



POWERLINE

News of the California Sign Association & Sign Users Council of California • June 2009

AB 109 Defeated!

A measure that would have banned new digital billboards along California's highways for two years, pending further study by the Federal government, met its demise in the California Assembly's Governmental Organization (GO) Committee. The bill, AB 109, carried by Assembly Member Mike Feuer (D-Los Angeles), had recently been amended by deleting the January 1, 2012 moratorium and replacing it with onerous state-mandated CUP provisions that would have purportedly ceded more local control. In spite of those amendments, a coalition of groups, including CSA, continued opposition.

A contentious debate highlighted the hearing. The debate centered around the lack of need for the bill, traffic safety, the limitation only on commercial speech, harm to businesses and the fact it was a job killer. The California State Outdoor Advertising Association led the battle with assistance from California Sign Association, the California Hotel & Lodging Association, the Motion Picture Association, California Travel Industry Association and a multitude of labor groups, as well as numerous other business organizations.

CSA's Government Affairs Director Jeff Aran testified on behalf of CSA. Only three of the nineteen members of the Assembly GO Committee voted to support the legislation. "We would not be surprised to see a variation of this bill reintroduced next session," he said, "but for this year, it is dead."

CONVENTION NEWS

Berkeley History Lesson Added to Convention Program

Writer and historian Richard Schwartz has been booked to keynote the Friday, September 18th luncheon at the 50th Anniversary Convention & Annual Meeting, CSA President Skip Moore has announced. "I was extremely pleased to learn Richard was available to speak to us," Moore recently stated. "He is a true treasure to the East Bay area and there is no doubt the stories he will impart will be fascinating."

"I truly look forward to speaking to the California Sign Association," Schwartz stated. "What makes it even more intriguing is the fact the meeting is being held at the Claremont, the site of many significant events in the history of Berkeley and Oakland both."

The 2009 CSA Convention & Annual Meeting is also the 50th Anniversary of CSA's existence. Three days of festivities are planned for September 17-19 at the Claremont Resort & Spa in the Berkeley hills. Those planning to attend are encouraged to make their hotel reservations as soon as possible by contacting the Claremont directly at (800) 551-7266. Room rates are \$199 per night. Make sure you mention you are with the "California Sign Association!"



CALENDAR OF EVENTS

Membership Dinner Meetings

Final 2009 Meeting:

June 16 • Museum of Neon Art, Los Angeles

The 2010 Dinner Meeting Series is currently in the planning stages. Have an idea for a speaker? A hot topic? Call (916) 932-0021 or email info@calsign.org with your suggestions.

CSA Events

Whitewater Rafting Adventure

June 20 • Coloma

Northern Hi-Jinks Golf Tournament

June 23 • Poppy Ridge Golf Course, Livermore

7th Annual Fishing Trip

July 18 • Dana Point

CSA 2009 Convention

CSA 2009 Convention & 50th Anniversary Celebration
September 17-19 • Claremont Resort & Spa, Berkeley

2009 Convention Golf Tournament

September 17 • Tilden Park Golf Course, Berkeley

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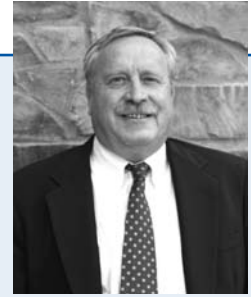
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Meeting with the CSLB Leadership

By Brad Walker, CSA Executive Director



CSA Government Affairs Director Jeff Aran and I recently had the opportunity to meet with the staff leadership of the Contractors' State License Board (CSLB). Included in the representation from the CSLB were: Registrar of Contractors Steve Sands, Chief Deputy Registrar Cindi Christenson, Chief of Licensing Karen Ollinger, and Enforcement Manager Robert Puleo.

Jeff and I went into the meeting with three issues we wanted to discuss: 1) Clarification of the definition of a C45 contractor, 2) Contractors working out of class, and, most importantly, 3) Unlicensed sign contractors. The group we met with could not have been more cordial towards both Jeff and me nor could they have been more willing to work with us on the issues we presented. I believe the meeting was very educational for them as well as for the two of us.

