

POWERLINE

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

March 2005



ISA Expo in Vegas: March 31-April 2

The ISA Expo in Las Vegas is quickly approaching. This is an event worth attending, with approximately 1,200 booths and 17,000 attendees expected. In addition to the trade show floor, the expo will include educational speakers on important industry topics. Among these distinguished speakers are some of CSA's very own. Jeff Aran will be speaking on liens. Dub Northcutt will be speaking on sign structure failure, and Pete Micheleni will be speaking on contracts. The times and further information about the topics can

be found in your ISA registration booklet. So come support your fellow CSA members. We are proud of them for participating in this important conference. For information on how to attend and register for the ISA Expo, please see their Web site, www.signexpo.org.

An additional perk to the ISA Expo is the opportunity to support CSA while you are there! WSSC sponsors the reserved table program during the reception at the end of the trade show. Please see page 6 for additional information. Secure your reception table now! ▼

Hi-Jinks Golf Tournaments

It's time to start warming up that golf swing. The annual CSA Hi-Jinks Golf Tournaments are quickly approaching. Southern California golfers will enjoy the Empire Lakes Golf Club in Rancho Cucamonga on May 24. The Northern California tournament will be held at the beautiful Shadow Lakes Golf Course in Brentwood on June 14. And of course if you are a serious golfer, you are welcome to come to both! The golf tournaments will be a great time to enjoy a relaxing day with colleagues and enjoy the early summer sunshine on some beautiful greens. So mark your calendars and keep an eye out for more details to come. ▼

February Dinner and OSHA Regulations

Can't live with them, can't live without them. We often fear the enforcement officers at OSHA, yet their rules and regulations are aimed at securing our health and safety in the workplace. So we are left with one good option: learn the OSHA regulations and enforce them in our businesses. The February dinner meetings were an excellent opportunity to take the first step in this challenge. Speakers from OSHA's compliance department spoke on everything from consultations to the industry's current "hot topic,"—crane operator certification. Both speakers were extremely helpful in clarifying answers to the many questions posed to them. They

also came with many excellent resources including the Pocket Guide to the Construction Industry and contact information for further questions and concerns. Below are just a few of the important topics covered at the dinner meetings:

- High voltage clearances
- Crane operator certification
- Ladder jack regulations
- Fall protection
- Rope access equipment
- Personal protective equipment
- And many other safety regulations...

This was an extremely important dinner meeting and an example of the value of attending CSA events. ▼

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California Signage Foundation

By Larry Vannatta, Vannatta Insurance Company

It is up and running. We want to pay a special thanks to all of the past CSA presidents that volunteered their time to form this foundation. We believe this foundation is a very important "tool" for the California Sign Association to meet the goals of its strategic plan.

Serving on the committee were: Kozell Boren, Bill Moore, Ray Quiel, and Roy Flahive. Working closely with them was our former Executive Director, Peggy Thomas. They used several outside experts on establishing a "non-profit" foundation. Also involved was our association attorney, Jeff Aran.

What will this foundation do for you and others interested in the future of the sign industry, and not to mention, the ability to make donations that are tax deductible? It's primary focus is to find funding for educating the sign industry, present and future employees.

HOW WILL THIS BE ACCOMPLISHED: We are encouraging each of you, your families, your heirs and your employees, to consider donating to the California Signage Foundation. We will accept any size donations, whether it is cash, life insurance, equipment, vehicles or anything else of value. All you have to do is designate the beneficiary to be the "California Signage Foundation."

LOOKING FOR A FEW VOLUNTEERS: We would like several member volunteers who have some yard space available to hold donated equipment until we can make arrangements to get the equipment to a central location to either be sold or used for training existing employees and new employees for the industry. Call the CSA office if you can volunteer some space.

We would like locations in the following areas: San Diego, San Bernardino, Los Angeles, Orange, Fresno, Sacramento and the Bay Area. These areas are not fixed, but we want to make it convenient for companies to donate equipment and materials. The founda-

tion will make arrangements as soon as possible to have the equipment removed from your premises and taken to a central location operated by the foundation.

