

# *The Communicator*

T H E C A L I F O R N I A M O V I N G &amp; S T O R A G E A S S O C I A T I O N

## Customer Satisfaction with Movers Rises From 2008

Customer satisfaction with full-service moving companies is on the rise, according to the results of a J.D. Power and Associates survey published earlier this month. "Overall satisfaction with moving companies averages 804 on a 1,000-point scale in 2009 – up 16 points from 2008," J.D. Power, Westlake, Calif., said in a statement announcing the results.

In addition, fewer consumers of full-service moving reported lost of damaged items. One-third of 2009 survey respondents reported lost of damaged items, compared with about one-half of 2008 respondents, according to J.D. Power, which is owned by publishing company McGraw-Hill Cos.

The survey was based on responses from about 1,500 customers who used a full-service moving company sometime in the past year. J.D. Power conducted its survey in the second quarter.

Mayflower Transit, Fenton, Mo., garnered the highest praise from customers and received a score of 831 out of a possible 1,000. Allied Van Lines, Westmont, Ill., was next with a score of 812, J.D. Power said. The results of the J.D. Power study come at a time when the moving industry, like the rest of the freight transportation industry, is still being squeezed hard by the recession.

The troubled housing industry, which is recovering from the real-estate crash that sparked the recession, has cooled demand for relocation services to and from states that were churning with activity during the boom, according to the American Moving and Storage Association, an Alexandria, Va., trade group for the

moving industry.

In one-time real-estate boom states Arizona, Florida and Nevada, for example, "an increase in mortgage foreclosures and frozen lines of credit are keeping people from buying or selling a home and moving,"

according to an AMSA report. More recently, federal data have hinted at signs of recovery in the housing market. On August 26, the Department of Commerce reported that new home sales in July rose 9.6% sequentially to an annual rate

of 433,000 units. That still is 13.4% below the July level of 500,000 units, Commerce said.

Also on Aug. 26, Dennis Lockhart, president and chief executive officer of the Federal Reserve Bank of Atlanta, called the housing data from Commerce "encouraging" Bloomberg News reported. In addition, "stabilization has taken hold, and the beginning stages of recovery are under way, in my view," Lockhart said in prepared remarks for the Chattangooga Area Chamber of Commerce in Chattanooga, Tenn. The National Association of Realtors, Chicago, also has sounded optimistic notes about the housing industry but has stopped short of declaring that the market has hit bottom.

"The housing market has decisively turned for the better," NAR chief economist Lawrence Yun said in an Aug. 21 statement. "In some recovering markets San Diego, Las Vegas, Phoenix and Orlando, the demand for foreclosed and lower-priced homes has spiked, and a lack of inventory is becoming a common complaint."

SOURCE: Transport Topics

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**The results of the study come at a time when the moving industry is still being squeezed hard by the recession.**

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## Chairman's Corner

By: Tim McCarthy

It appears that the summer roller coaster ride is just about over for the year. With the State of California and the Federal economy not in the best shape, with the high foreclosure rate, record high unemployment, and a national health program looming over the horizon it looks like its time to turn some of our attention to something that has merit.

While we have limited influence on many economic issues we can strive to do the best and most ethical job we can and our Association is the place with strong leaders that we can count on to give us the most current industry information. The upcoming chapter meetings will be an opportunity to interact with others in our industry and hear more about the challenges we face, such as the CARB regulations.

I just recently had the opportunity and privilege, as your CMSA Chairman, to attend both Southern and Northern CMSA Chapter President's Orientation meetings. At these meetings



I witnessed, first hand, a group of Chapter Presidents that are enthusiastic and ready to serve you in the up-coming year.

During these meetings I learned that each Chapter has its own likeness, issues and unique personality. As different as each Chapter is, they bring with them the same goal and common cause, *Unity* and *Information* in the moving and storage industry.

I want to take this opportunity to thank some of the people who stepped forward to assist in making these meetings happen. The Northern meeting was held at Chipman Relocation, Sacramento. Board Member Jim Weiant was a very gracious host and made us feel very welcome. Jim provided the Association with a very nice meeting room and a staff member if we needed anything to make our meeting go smoothly.

