

The third quarter is a great time of year, both at TLC and outside of work. With entries completed for both the World Sign Associates and Wisconsin Sign Association design contests, it's been fun to review all of the work we did in the past year and pick out the best designs. Once again we've got some great entries, and we should all be proud of the work we put in to make these projects successful! Labor Day is almost here, kids are getting ready to go back to school, and the dog days of summer will soon turn to crisp fall weather. A big congratulations goes out to the Dock Spiders, winners of the Northwoods League World Series in only their second season! Meanwhile, the Timber Rattlers have struggled in the Win-Loss column, but have still had an entertaining season and remain one of the best options in town for family fun. The Packers have high hopes this season with #12 back under center, and the Brewers have their sights set on the division and a playoff spot. With all we have going on, our quarterly meeting is as important as ever to keep improving our processes for continued success.

Featured Projects:

BJ's Lafayette Fuel Plaza, Elkhorn: High Rise Pylon Sign, Dimensional Letters, Burger King Signs and Awnings

Having developed a great relationship with US Oil through our work with them on past projects in the petroleum industry, they relied on our expertise when one of their sites required a large pylon sign. After a lot of work on permitting and testing sizes for best visibility, an 80' sign height was decided on with custom made 66" fuel price digits engineered by Blair. A sign this size required a large crane to set the poles in the massive concrete slab footing. Our service techs did an outstanding job with one of our biggest lifts ever, keeping safety first every step of the way. We were impressed with the foundation work done by Koenig Concrete, and have already worked with them on another high rise pylon sign for Golden Oil. We also forged new relationships on the secondary signs for this project with Cave Enterprises (Burger King signs) and Bachmann Construction (builder), both companies said they were happy with our work and would work with us again. The install for the Lafayette Fuel Plaza Gemini letters on the front of the building went smoothly thanks to a little extra work in sales getting the construction drawing from Bachmann and communicating that in design by specifying the double rail mount to fit the ribs in the building. Details like this can make the difference between a good project and a great one, and this was truly great work by everyone involved!



PODS, Appleton: Building Sign

The business owner for this project, Andrew, was not only excited about his new building, but about the visibility his new sign could have from Highway 41. Kacie communicated the location information to Marina, who used our letter height chart to make sure the sign could be read easily from the highway. After providing a couple options, Andrew decided to go with a fabricated aluminum cabinet with a flex



face, decorated with translucent vinyl graphics. After discussing with Andrew, we agreed the best location for the sign would be the southwest side of the building. The sign turned out great, and Andrew is happy that the sign can be seen by traffic in both directions on Hwy 41. This is a great example of how we can help businesses succeed by helping find the right size and location for a sign to give them the best visibility possible, nice work!

Upholstery Barn/Faulks Brothers, Waupaca: Wall Mural

TLC has worked with Faulks Brothers in the past on their billboards and on the exterior sign for their new building. They were also working with a friend of Sharon's, Julie Hansen of Upholstery Barn, on the interior design. We collaborated with Julie on the interior signs, including a dimensional logo and wall mural. The Faulks were looking for a map wall wrap featuring their service area, and photos highlighting their company history, all with an aged look to match the interior



paint color scheme. Finding the right colors was a challenge, but we worked closely with Julie and provided samples for her to take to the site to make sure we got the prints for the 9' H x 28'-6" W canvas wall wrap right the first time. The project also features 17 acrylic panels with the company history photos, mounted with standoffs. This project was over a year in development, was worked on by everyone in the design and production department as it evolved, and had several service techs work on the install. The Faulks were very happy with the results, the wall mural looks great and is a project we should all be proud of!



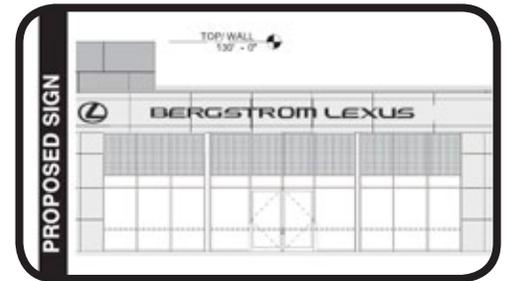
Upcoming Projects:

Daktronics: UWGB Kress Center

Over ten years ago we worked with Daktronics to install scoreboards and sound equipment at the UWGB Kress Center. This was Josh's 4th job with the service crew at TLC! UWGB has decided it is time to update the video displays, and has once again gone with the Daktronics. TLC will be doing the removal and install of the new video displays.

