

A publication  
for the Customers,  
Friends and Employees of  
Young Electric Sign Company

# YESCOZETTE



**SPECIAL SERVICE ISSUE**

**2001**  
ISSUE 1

**MASTERS  
OF LIGHT**





# MASTERS OF LIGHT

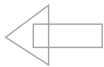
It would be easy to say that the people of YESCO's service departments fix broken signs. But that would be a vast understatement.

The fact is, our service technicians, sign patrol teams and service salespeople take their jobs much more seriously than that. They are not simply replacing flickering neon tubes or replacing bad motherboards. They are protecting the images of the businesses we serve. Every outage, every malfunction, every pinprick of black in a field of light is a threat to the well-being of the companies that depend on their signs' marketing and public image power.

Our service personnel maintain the specialized equipment, vehicles and parts inventories needed to take quick, decisive action. They keep themselves well trained in the latest technical skills and safety techniques in order to give our clients safe, professional service. They are proactive, going out on patrol — usually at night — to search with expert eyes for burned-out bulbs, quivering neon letters, half-lit pylon signs and security light outages. And when they find problems, they fix the signs that are on contract and offer to repair those that are not.

They are the masters of light — the vigilantes of electric signs. Because when the signs in their territories look good, so do our clients, and so do the communities in which we live and work. Everybody wins.





## JERRY TRAYLOR

Electrical Maintenance Supervisor

McCARRAN INTERNATIONAL AIRPORT, LAS VEGAS, NEVADA

“With an airport this size, I deal with a lot of different vendors and suppliers. I’ve found that YESCO’s service is incredible. They are also the quickest in responding to service requests or returning phone calls. Oftentimes I’ll call them up only to find out that their guys have already come out here and made the repairs. And their quality of workmanship is outstanding as well.”



## JACK DAVIS

Director of Construction, Environmental and Maintenance

JACKSON’S FOOD STORES, MERIDIAN, IDAHO

“It’s been good to work with YESCO’s service department. We have three large message centers on interstates that are on contract with YESCO. These signs are critical to our business. YESCO is very responsive whenever repairs are needed. The remainder of the maintenance YESCO does for us at our 74 stores is on a time and materials basis. They’re always prompt and efficient. We’re pretty conscientious about checking our lighting. We make a real effort to make sure everything is well lit for advertising and security purposes. But their night patrol catches problems we might miss. YESCO makes my job easier.”

# LOS ANGELES SERVICE TEAM



The team includes Robert Mountain, Matt Moreno, Tom Duclos, Bobbie Jo Wilkerson, Danny Ramirez, John Gregg and Eric Shaner.

## A Team Effort That’s Getting Championship Results

“What we’re doing here with service sales represents an exciting initiative for Young Electric Sign Company,” explains John Gregg, Service Sales Manager for YESCO Los Angeles. “It is getting great results.”

He is referring to the division’s emphasis on sign service and maintenance. Five days a week, two full time patrols (one in the Los Angeles area and the other in the San Diego area) search the streets for signs that need servicing—not just YESCO signs.

“People appreciate what we’re doing,” says John. “We’re helping them keep their locations looking 100% with minimal effort on their part. And they know if we tell them there’s a problem, they can take our word for it and count on us to get it taken care of.”

### SERVICE SPECIALISTS THROUGHOUT THE COMPANY



SPECIALISTS

Company-wide, 129 YESCO service personnel are dedicated to keeping our clients’ signs in top condition. These experts, who are committed solely to service and maintenance operations, are found in service departments throughout YESCO’s extensive network of divisions and branches.

129  
SERVICE  
PERSONNEL



## HANS VOLK

General Manager

APPLEBEE'S GRILL, LAYTON, UTAH



“YESCO's service people are always on top of things. They maintain all of our neon lights and parking lot lights. Their response time is good. When there's a problem, they usually get out and get it fixed within a day or two. And they always let me know ahead of time what has to be done and how much it's going to cost. They're also very good about letting me know if a part is still under warranty. When the crew comes out, if I've missed something that needs to be fixed, they let me know right then so they can take care of it on the spot, rather than having to come out again and charge me for another trip. Another thing I like about YESCO is that everybody's cordial — the receptionist who answers the phones, the service people — everybody.”



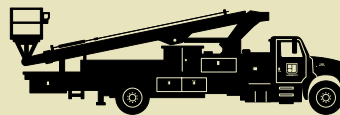
### YESCO SERVICE FLEET



#### PICKUP TRUCKS

We use pickup trucks for a variety of service-oriented tasks, ranging from night patrol transportation to hauling parts to service sites. They are also handy for getting crews and equipment to jobs where we don't need special equipment beyond step and extension ladders.

