



POWERLINE

News of the California Sign Association & Sign Users Council of California • September 2010

2010 CSA Convention—It's Not Too Late!

Hotel Reservation Deadline Extended

There's still time to register to attend CSAs 51st Annual Meeting & 2010 Convention scheduled for September 23-25 at the beautiful Fantasy Springs Resort Casino in Indio, CA—but, time is running out! Come and join your sign industry colleagues for three fun-filled, educational days in the Palm Springs area.

Two outstanding educational programs have been lined up targeting sign business owners and managers. Leading off is an encore performance by George Hedley who was a hit with CSA members earlier this year when he spoke at membership meetings in West Sacramento and Orange. This time his topic is "\$ell More than Price!" Among many other things, during this information packed two-hour session, attendees will learn proven methods of getting a return on your marketing time, energy and money. Attendees will also get tips on how to build trusted and profitable customer relationships plus much more. Hedley is the owner of a successful commercial construction and real estate development company as well as being a Certified Speaking Professional.

CSA has been very busy this past year working for you—the member. Countless hours and thousands of dollars have been spent working with government agencies and developing new programs all designed to save CSA members significant time and money. Our second educational session, "One for the Money, Two for the Show, Three to Get Ready & Four to Go," will focus on four of these areas. A series of panels will be addressing the following: Standardized Engineering for Signs in California, new Title 24 information, CSAs City of Los Angeles sponsored legislation—Sign Code Administration Program (SCAP), and the latest update on illegal sign contractor targeted stings co-sponsored by CSA along with the California Contractors' State License Board (CSLB).

An evening of side splitting humor will close out the convention. CSA has engaged the services of hypnotist Marc Bachrach who is sure to help a few CSA members get over their inhibitions so they can strut their stuff to their industry brethren. Hypnotist shows are always funny. They are absolutely hilarious when you know or have heard of those who go under. This will be a "can't miss" evening!



LATE BULLETIN: The Fantasy Springs Resort Casino has extended their reservation deadline until September 15! All you need to do to make your hotel reservations is call the Fantasy Springs at (800) 827-2946 and identify yourself as an attendee of the California Sign Association Convention. Your quoted rate should be \$112 plus \$12 in taxes for a total of \$124.

To register for the Convention and to get more information on all convention related activities, go to the CSA website at www.calsign.org and go to the convention pages. If you have any questions, give the CSA office a call at (916) 932-0021 or drop them an email at info@calsign.org.

Cardenas Introduces SCAP Motion

At the behest of the California Sign Association, Los Angeles City Councilman Tony Cardenas has introduced a motion creating the Los Angeles Sign Code Administration Program (SCAP). The essence of the Cardenas motion is that businesses in LA that have exterior, on-premise signs would be required to pay a nominal fee each year in order to retain their on-premise signage. The funds derived from this annual assessment would be used to fund the SCAP.

The LA SCAP will have two primary purposes: 1) Provide the funds necessary to hire enough inspectors to inspect all of the on-site signs in the City of Los Angeles to ensure they are safe; and, 2) Provide the funds necessary to have these inspectors ensure all of the on-site signs in the city were constructed legally (i.e., permits were pulled, engineering was presented, etc.).

The initiation of the SCAP came as a result of the City of LA introducing a measure early last year that would have, if adopted, rewritten their sign code ordinance to the detriment of the on-site sign industry. CSA's contention at that time and all along has been the current LA sign ordinance is just fine—it's enforcement that is drastically lacking. Some have estimated that between 40% and 60% of the

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Two Patriarchs Notch Their 75th Birthdays

by Ray Smith

Long time CSA leaders, Jerry Jackson (former Executive Director) and Pat McGehee (past President and Director Emeritus) **BOTH** celebrated their 75th Birthdays this past June 16. It's a coincidence and a little surprising, neither looking nor feeling their age.

Jerry is currently recuperating from a kidney transplant operation but the "Comeback Kid" has done it again. Pat has retired in the Las Vegas area but seems to be constantly touring someplace around the U.S. with upcoming trips planned to Colorado, Washington, D.C. and South Carolina.

