

YESCOZETTE

A PUBLICATION FOR THE CUSTOMERS, FRIENDS AND EMPLOYEES OF YOUNG ELECTRIC SIGN COMPANY / SEPTEMBER 2003



Complex Multi-color
vs.
Simple Neon



Non-Illuminated
vs.
Illuminated



High
vs.
Low



C O N T R A S T



CONTRAST

: Form follows function, and YESCO specializes in creating effective forms for all the functions signs are asked to perform. Not surprisingly, our work reflects a variety of contrasting designs, materials, manufacturing techniques and installation methods. In this issue, we explore some of these contrasts.

Park Here!

When a city's residents complain that there's not enough public parking, what are you going to do? The Salt Lake City Corporation came up with an answer: place an easy-to-recognize sign on all public parking lots — even those that are privately owned. Designed by Chris Biersdorf design director of YESCO Salt Lake, this neon prototype does the trick. The city selected YESCO's design over several other entries. The sign stands about 4' high and uses 59' of neon in two colors.

Salt Lake City, Utah



complex multi-color : simple neon



Lehi, Utah

A Show in Itself.

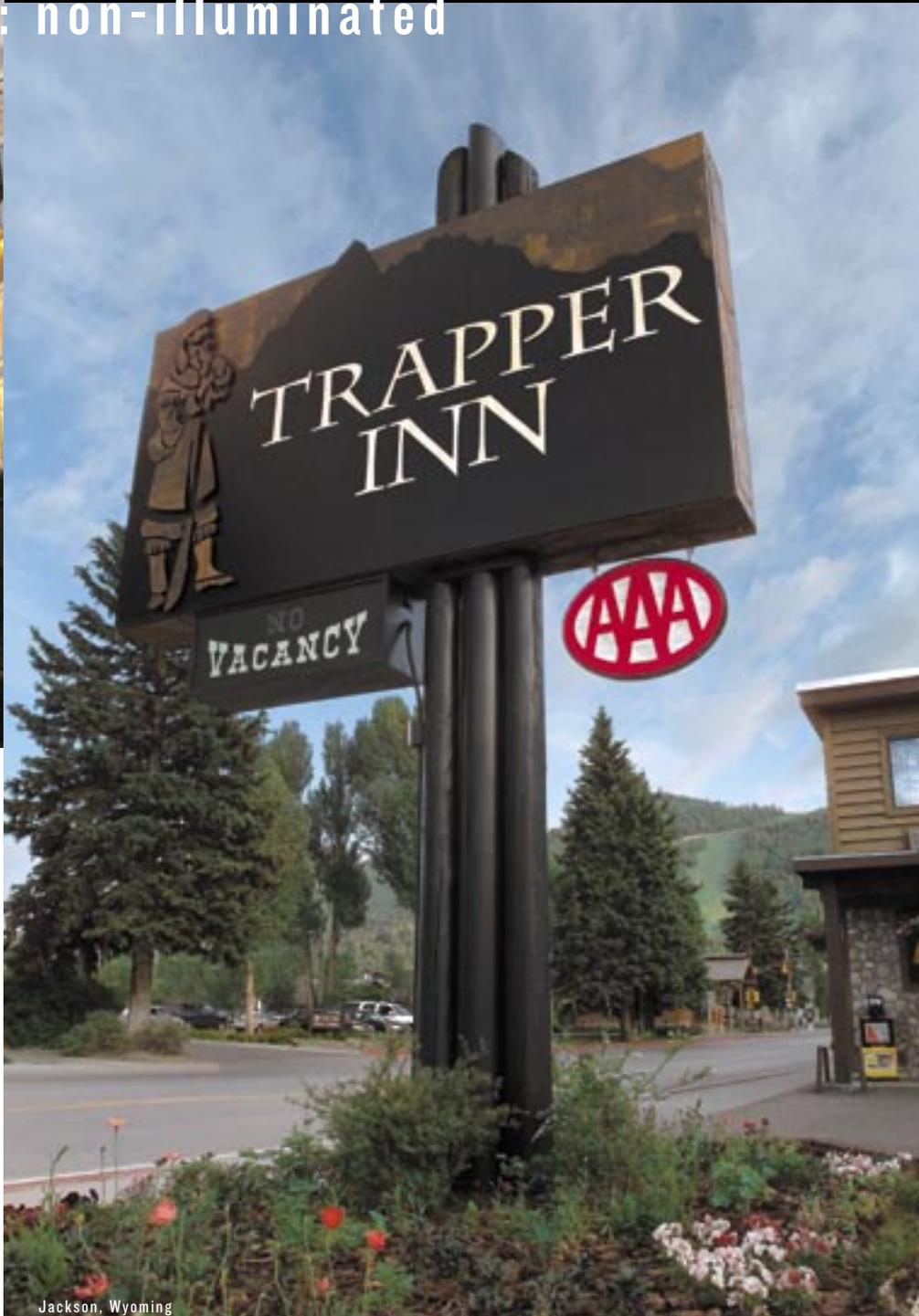
A grand theater deserves a grand marquee — especially if it's located on a busy thoroughfare in the western United States, Interstate-15 between Salt Lake City and Provo, Utah. Working closely with the Westates Theater Group and Thanksgiving Point, YESCO Salt Lake design director Chris Biersdorf designed this 40'-high spectacular for the Stadium 8 Theaters to take advantage of freeway visibility. Scintillating incandescent bulbs and almost 2,000' of neon in five different colors create a dazzling display of light, color and motion over marquee boards reminiscent of years gone by.



