

POWERLINE

News of the California Sign Association & Sign Users Council of California

August 2005

Letter from the President



Loss Control Bulletin from State Fund: Fraud Investigation Program

Dear Friends and Colleagues,

On behalf of the entire Board of Directors, I would like to invite you to the 2005 CSA Annual Convention. This year we are traveling to the desert to enjoy one of the premier properties of the area. The Desert Springs Resort



& Spa is sure to be one of those talked-about convention locations. We hope you will join us September 8-10 for some fun in the sun.

This year's convention is located in an elegant location, so we will begin with an elegant and fun evening at our suppliers' reception. We will venture back to the supper club era with dining, dancing and Frank Sinatra! What better way to welcome CSA to the playground of the stars than with an evening of music, laughs and ol' blue-eyes?

Of course there will be educational seminars, table top exhibits, meetings, special events and plenty of networking time. We are proud to present two key industry topics during our educational series. You won't want to miss either one as we talk about LEDs and then later we update you on the new energy requirements. We are sure you will want all of your employees to attend these valuable seminars!

Sign up now! There is no better place to be this September than with your friends and family of CSA.

See you in Palm Desert!

Richard Kruper, CSA President

In 1991 the California State Legislature clearly defined workers' compensation fraud and imposed penalties on those involved in fraudulent activities. This legislation, combined with insurance industry programs, resulted in a dramatic decrease in fraud. State Fund began fighting fraud well before the Legislature passed its landmark legislation. State Fund created a Special Investigation Unit and won California's first major premium fraud case. The decision in that case resulted in a \$3.7 million judgment and jail terms for the perpetrators. That case is now recognized as a significant victory for honest employers and stands as a milestone in State Fund's continuing battle against all types of workers' compensation fraud: Premium Fraud, Claimant Fraud, and Medical & Legal Provider Fraud. At public hearings held by the Department of Insurance, State Fund was singled out and lauded for its ongoing efforts to combat fraud.

State Fund's Fraud Investigation Program works in concert with district attorneys throughout the state to investigate and prosecute fraudulent activities. Fraud referrals come from many different sources:

- A call placed to State Fund's 'Fraud Reporting Hotline' phone service (1-888-786-7372) or to a local State Fund office
- A front-line claims adjuster may notice something unusual about a claim which warrants further investigation
- Computer programs may draw attention to repeated, unusual or suspicious billings from vendors

Once fraud is suspected, State Fund's internal resources come into play. These resources include a network of designated liaisons in each State Fund office, claims personnel, fiscal and data processing employees, underwrit-

ing specialists, and clerical support staffs. State Fund also produces video programs to help combat fraud. These videotape productions have proven so successful that other states have asked permission to use them.

State Fund maintains a fully staffed civil litigation unit devoted to the recovery of damages involved in fraud related activities. State Fund is a member of California's Fraud Assessment Commission and participates in other anti-fraud committees. ▼

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By Jeff Aran, CSA Government Affairs Director

CSA Meets with State Architect on ADA Signage Proposals

You may have read our report regarding the proposed changes to the California Building Standards relating to ADA required signage in the June issue of *Powerline*. On Tuesday, July 26th, Skip Moore and I had the opportunity to meet for two hours with various state and special interest representatives at the State Architect's office in Sacramento to review the pending changes to the ADA regulations, specifically addressing the language pertaining to signage. Attending the meeting were Aaron Noble, Senior Architect (State Architect's office), Linda Huber (Department of General services Code Development Specialist), Jay Salazar (California Building Officials Association), Sharon Toji (H. Toji Companies, ADA consultant for the state) and Gene Lozano (California Council of the Blind). I will refer to these participants collectively as "DSA."

We reviewed the history of the proposed amendments and our concerns pertaining to scope, applicability, contrast, permitting and inspection. As previously reported to the CSA Board, my initial review of the proposed changes was that they did not impose a significantly greater burden on the California sign industry or its customers than currently exists and is required by law.

