



## **KEY PERSONNEL**

Star Signs, LLC builds a team to manage and complete every signage and graphics project it undertakes. Each project team brings together individuals with proven experience in each applicable phase of custom signage and environmental graphics fabrication and installation.

The Star team has been serving national and regional accounts for many years and we are organized to handle the most challenging custom signage and environmental graphics projects as well as the more straight forward projects typical to our industry. We constantly strive to provide excellent customer service and on-time installation.

### **Senior Management:**

#### ***Bob Terry***

President & CEO

- 20+ years senior/executive management experience with Farmland Industries, Inc and KC Southern
- Purchased Assets of Star Signs & Graphics, Inc. and founded Star Signs, LLC in May, 2007

#### ***Bob Underwood***

Vice President / Pre-Production

- 30+ years executive and operational experience in sign industry
- Responsible for estimating, design and production

#### ***Neal Knight***

Production/Operations Manager

- Responsible for material procurement, production scheduling, quality control, and supervision of all production and installation personnel

#### ***Shelley Rosdahl***

Vice President / Sales & Marketing

- 20+ years experience in sign industry
- 16 years experience in architectural and environmental graphics project management and handling of national accounts

### **Project Management:**

Each project is managed by an experienced project manager who works closely with our customer and customer representatives to ensure that our design, fabrication and installation work fulfills the expectations of our customer.

#### ***Shelley Rosdahl*** – 22 years in the sign industry

Vice President/Sales

Representative Projects:

- JE Dunn Construction Corporate Offices, Kansas City, MO
- Kauffman Stadium, Kansas City Royals, Kansas City, MO
- Town Pavilion Office Building, Kansas City, MO
- KU Medical Center Westwood Campus, Kansas City, MO
- Boulevard Brewing, Kansas City, MO
- The Nelson-Atkins Museum of Art, Kansas City, MO
- IRS Processing Facility, Kansas City, MO
- Kansas Speedway, Kansas City, KS

#### ***Jeanna Stoll*** - 12 years in sales, 28 years in the graphics industry

Senior Sales Manager

Representative Projects:

- Great Rivers Greenway, St. Louis, MO
- Invesco Corporate Headquarters, Atlanta, GA
- JQH Arena, Missouri State University, Springfield, MO
- Metro, St. Louis, MO
- Southern Illinois University – Carbondale, Basketball Arena, Football Stadium and Athletic Building, Carbondale, IL
- Isle of Capri, Boonville, MO
- Louisiana State University, Baton Rouge, LA

#### ***Michael Schmidt*** – 18 years in sales, 23 years in the sign industry

Account Executive

Representative Projects:

- Atchison Replacement Hospital, Atchison, KS
- Children's Mercy Hospital, Kansas City, MO
- People's Bank, Lawrence, KS & Kansas City, KS
- Village of Seville, Kansas City, KS
- Cleveland Chiropractic College, Overland Park, KS

#### ***Tara Bonin*** – 4 years project management

Project Manager

Representative Projects:

- Intrust Bank Arena, Wichita, KS
- Arrowhead Stadium Renovations, Kansas City, MO
- Boone Pickens Stadium & Athletic Facility, Stillwater, OK
- JQH Arena, Missouri State University, Springfield, MO
- Invesco Corporate Headquarters, Atlanta, GA

**Jim Lyle** – 14 years in the sign industry

Project Manager

Representative Projects:

- Boone Hospital, Columbia, MO
- Regions Bank Conversion, Columbia, MO
- First Bank Midwest, Columbia, MO
- Bob McCosh Chevrolet, Columbia, MO
- City of Vandalia, MO

### **Graphic Design:**

Our environmental graphic designers are uniquely qualified and specialize in graphic design and the incorporation of graphics into a working sign system. They have extensive experience in selecting the optimal typography, materials and colors to be used, and in planning the specific fabrication, mounting and installation techniques needed for each particular custom signage and graphics product.

Our designers are experienced with Adobe Illustrator, Adobe Photoshop, Google SketchUp and Alibre Design among other programs in both Windows and Macintosh platforms. Their experience also includes scanning, digital photography, and raster-to-vector conversion.

**Jeff Hull** - 13 years technical & industrial CAD design

### **Production Management:**

Our production management team manages an average of 60 – 80 projects in production at any given time. They work closely with our project managers to ensure that fabrication and installation are accomplished in a timely and professional manner. The five member team has 55 years of combined production management experience.

### **Fabrication:**

Star Signs' fabrication team consists of talented craftsmen/women with extensive experience in fabricating custom signage and graphics.

### **Installation Expertise:**

Our four person installation team has 55 years of sign installation expertise.