**150**  
NUMBER  
IN FLEET



#### CRANE TRUCKS

These trucks feature cranes for lifting heavy components or signs into place. Importantly, they also lift people to work on signs when we have to go higher than our other trucks can take us — as high as 160', depending on the project.

**103**  
NUMBER  
IN FLEET





Joe Provost takes charge of service sales for YESCO's Denver division.

## Making New Friends, Creating New Clients

In YESCO's Denver division, the night patrol reports go to Joe Provost, service sales executive. These reports identify signs that need servicing. If the signs are on maintenance contracts, he sees to it that they are fixed quickly. If they are not, he contacts the people in charge, informs them of the problems, and offers to fix them.

Joe enjoys meeting these potential new clients face-to-face. "Telephone calls are fine," he says, "but I get a better reaction when I grab my business cards and go out and meet people."

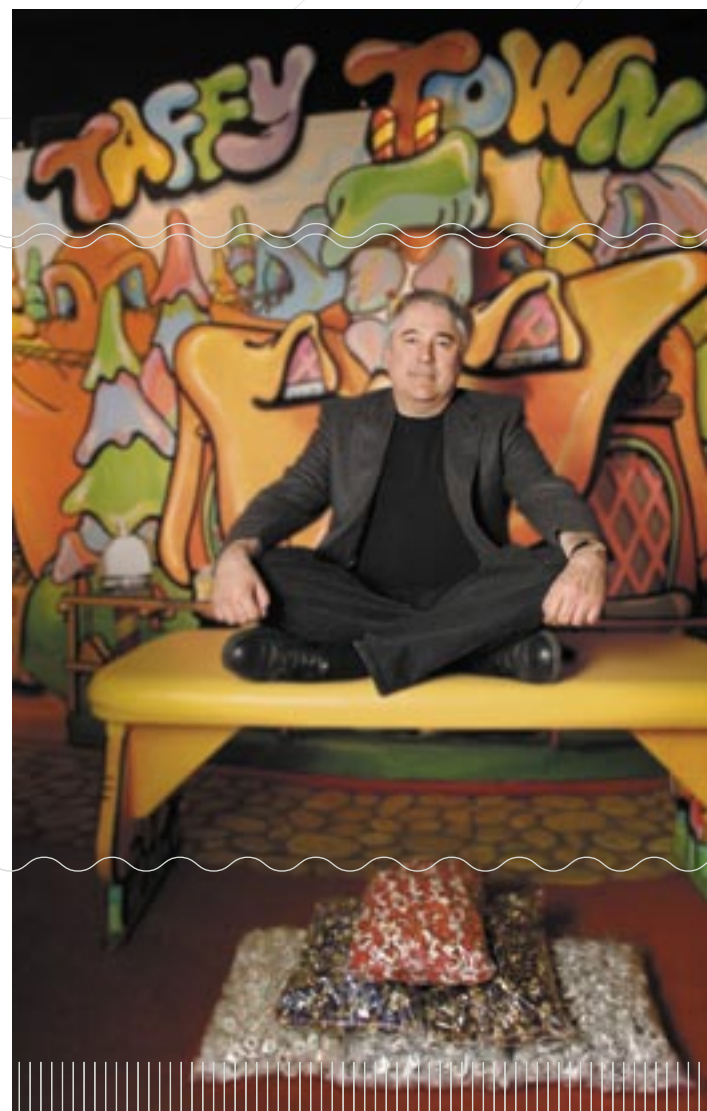
## SERVICE SALES

### DAVE GLADE

President

GLADE'S TAFFY TOWN, SALT LAKE CITY, UTAH

“The sign we lease from YESCO is very important to our marketing effort. It has become a landmark. So if it isn't looking good, it hurts our business. YESCO has a night patrol that looks out for the sign. Whenever there's a burned-out neon tube or anything that needs attention, they get right on it. I don't ever have to call them. They just do it and the sign always looks nice. That's my definition of good service. The people at YESCO are very nice to work with. They seem to be well organized and have it down to a science. I suppose they've been in business long enough to have the bugs worked out.”

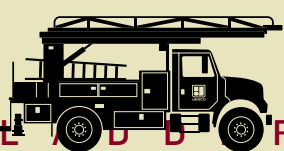


### TODD ROTHFUSS

Senior Engineering Supervisor

HARRAH'S HOTEL CASINO, RENO, NEVADA

“The giant LED sign YESCO built for us is very important. It's like a huge advertisement that people see as they come and go. So, it's crucial to have the sign in good shape. That's why we have it on a service contract with YESCO. When I call, they're usually here to take care of the problem within a day. And they often find problems in the sign before we do. They check it at night. It's nice to have another set of eyes looking out for us. I don't have to worry about it anymore. YESCO's service people are neat. They clean up after themselves. We once tried another outfit and found out that was the wrong way to go. We went right back to YESCO.”