However, after hearing the concerns of ISA and the SEG D "Best Practices Advisory Committee on Signage (BPACS)" reviewing ISA's proposed position paper on this issue, and given ISA's desire to retain a lobbyist, I re-examined the proposed regulations and held several investigatory phone conferences with CSA members, the State Architect's Office, the Building Standards Commission and the Building Officials group in order understand why they believed the regulation

needed amendment and whether the proposed changes were onerous. There were also several prior teleconferences with ISA and BPACS.

After Skip and I met with DSA, we have come to the conclusion that the proposed regulations are fairly innocuous and that the changes will not materially change current practices. The three areas with the greatest concern are:

1 Applicability. Does the proposal apply to all signs or just signs identifying "permanent rooms and spaces" (current language)? As we thought initially, the unanimous answer from DSA was that the proposals ONLY apply to ADA signage for permanent rooms and spaces and IS NOT intended to apply to commercial, retail or other interior or exterior signage, i.e., marketing signs, advertising, business identification signage, etc.

We asked them to add clarifying language. They pointed out this is the current law and has never been interpreted contrary, and it is not the intent of the proposal to do otherwise. Nonetheless, we stressed our concern that a vigilante code enforcement officer or building inspector would see things differently. Because there are no proposed changes to the scoping language, DSA was disinclined to add this clarification; however, they did point out that various interpretative manuals published by the Federal government indicate the limitations on scope. I have asked for a copy of those documents. In addition, Mr. Lozano noted that it was never the intent by any of these regulations (current or proposed) to impose any burden on creative sign making, marketing or identification signs, except to assure that signs identifying permanent rooms and meeting spaces fulfilled the minimum Federal guidelines.

2 Contrast. The SEGD folks were concerned with reflectivity and the proposal's minimum contrast requirement of 70% was arbitrary, impractical and troublesome, and would litigate. The DSA explained that this contrast requirement was already in place via federal requirements. They showed us the calculation was easy to accomplish using paint manufacturer's Light Reflection Value (LRV) values and that one did not need a spectrometer to figure it out. We recommended that DSA consider identifying a range, in lieu of a minimum standard, especially given the use of some materials, like marble or stainless steel, for which LRV would be difficult to gauge. DSA's response was that no materials would be prohibited. The portion(s) of the sign identifying the room is the only part that needs to contrast is the actual number or word, which can be set against a distinguishing background. It was concluded that the contrast requirements present little or no restraint on creative design or use of materials.

3 Plan check and inspection. ISA and SEGD raised concerns that plan check and inspection left open to the whim of building officials the right to destroy a project by refusing a certificate of occupancy. The representative from CALBO was asked how field check and inspection is undertaken, and whether increased training requirements might be needed. He shared with us that the new reg would make their jobs easier and would not increase the burden on inspection because it eliminates the potential discretion regarding contrast. He stated that CALBO did not foresee any new or increased specialized training requirement because these changes were minor as to signs and merely codify existing practice. As to plan check, ADA signage is required to be shown on

plans now. The reg merely codifies existing practices. Skip also confirmed this as the usual practice on the stores he does for their clients. There is nothing different in the proposed regs that require anything more than is currently in place. It only codifies it, giving Building Officials greater authority to cite non-compliant signage.

In sum, we do not believe the new regulations (as currently drafted) pose an onerous problem for the sign industry or its customers. ISA/SEGD has indicated in some written communications that this will generate more litigation and that other states will soon follow suit. We raised this issue with DSA. According to DSA, California's regulations are NOT in keeping with the Federal regs on these issues and the amendments merely bring us in par with current practice elsewhere in the country. We will nonetheless submit a letter to DSA emphasizing our concerns that the new regulations should not impose a new or greater burden on business or on the sign industry and that the regulations should include clarification as to the scope of signs covered.

If one looks at the proposed regulations objectively, they may actually reinforce the market share of the ADA signage professional, allowing local jurisdictions to identify and cite sign suppliers that do not follow Title 24 regulations. If an ADA signage professional is designing, manufacturing and installing required tactile and contrast wayfinding signage in accordance with existing regulations, they have nothing to fear.

