

Signview News

Sekula Donates Sign To State Theatre

History of the Theatre

In 1938, the heyday of motion pictures, the State Theatre was constructed for Warner Bros. by the Centre Theatre Corporation of State College. The purpose of the theatre was to provide preliminary test viewings of films before they were released to larger areas such as New York, Philadelphia and Pittsburgh.

By the late 1970's, the theatre had been "chopped up" into a twinplex and had sadly become a mere shadow of itself from its original glory. Then in 2001, the theatre was closed completely.



Great Act of Generosity

Not wanting to see a piece of State College history lost, Sidney Friedman, area businessman and owner of the theatre, graciously decided to donate the State Theatre and its property to the community of State College. Mr. Friedman's only stipulation was that a community group of volunteers come forward with the willingness to restore the old theatre. Under the direction of Mike Negra, then president of Mike's Videos, the group began to put together a plan to transform the theatre into a community-owned, non-profit multipurpose performing arts center.

Following a tremendous fundraising effort and the outpouring support from local businesses and community, the project was underway. The architectural firm of Dijk, Westlake, Reed and Leskosky, along with interior designer, Shirley Palermo, began the painstaking effort to recapture the original design, in both the interior and exterior of the theatre. Amazingly, the team was able to locate the manufacturer of the original carpet. To their amazement, the carpet mill still produced the same carpet as was used in 1938. Under Shirley Palermo's direction, the interior design of the entire theatre grew from there and was based on the original color scheme.

Attention Turns To Sign

When focus turned to the exterior of the theatre, the sign was one of the first considerations. The original sign consisted of open faced channel letters illuminated with red neon encased in a metal cabinet. With the initial desire to bring the old sign back to life, the group agreed to bring in an expert to determine what needed to be done. "After working with Sekula Sign Corporation for nearly 20 years, I quickly called Paul Sekula when our attention turned to the sign," stated Mike Negra. Unfortunately, it was determined that the old sign could not be brought up to the standards required by modern electrical codes. A new sign was the only option. "Paul immediately saw the benefit of the theatre to the community. He just jumped in and agreed to donate a new sign", said Mike, "He shared the community's vision and because Sekula Sign Corporation has done so much business in State College area, he saw this as a way of giving back."



The new sign was designed and constructed based on the original sign. Color changes were made at the suggestion of Shirley Palermo to better coordinate with the exterior color scheme. Shirley stated, "Sekula Sign Corporation was extremely accommodating and sensitive to the integrity of the project. Paul was very eager to enhance the history of the sign and produced the exact letter style of the old sign". With all the specifications in place, production of the new sign was started. The new design consists of an aluminum cabinet that houses the open faced channel letters, and like the original sign, the letters are illuminated with neon.

(Continued on Page 3)

Signs 101

Unless you're in the sign business, it would be hard to know all the different types of signs there are and what they're best used for.

In this section of each newsletter, we will highlight a particular type of sign, give a basic description of how it works and offer examples of what situation it will perform at its highest potential. At Sekula Sign Corporation, we believe armed with a little "sign smarts", you will be more likely to make the best decision when it comes to your signage.

Message Centers

Message centers are probably the most effective form of advertising being used today. They are not only a highly efficient way to reach a large volume of people but they are also extremely economical to operate.



What Makes Them So Effective?

A message center offers a unique way to capture the attention of your community. It allows you to communicate more freely with your passers-by at any particular time of day by changing the message and graphic of your sign to match the profile on the street. For example, you can develop a message to target the people passing by through the week on their way back and forth to work each day. But you may want an entirely different message for the weekend traveler. Giving you the freedom to strategically target your market is one of the reasons a message center is such a powerful marketing tool.



In addition, message centers are the only method of advertising that will work for you 24 hours a day, seven days a week, and 365 days a year.

What Makes Them So Economical To Operate?

The type of message centers that uses LED (Light Emitting Diode) uses 90% less electricity than other signs. How? An LED, unlike incandescent bulbs, does not use a filament where a conductor is heated and light is created. For this reason, LEDs use less electricity and will illuminate brighter.

Where Are Message Centers Best Used?

Message Centers are used by a wide variety of business including banks, retail stores, colleges, car dealers and even churches. Basically anyone wanting to increase traffic and ultimately sales, have realized the benefit of message centers. Studies have proven the effect message centers have on a business's bottom line. For more info, please log onto <http://www.sba.gov/starting/signage/text/emc.html> or call Sekula Sign Corporation at 1-800-598-4013.

