

# AJ Signs

Wayne Wheeler, Tom Wheeler, Carl Wheeler

**Success Magazine:** Wayne how did you get started in the sign business?

Wayne Wheeler: I was in the car business installing vinyl tops on cars and started to see the trend moving away from that. I wanted something where I could be more creative and still work with my hands. I also wanted something as recession proof as possible.

**SM:** As an entrepreneur you have run the gauntlet of economic change over the last twenty-seven years, what has helped you succeed in the tough economic times?

Wayne: Quality and customer service have carried me through anything the economy has thrown my way.

**SM:** Tom, what was your profession prior to joining AJ Signs?

Tom: I graduated from Siena College and then moved to Raleigh, NC where I was in sales for Sprint and then an IT consulting firm.

**SM:** What motivated you to make the move to AJ Signs?

Tom: Since I was a child I have loved this business and have always wanted to work with my dad. I was ready to come back home from Raleigh and make my dreams a reality. I knew the huge potential that my father and I had as a team and it was time to make it happen.

**SM:** What areas of expertise do you bring to the firm and how has that affected AJ Signs?

Tom: I have a strong sales and marketing background backed by a marketing management degree. I spend my days working directly with our customers, helping them fill their sign and graphic needs.



**SM:** Carl, your position entails the operations and installation end of the business. What is the most critical aspect of your job?

Carl: Quality control and timely delivery. I must coordinate all aspects of the job, from ordering to installing, to be sure the pieces all fall into place.

**SM:** If a client has service issues do you have an internal staff or do you sub out your work?

Carl: We have a highly skilled install staff and can handle any problem that comes our way.

**SM:** Which one of your jobs do you believe best exemplifies AJ Signs?

Carl: I would say the Vista in Clifton Park at Van Patten Golf Course. This is a complete high line sign system at an upscale banquet facility.

**SM:** With the economic conditions, what is the most important thing your customers should know about AJ Signs?

Wayne: We are here to help them succeed. Marketing and advertising are key to a successful business, and we can further our customers in achieving their goals. We can supply anything from a road sign to a fleet of vehicle wraps to get the word out.



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842 Saratoga Road  
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