Many thanks to the Chipman Family for their support of the CMSA. I also want to thank Mitch Snelson from CDS Moving Equipment and Lenny Gollnick from Pioneer Packaging for sponsoring lunch at the Northern meeting. CMSA President Steve Weitekamp and staff did a wonderful job coordinating and leading these activities as well; I thank you.

(Chairman's Corner continued on page 4)

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## **President's Comments**

By: Steve Weitekamp



**CARB IS MOVING FORWARD WITH THE ON-ROAD TRUCK REGULATION - THIS WILL HAPPEN - NON-COMPLIANCE COULD RESULT IN A \$10,000 PER DAY FINE**

The statement above is to emphasize the undercurrent of the message that was conveyed to participants and visitors to the California Air Resources Board (CARB) meeting on September 1, 2009. The entire day was dedicated to participation in the CARB Truck Regulation Advisory Committee (TRAC) and sub-committees: Greenhouse Gas Reduction Regulation, Agricultural, Reporting, and Outreach.

The event was held at the large, beautiful, and state of the art California Environmental Protection Agency building in downtown Sacramento. A diverse group of companies and associations representing groups based in California and those based elsewhere who do business in the state, invested their time and energy in the attempt to find reasonable solutions to a complex challenge.

CARB's purpose in establishing the committees, setting agendas, and conducting the meetings was to review opportunities for industry and CARB to work together to get information out to impacted industry, an area that to date many of us believe regulators have done a less than adequate job.

The pending regulation, implementation, and its anticipated impact on industry has been the source of frustration and confusion, with associations like CMSA fielding frequent member calls on what the On-road diesel engine regulation will mean to individual fleets. While CARB staffers stated that they are looking for feedback about implementation they were also quite clear that what they were not interested in was any discussion about the basis of the regulation or proposed modifica-

**(President's Comments continued on page 10)**



(Chairman's Corner continued from page 2)

Last but not least I could not forget to acknowledge all the Chapter Presidents and potential chapter presidents for their participation in this meeting and their coming year as Chapter Presidents. Each of the Chapter Presidents has stepped up to the plate to be the coach of their own winning chapter. I hope everyone considers it a privilege to be an active member of these chapters. Chapter meetings start this month and I, along with Steve Weitekamp, will be making the rounds to visit each and every chapter. I look forward to this and hope to meet every association member. While I am at your chapter meeting please introduce yourself. I'm there to support you.

Remember, you are the voice for your meetings. Each Chapter President would like to hear what you have to say. Share your ideas, give suggestions and input about the information you would like to receive at your Chapter meetings.

The Presidents are ready to have meetings that you want, so give them the word and they will make it happen. As CMSA Members you have the power of participation so please use that power and I hope to see each and every one of you at your chapter meeting.

## Stay in Touch!



The CMSA sends out useful information to its members often—make sure we have your correct e-mail so you're not missing out!

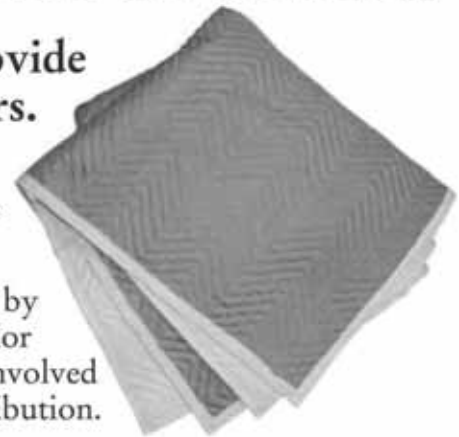
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# Watching Out for SEO Based Scams

If you have a website, you'll want to make sure that you show up in searches. Websites that are listed on the first two pages of search results tend to get considerably more hits. With lots of websites jostling for top spots a new industry has been born: Search Engine Optimization (SEO). SEOs are businesses that promise to maximize your website's potential and get you ranked higher in search results. If you get a lot of your business from web traffic then they can be a good investment.