The California Signage Foundation bank account has been opened with a member donation. The rest is up to "all of us." ▼

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Poker Night—March Dinner Meeting

Registration Form

If you did not receive your dinner flyer call CSA at (916) 932-0021.
(Advanced registration is highly recommended!)

I/We will be attending:

- March 15—Ontario Airport Marriott, 2200 E. Holt Blvd., Ontario, CA
 - March 24—Doubletree Hotel Modesto, 1150 Ninth St., Modesto, CA
- 6:00 pm..... Registration & Buffet Dinner
7:00 pm..... Meeting & Games
Advanced registration..... \$45.00 per person
Onsite registration..... \$50.00 per person

Attendee Name _____

Company _____

Company address _____

City _____

State _____ Zip _____

Attendee Name _____

Company _____

Company address _____

City _____

State _____ Zip _____

Attendee Name _____

Company _____

Company address _____

City _____

State _____ Zip _____

*Please notify the CSA office of any special dietary needs!

Payment Options

- Visa MasterCard AMEX Check enclosed

Credit Card Number _____

Exp. Date _____ VCode _____

Name on Card _____

Mailing address of Card _____

City _____

State _____ Zip _____

Signature _____

Mail or Fax this form to the CSA office:

CSA

PO Box 276567 • Sacramento, CA 95827-6567

Fax: 916-932-2209

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jaraanatty@aol.com

Equipment for Sale

100' Dynalift crane (electric) mounted on 1991 International Diesel & includes a welder/generator. \$25,000 or best "reasonable" offer. Contact Pat Corey at McHale Sign Company, Inc., (530) 223-2030.



For more information on free classified advertising contact Jennifer Duncan, at (916) 932-0021 or jen@calsign.org.

Workers' Compensation Medical Provider Networks

By Larry Vannatta, Vannatta Insurance Agency

Recent legislative actions allow insurance companies to establish medical provider networks and require that all industrial injuries be treated by a member of the network, with the exception of an employee that has pre-designated a doctor. We will discuss "emergency" needs next month. These requirements were to be effective January 1, 2005, but like many laws, it takes time to implement them.

It is incumbent that all employers notify their employees of this new requirement and it is recommended that you have each employee sign a copy of the requirements, and keep it in their personnel file. If they go to a doctor that is not a member of the approved network, they risk the cost of the treatment will not be paid for by the insurance company.

This provision is just one of the many pieces of recent legislation which is an attempt to control the cost of Workers' Compensation Insurance. It is recommended that all employers get enough brochures from State Fund for each employee to explain more of the program.

You can obtain the list of providers for all areas where your operations are taking place by going to www.scif.com and click on Medfinder. We recommend that if you have employees working out of the general area of your main location, that you print the list of network providers and make it a part of your work order.

This legislation is to help you reduce the cost of your workers' compensation insurance, use it. ▼

2005 Calendar of Events

MARCH		EVENT/LOCATION
Tuesday, 15	South Dinner Meeting	Ontario Airport Marriott Ontario, CA
Thursday, 24	North Dinner Meeting	Doubletree Hotel, Modesto, CA
Wednesday, 30	WSSC/ISA Golf Tournament	Las Vegas, NV
Thursday, 31	ISA Expo, Las Vegas, NV	
APRIL		EVENT/LOCATION
Friday, 1 – Sunday, 3	ISA Expo, Las Vegas, NV	
Friday, 1	CSA Board of Directors Meeting	Las Vegas, NV
Tuesday, 19	North Dinner Meeting	Sacramento, CA
Tuesday, 19 - Wednesday, 20	Pacific Builders Safety Expo	Sacramento, CA
Tuesday 26	South Dinner Meeting	Commerce, CA
MAY		EVENT/LOCATION
Tuesday, 17	South Dinner Meeting	San Diego, CA
Tuesday, 24	South Hi-Jinks Golf Tournament	Empire Lakes G.C. Rancho Cucamonga, CA
Thursday, 26	North Dinner Meeting	Pleasanton, CA
JUNE		EVENT/LOCATION
Tuesday, 14	North Hi-Jinks Golf Tournament	Shadow Lakes G.C. Brentwood, CA
Tuesday, 21	South Dinner Meeting	Pomona Valley Mining Co, Pomona, CA
Thursday, 23	North Dinner Meeting	Berkeley, CA
JULY		EVENT/LOCATION
Thursday, 14	CSA Board of Directors Meeting	Sacramento, CA
Saturday, 30	Fishing Trip, Dana Point, CA	
SEPTEMBER		EVENT/LOCATION
Thursday, 8 - Sunday, 11	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