Relative to the clarification of the definition of a C45 contractor, language drafted by CSA is currently under consideration by the CSLB. From what I understand, problems arose when some C45 contractors were disqualified from bidding on some government sign projects because the needed work did not require electrical work. The clean-up language being proposed states that a C45 can work on electrical and non-electrical signs and he or she need not be a D42 to work on non-electrical signs.

Another issue we brought up with the CSLB employees was the issue of contractors working out of class. Specifically, we questioned whether it was okay for someone who does not have a C45 to work on an electric sign even if he or she is not doing anything with the electrical components of the sign. The consensus of those around the table was that this would indeed be "working out of class." The consensus was only C45s and C10s should be working on signs that have power to them—even if it is as simple as replacing a piece of broken plastic on the face of the sign.

We spent the vast majority of our time discussing the unlicensed contractor issue. Mr. Sands related to us that they are in the process of centralizing the reporting of unlicensed contractor activity which should make it much easier to go after offenders. He suggested CSA and the CSLB work together on a sting or sweep operation to nab a faction of unlicensed workers once they get their new system up and running.

Members who encounter illegal operators or suspected illegal operators should get as much information as possible including pictures, license plate numbers, and other useful data. Attach that data to a filled out "Bandit Buster" form and we will send the info on to the CSLB.

I am excited at the prospect of working on this project and we'll keep you posted as we go along.

■ GOVERNMENT AFFAIRS REPORT

By Jeff Aran, CSA Government Affairs Director

AT THE CAPITOL

AB 109 and SB 690 were defeated, but as of May 11 several other sign-related bills are still pending:

AB 567 – Amended. This bill would allow advertising along landscaped highways by cities, counties and public education facilities, subject to specified criteria. Pending in the Transportation committee. (Previously called for a financial and performance audit of the State's implementation of the Outdoor Advertising Act (OAA), and required Caltrans employees involved with the OAA to file financial disclosure statements.)

SB 336 modifies last year's bill allowing publicly owned sports arenas to advertise off-site messages to now permit adult beverages to be advertised, if they were previously advertised prior to July 2008. *Status: Hearing on this bill was canceled by the author.*

SB 706 changes the OAA to definitively prohibit billboards along landscaped highways (note conflict with proposed AB 567). *No hearing set yet.*

SB 189, while not a sign bill, revamps California's mechanic's lien laws. This bill was vetoed by the Governor last year. *Status: Pending before the Senate Judiciary Committee.*

LOCAL LEGISLATION

Los Angeles. A flurry of activity continues to engage CSA's Los Angeles Task Force as the pending ordinance awaits review by the City Council. Despite nearly four months of concerted



effort and almost universal opposition from the business community, in particular to the proposed on-premise provisions, the planning department and Planning & Land Use Management Committee pushed the ordinance through with very little meaningful change or opportunity for dialogue, practically discounting completely the chorus of concern raised. While the traditional distinction between on- and off-premise signs was preserved, the draft language continues to impose overly restrictive height and size limitations based upon maximum allowances per parcel for all signs, as opposed to per tenancy. Additionally, pole signs are limited to parcels with a minimum 400' of street frontage, and permit fees, including fees for sign modifications, are proposed to be in excess of \$5,000. For the latest information, visit www.calsign.org/ordinance.html.

Pending Sign Ordinances: Palm Desert, San Jose, San Pablo, Sacramento

REGULATORY ACTIVITY

Caltrans should soon be posting online responses to comments about the proposed regulatory changes promulgated last year.

2008-09 Committee Chairs

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Education

Jeff Tanielian

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Consider this...

35th Anniversary of the Bar Code

The first use of a bar code and scanner to record the purchase of an item took place on June 26, 1974.



■ LUNCH MEETING May Recap

LA Sign Ordinance is Hot Topic in SoCal

Members of the CSA Los Angeles Sign Ordinance Task Force updated attendees on recent occurrences relative to the proposed new LA sign ordinance at the CSA Luncheon Meeting held May 5th in Tustin. Immediate Past President Ray Smith (Federal Heath) led off the discussion briefing those in attendance on the history of the Los Angeles sign ordinance and how we got to where we were at that point. Task Force members Rocky Gruner (Daktronics), Mitch Chemers (Permit Wiz), Ken Person (YESCO), and Roy Flahive (CNP Signs & Graphics) each took their turn at the microphone detailing what is occurring relative to the rewrite as well as presenting well-informed, articulate opinions of how they saw the legislation rolling out.

