

Hi, I'm Danny Williams, owner and president of Reliable Sign Services Inc. (RSS).

I have been in the sign industry for over 27 years (nearly my entire working life). Before starting RSS, I spent 12 years with 3 different sign companies. I gained valuable experience in all areas of the sign industry – design, fabrication, installation, maintenance, production management, scheduling, layout, sales and training of personnel. When I decided to start Reliable Sign Services Inc. in 1994, I wanted to combine all of this experience into a company that would emphasize reliability, a trait that I found missing in the majority of the sign industry.

This was the primary reason I started Reliable Sign Services Inc. At Reliable, the name mirrors the way we do business. "Reliability" is our mission. It is more than a name – it is the way we do business. Most all companies have good intentions, but people remember what you do, not what you intended to do.

We strive daily to live up to our name.

"Reliable" means being ethical and abiding to high moral standards. It means being honest, up front, and dependable – time and time again. Being reliable, is to do what you say you will do, speaking the truth, honoring what you say, and being willing to back it up every day of every week. Not just with our customers, but with our employees and vendors also.

This makes for a great work atmosphere, positive team spirit, and growing relationships with customers and vendors. To us, this is the measure of a truly successful business. The by-product of this success is that the customer gets a high quality sign product, at the time they expect it, at a fair price. Our customers know that RSS will respond quickly and efficiently to their sign or maintenance needs. As a result, they continually tell others of their positive experience with Reliable Signs Services, Inc. This is the number one reason we have continued to grow and prosper.

An even higher standard – these morals are good business practices, but our ultimate goal at Reliable Sign Services is to honor God by knowing and striving to follow Him. When we do this, we are going above and beyond man's morals and expectations.

The first biblical standard we follow is the golden rule. Man says "whoever has the gold makes the rules." Jesus says "Do unto others as you would have them do unto you." (Luke 6:31) This is hard to do in today's business environment, but it's not an option for us. This is part of our mission statement.

The second biblical standard we endeavor to follow at Reliable Sign Services is to "go the extra mile" for our customers (Matthew 5:41). If a store is going to open earlier than anticipated, or a contractor throws our customer a curve ball, we do our very best to help them out of the jam.

The third biblical standard is communication with God and good communication with our customers. Philippians 4:6&7 says "Do not be anxious about anything but in everything by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus."

We don't believe in worry, we believe in the power of prayer! We pray daily for our company, employees, vendors, customers, and for opportunities to grow and make meaningful relationships with all future people who come in contact with us. We pray that we will represent God in a way that is pleasing to him, and by doing this, God gives us the peace that passes all understanding.

We hope that all people who do business with Reliable Sign Services will have an experience that passes their understanding, so they will ask us why we strive so hard to live up to our name and our mission – Reliable. Then we can share with them the rest of the story.

"Liable means responsible. Re means over and over again."

Danny Williams
President

Danny Williams