We owe a lot to these two gentlemen and certainly CSA would not be the same without their great efforts over the years.



Jerry Jackson



Pat McGehee

■ JULY/AUGUST DINNER MEETINGS

Ten Nabbed in Sign Stings

David Fogt, Chief of Enforcement for the Contractors State License Board (CSLB), proudly announced that ten unlicensed sign and painting contractors had been cited or arrested at a CSLB Sting Operations focusing on unlicensed sign contractors and co-sponsored by CSA. Fogt made the announcement twice as he was the guest speaker for both the Northern and Southern California CSA Membership Meetings in late July and early August. The sting took place in late June in Upland at an unoccupied office building. CSA Director Mark Haist arranged the locale with the building owner.

"A couple of the guys who were nabbed are facing felonies for insurance fraud," Fogt told those in attendance. "One guy had traffic warrants out so he had to walk home because his car was towed and impounded," he added.

Fogt noted how much he and his staff had enjoyed working with CSA on the sting operation and was enthusiastic about working with the association in the near future to nab other unlicensed sign contractors in other locales. "We are ready to stage a sting in Northern California as well," he noted.

The text of a July 7th CSLB Press Release about the sting is on page 4.

During the course of his presentation, Fogt also asked for CSA's support in getting SB 1254 (Leno) passed through the California Legislature. The measure would authorize the registrar of contractors to issue a stop order, effective immediately upon service, to any licensed or unlicensed contractor who as an employer has failed to secure workers' compensation insurance coverage for his or her employees. Fogt noted the CSLB is finding all too often that even licensed contractors are declaring they have no employees in order to avoid paying workers' compensation insurance premiums. This measure would allow the CSLB to halt a job in its tracks if they find a contractor with employees lacking workers' comp insurance. This bill has passed the Senate and has cleared all committee hurdles in the Assembly. The measure is awaiting action on the Assembly floor. Assuming it passes that vote, it will then go to the Governor for his signature.

■ GOVERNMENT AFFAIRS UPDATE

by Jeff Aran, Esq., CSA Legal Counsel and Director of Government Affairs

UPCOMING MEETINGS

Please join us for the CSA Government Affairs Committee meeting at the CSA Convention in Indio, September 24, 8:00am.

CSA will be presenting: *Signs of a Successful Downtown* (panelists Jeff Aran and Roy Flahive) at the California Downtown Association conference in Sacramento, September 30, 2:00pm. According to its promotional material, CDA "is the state leader and champion for the revitalization of downtowns and commercial business districts."

STATE LEGISLATION

Once again, the absence of a State budget is all-consuming for legislators as they enter the fall without a plan; one can only hope that reason prevails and a deal can be struck. On the upside, no new signage legislation has been introduced.

BUILDING CODE AMENDMENT PROCESS CHANGES

The Governor signed AB 1693 (Ma), industry-sponsored legislation that will reduce the frequency with which industry and local government have to deal with new changes to the state building code.

For almost twenty years, California's Health & Safety Code has required the Building Standards Commission and numerous other state agencies to develop, adopt and publish updated building standards in annual, 12-month administrative cycles. AB 1693 extends this time period by six months by establishing a new, 18-month code adoption cycle.

This annual administrative process was established in 1992. However, due to the increasingly complicated nature of writing and analyzing highly technical codes, it is often difficult for state agencies to complete all of the related administrative work, including the receipt of and response to public input, within the confines of a 12-month administrative cycle. More importantly, the current 12-month schedule leaves very little time for education and training on the code once adopted before the next set of changes are proposed.



While AB 1693 stretches the current 12-month code-adoption cycle by 6 months, it does not change the requirement that a new "triennial edition" of the state code be published every three years. Under AB 1693, there would simply be one interim update rather than two during any 3-year period. *Bottom line:* AB 1693 will provide more time for contractors, builders, architects and local code-enforcement officials to prepare for future changes to the code.