However, it's a relatively new field and most laypeople don't know much about the process. Scammers have surfaced to try and take advantage of those who aren't informed about the industry. Generally, these fake SEO companies will set up a legitimate looking webpage and some phone numbers. They'll make big claims, charge some fees, and then disappear without delivering on their promises.

## Understanding SEOs

You know how your e-mail has a spam filter? It looks for certain warning signs and will filter out those messages so your inbox isn't full of ads for medication and free iPods. Search engines do a similar thing. A company that runs a search engine creates little virtual robots called 'spiders' or 'web crawlers' that collect data from websites and put them in the search engine's index. The index stores and parses information in order to provide accurate and relevant search results.

Like your spam filter, web crawlers try to avoid websites that are not useful and just trying to trick you. Search engines like Bing, Yahoo!, and Google are looking for websites that people find useful, and they try to design their web crawlers to find those. The web crawlers look for certain signs to pick out these sites. Questionable site managers will create websites specifically designed to get picked up by the web crawlers. Designing a website meant to get picked up by web crawlers but that is not useful to people is called 'spamdexing' and it is frowned upon by popular search engines.

What a good SEO does is try to make it so that your website gets picked up by web crawl-

ers *without compromising the integrity or message of the site*. That last part is important. Many shady SEOs will design 'doorway' websites that are not helpful to customers and only link to your website. These 'doorway' sites may get you ranked higher for a little while, but it won't last long and it will make your business look suspect to search engine operators who will think you're trying to spam their users.

A real SEO will tell you that the only way to improve your ranking in the long term is to focus on content. Good SEOs will focus on services like: content development (making sure your site has lots of useful information for users) keyword research (what are people typing into search engines to look for you) expertise in specific markets (i.e.: local search engines and niche search engines) and management of online business development campaigns (letting you know other ways you can maximize your online presence.)

## Avoiding a Scammer

If you're not in the business or unfamiliar with the web, it can be hard to tell the difference between a scam and legitimate company. The number one way to avoid scammers is simply to always ask for clarification. If they make a promise, ask them how they expect to deliver – a SEO who will not explain to you how they intend to improve your site's ranking is suspect. Some SEOs may claim trade secrets – be wary of these claims. There is certainly some insider knowledge, but it is by no means secret, and legitimate companies should be happy to share it with you.

Get a timeline and make sure you understand when you can expect updates and when you can expect results. Also, ask them how they define success. Some SEOs take your money, buy you ad-space on a search engine's page, and claim their job is done. You could do this yourself much cheaper, and it probably won't improve your ranking. Other SEOs will guarantee high rankings, but only for searches of very specific phrases that would bring up your company anyways. You need to know what the SEOs expect to get done.

(SEO Scams continued on page 8)

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(SEO Scams continued from page 6)

There are some common warning signs for a scam SEO. The number one warning sign is an unsolicited phone call or e-mail offering their services. Other warning signs include the following claims:

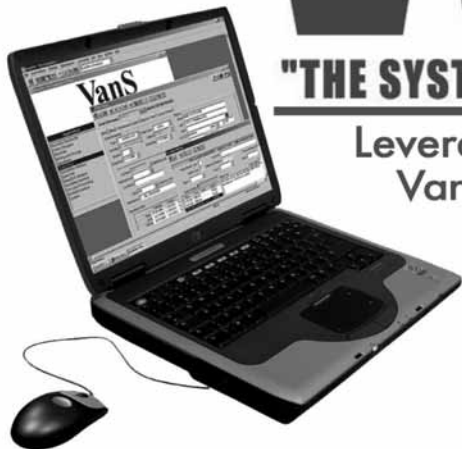
- 1) **We can rank your site in (48 hrs, 1 week, other short period of time).** Search Engine Optimization takes time, and a lot of it can be trial and error. No one can guarantee you results in 48 hours.
- 2) **We can guarantee you page 1 placement!** This is simply not possible. No one can guarantee this.
- 3) **I have contacts at Google.** That may be true, but it will not change how your page is ranked. Web crawlers using algorithms determine where pages are, not people, and Google has thousands of employees – if they all had power to determine page rankings it would be chaos. Regardless of the validity, this claim means nothing.
- 4) **We submit your site to (100, 1,000, other high number) search engines.** First of all, although there are lots of search engines
- 5) **We guarantee thousands of links to your site!** Some SEOs set up what are called “link farms.” These are simply groups of websites that link to each other. If you give one of these SEOs access to your website, they may even link to their other customers (in small font, or font that’s the same color as the background so people can’t tell.) Like “doorway” sites, this is considered spamdexing and is frowned upon.

