

PRODUCT DESCRIPTIONS

Video training that is how-to *and* hands-on! Go into a working shop with some of the industry's most talented and knowledgeable professionals to learn techniques of the trade. It's like having a personal one-on-one training session with some of the most knowledgeable and experienced professionals in the business. Techniques are explained and demonstrated while you watch. Great for new employee training programs.

Sign-Making

Applying Vinyl Series (2 Volumes)

featuring David Shaw

#1135 —Volume One: Basic Tools & Techniques

List Price = US\$60.00

Perfect for anyone new to the trade, this hands-on video takes a closer look at the fundamentals of applying film to a variety of substrates and surface textures. You'll learn how to choose the right vinyl for your needs and see how the various tools of the trade are used. Then watch as David employs many different techniques for applying vinyl, including three different hinge techniques, wet and dry applications, options for working with multiple layers, and what to do about bubbles, tunnels and wrinkles. Dave also discusses vinyl design options such as reverse weeding and overlaps vs. gutters for outlines and shadows.

#1136 —Volume Two: Advanced Applications

List Price = US\$60.00

Picking up from where he left off in Volume One, David shows still more tips and tricks for applying and designing vinyl graphics, such as: single and multiple layer reverse, working with banners, and how to prepare a multi-layer, vinyl-on-vinyl design for a single application. Then, move out into the huge warehouse to see demonstrated the specific application and design techniques needed for working on fleet graphics, including corrugation, rivets, seams and how to finish the job with a professional touch.

Making it Big! The Complete Guide to Large-Format Graphics (3 Volumes)

featuring David King

#1154 —Volume One: Inkjet Printing

List Price = US\$60.00

This is the easiest and least expensive place to start. You'll learn the equipment you'll need, ink and media options, how to manage the digital files, color matching tips and tricks and how to avoid costly mistakes plus, laminating and finishing.

#1155 —Volume Two: Digital Vinyl

List Price = US\$60.00

Once you've mastered these techniques, you'll be ready to carry these same skills over to other materials and equipment. In this segment, Dave demonstrates a variety of direct-to-vinyl printers, and then shows you how to print and weld multiple panels to create an enormous 10x15 foot vinyl banner, plus adhesive-backed vinyl all the way to a fully-installed vehicle wrap.

#1156 —Volume Three: Fabulous DyeFabs

List Price = US\$60.00

This is perhaps the most exciting and new process to use, and it also offers the most profit potential. You'll learn how to print and sublimate to fabrics, then trim and finish the graphic including stitching on all kinds of materials from satin to denim to produce elegant flags, point-of-purchase displays, and an extremely light-weight trade show display.

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#1122 — *Dynamite Computer Lettering*
featuring Rick Williams

List Price = US\$60.00

Computer aided sign making has revolutionized the industry in the last decade, making all of our jobs a lot easier. Unfortunately, it has also increased the number of "ordinary" signs in the marketplace by making it possible for *all* commercial sign shops to create identical graphics. Using simple vinyl-on-vinyl and painting techniques you can increase the uniqueness — and value — of your signs. Don't worry — these techniques are so easy that no artistic ability is required, yet they may give you the crucial edge you need to out shine your competition and charge more for your work.

#1140 — *Banner Production Techniques*
featuring Rick Williams

List Price = US\$60.00

Are you battling the boring banner blues? For those in the sign business, banners are a bread-and-butter item that can make or break the bottom-line. But they can also be a source of endless frustration for both you and the customer when not handled properly. In this hands-on instructional video, Rick discusses the different types of pre-fabricated banner materials that are available on the market today, how to make your own quickly and easily, tips and techniques to help your banners stand out from the crowd and some simple installation and storage tricks to ensure that they will last.

#1134 — *Making a Splash with Window Graphics*
featuring Mark Sundell

List Price = US\$30.00

In the world of retail, catchy, eye-level graphics are usually the first thing passers-by or approaching customers will notice. And airbrush artist extraordinaire Mark Sundell is one of the few people in the country who has converted this niche opportunity into a true art form. This video will touch on everything you need to know to profit in window "splashes", including how to get the business, the materials and techniques you'll need for working on glass and tips for dealing with unique variables such as adverse weather conditions and curious passers-by.

