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CALIFORNIA ASSOCIATION OF REGIONAL OCCUPATIONAL CENTERS AND PROGRAMS

# CAROCP Market Watch

A Trends & Forecasting Report

## In Search of the Young, Hungry, Skateboarding Fan

*Hospitality, Tourism, and Recreation, Marketing, Sales, and Service Sectors*

As teenage boys have turned away from television and radio to non-traditional media, fast food chains are asking “Where are all the young men?”

To get the attention of young males, Burger King ran a campaign offering a free Whopper to people who listed 10 of their friends on “Facebook.” Jack-in-the-Box is creating Gutter Bowl leagues, in which bowlers with the lowest scores are rewarded with burgers. McDonald’s asked consumers to submit My Space hip-hop, rap and country tracks, updating the “Two all-beef patties” jingle. Interestingly, a finalist, who had a criminal record for holding up a McDonald’s as a teenager, was selected.

What works with young men is constantly changing, meaning companies trying to reach

them have to experiment. Plain old television or radio ads alone do not give brands cutting-edge credibility. “Consumers, especially young male consumers, get fatigued when they see the same commercial over and over and over again in their favorite TV show,” said Matt Britton, the chief executive of Mr. Youth, a marketing agency that focuses on reaching teenagers and young adults. “If brands want to effectively reach this demographic, they need to resort to alternative measures.”

Carl’s Jr. has been one of the most aggressive in going after the young male market. In 2005 the company ran a television ad showing Paris Hilton washing a car, writhing in suds and eating a giant burger which caused a ruckus. In the last few years, Carl’s

Jr. has put ads for the chain on Wi-Fi-enabled digital picture frames, and created a three-dimensional version of the Carl’s Jr. Website.

When the company introduced the Monster Breakfast Sandwich last summer, they arranged for television stations running “The Simpsons” in late-night syndication to broadcast a week of Halloween episodes to coordinate ads with the TV show’s theme. For Valentine’s Day, Carl’s Jr. ran a radio promotion that allowed listeners to call in to win a steak dinner date, with limousine service and concert tickets. Of course, the dinner was not a porterhouse, but a steak sandwich at Carl’s Jr.

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## Toilet Tech

*Building Trades and Construction, Engineering and Design, Fashion and Interior Design Industry Sectors*

Despite the plethora of technological advancements in phones, televisions, transportation, and the Internet, the one item we use everyday, multiple times a day - the ubiquitous toilet - has remained in the technological dark ages for centuries here in the U.S.

Beyond advanced valves and

low-consumption flushing, today’s American toilets are pretty similar in design to the original model. That’s over one hundred years without a major refresh! For those that cry, “if it ain’t broke, don’t fix it,” they should check out a washroom in Japan. The toilet may be the forgotten appliance in the U.S.,

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## Clothing Goes Green

*Agriculture and Natural Resources, Fashion and Interior Design*

Organic products have really transformed over the years and organic clothing is making its own big stride to move more mainstream.

As little as 10 years ago, organic clothing consisted of leaf-embazoned, neutral colored items made from hemp fibers like bags, hats, and maybe even hemp pants. But now the organic clothing industry has expanded to include organic cotton and even



organic wool. The idea of organic clothing is to produce fibers made from materials that are raised or grown without the use of chemicals such as pesticides, herbicides or other chemicals.

By doing so, the environment, farmers, and nearby communities benefit by not being exposed to the chemicals used during normal process of creating these materials, either through the residue or what escapes into the air. When the material ends up at a landfill, it won't shed chemicals into the soil during the recycling process. Consequently, the more material produced without the use of chemicals, the less production of chemicals is required.

Organic clothing is not just a niche for small retailers anymore. Consumers have a lot more outlets to buy organic clothing that's fashionable and affordable, giving them another small way to make a difference in improving their environment. Nike, Levi Strauss, American Apparel, and even Wal-Mart are moving into being more environmentally friendly with their clothing lines. And it's also more affordable than it might have been a decade or so ago. GreenSource, a Washington-based company, recently released a line of organic jeans being sold at Wal-mart and Kmart for \$20.

Organic clothes "would be this kind of drab, neutral color before," said Sean Carter, office manager at Patagonia in Pasadena. "We actually have really bright amazing color palettes now." At Patagonia, employees are told to educate consumers who walk in about the benefits of organic clothing, and to hand them a brochure about it.

