

**FOR IMMEDIATE RELEASE**

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*Note: Feature story in the series of Women Entrepreneurs in the Iowa Lakes Corridor.*

### **Amy's Sign Design marks 18<sup>th</sup> year**

ARNOLDS PARK – When Amy Pas was in college, she came to Okoboji during the summer to work at Fillenwarth Beach Resort and fell in love with the area. She graduated from the University of Iowa in 1993 with a degree in graphic design, and decided to do her own thing. She felt the calling to start her business in the Iowa Great Lakes region. She knew that if the business didn't take off, she was still young enough to pick herself back up and try something new.

Fortunately, Amy's Sign Design did take off. For three years she worked out of her garage, hand-painting wooden signs. After three years, she purchased the former Arnolds Park City Hall, next to Okoboji Middle School. The area where the fire trucks were parked is now an open space where the signs are made. Pas renovated the old city auditorium into a loft where she currently lives with her husband, Dr. Randy Pas DDS, and their two children. She also rents out part of the building to Bombazi Salon and Tanning.

"I feel very fortunate to be in the area, and to create a job for myself and provide employment for others," said Pas. "It's the basic American dream. We have great customers that come back year after year, and tell their friends."



**Amy Pas, owner of Amy's Sign Design in Arnolds Park, shows off the vehicle lettering she can make, in addition to custom-made signs.**

A sign company was a natural choice for Pas because she has always enjoyed woodworking and painting; she loves to get her hands into her work. She works with a router to give her wooden signs depth and dimension. "I really enjoy the process," said Pas. "It's not an instant thing."

Pas can make just about any sign her customers think up. She makes boat and vehicle lettering, decals, banners, metal and polymetal signs, wooden house and storefront signs, as well as dock signs. When the dock signs changed laws, Pas had a huge increase in business. She jokes that she "had nothing to do with the law change."

"There are no 'stock signs,'" said Pas. Each sign she makes is custom created. She meets with customers to make the sign more personal to them. Customers can send her pictures of their home so Pas can get a better idea of what to create. "It's impossible to get bored here," she added.

Pas has one full-time year round employee she hired 11 years ago. During the busy summer months, she hires three additional employees to help out.

Stop by Amy's Sign Design at 64 West Broadway in Arnolds Park, or call them at 712-332-7007, for your sign-making needs.

The Iowa Lakes Corridor is proud to launch the Women in Business Club. To join, a woman must own her own business and want to meet with other women in business to share ideas, challenges, successes and grow professional relationships. Those interested in joining should contact Pat McGill, at 712-332-2965, [patmcgill@mchsi.com](mailto:patmcgill@mchsi.com) or Jean Tennant at 712-490-5165. Women from throughout the Corridor region are encouraged to attend these meetings.

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The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712-264-3474 or visit [www.lakescorridor.com](http://www.lakescorridor.com).