



POWERLINE

News of the California Sign Association & Sign Users Council of California • September 2007



CSA celebrates 48 years at our convention in San Diego. If you missed it, look for the recap in our next issue!

Are You "Going Green"?

By Ray Smith, Federal Heath Sign Company, LLC, CSA 1st Vice President

Our Association greatly encourages members to take reasonable steps to lessen our additions to the waste stream. Some of our customers are asking what we are doing to "become greener" in their RFP's. There are many simple things you can do to reduce your "Carbon Footprint." Maybe you're already doing some. With all the energy conservation initiatives in California you'd better get out ahead of this!

Do you separate your broken tubing and fluorescents from your trash to be disposed of properly? See, you're already helping! Do you encourage your employees to carpool? Is the lighting in your place of business shut off when not needed? Are you using energy efficient lighting? We're told that 44 percent of office energy is used for lighting. Do you explain to customers the possible energy savings from some LED devices? Are you using electronic ballasts in your signs? Do you recycle your scrap metal? If you set your computer to power down after 15 minutes of inactivity you cut the

machine's energy demand by up to 70 percent.

At our office/factory in Dallas, each employee has a separate waste basket for paper which gets hauled off by a recycler. In exchange for the paper we pay nothing for the service and occasionally get a small check based on volume. In Oceanside we recently changed out all the old shop lights with new, more efficient ones. With the utility company rebate and expected decrease in electric bills, the savings are dramatic not to mention the decrease in energy usage. Why not appoint someone in your company to do a little investigating and come up with suggestions for your particular situation?

Also, be sure to attend our upcoming Western States Sign Show in February which will be in San Diego. We're working to organize a seminar on this topic with other suggestions, which are already in use by some of our members. You'll be amazed.



How Green is Your Shop?

Send us your environmentally friendly shop procedures and see how you rank among CSA members.

California Sign Association
P.O. Box 276567
Sacramento, CA 95827-6567
lynnw@calsign.org
(916) 932-2209 Fax

IN THIS ISSUE

Contents

Reflections on Three Decades at BMA	2
Heat Illness Information.....	3
Back Belts—Do They Protect Workers?.....	4
A Big Fish Story	5
State Budget News	5
Professional Development Training.....	6
Vehicle Wrap Training.....	7