LOCAL LEGISLATION

On the local level, it's a sign ordinance Fun House. Here's a partial list of municipalities that over the summer have initiated code revisions: South Lake Tahoe (to improve the business climate); Norco; Highland; Vista; Palm Desert (neon crackdown); San Diego (corporate sponsorships); Fullerton (EMC ban); Hawthorne (EMC ban); Fairfield; Vacaville; Butte County; Visalia; Foster City (to promote a health economy); and San Jose. We have been very busy!

In Los Angeles our Sign Code Administration Program was introduced at city council and, as of this writing, is pending approval before the city's Planning & Land Use Committee. The program consists of several key parts: (1) A nominal fee on all commercial businesses utilizing exterior on-site signage to fund increased enforcement efforts; (2) an education program for businesses about permitting requirements; (3) a temporary "amnesty" program for unpermitted signs that meet code; (4) a minimum 2-year postponement of any new signage regulations. We have been asked by the city Department of Building & Safety to develop draft implementation language.

LEGAL

Oral arguments before the Court of Appeal in *Santa Clarita Athletic Club v. City of Santa Clarita*, relating to the scope of Business & Professions Code Sec. 5499 (which protects existing on-

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CaliforniaSignAssociation

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Press Release

The following Press Release was issued by the California Contractors' State License Board on July 7, 2010

Contractors State License Board Uncovers Signs of Scamming

San Bernardino County Sting Targeting Phony Sign Contractors Snares Ten Unlicensed Operators

Sacramento—While not as high a profile as other construction trades, there is a problem in California with companies that operate without a contractor license. The Contractors State License Board (CSLB) Statewide Investigative Fraud Team (SWIFT), in cooperation with the Upland Police Department, San Bernardino County District Attorney's Office, and with leads provided by the California Sign Association, has just completed a multi-week undercover sting operation that targeted a group of phony C-45 Sign contractors.

CSLB set up a sting operation on June 23 and June 30, 2010, at a commercial building in the city of Upland, where SWIFT investigators posed as property managers who solicited contractors for installation of outdoor signage on the building. Other licensed operators were solicited for tile work and painting at the new, largely unimproved building. Those who submitted bids for more than the legal \$500 limit received notices to appear (NTA) in court for contracting without a license and illegal advertising.

California Business and Professions (B&P) Code requires any home or property improvement work valued at \$500 or more for labor and materials be undertaken by a licensed contractor. B&P Code also requires contractors to put their license number in all advertisements. Those without licenses may do work valued at less than \$500 for labor and materials, but must state in their ads that they are not a licensed contractor.

Consumers often don't realize the risks associated with hiring an unlicensed person for construction and property improvement. Phony contractors do not have a contractor license bond or workers' compensation insurance. A worker who is hurt on the job could seek medical reimbursement or other damages from the property owner. California Labor Code requires contractors to carry workers' comp coverage for each of their employees. Roofing contractors also must have workers' compensation coverage for themselves. B&P Code requires contractors to have a \$12,500 license bond to help compensate consumers if work is not completed or if something goes wrong on the job.

"This sting should serve as a warning to consumers who might be taken in by promises of cheaper work performed by someone who isn't licensed," said CSLB Registrar Steve Sands. "In reality, you likely won't pay any more by hiring a licensed contractor who provides the added assurance that you'll be protected from liability if a worker is hurt or anything goes awry during the project."

The following suspects who were issued NTAs are scheduled to be arraigned at 8:00am on September 30, 2010 in the San Bernardino County Superior Court located at 8303 North Haven Avenue in Rancho Cucamonga.

Jose Gerardo Medina Villalobos, age 57, Riverside—Sign
Javier Monfort, age 52, San Bernardino—Sign
David Charles George, age 49, Cathedral City—Sign
Diego Ricardo Francisquez Mateu, age 52, Ontario—Painting
Joshua McMillan, age 28, Riverside—Painting
Luiz Carlos Bezerra De Souza, age 32, Torrance—Sign
Humberto Araiza, age 40, Bloomington—Painting
Majdi Abuamri, age 39, Rancho Cucamonga—Tile
David Omar Romero, age 44, Maywood—Painting
Alex Bruce Ocegüera, age 31, Ontario—Painting

CSLB INDUSTRY BULLETIN

Up-To-Date Contractor Information Vital to License Processing

SACRAMENTO—The Contractors State License Board (CSLB) urges all licensees to provide new contact information as quickly as possible when a personal or business address or telephone number is changed. A majority of the information sent to licensees is time-sensitive, including license renewals and case-specific instructions. Outdated contact information can delay or inhibit CSLB's ability to send licensees this important information as well as changes in state contracting law or laws that affect business operations.