A Sign Worthy of a King... or a Caesar.

Commissioned by Park Place Entertainment to coincide with the renovation and expansion of its hallmark property, Caesars Palace, this 168'-high by 80'-wide YESCO spectacular is a tribute to the wedding of illumination and artistic design. The sign stands in front of the new, \$100 million Caesars Palace Coliseum entertainment venue on the Las Vegas "Strip," where it announces the Celine Dion show and other attractions of the hotel-casino resort. From its 250,000 pounds of structural support pipes to its 23-karat gold leaf embellishments, this sign is a fitting adornment for this world-famous palace.

illuminated : non-illuminated



A New Sign in the Old West.

Working within Jackson's highly restrictive sign ordinance and with the client's design input, YESCO created and installed a pole sign and a series of walkway panels for the rustic Trapper Inn. The pole sign is made of a surface-rusting steel panel with superimposed silhouettes of the Teton Mountains and a trapper made of routed aluminum. Each of the sign's three layers "float" about an inch off the next.

Jackson, Wyoming

Just Sports. Just Right.

Welcome to the world of sports!" That message comes through loud and clear, thanks to the sign and themed elements YESCO made for Just Sports in the Scottsdale Fashion Mall. The bats and balls are made of shaped foam that was hard-coated, sanded and painted — the indoor setting eliminated the need to use weather-resistant materials. Because these elements would be viewed up close, we went the extra mile to make them look authentic — right down to the rubber grips on the bats. YESCO is doing the same all-star work for several Just Sports stores throughout Arizona.



interior : exterior :

Doing It All.

Miller Weingarten, one of Colorado's largest developers, contracted with YESCO to provide pylon, monument, directory and custom street signs for Aurora City Place, a large new retail development. A long-time client, Miller Weingarten typically designs its retail centers to integrate aesthetically with the communities that surround them. The company relies on YESCO to help execute this concept by developing upscale signage programs for its centers. The signs are designed to make a visual impact from far and near.





Los Angeles, California

High-Altitude Visibility.

You can't miss it. And that's exactly what CCA/Samsung wanted when it hired YESCO to build and install a neon spectacular to crown a prominent downtown Los Angeles high-rise on the corner of busy Wilshire Boulevard and La Brea Avenue. As part of the rollout for the Samsung Digital[®] branding campaign, the sign rises 170' above the city's sidewalks and uses about two miles of neon as it wraps around all four sides of the building's top. The new landmark was designed to recall the look of the well-known Samsung sign in Times Square, New York. Assembling and installing the sign's 22'-high panels required a helicopter, rooftop crews, special permits and street closures. Consultant Winston & Company played a vital role as liaison for this project.

