

CAROCP Market Watch

California Association of Regional Occupational Centers and Programs

(A Monthly Trends & Forecasting Report)

March 2007

NO NEED FOR A SPOONFUL OF SUGAR *(Health Science and Medical Technology)*

It's not just kids who don't like to take their medicine. Surveys have found that lack of medication compliance among adults with chronic disease can run as high as 65%. That's a big reason why the drug industry is looking for better delivery methods than pills or injections. European researchers think they have found the ideal device: a fake tooth that can deliver the correct dose of medication for weeks.

The electronic device, called IntelliDrug, fits into two fake molars that can be implanted into a patient's jaw to the rear of – or in place of – existing molars. Saliva enters a reservoir in the tooth through a membrane and dissolves the solid drug, which then flows through a small duct into the mouth, where membranes in the cheeks absorb it. Sensors monitor the amount of medication that is released and deliver the information to a tiny device that opens or closes the duct as needed. The tooth will also alert the patient through a remote device when the medication runs out or when the battery needs replacing.

BusinessWeek, March 5, 2007

VIRTUAL INTERVIEW *(All Sectors)*

Pick up a copy of Best Answers to the 201 Most Frequently Asked Interview Questions, and all you can do before your next interview is practice at the mirror. Go to InterviewTrue.com and, with a Webcam and PC, you'll be able to prep live. Choose from more than 1,000 questions focusing on topics that trip you up or let the site pick them for you. The site also divides questions into categories such as problem solving and teamwork, and by experience level. The video of the interviewer seems realistic, and you face that person through the session, enhancing the simulation. Afterward, email your recording to friends for feedback or link it to your online resume. The service offers a free 24-hour trial and a six-month subscription for \$19.95. Fast Company, March 2007

HOT WHEELS *(Transportation)*

College students' desire to be unique means big business for the auto sales and customization industry. Ten years ago, everybody drove Civics and college parking lots looked like Honda dealerships. Now the Civic is not even in the top 10. Last year, cars like the Scion TC, Acura RSX, Mazda3, Volkswagen GTI and Hyundai Tiburon, models that are easy to modify, accounted for a whopping \$15 billion in sales to this demographic. Not satisfied with a stock ride, the millennium generation spent another \$4.2 billion outfitting their vehicles with sound-systems, nitrous-injected engines and 20-inch rims. The latest craze is for "donks" – grandpa cars like Buicks and Oldsmobiles from the 70's jacked up on huge 28-inch wheels. Just like with ring tones, clothes and dorm rooms, students want cars to reflect their personalities.

MSNBC.com, February 15, 2007

TRIMMING THE FAT FROM TECHNOLOGY *(Marketing, Sales, and Service)*

Are gadgets and software becoming bloated with features? “The typical company innovates by making their products bulkier,” says Forrester Research analyst Bruce Temkin, who studies customer experience. To find the balance between functionality and the wow factor, makers of high-tech products are turning to cognitive psychologists at firms like Perceptive Sciences. This market research firm, which has helped Eastman Kodak streamline its photo kiosks and Dell improve its Web site’s navigation, says its six cognitive psychologists’ training in reasoning and perception enables them to understand the limits of memory and comprehension. The approach they use counteracts the tendency to equate more features with a better product.

[BusinessWeek](#), February 26, 2007

BEING GREEN COMES INTO FASHION *(Agriculture and Natural Resources and Fashion and Interior Design)*

Consumers worried about ingesting harmful pesticides have long been purchasing organic foods. But the philosophy is slowly hitting mainstream clothing retailers as experts warn about the dangers pesticides pose to the environment. It takes about a third of a pound of pesticides to produce one cotton T-shirt. About 180 to 300 pounds of chemical fertilizer is used on one acre of cotton in the U.S. About 90% of the fertilizer doesn’t stay on the plant; it washes off, ending up in water supplies and the habitat.

Organic cotton, which makes up 95% of organic fabrics, is the driving force behind the trend. Global organic cotton sales more than doubled, from \$245 million to \$583 million, from 2001 to 2005. Sales are expected to reach \$2 billion by the end of 2008.

