

FEATURE ARTICLE

Bill Schweinfurth | WMA Board Member

RESIDENT RELATIONS

Vedder Communities Sign Replacement Program



Bill has been the Director of Operations for Vedder Community Management (VCM) since the firm was founded in 1985. At VCM, he oversees the operation of its 18 communities which contain 4,500 homesites and over 9,000 residents. Bill is a member of WMA Board of Directors and served as Board President for the 1990-1991 term. He currently serves as chair of WMA's Renaissance Committee and has been a long-time member of the Legislative Committee and Committee to Save Property Rights. He has also served on many local community owner/resident task forces in numerous cities and is also a member of the Orange County Mobilehome Task Force and the Los Angeles Mobilehome Park Task Force. In 1994-1995, Bill was the recipient of the prestigious Busch, Carr, McAdoo Memorial award. Bill is a graduate of Stanford University and USC School of Law.



Vedder Community Management (VCM) launched a sign replacement program several years ago. Our goal was to upgrade the appearance of our communities, standardize the signage in all of the communities we manage, and develop a menu of all signage so that it would be easy to replace those that became damaged or faded.

We researched several sign companies and ended up contacting Elements, Inc., a sign company in Minnesota. They sent a representative to meet with us in order for them to clearly understand our needs and desires. Elements, Inc., understood what we were looking for, developed a menu of signs, and put our plan into action. We then took an inventory of the signage at each community and sent the order to Elements. They then prepared the color and layout of the signs based on our instructions,

and the new signs went into production.

Once the new signs were installed, the residents noticed them immediately. They couldn't believe the difference a sign could make! Many said it reminded them of a "country-club" atmosphere. The replacement of an assortment of different and dated signs with one clean, consistent and new "look" caught everyone's attention. We have made a lot of positive changes in our communities over the years, but this new improvement program seems to have generated more positive comments than than any other one.

Work has begun on replacing the monument signs at the entrances to all of the communities. After all, our entrance sign is the first thing a current or potential resident/customer sees upon entering a community, and you know what they say about first impressions! ■

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