A Taste for Every Critic at the CSA Annual Convention

The CSA convention is an event to look forward to each year! This year's convention will be held at the beautiful Desert Springs Resort and Spa in Palm Desert. This resort has a restaurant for every culinary craving. From the Ristorante Tuscany, a glorious celebration of Italy's Northern Region in a sophisticated and relaxed atmosphere, to the



Colibri Grille, where authentic Mexican cuisine can be enjoyed on the outdoor terrace with an inviting fireplace and views of the Santa Rosa Mountains. One of the resort's liveliest restaurants is Mikado, where knife-twirling chefs use fire and steam to create a mouthwatering menu of steak, chicken and seafood delights accompanied by

delicate vegetables and exotic sauces. The highlight of the meal is the dazzling talent of the chef as he expertly chops, juggles, jokes and prepares an incredible meal right before your eyes. Now that your mouth is watering, make sure you

mark your calendars for the CSA convention September 8-11, where you will

have endless opportunities to enjoy these exceptional dining options! Oh, and if your dinner takes a little longer to get to you, look for the chef on the golf course! ▼



Educating Your Employees

The CSA Education Committee is looking for a minimum of four members that will commit to an "on-line" inter-net, inner-active training program to improve the knowledge and skills of your current employees. We will also consider new employees that you may want to make an investment in.

For those of you that attended the "Prime Ed" presentation by the Education Committee at the convention last September in Lake Tahoe, you have a good idea of how the program works. This is a program designed to be offered through the California Junior College System. Our committee has selected from offered courses, those that apply to the sign industry. They range from classes on reading blue prints, rigging and crane operations, and electrical. We have selected thirteen topics (these are still being analyzed) and each class takes about one and one half hours to complete.

Each subject has a "pre-test" to determine the student's current level of knowledge of the topic. If they have a passing score, they can skip

the topic. If they do not pass, they take the course and then take a final exam. If they fail the final exam, they re-take the subject matters they failed. All of this is monitored by a Prime Ed representative. There are certain classes that will require a "hands-on" demonstration of the skills learned.

CSA will make every effort to minimize travel requirements by the participants for the "hands-on" sessions.

The cost for each student is \$895 per year. To get this program evaluated, the CSA Education Committee will pay fifty percent of the cost and, upon a student's completion of the program CSA will pay the remaining fifty percent.

Final Comment: It was our goal to pay for one hundred percent of this program from grant funds that we were applying for. We finished "four-out-of-the-money." There were 116 applicants for the grant which we applied for. Twenty-eight applicants were not qualified. Fifty-one were funded and thirty-seven were qualified, but not funded

because the available money was gone. Of the Thirty-eight not funded, we were the fourth applicant that would have been funded if "funds" were available.

Your Education Committee has spent hundreds of hours over the past twenty months working on several grants to educate and train current and future employees for our industry. We are continuing to work on additional grants through state and federal avenues.

For more information on the training program contact Larry Vannatta at 559-446-0156. ▼

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Reserve a Table at ISA's Closing Reception

The 2005 International Sign Expo is fast approaching. If you don't have your table reserved for the Saturday April 2nd Party, you're not too late, but time is running out. This is the best meal value for your dollars. Just look at the benefits:

- Have a reserved table for you and 9 others
- Free food and entertainment
- Reward your employees
- Invite clients
- Have a place to sit, eat, and enjoy your guests
- Up front, close to the entertainment
- Close to the dance floor

This is the only way to have a table at the party. No other tables will be set in the room, so reserve one or two now.

The Reserved Table program is a fundraiser of the Western States Sign Council. One hundred percent of the proceeds from the Reserved Table efforts are returned to the WSSC to support the legislative, regulatory and educational programs offered by its state associations.