#1150 — *The ABC's of 3-D*
featuring Jim & Bill Hamilton

List Price = US\$60.00

Break into the third-dimension with the 21st-century's version of vintage cape cod sign-making. No artistic ability is required and you'll be surprised at how easily you can use your router and the techniques on this video to add a touch of elegance to any job with the look and feel of hand-carved signage. You'll learn the different types of dimensional signage, the tools you'll need, how to sell your work and tips for designing, producing and installing the completed sign. Plus, you'll have a blast along the way as the Hamilton brothers present their advice with the trademark blend of humor and practicality that has made them favorite seminar speakers at trade shows around the country.

Layout & Design Titles

#1112 — *Typestyles: Practical Use For All Designers*
featuring Bob Trogman

List Price = US\$50.00

Learn how to communicate properly with the selecting and mixing of typestyles in this intimate conversation with *Sign Business* magazine's "Dr Type." You'll step into Bob's private "museum" to see how typographers have been setting type for hundreds of years, learn how it all started, what's wrong with the font packages available today, and practical advice for revising layouts.

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#1123 — Basic Sign Layout & Design
featuring Bill Hueg

List Price = US\$50.00

If it isn't a good design, all the technology in the world won't make it a good sign. 20-year sign painting veteran Bill Hueg shows you the tips and techniques that have earned him a reputation as one of the country's masters of layout and design. You'll learn how to break down the elements of a sign, how to guide the audience through the sign, and maintain proper balance. Then follow along as Bill analyzes and redesigns an entire sign package for an established restaurant and even gives you a tour of sign do's and don'ts in the historic mining town turned gambling center of Black Hawk, Colorado.

Sales & Marketing Titles

#1119 — Small Business Sales Strategies
featuring Mike Reagan

List Price = US\$50.00

Filmed Live. Discover how being a small operation can actually be an advantage in highly competitive industries. Learn powerful techniques to generate more revenue from existing customers while also adopting creative strategies to attract more profitable new customers. Hear little known methods of avoiding customer turnover and how to get solid referral business effortlessly. Pick up ideas on developing an internal sales training program for key employees as well as how to recruit and retain sales talent. Learn how to find the time to be your own best outside sales person and increase your profits.

#1120 — High Payback Marketing Ideas
featuring Mike Reagan

List Price = US\$50.00

Filmed Live. Discover the true facts about advertising and promotion and demolish long-standing myths that can sidetrack your growth. Then learn how to position yourself in your local market without wasting money on traditional advertising methods so that people call you instead of a competitor for solutions to their needs with innovative ways to gain visibility for your firm such as: Free PR; How to tap into the power of business networking; How to be perceived as an "expert;" Three approaches to organizing your company to maximize penetration of just the profitable segments of your marketplace; And creating profitable niche markets which are relatively free of competition.

For a related product see Mike Reagan's self-study manual entitled *Ready, Set ... Grow!* later in this packet.

Dye-Sublimation

Successful Sublimation Series (4 volumes)
featuring J. Stephen Spence

This recently revised and expanded series offers over **three times** more information than the original, groundbreaking series, *The Practical Guide to Dry-Transfer Sublimation!*

#1158 — Volume One: Getting Started

List Price = US\$60.00

From its humble beginnings, sublimation has exploded into one of the most exciting new technologies to enter the marketplace in recent memory, offering sign-makers, recognition product retailers and garment decorators the opportunity to expand into new markets and to profit from those short-run jobs you may have turned down in the past. Volume One offers a comprehensive overview of the equipment you'll need to get started with sublimation, including: printers, heat presses, scanners, and other tools, plus extensive segments on important software you'll need and how to manage color.