## LADDER TRUCKS

Similar to fire trucks, these vehicles feature ladders that rise, rotate and telescope, lifting us to heights of just over 70', depending on the equipment used. Not only are they perfect for lifting higher than the typical bucket truck, but they're also great for reaching over obstacles such as awnings and entryways.

**46**  
NUMBER  
IN FLEET



## BUCKET TRUCKS

These versatile units can often get us into places ladder trucks can't. There are many varieties of bucket trucks, but most of them feature a jointed, telescoping "arm" with a bucket mounted on top, providing a vertical reach of about 40'. We commonly use these to service signs in strip malls, pole signs and parking lot lighting.

**08**  
NUMBER  
IN FLEET





# signs OF Success

## SCOTTSDALE BRIDGE ENHANCEMENT

► When the Scottsdale Museum of Contemporary Art commissioned YESCO Phoenix to showcase Erik Gonzales' art on the Osborne Street Pedestrian Bridge in Scottsdale, Arizona, the stage was set for a unique, collaborative effort. The bridge enhancement features tempered glass panels, cabinets with non-visible fasteners and internal illumination with lighted fluorescent diffusers.



## MILE HIGH CENTER CLOCK

► YESCO Denver has created a new landmark in downtown Denver. This four-sided urban sculpture embellishes the plaza in front of the Mile High Center – a well-known Denver office tower. The sign serves as a tenant directory as well as a timepiece, and stands as a classic example of how art can enhance signage.





### ICEBERG DRIVE INN™

▲ The legendary Iceberg Drive Inn™ looked to YESCO Ogden when it began to franchise locations. The first franchise sports signage that features open-channel neon letters creating a 1950s look. Neon borders surround the building. An eye-catching structure over the main entrance features wrap-around letters on a raceway.



### PETERSON AUTOPLEX

▲ Auto dealer Mark Peterson wanted a sign that would get attention and reflect the quality image of his Boise dealership. YESCO Boise created a retro-style pylon sign featuring metallic silver paint over aluminum, pan channel letters with blue acrylic plastic faces and halo illumination around the sign’s perimeter edges.



### UNLV THOMAS & MACK CENTER

▲ International Game Technology (IGT) commissioned YESCO Las Vegas to create this 50’ high pylon sign for the Thomas & Mack Center, then donated it to University of Las Vegas, Nevada. It features an LED electronic message center over an illuminated tri-vision marketing display, with an oval cabinet that displays the Thomas & Mack and Cox Pavilion logos. The sand-coat finished sheet metal cabinets were painted to match the adjacent stone wall fountain.

### WELLS FARGO BANK

▼ YESCO Reno has had the opportunity to serve Wells Fargo Bank since the institution came to Northern Nevada in the mid 1990s. So, we were pleased when the bank called on us during two recent conversion projects to install new signage on the Norwest and First Security offices. The projects included everything from 24-carat gold leaf lettering on glass doors and windows to 8’ neon lighted letters on the sides of high-rise buildings.







Members of YESCO Ogden Service Team (left to right): Scott Williams, Reo Prater, Jared Cook, and Brian Gunderson.

## YESCO Ogden Service Team

“We get a lot of very positive feedback from our clients,” says Dan Taylor, YESCO Ogden sales manager. “They really like our service team members – not only what they do for them, but they like the people themselves.”

According to Dale Nye, Ogden’s service/install supervisor, experience makes a difference. “We have the experience to give our clients the service they deserve,” he says. “We have people who have been doing this for 10, 20, even 30 years and are very good at what they do.”

“Service is more than changing out light bulbs,” explains Caroline Irwin, service coordinator for the Ogden team. “Our sign patrols watch our clients’ signs with the goal of fixing any problems that arise even before the clients notice them. We also track recurring problems to better anticipate solutions. And we exchange ideas with service departments in other YESCO divisions to constantly improve our procedures and performance.”

## YESCO Las Vegas Wins T-Shirt Design Competition

Anyone who tuned in to Fox 5 TV’s *AM Southern Nevada* last may 16th saw five members of YESCO Las Vegas team sporting an award winning T-shirt.

The shirt was the winner of the 2001 Corporate Challenge’s T-shirt design contest. Sponsored by the Las Vegas Parks And Recreation Department, the annual Corporate Challenge gives companies throughout the greater Las Vegas/Henderson area the opportunity to compete against each other in dozens of events.

According to the judges, the shirt was a shoe-in for top honors. Adolfo Gonzalez designed it, basing his artistry on ideas from other Las Vegas employees.

The YESCO guests on *AM Southern Nevada* also wore medals awarded during the competition. In all, over 60 participants from YESCO garnered 25 medals.



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