

Signage Matters

News from the Visual Communications Community of the California Sign Association



JANUARY
2011

WHAT'S INSIDE:



For the Love of Google - a Subdivision of Futurist Architecture
PAGE 4



Renewed Interest in Sustainability Initiatives
PAGE 7



New Rule on Spray Coating
PAGE 9



CSA Board Endorses New Association Insurance Program

CSA's Board of Directors unanimously endorsed a new comprehensive association insurance program at their December 9, 2010 meeting in Sacramento. The new program brought forth by the Member Benefits Committee is designed to save participating members time and money for their insurance needs—all the while giving them superior service. In addition, the program will generate non-dues revenue to CSA.

The new program was brought to CSA by its management company, Association Resource Center (ARC). ARC has entered into an agreement with Jenkins Insurance Group (JIG) who will broker all lines of insurance for ARC's various clients looking for comprehensive insurance programs.

The program calls for Jenkins to offer all lines of insurance to CSA members including business coverage (liability, workers' compensation, etc.), employee benefits coverage (health, vision, dental, etc.), personal lines (homeowners, auto, umbrella, etc.) as well as bonding and other types of coverage.

"In preparation for the presentation to the CSA Board of Directors, representatives from Jenkins met with the appropriate representatives from my company, Arrow Signs (Oakland), and our company can't wait to get this program implemented," CSA President Mark Gastineau stated. "The prospect of reducing our company costs and financially helping CSA and the sign industry in California at the same time is exciting to our company and hopefully will be exciting to all CSA member companies. I certainly will be looking at the new program for my personal insurance needs as well. I want to give my business to a company who will be financially supporting the industry that supports me and my family."

"Working with the folks from Jenkins, we will be phasing in this new program over the next couple of months," CSA Executive Director Brad Walker noted. "We're ready to roll for CSA members who want to look at this new program for their employee benefits insurance (i.e., health, dental, vision etc.). Members can contact Jenkins now to get a quote. The second phase will be the business coverages (liability, workers' comp, etc.) and we hope to have that available within the next month or so. Personal lines will follow closely behind. Relative to the business coverages, Jenkins is in the process of finding the best carrier for our type of risk—one that is willing to work with us on a group basis," Walker added.

continued on page 2

2010-11 Executive Committee

President

Mark Gastineau

Arrow Sign Company, Oakland

1st Vice President

Teresa M. Young

Sign Biz, Inc., Dana Point

2nd Vice President

Kevin Farrell

Architectural Design & Signs, Corona

Secretary/Treasurer

Bob Shimmin

Montroy Supply Company,
Signal Hill

Immediate Past President

Skip Moore

Bill Moore & Associates, Albany

2010-11 Board of Directors

Diane Arnold

IEC – Interstate Electric Co., Inc.,
Commerce

Mike Avery

Denco Sales Company, Fresno

Mitch Chemers

PermitWiz, Van Nuys

Jim Cross

Best Signs, Inc., Palm Springs

Mark Haist

N. Glantz & Son, LLC, Brea

Darryl Johnson

United Sign Systems, Modesto

Gus Navarro

San Pedro Electric Sign Co.,
Wilmington

Karen Nowacki

Structural Technology Consultants,
San Diego

Richard Pando

RNS Channel Letters, Corona

Ken Person

Young Electric Sign Company,
San Bernardino

Gary Quiel

Quiel Bros. Electric Sign Company,
San Bernardino

Zoran Rossini

Encore Image/Signtronix, Torrance

Brian Schneider

JSJ Electrical Display Corp., Fairfield

Ray Smith

Federal Heath Sign Company,
Oceanside

Ed Wasserman

Daktronics, Inc., Calabasas

Keith Wills

Western Sign Company.,
Diamond Springs



ARROW SIGNS GASTINEAU ASSUMES CSA'S REINS

Long-time board member and CSA past president Mark Gastineau (Arrow Signs, Oakland) was elected to serve as the association's President by the CSA Board of Directors at their December 9th meeting in Sacramento. Gastineau will complete the term of Rocky Gruner who found it necessary to resign his CSA position.

"Rocky challenged everyone on the Board to work towards growing CSA's membership during his term as CSA President," Gastineau stated upon assuming his new position. "Nothing changes in that respect. Our number one goal this year is to grow CSA's

membership and grow it significantly—and we need everyone working towards that goal."

Gastineau went on to say, "I want to acknowledge and thank Rocky Gruner for his contributions to the association over the last few years. We wish him the very best in his future endeavors."

