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## BUSINESS SPOTLIGHT

### Greater Baton Rouge Signs

When John Kovalcik began working for a national sign manufacturer seven years ago, he quickly realized that no one in the business was sitting down with clients to educate them about the critical importance of effective signage. Instead, sign manufacturers were focused on pushing their products and landing more orders. Not satisfied with the status quo, Kovalcik launched Greater Baton Rouge Signs, a sign brokerage business.

Now Kovalcik sits down with each client and discusses all the factors involved in choosing a sign, including: what makes a sign effective; how should the sign be placed to maximize visibility; are there any applicable restrictions; and what kinds of signs draw the most attention. Kovalcik then takes digital photographs of the business and superimposes different sign options, to scale, so his client can get an accurate idea of what a sign will look like.

Greater Baton Rouge Signs works with both local sign makers and national manufacturers, so high quality finished products can be delivered quickly and at competitive prices. Kovalcik offers turn-key service and oversees every step of the process, including the final installation.

"Signage should be the number one advertiser for most businesses...but you don't have to spend a lot to have an effective sign," Kovalcik explains. "I offer value-added service, with very competitive pricing because I have no overhead, no factory, and no employees."

Greater Baton Rouge Signs primarily serves the local small retail business market, but can ship signs anywhere in the continental U.S. Greater Baton Rouge Signs is a member of the U.S. Chamber of Commerce and the Baton Rouge Area Chamber, and Kovalcik recently volunteered to serve as a BRAC ambassador.

For more information, visit [www.GreaterBatonRougeSigns.com](http://www.GreaterBatonRougeSigns.com).



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## NEW MEMBERS

### March 13, 2007 Through March 28, 2007

- Badon's Employment, Inc.
- Crossroads Animal Hospital
- Donnie Jarreau Companies
- Factor Health Services
- Johnson Controls, Inc.
- Law Offices of Daniel Claitor
- Los Gallos Mexican Restaurant & Cantina
- Marie Constantin Photography
- Medical Spa of Baton Rouge
- Quadrants, Inc

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