#1159 — Volume Two: Tips and Techniques

List Price = US\$60.00

In Volume One you learned *what* you needed to be successful with sublimation; Volume Two shows you *how* with complete, step-by-step instructions for all of the most common substrates, including: Metal, FR Plastic, Hardboards, Fabric, Cups and Glassware, Ceramic Tiles and Plates. Plus, Steve shares his time- and money-saving tips from 15 years of successful sublimation business for avoiding most mistakes before they happen.

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#1160 — Volume Three: Introduction to CorelDraw®

List Price = US\$60.00

Like it or not, if you're going to produce products using sublimation, you're probably going to have to learn your way around Corel Draw, a program so powerful and intimidating that it has driven many new and inexperienced users to the brink of despair. If this describes you, this third volume in the Successful Sublimation series offers hope—and a cure! While this is far from a comprehensive explanation of all the bells and whistles in Corel Draw, novices will find a wealth of practical advice to help you start using the program with confidence and effectiveness.

#1161 – Volume Four: Marketing Methods

List Price = US\$60.00

“You may be able to produce the most beautiful sublimated products in the universe, but if you can't tell anybody about them...it won't do you a bit of good.” Insightful words from Steve Spence, the Sublimation industry's most recognized and respected advocate. But in this fourth and final volume in the *Successful Sublimation* series, he has a lot more to say: words of encouragement, motivation, and practical advice for how to turn your hard-won skills into cold, hard cash.

For a related product see Steve Spence's self-study manual entitled *Dye-Sublimation: Color That Sells!* later in this packet.

Awards & Personalization

Basic Computerized Engraving Series (2 volumes)

featuring Rich Zydonik

#1124 — Volume One: Tools of the Trade

List Price = US\$60.00

Rich Zydonik, *A&E Magazine's Masked Engraver* takes off the mask—and the gloves—in this hands-on video training series. In volume One, Rich reviews the terminology, methods, materials, and tools used by today's most successful computerized engravers. You'll learn how to select the right cutting tool for specific substrates and effects, along with practical advice for how to approach the job.

#1125 — Volume Two: Tips and Techniques

List Price = US\$60.00

Once you've mastered the basics for custom engraving plaques and trophies explained in volume One, Rich now offers a wealth of advice with how-to examples for dealing with more advanced projects, such as: pens, seals and odd-shaped items utilizing special techniques such as reverse/paint fills and cut-outs. This may be exactly what you need to expand your product line with equipment you already own!

For a related product see Rich Zydonik's self-study manual entitled *The Engravers' Bible* later in this packet.

#1148 — Laser Engraving

featuring J. Stephen Spence

List Price = US\$60.00

In this video, Steve illustrates the moneymaking possibilities the laser industry has to offer. Working with several of laser engravers available on the market today, Steve covers all the elements you'll need to know when considering a purchase, as well as simple, step-by-step guidelines for working with: Acrylic - Cutting, reverse engraving, color fill, adding color foils, dealing with odd-shaped objects, focusing, photographs and cleaning; Wood - Preparation, cutting, adding color foils, how to deal with small text and cleaning; Glass - Tips on how to keep your substrates from chipping, using a rotary tool and how to use jigs for odd-shaped items. Also - Rubber Stamps, Seals, Metal, Plastic and a wide-variety of other substrates on the market today.

For a related product see Steve Spence's self-study manual entitled *Laser Engraving* later in this packet.

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Garment Decorating

P-1121 — Beginning Garment Screen Printing
featuring Richard Greaves

List Price = US\$60.00

Richard Greaves goes into the shop to show how it's done in this step-by-step guided tour through each department of a successful garment-printing shop — Art, Screen-making, Ink, and Printing — and finishes by boxing up shirts for the customer with incredible information and insight along the way, punctuated by Greaves' trademark wit and wisdom. Experienced screen printers will take advantage of Greaves' 20+ years of experience in the industry with tips and techniques that will transform the average screen-printing shop into the high-profit *apparel-graphics manufacturing* business it should be.