"We kind of offset the damage we do by using organic and recycled materials," Carter said. "We encourage other businesses to do the same, to be more environmentally responsible and try to get people to believe in it."

It seems to be working. In fact, even in these challenging economic times, designers like Dianne Von Furstenberg, Calvin Klein, Ralph Lauren are using organic cotton in their products.

So while you're doing some spring cleaning in your closet and daydreaming of what new clothing you'll be filling it with - consider going organic.

San Gabriel Valley Tribune, March 27, 2009

## CSI: Animal Style

*Agriculture and Natural Resources Industry and Public Services Industry Sectors*

This isn't TV, it is real life forensic investigation for animal victims. If crimes against animals are investigated at all, they are typically done so in the same manner that human investigations are conducted, which doesn't always work. "Animals bleed differently than humans, usually much less, and the animal's behavior certainly impacts how the blood stain patterns are analyzed," says Melinda Merck, senior director of veterinary forensics for the American Society for the Prevention of Cruelty to Animals (ASPCA). A new program in *Veterinary Forensic Sciences* is being developed as the result of a partnership between the ASPCA and University of Florida in Gainesville. "This is a newly emerging field," says forensic toxicologist Bruce Goldberger, director of the William Maples Center for Forensic Medicine at UF. "We are translating our knowledge of forensic science to a new field devoted to solving crimes against animals." The new program is expected to begin in 2010.

Examples of course offerings include subjects such as: forensic entomology



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ROCP IS THE HEART OF CTE

## Excuse Me, While I Reboot My Jeans

*Fashion and Interior Design, Information Technology, Manufacturing and Product Development*

We've sprouted fifth appendages that are our iPods and Blackberrys. We make choices by simply touching a screen. Our lives have become digitalized, mechanized and compartmentalized, and fashion has begun to take on the silhouette of our gadgets.

In recent years, backpacks have begun sporting outside pockets that are, not coincidentally, the perfect size for an iPod. Handbags routinely feature cell-phone compartments. And now, from practical to avant-garde, the fashion industry is taking a cue from these gadgets, integrating their technologies into the fabrics rather than merely providing storage for them.

Known as "haute tech," these design innovations know no bounds and sometimes resemble costumes borrowed from the set of a sci-fi thriller. One dress, for example, like an old mood ring, can sense the mood of its wearer by gauging his or her gestures and then respond with an appropriate song from its MP3-integrated hood.

Another garment uses a nickel-and-titanium shape-memory alloy to move shimmering panels of fabric as if they are breathing, like coral shifting with the tide. How about a gown made of crystals and 200 moving lasers to create a living light

show, or an LED-screen video dress that illuminates underwater sea life?

"Clothing becomes the interface to tell a story," says British haute tech designer Di Mainstone, an artist in residence at New York's Eyebeam studio.

The innovations know no bounds and can be quite comical. Recently, a student at the Utrecht School of the Arts in the Netherlands, created a pair of tech jeans that incorporates a wireless Bluetooth keyboard into the lap of the pants. Speakers are integrated into the knees of the jeans and a mouse is conveniently stored in the back pocket. While some might find this kind of

lap typing mildly vulgar, it highlights the way haute tech is pushing practical, wearable technology.

Angel Chang, a New York-based designer, created a ruffle-tiered dress imbedded with heat-sensitive ink that reveals a map of New York City. The outerwear company O'Neill has created a garment line that includes things like the GPS-imbedded NavJacket, which features LED arrow indicators on the sleeves that direct a skier to various routes and slopes. "Some of it's going to be successful, some trashy, some faddy and some



really powerful and just spot on," says Mainstone. At the very least it will provide diversion to those waiting for the bus!

Newsweek, April 2009

## CSI: Animal Style

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(the study of insects in decaying bodies), remains excavation, blood spatter pattern analysis, bite-mark analysis and animal crime scene processing. The training is expected to occur in classroom, on-line and in workshop style settings. Undergraduate and postgraduate courses will be offered. Continuing education classes are also planned targeting the needs of veterinarians, law enforcement, animal control officers, animal cruelty investigators and others involved in the investigation and prosecution of crimes against animals.

