



Member of the Month Joanne Conrad



I was returning from AASHTO in Portland, OR when I got a voice mail that ended in....."you know the routine". It was Sharon Earl asking for an autobiography for a nomination as IMSA Member of the Month. I am honored so here goes.

I entered the world of "Traffic" in a very unusual way. I was working for a radio station in Fernandina Beach Florida covering special events, tennis, football drafts, etc, the voice of a morning auction show, commercials, sales, a do it all kind of gal. After all it was an AM station.

One day I received a call asking to stop by a local company to interview for a position? Being adventure-some I said ok. They hired me. They said they liked my voice. Who knew what it would lead to?

On my first day on the job I was introduced to Traffic Signs 101. I was thinking to myself a sign is a sign. Boy was I wrong. That was how I got into traffic and after a few years attended my very first IMSA Conference on lovely Jekyll Island Georgia. I can remember registering and meeting Glen Bollinger and his family for the 1st time.

Then fate struck. I was going to have to leave my job

& relocate to Virginia. Two very nice gentlemen from Wisconsin, Rick Bergholz and John Kugel, traveled to Florida in November to interview me and that is how I came to TAPCO.

My position at TAPCO is the Manager of the Digital Division. My time is spent marketing the Digital Division products and working with a very good group of techs who are responsible for training sign shop personnel the art of generating traffic signs using the TAPCO-TIPS Traffic System. This is a very important part of how my relationship with IMSA grew. We are educating traffic techs, the correct way per MUTCD and SHS guidelines, how to produce a legal traffic control device. I am also working closely with a programmer writing a Sign Inventory Program that will assist a government agency in keeping track of all aspects of their signs, including for 2007 the new reflectivity readings. My job would never get done without the support of the people in the home office.

I am proud to represent TAPCO at major conferences and trade shows. I man the booth at IMSA, of course, APWA, ATTSA, NACE, ASHE, ITE, AASHTO and others. I work with Jan Siedler on the IMSA membership committee, am a member of the ATSSA Sign

Committee, Sub Committee Chair on "Signage on Private Property" and Task Force 13 (AASHTO / ARTBA / AGC). I love the conferences. This is the most enjoyable part of my job because I get to see all my old friends and make new ones and put a name to a face. I have made so many good friends at IMSA.

My goal for 2007 is to assist Jan with the Membership Committee and to have a number of new and current members in Louisville for the International. I am also looking forward to assisting in some small way with the Mid Atlantic and Southeast Section meetings.

How I got into traffic has a lot to do with my husband Ed, who many of you know. He has been a world of support to me in my job. And if he didn't have to relocate with his job I would not be where I am today. On the airplane flying over the Rockies I was looking down at the snow on the mountain tops and commenting on the beauty and he said to me "I admire the youthful enthusiasm you have.....". And I do get excited and enthused by all the new challenges and travel my job brings and by life in general!

On a personal note we have 3 wonderful married daughters no grandchildren yet. In my spare time I enjoy

cooking, camping in a tent, fishing, walking and bicycling, the Steelers and the Seminoles, music, going on day trips and spending time with my kids and my special best friend, Ed.

I want to thank the entire IMSA organization for the Sustaining Member 2006 award, being nominated for Member of the Month and for all you have done for me both professionally and personally. I also want to say that IMSA Certification Programs are so important to us all. I want to thank the Certification Chairs and Moderators for the great job they are doing educating and teaching the people that make our roads safer and the IMSA Committees and Members for promoting & supporting these certifications. I also want to thank the IMSA staff for all their hard work. The International Conference succeeds thanks to all of you. See you all in Louisville!