Remember, to avoid a scam ask questions, ask questions, ask questions.

SOURCE: Google, Anywired.com. Multiple sources.

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## Don't Get Conned: Scam Artist Warning Signs

Fake SEOs aren't the only web-based scammers out there. Here are some helpful tips to help you avoid getting conned that apply to almost every industry:

- 1) Unbelievably low prices. When the CMSA gets calls from people who were scammed by fake moving companies, one of the first things they mention is often how good the price was – until they got conned. There's a reason moving can be a significant expense: it takes a lot of work and expenses on the part of the moving company. The same holds true for other industries. If a company is charging far below industry standard, take note – why are they able to charge so cheaply? It might be because they're not doing the same work.
- 2) Get a specific timeframe. Results take longer to materialize in some industries than in others, but even if a company has no results yet, they should give you updates and let you know what steps they're taking. If a company is hard to reach for up dates, watch out!
- 3) Beware of unsolicited e-mails. Legitimate businesses don't have to send you e-mails you haven't requested offering services you didn't know you needed.
- 4) Google the company! It's simple, but often effective: before you shell out for large fees, make sure you've at least glanced over the first three pages of their Google results.
- 5) Beware companies that don't want to speak in your language. Every industry has its own lingo, but a legitimate company will happily explain themselves. If a company is speaking in vague terms and using buzzwords that you don't totally understand, ask for clarification.
- 6) Watch out for companies that ask you for referrals before they've completed any work for you. Although referrals are usually legitimate, some scammers will ask for referrals right away, before they've done any work for you – the idea is that through referrals, they can get several victims on the line at once, take their money upfront, and disappear.



**sta·bi·li ty** (stə bil'ə tē) *n.*

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(President's Comments continued from page 3)

tions.

While the comportment of industry representatives was professional, it was my opinion that frustration and disillusionment were themes just under the surface of the meeting's civil discussions. Many industry experts with a high degree of sophistication shared publicly that even they would benefit from a review of regulations prior to providing quality feedback.

Listed below are two steps that CARB has taken to improve communication related to the On-road Regulation: a one source phone line and a dedicated website. I encourage you to visit the website and review the regulation as well as call the toll free number and get the clarification and support that we were informed is available.

CARB has established a single resource for information regarding the On-road Truck and Bus Regulation for both compliance and financial assistance:

**Diesel Hotline**

Phone: 1-866-6DIESEL (866-634-3735)

Email: [8666DIESEL@arb.ca.gov](mailto:8666DIESEL@arb.ca.gov)



Visit the carb website [www.arb.ca.gov/truckstop](http://www.arb.ca.gov/truckstop) for more information on the rules. Photo Source: CARB

The CARB website [www.arb.ca.gov/truckstop](http://www.arb.ca.gov/truckstop) has been developed to provide information related to the regulation. The goal is to provide a personalized list of regulatory requirements and possible funding options in a straightforward and easy to navigate format.

Several industry participants stressed that an enforcement committee was a necessary addition to this program. CARB staff seemed to be less convinced that a committee addressing enforcement was of any value. I disagree with

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this assessment, enforcement of the rule is just one of the major points of contention that many CMSA members have with this regulation.

California permitted carriers already are penalized by enforcement that has not worked well at leveling the playing field, ensuring that all service providers are held to the same high standard. Whether it be illegal operators in the marketplace or carriers from neighboring states coming into California to do California "in-state" moves, we are already familiar with the problem of uneven compliance and enforcement.

