



## THE STAR SIGNS TEAM

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 signage projects typical to our industry. We constantly strive to provide excellent customer service and on-time installation.

### Senior Management

---

#### **Bob Terry**

President & CEO

- ◆ 30+ years of 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
- ◆ Doctorate of Law, University of Missouri

#### **Bob Underwood**

Vice President / Pre-Production

- ◆ 40+ years of executive and operational experience in the sign industry
- ◆ Responsible for estimating, design, and production consult
- ◆ Bachelor of Architecture, University of Kansas

#### **Shelley Rosdahl**

Vice President / Sales & Marketing

- ◆ 30+ years experience in the sign industry
- ◆ 25 years experience in architectural and environmental graphics project management and handling of national accounts
- ◆ Bachelor of Interior Design, Kansas State University

### 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**

*Vice President / Sales & Marketing*

- ◆ 30+ years in signage sales & project management

#### **Jeanna Stoll**

*Regional Sales Manager*

- ◆ 19 years in signage sales & project management
- ◆ 30+ years in the sign and graphics industry

#### **Jim Lyle**

*Sales / Project Manager*

- ◆ 23+ years in the sign and graphics industry

#### **Ron Bowen**

*Project Manager*

- ◆ 40+ years in the sign & graphics industry

#### **Mark Nelson**

*Project Manager*

- ◆ 10+ years in project management in the construction industry

***Excellence in Environmental Graphics***



## THE STAR SIGNS TEAM—Continued

### 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 three member team has 30+ years of combined production management experience.

#### Neal Knight

*Vice President Production*

- ◆ 12+ years experience in the signage industry

#### Ashley Floersch

*Pre-Production & Installation Coordinator*

- ◆ 10+ years experience in the signage industry

### Graphic Design

---

Our environmental graphic designers are uniquely qualified and specialize in graphic design and incorporation of graphics into working sign systems. 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, 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.

### Fabrication

---

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

### Installation

---

Our four-person installation team has 60 years of combined sign installation expertise. Their skills not only include interior and exterior signage and graphic installation, but also welding, electrical, concrete finishing, and exceptional customer service.

### Office Administration

---

Our three-person office administration team consists of experienced and seasoned financial, accounting, and office administration personnel.

*Excellence in Environmental Graphics*