P-1127 — Screen Printing Dark Garments
featuring Richard Greaves

List Price = US\$60.00

Fundamentally, screen printing dark garments uses all of the same techniques as screen printing any other garment. In **Beginning Garment Screen Printing**, Richard Greaves showed you how. Why then are there just a handful of screen printers across the country who have earned critical acclaim for the work on dark garments? In this video, Richard takes us from simple one color designs to multi-color half tones all the way up to elaborate photo-realistic reproductions on dark garments by focusing on the subtle differences, in each department, necessary for successful printing on darks which will help you to overcome the unique difficulties in this amazing process.

P-1129 — Color Management for Textile Inks
featuring Glenn Shull

List Price = US\$ 60.00

Color matching has become the most common—and most frustrating—request that a customer can make. Exact Pantone® colors are bad enough, but don't you just love it when a customer provides a dirty shoelace or a ¼ inch piece of thread and says the death phrase, "I need this color matched *perfectly*." Due to the nature of how textile inks absorb, get pushed in, sit on top, or succumb to the variety of surface textures, how the finished color will look becomes very difficult to evaluate. In this enlightening video, the frequent contributor to *Printwear Magazine's* monthly "On Target" department shares his 20+ years experience in how to "communicate" color. Learn the basic tools necessary for color management, master the mysteries of "Mr. Pantone" and collect a host of time- and money-saving tips.

Automotive Aftermarket

Automotive Graphics Series (3 volumes)
featuring Jay Lansburg

#1108 — Volume One: From Street to Fleet

List Price = US\$60.00

In this discussion before a live audience of industry peers, Jay discusses the tools available for creating custom vinyl graphics on everything from cars and trucks to ... well, the possibilities may surprise you. Includes how to combine letter styles, graphics kits, and mixed-media techniques using paint, airbrushing, and even screen printing.

#1109 — Volume Two: Vinyl Techniques

List Price = US\$60.00

Using the lessons learned in volume one, now we go into Jay's own shop in Buena Park, California to actually see how it's done "hands on." In this video you will see and learn basic design concepts, how to stripe with vinyl, computer design and cutting techniques, kit combinations, and timesaving installation tips and tricks.

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#1110 — Volume Three: Multimedia Techniques

List Price = US\$60.00

Once you've mastered the art of vehicle graphics with vinyl, you're ready to expand your horizons to create custom designs you only dreamed of before. In this video Jay shows you "hands on" advanced layouts and design with incredible special effects on vinyl, paint on vinyl, paint only applications, and talks about which paints work well on vinyl and what to avoid.

“Jersey” Style Airbrush and Lettering (3 volumes)

featuring Julian “Mr. J” Braet

#1130 — Getting Started

List Price = US\$60.00

Have you always wanted to try airbrushing but are intimidated by the amazing work of those incredible airbrush artists? Ever wonder how they create those big, bold, signature graphics that have come to be known as “Jersey” style? Then this video series is for you! Based in Lyndhurst, NJ, Julian “Mr. J” Braet is one of the artists who were at the forefront of the “Jersey” style wave. In volume one, you’ll benefit from his experience of over thirty years as he details step-by-step all of the tools and some of the techniques you’ll need to start creating incredible airbrushed and hand-lettered graphics. Then he shows you how to put it all together in an effect that most people can do the very first day!

#1131 — The Fundamentals

List Price = US\$60.00

Once you’ve gotten a handle on the tools and techniques it takes to start lettering “Jersey” style as demonstrated in Volume One, Mr. J takes you through an odyssey of styles that can be created using these techniques: blends, horizons, flames, neon, and — of course! — the famous chrome effect. Includes a discussion of paint masks and auto pearls and features an incredible photo gallery highlighting the work of some of the most talented and well-known artists on the Jersey scene.

#1132 — Mastering the Techniques

List Price = US\$60.00

Not for the faint of heart, the conclusion to this amazing video series featuring Julian “Mr. J” Braet builds upon the tools and techniques demonstrated in the first two volumes to take “Jersey” style lettering to its penultimate level! Learn how to create stunning gold and prism effects and marvel at the incredible detail and intricacy of chrome-beveled edge lettering. If you master the techniques on this video, you will literally blow your competition away!