To this end, if there is not a delay or adjustment in implementation we have an important message to share with legislative representatives as well as regulators, **there must be a level playing field; if we as the legal California based moving and storage industry are compelled by law to make significant sacrifices to comply with this regulation then all other carriers in the marketplace must also make the same sacrifices and bear the same financial and regulatory burdens.**

REVIEW IMPORTANT DATES RELATED TO THIS REGULATION ON PAGE 19 OF THIS ISSUE

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# Chapter Presidents Prepare for Upcoming Year

Chapter Presidents and interested members gathered in August to discuss plans for the upcoming year in the Chapter President's Orientation meeting. Members of the Southern California chapters met on August 18 in the CMSA offices, while members of the Northern California chapters met August 20 at the Sacramento offices of Chipman Relocations. The meetings were well attended and productive.



(L to R) Southern California meeting: CMSA President Steve Weitekamp, Linda Query, Jesse Chabot, Dana Kehler, CMSA Chairman Tim McCarthy, Patrick Longo and Jack Fishel at the CMSA's office in Cerritos, California.

Issues discussed include promotion, planning meetings and events and a review of industry hot topics.

Members also discussed how to get CMSA information out to the public so consumers are best equipped to choose a reputable mover, with the hope that the more people involved the CMSA, the stronger the industry will become.



(L to R) Northern California meeting: Alan Freese, Tim McCarthy, Jorge Castro, Sharon Avila, Mark Snyir, David Cabral, Amy Messinger, Brian Larson, Sally Bolger, Mitch Snelson, Steve Weitekamp and Jay Casey at Chipman Relocations in Sacramento, California.



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On August 13<sup>th</sup> a loving wife, mother and friend passed to the next life, after a long courageous battle with cancer.

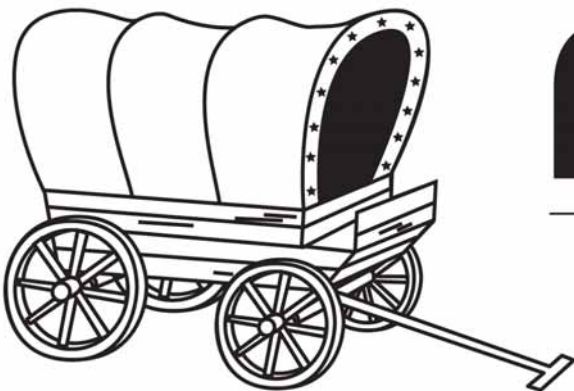
Tricia was born at St. Joseph's in Santa Monica on Nov 4, 1948. She was a graduate of the class of 1966 Mira Costa High School in Manhattan Beach, CA. Tricia also graduated from cosmetology school in Redondo Beach CA, then later attended Lassen Junior College

in Susanville, CA, and graduated with an AA at Ventura College, in Ventura, CA.

Tricia was a friend and avid CMSA supporter with her husband, Robert Smith of World-wide Moving & Storage. She resided in the Ojai Valley for more than 30 years. She was a dedicated wife and mother and also a proud employee for the County of Ventura for 15 years. Tricia enjoyed being artistic through her ceramics work, and enjoyed to read.

Tricia is survived by her incredibly loving and devoted husband of 36 years Robert Smith; daughter Gail, with her spouse Damaso and their children, Ashley, Chantel, Jose and Emmanuel; as well as her son Ryan, his wife Jennifer and their daughters Brinley, Daley and Nyla; and her brother Robert Thomas, sister-in-law Sally and their sons and children.

Service were held at Eastminster Presbyterian Church in Ventura on Thursday August 20<sup>th</sup> at 2:00 pm. If you would like to donate to the American Cancer Society in honor of Tricia please visit [www.cancer.org](http://www.cancer.org) or Make a Wish Foundation.