CSA Los Angeles advocate Arnie Berghoff had originally been scheduled to speak at the luncheon affair but due to unforeseen circumstances Arnie was unable to make the engagement. An ad hoc panel of CSA Los Angeles Task Force members came to the rescue. "My apologies to those in attendance for the miscommunication," CSA Executive Director Brad Walker noted, "but with the help of Ray, Rocky, Mitch, Ken and Roy, we turned the lemons into lemonade! No single speaker could have ever shown the passion for this topic exhibited by these five guys!" Walker went on to note that one prospective member who was in attendance joined the next day and he expects at least two others who were in attendance will join as well. "I attribute this enthusiasm to join to the passion displayed by the 'pinch hitter' speakers," Walker concluded.

An Evening at MONA

Last dinner meeting of 2009 includes a Neon Cruise finale!

Have you reserved your space for dinner, private tour of the Museum of Neon Art & Neon Cruise through LA? Don't miss this opportunity for a truly unique tour of the artistry of neon. Register today!

Tuesday, June 16 - begin at 5:00pm
Dinner at Maria's Italian Kitchen, Downtown LA
Private viewing & dessert at MONA
Neon Cruise of Downtown LA & Hollywood

Contact CSA by calling (916) 932-0021
or email info@calsign.org.
A registration form and detailed information
also available on our Web site at:
www.calsign.org, click on Meetings/Events.

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Many CSA Members Saving Money by Going "Annual"

By Brad Walker, CSA Executive Director

Scores of CSA members are taking advantage of the new program that gives a 10% dues discount to members who pay their dues annually (versus monthly, quarterly, or semi-annually). The new program was kicked off following the CSA Board of Directors last meeting.

"We are trying to get as many members as possible to pay their annual dues in one lump sum," CSA Executive Director Brad Walker stated. "In addition, we are moving everyone to a common anniversary date of October 1—the beginning of the CSA fiscal year," Walker added.

"I view paying the annual CSA dues with one check a win-win situation," Walker added. "Members who pay annually not only get the 10% discount but now they have one less check that needs to be cut, signed, and mailed every month which saves time, energy, effort and money on the member's end." Walker went on to say, "It's a win for CSA as well. With a limited staff, I prefer spending our time working on projects for the association and the members versus spending significant time generating and printing invoices and then folding, stuffing, posting and mailing those invoices to our members. Not to mention the amount of time it takes chasing money from members who inadvertently forgot to make their payment or fail to remit payment for one reason or another. From my perspective, a perfect world would have all members paying annually, but absent that, I really hope we can get those members who do not want to pay annually to at least agree to make their dues payments quarterly."

Members who have not yet switched to "annual" but would like to talk more about it are welcome and encouraged to give me a call at (916) 932-0021 to discuss further. One thing is for certain though—most of the CSA Board members are showing they really like the idea—nearly all have switched to annual billing!

2009 NorCal Hi-Jinks Golf Tournament

Tuesday, June 23 • Shotgun Start at 1:00pm

Poppy Ridge Golf Course

4280 Greenville Rd. • Livermore, CA 94550

Check-in opens at 11:00am

Four-person Scramble • All skill levels welcome

Register to play by Friday, June 19 to guarantee best pairings available. Contact CSA by calling (916) 932-0021 or email info@calsign.org. A registration form and detailed information also available on our Web site at: www.calsign.org, click on Meetings/Events.



Calling all designers...

Want a chance to show off your skills to your peers?

Then enter your design in CSA's 2010 Membership Directory Cover Design Contest!

CSA is accepting all entries for our Cover Design Contest now through **August 14, 2009**.

The winning design will be revealed at the 2009 Convention in Berkeley.

All CSA Member Companies are welcome to participate. One entry per person; multiple entries per company allowed. All designs must incorporate the CSA logo and the words "2010 Membership Directory". Please contact CSA for the proper logo file.

Art specifications

Cover size with bleed: 9" x 11½"

Publication Trim Size: 8½" x 11"

Minimum resolution accepted is 300 dpi.

FONTS MUST BE EMBEDDED.