With Gastineau vacating the 1st Vice President position, 2nd Vice President Teresa M. Young (Sign Biz, Inc., Dana Point) was elected to that office thus leaving her prior position vacant. Kevin Farrell (Architectural Design

& Signs, Corona) was elected to fill that seat. "I thank the Board for their confidence in electing me to the Executive Committee," Farrell stated upon being elected to the position. "The enthusiasm exhibited by this Board is contagious and I look forward to an exciting few years ahead."

“Success isn't a result of spontaneous combustion. You must set yourself on fire.”

Arnold H. Glasow

Association Insurance Program

- continued from page 1

"I don't know that we could have found a better partner than Jenkins to work with us on this comprehensive program," Walker went on to state. "They are big enough to have access to a bevy of insurance markets yet not so large that we get lost in the shuffle. I previously worked with Jenkins when I was with another association and I found their professionalism and forthrightness beyond reproach."

"Jenkins has committed to working with CSA to develop the absolute best comprehensive insurance program available in the sign industry," Walker

added. "What will help tremendously is the group buying power that comes with Jenkins not only representing CSA to insurance carriers but all of the other ARC clients who opt into this new program."

CSA members interested in talking to a Jenkins representative should call or email Michael Glauser 916-576-1541, mglaiser@jenkinsinsgroup.com; or Skip Reynolds 916-576-1522, sreynolds@jenkinsinsgroup.com.

Overall program management:
Paul Lindsay 925-822-9046
plindsay@jenkinsinsgroup.com.

ISA Chairman Announces Award

ISA Chairman Troy Crocker presented the ISA 'Chairman's Award' to those who served on the ISA Mechanical and Structural Subcommittee. At the ISA Board of Directors meeting on November 10, he announced the award with the following comments:

"In recent years, we have started a 'Chairman's Award' which honors individuals who have gone above and beyond in their service to the organization. I would like to continue this tradition and honor a group of people who never cease to amaze me in terms of their dedication. When faced with seemingly insurmountable challenges, this dedicated team doesn't give up. When told that the structural integrity of an industry producer was in question, they did not shirk from the responsibility; they embraced it. The members of the Mechanical and Structural Subcommittees have taken charge of finding a solution to a huge and significant industry issue, with keen intellect, outstanding teamwork and above all, open minds. I am proud to award the ISA Chairman's Award to members and staff of the ISA Mechanical and Structural Subcommittee. We honor the members of the M&S Subcommittees for their commitment, dedication, loyalty and contributions for the betterment of the sign industry."

The M&S Subcommittee includes: Chairman Wes Wilkens, Persona; Vice Chair Al Roberts, The Sign Factors, Inc.; Roy Flahive, CNP Signs and Graphics (CSA member); Scott Gardner, Gardner Signs, Inc.; Mark Pridmore, Mid South Signs, Inc.; Janene Steward, Cracker Barrel; Louis Cortina, Michael Brady Inc.; Shouiab Faizi, Federal Heath Sign (CSA member); Duane Gee, Structural Technology Consultants, Inc. (CSA member); Imad Kashif, Link Engineering; Jack Lester, YESCO (CSA member); Tim O'Donnell, The Icon Companies; David Servine, Channelume/Let-R-Edge; Jed Wright, Cornerstone Engineering; Bill Dundas, ISA; Rich Gottwald, ISA.

Hiring World Class Electronic Engineer

- Work on cutting edge EMC hardware and software platforms
- Experience with EMC technology required
- Work alongside senior management to dramatically scale EMC division
- Email resume to Encore Image Group CEO chris.lam@EncoreImageGroup.com



california sign association calendar

so-cal membership dinner meeting
Tuesday, February 22, 2011
nor-cal membership dinner meeting
Thursday, February 24, 2011

so-cal membership dinner meeting
Tuesday, March 22, 2011
nor-cal membership dinner meeting
Thursday, March 24, 2011

ISA international sign expo 2011
April 27-30, 2011
executive committee meeting
Thursday, April 28, 2011
board of directors meeting
Friday, April 29, 2011

so-cal membership dinner meeting
Tuesday, May 24, 2011
nor-cal membership dinner meeting
Thursday, May 26, 2011

nor-cal membership dinner meeting
Thursday, June 23, 2011
so-cal membership dinner meeting
Tuesday, June 28, 2011

executive committee meeting
Wednesday, July 13, 2011
board of directors meeting
Thursday, July 14, 2011

