

# Deborah Campbell



## FASTSIGNS ON BELL ROAD

When Deborah Campbell is asked what it's like to head up one of the very few woman-owned FASTSIGN franchises worldwide, she replies, "It's great. I think women are natural problem-solvers. We're always trying to find a way around the impossible. At FASTSIGNS on Bell Road, we're committed to providing effective and affordable sign and graphic products for whatever is needed. We can almost always come up with an answer to even the most unusual or difficult application."

Deborah is a believer in the power of visual impact to promote products and services, build brand awareness, or provide information that is concise and easy to understand. "We put the same effort into a full-scale convention display that we do into simple vehicle signage. There is no hierarchy of importance with our work. It's all top priority, as far as we're concerned."

Information is also an essential part of the services offered by FASTSIGNS. "There are a lot of dos and don'ts and we try to keep up with them all," Deborah says. "If you don't know what you need, we will ask you questions about where and how your sign or graphics will be used and who the viewers will be, and then we will make our recommendations as to colors, typestyles, and materials. We will also make sure that when it's appropriate to your application, you are in compliance with ADA (Americans with Disabilities Act) signage regulations."

Deborah says that marketing is an integral ingredient of everything that FASTSIGNS helps their clients create. "Car wraps and huge signage are unbelievably powerful, and few people would debate their ability to impact large numbers of people in a short amount of time. But all good signage and graphics are effective. Even a restroom sign says a lot about how much a business or organization cares about the people it serves. If the devil is in the details, as the old saying goes, then so is the angel of good public relations."

Deborah is an active member of myriad associations and organizations including the Glendale Chamber of Commerce, Peoria Chamber of Commerce, Northwest Valley Chamber of Commerce, Southwest Valley Chamber of Commerce, Wickenburg Chamber of Commerce, U.S. Women's Chamber of Commerce (Arizona chapter), Women's Business Enterprise Council-West, Executive Women's International, Advertising Specialty Institute, Peoria Diamond Club, and the Northwest Women's Network. It is clear that Deborah enjoys her work, and that even when she's out of the shop, the shop is seldom out of her thoughts. "I do like to keep busy and stay involved with the community, and I find that the more we give, the faster we grow. It's an amazing phenomenon."

She is perhaps most proud of the many thank you letters and testimonials she receives. "I spent many years working as part of corporate America and with the public, and I truly value the approval and appreciation we get from our clients. Their feedback is our report card as to how we're doing. If our clients think we're good, then I'm more inclined to believe we're doing our job."

One of her favorite thank yous arrived in the form of a simple four-word note written in felt pen. It's signed "Everett" of the Sun City Posse, and reads "YOUR SIGNS ARE GREAT."

She smiles and says, "This is the whole deal right here. This note just made my day."

**FASTSIGNS**<sup>®</sup>  
(NW corner of 59<sup>th</sup> Ave. and Bell Rd.)

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