It is expected that the Veterinary Forensic Sciences Program will dramatically increase the number of professionals trained in forensic investigation of animal cruelty cases and in doing so, help to uncover situations where the abusers are hurting

people as well. Lt. Sherry Schlueter, from the Broward County (Florida) Sheriff's Office, refers to herself as the "original animal cop" believes that it is important to recognize and investigate the links between animal abuse and violence against humans, including child abuse, domestic violence and sexual abuse.

Animals don't have a voice, and obviously cannot testify, but evidence can be used in investigations and prosecutions. Recently, the number of laws and the stringency of laws relating to animal cruelty have increased and which means "that the standards of investigation and of the science used in documenting what has happened to animals are much, much higher than even five years ago" says Randall Lockwood, ASPCA senior vice president for anti-cruelty field services. The new program will positively influence better tracking and collection of data used by investigators and prosecutors. Over 5,000 cruelty cases are

investigated each year by ASPCA staff alone. Cases range from simple neglect, abandonment, animal hoarding and blood sports such as dog fighting. Data collected through the animal advocacy Website pet-abuse.com showed that over 1,600 cases were considered "high profile" in 2008 and includes the infamous Michael Vick case.

Michael Vick, a former professional football player was just released from prison resulting from a conviction on animal cruelty charges. The use of science and technology will go a long way in helping to solve crimes against animals.

Czerne M. Reid,  
news.ufl.edu



## Help Wanted:



### NEW MARKET WATCH COMMITTEE NEEDED

for 2009-10 and beyond. Please contact  
CAROCP President Elect Steve Pinning  
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*Don't let this be your last edition of  
Market Watch*

## Hungry Skateboarding Fan

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Now, Carl's Jr. is working with the skateboarding star Rob Dyrdek to sponsor his new skate park. "We decided the people we wanted to target were young, hungry guys," Mr. Puzder said in an interview. "You set your target at a group that is cool or appealing and you get a much broader scope of people. We target hungry guys, and we get young kids that want to be young hungry guys," along with the young men's girlfriends, friends and parents, he said. The Carl's Jr. mascot, a large yellow star, is built into the design of the skate park, which opened in February.

Mr. Dyrdek has posted videos on, "YouTube" showing stunts of him skating in a Carl's Jr. franchise, and skating dressed in the chain's Happy Star mascot costume. The videos are popular by YouTube standards — the one in costume has almost 500,000 views and 1,000 comments.

The restaurant sold out of 3.5 million Rob Dyrdek cups in a little more than a month. "There's a lot of bang for the buck in this stuff," Mr. Puzder said. "It's not as expensive as running an ad to do something with Rob — we contribute to his skate park, and you get a lot of free media from that."

Newsweek,  
March 17, 2009



## Toilet Tech

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but Japan takes their toilets very seriously. The Japanese company, Toto, is the world's largest toilet manufacturer and sells the world's most advanced toilet, the Neorest 600.

One look at the online demonstration and you will see that the Neorest 600 may actually live up to being called a throne. To start, a motion sensor detects when you approach and automatically opens the lid. Your seat has the option of being heated, which you can manage from a wireless remote control that handles all of the Neorest's functionality. When you're finished, you control the position and pressure of a self-cleaning nozzle that washes you, front and back, with a warm water spray, and subsequently dries the area with bursts of warm air. Also, the bowl's architecture helps initiate a cyclone flushing pattern that results in low water consumption (six liters per flush) and zero lag time for further use (no waiting for water to refill). The bowl has its own internal deodorizer, and when you get up to leave, the lid closes on its own. Now, that is progress! This type of porcelain magic will cost you around \$5,000. Most Japanese cannot afford this model, but still have washlets (as they call them) with similar functionality. Toto has very recently begun aggressively marketing the Neorest line in Europe, citing the product as relevant for today because its water nozzle washing eliminates the need for toilet paper, which would save money and help the environment. Toto has already tried for years to promote their washlets in the U.S., but beyond high-end consumers, the no-toilet paper lifestyle has not caught on. Perhaps recent economic and environmental pressures will lead Americans to reconsider and join the modern era of toilet technology, especially when men, in particular, realize that this gizmo can be programmed to automatically put the toilet seat down when you walk away.

So, are you ready to take the plunge?

Popular Science, March 12, 2009

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