

# CAROCP Market Watch

*California Association of Regional Occupational Centers and Programs*

(A Monthly Trends & Forecasting Report)

April 2007

## **“MOMPREENURS” TO CREATE DIVERSE POOL OF ENTREPRENEURS** *(All Sectors)*

The face of small business will dramatically change as seasoned baby boomers, kids fresh out of high school, mid-career women, “mompreneurs” and new immigrants come together to create the most diverse pool of entrepreneurs ever. By 2017, the white, middle-aged men who traditionally launch small businesses will be outnumbered by the Generation Y group – those born after 1982 – women, immigrants, and “un-retiring” baby boomers. Those are among the key findings of the Intuit Future of Small Business Report. Go to [www.intuit.com/futureofsmallbusiness/](http://www.intuit.com/futureofsmallbusiness/) for the full report titled: *Demographic Trends and Small Business*. Additional findings from the report include:

- Entrepreneurship will be a widely adopted curriculum at educational, career and technical education, and trade institutions. As a result, artists, musicians and others not traditionally exposed to business education can learn not just their trade but small-business management skills as well.
- Many baby boomers nearing retirement will be motivated to launch new businesses due to diminished job security, disappearing pensions and health benefits, and the need to match savings with longer life expectancies.
- Many Generation Yers view entrepreneurship as a way to maintain independence by owning their own careers. “Mompreneurs” - moms who start part-time, home-based businesses will increase, often with the help of the Internet.
- A new breed of immigrant entrepreneurs will turn to the Internet to launch businesses, using their language skills, strong educations, multi-country contacts and professional experience to form international partnerships.

The Update, issued by the Orange County Workforce Investment Board, March 2007

## **WASH YOUR HANDS** *(Health Science and Medical Technology)*

Avian flu, SARS, and all types of bacteria strains – it’s enough to turn us into a nation of germaphobes. We could commit to washing our hands after touching anything, or we could hope for a more practical solution.

As it happens, researchers at the Massachusetts Institute of Technology have developed a paint-on coating that destroys flu bugs and other nasty microorganisms before they can stick. Brushed onto a surface, the liquid evaporates, leaving behind a clear coating of microscopic polymer spikes. When bacteria settle onto the coating, the spikes damage the bacterial membranes.

That's an advance over antibacterial products currently on supermarket shelves. Those contain antibiotics or biocides that can wear off over time, leach chemicals into the environment, or even create more resistant strains of bacteria. What's more, they're typically not effective against airborne pathogens that find their way to surfaces after someone coughs or sneezes. In lab experiments, the MIT researchers reduced the number of pathogens by at least 99.99%. The coating could be on the market in a couple of years. Until then, please, wash your hands. [Fast Company](#), April 2007

### **APPLE TV** (*Arts, Media, and Entertainment Technology*)

Apple Inc. made its biggest move yet into the living room by creating the Apple TV box, a gizmo that lets people take music, photos and video stored on a computer and play them on a television screen. The small silver box with a white Apple logo costs \$299 and can store up to 50 hours of video, 9,000 songs, 25,000 photos or a combination of the three.

Over the past year, TV networks and movie studios have increasingly made their shows available online which spurred a flurry of gadgets and services that connect the PC to the TV, but none has emerged as a clear winner.

Apple TV works with the iTunes digital jukebox that runs on either Macintosh or Windows computers, and with the integration of the two, gives users access to more than 400 movies, 350 TV shows in near-DVD quality, more than 4 million songs, 5,000 music videos and countless podcasts and books.

Waiting in the wings is Apple's iPhone, a device that integrates email, a full Web browser, an iPod, instant messaging and phone services. The \$499 device is scheduled to ship in June. [The Orange County Register](#), March 22, 2007

### **UNLOCKING THE FUTURE WITH A FINGER SCAN** (*Manufacturing and Product Development*)

Kwikset and Sequiam (designers of biometric scanners) have joined forces to develop a deadbolt lock with a fingerprint scanner for homeowners. Their shared development of the SmartScan lock, scheduled to go on sale June 1, is an example of companies acting decisively to prepare for what they foresee as the future of technology and the consumer marketplace. Kwikset recognized that it was only a matter of time before mechanical keys became obsolete.

