

# GOVERNMENT AFFAIRS WATCHDOG

## OAKLAND INTRODUCES DO NOT MAIL RESOLUTION

**O**akland City Council member, Jean Quan, was expected to introduce a resolution on Thursday, November 5<sup>th</sup>, calling on the California legislature and Congress to adopt Do Not Mail registries.

On November 3<sup>rd</sup>, Council Member Quan pulled the resolution in order to "rethink" the issue.

Clearly the quick action by the printing industry, the postal unions, and direct marketers drove home the point that this is not as benign a resolution as it might seem on its face. We'll know in a week or two what further action—or non-action—Council Member Quan might be considering.

The registry would be modeled after the Do Not Call Registry which, according to Quan, is the "most popular consumer rights bill in history." The language in the resolution is very similar to the one passed earlier this year in San Francisco. Upon passage the resolution would be sent to the city's legislative delegation and the political leadership in Sacramento and Washington, with the idea that a Do Not Mail Registry mandate in California would pave the way for an equivalent registry at the national level.

The resolution combines every argument imaginable to attack direct mail, maintaining it contributes to identity theft, places unnecessary stress on waste disposal systems, increases industry's carbon footprint, and devastates forests.

## RED FLAGS RULE DELAYED

At the request of members of Congress, the Federal Trade Commission (FTC) has extended the deadline for enforcement of the Red Flags Identity Theft Rule again.

**The new enforcement deadline is June 1, 2010.**

The "red flags" rule requires many businesses and organizations to implement a written Identity Theft Prevention Program to detect the warning signs—or "red flags"—of identity theft in day-to-day operations. The financial regulatory agencies, including the FTC, developed the rule, which was mandated by the Fair and Accurate Credit Transactions Act of 2003 (FACTA).

The FTC previously delayed the enforcement of the "red flag" rule for entities under its jurisdiction until November 1, 2009.

The FTC has established a website ([www.ftc.gov/redflagsrule](http://www.ftc.gov/redflagsrule)) for business and consumers to learn more about the "red flag" rules.

## NEW EEOC POSTING

**T**he Equal Employment Opportunity Commission has revised its "Equal Employment Opportunity is the Law" poster. This new version reflects current federal employment discrimination law (including the Americans with Disabilities Act Amendments Act of 2008).

The poster was revised to add information about the Genetic Information Non-discrimination Act (GINA) of 2008, which is effective November 21, 2009. The revised poster also includes updates from the Department of Labor.

**Employers must begin to comply with GINA on November 21<sup>st</sup>.**

Your association has the supplement on its website at [piasc.org](http://piasc.org) or [piasd.org](http://piasd.org); print

and post the supplement next to the 2009 Employment Poster.

Last spring, the EEOC sought comments on regulations, including a new posting. The comment period is over, but the regulations have not yet been finalized. Even if the regulations are not finalized on or before November 21<sup>st</sup>, employers must still begin complying with the law and post the required posting.

GINA prohibits group health plans and health insurers from denying coverage to a healthy individual or charging that person higher premiums based solely on a genetic predisposition to developing a disease in the future. The legislation also bars employers from using individuals' genetic information when making hiring, firing, job placement or promotion decisions.



**Affiliated  
Associations:**

**Printing Industries of California**

Printing Industries of Northern California [www.pinc.org](http://www.pinc.org)

Printing Industries Assn. of Southern California [www.piasc.org](http://www.piasc.org)

Printing Industries Assn. of San Diego, Inc. [www.piasd.org](http://www.piasd.org)

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## FORKLIFT TRAINING MANUAL

**P**IC has produced a comprehensive forklift operator's training course. As of July 15, 2000, all employees who operate a forklift must be certified. There are no exceptions to this rule.

You don't have to hire an outside consultant or a certified trainer to conduct the training; however, if you choose someone from within your company to do the training, you must make sure that individual has not only extensive knowledge and experience with forklifts, but also the skill to conduct the training.