Eventually, the California Building Standards Commissioners will receive a "Commission Action Monograph" which will include recently received staff and public comments/responses. The next actual BSC meeting with the

commissioners is Sept 21. According to Mike Nearman, BSC Senior Code Analyst, these proposed regulation changes won't even be coming down the pipe until approx March 2006. ▼

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- ScanvecAmiable Software
- Multicam Routers

All Fluorescent Lamps and Tubes Should Be Recycled or Disposed as Hazardous Waste

All fluorescent lamps and tubes are considered hazardous waste in California when they are discarded because they contain mercury. (Title 22, division 4.5, chapter 11, section 66261.50) This includes:

Fluorescent lamps and tubes:

- Fluorescent tubes, including low mercury tubes.
- Compact fluorescents, including low mercury lamps.

High Intensity Discharge (HID) Lamps:

- Metal halide lamps, such as floodlights for large indoor and outdoor areas and gymnasiums.

- Sodium lamps, such as those sometimes used as security lighting and outdoor floodlights.
- Mercury vapor lamps, such as those sometimes used for street lighting.

All fluorescent lamps and tubes should be recycled, or taken to a household hazardous waste disposal facility, a universal waste handler (e.g., storage facility or broker), or an authorized recycling facility. After February 8, 2006, all fluorescent lamps and tubes in California must be recycled, or taken to a household hazardous waste disposal facility, a universal waste handler (e.g., storage facility or broker), or an authorized recycling

facility. (Title 22, division 4.5, chapter 23, section 66273.8) (Very-small quantity commercial generators may also dispose in the trash up to 30 lamps/tubes per month between February 8, 2004 and February 9, 2006.)

When mercury-containing lamps or tubes are placed in the trash and collected for disposal, the lamps or tubes are broken and mercury is released to the environment. Mercury vapors from broken lamps or tubes can be absorbed through the lungs into the bloodstream. People who are particularly close to the breakage are especially at risk. Mercury from broken lamps and tubes can also be washed by rain water into waterways.

According to a report entitled, Household Universal Waste Generation in California, August 2002, there were 15,555,556 fluorescent lamps sold in California in the year 2001. According to survey results published in the report, only 0.21% of these lamps were recycled. ▼

How to Recycle or Safely Dispose Fluorescent Lamps and Tubes

Households and Small Business with Only Small Numbers of Spent Lamp or Tubes at a Time

- Take lamps and tubes to a household hazardous waste collection center or event. Find where to recycle or dispose fluorescent lamps and tubes at [Where Can I Recycle My...?](#), or Earth 911, or call 800 CLEAN-UP (253-2687). Enter your zip code to find the nearest recycling center. Includes information for many types of recyclable material, including household hazardous waste. If this option does not work, ask your Local Contact for Waste Prevention and Recycling.
- For More Information, Contact Your Local Waste Agency from the Waste Stream Profiles, Jurisdictions Web Page. After you select a county and your jurisdiction, be sure to click on the grey "contacts" tab near the top of the page.

Businesses

- Businesses now manage mercury-containing lamps and tubes as universal wastes for

recycling. The recent universal waste regulations eliminate the hazardous waste manifest requirements and increase allowable storage time to one year.

- Businesses can use prepaid mailing containers from lamp recyclers or contact a universal waste handler (e.g., storage facility, broker) or an authorized recycling facility.
- See the Department of Toxic Substances Control fact sheet on Managing Universal Waste in California (PDF, 53 KB) or contact the DTSC office near you.
- For More Information, Contact Your Local Waste Agency from the Waste Stream Profiles, Jurisdictions Web Page. After you select a county and your jurisdiction, be sure to click on the grey "contacts" tab near the top of the page.