2010-11 Committee Chairs

Activities

Teresa Young, Chair

Communications

Teresa Young, Chair

Diane Arnold, Vice Chair

Convention

Karen Nowacki, Chair

Jim Cross, Vice Chair

Education

Mike Avery

Fishing Trip

Gary Quiel

Govt. Affairs

Mark Gastineau, Chair

Ed Wasserman, Vice Chair

LA Sign Ordinance TF

Gus Navarro

Member Benefits

Kevin Farrell

Membership

Skip Moore

Professionalism

Mark Haist

Strategic Planning

Jeff Tanielian

Technical

Roy Flahive, Chair

Gary Quiel, Vice Chair

CSA Staff

Brad Walker, Executive Director

California Sign Association

P.O. Box 276567

Sacramento, CA 95827-6567

916-932-0021 • 916-932-2209 fax

bradw@calsign.org

Lynda Walls, Membership Director

lyndaw@calsign.org

Lynn Wells, Membership Manager

lynnw@calsign.org

Jeff Aran, Attorney CSA

Government Affairs Director

P.O. Box 22833

Sacramento, CA 95822

916-395-6000 • 916-395-6028 fax

jeff@calsign.org



FOR THE LOVE OF GOOGIE!

This is a regular feature of the Signhugger Blog, syndicated to Signage Matters with the permission of Tod Swarmstedt, Founder of the American Sign Museum.

According to Wikipedia, **Googie** architecture (also known as **populuxe** or **Doo-Wop**) is a form of modern architecture and a subdivision of futurist architecture. The origin of the name Googie dates to 1949, when architect John Lautner designed the coffee shop Googies, which had very distinctive architectural characteristics. The style, however, originated in Southern California during the late 1940s and continued into the mid-1960s. The types of buildings that were most frequently designed in a Googie style were motels, coffee houses and bowling alleys, along with one famous shopping center: Satellite Shopland. [Photo Credit: Pete Phillips 1992]

Gone, But Not Forgotten

Tod Swarmstedt, Founder of the American Sign Museum, is partial to the Googie sign style. He says, "I'm often asked what is my favorite sign in the museum and my usual answer goes something like this: 'Well, it's kinda like Christmas morning for a little kid. Their favorite present is the first one they open... that is until they open the second one and then that becomes the 'new' favorite.' We are always acquiring new additions to the collection, and so my 'favorites' so to speak are a moving target. I do, however, favor some of the funkier signs—particularly those of the 1950s when there were relatively no sign codes to deal with. And right up there is the Satellite Shopland sign."



Apparently, it's a favorite for many: If you do a search for "Satellite Shopland—Anaheim" in almost any search engine, you'll find numerous references to the famed Satellite Shopland sign.

Here's the story behind the story....

The prosperous 1950s celebrated its affluence with optimistic designs. The public was captivated by rocket ships and nuclear energy, so, in order to draw their attention, architects used these as motifs in their work. The term was coined in 1952 by House and Home Magazine editor Douglas Haskell. Anaheim and

particularly, Katella Avenue, was a center for the Googie.

Disney and the town fathers were intent on de-Googifying Katella Avenue and surrounding area and preparing for all the revenue that Disney's now failed California Adventure park would pull in.



continued on page 5

For the Love of Googie

- continued from page 4

Then-planning commissioners Julie Mayer and Bob Heninger drove around Anaheim looking for Googie, with the idea that at the very least, someone should take pictures before it was gone. And the Satellite Shopland shopping center sign topped their list of concerns—its fate was sealed when it fell in the path of the Santa Ana (I-5) Freeway widening. The glowing orb of this sputnik satellite that used to grace the top of the sign was claimed by progress in 1999, when the city began revamping the Anaheim Resort area.

As a result of Mayer and Heninger's efforts, the city agreed to photograph 20 colorful signs before they were torn down—in black and white. The project was started by a city intern, then handed over to Jane Newell.

Newell started with the idea of preserving photos of 20 kitschy signs that were about to be demolished.

What Starts in California... Ends Up in Ohio

The majority of the signs were scrapped by the individual property owners. Fortunately, the Satellite Shopland sign was saved by Daniel Sullivan, a Pasadena resident and lighting designer. His backyard became the half-way house for this grand icon, no longer enjoying its glory days shining over Katella Avenue.

The American Sign Museum found out about the sign, and purchased it,



together with another Los Angeles-area icon—the Earl Sheib globe—in 1999.

Then came the move to the museum in Ohio.

“Right after I purchased the sign, we had to hire a crane truck to load it onto our trailer,” explains Swormstedt.

The sign is now front and center as visitors enter the Sign Garden lobby area of the museum's current facility in Cincinnati. Pictured: The Sign Garden at the American Sign Museum's current facility located at 2515 Essex Place, Cincinnati, Ohio 45206. www.signmuseum.net

Newell is just one of thousands of individuals who appreciated the satellite sign. For many, it symbolized arrival

on Disney's doorstep. For others, it represented an easier and more optimistic era.