How Can Additional Signage Affect Your Bottom Line?

In 1995, the California Electric Sign Association (CESA) and the International Sign Association (ISA) commissioned a major study of on-premise signage performance by the University of San Diego.

The results of the study indicated that the number of signs at a particular site has a significant and positive impact on both the annual sales revenues and number of annual customer transactions. For example, from the results of the study, the researchers were able to predict:

On average, one additional on-premise sign resulted in an increase in annual sales revenues of 4.75%. This translates to a \$23,750 increase in average sales revenues for a typical store in the study group with annual sales of \$500,000.

On average, one additional on-premise sign increased the annual number of transactions by 3.93%. This translates into more than 3,900 additional transactions for a store with an annual average of 100,000 transactions.

On average, one additional 36-square-foot wall sign added \$0.06 per transaction, while one additional 144-square-foot pole sign added \$0.78 per transaction.

— U.S. Small Business Administration
<http://www.sba.gov/starting/signage/>

Sign Humor



What a sense of humor this Sekula Sign Corporation customer has! Balfurd Cleaners has locations in State College and Tipton, PA.

Inside Sekula Sign Corporation

What Makes Sekula's Spray Department Unique?

The spray department at Sekula Sign Corporation is continually updated with improvements to maintain the state of the art operation that is currently in place.

Better Finishes

The Heated/Filtered Air Make Up System cleans and warms incoming air. This process ensures a dust-free finishes on each product sprayed. In addition, this system provides a more accurate dry time.

Environmentally Safe

The unique design of the spray booth has been designed with environmental safety issues in mind. The advanced filtration and exhaust system filters out any paint and fumes from the air before allowing it to be released to the outside. This prevents toxins from being released into the environment.

Computerized Mixing Station

Sekula recognizes how vital it is that paint colors be exact. That's why a fully computerized system to mix and match all paint has been installed. Once an exact color is achieved, the formula information is saved in the system in the event that any particular color is required again.

What This Means To You, The Customer...

The sophistication of the spray department not only ensures that finish of your sign or pole cover is as close to perfect as possible, it also promises exact color matches for logos, company colors, etc. Additionally, the consistency of the work is more reliable due to this process. All the while insuring that environmental concerns remain a priority.



A Special Thank You To Our Loyal Customers



Wolf Furniture has been a long-time customer of Sekula Sign Corporation. They have been in business since 1902 and have 9 beautiful locations in Pennsylvania and Maryland. They have utilized SSC for a variety of signs including pylon signs, aluminum channel letters, neon and canopy signage.

"Signage is an important part of the image that our facilities project to the public. We have been satisfied clients for almost 20 years", says Wolf Furniture President, Douglas Wolf. "Their (SSC) signs look good and provide superior service at a fair price".

Continued... Sekula Donates Sign to State Theatre



The new sign was installed on the exterior of the State Theatre on Friday, September 15th, 2006

Opening Night

Opening night of the theatre is scheduled for Thursday, December 14th. Pianist Mike Reid, a Grammy Award winner and All-American Penn State football player from the 1960's is scheduled to perform.

To purchase tickets or to donate to the on-going efforts to maintain the theatre, please log onto www.thestatetheatre.org or call the theatre at 814-238-5512.

A Note From Our President...

Dear Readers,

Many of you in the past have been recipients of our newsletter "Sign Language". Since then, Sekula Sign Corporation has grown and experienced many changes. Because of these changes, we've decided to revamp our publication with a new layout and even a new name.



In Signview News we will be offering you insight on why signage is important for any business, what type of signage is available and how all of this affects you, the customer.

If there is any topic you'd like covered, or something you'd like to see in our newsletter, please let me know. We strive to make this publication not only informative but entertaining as well.

So welcome to the first edition and I hope you enjoy this introductory issue of Signview News.

Sincerely,

Paul Sekula

President

Phone: 1-800-598-4013

email: paul@sekulasigns.com

 **SEKULA SIGN**
corporation
811 South Brady Street
DuBois, PA 15801

PRESORTED
STANDARD
U.S. POSTAGE
PAID
DUBOIS, PA 15801
PERMIT NO. 229