For more information, please visit the State of California Integrated Waste Management Board at: www.ciwmb.ca.gov/WPIE/FluoresLamps ▼

CSA Welcomes New Members

Since April 2005, CSA is happy to announce the addition of two new members. Express Signcraft is a Commercial Sign Company and Sign Biz, Inc. is a Sign Services Company. A hearty CSA welcome to you both!

Express Signcraft

321 South Monroe St.
San Jose, CA 95128
(408) 983-0401
Greg Bahule, Owner

Providing quality signs, banners, displays, digital graphics and design to a diverse customer base.

Sign Biz, Inc.

24681 La Plaza, Ste. 270
Dana Point, CA 92629
(949) 234-0408 • (949) 234-0426
Teresa M. Young, President/CEO

Business development company providing consulting, products, education and services to member imaging companies. Area: National

Make your 2005 CSA Convention hotel reservations now and get a dynamite rate!



DESERT SPRINGS
A JW MARRIOTT RESORT & SPA
PALM DESERT

Desert Springs Resort & Spa

74855 Country Club Drive
Palm Desert, CA 92260

Reservations: 800-228-9290
Group Name: CSA
Convention Rate: \$150.00 per night
Convention Rate Cut Off Date:.. August 12, 2005
Convention Dates: Thursday, September 8, 2005 though Saturday,
September 10, 2005

Please note: the Convention Golf Tournament has a 7:30am start the morning of September 8th and there may be Board and Committee meetings on the morning of Sept 11th (although undecided at this time).

CSA's 14th Annual \$10,000 Drawing

- Reward your employees with a ticket
 - Coordinate with your co-workers and purchase a ticket as a group
 - Offer a ticket to your favorite vendors or convince them to buy one
 - Need not be present to win \$10,000 top prize
- Only 300 tickets available, contact CSA for information at (916) 932-0021. ▼



Mrs. Lacey Kruper invites you to join her at the 1st Annual CSA Spouses' Charity Luncheon to be held on Saturday, September 10, 2005 at Desert Springs Resort & Spa during the CSA Annual Convention. We will enjoy a delightful lunch, stress reduction presentation and a gift drawing benefiting the Ronald McDonald House of Orange County. Come see what's in store and help out a wonderful charity!

1st Annual CSA Spouses' Charity Luncheon

This year during the CSA Annual Convention, Lacey Kruper (wife of CSA President Richard Kruper) will host a special luncheon for all spouses and guests. It will be a fundraiser for the Ronald McDonald House of Orange County, a charity close to Mrs. Kruper's heart.

A special program titled "Humor Your Stress" will be presented. Since we are all dominated by faxing, phoning and whining this program will help us rediscover the joys of extended family and friends, non microwave food, the joy of singing, clothing that makes sense, and our homes as sanctuaries not satellite work stations. It is sure to help us add more laughter to our lives.

Throughout the convention and during the luncheon special tickets will be sold. The gift drawing will be held at the end of the luncheon. You need not be present to win, but it sure makes it more fun!

This is a paid event so make sure to check to appropriate box on the registration form. For more information, contact the CSA office at 916-932-0021. ▼



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Schedule of Events at the 2005 CSA Annual Convention

Thursday, September 8th

- 7:00am – 1:30pm CSA Convention Golf Tournament followed by a casual lunch, Desert Willow Golf Course
- 8:00am – Noon Desert Jeep Tour, Mystery Canyon
- 6:30pm – 10:00pm Suppliers' Welcome Cocktail Reception, The Grove at Desert Springs

Friday, September 9th

- 8:00am – 9:00am Welcome Breakfast, The Edge at Desert Springs
- 9:30am – 11:30am CSA General Members' Meeting (all attendees are encouraged to attend)
- 11:30am – 1:00pm Seminar I: LED Panel Discussion
- 1:30pm – 3:00pm Rio Fiesta Lunch at Colibri Grille Restaurant
- 3:00pm – 4:30pm New Directors Orientation
- 3:30pm – 6:30pm Palm Springs Aerial Tramway Excursion
- 5:00pm & 9:00pm Free Shuttles to Agua Caliente Casino