Today, Newell photographs the Googie sites with her own cameras. Now, she's up to 111 places and counting, doing most of the work at night and on the weekends.

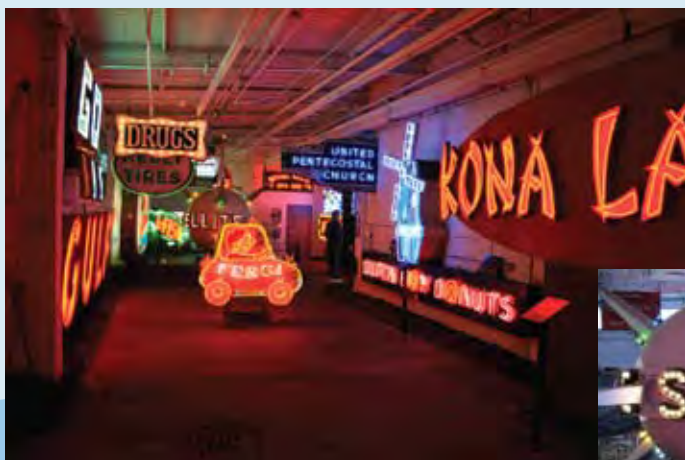
And the Satellite shopping center? The owners, laying claim to their piece of Americana and recognizing this unique style as iconographic, assured the beloved sputnik image lived on within the confines of the new, uniform sign structure.

Though the city could mandate a cookie-cutter monument sign, at the heart of the sign is a vector image of the beautiful, glowing, colorful “satellite” to remind us that Googie still delights young and old, and celebrating our signage past illuminates our future.

The tenants of Shopland wanted to make sure the spirit of the original sputnik-like icon was preserved. And so it is...



Tod Swormstedt is the founder of the American Sign Museum in Cincinnati, OH. He is the former editor and publisher of Signs of the Times magazine. His brother, Wade, currently edits the century-old publication. Full story at www.signhugger.com



New Member Spotlight

SIGNARAMA ONTARIO JOINS CSA

By New Member Dave Lamb, Signarama Ontario

Signarama Ontario is owned by Dave and Mariana Lamb. We opened for business on November 1, 2010. After being in the transportation industry as General Manager and VP of Sales for over 30 years, Dave decided it was time for a change and after exploring many franchise opportunities decided on Signarama. What we liked about Signarama was the name recognition and support to the franchisee. We did look at buying existing sign shops, both within a franchise network and not. Being part of a larger network has many advantages both from a business standpoint and from the mentor program. Franchises also have a much lower failure rate...Having no experience in the sign business can be a scary proposition but with help from the many great vendors such as RNS Channel Letters, Denco and

Sign-Mart we are learning fast and are very encouraged by the number of requests for signs, graphics, banners and trade show exhibits.

We joined the California Sign Association because in our very short time in the sign business we have learned that there are many 'sign shops' that provide sub-standard work, ignore the various city permit processes and create disrepute within the sign industry. It is also clear that there are many very good sign shops that do things the right way, and most of them support organizations such as the CSA due to their ability



Mariana and Dave Lamb
Signarama Ontario

to focus on the many issues important to us as business people and professionals. Our goal is to provide first class products with very strong customer service and we hope that the CSA can help us do just that. One of the major benefits of the CSA is the educational opportunities. We have

learned a great deal in our short time in business and there is yet much to learn. By joining groups such as CSA, ISA, SGIA, to name a few, our goal is to become a respected member of a great and significant industry.

News From ISA

McChrystal to Address ISA Expo

Retired Army General Stanley McChrystal to deliver keynote address at the 2011 ISA International Sign Expo!

Gen. McChrystal, former commander of the U.S. and international troops in Afghanistan, will discuss how modern warfare, business and politics all demand leaders who can implement change, not just talk about it. McChrystal will address such key leadership principles as leveraging teams, relentless mission focus and sharing a clear vision. The session, Thursday, April 28, 8:00 – 9:30 a.m., is certain to be remembered for years to come! Register now to attend the Opening Session featuring General McChrystal at www.signexpo.org.

