

JOB DESCRIPTION
International Sign Association Board of Directors and Steering Committees
For Terms Beginning January 2023

The ISA Board is seeking board and leadership candidates who are representative of the sign, graphics, and visual communications industry, and who reflect a diversity of age, viewpoint, gender, ethnicity, geography, and industry expertise.

Nominations are being solicited for various leadership positions on the ISA Board, as well as three Steering Committees representing custom/local sign companies, national sign companies, and suppliers/distributors.

Time and resource commitment: Individuals elected to a leadership role are expected to participate in, and be prepared for, ISA meetings. At a minimum, leadership service involves the following time and resource commitments:

- Board members are expected to attend four (4) in-person Board meetings per year, generally a 2-3-day commitment, depending on location. Occasional virtual meetings may also be convened if needed. Board members are elected for one 3-year term, up to a maximum of two terms. Board members also may be called upon to serve on committee(s) or task force(s) as needed.
- Steering Committee members are expected to attend one (1) in-person Leadership Congress event per year, typically in late January or early February, generally a 2-3-day commitment, and one or two virtual meetings per year. Steering Committee members are elected for one 2-year term, up to a maximum of two terms. Steering Committee members also may be called upon to serve on committee(s) or task force(s) as needed.
- All Board and Steering Committee members are expected to regularly contribute financially to the Sign Research Foundation, ISA's charitable research arm.
- ISA may reimburse elected leaders for a portion of travel expenses associated with official Board and Steering Committee meetings.

Desired attributes: Individuals involved in ISA leadership should exhibit most of the following characteristics:

- *Industry knowledge:* A broad understanding of the full scope of the sign, graphics, and visual communications industry, as well as insights into the technological innovations driving the industry.
- *Industry passion:* A resolute commitment to industry service and being an "evangelist" for ISA.
- *Future focused:* A demonstrated desire to advance ISA and a willingness to speak up and serve in whatever capacity is needed to further ISA's best interests.
- *Strategic change agent:* An ability to think outside one's individual experiences and seek a larger, more global, perspective.
- *Inquisitive listener:* An innate desire to learn, ask provocative questions and listen intently to differing points of view.
- *Open mindedness:* A willingness to consider and understand wide-ranging diverse individuals, interests, and backgrounds.

Elected leaders, according to policy and legal requirements, must:

- Be a current ISA member in good standing.
- Comply with all applicable federal and state laws pertaining to leadership service and be faithful to the mission of ISA.
- Support the mission and strategic plans of the Association and promote a positive public image of the Association and its Foundation.
- Follow and comply with Board-approved policies (i.e., anti-trust, travel reimbursement, harassment, conflict of interest, confidentiality, spokespersons, etc.).