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# Calendar of Events

Sep. 22, Tuesday	Beach Cities and Orange County Chapter Meeting
Oct. 2, Friday	Monterey Bay Chapter 7th Annual Bocce & Golf Tournament Del Monte Golf Links The Clement Monterey
Oct. 13, Tuesday	LA Chapter Meeting
Oct. 19, Monday	Sacramento Chapter Meeting
Oct. 20, Tuesday	North Bay Chapter Mtg
Oct. 21, Wednesday	Northern Region Chapter Meeting
Nov. 16, Monday	OC/Beach Cities Chapter 20th Annual Golf Tournament Black Gold Golf Club

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# CPUC Investigations Result in Enforcement Actions and Fines Imposed on Various Moving Companies

SAN FRANCISCO, August 14, 2009 – The California Public Utilities Commission (CPUC), in its ongoing commitment to consumer protection, has recently taken a number of actions to protect consumers from illegally operating moving companies.

During the second quarter of 2009, CPUC staff took the following enforcement actions against moving companies for violations of the Public Utilities Code and CPUC rules and regulations, including Maximum Rate Tariff 4 (MAX 4), which contains maximum rates that carriers must observe as well as rules and regulations governing intrastate moves.

## Administrative Citation

Several companies were cited and fined (totaling \$11,250) for one or more of these violations:

1. Engaged employees without evidence of workers' compensation insurance on file
2. Failed to issue and/or properly complete the "Important Notice About Your Move" document to shippers
3. Failed to issue the "Important Information for Persons Moving Household Goods Booklet" to shippers
4. Failed to issue the Combined Agreement and Freight Bill document to shippers
5. Failed to pay quarterly fees
6. Failed to produce requested records
7. Incomplete Combined Agreements for Moving Services and Freight Bills
8. Operated and advertised without a valid permit (prior to issuance, after suspension and revocation)

## Companies cited include:

- Adriana Fortson and Benecia Toms dba Chris Moving Systems (MTR 189575), and Chris Moving Systems, Inc. (MTR 190502), Los Angeles
- Champion Movers, Inc., Fremont (MTR 190342)
- Kevin Frey dba Frey's Moving Company, Lincoln (MTR 190555)
- Kirk W. Maurer and Don Holloway dba

Iron Man Moving, Pacifica (MTR 189950)

## Criminal Filings

**Amex Movers, Inc., Los Angeles (MTR-190039-Revoked)**

The CPUC's Consumer Protection and Safety Division (CPSD) submitted a report requesting the Los Angeles City Attorney's office to file a misdemeanor complaint against an unlicensed moving company.

In complaint # 9CA01177, the company was charged with 30 counts of violating the Public Utilities Code and CPUC Max 4 tariff including but not limited to operating and advertising after permit suspension and revocation (section 5286), engaging employees without evidence of workers' compensation insurance (5135.5), failing to provide shippers with a copy of the Combined Agreement For Moving Services prior to loading (Max 4, Item 128(1)), failing to issue an Important Notice About Your Move showing a Not To Exceed Price, at least three days prior to scheduled move (Max 4, Item 130), and failing to provide Important Information For Persons Moving Household Goods booklet prior to loading (Max 4, Item 88(9)(b)).

## Official Notice

Several companies were issued Official Notice for one or more of these violations:

1. Advertised using a fictitious business name without filing with the CPUC
2. Failed to include Cal T-number in advertisements
3. Failed to issue Important Notice About Your Move
4. Incomplete documentation
5. Operated and advertised without a permit (prior to issuance, suspended)
6. Unlawful assessment of fuel surcharge

## Companies cited:

- Armando Mora Robledo dba Mondo Moving, Foster City (MTR 190632 –

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(CPUC Investigations continued from page 15)

- Pending)
- Happy Dog Transfer, Camptonville (Unlicensed)
  - Jason Huang dba Jason Moving, Garden Grove (Unlicensed)
  - Maria Vasquez and Susana Flores dba JMS Full Service Co., Salida (MTR 190249)
  - Michael Snell dba Amor Moving & Storage System, Inc., Culver City (MTR 125929)
  - Pacific Relocation Services LLC, San Francisco (MTR-189900)
  - Southwest Van Lines, Inc. (Unlicensed)

Cease and Desist Notice

Multiple companies were issued cease and desist notices for one or more of these violations:

1. Operated and advertised without a valid permit (unlicensed, suspended, revoked)
2. Conducted moves without the proper documentation

Companies cited include:

- ALG Moving Co., Los Angeles

(Unlicensed)