Brightness Recommendations

Extensive studies by the country's foremost lighting authority, Dr. Ian Lewin, utilized human factors research and real-world testing to validate acceptable levels of brightness for on-premise EMC signage. These levels will not cause glare nor create any problem commonly associated with brightness. For most locations, on-premise EMC signs can utilize a range of .3 to .8 over ambient. For the instructions and pictorial guide, the information published by the International Sign Association utilizes one brightness recommendation of .3, to simplify the research guidelines, from an advocacy and enforcement perspective. Note that this recommendation would not have been possible without Dr. Lewin's work, which may be requested from the California Sign Association. Link to guidelines for testing at .3 brightness can be found on our website: www.calsign.org

ISA to Offer Crane Operator Safety Training

More than 40 Crane Operator Safety Training sessions scheduled for 2011: New OSHA rules mandate that every crane operator be certified, and ISA is ready to help sign companies comply with this new federal requirement. More than 40 crane operator training sessions have already been scheduled throughout the country, with more to come. In addition to the training, ISA is working with NCCCO to administer testing the day after each of the training sessions. The sessions are filling up fast! Learn about the training and registration information at www.signs.org/EducationInternationalSignAcademy/CraneTraining.aspx

CSA Board Adopts New Strategic Plan

Growing CSA's membership is unquestionably the number one goal for the association according to the new strategic plan adopted by the CSA Board of Directors at their December 9, 2010 meeting. The goal emphatically reads: "Grow CSA's membership and grow it significantly!"

Within the plan, there are four other goals in addition to the membership goal: Goal #2: Increase the number of member benefit programs designed for current CSA members and prospects in Groups 1 & 2. Continually monitor the progress for each; Goal #3: Ensure an equitable dues structure while observing the responsibility to support CSA's structure and programs; Goal #4: Always be considered the preeminent authority on all local, state and federal laws affecting the on-site signage industry in the State of California; and, Goal #5: Conduct the association's financial, management, and administrative operations in an efficient and professional manner optimizing operational effectiveness and efficiency.

"We need to grow our membership substantially in order to be more representative of our industry," CSA President Mark Gastineau (Arrow Signs, Oakland) stated upon announcing the new plan. "As an association, we have pretty good representation from the large electric sign companies in the

state but we have thousands of smaller sign companies, specifically digital sign shops, who need to be a part of our membership and our leadership. This new plan definitely addresses that need."

"The CSA Membership Committee is already undertaking strategies to address this goal," Membership Committee Chairman Skip Moore (Bill Moore & Associates, Albany) noted. "Not only do we need to do a much better job recruiting new members, but it is imperative that once we get them in, we keep them as members," Moore added.

Moore went on to say the committee will be working especially hard on recruiting new and/or small companies that are focused on resolving business and operational issues (Group 1) as well as growing companies desirous of increasing their levels of professionalism, education, and technology as they wend their way towards becoming CSLB licensed (Group 2).

Relative to Goal #2 (increasing member benefits), CSA Executive Director Brad Walker stated, "I am very pleased we are going to put some much needed emphasis in this area. CSA does a fantastic job in protecting our members from unwarranted government intrusion but we need to develop some programs

that save our members time and money. I believe our new comprehensive insurance program (see related article in this issue of *Signage Matters*) is a giant step in this direction and we have some others either on the drawing board or in progress that members will find fantastic!"

CSA Director Emeritus Jeff Tanielian (Commercial Neon, Fresno) served as the Chairman of the Strategic Planning Committee. Upon presenting the new plan to the CSA Board of Directors, Tanielian stated "I think you will find this plan a bit different from prior CSA Strategic Plans in that it identifies deadline dates and responsible parties for accomplishing the various strategies and objectives identified in the plan. Hopefully at the end of this three-year planning cycle, we will be able to say we accomplished everything we set out to accomplish."

President Gastineau thanked Mr. Tanielian and the entire Strategic Planning Committee for the time and effort they put into developing the new plan. He gave a special thank you to committee member Teresa M. Young (Sign Biz, Dana Point) who spent countless hours working with staff in the refinement of the plan for presentation to the board—not to mention the very professional PowerPoint presentation she developed to bring the new plan to life for the board.

Interest in Sustainability Isn't Translating into Equal Demand

By Kennedy Consulting Research & Advisory

Increasing environmental costs of supply chain networks along with growing regulatory and consumer pressures for environmentally friendly products has persuaded many businesses to consider how to become more eco-conscious. Interest in and attention paid to sustainability challenges abated in 2009 when organizations were preoccupied with the need to ensure business health amid the downturn. With effects of the downturn subsiding, 2010 has seen a renewed interest in sustainability initiatives. Yet, it still translates into a small amount of tangible consulting work relative to the hype surrounding this type of project. A recent survey of 300 supply chain managers by Capgemini puts the disconnect between interest and projects into perspective: From 2009 to 2010, the percentage of respondents who felt sustainability was an important business driver almost doubled. The percentage of projects respondents planned to undertake in 2010, on the other hand, increased by only 4%. www.kennedyinfo.com



