



A particularly special member of BMA was present at the California Sign Association's 50th Anniversary celebration: **Bill Moore**, founder of BMA, and co-founder and first president of CSA.

Although he hasn't been to the office in ages (*It's called "retirement". - Ed.*), we continue to feel Bill's presence daily in the way that we work, putting clients first and building lasting relationships with our nationwide network of sign installation associates.

HAPPY NEW YEAR!

Yes, one of our New Year's Resolutions is to keep our newsletter timely and up-to-date, so we're starting with this issue to inform you of all the "fireworks" of 2009!

CSA 50th Anniversary Convention & Annual Meeting

The biggest event of the year was the Convention and Annual Meeting of the California Sign Association, held at the Claremont Hotel and Resort in the Berkeley Hills. 2009 marked the 50th Anniversary of its founding and Bill Moore and Associates were well represented as **Skip Moore**, President of BMA and 2009 CSA President handed over his "other job" (CSA) duties to incoming president Steve Jones of the Young Electric Sign Company. Skip was both pleased and honored to have been president of CSA for its fiftieth year. Acknowledging the required effort of the position, he did say: "It's time to let someone else drive while I move to the back seat and rest."



Did we say BMA was represented? In 2008, before the year got started, a design by BMA coordinator **Tom Gaebler** was chosen to be the icon for the year-long 50th Anniversary commemoration. Then, in July, a design by BMA senior coordinator **Lia Lackey** was chosen for the cover of the membership directory. Lia and BMA coordinator **Rita Norman** also designed the "Old World, New World" table centerpieces — containing candles, traditional neon components and contemporary L.E.D. illumination — for the Gala dinner dance which closed the convention.

Although there were plenty of fun events — the dance, the golf tournament, visits to the King Tut exhibit in San Francisco and an evening at an Oakland A's baseball game — the CSA convention is so much more than a social event! Not only is there a board meeting covering Association interests and business, but also seminars and symposiums on running your business more effectively, increasing your sales, the problem of unlicensed contractors and other topics essential to both the sign industry as a whole and to the day-to-day operation of any sign company.



The convention is also a time for the changeover of officers and promotion of Directors Emeritus (those having served on the board for 20 years or more); the photo shows new and continuing emeriti (l to r): Roy Flahive, Ray Quiel, Kozy Boren, Bob Aran, Jeff Tanielian **Bill Moore** (Bill Moore & Associates), and Terry Long.

From leadership to realization, BMA was all over the convention!