

From Arms to Coat of Arms

Brother Joe Winslow, *Southern Methodist*, added his personal touch to the Central Office renovation by designing and creating interior and exterior artistic coats of arms and the new donor and recognition displays, donated by Barrett and Kimberly Carter, *Georgia State/Clemson*. Winslow especially enjoyed working on the project for Deltasig because he is "still close to many of my brothers, and the foundation that the Fraternity gave me can never be replaced." The project also allowed him to use many different mediums and applications for the same subject matter, which was a change from previous projects.



Joe Winslow, *Southern Methodist*, displays some tools used to create his design projects.

When creating the interior wooden coat of arms, Winslow first spent several weeks sculpting a model to be used with his three-dimensional cutting equipment. When Winslow first started his business, everything was done by hand, but he now uses a virtual sculpting program. Once the piece was cut, he sanded by hand, carved



A beautiful coat of arms for the Central Office was designed and created by Joe Winslow, *Southern Methodist*.

out the small details, then primed and hand painted it to finish. Winslow says that a finished piece, such as the coat of arms, has been touched or manipulated about 800 times.

The exterior coat of arms is a cast bronze piece and was produced in a foundry, a factory that produces metal castings. It was then hand buffed to a high shine and Winslow applied a patina, or dark stain, to the face and low points of the casting to make the elements "pop" out.

For the donor recognition, each portion of the boards were sanded and stained by hand. The name plates were also cut by hand and then individually placed and applied. Winslow believes each piece of the "donor wall" was touched at least 3,200 times to reach their final stage.

Winslow says his design business, *Regimental Signs* (www.regimentalsigns.com), was born from the 9/11 bombings. When the United States entered the war, he was serving as a Captain in the Marine Corps Reserve and he volunteered for combat service. At the time, he was working for Merrill Lynch, but left to serve his country. When Winslow returned, he dove into building a small business. Winslow says "combat, and the things you experience while in it, have a way of making you focus in on what's important to you. In my case, my thoughts kept returning to how I was most happy creating artwork and working with people to achieve something visual and impressive – so I vowed to pursue that when I returned home."

It wasn't long after Brother Winslow started his business that

the White House commissioned him to provide the Presidential coat of arms for the new Situation Room. Additionally, he created a series of large blue ovals for some classified spaces in the building. Business has grown substantially since then and the company now provides this type of work to many federal and military clients across the United States and the world. It is also in the process of building a gift and commemorative line which has seen some success and growth this year.

Another one of Winslow's favorite projects to create was the coat of arms he created for the Bishop of the National Cathedral in Washington, D.C. He takes pride in knowing that everyone who visits the Cathedral from around the world will see his work.

Being a small-business owner, Winslow is directly challenged by the current economy, but last year was the best year for his business and he expects this year to be even better. He attributes this to the effort he puts in; for the past 24 months, he has actively pursued accounts and established relationships.

For other Deltasigs, Winslow says "Decide on your objective, determine the path from here to there, and get on with it – today!" He believes it is always better to have a good plan which is aggressively executed rather than have a great plan which is never executed. He also believes "there is no stopping a Deltasig with comrades like ours because you are arm-in-arm with brothers trying to do the same thing." ▲



Brother Winslow and assistant Luke Idziak hang the exterior bronze coat of arms.