- Anthony Sapeta dba Placer Moving, Loomis (Unlicensed)
- Antonio Fuentes dba Beltran Moving and Delivery, Riverside (Unlicensed)
- Armando Mora dba Mondo Moving, Foster City (Unlicensed)
- City Transport dba Mayflower Moving and Storage, Santa Clara (MTR 190494)
- Conrad Hanns dba A Master Movers, San Rafael (MTR 155500-Revoked)
- Daniel Evans dba Evans Moving Co., Pioneer (MTR 169803-Revoked)
- Dennis E. Brown dba Dennis' Moving Helpers, Lodi (Unlicensed)
- Ernesto Galicia dba Ernesto's Fletes Y Munanzas, National City (Unlicensed)
- Gaelic Moving and Storage, San Francisco (Unlicensed)
- Happy Dog Transfer, Camptonville (Unlicensed)
- John Hoang dba Bao Viet Moving Services, San Jose (Unlicensed)
- Joseph Kaaekuahiwi dba Big Island Movers, Modesto (Unlicensed)

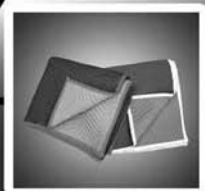
(CPUC Investigations continued on page 18)



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## JAMES 'HONEST JIM' KENNEDY

September 1, 1922 - May 11, 2009



Jim left us on May 11<sup>th</sup> for that 'big warehouse in the sky'. Jim was born in Oakland California, the third of six children, on September 1, 1922, Labor Day. He liked to say he was born on Labor Day. In 1943 he joined the Navy and was assigned to the Seabees. Stationed on an island in the Pacific he was known as Jungle Jim, because even then he was a budding Entrepreneur, selling souvenirs to the troops. After the Navy he joined the Merchant Marines.

He married Rosella in 1948. The following year, he bought a Ford panel truck and started Kennedy's Express, hauling baggage between hotels, piers, train stations and airports. He expanded the company in 1952 with the addition of a bobtail and started doing HHGs. By the mid 1950s, he was into piano moving.

Then he started a second hand store on Folsom St. In 1958, he rented a warehouse and got into the storage business. Continuing to prosper and grow the business, he bought a piece of land and had a warehouse built, in 1962. By the mid 1960s he had several trucks on the road and was always in the top 10 in bookings.

Jim had the knack of finding new markets, as he never backed down from a job. He moved everything: the Merry-Go-Round at Playland, the organ and pipes from the Fox Theatre, an antique WWII fighter plane.

Today, Kennedy Van & Storage has over 100,000 square feet of warehouse space. In addition to the moving business, Jim started a

(Jim Kennedy continued on page 18)

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(CPUC Investigations continued from page 16)

- Kirk DeWayne Williams, Santa Maria (MTR 190443-Revoked)
- L.A. Transport LTD., Hassan Velashjerdi, Tarzana (MTR 190257-Revoked)
- Manual Rivera, Richmond (Unlicensed)
- McMahon Professional Moving, San Francisco (Unlicensed)
- Michael Tullock dba Mike and the Movers, San Leandro (MTR 189263-Revoked)
- Miguel Laines dba ML Movers, Redwood City (Unlicensed)
- Nationwide Express Moving, North Hollywood (MTR 189454-Revoked)
- Paul Daniel dba A Way 2 Move, Rocklin (Unlicensed)
- Powerful Moving, San Francisco (Unlicensed)
- Robert Hagmann dba Senior Moving Services, Roseville (Unlicensed)
- Steve Day dba SOS Moving, Pasadena (Unlicensed)
- William Leeming dba Billy's Moving, Sonoma (Unlicensed)

For more information, visit [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

(Jim Kennedy continued from page 17)

wrecking yard business in the 1970s. It is a family affair with his four sons and three grandchildren all working in the businesses today! His sons Patrick and James run the moving company. His 3 grandchildren Sara, Ava and Sean work in the office. Bill and Robert run the wrecking yards.