This is the best party in town on Saturday! Don't get caught "standing around!"

▼
DEADLINE TO RESERVE A TABLE: MARCH 23, 2005

Fax this form to 916-932-2209
Reserved Table Form:

Yes, I would like to purchase a table

Name _____

Company Name _____

Address _____

Phone _____ Fax _____

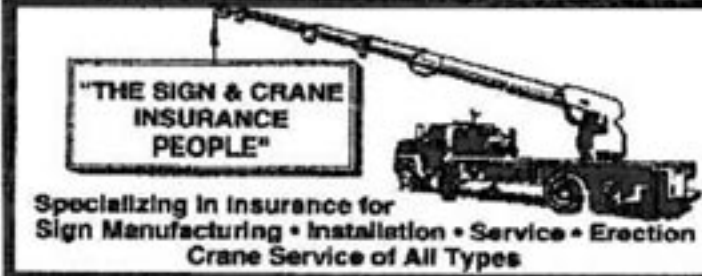
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Amount Enclosed \$ _____ (Make checks payable to ISA)

Visa MC AMEX

Credit Card Number _____ Exp. Date _____

Signature _____



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Most CSA Crane Operators Exempt From Crane Operator Certification Requirements

The regulations under Title 8 of the California Code of Regulations (T8CCR) Section 5006.1 requiring certification of crane operators had "Exception No 1. It stated in certain language, that cranes with a boom less than 25' or a rated lifting capacity of under 15,000 pounds, operator certification is not necessary.

See below the letter your association has received in response to our letter to the Division of Occupational Safety & Health Crane Unit, requesting in writing that they agree with our interpretation of "Exception 1". The letter confirms our interpretation. (*see letter below*)

February 3, 2005

Larry M. Vannatta
California Sign Association
P.O. Box 276567
Sacramento, Ca. 95827-6567

Dear Mr. Vannatta:

In response to your written request for clarification of Title 8 California Code of Regulations (T8CCR) Section 5006.1 requiring certification of crane operators.

Exception No. 1 provides two conditions that allow exception to the operation of certain cranes. If a crane does not have a boom length in excess of 25 feet or a rated lifting capacity in excess of 15,000 lbs., a certified operator would not be required. Section 5006 does require that operators of the smaller cranes be trained.

If you have other questions regarding this correspondence or crane related matters please contact the Crane Unit by calling (714) 939-8478.

Sincerely,


Larry McCune, P.E.
Principal Safety Engineer

LM/kf

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Industry **Alert**

ISA officials have been informed by the Environmental Protection Agency's (EPA) Energy Star program that Energy Star will abandon all general efforts to establish standards for the illuminated sign industry.

International Sign Association (ISA) President and CEO Lori Anderson said, "The EPA's decision to not pursue these regulations is an enormous victory for the sign industry. This study could have led to an additional layer of inconsistent regulations for states and major municipalities. Moreover, because the EPA was approaching these regulations from the wrong perspective, litigation would have been virtually assured."

In 2004, ISA discovered that Energy Star was studying the on-premise sign industry for possible regulations. After numerous requests, the EPA's Energy Star program made the preliminary report available for ISA's inspection. The draft report was fundamentally flawed and seriously mischaracterized the industry.

"ISA swiftly moved to inform the EPA of the proper methodology to utilize in viewing the sign industry," said Anderson.

Upon receipt and review of ISA's information, Energy Star Labeling Branch Chief Ann Bailey stated, "Based on the results of this market research, we have decided not to pursue an Energy Star label for commercial signs."

In its critique of the preliminary report, ISA addressed industry concerns and shared those concerns with ISA's allies on Capitol Hill. ISA delivered a comprehensive rebuttal to the EPA stating that signage is not simply an activity and Energy Star's approach is problematic because signs are speech, not merely technology.

Though EPA's Energy Star guidelines present themselves as voluntary, they form the basis for a host of regulations that states adopt and manufacturers must conform to. Unfortunately, the ultimate regulations based on Energy Star are not always consistent from state to state, or even county to county.

For more information about this or ISA's other legislative programs, contact Lori Anderson at 703-836-4012 or visit www.signs.org.



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