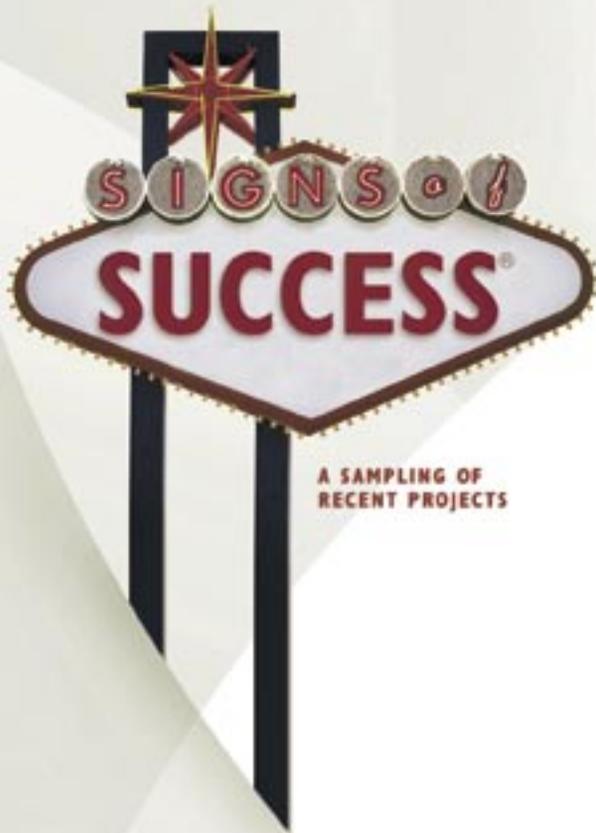
high : low



Kingman, Arizona

When YESCO began building signs for Safeway decades ago, "high tech" did not exist. But as the supermarket chain grew, YESCO used new technology to enhance the signs it created. This monument sign for Safeway's new fuel station in Kingman, for example, features YESCO-engineered LED fuel price changers, designed for the Safeway fuel program. Operators can effortlessly change prices from inside using a remote control. The diesel price changer panel is green for easy identification. Though high tech, the sign is low profile, standing just 8' off the ground, and was installed with a basic crane truck. "I love working with YESCO," said Katherine Kelekolio, Safeway Senior Store Designer, Phoenix Division. "Their LED product is superior to anything we've used before."

New Technology for a Longstanding Client.



NETWORK ASSOCIATES COLISEUM & OAKLAND-ALAMEDA COUNTY ARENA

Working with long-time client, Foster Interstate Media, and its architect, Ian Birchall and Associates, YESCO constructed three tower signs and three entrance gate signs for the Network Associates Coliseum & Oakland-Alameda County Arena. The complex is home to the Oakland A's, Oakland Raiders, Golden State Warriors, and is also used for concerts and other events. The tallest tower sign is over 123' high and is enhanced by YESCO LED technology. The three entrance gate signs feature tri-vision panels made of parallel 4"-wide triangular "barrels" that revolve to show three separate advertisements per panel. This venture has been featured in industry magazines as one of the top West Coast sign projects for design and advertising impact.



THE ONTARIO AUTO CENTER

► This full-color, high-resolution LED message center is considered leading edge even in pacesetting Southern California. Measuring 35'-wide by almost 11'-high, and equipped with video capabilities, the display gives the Ontario Auto Center Dealers Association advertising clout that can't be missed from the busy Interstate-15 freeway. YESCO Electronics created the message center for Electra Media, Inc. (EMI) — the signage specialist that renovated the existing sign. "We're thrilled with the sign," says association president, Jim Lamparter. "It's our spokesperson."



URBAN TRENDS

Something warm and inviting...something unique yet unpretentious, like the store itself. That's what the owner of Urban Trends Unique Home Furnishings wanted to see in his storefront sign. YESCO Reno's design director Bud Lawson met the challenge with flat cutout letters and an illuminated awning, both in an inviting color, plus gooseneck lamp fixtures positioned to achieve just the right after dark lighting effect. The client opted to lease the sign to reduce initial cash outlay.



CRANE CREEK

The owner of Crane Creek Market — Boise's new, high-end, specialty foods store — had an idea about what he wanted his market's signs to look like. YESCO designer, Matt Alsager, had an additional idea, which he presented to the client, who loved it. The Crane Creek logo now graces the storefront sign and interior aisle markers — even the market's grocery bags, shirts and screensavers. The exterior sign features a flex-face cabinet with opaque vinyl overlay that allows the white crane to illuminate.



