

*Steven Bankler, CPA*

## Client Spotlight



Bill Goodman, a native of San Antonio, has had a lifetime of experience with sign art. Besides his formal education, Bill received hands-on training every summer. Bill's dad, Luckie Goodman, established SignArt in 1958 here in San Antonio and had Bill, at an early age, in the shop working with him, teaching him to paint signs by hand. After graduating from Trinity University in 1975, Bill joined the company full-time. In 1983, when his dad retired, Bill took over the management of the company and the name became Goodman SignArt, Inc.

For Bill and his ten long-term employees, the signs they design and create are works of art and products of skill and craftsmanship. In his early years with the company, all signs were done by hand from designing, cutting, painting to finishing.

In the early 1980's, computer-aided sign equipment became available and Goodman SignArt invested in this new technology. With this new equipment and the skills and experience of the staff, Goodman SignArt can fulfill a broad range of sign orders with ninety percent of the orders being made locally in the shop.

Through the years, Bill and his staff have established and maintained numerous large corporate accounts which they help in developing and communicating the desired image and message of the client through signs. They have also built up a large network in the area from which special projects have developed for long-term clients ranging from old cars to clocks.

Goodman SignArt has built its niche by designing and fabricating signs for clients for both indoor and outdoor use, providing the client with a consistent, artistic image. Goodman SignArt can design environmental graphics, which are indoor/outdoor signs, as well as functional signage to include clinics, banks, apartments, and more. His versatile staff draws from a wide-range of techniques including murals and digital

photography to create the desired image that the company seeks to portray.

Bill Goodman and his talented staff, which has included his daughter for about the past ten years, have made its mark in San Antonio.

Goodman SignArt, which has evolved and adapted throughout the life of the company, has successfully moved from hand-made signs to primarily computer-assisted signs that still

require creative design and planning. Goodman and his staff not only transform ideas into original signs but also create the ideas and designs to suit the client's needs. Goodman's sign art can be seen all over the greater San Antonio area adding to the artistic flavor found here in San Antonio.

Bill was referred to Steve by a local attorney. Steve has guided Bill and his company through numerous tax hurdles and offers the company ongoing tax saving advice with his expertise in family-owned businesses. Goodman SignArt is one of Steve's oldest clients with his service to them dating back almost thirty years.

Goodman SignArt, Inc. is located in San Antonio at 4226 Blanco Road. Find out more by calling (210) 733-0002 or visit [www.goodmansignart.com](http://www.goodmansignart.com).