Whether shoppers are buying eco-friendly because it’s trendy or because they hope to preserve Mother Earth, they no longer have to sacrifice fashion for philosophy. With major retailers such as Target Corp., Victoria’s Secret, H&M and Nike Inc. joining the green trend, there’s something for fashionistas in every price range. The look and feel of the clothes is so fashion-forward that many consumers don’t even realize they’re buying organic. High-end designers such as Stella McCartney are including organic fabrics in their collections and celebrity entrepreneurs are also joining the trend. With celebrities endorsing hybrid cars and vegetarian diets, experts say it was only a matter of time before the trend caught on with fashion. It clearly has received more attention now because it’s not just an industry sector. It’s a global phenomenon.

[The Los Angeles Times](#), February 11, 2007

OPEN SOURCE FOR THE OPEN ROAD *(Transportation)*

A former BMW employee is trading in the conventional car-manufacturing paradigm for a new model – this one rooted in open-source collaboration. Open-source Car, or Oscar, allows just about anyone to modify or share technical information without royalty fees or legal risk. The resulting mass brainstorm could create innovation not just in a car, but in mobility.

In Web forums at theoscarproject.org, participants exchange ideas that revolve around a few basic specs: The Oscar will be a four-door electric vehicle with a maximum speed of 145 kilometers per hour - but beyond that the details are up to everyone. A few volunteers manage the forums and are charged with ensuring that the best ideas eventually move to computer modeling and testing.

Though there are no plans for anyone at Oscar to build the car, the thought is that the lack of patents and proprietary data will encourage auto manufacturers to turn the virtual into reality. So far, about 1,300 people have registered to contribute to Oscar.
[Fast Company](#), March 2007

WELL, WELL, WELL *(All Sectors)*

Thomas B. Gilliam, co-author of *Move It. Lose It. Live Healthy: Achieve a Healthier Workplace One Employee at a Time*, shares five tips on how to launch a wellness program:

Be Inclusive: Don't just single out obese people. Choose a program that emphasizes the benefits of lifestyle change – whose principles center on healthful, nutritious goods and regular exercise.

Be Honest: Tell employees it's difficult to provide higher wages and better benefits when so much money is going to support preventable illnesses.

Offer Incentives: These can vary widely. Some companies hand out small cash bonuses or gift certificates for reaching predetermined milestones. Others offer discounted insurance premiums. Still others make it a "team thing" and set up competitions between departments.

Foster Exercise Groups: Human beings are much more likely to sustain an exercise program if they have company. You can start a lunch hour walking group.

Use Family As a Lever: Offering to help employees set a healthy example for their children can be a powerful motivator. "When you say to people, 'Look, every time you open a new bag of potato chips and collapse in front of the TV, your kids are watching you, they pay attention,'" says Gilliam. "Hey, guilt can be a very useful tool."

[BusinessWeek](#), February 26, 2007

TIME FOR YOUTH TO GET REAL *(All Sectors)*

A recent survey conducted by Junior Achievement Worldwide found employers and high school graduates have very different ideas about how well prepared the students are for employment. Most young people – 87% – feel they are "very well prepared" to enter the workforce after graduation from high school. In contrast, nearly 81% of employers rate the grads as "deficient" in written communications, professionalism and work ethic. Part of the discrepancy can be attributed to a disconnect between academic skills instruction and the students' ability to apply these lessons in a real-world setting. Even the best students who earn straight A's in classes may not know how to arrive on time and behave in the workplace. [Inland Valley Daily Bulletin](#), February 12, 2007

YESTERDAY'S PRINCESSES *(All Sectors)*

When asked to name their dream job, nearly a quarter of U.S. workers in a recent on-line survey at [CareerBuilders.com](#) pointed to the Oval Office. Here is a look at the top childhood dream jobs by current profession:

Current Profession

Lawyers/Judges

Administrative professionals

Executives

Firefighters

[BusinessWeek](#), March 5, 2007

Childhood Dream Job

U.S. President (59%)

Princess (33%)

Firefighter (29%)

Firefighter (41%)

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California State Standards for Career and Technical Education (CTE)

Industry Sectors

1. Agriculture and Natural Resources
2. Arts, Media, and Entertainment Technology
3. Building Trades and Construction
4. Education, Child Development and Family Services
5. Energy and Utilities
6. Engineering and Design
7. Fashion and Interior Design
8. Finance and Business
9. Health Science and Medical Technology
10. Hospitality, Tourism and Recreation
11. Information Technology
12. Manufacturing and Product Development
13. Marketing, Sales, and Service
14. Public Services
15. Transportation

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