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Headline Summary

- Fastest Job Growth Categories
- Workers' Comp Increase Recommended
- Oppose Postage Increase
- Plastic Bag Ban Defeated
- Ventura Air Rule To Change
- Nature Versus Nurture

Did You Know...

ONLINE ADDS DON'T MOVE WEB VIEWERS

According to a new study by UK-based research firm Connect Insight, just 17% of web users find online ads "impactful and appealing," while most respondents say they find them "intrusive, repetitive, unappealing and cheap."

The survey finds 24% of 16 to 34-year-olds are likely to find online advertising appealing, while 44% of people in this age category are likely to find relevant ad messages online.

But 50% of web users aged 55 and over "actively avoid environments where advertising interrupts their usage of a site".

Regarding social media advertising, four out of 10 (43%) of respondents say they wouldn't follow any products or brands on social media sites.

WatchDog

Guarding the Business of Print

September 2010

Fastest Job Growth Categories

Four of the five fastest-growing job categories from 2006 to 2009 paid less than the U.S. median wage of \$15.95 an hour, reports the Economic Policy Institute (epi.org).

Food preparer and home health care aide jobs grew fastest. Median wages in the food business was \$8.28 an hour or \$16,560 a year (based on a year with two weeks off for vacation). Home health care jobs earned an average \$9.85 an hour or \$19,700 a year. Coming in third and fourth were warehouse stock assistant at \$10.08 or \$20,160 and medical assistant at \$13.37 or \$27,540.

The poverty threshold for a family of four was \$22,050 in 2009.

Only the fast-growing nursing profession at \$30.65 an hour—\$61,300 a year — paid well above the national median.

In fact, the most recent jobs data show that every industry – with the exception of health care, education, and the government – has fewer jobs today than before the recession began, strong evidence that demand is weak across the entire economy.

Workers' Comp Increase Recommended

The Workers' Compensation Insurance Rating Bureau (WCIRB) voted to recommend a 29.6% increase on California's pure premium rate. Insurance Commissioner Steve Poizner has until January 1st to accept, modify or reject this recommendation.

The Commissioner has rejected most of WCIRB's recommendations in the past. Poizner will hold a public hearing on September 28th to review the WCIRB's recommendation.

WCIRB points to rising costs in medical expenses, the number of injury claims in 2009, and the lack of a pure premium increase in the past year as the benchmark for this recommendation. It also assumes that medical costs will increase 9% in 2011 and indemnity costs will increase 6%.

Governor Schwarzenegger has also weighed in, sending Commissioner Poizner a letter urging him to once again reject the WCIRB recommendation. The Governor, in part, said:

"I am confident you will not allow such a tremendous financial burden on California businesses at this time. We must protect the 2004 workers' compensation reforms, which reduced rates by 65% and have saved employers more than \$50 billion. These reforms provided insurance companies with powerful tools to control costs, and they must use these tools effectively before we consider raising employer rates."

It is important to keep stability within the system and if insurance companies don't price appropriately, they can go insolvent with employers paying for it.

Oppose Postage Increase

The USPS filed an exigency rate case to increase postal prices on July 6, 2010.

The reasoning for this is that the recession, coupled with the continued migration of postal mail to electronic communications, represents an "exceptional or extraordinary" circumstance that requires busting the price cap set forth by Congress in 2006.

The circumstances affecting the Postal Service are neither extraordinary nor exceptional in terms of what was originally intended in the act.

"Extraordinary" or "exceptional" described the circumstances in which the Postal Service would have to contend in the face of a catastrophe like another anthrax attack on the mail, an earthquake, or some other geological disaster.

While the recession has been going on for more than three years and electronic communication persists, raising postal prices ten times the permissible rate by law will only drive customers away while providing another barrier for the printing industry to hurdle.

As members of the Printing Industry, we are all in this fight together. Here are some avenues of action to take to battle these alarming postal hikes.

- Call the Postal Regulatory Commission at (202) 789-6800 and tell them to reject unfair rate hikes. If they don't pick up, be sure to leave a message.
- Visit the Affordable Mail Alliance (www.affordablemailalliance.org) where you can stay up-to-date on the latest announcements and news regarding this issue.

By working together we can urge the Postal Regulatory Commission to reject the United States Postal Service's new proposal to increase postal rates by up to ten times the rate permissible by law.

Plastic Bag Ban Defeated

Bill AB 1998 (Brownley, D-Santa Monica) to ban plastic carryout bags in supermarkets, drug, and convenience stores was defeated in the state Senate. Key lawmakers said it could prove too costly for consumers.

The proposal to make California the first state to institute such a ban was designed to go into effect in large stores in 2012 and smaller stores in 2013. By July 2012, big stores would be allowed to charge customers, at cost only, for recycled paper bags.

The measure received just 14 votes, with 20 opposed.

Wolk said recycled grocery bags cost 6 to 10 cents each, a cost now absorbed by grocers that they would pass on to consumers if the legislation passed. A long list of environmental groups and Hollywood celebrities back the proposal that earlier won approval in the Assembly. Grocery stores also argued strongly for the measure, since they could pass on the cost of bags which they currently absorb.

On the other hand, chemical-company interests lobbied members intensively to block the bill, supported by a TV, radio and newspaper ad campaign.

Ventura Air Rule To Change

On October 14, 2010, APCD will hold a public consultation meeting on a proposal to revise Rule 74.19. Staff is proposing to further reduce reactive organic compound (ROC) emissions from graphic arts operations.

This proposal is based on existing graphic arts regulations currently in effect in the South Coast AQMD, San Joaquin Valley APCD, Bay Area AQMD, and the Sacramento Metropolitan AQMD.

This proposal includes new ROC content limits for fountain solutions at lithographic operations and cleaning solvents at all graphic operations. Existing vapor pressure requirements will be replaced with more effective ROC content limits for solvent cleaners. Complying fountain solutions and solvent cleaners are currently available from several graphic arts suppliers. Also, the existing exemption for inkjet printing operations will not change under this proposal.

The meeting notice and a proposal summary may be downloaded at the following url:

www.vcapcd.org/pubs/Rules/7419/SummaryOfProposalToReviseRule7419.pdf.

This meeting will be held at 2:00 p.m. in APCD First Floor Conference Room, 669 County Square Drive, Ventura, CA.

Nature Versus Nurture

In his book, *Talent is Overrated*, Geoff Colvin argues that talent and intelligence are not good predictors of success. Colvin argues that to achieve great success, you must practice, practice, and practice some more. But you must approach practicing with tremendous intensity and absolutely deliberately.

And, he further suggests, "Deliberate practice is hard. It hurts. But it works. More of it equals better performance. Tons of it equals great performance." (pg. 7)

Colvin's approach is geared towards business-interest and focuses mainly on one determinant of success. The really good salesperson, estimator, or pressman isn't good by nature; they work at their profession; they put the time to hone their skill.

Colvin's book is the application of the story of the tortoise and the hare. The hare may get out of the block fast, but the tortoise is steady in intent and effort and finishes first in the race.