File format preferred:

high-resolution PDF with all printer marks.

Please contact Stephanie if you want to submit your art in an alternative file format.

Instructions

Download an entry form at www.calsign.org, click on the Publications page.

Submit your artwork with your completed form to stephanie@calsign.org.

For file sizes above 5 MB, contact Stephanie for ftp site upload instructions.

Questions? Call (916) 932-0021.



CaliforniaSignAssociation

Press Release

2009 ISA International Sign Expo a Huge Success— Points to a Strong Sign Industry

Las Vegas, NV—The International Sign Association (ISA) today called its 2009 International Sign Expo “a resounding success,” noting that it was their best show ever, despite facing what are daunting economic odds. The Expo included participants from 92 countries, proving it is truly a global event. Nearly 18,000 people met at Mandalay Bay Convention Center in Las Vegas, Nevada, to experience the latest in technology, educational offerings and networking opportunities. The exhibit hall featured 500 companies, staffing nearly 1,600 exhibit booths.

“The sign industry is still strong,” remarked ISA SVP of Trade Shows Brian McNamara, at the close of the show. “Our exhibitors have overwhelmingly reported strong business leads, and many saw their sales projections exceeded early on at the show.”

ISA echoed the sentiments of their exhibitors’ success, as ISA President and CEO Lori Anderson noted, “To experience a show of this magnitude in the midst of what has been a monumental economic crisis, speaks volumes on a robust and resilient sign industry.”

Also in conjunction with ISA’s show, the association announced the launch of its International Sign Academy, a new program providing year-round educa-

tion, workforce training and professional development for the sign industry. Nearly 1,900 individuals participated in the Expo’s 40 Discovery Seminar Series courses, obtaining the latest information and training on sales and marketing, management, digital imaging, safety issues, digital electronic signage, and graphic arts and design. For more information, please visit www.signs.org/signacademy.

The show also presented the inaugural New Product Showcase, which featured the latest in innovative sign technologies, highlighting exhibiting companies’ most recent products. More than 200 attendees voted on the “Coolest New Product.” Tred Displays, from Albuquerque, New Mexico, won for their iN-Series Reflective Digital Display Panels. Visit www.treddisplays.com for more information.

One notable networking event, other than the 225,000 net square feet of exhibit space, was the Custom and National Sign Company Division Meeting. More than 400 sign company representatives attended this recession-busting networking event, which connected national and local sign companies to forge business relationships.

Another new event taking place on the exhibit hall floor, which drew

enormous crowds, was the first annual Lowen Certified Wrap-Off. This contest was produced by the Lowen Corporation, in conjunction with the International Sign Association. The wrap-off took place throughout the course of the show, and watched 48 professional vehicle wrap installers compete to win many prizes, including a Ford F-250 truck. The grand prize winner was Dustin Shelley-Newnan, with It’s a Wrap Graphics, Inc. For more information, please visit www.lowen.com.

“Now more than ever, the International Sign Expo proved to be a quality experience for the industry’s buyers and sellers,” noted ISA Chairman Roy Cox.

About ISA: The International Sign Association (ISA) is a 2,600-member trade association. Its members are manufacturers, suppliers, and users of on-premise signs and sign products from the 50 United States and 60 countries around the world. ISA supports, promotes and improves the worldwide sign industry, which employs or directly impacts over 250,000 American workers and more than \$49 billion in annual shipments.

Flahive Receives Accolades from ISA

ISA has recognized Roy Flahive with its second annual Chairman’s Award. Presented by ISA Chair Roy H. Cox during a special ceremony at last week’s International Sign Expo, the honor is bestowed upon those who go above and beyond the call of duty to support ISA and the sign industry.

Flahive, of CNP Signs & Graphics in San Diego, has been active in ISA and the California Sign Association throughout his career, championing the interests of sign companies before the state’s regulatory boards. He has represented CSA on the industry panel working with the California Building Standards Commission as the agency re-writes Title 24, the state’s comprehensive Building Standards Code. CSA recently appointed Flahive Director Emeritus in honor of his 20 years of dedicated service.

