
Vermont Sign School at Stowe

Gerber FastFact # 5015
Supplied by: GSP Router Products
Last Modified: January 13, 2000
Summary: This document offers a description of the Vermont Sign School and its curriculum. The school is run by Jay Cooke in Stowe, VT.



Jay Cooke's

“Maximize The Potential of Gerber Routers”

An in-depth workshop for manufacturing, finishing and decorating custom dimensional signage.

For More Information

Please call:	Or write:
Ph: (800) 598-2723	P.O. Box 1301
Fx: (800) 621-2612	Stowe, VT 05672-1301
Email: signschool@pwshift.com	
http://www.signschool.com	

About The School

Vermont Sign School is unique, connecting the world of traditional hand skills with that of the graphics computer. And our students return home with equally valuable guidance in job costing and estimating strategies.

Over 2,000 students from around the United States and Canada and from as far away as Australia have attended one of Jay Cooke's workshops. Most have raved about how the tips, tricks, and lessons they've learned have not only paid for the course, but have also helped them refine their business and spot new opportunities.

About Your Instructor

An award-winning designer, and a highly sought after speaker on carving, dimensional signs, and small business practice, Jay Cooke has developed a week-long curriculum for Gerber router and Auto-Carve™ 3D users. This program is designed to help shorten the learning curve for these starting to produce dimensional signage, and to increase the profits of those already in the business. The Vermont Sign School is fully equipped with the latest in sign making technology from Gerber.

As always, classes can be held at your location so your entire staff can be included.

“I’ve learned more in a week than in my last 6 months of practicing on my own”

M.J. - Minnesota

Who Should Attend?

Anyone, whether an experienced professional or a new Gerber router owner, who needs to learn the design, fabrication, and decoration of dimensional signs.

“I thought all the instruction was excellent...Simple, yet complete” M.B. - Massachusetts

- ☛ Designers who need to better understand how to present and specify this new kind of signage.
- ☛ Experienced sign makers wanting valuable tips and tricks.
- ☛ New owners who want a broad, fundamental education, so they can be profitable, faster.
- ☛ Signmakers at all levels who want to learn gold leaf, smalting and other traditional methods.
- ☛ Those wanting to quickly develop sources of new materials and products required for dimensional signage.

“I now understand the basics, and the mystery of the gold leaf is gone!”

G.L. - New Jersey

Skills You Will Learn

The skill you will learn through this school allow you to maximize your dimensional sign making business potential with a Gerber router.

<ul style="list-style-type: none"> • Tips on sales meetings designed to encourage dimensional sign sales. 	<ul style="list-style-type: none"> • Coating methods for panels and posts; latex, enamel, stains, varnish and clear coatings.
<ul style="list-style-type: none"> • Site assessment and planning for eventual install. 	<ul style="list-style-type: none"> • Gold leafing.
<ul style="list-style-type: none"> • Design and layout of carved and dimensional signs using Gerber routing systems. 	<ul style="list-style-type: none"> • Bordering and pin striping techniques.
<ul style="list-style-type: none"> • Custom paint mixing. 	<ul style="list-style-type: none"> • Shop tips and tricks.
<ul style="list-style-type: none"> • Material selection, including wood, foam and other media. 	<ul style="list-style-type: none"> • Installations: designing effective and safe welded brackets and post systems.
<ul style="list-style-type: none"> • How to make panels-clamping, glueing and sanding. 	<ul style="list-style-type: none"> • Estimating and job costing.
<ul style="list-style-type: none"> • Carving, both Gerber’s Auto-Carve™ 3D and hand carving basics. 	<ul style="list-style-type: none"> • Sales and Marketing

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| <ul style="list-style-type: none">• Sandblasting. | |
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The Resort Town Of Stowe

Located in northern Vermont's Green Mountains, Stowe has been a premiere destination resort since the early 1800's. Though known for its diversity in highly rated Inns, restaurants and ski facilities, the town is still best characterized by the traditional and largely untouched village at its center.

Guests enjoy the shops, restaurants, and historic buildings along Main Street, including the landmark Community Church (c. 1863) pictured here. The village of Stowe was designated an Historic District and nominated to the National Register of Historic Places in 1978.

Year-round guests enjoy skiing on Mount Mansfield, Vermont's highest peak; golf, tennis and hiking in the summer, and one of nature's proudest moments, fall foliage.

Classes take field trips to study and photograph numerous signs in this picturesque location. Real signs in the field provide important tips on both design and installations.

(Please call to arrange private instruction for your company)

Week-Long Workshops

2000

- April 3-7
- May 8-12
- Oct. 30-Nov.3

Tuition

Week-long (5-day)

Monday – Friday, 9:00 a.m.- 5:00 p.m.

Fee: \$895 / deposit \$450

15% discount for a second person from the same company attending the same session. Discount applies to the prices above.

Scholarships

Contact your Gerber distributor for information about our scholarship discount program.

“The business aspects you teach are both logical and precise...I can't believe how much enthusiasm I have each day!” A.C. - Ontario, Canada

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