The companies assigned teams of specialists to the project and the result is pretty amazing. The SmartScan fits in a door's standard deadbolt hole, installs with a Phillips screwdriver and runs on 4 AA batteries. You can have as many as 50 authorized users with varying types of access. Babysitters and housekeepers can be authorized to open the door only on specific days of the week. Guests, contractors and others can be authorized for a specific period of time. If your teenagers aren't back by midnight, you can set it up so they will have to knock on the door.

[The Orange County Register](#), March 27, 2007

## **CAR BATTERIES ARE DYING YOUNGER** (*Transportation*)

Car batteries traditionally needed to be replaced every three to five years but the interval seems to be shrinking to about two years. A steady increase in the number of electrical accessories in the average car is shortening battery life. In 2006 the sales of replacement batteries increased by 13% from the previous year. Although, vehicles are now being designed to operate more systems, they still use the same basic type of 12-volt battery that has been in use for years. In the past decade or so cars have evolved from basic transportation to something resembling dens, kitchens, and offices on wheels with everything from DVD screens, subwoofer sound systems and mood lighting to built-in refrigerators and cup holders that heat coffee and cool soft drinks.

For consumers, the increase of onboard electronics means enhanced comfort, convenience, efficiency and safety in the form of computerized engine control, tire-pressure sensors and powerful navigation and entertainment systems. The downside: All of these power-sapping accessories could be helping to drive up the death rate for car batteries. [The Wall Street Journal](#), March 14, 2007

## **WHAT YOU DON'T KNOW ABOUT FLOWERS MAY SURPRISE YOU** (*Agriculture and Natural Resources*)

Amy Stewart, the author of *Flower Confidential: The Good, the Bad, and the Beautiful in the Business of Flowers*, has written a book on the business of flowers. In her book she shares facts, highlights trends and discusses how globalization has changed the floral industry, including:

- 78% of all cut flowers sold in the United States are imported, primarily from Latin America. This amounts to about 2.9 billion imported stems, most of them coming from Columbia and Ecuador.
- There are only 59 large, commercial rose growers left in the United States, and they produce less than 10% of all roses sold in the country.
- The market for organic flowers is on the rise. Six percent of the flowers sold in the U.S are certified as eco-friendly and socially responsible.
- Since 1997, almost 3,500 flower shops have closed. Twenty-one percent of flower purchases are now made at a florist, and roughly half are now made at supermarkets.
- About half the world's cut flower supply travels through Holland to be sold at one of its large auction houses.
- Americans spend about a \$6.2 billion on cut flowers and purchase roughly 4 billion stems per year. Put another way: Americans buy about 10 million cut flowers per day.
- 'Star Gazer' is the most popular lily to ever hit the cut flower market. The Dutch auction system sold 13.8 million stems last year. But the man who hybridized it, Leslie Woodriff, never made a dime for his invention.
- Rose breeders may spend 7 years developing a new variety for market. An Australian team has been working for over ten years on developing a blue rose, using a pigment gene from petunias.

[KCAL 9 News](#), March 2007

**PLINKING** (*Marketing, Sales, and Service*)

Here is another example of emerging web jargon. Plinking is defined as the act of embedding a product or service link in a video. Though the basic technology has been deployed before, the term itself was coined and trademarked by Entertainment Media Works, a product-placement firm whose Starstyle.com pitches fashions featured in movies, TV shows, and music videos. Entertainment Media Work's idea is to enable plinking in any user-generated video. That's right – YouTube with click-to-buy merchandising. YouTube is a free video sharing web site which lets you upload, view and share video clips. Fast Company, April 2007

Trends & Economic Forecasting Committee –April 2007

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California State Standards for Career and Technical Education (CTE)

Industry Sectors

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

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