“Through his tireless work on Title 24, Roy helped to turn a potentially bad situation into a collaborative effort that resulted in a mutually acceptable lighting standard for sign companies operating in California,” said Roy Cox during the award presentation. “For many years, he has been generous with his time and energy, and ISA is pleased to acknowledge him for his service.”

Quote of the Month

*Be who you are and say
what you feel because
those who mind don’t
matter and those who
matter don’t mind.*

~Dr. Seuss

Flashing Pens Draw Prospective Members

The LED ink pens being handed out at the CSA booth in Las Vegas during the ISA Sign Expo served their purpose as prospective members were drawn to the exhibit to get their free pen. But, before attendees could get their flashing writing implement, they had to take a one-question test: *All successful sign businesses in California have one thing in common. What is it?* Everyone who successfully answered the question “membership in CSA” left with a smile on their face and a flashing LED pen around their neck!

“Our booth this year focused on recruiting new CSA members,” CSA President Skip Moore related. “And considering we signed up five new members during the course of the show and got solid leads for quite a few others, I chalk our efforts up as a success!” Moore related.

The CSA Booth at the 2009 Sign Expo

Photo 1 (pictured l-r) Executive Director Brad Walker, CSA President Skip Moore (Bill Moore & Associates), Board member & past president Terry Long (Ad Art Sign Company) and Board member Rich Gomez (Zumar Industries); Photo 2 (pictured l-r) CSA member Eric Yenze (Spraylat Corporation), Secretary/Treasurer Bob Shimmin (Montroy Supply Company) and Board member & Membership Committee Co-chair Rob Riley (Interstate Electric Company); and Photo 3 (pictured l-r) CSA Immediate Past President & Membership Committee Co-chair Ray Smith (Federal Heath Sign Company) and members Susan Hrabe & Paul Norton (ServiceOne Electric Sign Company).



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Did You Know?

No License? Six months in the Slammer!

It is a misdemeanor for any person to engage in the business or act in the capacity of a contractor within this state without having a license therefor, unless exempt. Misdemeanors are punishable by six months in jail, \$1,000 fine, or both. For repeat offenders, the court shall impose a fine of 20 percent of the price of the contract under which the unlicensed person performed contracting work, or four thousand five hundred dollars (\$4,500), whichever is greater, and, unless exempt, the person shall be confined in a county jail for not less than 90 days (except in an unusual case where the interests of justice would be served by imposition of a lesser sentence or a fine).

Source: Penal Code Sec 19; Business & Professions Code Sec 7028.

7th Annual Fishing Trip

Saturday, July 18, 2009
Dana Point, CA

Limited to the first 45 paid participants

- \$100/person (fee does NOT include license, equipment, food, drink or fish cleaning)
- Check-in begins at 4:30 am; boat departs at 5:00 am
- Return approximately at 5:00pm

A registration form and more information available on our Web site at: www.calsign.org, click on Meetings/Events. For registration information, call CSA at (916) 932-0021 or email info@calsign.org. For details about fishing, call Gary Quiel at (909) 885-4476 or email gary@quielsigns.com.

Book your room!

CSA 50th Anniversary Convention & Annual Meeting

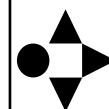


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■ STATE FUND Heat Illness Prevention Awareness

When temperatures and humidity rise, workers risk heat-related illness, which can be fatal. Even in years with no heat wave, hundreds of heat-related deaths occur in the United States. Californians know this all too well. Heat is a serious hazard in outdoor work such as agriculture and construction. Last year was one of our hottest summers on record, and there were at least six heat-related deaths.

In our continuing effort to protect California employers and workers, the State Fund Employer Education Series presents "Heat Illness Prevention for Outdoor Work." The free statewide seminars include new information from Cal/OSHA about their heat illness prevention emergency regulation enforcement.

Cal/OSHA reports it conducted more than 2000 outdoor worksite inspections statewide last year, and more than half of those resulted in violations. If Cal/OSHA inspects a worksite and finds no shade, water or chairs to rest in on a hot day, consequences could include fines of up to \$25,000. That is why knowledge and action is important.