The PIC manual provides the trainer with the necessary tools to conduct the on-site training: the trainer's guide, with appendices, and PowerPoint presentation with notes for the trainer on what to emphasize on each subject.

The price for members is \$21.50, and the price for non-members is \$99.

To order your copy of the Forklift Training Manual, please contact Marcos Uribe at (323) 728-9500, Ext. 299.

## MAIL AND THE ENVIRONMENT

**I**n a 2008 study titled *Informing the Dialogue: Facts about Mail and the Environment*, SLS Consulting, calculating from U.S. Environmental Protection Agency (EPA) data, estimates the total quantity of mail discarded in landfills was less than ten million tons, or less than 3.8 percent of the total.

In 2006, 44 million tons of paper and board, representing 51.6 percent of the total generated, was recycled. The next greatest quantity of recovered material was yard trimmings, at 20.1 million tons, followed by metals at 6.95 million tons, and glass, at 2.88 million tons.

Greater percentages of paper and board are recovered than of any other material except for yard trimmings (which are commonly composted) and certain non-ferrous metals.

Within the paper waste stream itself, it appears that about 40 percent of mail is recycled. The quantities and percentages recovered, however, have been growing rapidly. Recycling of Standard Mail has increased from 5.2 to 38.7 percent from

## WATER REFORM PACKAGE

The legislature and Governor agreed on a sweeping overhaul of California's water system. The package consists of five major parts:

- A new seven-member board to oversee the Sacramento-San Joaquin River Delta. The board would have the power to approve a controversial peripheral canal around the delta.
- A 20 percent conservation mandate for urban areas, with credits for cities—such as San Francisco—that have made significant conservation efforts. Agricultural entities would have to follow best practices for water use.
- New regulations to monitor groundwater levels throughout the state.
- Increased penalties for illegal water diversions, although the penalties and enforcement were significantly weakened from an earlier plan.
- A \$11.1 billion bond to pay for the overhaul.

The bond was the center of debate. Lawmakers chose a general obligation bond, which repays the debt through the state's already depleted general fund, rather than a revenue bond, which repays the debt by fees of water customers.

In November 2010, you'll vote on the general obligation bond to pay for the following:

Amount	Purpose	Projects
\$455 Million	Drought relief	Drought relief projects, disadvantaged communities, small community wastewater treatment improvements and safe drinking water fund
\$1.4 billion	Regional water supply	Regional water management projects and local water delivery projects
\$2.25 billion	Delta sustainability	Projects that support delta sustainability: levees, water quality, infrastructure and to help restore the ecosystem of the delta
\$3 Billion	Water storage	Water storage projects, including dams
1.7 Billion	Watershed conservation	For ecosystem & watershed protection & restoration projects in 21 watersheds including coastal protection, wildlife refuge enhancement, fuel treatment and forest restoration, fish passage improvement and dam removal
\$1.25 billion	Water Recycling/Conversation	Water recycling, treatment and efficiency projects
\$1 billion	Groundwater cleanup/protection	Cleanup and protection of underground aquifers

1990 through 2006, and recovery of magazines has increased from 10.6 to 40.5 percent over the same period.

## VALUATION STUDY UPDATE

**P**IC continues to work on the project to change the valuation factors that serve as the basis for assessing county property tax on printing presses.

By changing these factors, to more adequately reflect the market value of presses, a company's property tax should decrease significantly over the course of the life of the press.

Your association has contributed a significant amount of money to conduct other studies

and move this project forward.

And that's why about one month ago we came to you to ask for your support. The response, to say the least, was underwhelming.

We will be asking you again in next two week to make a personal commitment to this project. We know it will mean sacrifice on your part. However, if someone like you will not join our effort, we cannot conceive of achieving the immense opportunities open to our industry.

In the interim, if you have any questions, please contact Gerry Bonetto at (323) 728-9500, Ext. 248.