2006-07 Executive Committee

President

Roy Flahive

Pacific Sign Construction, Inc., Poway, CA

1st Vice President

Roy Smith

Federal Heath Sign Company, Oceanside, CA

2nd Vice President

Skip Moore

Bill Moore & Associates, Albany, CA

Secretary/Treasurer

Steve Jones

Young Electric Sign Company, Ontario, CA

Past President

Brian Schneider

JSJ Electrical Display Corp., Benicia, CA

2006-07 Board of Directors

Mike Avery

Denco Sales Company, Fresno, CA

Guy Barnes

Fast-Ad Letters, Santa Ana, CA

Tim Barrett

Actown-Electrocoil, Pittsburg, CA

Deborah Cook

Landmark Innovative Industries, Inc.,
Stockton, CA

George Dubay

N. Glantz & Son, Inc., Brea, CA

Mark Gastineau

Arrow Sign Company, Oakland, CA

Richard Gomez

Fluoresco Lighting & Signs, Pomona, CA

Rocky Gruner

Daktronics, Inc., Anaheim, CA

Richard Kruper

CentSource, Inc., Orange, CA

Terry Long

Ad Art Sign Company, San Francisco, CA

Gus Navarro

San Pedro Electric Sign Company,
Wilmington, CA

Dub Northcutt

Structural Technology Consultants,
San Diego, CA

Justin Pretzer

DerManouel Insurance Group, Fresno, CA

Gary Quiel

Quiel Bros Electric Sign Co.,
San Bernardino, CA

Rob Riley

Interstate Electric Co., Inc., Benicia, CA

Bob Shimmin

Montroy Supply Company, Signal Hill, CA

Patti Skoglund-Adams

Superior Electrical Advertising, Inc.,
Long Beach, CA

Jeff Tanielian

Commercial Neon, Inc., Fresno, CA

Larry Vannatta

Vannatta Insurance Agency, Fresno, CA

Reflections on Three Decades at BMA

By Skip Moore, President, Bill Moore & Associates

On August 7, 1977, thirty years ago, I walked into the office at Bill Moore & Associates for my first day of employment to be greeted by the sole occupant, father, namesake and proprietor, Bill Moore. It wasn't my first day in the sign business, but that threshold marked a transition in a lifetime in the business.

It seems that the family's shop in Richmond, Nelson Neon, named after my grandfather and founder, Art Nelson, had been my playground from the beginning; soaring on the ropes of the monorail pulleys through the Quonset hut building, peering over the shoulders of the artists, marveling at the ideas they transcribed to empty paper with a few swipes of the magical hand, amazed as the simple tubes of glass leapt to life, blazing brilliant on the bombarding table in the darkness of the neon shop, watching the long shadows of the welder flicker across the wall as he struck an arc, the flash of hot light bonding steel, discovering pollywogs in the creek that ran behind the shop, balancing on the Santa Fe tracks on a summer afternoon, following the familiar steel path as it gently curved toward my favorite destination, the place I simply knew as "the shop". Besides El Monte Elementary School, and the streets, grassy hillsides and playfields of El Cerrito, this is where I grew up.

Eventually, the shop became a place to work. I swept floors and yards, restocked hardware bins, rode with the servicemen, emptied scraps of colorful plastics into the trash bin, ran blueprints, and got in the way. I even crossed the union picket lines to help keep the family business alive, wiring four-lamp ballasts, gluing Safeway "S" mosaics and the like. All for what was, as a 12 year old, a meaningful wage of \$1.65 an hour.

I think it was 1967 or 1968 when we moved the shop to Benicia to get away from the unions that threatened to destroy our way of life. Fourteen years old and my Saturdays were spent driving the service and crane trucks to check the tires and gas them

up, still sweeping the floors and clearing the scraps from the weekly cycle of an industry that fed me. Through high school, summers meant 40-hour weeks as stock boy, gopher, janitor, painter, \$50 checks and the camaraderie of my coworkers. As I became more interested in drafting and architecture, I longed to be free of what had become the drudgery and simple labor within the compound of Nelson Neon.

That freedom lasted about 6 years, which took me to the University of Oregon for a degree in Architecture and Land Use Planning, 3 summers spent in Kodiak, Alaska, over a year as a carpenter building pole barns in southern Oregon and northern California and, a year after graduation, as a cartographer and citizen coordinator for the Hood River County Planning Department. It was a strange feeling walking in through that door at BMA 30 years ago today for what I thought was to temporarily help my Dad launch his new business.

So as I stop at this anniversary to acknowledge my prolonged engagement at Bill Moore & Associates, I realize that the memories last much farther back than that, and just like the tendency of the aged mind, I find myself remembering the days of my youth with greater clarity than the events of last year. And how my lifetime in this enterprise, the influence of my father and my mother, my grandfather, the artists, sheet metal men, salesmen, installers, apprentices and journeymen have shaped and molded me into who I am today.

After all of that, I find myself looking forward to what tomorrow brings with a renewed sense of pride and purpose.



Heat Illness Information from the California Chamber of Commerce

While the weather is heating up, your outdoor employees should be reading up on heat illness prevention. The California Chamber of Commerce offers a **Heat Illness Prevention Kit** which includes the training tools needed to protect your employees and remain in compliance with the Cal/OSHA regulations. Here are some important bullet points you and your employees should be aware of:



Heat Illness Risk Factors

Various stages of heat illness can be caused by exposure to high air temperature, high relative humidity, radiant heat from the sun and other heat sources and conditions connected with the work environment. Risk factors are directly related to:

- Workload severity;
- Movement of air; and
- The amount of protective clothing and personal protective equipment worn by the employee.

