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NEWS RELEASE
For Immediate Release

A “Newbie” in the Sign Biz® Century Club!

Nine Months of Labor for One New Star

September 30, 2009 (Woodinville, WA)-- Jeff Thomas, new owner of Crossroad Sign in Woodinville, WA took the old admonition to “hit the ground running” right to heart! First, he bought Sign Biz Member Les Lewis’s Crossroads Sign and Graphic in Marysville, WA, just as 2008 ended. Then, in March, he picked up his new shop, relocated it to Woodinville and changed its name to Crossroad Sign. Now, in September, he’s outdone himself with a sales volume in excess of \$101,000. Not bad for a month’s sales, and not bad for a newbie at all!

A sign industry newcomer, Thomas is not new to branding and promotions. He spent 25 years as an advertising executive and consultant, helping small businesses grow, before purchasing the Sign Biz Network company. His interest is in learning more about how to be profitable as a digital sign shop. He says, “The learning curve for us has been wrapping our arms around the sign-specific part of the business.”

“We hope for a better understanding of trends,” he added. “Not just what’s new from a technology standpoint, but what’s going to have the best value for our clients today.”

Thomas realized that last April’s International Sign Association Expo seemed like the perfect place to learn more about how to be profitable as a sign business because of the size and scope of both the exhibit hall and the educational offerings. “We spent a couple days on the show floor and then some time with the Sign Biz Network and just kind of jumped in head first,” Thomas said.

Acknowledging the accomplishments and performances of the latest Sign Biz Members to reach industry benchmarks for the first time is a long-standing tradition in the Sign Biz Network. Thomas will be inducted into their Century Club at the Sign Biz Network annual convention in Orlando next April, in recognition of having surpassed the \$100,000 mark in a single month.

About Sign Biz® Inc. 

Sign Biz, Inc. is founder of the world's largest international chain of non-franchised computer-aided sign companies, today known as imaging sign companies. The corporation was established in 1989 to guide entrepreneurs into the new field of digital visual communications, by educating, equipping, and supporting business owners in their chain of 180 independent sign businesses across the US and in 6 foreign markets.

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