

NEWS RELEASE
For Immediate Release

Sign Biz[®] Hires Two Additional Instructors

Specialized Knowledge Makes Sign Biz Curriculum a Stand-Out

Summer, 2009 (Dana Point, CA) Sign Biz, Inc., the nation's largest and most influential chain of royalty-free sign businesses continues to grow with the addition of two new Sign Technology Instructors to its team of talented professionals. The company has witnessed dramatic growth in the past; launching the first on-line sign buyers' resource site in 2001, expanding its education center in 2002, adding Top Sales Trainer Mary Silverstone in 2003, and this year, celebrating its 20th anniversary .

Continuing this trend of expansion, Sign Biz is pleased to announce the addition of Alicia Hanson and Luis Pena. Both bring considerable talent to the organization, a strong commitment to training, and a proven ability to quickly grasp ideas and effectively communicate concepts to others.

Alicia Hanson brings 15 years of industry experience to her role as Sign Technology Instructor. She has been involved in all aspects of the Sign Industry from opening her own sign shop, in 1994, then, successfully selling the business in 1998 to trade-show company Steelhead Productions, and segueing into the Creative Director role for a number of leading environmental graphic design firms on the West Coast. Her work has been featured in *Sign Business* and *SignCraft* magazines.

Hanson's training curriculum for Flexi and Adobe design programs, Sign Technology, Color Management, and Pricing helps members become true specialists. The course addresses issues, challenges, and initiatives that have been instrumental in business success and her thoughts on what qualities help shape future top performers in the signage industry.

Hanson brings to Sign Biz extensive knowledge of sign fabrication, internal organization and project management, and delivers more than an academic viewpoint. Presently an entrepreneur with her own environmental graphic design firm in Oceanside, CA, Hanson works on retail, entertainment, industrial, civic, corporate headquarters and campus projects.



Luis Pena brings considerable talent and experience to the Sign Biz Organization as well. He specializes in a host of sign industry services including printer and cutter operation and maintenance, installation services, and front-line design experience.

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Pena began his career in the sign industry more than thirteen years ago when he moved to California where he was hired by a national sign company based both in San Diego and Mexico. Later, one of the largest sign supply distribution companies in the country offered Luis a role as Account Manager for the Western Region, and when the economy experienced a downturn, he was laid off, at which time Sign Biz hired him.



Pena presents keen insight into the Sign Technology training and provides hands-on experiences with cutters, printers, and laminators for each new store owner. All new owners will be fully equipped to deal with any potential equipment issues as they grow their businesses because of his years of expertise within the sign industry. Pena is a fully certified Roland and HP Printer technician.

Married for 8 years, Pena and his wife say their *favorite* thing to do during their off hours is hang out with their boys. The whole family enjoys camping, and Luis and his two sons jump at every chance they get to go off road dirt biking together.

Alicia Hanson and Luis Pena bring a wealth of industry knowledge and a strong desire to teach and communicate. They are welcome additions to the ever growing Sign Biz team.

The Sign Biz Formal Training Program, in its 20th year as part of a certification in Sign Arts, is known for its thoroughness and its applicability to the small business environment today. Spearheaded by Sign Biz President Teresa M. Young, who was a computer-aided sign industry pioneer and business owner more than 20 years ago, the program is one of only a handful of its kind in the nation for the digital sign industry.

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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.

The Mission of the Sign Biz organization is "to provide an innovative and productive digital sign & graphics business model, the best education and equipment, and lifetime member services, to support entrepreneurship in the most successful network of full-service imaging sign companies worldwide."

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