The body normally cools itself by sweating. During extremely hot weather, and especially hot humid weather, sweating is not enough. Body temperature can rise to dangerous levels and heat illness can develop. Heat-related illnesses include:

- Heat rash—skin irritation from excessive sweating;
- Heat cramps—muscle pains or spasms that happen during heavy exertion;
- Heat exhaustion—heavy sweating, rapid breathing and a fast, weak pulse; and
- Heatstroke—the most serious heat related illness in which body temperature may rise above 106° F in minutes; symptoms include dry skin, rapid pulse, dizziness, confusion, irrational behavior, convulsions, and coma. More than twenty percent of heat stroke cases result in death.

State Fund is here to not only help protect the health of California workers, but also improve workplace safety. Workers with heat stress symptoms are more accident-prone, increasing chances of workplace injury. In addition, heat illness prevention helps increase productivity, as overheated employees work less efficiently. In addition to the Employer Education Series heat illness prevention seminars, State Fund's Safety and Health Services has many resources available to help.

For information about upcoming State Fund Heat Illness Prevention seminars presented in your area, visit <http://www.scif.com/seminars/SeminarDetails.asp?SeminarID=113> for a list of dates and locations.

For additional information on heat illness prevention and sample employer procedures, visit www.dir.ca.gov/DOSH/HeatIllnessInfo.html.

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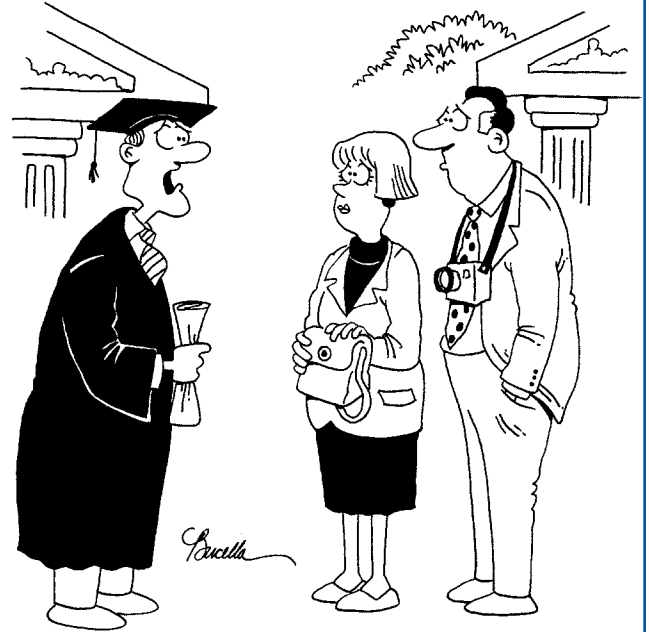
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Want details about the *50th Anniversary Convention & Annual Meeting* in September? Then visit our Convention Web site: www.calsign.org/convention. Updated continually as events are announced, it's the fastest way to find out what's going on. Information about Lodging, the Golf Tournament and Sponsorship Opportunities are posted and ready for you. Soon our full Schedule of Events will be announced and our Registration Brochure will be available for download shortly.

www.calsign.org/convention
or click on any 50th Anniversary logo on the main Web site to see what's happening now!



Questions? Call (916) 932-0021 or email info@calsign.org.



"After working so hard for four years, you expect me to get a job?"

New Color From EGL

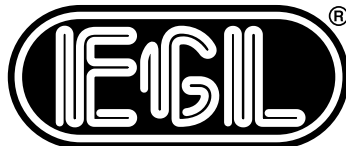
EGL V6500 Snowwhite - The new standard white for the neon industry.

- An exact color match to Voltarc® 6500 Snowwhite - same coating formula.
- Same color behind Acrylic/white plex.
- Reformulated coating with improved phosphor adhesion - no flaking in the bends and limited phosphor blow out in the event of a broken tube/repair.
- Available from stock at your local sign supply distributor.

This new color from EGL is a direct replacement for Voltarc® 6500 Snowwhite. It should be used to replace Voltarc® 6500 Snowwhite and is not a substitute for EGL 6500 Snowwhite.

For a FREE 10lb box of EGL V6500 Snowwhite

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and a 10lb. box will be delivered to you at no cost.*



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*Limit one 10lb box per customer.
Offer limited to the continental US.
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- 50th Annual Gala “Nectar of the Gods” Host
- CSA Annual Meeting Beverages
- Educational Session Beverages (2 sessions available)
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