The Art of Pinstriping Series (3 volumes)

featuring Bob Bond

#1101 — Volume One: Tools of the Trade

List Price = US\$60.00

Bob discusses in detail all of the implements and information needed to be a successful pinstriper, including a history of Pinstriping, different era styles for proper restoration projects, the right brush for the job, paints, reducers, additives, and correct preparation and maintenance.

#1102 — Volume Two: Brushstroke Techniques

List Price = US\$60.00

Using a series of do-it-yourself projects, Bob demonstrates the basics of Pinstriping such as consistent lines and turns, classic brushstrokes like teardrops, flames and scrolls, and how to combine them together to create beautiful patterns and geometric designs.

#1103 — Volume Three: Automotive Mini-Graphics

List Price = US\$60.00

Bob Bond demonstrates the incredible versatility and ease of this creative form of Pinstriping including tricks for creating one of a kind designs, using the new Splash Mask, how to get jobs and make sure they keep coming back to you over and over again.

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The Art of Surface Gilding Series (2 volumes)

featuring Bob Bond

#1105 — Volume One: Tools of the Trade

List Price = US\$60.00

Surface Gilding, or Gold Leafing as it is more commonly known, is an art form that dates all the way back to the chariots of Ancient Rome and perhaps reached it's zenith with the fire engines of the late 19th and early 20th centuries. Bob shows you how to research and recreate the classic look of surface gilding for any project. Discussion includes glues, clears, spinners, types of gold, and proper use and storage.

#1106 — Volume Two: Mastering Gold Leaf

List Price = US\$60.00

Through a series of do-it-yourself exercises, Bob will teach you proper gold leaf application and classic design. More importantly, he will share his tried-and-true method for doing big projects such as a fire engine in a minimum of time and without costly mistakes.

#1138 — Truck Restyling: Stock to Showroom Custom (2 Volumes)

List Price = US\$100.00

featuring Jay Topping

Everything you need to know to profit in the truck restyling business—from the proper tools to the intricacies of dealing with factory paints—as Jay turns a stock Z-71 extra-cab pickup into a custom showroom spectacular! This two tape set includes: Setting up your shop and office; How to order parts and accessories; How to strip and prep the truck; Mixing base colors, matching factory colors and the perfect clear-coat; Installation of custom features like wheel flares, bumpers, front air dams, step bars, a power-slide back window and even window tinting; and Tips on selling your service to local dealers and retail customers.

#1139 — Basic Custom Paint Graphics

List Price = US\$60.00

featuring Jay Topping

Custom paint graphics differ from typical automotive graphics in that the paint actually becomes part of the truck. It's a much trickier process—but the results are more dynamic and certainly worthy of a larger fee. That translates into more dollars for your business. You'll learn the process step-by-step, including: Where ideas come from and how to keep up with current trends; The basics of color schemes and layout; Matching custom vinyl logos and grill ornaments; The principles of the base coat; and Special effects, such as cellophane and granite. Blow away your competition by offering your customers custom paint graphics learned from a master re-stylist!

Self-Study Manuals

#2000 — Ready, Set ... Grow!

List Price = US\$50.00

By Michael Reagan, CPSP

With over 20 years of experience under his belt, Mike Reagan went out on a limb and left his successful sales position in Chicago to start his own business in Phoenix. Seven years later he is owner of the largest American FASTSIGNS franchise in the world, garnering both the 1997 Franchise Of The Year Award from the International Franchise Association and the 1998 Blue Chip Enterprise Initiative Award for the State of Arizona from the US Chamber of Commerce and MassMutual. How did he do it? Find out in detail in this exciting new book! By working through the numerous self-study exercises contained in this manual you can determine where you want to go and how to get there. Learn how to reposition your operation within the marketplace while capitalizing on your personal strengths and minimizing your weaknesses. Includes practical information about customer service, promotion, sales, pricing, and how to create an effective internal and external sales force. The manual features 150 pages of original material, plus 40 pages of article reprints, sample sales and marketing letters, and a self-study quiz at the end of each chapter.