OSHA'S TOP TEN MOST FREQUENTLY CITED VIOLATIONS*

Following are the 10 most frequently cited OSHA violations for construction contractors:

1. **Scaffolding** – Regulations require that “scaffolds shall be designed by a qualified person and shall be constructed and loaded in accordance with that design.”
2. **Hazard Communication** – Employers are required to provide employees with training and information on hazardous chemicals in their work areas at the time of initial assignment or whenever the hazard is introduced.
3. **Fall Protection Training** – Employers are required to provide a training program for each employee who might be exposed to fall hazards.
4. **Respiratory Protection** – Employers are required to develop and implement a written respiratory protection program with required worksite-specific procedures and elements for required respirator use.
5. **Lockout/Tagout** – Employers are required to establish a program and utilize procedures for affixing appropriate lockout devices or tagout devices to energy isolating devices, and to otherwise disable machines or equipment to prevent unexpected energizing, start up or release of stored energy in order to prevent injury to employees.
6. **Powered Industrial Trucks** – Employers are required to ensure that each powered industrial truck operator is competent to operate a powered industrial truck safely, as demonstrated by the successful completion of training.
7. **Electrical: Wiring and Design Protection** – Employers are required to use either ground fault circuit interrupter equipment or an assured equipment grounding conductor program.
8. **Machine Guarding** – One or more methods of machine guarding are required in order to protect the operator and other employees in the machine area from hazards such as those created by point of operation, ingoing nip points, rotating parts, flying chips and sparks.
9. **Ladders** – The law requires that ladders be inspected by a “competent” person for visible defects on a periodic basis and after any occurrence that could affect their safe use. Portable ladders with structural defects such as broken or missing rungs, cleats, or steps, broken or split rails, corroded components, or other faulty or defective components, shall either be immediately marked in a manner that IDs them as defective, or be tagged with “Do Not Use” or similar language, and shall be withdrawn from service until repaired.
10. **Electrical Wiring Methods, Components and Equipment** – Regulations require that “for temporary wiring over 600v, nominal fencing barriers or their effective means shall be provided to prevent access of other than authorized or qualified personnel. Electrical feeds shall originate in a distribution center. Branch circuits shall originate in a panel board or power outlet. Receptacles shall be of the grounded type and flexible cords shall be protected.”

**Topic 222: OSHA's Top Ten Most Frequently Cited Violations produced by Safety Services Company, Yuma Arizona.*

Make your safety meetings simple! The above was taken from the Tailgate/ Toolbox Safety Training program which is available FREE as a member benefit to all CSA member companies. If you are a CSA member, contact the CSA office (info@calsign.org) to obtain the current User Name and Password to access the program.



N. Glantz & Son Supports CSA as a Sponsor

At the December 9th Board meeting, CSA Activities Committee Chair Teresa M. Young (Sign Biz, Inc., Dana Point) announced a new sponsorship program now available to CSA members. The program allows a contributing company to be recognized as the sponsor of one or more CSA Membership Meetings. These are dinner events held monthly during the first half of the year.

“We are establishing this new marketing opportunity to give more exposure to our industry members as well as to support our networking events budget, thus allowing us to increase the quality of speakers we bring to these meeting,” Young stated upon announcing the new program.

As soon as the sponsorship opportunity was announced by Young, CSA Director Mark Haist announced N. Glantz & Son, LLC would sponsor two of the upcoming meetings! “We look at this as a great opportunity to

tell our customers and prospective customers the N. Glantz story,” Haist later stated.

The CSA Membership Meeting Sponsorship Program provides a sponsor with the following:

- Company name and logo prominently featured on all promotional material announcing the meeting being sponsored (i.e., CSA website, flyer, etc.)
- 2 minutes of ‘podium time’ at the Membership Meeting being sponsored allowing the company representative to tell attendees

about the company and its products and services – a two-minute infomercial!

- A write-up in the *Signage Matters* newsletter
- 2 complimentary meals at that meeting

The sponsorship fee is \$700 per meeting or two meetings for \$1,200. If your company is interested in sponsoring one or more of the upcoming meetings, contact the CSA office 916-932-0021 or info@calsign.org for more information.