People at greatest risk for heat illness are:

- Infants and children under the age of 4;
- Older adults over the age of 65;
- Persons who are physically ill, particularly those with heart disease and/or high blood pressure;
- Persons who are overweight; and
- Persons who are taking common medications, such as antihistamines, blood pressure medications and diuretics. These affect the body's ability to retain water and physiological responses to heat.

Stages of Heat Illness

Heat illness occurs when the body's temperature control system is unable to maintain an acceptable temperature. Under normal circumstances, the body cools itself by sweating. However, when high temperatures and humidity prevent the body from releasing heat efficiently, a person's body temperature can rise quickly causing numerous symptoms. If left untreated, high body temperatures have the ability to damage the brain and other vital organs, and can ultimately lead to death. Employees potentially exposed to heat stress, and their supervisors, must recognize the three stages of heat illness—heat cramps, exhaustion and heat stroke.

Heat Stress Prevention

You can minimize heat stress effects through:

- Acclimatization periods. Acclimatization peaks within 4 to 14 days of regular work for at least two hours per day in the heat;
- Engineering controls, such as air conditioning and adequate ventilation;
- Administrative controls, such as work rotation, working early in the morning or in the evening;
- Fluids to drink, especially water; and
- Personal protective equipment, such as cooling vests and light-colored or reflective clothing.

For more information or to order a kit, visit their Web site at www.calchamber.com/store

2006-07 Committee Chairs

Communications

*Terry Long
Bob Shimmin*

Education

*Jeff Tanielian
Larry Vannatta*

Fishing Trip

Gary Quiel

Golf Tournaments

Pat McGehee

Government Affairs

*Mark Gastineau
Skip Moore*

Membership

Rob Riley

Professionalism

*Tim Barrett
Deborah Cook*

Technical

*Rocky Gruner
Gary Quiel*

Ways & Means

Mike Avery

CSA Staff

Connie Seitz, Executive Director
California Sign Association
P.O. Box 276567
Sacramento, CA 95827-6567
(916) 932-0021 • (916) 932-2209 Fax
connie@calsign.org

Stephanie Setzer, Member Services
stephanie@calsign.org

Lynn Wells, Member Services
lynnw@calsign.org

Jeffrey Aran, Attorney
CSA Government Affairs Director
P.O. Box 22833
Sacramento, CA 95822
(916) 395-6000 • (916) 395-6028 Fax
jaranatty@aol.com



CaliforniaSignAssociation

Back Belts—Do They Protect Workers?

Back injuries account for a large number of injuries and illnesses in the workplace and cost the economy thousands of dollars. In response to the increasing human and economic costs of back injuries, companies have tried using many devices to lessen the chance of back injury, either in conjunction with or in place of sound ergonomic programs. One such device is the “back belt.”

Back belts, also called back supports or abdominal belts, resemble corsets and have been used by some companies in the belief that they prevent worker injury during lifting activities. However, those who rely on back belts to prevent injury should be aware of the lack of scientific evidence supporting their use.

The decision to wear a back belt is a choice and the National Institute for Occupational Safety and Health (NIOSH) believes that workers and employers should have the best available information to make that choice. So NIOSH conducted an extensive study and concluded that there was “insufficient scientific evidence” that wearing back belts protects workers from the risk of job-related back injury.

In their study, NIOSH found that the back injury rate among workers who wore back belts every day was “statistically insignificant” from those who didn’t use them regularly. Even employees in the most strenuous types of jobs showed no real difference in either back pain complaints or injury claims when using back belts. A history of back injury was the

strongest risk factor for predicting either a back injury claim or reported back pain among employees, regardless of back belt use.

