printing; we meticulously craft each piece with precision and ingenuity. Whether you are a local business aiming to enhance your brand with impactful banners, indoor/outdoor signs, vehicle wraps, building and window wraps, tradeshow displays/exhibits, or event and stadium graphics, or if you are an individual seeking personalized, substantial prints, our advanced printing solutions are carefully tailored to match your unique goals. With a comprehensive range of printing services and promotional innovations at your disposal, Signature Aspen is your strategic ally in creating a lasting impact. We redefine the boundaries of large-format printing and set the highest standard of quality and innovation in every masterpiece we produce!



Prep for Success!

Prior to wrapping any vehicle, taking time to properly prep, inspect, and clean is paramount to success. It can set you up for success and can protect your reputation. You can be the best film installer, but if you don't properly prep and clean the vehicle it won't matter. See the latest 3M technical video for 3M recommendations of steps to take to properly prep, inspect, and clean.



Inspection and Initial Wash

Upon receiving the vehicle, inspect the vehicle with the customer to identify rust, paint quality issues, scratches, dents, and other damage that might affect film installation. It's helpful if the installer has a checklist to reference when inspecting and reviewing with the customer. Customer's vehicles should arrive clean and free of gross contaminants such as salt, mud, and dirt. 3M recommends installers wash the vehicle themselves with soap and water prior to bringing it inside their shop. Pull the vehicle into an environmentally controlled shop away from ventilation and any equipment that might contaminate the surface.

Prep & Cleaning

Use compressed air to remove moisture and dust from all the confined spaces. If weather allows, conduct this cleaning outside to prevent further contamination inside the shop. Extra care should be taken to thoroughly clean the wheels and wheel wells. Use a lint free microfiber cloth and 70% strength isopropyl alcohol to clean all glass components, wiper arms and blades. Clean the edges of all operating components, such as the hood and trunk, doors, and door jams. Use a cloth over a squeegee to clean the gaps along the edge of the seals. Replace the cloth as it becomes dirty. Using a clean microfiber cloth, soaked with solvent, remove difficult contaminants such as tar, tree sap, waxes, and polishes. Prior to using any chemicals, review the safety data sheet and product information. For your health and safety, always wear the recommended personal protection equipment.

Wet the vehicle with 3M Perfect-It Clean and Shine, or a mixture of soap and water. Use a 3M Perfect-It clay bar and remove all particulate matter from the vehicle's paint. Wetting the car while the clay bar glides across the painted surface prevents any scratches to the clearcoat. For the final cleaning step, wipe down the entire vehicle using lint free clothes saturated with 70% isopropyl alcohol.



3M News and Notes



Prep for Success! (Continued)

Additional Prep Considerations

Grounding the vehicle helps to dissipate static electricity reducing dust and contaminant's attraction to the vehicle. 3M also suggests installing tire covers for the protection against contaminants that transfer to exposed adhesive. Prior to installation, vacuuming the shop floor and car's interior reduces particulate transfer as well. Wetting the shop floor with water also reduces dust and debris from transferring during installation. Use caution to avoid slipping on the wet floor. To prevent further dust migration into the air, avoid sweeping. Operating in a clean environment is crucial.



Clean, then install one panel at a time.

Prior to installation, contamination can reoccur. Ensure all panels and glass are cleaned using 70% isopropyl alcohol before applying any panels.

Note: 3M recommends a dedicated day (typically the day before any film installation) for comprehensive inspection and cleaning of the vehicle, and to allow the vehicle surface to return to ambient temperatures. This allows for proper preparation and for the vehicle to fully dry after the cleaning process.

Click this link to watch the instructional video from 3M on cleaning:

multimedia.3m.com/mws/media/2328126O/3m-wrap-film-2080-pre-installation-consideration-video.mp4

This video will also be posted on the UASG University site.

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) or via mobile number (864-275-2076)

2023 Training/Testing Dates

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)





UASG University News



2023 UASG University Continuing Education (Remaining Schedule)

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