EPA Issues New Rule on Spray Coating

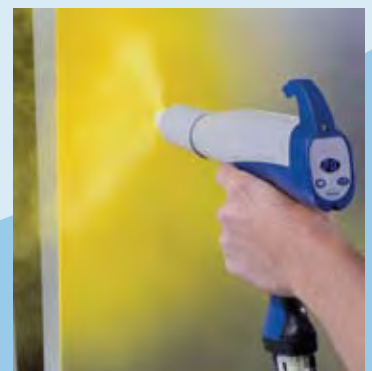
On January 9, 2008, EPA issued a rule requiring owners and operators of paint stripping and miscellaneous spray coating operations to ensure and certify all new and existing personnel, including contract personnel, who spray apply spray coatings are trained in the proper application of spray coatings. Spray coating is prohibited by persons who are not certified as having completed the training described in 40 CFR § 63.11173(f)-(g).

CSC I – Unrestricted. Under the EPA HAPs 6H rule [Hazardous Air Pollutants], beginning January 10, 2011, operations submitting a notification of compliance have trained personnel in compliance with the spray application of Spray coatings.

CSC II – Restricted. Under the EPA HAPs 6H rule, beginning January 10, 2011, operations obtaining an exemption have prohibited personnel from the spray application of specific Spray coatings.

Effective Monday, January 10, 2011, the U.S. EPA established “spray painter licensing” by making it illegal for uncertified painters to spray HAPs 6H products. Painters are prohibited from spray coating if they have not been trained in proper spraying techniques. The prohibition makes it unlawful for untrained painters to use certain products if their employer claims “exemption.” This regulation creates two classes of painters, “Restricted” and “Unrestricted” along with probable worker comp insurance modifications.

More info: www.haps6h.com



CSA ADDS WEBSITE JOB BOARD

Are you looking to grow your company and need someone experienced in the sign industry? If so, post your opening on the new CSA Job Board found on the CSA website (www.calsign.org). Click on the “Job Board” tab and when you get to the “Career Center,” click on the “Post a Job” link under the Employers/Recruiters section. Prior to posting your first opening, you will need to create an account and then you can post the position you have available. Once your account is established, you will only need to log in to post other positions.

Other services offered to employers is the ability to view resumes posted by jobseekers looking for new employment. You pay only for the resumes of the individuals who truly interest you.

CSA has contracted with Job Target, a well-established web-based company, to provide this service. Companies, associations and organizations from around the world subscribe to the Job Target service including the Society for Human Resource Management (SHRM), the Public Relations Society of America (PRSA), and the American Insurance Association to name but a few.

When an employer posts a job opening on the CSA website, not only does the listing appear on the CSA website but it also appears on the website of scores of other Job Target subscribers thereby giving the employer greater exposure to potential employees. The Job Target job boards where the ad appears, other than the CSA site, is determined by words and phrases used in the



advertisement. This allows the listing to not only reach a broader audience of prospective employees but targets where the listing will be sent.

CSA has set a price of \$150 for each 30-day posting and \$250 for each 60-day posting for members and \$250 for each 30-day posting and \$350 for each 60-day posting for nonmembers. Employers wishing to purchase contact information for the resumes they are interested in reviewing will be charged \$35 per resume. Employers will be able to look at resumes free of charge – they just will not have the contact information (name, address, email address, phone number, etc.) of the individual until the \$35 resume purchase is made.

The Job Target service is free to individuals looking for a job. Jobseekers can go to the CSA website and post their resume anonymously.

They can also go to the CSA Career Center website and view the jobs that have been posted – both those posted by CSA members and by other companies and organizations who may be looking for someone with the skills used in the sign industry. Jobseekers can also set up their own search criteria so that when a position is posted matching their criteria, they will be notified.

“CSA is pleased to add this exciting new member benefit program to our growing list of services provided to our members,” CSA Member Benefits Committee Chairman Kevin Farrell (Architectural Sign & Design, Chino) stated upon announcing the new program. “I’m also pleased to announce we already have our first listing – but you will have to go to the CSA website to see who it is!”

New EPA & SCAQMD Rules for Sign Shops

By Steven Schillinger, REA, GRC Pirk Management

Spray booth owners in Southern California are faced with two new air pollution rules in 2011. They are SCAQMD Rule 1147 for the Emissions of Oxides of Nitrogen "NOx", and EPA 40 CFR Part 63 Air Toxics from Surface Coating.

According to the EPA, starting January 11, 2011, the spray application of surface coatings is prohibited by persons who are not certified as having completed Hazardous Air Pollutants "HAPs" training. The new law provides that training programs must be established for personnel whose activities may require the use of certain compounds. A complete copy of the rule can be found at www.epa.gov/ttn/atw/area/fr09ja08.pdf.

