

## TOP DOWN

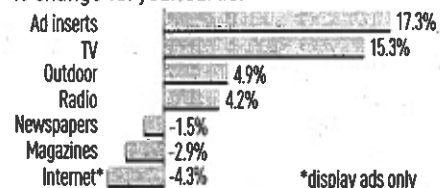
## Ad Spending Jumps

U.S. ad spending, led by ad inserts and TV, surged by 7.1% in Q3, fueled by election spending and the Summer Olympics. Retail and automotive were top spenders. Marketing launches caused advertising at General Motors to soar.

Source: Kantar Media

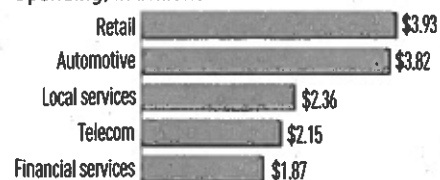
## Ad spending

% change vs. year earlier



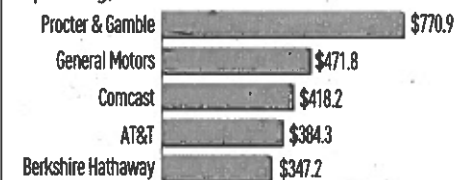
## Top 5 ad categories

Spending, in billions

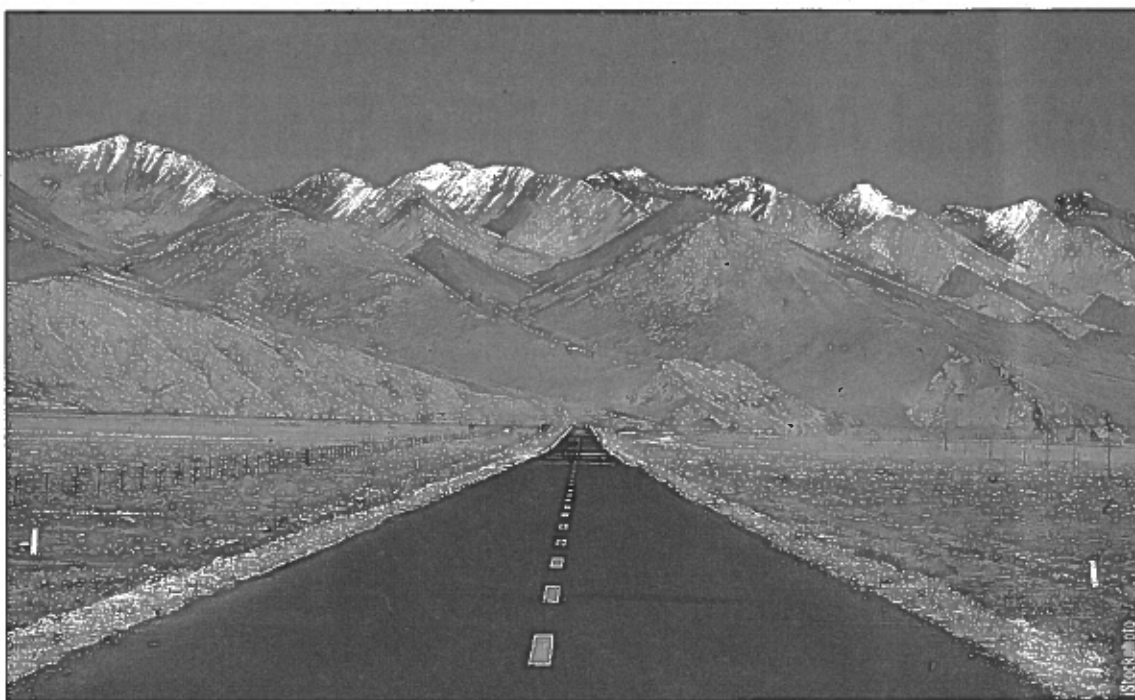


## Top 5 advertisers

Spending, in millions



## MANAGING FOR SUCCESS



## FOLLOW THE LEADERS

# Trimble Sees Success As Long Road Forward

GPS firm's growth put short-term thinking in rear view

BY MOREY STETTNER  
FOR INVESTOR'S BUSINESS DAILY

When Steve Berglund became Trimble Navigation's CEO in 1999, the firm had lost money two of the previous three years. He sought to reverse the slide by thinking short-term.

"It was a matter of recognizing our fundamental strengths and building on those while getting rid of the more dysfunctional characteristics," said Berglund, president and chief executive of the Sunny-



## SAVVY ENTREPRENEUR

## Minimize The Difficulties Of Worker's Compensation

BY MOREY STETTNER  
FOR INVESTOR'S BUSINESS DAILY

Business owners often view worker's compensation insurance as a costly hassle. Finding affordable coverage is hard enough, but deciphering lingo such as "experience mod" can prove vexing.

To add to the confusion, worker's comp rules and premiums can vary by state. Because each state regulates insurance sold within its borders, entrepreneurs face different challenges depending on where they house their business.

Worker's comp premiums will rise in many states in 2013. Business owners in California, for example, can expect rate hikes from 30% to 50%, says Rob Wilson, president of Employco USA, an HR outsourcing firm in Westmont, Ill.

State regulators typically approve insurers' requests for rate increases after reviewing reams of claims data. Carriers and regulators analyze historical trends in claim payouts and track losses by "class codes" or business type.

"A lot depends on your own business' loss experience," Wilson said. "But even if you've had no claims over the last year, you can see your rates go up if the class code for your business goes up."

### Confirm Accurate Data

When shopping for worker's comp coverage, confirm that you submit correct information to insurers. Pay special attention to the "experience mod," a number that insurers use to compute your annual premium. The experience mod is based on your firm's claims activity over a three-year period.

"If you have better loss experience, which means lower claims, your experience mod drops and you'll save money," Wilson said. But he warns that mistakes can arise.

He cites a drywall contractor with \$5 million in payroll. At some point, payroll was erroneously listed as \$500,000. As a result, the organization in charge of calculating the experience mod, the National Council on Compensation Insurance, assigned a much higher number.

When Wilson's team discovered the error on behalf of the drywall firm, they resubmitted their paperwork with a lower experience mod. The firm's annual premium fell by \$24,000, Wilson says.

### Hunt For Credits

Before your worker's comp policy comes up for renewal, shop around. Enlist two independent insurance brokers to get quotes from financially sound insurers.

"When choosing brokers, ask what carriers they represent," said Joe Worth, vice president of operations at B2B CFO, a consulting firm in Phoenix. "Some agents do most of their business with just one carrier. You want independent brokers who each work with a different set of insurance companies" so that you get a wide range of competing quotes.

Ask about discounts and other cost-saving programs that might be available in your state. In Florida, for instance, some businesses can earn a credit if they certify that they operate a drug-free workplace. In Ohio, firms can earn a credit by completing online safety training courses.