AGI Bergstrom Volvo and Lexus

Our relationship with AGI started with several locations for the Affinity/Ascension re-branding project. Sharon worked closely with Matthew and Christine at AGI, and they were very happy with the work we did on those projects. They rated us highly as a vendor, which led to more work, including these re-branding projects. Bergstrom Volvo and Lexus will feature one pylon and several building signs.



Clean, Safe, and Efficient:

Clean

Recycling and Trash This continues to be an area in need of improvement, so we made some additional signs to help everyone out with the process. The new lids for our recycling containers and "Rolly" (rolling waste container) are good reminders for us to "pitch in" and take personal responsibility for the items we put in these containers. The single stream recycling decals depict what you can and can't recycle, and the lids on the recycling containers are a reminder not to put trash in the recycling. The lid on Rolly is a reminder not to put any small trash or recycling in the container, and to break down boxes for recycling. Think about the person that will be emptying the container, would you want to do that job if the large container is filled with small trash?

Safe

Lasers, Hearing Loss Prevention Our safety topic this week is Lasers. As with many of our safety topics, training, process controls, and PPE can eliminate risk to your skin and eyes. We will also discuss causes for and prevention of hearing loss through our Live Well, Work Well program from Jackson Kahl Insurance.

Efficient

WSA Trick of the Trade We are proud to present the TLC Sign acting debut of Rob Bullock, look out Chris Hemsworth and Hugh Jackman! Rob, Josh, and Mitchell did a great job helping Dan with our 2018 WSA Trick of the Trade entry on Google Keep. We won the regional competition and look forward to presenting our entry among the other finalists at the WSA fall conference!



Employee News:

Birthdays:

Tom Jennerjahn - July 12th Bryan Cullen - September 15th Josh Pleshek - September 24th

Anniversaries:

Kacie Cullen (4 Years) - September 3rd Dan Lukaszewski (7 Years) - July 20th Julie Braun (7 Years) - August 3rd
Tom Cullen (19 Years) - August 23rd Marina Nikolov (1 Year) - July 7th



Announcements:

This quarter we welcome Drew Erickson, our new Operations Manager. Drew brings many years of sign industry experience to TLC, and we are thankful to have his expertise as part of our team! As we welcome Drew, we will also be saying goodbye to Judson Fisher. We thank Judson for his nearly two years of hard work at TLC, and wish him luck at his new position in North Carolina. We will miss his smiling face and award-winning beard, but we are thankful for the time we spent with him. The work he did will have a lasting impact.

TLC Sign featured in Sign Builder Illustrated

Our work on the pylon sign and new EMC at Quad Graphics was featured in the June issue of Sign Builder Illustrated! Tim was interviewed for the article and talked about the work we've done on the sign and how it has evolved since it was installed. It's great to have our work recognized by one of the top publications in the sign industry!

WSA Coolness Showcase

We are proud to announce that the Jackson Kahl pylon sign was announced as a finalist in the Freestanding Sign (100 sq. ft. or larger) category in the World Sign Associates annual Coolness competition. We should all be proud to have a sign chosen as a finalist, it is an honor to have one of our projects considered among the "best of the best" sign companies in North America.

TLC Donations

TLC continues to support our communities, from individual requests to large events. This quarter TLC has made contributions to the Waupaca Area Juvenile Diabetes golf outing, Lawrence University Athletics golf outing, Wisconsin Timber Rattlers golf outing, Paperfest, KSTOOC, among others. As we enter the 4th quarter, please keep in mind that while your \$200 must be donated to the organization(s) of your choice by the end of the year, they can be made at any time throughout the year. Please submit your donation requests to Lynn.



Quote of the Quarter:

"Clock building, not time telling." - Jim Collins

This quote comes from the book, "Built To Last" by Jim Collins, and is about the successful habits of visionary companies. "Imagine you met a remarkable person who could look at the sun or stars at any time of the day or night and state the exact time and date: "It's April 23, 1401, 2:36 a.m., and 12 seconds." This person would be an amazing time teller, and we'd probably revere that person for the ability to tell time. But wouldn't that person be even more amazing if, instead of telling the time, he or she *built a clock* that could tell the time forever, even after he or she was dead and gone?" As we continue to grow at TLC, keep in mind that we all have opportunities to be "clock builders".

Mission Statement:

Our mission at TLC Sign is to strive for excellence in every aptitude and continue our tradition of safety, honesty, and creativity to our customers, employees and community.