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#2003 — *True Grit: Taking the Mystery Out of Sandblasting*

By Butch Young & Rita Long

List Price = US\$50.00

Sandblasting is a process that encompasses a vast range of techniques, styles, materials and applications. Many people stumble into it as a hobby or sideline—rarely does it enjoy recognition as its own discipline. Yet, it is a relatively simple process, requiring a finite number of discrete mechanical systems. And once those systems are mastered, the whole range of creative materials and design matter is open to you. This manual, written by *A&E Magazine*'s monthly sandblasting column team, is an attempt to act as a sort of unifying theory of sandblasting equipment and technique for individuals in all sorts of situations. It was written for those who have not yet entered the world of blasting, but are looking for where to begin; for those who have dabbled some, and now want to get serious; and for those who are serious and want to branch out, but just can't seem to get either their equipment or technique up to speed.

#2004 — *The Engravers' Bible*

By Rich Zydonik, "*The Masked Engraver*"

List Price = US\$60.00

Whether you are new to the trade or a seasoned veteran, this is the *only* reference work on computerized mechanical engraving that you will ever need! Loaded with over *200 pages* of charts, graphics and practical instruction on setting up an efficient workshop, expanding your system as your business grows, matching the right cutter to the right substrate and how to easily avoid common mistakes that destroy stock—and the bottom line. Plus, much, much more!

#2006 — *Dye-Sublimation: Color that Sells!*

List Price = US\$60.00

A compendium of useful tips, tricks and techniques from *A&E Magazine*'s popular columnist and the recognized industry leader in dye-sublimation education. From step-by-step procedures for sublimating dozens of popular substrates to recommended heat and pressure specifications and contact information for dozens of suppliers and manufacturers, this 170-page guide offers all the information you'll need in a handy format that makes it easy to reference over and over again.

#2007 — *Laser Engraving: Engraving at the Speed of Light!*

List Price = US\$40.00

A companion to the video favorite featuring *A&E Magazine*'s popular columnist, this guide offers all the tips, techniques and advice from the video plus more in a handy size you can keep right next to your machine for immediate reference.

PERSONALITY BIOGRAPHIES

Bob "Hollywood" Bond

For over 25 years, Bob has operated Bob Bond's Artistry, first in Southern California and now in Lee's Summit, Missouri, earning a reputation as "Pinstriper to the Stars." In 1992 he founded the Pinstripers International Network (P.I.N.H.E.A.D.S.), which now boasts an international membership of a thousand pinstripers. He is a frequent contributor to *Sign Business* magazine, publisher of *Auto Art* magazine, and gives dozens of seminars across the U.S. each year.

Julian "Mr. J" Braet

Owner and operator of Mr. J's Signs and Graphics in Lyndhurst, New Jersey, Mr. J is a 30 year veteran of the sign and vehicle lettering trade specializing in airbrushing and pinstriping. He is also the designer and manufacturer of the popular Xcalibur brand of striping brushes, brush preservative and related products. His work has been featured in numerous national publications and he travels throughout North America giving dozens of seminars and workshops each year.

Richard Greaves

Has been a screen printer since 1979, was a partner in a large-volume shop and has spent many years as a sought-after independent consultant. He's a prolific author and frequent trade-show speaker, served for several years as *Printwear Magazine's* Technical Editor, and is one of the industry's foremost authorities in all areas of textile screen printing. He is now director of the supply division for Lawson Screen Products.

Bill Hueg

Bill Hueg was trained in the traditional style of painting at the Atelier Lack in Minneapolis, Minnesota. His 25+ years of experience have developed many specialties including hand-lettering, bulletin pictorials, sandblasted and gilded glass. His work has been featured numerous times in *Sign Business* magazine. In addition he is an accomplished artistic painter and fine-art sculptor. He is currently based out of Westminster, Colorado where he continues to practice his craft. He travels frequently, passing on his breadth of knowledge to the next generation through numerous workshops.