By the 1990s Jim and Rosella were spending more time in Hawaii. As a hobby, he took up walking along the Waikiki beach with a metal detector discovering treasures. His life had come a complete circle; he was back on an island, in the Pacific, selling souvenirs. His golden years! That said, it should be noted that whenever he was in San Francisco, he went into work every day.

Jim was a long time member of the CSMA. He was always known as a friend to call when a fellow mover needed a hand or advice.

At his request, his ashes were scattered, in the ocean off Waikiki beach, by family and friends from an outrigger.



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# California Air Resources Board Diesel Engine Regulations

Important dates for trucks and buses that DO NOT enter ports and rail yards

The following are important compliance dates for most other diesel trucks and buses with a GVWR over 14,000 pounds. In addition, these also apply to certain yard trucks equipped with off-road certified engines and certain diesel shuttle vehicles:

## March 31, 2010

Early reporting for fleets taking advantage of extended deadlines for agriculture vehicles and for fleets that have downsized since 2008.

## January 1, 2011

First compliance deadline to reduce soot emissions. Small fleets with three or fewer vehicles that report can delay the performance requirements until January 1, 2014.

## January 1, 2013

First requirements to phase in 2010 model year emissions engines.

## January 1, 2014

First compliance deadline for small fleets that started reporting by January 1, 2011.

## January 1, 2023

All vehicles are required to have a 2010 model year engine or equivalent.

## Special Provisions

Certain vehicles and situations qualify for extended compliance deadlines, those include:

- Low usage vehicles
- Credit for vehicle retirement
- Operation in Attainment areas
- Small Fleets
- Credit for early exhaust retrofit

## CLASSIFIED ADVERTISING

CHARGES: 1-5 lines \$15; \$2 each additional line. CMSA box number \$5; Non-member charge: \$30 additional. Special heading/set up extra. Replies to ads noting box numbers to be sent to: CMSA Communicator, 10900 E. 183rd St., #300, Cerritos, CA 90703.

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*It pays to advertise in The Communicator!*

# HISTORICAL PHOTOS

As the CMSA closes in on its 100th year, join us in looking back down memory lane at these wonderful historical pictures. If you have any pictures you would like to share, please email them in jpg format to: [jkenrick@thecmsa.org](mailto:jkenrick@thecmsa.org).



The 56th CMSA Annual Convention in 1974 was a formal affair. Members at the Town and Country Hotel in San Diego, California pulled out all the stops for a banquet on the last night.



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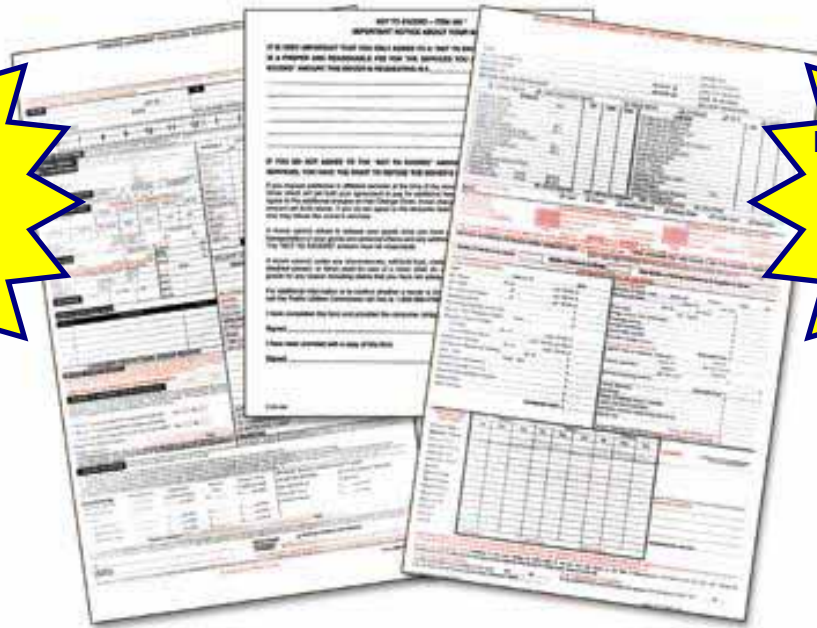




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