

## Growth prompts move for Signs Plus Graphics On the Move

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Roger Hogstad always has had a creative side. In 2005, he decided to take advantage of it when he opened Signs Plus Graphics. Hogstad recently moved the business to a new and larger building at 300 S. Lyons Ave.

Question: What do you like about your job?

Answer: I like the variety of projects that we do and the creativity that we're able to put into the jobs. I've spent most of my adult life in the communications industry, and for several years I did graphic work on the side out of my basement. Even though I worked in a technical field, I always had a creative side, and I enjoyed doing graphic work. And then in 2005 I decided to jump in with both feet and open my business full time.

Q: How much larger is your new store?

A: We went from 3,200 square feet to 5,000 square feet.

Q: Why did you decide to expand in a down economy?

A: The main reason is because the jobs that we've been doing over the last couple years are getting larger and larger and we needed a larger facility. Like, for example, in the last month we've done in our new place a semi-trailer for Stan Houston Equipment. We did a bus for a church out of Sioux

City, Iowa, and we also did a mobile mammography truck for Avera. They were all pretty good-size vehicles that we wouldn't have been able to do in our old location.

Q: What's the most challenging sign you've ever had to do?

A: There's been several. We just had one job that we finished up last week at the Old Navy store in the mall. It was supposed to be an overnight project, a one-night project, and it turned into a five-night, overnight project. That's one that's on the top of the mind.

Q: What was that?

A: They did a total remodel of the store, and we installed all the new wall graphics and signage throughout the store. That was pretty tough on the guys because they had to be here at least part of the day to do our regular work and then work all night when the store was closed at Old Navy.

Q: Do you have a favorite restaurant you frequent in Sioux Falls?

A: Grille 26.

Q: Why is that?

A: We usually go there once or twice a week, and we've gotten to know the staff, and they're just very, very friendly, and the food is great, and we're kind of on a first-name basis with everybody there.

Q: Who are your role models in life?

A: I would say my father and grandfather. Growing

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up on the farm, I learned to work hard at a young age and learned that you can't stop at 5 if the job is not done. You need to work until the job is done. That's where my work ethic was installed in me. I could mention a couple bosses that I've had in the past that have mentored me later on in life. Rich Cutler was somebody that I learned a lot about business and how to run a business.

Q: What do you do for fun?

A: I enjoy golfing, enjoy motorcycling, and I enjoy cool cars.

Q: Do you collect cars?

A: A little bit. I've got a '55 Chevy that I restored. Then, I also have a '98 Corvette.

Q: How did you get involved in that?

A: From my father. He was always into cars and had old cars, and I just grew up working on cars.

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