Jay Lansburg

With over 20 years experience, Jay Lansburg is the owner and operator of *Promos in Motion* in Southern California and is a designer for the automotive graphics aftermarket and original equipment industries. He is a frequent contributor to *Sign Business* magazine and gives dozens of seminars and workshops across the U.S. each year.

Michael Reagan

In 1991 Michael Reagan opened a sign company that would soon become one of the fastest growing in Phoenix, Arizona's hotly competitive market. Today, he is a premiere supplier to many large local corporations and has developed a strong reputation in professional sports, entertainment productions, and arena advertising using the latest technologies of vinyl, digital, and screen-printed signs. This impressive growth is a result of his 20 year background as a sales and marketing executive. Mike teaches marketing as an adjunct professor for several graduate universities, gives numerous seminars across the U.S. each year, and serves the National Association of Sales Professionals as its President and CEO.

David Shaw

Has spent nearly 20 years developing his skills, offering an eclectic range of services from airbrushed, printed and sandblasted signs to fleet graphics, and advertising design including stints with industry leaders Scanvec and Spraylat/One-Shot. He believes you should run your shop as a business first and learn from everyone you can, but don't let anyone tell you that you can't do something. He is the owner of The Dragon's Den based in Michigan City, Indiana and conducts dozens of seminars and workshops across the U.S. each year.

Glenn Shull

Has been involved in the screen-printing industry for 20 years, serving numerous functions, from application to production to troubleshooting, in all screen-printing disciplines. Presently Technical Services Manager for the Joseph Podgor Co., Shull lectures for the SGIA and at numerous trade shows across the country, and frequently pens no-nonsense "On Target:" articles for *Printwear Magazine*.

J. Stephen Spence

Is the owner of Recognition Concepts in Ceredo, West Virginia. As a regular contributor to A&E Magazine and a speaker at numerous industry trade shows, he offers a variety of services to assist those interested in starting their own company, or to help established businesses to grow.

Mark Sundell

After completing studies at both *Columbus College of Art and Design* and *Kansas City Art Institute*, Mark set up shop in Omaha, Nebraska as Sun Media Graphics, a commercial sign shop specializing in airbrushed art, especially window splashes and unusual dimensional signage. More recently he has re-located to the warmer climate of St. Petersburg, Florida where he continues to build upon his national reputation as one of the premier airbrush sign-artists in the country. His work has been featured in such national publications as *Sign Business* magazine.

Jay Topping

Is a part of *Promos in Motion* in San Jose, California and a regular contributor to *Restyling* magazine. His 20 years of experience in the areas of custom-paint graphics and design, lettering, and auto trim and restyling have made him a featured seminar speaker at events across the US, earning him a national reputation.

Rick Williams

Is the owner-operator of Rick's Signs in Longview, Texas with over 20 years of experience in all facets of the commercial sign trade. Rick delivers dozens of seminars every year all across the U.S. and his monthly columns, "In the Trenches" and "Shop Talk" appear exclusively in *Sign Business* magazine.

Butch Young

Butch Young has been a glass carver for over 15 years, a teacher of advanced glass carving techniques for more than a decade, and is an internationally recognized artist with works on display around the world. In addition to her own custom residential and commercial art studio, Butch has worked in conjunction with many artists, translating their works onto glass, including Erte, R.C. Groman, Laurel Butch, John Lennon, Chuck Jones and many others.

Rich Zydonik

A&E Magazine's "The Masked Engraver" is actually the mild-mannered Vice President of Sales and Operations for Rowmark, Inc. and computerized engraving specialist, who, in his secret identity as the Masked Engraver, fights a never-ending battle against unused engraving machines. He educates the naive, exposes engraving evils of all kinds, and tirelessly vows to break down all words over ten letters.