



110 E. 9th Street, Suite A701 Los Angeles, CA 90079-1701
Tel: 213-629-4422 Fax: 213-629-4517
Email: gcasc@earthlink.net
Web: www.garmentcontractors.org

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N E W S L E T T E R

From the Executive Director...

WORKERS' COMPENSATION RATES

Remember that State Compensation Insurance Fund announced that effective July 1, 2010 its base rate for Classification 2501 is \$9.06; for Classification 8032 it is \$16.82. As has always been the case, SCIF will modify the base rates depending on the claims history, group membership and other factors of the individual employers.

ADVERTISING AND INTERNET

A member told me recently, "when I compare the \$50 monthly cost of membership to the cost of advertising one time in a local newspaper...well, there is no comparison." Of course, the member is so right. GCA membership allows a company to have a 24/7 type of ad every day, week and month targeted to people most likely to be in need of the member's services. Our website continues to be widely used by new designers as well as new and established manufacturers, especially when they need new contractors. Please review your company information on our website found at www.garmentcontractors.org. Conduct a search for a particular service you do well. Try to think like one of your clients and use keywords like he or she uses. Does your company show up in the search results? If not please e-mail or call me to make changes and updates. The website is a valuable source for referrals of new, potential customers. Take advantage of it! Update your profile if necessary by simply calling or writing me. For example, if your phone or contact information has changed or if you are listed as making a garment that you no longer make, not only will you do yourself a disservice but the website will also lose its appeal to the potential customer. An up-to-date information page about your company will help you and other members get better quality referrals. And isn't that what it's all about?

IMMIGRATION REFORM

I predicted a year and a half ago that reforming immigration would be even more contentious than reforming healthcare. Unfortunately, nothing that has happened so far has changed my mind about this yet. Stay tuned.

So long for now...

Joe Rodriguez