

## Auld Lang Syne

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As we say goodbye to 2011, what's in store for your shop in the new year?

It's that time of year again—the calendar has one page left (time for a trip to Staples), the holiday season is in full swing (you finish your shopping yet?), and we have our eyes firmly set on the coming year (so long, 2011).

And while many of us will make personal New Year's resolutions, many more will also make professional resolutions for themselves and their businesses. Here at *Sign Builder Illustrated* we've welcomed on a few new staff members (Art Sutley, Publisher; and Kim Noa, West & Midwest Sales) who promise to lead the magazine in new and exciting directions next year. In 2012, we'll also be unveiling a magazine redesign while taking time to look back and celebrate our past 25 years in a special supplement in August.

The industry as a whole seems to be gaining a positive outlook on business as usual for the year ahead. In the 2011 SGIA Financial Outlook & Business Growth Plans Report, 24.8% of respondents expected 10 to 14% sales growth for their company in 2012, while 18.8% expected anywhere from 15 to 29% sales growth in 2012. All of this bodes well for the coming year.

But let's narrow this focus down even more. What about *your* shop and its individual projections, plans, and resolutions for 2012? Are you planning an investment in new equipment? Looking to expand into a new vertical such as the personalization & promotional products market? Or are you looking to reign in your focus to one, two, or a few particular products?

Leave us a comment and let us know what you're planning for the New Year. We may even feature your plans in an upcoming issue of the magazine.

Until then, Happy Holidays and a Happy New Year from all of us at *Sign Builder Illustrated*!

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