By law, contractors are required to notify CSLB, in writing, within 90 days of any change to a business address. Failure to notify CSLB of an address change within the 90-day period is grounds for disciplinary action (Business and Professions Code Section 7083). There is no fee to update this information. Learn more at: <http://www.cslb.ca.gov/Contractors/MaintainLicense/ChangeNameOrAddress.asp>.

"Our goal is to provide licensees with current information as efficiently as possible, and without delay," said CSLB Registrar Steve Sands. "It's important to remember that CSLB is not informed when you submit a mail forwarding request to the U.S. Postal Service, so it's the responsibility of the licensee to contact CSLB with their new information."

Contractors are encouraged to make sure contact and business information is up-to-date. That can be done quickly here on the CSLB website.

International Sign Association (ISA) Comments on President's Remarks at Gelberg Signs

International Sign Association (ISA) member company Gelberg Signs was visited recently by President Barack Obama in Washington, DC. The president toured the manufacturing facility and spoke afterwards about the role that sign companies like Gelberg Signs play in America's economic recovery.

ISA President & CEO Lori Anderson said that "President Obama and his administration are to be commended for recognizing the vital role played by sign manufacturers in our nation's economic recovery and for providing them with the tools needed to bring their innovation, creativity, and manufacturing expertise to the forefront of the battle to create new jobs in America."

The on-premise sign industry helps promote economic activity and employment by getting small businesses the signs they need to attract potential customers. If retailers and local merchants are able to effectively advertise their location and products through visible and well-designed signage, then their chances of success increase dramatically.

"They say that a business with no sign is a sign of no business, which is why our nation's small businesses need quality signs now more than ever," Anderson noted. "Visible and effective on-premise signs drive over 40% of all small business retail traffic and can make the difference between success and failure with start-up companies. The success of sign company customers—local retailers, Mom and Pop shops, franchises and other small businesses—translates into more jobs for Americans."

In addition to the administration's efforts to make SBA loans more easily available to small businesses, ISA supports economic initiatives that will decrease the regulatory burden facing small businesses, in order to provide them with every opportunity to succeed.

ISA held a press briefing via conference call to answer questions about the on-premise sign industry and its role in helping small businesses succeed.

About ISA

The International Sign Association (ISA) is a 2,000-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.

Building Code Update Changes

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Bottom line: AB 1693 will provide more time for contractors, builders, architects and local code-enforcement officials to prepare for future changes to the code.

Quote of the Month

Playing dead not only comes in handy when face to face with a bear, but also at important business meetings.

~Jack Handey (Saturday Night Live's "Deep Thoughts")

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CSA Fishing Trip 2010

By Gary Quiel

With 38 fishermen and women on board the Clemente we left Dana Point Harbor at 5:00am. The weather report was calling for a cool day with drizzle, however it warmed up with no drizzle. We arrived off the South Shore of Catalina Island at 8:30am. The fishing started out okay with some fish being caught but then it went downhill after that, in other words the fish were not cooperating. Although, everyone did catch fish except yours truly. It was as if I did not even have a hook on the end of my line. The boat made several moves during the day to try and avoid the sea lions that were eating the fish as they were pulling them in. During the day they were catching Bass, Bonita and Barracuda. I found the beer to be very tasty; it must have been just the right temperature. We finished fishing at 2:00pm and began heading back to the harbor. At this time the weigh in began and the winner was a Bass caught by Eric from Spraylat. The boat arrived back at 5:30pm. I will have to say that the fishing could have been better but all in all everyone I spoke to had a great time. Many of the people that joined me on this trip are the same from previous trips and I believe this group would have fun even if we didn't put a pole in the water. I thank those who came along and encourage those who did not, that there is always next year.