NIOSH does not consider back belts to be personal protective equipment and does not recommend the use of back belts to prevent worker injury. They conclude that back belts do not lessen the hazards to workers who lift, push, pull, twist or bend repeatedly. The most effective way to minimize the likelihood of back injury is to develop and implement a comprehensive ergonomics program. The program should include:

- An ergonomic assessment of jobs and workstations to make sure that work activity can be done without exceeding the physical capability and capacity of the worker
- ongoing, comprehensive training for all workers on lifting mechanics and techniques
- a surveillance program to identify potential work-related musculoskeletal problems
- a medical management program


On the basis of available evidence, how effective back belts are in reducing back injuries remains unproven. Although some companies have reported workplace injury reduction from using back belts, many of those companies also implemented training and ergonomic awareness programs. So, in fact, the reported injury reduction may be related to these or other factors.



There is also little scientific evidence that back belts remind workers to avoid awkward postures and heavy loads. For just as there is speculation that back belts may help, there is also concern that they may have potentially harmful effects associated with a false sense of security. Some research shows that workers believe they can lift more when wearing a back belt. If workers falsely believe they are protected by the belt, they may risk greater injury by lifting more weight that they would have without a belt.

Companies should not rely on back belts as a “cure all” for back injury, but should take preventative measures that reduce the risks of lifting tasks. The decision to use back belts should be a voluntary decision and not be a mandatory job requirement. NIOSH believes that the most effective way to prevent back injury is to implement an ergonomics program that focuses on redesigning the work environment and work tasks to reduce the hazards of lifting.

Source: State Compensation Insurance Fund.



DENCO SALES

Your Local Source for Supplies & Equipment

used in the production of

- Commercial Signs
- Electric Signs
- Digital Imaging
- Screen Printing

Call Toll Free: 877- HI-DENCO

<input checked="" type="checkbox"/> High Performance Vinyl	<input checked="" type="checkbox"/> Electrical Sign Supplies	<input checked="" type="checkbox"/> Paints & Thinners
<input checked="" type="checkbox"/> Translucent Vinyl	<input checked="" type="checkbox"/> Screen Printing Supplies	<input checked="" type="checkbox"/> Gerber Equipment / Software
<input checked="" type="checkbox"/> Reflective Vinyl	<input checked="" type="checkbox"/> PVC Sintra™	<input checked="" type="checkbox"/> Summa, Ioline & Graphtec Plotters
<input checked="" type="checkbox"/> Banners	<input checked="" type="checkbox"/> Foam Boards	<input checked="" type="checkbox"/> ENCAD, Summa & HP Printers
<input checked="" type="checkbox"/> Aspire™ Product Line	<input checked="" type="checkbox"/> Ink Jet Supplies (Kodak & Sihl)	<input checked="" type="checkbox"/> ScanvecAmiable Software
<input checked="" type="checkbox"/> Gerber Edge Cartridges	<input checked="" type="checkbox"/> Magnetic Sheeting	<input checked="" type="checkbox"/> Multicam Routers

A Big Fish Story

5th Annual Fishing Trip Recap

By Gary Quiel, Fishing Trip Chairman

We had another great deep sea fishing trip with 43 people. The weather and beer could not have been better. The fishing was good. We caught mainly Barracuda and Bass all day. However we did have some excitement. Joanne Quiel thought she was hooked to the bottom of the ocean. She passed along her pole to Keith Larson who continued to fight this fish for 45 minutes. During this fight a deckhand dove into the water in order to clear some kelp that would not allow the fish to surface. The fish was an approximate 70-pound Black Sea Bass. Because this is an endangered species, we only had enough time to take a picture and throw it back into the water. This was a pretty intense fight using a rental rod with only 20-pound test line.

Congratulations to Juan Villeda of CenSource who won the jackpot with a large Barracuda. Hope to see everyone next year!