Saturday, September 10th

- 7:00am – 7:30am Board of Directors' Breakfast
- 7:30am – 9:30am Board of Directors' Meeting
- 10:00am – 11:30am Seminar II: California's New Sign Energy Requirements & Legal Update with Jeff Aran
- 11:30am – 1:30pm CSA Spouses' Charity Luncheon
- Noon – 2:30pm Product Manufacturers' Table-Top Exhibit & Luncheon
- 3:00pm – 5:00pm WSSC Meeting
- 6:00pm – 10:00pm CSA Annual Installation Banquet

Featured Seminars at the CSA Annual Convention

There will be two highly informative seminars held at this year's convention in Palm Desert.

LED Panel Discussion

Join us for an enlightening panel discussion with leading LED manufacturers. This will be a broad conversation covering multiple topics from the history of the Light Emitting Diode to the latest innovations in LED technology. We will look at the benefits and drawbacks of LEDs in certain applications, the installation of LEDs versus neon, and how to estimate a project with LEDs. This is a seminar you won't want to miss.

*Friday, September 9th,
11:30am – 1:00pm*

California's New Sign Energy Requirements & Legal Update

This session will review the new Title 24 restrictions for signage (effective October 2005) and how they will affect your business. CSA was successful in taking the bite out of the new regulations, but there are still things you need to know and do in order to be in compliance. In addition to outlining the new requirements in detail, Jeff Aran, CSA Legal Counsel, will also present an update on recent signage cases and answer your legal questions. Presenter Jeff Aran has served as CSA General Counsel since 2004, Director of Government Affairs since 2001, and Legislative Counsel to both CSA and Sign Users Council since 1991.

*Saturday, September 10th,
10:00am – 11:30am*

Company Recognition

Are you coming to the CSA Annual Convention? You better make your travel plans now because your company may be a recipient of an award! Below is a partial list of companies being recognized during the CSA Annual Convention:

- | | |
|-----------------------------|------------------------------|
| Cal Sign Wholesale, Inc | Mina-Tree Signs |
| Clarke & Associates | Quiel Brothers Electric Sign |
| Commercial Neon Inc | Sign Designs, Inc |
| Custom Signs, Inc | Street Graphics, Inc |
| EGS & Company | Temeka Inc |
| Ellis & Ellis Sign Systems | Von Kohorn & Kitzmiller |
| Johnson Sign Systems | Western Sign Company |
| JSJ Electrical Display Corp | Williams Sign Company |
| Midway Signs | |



World Wide Sign Systems, Inc.

Riche Salzmann has been appointed as National Accounts Manager.

As National Accounts Manager, Riche will manage the growth of sales for "The Channel Letter Factory", a new Division of World Wide Sign Systems.

Riche brings 25 years of sales, marketing and management experience, to assist you with your outsourcing requirements.

Please contact Riche at 800-874-3334; E-mail: rsalzmann@wvsign.com

The Channel Letter Factory can provide (1) or (100) sets of Channel Letters in a timely delivery of outsource manufacturing to the Sign Industry.

World Wide Sign Systems is an Industry leader as an outsourcing partner for Electric Signs, 3M Scotchprint Graphics, Formed Faces, Flexible Faces, Routed Products, and Architectural Signs, for the Sign Industry. ▼

2005 Calendar of Events

SEPTEMBER

	EVENT/LOCATION
Thursday, 8 - Saturday, 10.....	CSA Annual Convention Desert Springs Resort, Palm Desert, CA
Thursday, 8	Convention Golf Tournament Palm Desert, CA
Saturday, 10	CSA Board of Directors Meeting Palm Desert, CA

The Channel Letter Factory
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 Fax: 888-793-4455
 E-mail: sales@wvsign.com



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 Internet: www.calsign.org

Industry News

3-D Engraving Software

Roland Advanced Solutions Division (Lake Forest, CA) is introducing the Roland Face Designer software, which converts 2-D, profile portraits into 3-D, realistic engravings for jewelry, plaques and signs. The software can import the digital image and help to produce the 3-D CAD model. The program converts bitmap, TIFF, GIF, or JPEG images into CAD files and supports the Roland EXG engraver series, MDX series SRP™ milling machines, the JWX-10 jewelry model-maker and the RX-50 spiral-axis engraver. For information, call (888) 273-8895 or visit www.rolandasd.com.