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Arrow Four Nabs Northern Hi-Jinks Golf Tournament

The Arrow Signs foursome of Jamin Johnson, Scott Reese, Jason Frith and Jeff Portnoff blazed to an eight under par 136 to win this year's Northern Hi-Jinks Golf Tournament at the beautiful Hiddenbrooke Golf Club in Vallejo, California. The format this year was "Shamble" (as opposed to the traditional Scramble) which required players to use many more of their shots than in the past. Johnson led the winning charge with an eagle and two birdies while Reese added four birdies and Portnoff birdied two of the par 3's.



Second place went to tournament chairman Brian Schneider's foursome comprised of Brian Schneider, Brandt Schneider, Doc Washlon, and Ken Freer. Schneider's ringer, his son Brandt, led this group to the second place finish of seven under par 137 with three birdies followed by two birdies from Washlon. Freer and Brian Schneider each added one birdie.

Natalie Aran, the only woman in this year's tournament, took home the closest to the pin prize. The intimidating shot not only required proper club selection to get close to the pin on the severely downhill hole, but there was nothing between the tee and the green except trees and a deep, deep gully. On the tee, Natalie was heard to

say "off the limb, off the branch, off the tree, on the green" and by golly she pulled it off sticking her shot six feet from pay dirt! Unfortunately no one was able to cash in the \$10,000 Hole in One prize sponsored by DerManouel Insurance Group.

Saliva tests were required before the prize for the longest drive was presented. On his first shot of the day which was on the long drive hole, Brandt Schneider smoked a tee shot so far that Tiger Woods would have been in awe. The only problem was that behind him was State Fund's Kent "John Daly" Jones who gripped it and ripped it a few yards past the lad from JSJ Electrical Display to claim the prize.

A great time was had by all who played in the tournament. A big thank you to our hole sponsors, State Compensation Insurance Fund, Chris Nixon Insurance Agency and Global Rental/Altec in addition to DerManouel Insurance Group who sponsored the Hole in One contest. Thanks also to Brian Schneider and Jeff Jensen of JSJ Electrical Display for sponsoring the wine given away as tee prizes.



Spills, Chills, and Thrills Whitewater Rafting

August 14 was a beautiful day in the Sierra foothills when we gathered on the bank of the South Fork of the American River. The trek started out with a bang. While the rest of us were listening attentively to the safety talk, our Immediate Past President, Skip Moore took a tumble and broke his wrist, before even having the opportunity to dip a toe in the water.

If he had, he'd tell you that unlike the lower-level lakes, the river water doesn't warm up in August. It was chilly, but not too chilly for this group. Staying in the boat was a challenge for a couple of the adventurers. Chris from CPS Signs & Marketing and Isaiah, guest of Rob Riley from IEC, both fell out before we could catch a current in the water.

After a great lunch prepared by our fearless guides, we launched our rubber rafts and headed for the thrills of white water. The only comparison I can give is to say it's like a great rollercoaster ride, and the wildest seat is in the front. The CSA fleet was well armed and instigated water fights whenever possible. There were moments of remorse shown by some of those sharing the river with us who said "Yes?" when we asked them if they were thirsty.

Young, old, thick, thin, black, white, beige, everyone that comes on this outing has a great time; you just have to make it through that safety talk!



New OSHA Regulation for Sign Companies with Cranes

New rule marks the federal government's first new crane-safety rule in nearly 40 years.

On July 28, the Occupational Safety and Health Administration (OSHA) announced it is issuing a new rule addressing the use of cranes and derricks in construction. The federal government's first new, crane-safety rule in nearly 40 years will affect sign companies that use many types of mobile cranes (such as boom-truck cranes) in their operations. The new rule (29 CFR Part 1926 Cranes and Derricks in Construction; Proposed Rule—73:59713-59954) takes effect November 8, 2010. The new rule requires:

1. All operators of cranes with a maximum load capacity that **exceeds a ton** must be certified to operate crane equipment by an accredited crane-operator testing organization.
2. The employer must provide the certification at no cost to operators whom they employ.
3. Different certification levels will be offered based on equipment capacity and type.
4. *The certification issued under the rule is valid for five years.*

There is a four-year, phase-in period for operator certification; all operators must be certified by November 8, 2014. If an employee that operates any cranes under this rule is not compliant by this date, OSHA can cite and fine the employer.