Additionally, the AQMD adopted Rule 1147 – NOx Reductions from Miscellaneous Sources. The main purpose of the rule is to reduce emissions from combustion equipment. It applies to all businesses that operate a heated paint booth including sign shops. A copy of these regulations and all maintenance and test records requirements can be found at www.aqmd.gov/rules/reg/reg11/r1147.pdf.

Starting January 1, 2011, new and modified paint spray booths are subject to the emission limits of the rule 1147, which typically range between 30-60 ppm of NOx. In order to demonstrate compliance an owner/ operator must conduct a emissions test or install new equipment. If modification of the spray booth is necessary in order to meet the emission limits, permit applications must be filed well in advance and construction completed in order to meet the deadlines. Other requirements under the rule include combustion system maintenance, and fuel and timer meter installations. Starting on January 1, 2011, all spray booth owners must perform combustion system maintenance in

accordance with the manufacturer's written instructions and specifications. The following summary only highlights some of the requirements of Rule 1147.

On December 22, 2010 the AQMD issued an advisory for owners subject to Rule 1147 – Nitrogen Oxide Reductions for spray booth make-up air heaters used to heat incoming air in a spray booth. Amendments to Rule 1147 are outlined as follows:

1. Requirements for a new timer on a spray booth have been removed.
2. Option 1 Emissions Method: (approx \$2K to \$5k cost for source test) – perform source test less than 30 ppm, removes the requirements for a new fuel meter. (source test = 3rd party onsite stack exhaust test)
3. Option 2 BTU Method: (approx \$2K to \$5K cost for new fuel meter) – If existing heater meets BTU limits, then install a new fuel meter. (no source test if low NOx burner is less than 0.036 lb/mmBtu – if not, install a new burner – approx \$5K to \$10K)
4. New Deadlines:
 - 1/1/11 – System maintenance recordkeeping and heater name plate (rating) data documentation
 - 1/1/12 – Permit to construct (\$684.58 cost for permit)
 - 7/1/13 – Retrofit complete and full compliance
 - Extension: Spray booth installed after December 5, 2008 and before January 1, 2011, are exempt until July 1 of the year the unit is 15 years old.

There are several new standards that mandate training and recordkeeping under these 2011 rules. If, as an owner/ operator/ employer, you do nothing other than maintain records, you might be measurably safeguarded. With proof that proper training and recordkeeping was performed, you

may preserve a defensible position of meeting the new requirements.

Your responsibilities do not stop there. Owners are expected to conduct hands-on training as well. If you are not involved in the hands-on training of the employees, get involved. It would be self-defeating to invest in 2011 compliance requirements without instructing employees in the safe way to perform the tasks. Safety training alone, without assuring employees are skilled in the performance of their jobs, would be absurd. Safety and hands-on training should be conducted for all new hires and to all employees given new job assignments they are not trained for. Whenever new regulations or hazards or equipment are introduced to the workplace, training is a regulatory requirement.

Training in newly recognized pollution hazards is also required. Owners and managers should also attend safety and hands-on training to make them aware of the hazards present and the precautionary measures for workers under their supervision. It is difficult for an owner to provide proof of job hands-on training without having some type of documentation to support such a claim.

Employers now need numerous records under these new regulations to defend against emission limits or risk of negligence following toxic exposure. It is very difficult to prove an individual has been adequately trained to protect themselves or the environment, when there is no evidence of required knowledge levels necessary to qualify for a specific job.

Steven Schillinger, REA, is President of GRC Pirk Management, a licensed compliance management company that provides an outsource solution for the recordkeeping and risks mentioned in this article. Toll Free 1-888-374-7475 - www.recomply.com, or email sespirk@sbcglobal.net

Advertise With CSA

New full-color newsletter is an unbeatable opportunity to reach your target market of sign industry professionals

Signage Matters is our new full-color newsletter delivered to our membership every 45 days. *Signage Matters* is a vital communications tool that reports on the relevant day-to-day activities of the association, educational articles, seminar announcements, and local and state government reports that are essential for the industry.

Our publications are referenced by over 3000 professionals representing all levels of management involved in the on-premise sign industry. Our decision-makers include owners and managers of companies that specialize in the design, manufacture and the installation of on-premise signs. Call Lynda Walls at 916-932-0021 to learn about rates and schedules!

inside
this issue:

News From ISA

CSA New Strategic Plan

OSHA's Top 10 Violations

New Rules for Sign Shops

www.calsign.org: A GREAT RESOURCE!

The CSA Web site is a great resource that can help you stay informed and in touch with what's going on in our industry.

Find local sign ordinances, state regulations, government affairs, industry events, CSA calendar of events, CSA publications archives, a member's only section and more!



California Sign Association
PO Box 276567
Sacramento, CA 95827-6567

