

# SIGNTRONIX LADY OF THE MONTH ~ *Lori Reuter*



Lori Reuter has a marvelous Signtronix history. Only a generation ago, her mother, Joan Golden, was Lady of the Month while her father, Sam Golden, was Gulf President. From an infamous "Gulf Baby" to an incredible "Signtronix Lady", this is Lori's story.

"Born into the Signtronix family, it has always been a part of my life. My Dad, loves to tell the story of how my older sister, Kathi, was dropped off at Vernie & Joanne Boren's house on the way to the hospital when I was born. I have wonderful memories of playing in the factory, on the cardboard boxes and the rollers on the assembly line, of Brenda Moore & Brenda Baird finding "secretarial" work for me to keep busy.

For 24 years, Signtronix was my 2nd family. My mother, Joan, passed away suddenly in 1987. When my Dad retired at age 50, he moved the family to Texas the summer of 1990. It was hard to imagine our family not being a part of Signtronix. We didn't need to worry about that. We have always been included in the Signtronix family and made to feel as if we were always welcome. There is a special bond between the people who make up Signtronix. It is not only a successful 50+ year company, but a family.

I've had a thrilling career over the years planning events with Disney, Dick Clark Corporate Productions, The Inn at Little Washington, Sulzer Orthopedics, IBM and now Dell. Some of the highlights were managing a fine dining restaurant in Washington, D.C. that was voted best new restaurant in 1997 by Food & Wine Magazine; planning Andrea Mitchell & Alan Greenspan's wedding at a 5-star, 5-diamond Inn, The Inn at Little Washington in Virginia; planning a three day corporate event for IBM in Nice, France that included a Sailing Regatta on the Mediterranean; and planning & managing a 6500sf double-decker booth for Sulzer Orthopedics at a convention of 20,000+ attendees at the Moscone Convention Center in San Francisco, along with a party for 800 people at the Palace of the Legion of Honor's Museum in Golden Gate Park. I traveled to amazing places, but I always hoped for someone to share my life and love of travel.

I met Daniel Reuter in January 2003 at an Integrity Seminar. Daniel is the most amazing man I've ever known! He is very loving, compassionate, honest, kind, determined, steadfast, fiercely loyal and a true man of his word. I was 36 when we met, 37 when we married 11 months later on Christmas Eve 2003. Daniel's father, Frank Reuter, made a toast at our wedding that Daniel has always been searching for his pot of gold, and now he has found it in me, Lori Golden. It was a moving statement.

On June 24, 2005, we welcomed our beautiful boy, Elijah Daniel Reuter, into our family. 2005 also marked Daniel's 1st year in Commercial Real Estate. He grew his business the next couple of years and was well known in the Austin industry. The economy took a downturn and real estate was questionable, which was a blessing in disguise. Signtronix was about to come back into my life and now ours. In November 2008, my Dad called to ask Daniel if he wanted to ride with him to San Antonio to meet his great friend, Roger Pelton. That meeting was all it took for Daniel. He was so excited about the company, the products and how the company cares so much about its people. It was slightly déjà vu for me, coming back home to Signtronix after 18 years. I didn't want to pressure Daniel at all in making this decision. I certainly felt for him, knowing he was embarking on a journey that his father-in-law had helped create and perfect, wanting to honor my father and to make him proud. He didn't need to worry, Dad is very proud of Daniel, regardless of whether he is with Signtronix or not, but I know that Daniel being involved in Signtronix is so very special to Dad.

We are so blessed to be a part of the Signtronix family. I am so excited for my son to grow up with Signtronix and to know he will always be a part of this amazing family that has been so incredible to me, and now to Daniel. I know my mother is so proud and smiling down on me and on our life with Signtronix."

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(800) 729-4853  
1445 West Sepulveda Blvd.  
Torrance, CA 90501-2901  
[www.Signtronix.com](http://www.Signtronix.com)

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