

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)

GEN X GEN Y

- Gen Xers, 26-37 year olds, are moving into management. They bring a leadership style distinct from boomers. They are often more practical, self-reliant, take ideas from anybody, seek responsibility over projects and rebuff micromanagement. Their downsides: Bluntness, sometimes a lack of discipline, riding herd on poor performers or those lacking focus.

Gen Yers, born between 1977 and 1994, are another story. They are the Millennium Generation and thrive on open communication and team building. They are more civic-minded and quicker to join forces to solve problems. [The Kiplinger Letter](#), September 13, 2002

MICROSOFT'S NEW GIG

- The Media Center PC, which will be launched by Hewlett-Packard, is aimed at bedrooms, dorms, dens or anywhere else that a PC can double as a television, video recorder, music player or photo viewer. With a click of a button, the viewer can switch from a Windows display viewed from 18" away using a keyboard and mouse to a TV-like display run from a couch with a remote. The heart of the system is a new version of Windows called XP Media Center Edition. [Business Week](#), September 23, 2002

BEYOND THE OFFICE

- Microsoft's Jeffrey Raikes is remaking his own creation hoping to light a fire under Office in an attempt to reach new customers. He is pushing Office out of the office to those who use information but don't create it such as pilots, nurses, factory workers and truck drivers. The challenges are considerable, but key to growth at Microsoft. [Business Week](#), September 16, 2002

HOTEL TRENDS

- Mixing business and leisure travel is an offshoot of the need to spend more time with loved ones. Areas with convention centers, theme parks, coastal resorts become prime destinations. Travelers, however, are not planning ahead—booking windows have shrunk by two or three months making it difficult for hotels

to project business. E-brochures are a successful marketing tool for promotions and specials and cut printing costs. [Orange County Register](#), September 11, 2002

BUSINESS SCHOOLS

- The next fad is no fads. The next new thing isn't new—it is back to fundamentals. [Business Week](#), September 16, 2002

What's In: Commitment to classwork
Responsibility to society
Basics: operations, accounting, down-to-earth business skills

What's Out: Skipping class to job hunt
Expecting a seven-figure salary
Fads: e-business, plentiful venture capital, anything-goes ideas

DOCTORS

- Many family doctors haven't gotten into the information technology era. A new study shows that 86 percent of mistakes in family-care offices are administrative or process errors. Pressure on solo practitioners to invest in computerized medical records and Web-based information systems will increase. [Wall Street Journal](#), September 5, 2002

SPIT AND POLISH SCHOOLS

- Two public school districts in Chicago and Oakland have launched public military academies in the past three years with many more districts exploring the option. The academies are coeducational and part of the U.S. military's Junior Reserve Officers Training Corps. The schools have far more applicants than spaces available. [Wall Street Journal](#), August 28, 2002

DOING BUSINESS IN CALIFORNIA

- According to a recent survey, executives now rate California as having the nation's worst "business climate". The rating marks a sharp decline in the rating given to California in a similar survey only three years ago. Among the complaints: higher energy costs, rolling blackouts, high costs for land, diesel fuel and living expenses, delays in getting permits and a burdensome process for administering workers' compensation claims. However, some executives who blasted California in the survey said they still need to do business there. [Wall Street Journal](#), September 24, 2002

GERIATRIC CARE MANAGER (GCM) - CARE FOR ELDERLY

- GCMs are different from the traditional caregivers, who typically provide assistance with day-to-day needs like bathing, dressing and meals. Instead, GCMs help arrange and supervise such care. Among other things, they also assess the older person's needs: select doctors and coordinate medical care; find housing; make sure the house stays clean and safe; address financial concerns; manage crises; and report regularly to families on the person's status. There are no licensing requirements for GCMs and their qualifications and skills vary. For names of GCMs, check with the National Association of Professional Geriatric Care Managers (www.caremanager.org). Wall Street Journal, September 24, 2002

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