THE SIGN EXCHANGE

2019 SEMINAR HIGHLIGHTS

- **Dave Fellman**
  On Sales, Business Planning & Customer Relations

Friday Seminar Presented by UL on new rules for LED Retrofits

- **Accessibility & The ADA**
- **USSC Foundation Research**

- Bringing Science to Sign Regulation Since 1998 -

USSC **FOUNDATION**

The Seminar Zone

All Seminars will be conducted in the Exhibit Hall

Dave Fellman
Nationally-known speaker & author - Hear Dave speak on three topics Friday November 22

Friday November 22, 2019

10:30 -11:15 AM **Your 2020 Marketing Plan Starts Today!**
Dave Fellman, Dave Fellman & Associates

11:30 - 12:15 PM **UL Sign Retrofit Changes & Requirements**
Kenneth A. Rusnak, Underwriters Laboratories

12:30 - 1:15 PM **How To Get Maximum Value From Every Customer**
Dave Fellman, Dave Fellman & Associates

1:30 - 2:15 PM **The Top 10 Mistakes Sign Companies Make With Their Customers…And How To Avoid Them!**
Dave Fellman, Dave Fellman & Associates

2:30 - 3:15 PM **Accessibility & The ADA: 2010 Standards and Signage**
Kelly Boeder, Director of Sales & Education, Nova Polymers, Inc.

3:30 - 4:15 PM **Obtaining Permits & Variances in the Millennial Age Part I**
Richard Crawford, USSCF Board Member & Legislative Advisor

Seminars will be presented at the Sign Exchange on both Friday Nov. 22nd and Saturday Nov. 23rd

Seminars will be approximately 45 minutes in length and will be conducted in the Seminar Zone on the Show Floor

USSC **FOUNDATION**

The Seminar Zone

All Seminars will be conducted in the Exhibit Hall

Saturday November 23, 2019

11:00 -11:45 AM **Signs & Zoning: Research-Based Mounting Height for Freestanding Signs**
Phil Garvey, Garvey & Associates

12:00 - 12:45 PM **Understanding Electronic Message Centers (EMCs)**
Tiffany Hannah, Watchfire Signs

1:00 - 1:45 PM **The 2020 National Electric Code - Highlighting Changes from the 2017 Edition**
Randy Wright, RKW Consulting, USSCF Electrical and Fire Safety Advisor

2:00 - 2:45 PM **Obtaining Permits & Variances in the Millennial Age Part II**
Richard Crawford, USSCF Board Member & Legislative Advisor

Phil Garvey
Garvey & Associates
USSCF lead researcher speaks on the recent USSCF study on Sign Height & the Sign Height Calculator

Randy Wright
RKW Consulting
USSCF technical advisor shares updates on sign & electrical safety under changes to the NEC