State Budget News

By Jeff Aran

Some tidbits from the new State budget, as outlined by the Governor's press release:

- The 2007 Budget Act builds an unprecedented safety net for California's Economy. This budget has a \$4.1 billion reserve—the largest of any budget act in the state's history.
- Holds spending to less than one percent and promotes responsible growth. The Governor's \$703 million in General Fund vetoes hold spending growth in this budget to just 0.6 percent.
- Eliminates a projected \$16.5 billion state deficit. The Governor's actions zero out this year's operating deficit. When the Governor took office, the state's projected deficit for the fiscal year that ended on June 30 was \$16.5 billion.
- Fully funds our schools, law enforcement and our environmental priorities. This budget fully funds K-12 education, increasing Proposition 98 funding by 3.9 percent, and the Governor's higher education compact. It fully funds law enforcement and the state's compact with the judiciary.

- Funding Environmental Protection—the 2007 Budget Act continues Governor Schwarzenegger's commitment to our environment by directing more than \$250 million to improve our air quality and providing nearly \$25 million to fight global warming. Highlights include:
 - \$250 million in Proposition 1B funding to improve air quality along California's main highways and trade corridors.
 - \$105.3 million to reduce pollution in our water sources and fund local community clean-water projects.
 - \$23.7 million for implementation of AB 32, the California Global Warming Solutions Act.
 - \$6.03 million for the Governor's Hydrogen Highway Initiative, to further diversify the use of alternative transportation fuels in California.
 - \$3.1 million to accelerate the cleanup of brownfield sites.

Some comments from other observers:

In their glee to celebrate coming to agreement on the state budget, legislators quickly forgot about that the 67-day stalemate. Hatchets were quickly buried and exchanged for Louisville Sluggers as everyone rushed off to play in the annual legislative softball game. The Republicans won for the sixth time in seven years, leading Assemblymember John Laird (D-Santa Cruz) to quip, "Republicans are relevant two times per year—during budget negotiations and at the softball game."

Powerline is a monthly newsletter with a circulation of 570 published by:

California Sign Association
P.O. Box 276567
Sacramento, CA 95827-6567
Telephone (916) 932-0021

info@calsign.org
www.calsign.org

TRAINING

Professional Development Training

Project Management: Boot Camp I

This intensive two-day training seminar will be offered in both Northern & Southern California. Developed specifically for sign companies, the hands-on course helps technical personnel understand, embrace and apply project management principles to their programs. Presenter Ann Tomalavage, a practicing project manager since 1984, is a registered professional engineer and certified Project Management Professional.

Project Management: Boot Camp I

Training Dates & Locations:

Monday and Tuesday, October 22-23, 2007
Oakland, CA

9:00am – 5:00pm both days

Registration Deadline: Friday, September 21

Thursday and Friday, October 25-26, 2007
Torrance, CA

9:00am – 5:00pm both days

Registration Deadline: Tuesday, September 25

Color Management Made Easy

Get expert advice for building and fine-tuning color profiles for input and output devices, select the right color management workflow, and manage color within and across major design applications. Learn how to match the color you see on screen with your final product. This seminar is presented by Mark Rugen, SA International.

To register for these seminars, please download the registration forms available on the ISA Web site at www.signs.org, click on Education.

Color Management Made Easy

Training Date & Location:

Thursday, November 1, 2007

Dana Point, CA

9:00am – 4:30pm

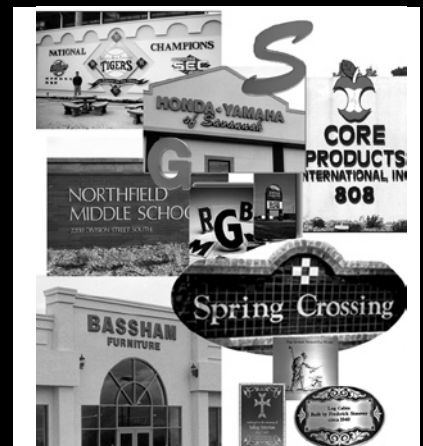
Registration Deadline: Monday, October 1

Did You Know?