TOM YOUNG JR. — A PASSION FOR FINDING THE BETTER WAY

It was the summer of '42 and the world was enmeshed in World War II. Tom Young Jr. told his father he wanted to earn some money. Early the following morning, this 47-year-old YESCO founder took his 14-year-old son to the shop and turned him over to an elderly gentleman, "Pop" Soper.

"Pop, here's Tom," he said. Then he turned to his son. "Here's a broom. Here's a dust pan. Start sweeping."

"Dad told Pop Soper to watch me to make sure I did a good job," recalls Tom Jr. "I was Pop's helper. I loved it. I guess I've always loved the smell of dust and dirt. There was a lot of cleaning up to do around the shop—cuttings of all kinds and plenty of dirt and muck because we kept all the trucks inside the big open area on the ground floor of our shop. They'd bring in a lot of dirt with them, and slush and snow in the winter."

That was over 60 years ago. Much has changed, but not everything.

"Trucks still bring in dirt and slush and we still have a lot of scraps to clean up," laughs Tom. "In a way, everything is pretty much the same except the scale of the business and the decimal points." He is being facetious, of course, admitting that technology has drastically changed everything.

"I did a lot of shop work," he remembers. "I've always been very mechanical. I love to work with my hands. I became quite proficient with jig saws, band saws, sanders and so on. Of course, almost everything has now been replaced by computers."

After he got married, Tom was made YESCO's purchasing agent. "It was a wonderful learning experience for me—to get into the grass roots and see what went into the making of signs," he says. "I would spend all the time I could observing the work in the shops, learning how signs were built and thinking, 'Why do they do it that way? I wonder if there's a better way?'"

"I've always been like that. My mother used to say, 'Why can't you be satisfied with things the way they are?' I don't know why, but I'm always looking for ways

to reinvent or to improve. It's my nature. I cannot leave things the way they are. I want to make them better."

By the time Tom's father fully turned over the reins of leadership to him in 1969, he had worked his way up through the ranks and knew virtually all the ropes, from shop work to installation, from purchasing to credit, from sales to servicing. His thirst to find better ways to do things was supported by rapid technological advances during the ensuing years and YESCO's capabilities skyrocketed. Tom is also known for finding new customers and opening up new markets, often through the acquisition of sign companies in different cities.

Tom retired as president of YESCO in 1988 when he and his wife, Dwan, accepted a three-year assignment to serve a church mission in Calgary, Canada. Their son, Michael, was elected company president. After Tom and Dwan returned from their mission, Tom became actively involved in YESCO once again, this time as chairman of the board—a position he continues to ably fill.

"I try to lend a hand and help wherever I can," he says. "I like to go around the shops and meet people and see the work they do. I love to see the signs go up. That's a great thrill, because I know what good signs do for an enterprise."

YESCO has survived many downturns in the national economy, including the current one, remaining strong and stable. What is the company's secret to corporate health and longevity?

"It's not any one single thing," reflects Tom, "but hard work is a huge factor. I was born one year after the Great Depression. I hear people in my age group say how bad that depression was. But at our house we did not celebrate the depression. My dad was one of the hardest-working people I ever knew. He would work and work and work and never get tired. Hard work has gotten YESCO through economic downturns. And it's certainly not just me. I'm surrounded by people who are guilty of the same 'disease'—hard, hard work."

"My dad used to say, 'I am only one spoke in a very large wheel.' I feel the same way. I just do my job.

People have said, 'Oh, so you're *the* Mr. Young. You own YESCO.' And I say, 'No, YESCO owns *me!*' It reminds me of a statement by Earl Nightengale, who said that it isn't so much when a person gets into the business, as when the business gets into him. That's what happened to me, and I've seen it happen to literally hundreds of people here at YESCO."

Tom's deep-seated career goals have been three-fold: first, to make YESCO the leader in the industry; second, to make YESCO an institution; and third, to make YESCO big enough, strong enough and diverse enough to provide a great place to work for his posterity and the posterities of the people who work with him.

He has succeeded.



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