3-D Signmaking System

Océ (Chicago) is launching its 3D Sign Solution. The package, which uses a vacuum to form 3-D signs, comprises the Océ Arizona T220 flatbed, solvent-ink printer; T220 Industrial Application inks; and other software and equipment. The system first prints onto the flat material, then forms the 3-D sign using a vacuum. The package reportedly can greatly reduce the production time of 3-D jobs. For information, call (800) 714-4427 or visit www.oceusa.com.

Clear Channel Launches LED Displays Around Cleveland

Clear Channel Communications Inc. (San Antonio, TX) has begun installing seven electronic billboards in greater Cleveland, part of a pilot project to incorporate electronic displays in the city. The 14 x 18-ft. LED displays, designed and manufactured by Daktronics Inc. (Brookings, SD), were scheduled to be installed by the end of May. "Cleveland will be our first incubator for the gradual transformation of our business from selling advertising space to selling advertising time," said Clear Channel's President and COO Paul Meyer in a news release. The boards are controlled remotely using the V-Net® system.

LED Display Booklet

Trans-Lux (Des Moines, IA) is unveiling its latest commercial-display catalog. The full-color, 32-page booklet, which reportedly has been expanded since 2004, features photos of LED installations and includes such new products as full-color electronic message centers with multiple pixel pitches, and LED price changers for gas stations and motels. For information, call (800) 543-7904 or visit www.tlxcommercial.com. ▼

CSA Member Benefits

- Membership Assistance
- Full-time Professional Staff
- Annual Convention
- Resource Library
- Monthly Newsletter, Powerline
- Quarterly Legislative Report, Signage Matters
- Membership Meetings
- Business Referrals
- Social & Networking Activities
- Membership Directory
- Advertising Opportunities
- Access to Legal Counsel
- Legislative Representation
- Workers Compensation Insurance Program
- Membership Discount for ISA
- Educational Forums & Seminars
- Participation in Committees

To join now, call CSA Member Services at (916) 932-0021, or visit our website at www.calsign.org to download a membership application. ▼

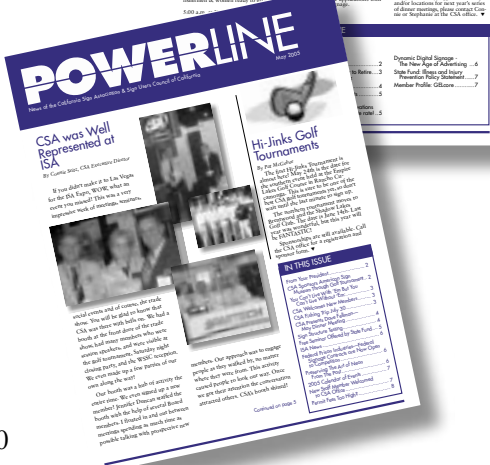
Advertise in Powerline

Reserve your ad space today. This is an excellent opportunity for suppliers, products manufacturers and sign services companies to promote their business, products, and services each month. Your space will be guaranteed on receipt of payment by the CSA office. Please call us at (916) 932-0021 for more information.

Price List For Advertising

Size:	Cost:	Savings:
2x2	1 issue	\$35
2x2	3 issues	\$100 \$5
2x2	6 issues	\$195 \$15
2x2	12 issues	\$370 \$50

Size:	Cost:	Savings:
2x4	1 issue	\$60
2x4	3 issues	\$165 \$15
2x4	6 issues	\$320 \$40
2x4	12 issues	\$600 \$120



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