The average person takes .33 seconds to recognize a familiar word or symbol. This means sign regulations must provide adequate height, placement, size and illumination to be capable of being seen and understood by passing motorists. Since most states require a minimum of 20/40 vision to obtain a driver's license, in order to effectively communicate, signs should be readable (legible) minimally by drivers with 20/40 vision.

Source: *Signline, Issue 51, published by ISA (2007).*

GEMINI DIMENSIONAL LETTERS LOGOS & PLAQUES



1-800-LETTERS

Fax: 800-421-1256

Gemini Incorporated

103 Mensing Way Cannon Falls, MN 55009

Visit our Website at

www.signletters.com

Vehicle Wrap Training

Join us for a two-day hands-on training program in vehicle wrapping where you become the installer. Instead of watching the demonstration, each participant will wrap a vehicle using the tips and techniques described in the seminar. Training limited to only 12 participants, so register today!

To register, fill out the attached registration form and submit to ISA, or please contact ISA's Education & Professional Development Department at (703) 836-7012.

Vehicle Wrap Training

Training Dates & Location:

Monday and Tuesday,
October 15-16, 2007

Interstate Electric Co., Inc.
2240 Yates Avenue,
Commerce, CA 90040

9:00am – 4:30pm

Registration Deadline:
Monday, September 17

REGISTRATION INFORMATION

Registration Deadline: September 17, 2007

Held in collaboration with California Sign Association

Fees: ISA/CSA Members: _____ \$550 (\$500 – 2nd person from the same company)
Nonmembers: _____ \$650 (\$600 – 2nd person from the same company)

ISA Member # _____

ABOUT YOUR COMPANY: Primary Business _____ Job Function _____

Company Name _____

Registrant Name _____

Additional Registrant _____

Address _____

City, State, Zip _____

Phone () _____ Fax () _____ E-mail _____

PAYMENT METHOD: VISA MasterCard American Express Check # (enclosed) _____

Credit card number: _____ Exp. Date: _____

Name on credit card: _____

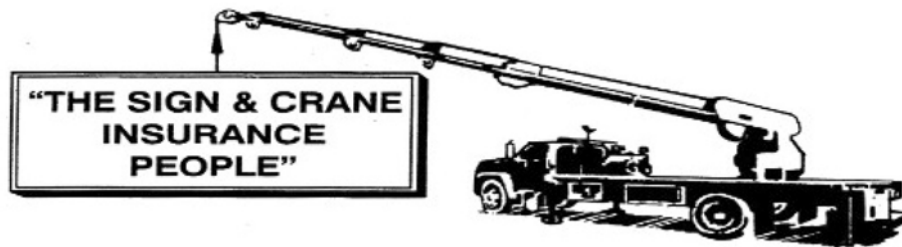
Signature: _____

Cancellation Policy: All cancellation requests must be submitted in writing and postmarked or faxed (30) days prior to the start of training. No refunds will be made beyond this time. Refunds will be processed less an administrative fee of \$75 and dispersed within two weeks following the conclusion of training.

Two ways to register: 1) Mail to International Sign Association/EPD, 707 N. Saint Asaph Street, Alexandria, VA 22314
2) Fax to (703) 836-8353

VWCA10

WE UNDERSTAND YOUR BUSINESS



Our mission is to Provide Insurance Value for the
Sign, Crane and Affiliated Organizations through
Expertise, Tailored Service
and Leadership Positioning in the Industry

VANNATTA INSURANCE AGENCY, INC.

Sign & Crane Specialist

LIC #0636501

PO Box 16429 • Fresno, CA 93755

(800) 728-7632 • FAX (800) 446-2205

VANNATTAINSURANCE.COM

H2 INSURANCE AGENCY, INC.

LIC #0C66703

(800) 628-2882 • FAX (909) 985-7008

1538 Howard Access Rd. #C • Upland, CA 91786

3817 Wilson Rd. #D • Bakersfield, CA 93309

(661) 827-1002 • FAX (661) 397-1181



California Sign Association

P.O. Box 276567

Sacramento, CA 95827-6567