The new OSHA rule was under development and debate for almost a decade, the International Sign Association (ISA) reports. From computers to hydraulics, crane technology has changed since 1971, while OSHA's crane rule hadn't accommodated the changes. The agency's existing regulation reportedly relies heavily on a late 1960s vintage of the American National Standards Institute (ANSI) B-30.5 standard for crawler cranes.

During the public review process, ISA provided requested the sign industry be exempt from the new provisions based on the type and size of the cranes used in the industry and their typical loads. OSHA rejected ISA's request, as well as similar requests by other industries.

ISA is in the process of updating its crane-safety training course to address the new requirements in the rule. The training course will prepare crane operators for the certification exam that will soon be required. In order to participate in any of these training programs or for more information



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BY TIME-O-MATIC

Cardenas Introduces SCAP Motion

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signs hung in Los Angeles are hung illegally by unlicensed sign hangers who neglect to follow the laws regarding sign installation.

“We’re looking at the SCAP to go a long way towards eliminating illegal, unsafe signs before one falls and kills someone,” CSA President Rocky Gruner stated upon announcing the motion had been introduced by Cardenas. “In addition, when this program gets going full bore, we foresee a significant reduction in the sign clutter that plagues Los Angeles. This program will truly help beautify LA.”

The SCAP also calls for the creation of a special sign unit within the Department of Building and Safety staffed by individuals who understand on-site signage.

Following is the complete text of the motion as introduced by Councilman Cardenas:

Motion

In this time of record unemployment for Los Angeles, and in light of the City’s budget crisis, we must do everything within our power to promote businesses, jobs and the revenue they create. Such businesses pay business license fees and property taxes, as well as generate sales tax for the City. For most businesses, the most cost-effective and efficient form of identification/advertising to potential customers is on-site signage.

However, overly restrictive on-site sign regulations result in a loss of a business’ ability to adequately identify itself, as well as the goods and services available or manufactured on-site, and further pose a disincentive for new investment in the City.

At the same time, illegal and unpermitted signage has proliferated without sufficient resources to enforce the current Sign Code. Without additional resources for enforcement, enacting more restrictive on-site regulations will worsen the problem.

In addition, the sign permitting process in the City is time consuming, cumbersome, and encourages some to bypass the permitting process in favor of erecting illegal, unsafe and unpermitted signage. A more efficient, streamlined permit process is needed.

Instead of making it more difficult for businesses to operate and invest in the City through more restrictive sign regulations, the City should focus on enforcing existing law.

I Therefore Move that the Council instruct the Department of Building and Safety, the Planning Department, in consultation with the City Attorney, to prepare a report within 60 days regarding the implementation of a nominal fee on all commercial businesses in the City utilizing exterior on-site signage to fund increased sign enforcement; streamline permitting; educate businesses about permitting requirements; and create a temporary amnesty program for unpermitted on-site signs that meet Code requirements;

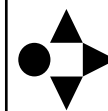
I Further Move that the aforementioned Departments work with the City Administrative Officer to determine the cost and fees that would sustain a Sign Code Administration Program, and to create a Special Revenue Fund to deposit the fees collected, which shall be used to fund the Sign Code Administration Program, including sign code enforcement efforts;

I Further Move the Planning Department refrain from processing previously initiated amendments to the City’s current on-site regulations, excluding specific plans and community design overlay zones, for a minimum of two (2) years from enactment of the Sign Code Administration Program to allow sufficient time to implement the Sign Code Administration Program and assess its impact.

Consider this...

Baby Blue

In ancient times, it was believed that certain colors could combat the evil spirits that lingered over nurseries. Because blue was associated with the heavenly spirits, boys were clothed in that color, boys then being considered the most valuable resource to parents. Although baby girls did not have a color associated with them, they were mostly clothed in black. It was only in the Middle Ages when pink became associated with baby girls.



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■ STATE FUND 2010 Pay Increases and Medical Benefit Expenditures



For 2010, Mercer reports that only 14% of employers are planning across-the-board freezes, down from 30% during the recession. The change in pay increases, however, reveals that the average rise is expected to be 2.7% in 2010, down from 3.2% in 2009.

Compared to the expected average pay increase of 2.7% in 2010, employers within the consumer goods and high-tech industries have the highest projected pay increase at 3% percent.

While 20% of durable goods manufacturers and 18% of services firms are expected to maintain pay freezes in 2010, less than 5% of consumer goods and insurance firms are expected to have freezes.

According to Towers Perrin and Mercer medical insurance costs are expected to increase by 6%-7%, if companies continue to change plan designs or switch providers. On average, companies are funding 78% of the cost.

Employee premiums are expected to go up about 10%. Average medical insurance costs for large employers are: single = \$5124, employee + 1 = \$10,500 and family = \$15,084.

Smaller employers are trying several things to control costs, such as: moving to consumer-directed plans, increasing deductibles, and wellness initiatives.

Government Affairs Update

Continued from page 3

premise signs from conformance based on topographic conditions), were held September 1 in Los Angeles. No ruling as yet. Jeff Aran represents the Athletic Club.

The Court of Appeals (3rd District/Sacramento) released its opinion in *Snatchko v. Westfield LLC*, a First Amendment case holding that the rules of a regional shopping mall which prohibits peaceful, consensual, spontaneous conversations between strangers in common areas about topics that are not related to the activities of the mall, its tenants or the noncommercial activities of the mall or its tenants, are unconstitutional content-based rules, and therefore not reasonable time, place or manner restrictions. The decision, written by Justice Cantil-Sakauye (Governor Schwarzenegger's nominee for Supreme Court Chief Justice), provides a significant insight and analysis into the meaning of "content-neutral" commercial speech.

[Tani Cantil-Sakauye, 50, a Filipino American, is a moderate Republican who began her legal career as a Sacramento prosecutor, worked on legal matters in the George Deukmejian administration and was elevated by Republican appointment to the Court of Appeals in Sacramento.]

CSA Welcomes New Members

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www.a2zsigns.net
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Did You Know...

CATCHING ILLEGAL CONTRACTORS

One of more complicated problems frustrating legal contractors is the unlawful competition presented by illegal and unlicensed sign contractors who steal business, install sign without permits, and whose work is often shoddy and unsafe. You see it all the time, and it's probably the #1 complaint we receive at the CSA offices, but what can you do about it? While there are no quick answers, here are several ideas:

- Photograph any illegal signs, and if you're lucky enough to see them being installed, photograph the vehicles and license plates; try to obtain the names and phone numbers of the installers.
- Report the illegal activity immediately to CSA, local police, the building department, city attorney, and the Contractor State License Board, as well as the California Energy Commission.*
- Notify the land owner and business owner.
- Consider filing a lawsuit for unfair trade practices and public nuisance. (Remember that ordinance which says an unpermitted sign is a nuisance as a matter of law? Now's your chance to put it to the test.)

CSA continues to assist the CSLB and law enforcement in conducting stings, but the underground economy persists. Only with vigilance and patience can we make a dent. The CSLB rules impose a significant monetary penalty for acting without a license; and Penal Code sections 556 and 556.1 make it a misdemeanor to install a sign without a permit.

**Under CEC rules, all new electric signs require Title 24 compliance and the CEC may condition building permit issuance upon submission of the required documentation. Reg. 10-105.*

Submissions Requested

Does your company have good news to share? Are you on a CSA committee and want to get the word out about your upcoming event? Do you just like to write and want an audience? Well, then submit your articles, press releases, and photos to the CSA office for consideration in *Powerline*!

The Communications Committee and CSA Staff welcome submissions from our members for any issue. All submissions are subject to editing for space and content. Content for *Powerline* is due on the first of the month prior to the next issue publication.

Please submit any item for publication consideration to info@calsign.org. For information, please call CSA staff at (916) 932-0021.



"He's out throwing money at problems. Can I take a message?"