

The Communicator

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

CMSA Officers Invite You to “Get Elevated with CMSA” at the 92nd Annual Convention at MontBleu



**Chairman
Tim McCarthy
McCarthy Transfer & Storage
El Cajon, CA**

“I want to extend a personal invitation to every CMSA member to attend the upcoming 2010 convention in beautiful Lake Tahoe. Take the opportunity to come together with your colleagues and network to learn and develop best solutions in our ever changing business environment.

The convention has educational speakers tailored to our industry. Don't miss this once a year opportunity. See you in Lake Tahoe!”



**Vice Chairman
Brian Larson
Mother Lode Van & Storage
Rancho Cordova, CA**

“The CMSA Convention is the one destination all year we can bring our families to for a little fun and relaxation; make new friends and still network and conduct business with our colleagues and vendors.

Please join me, my family and your fellow CMSA members and their families at this year's CMSA Convention in April at the MontBleu Resort Casino & Spa in the beautiful Sierra Nevada Mountains of Lake Tahoe.”



**Secretary/Treasurer
Dennis Doody
Blue Chip Moving & Storage
Hawthorne, CA**

“The CMSA Convention is always a great place to get educated about industry issues while enjoying the feeling of camaraderie with fellow CMSA members. It's also a great opportunity to get to know vendors and fellow movers while getting the chance to enjoy a change of scenery with our families.

Be sure to join us this year at MontBleu Casino Resort and Spa in Lake Tahoe, Nevada. I look forward to seeing you there.”

“Get Elevated with CMSA” – is the slogan for the 92nd Annual Convention which will be held April 20-25 at the MontBleu Casino Resort and Spa in Lake Tahoe, Nevada. Nestled in the Sierra Nevada Mountains, MontBleu is the perfect place for delegates to get caught up on issues affecting the moving industry, network, and chart a course for their company's future, all while taking in the property's beautiful surroundings.

The convention kicks off with the CMSA's Executive Committee meeting on Tuesday, April 20

(Convention continued on page 11)

Chairman's Corner

By: Tim McCarthy

You've heard the mailman's motto "*neither snow nor rain nor heat nor gloom of night stays those couriers from the swift completion of their appointed rounds.*" This is how I would describe my final visit as Chairman to the chapters, which began in the midst of this year's great California storms.

Our first stop was at Modesto Transfer & Storage where Gary Smith gave us a deluxe tour of his very modern facility. We then toured Casey Moving Systems in Ceres. CMSA Board Member, Jay Casey, gave us a very in-depth look at their operation. That afternoon we attended the Mid Valley Chapter meeting. It was well attended by an enthusiastic group and I was able to renew some old friendships. Sally Bolger, from Grace Moving Company, their new and up-coming Chapter President, put together a great meeting.

After the meeting we visited a non-member, Pool's Moving & Storage; where Steve, Jay, and I did a little recruiting. I observed Steve and Jay



planting the membership seed at Pool's. Next we visited Pacific Storage Company in Stockton, the second oldest Bekins Van Lines Agent in the United States.

We were warmly greeted by company president, Greg Tudor and vice-president and former Chairman, Dave Simoni. After a brief meeting Dave gave us the grand tour. We stepped back in time with a visit to their "History Room" which has over a century of moving and storage photos and artifacts. We arrived in Monterey just in time to visit Board Member, Dave Askew from Wermuth & Cahoon Moving & Storage. He has a top of the line operation with a very organized warehouse and yard.

Our next stop was at Cardinale Moving & Storage with CMSA Senior Chairman, Vince Cardinale. He showed us some of his diversification in the form of some huge crated chandeliers and enough antique armoires to supply a tract of new homes. We continued on to CMSA member company, J & M Moving & Storage, another great family owned and operated company.

That evening we attended the Monterey Bay Chapter meeting. President, Alan Freese called

(Chairman's Corner continued on page 4)

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President's Comments

By: Steve Weitekamp



As a CMSA member you have most likely received an email notification from me announcing that our MAX4 Tariff Simplification Application has been approved by the California Public Utilities Commission (CPUC) and that we are awaiting ratification of the revised tariff pages. Once ratified, an event which could occur before the end of February, the tariff changes become effective and the CPUC will mail out the revised pages to all permitted carriers. I am very pleased to announce that we are near the end of a long journey. There will be other important projects in the near future, but let's try to pause for a moment and reflect on what has been accomplished.

Areas of Tariff Change

The details of the MAX4 Tariff changes are addressed in a separate article in this issue, but an overview includes:

1. Hourly rate Territory C is eliminated and is incorporated into Territory B. This change impacts the Maximum Hourly rates in 41 counties.
2. Removal of regional rate variations on moves of greater than 100 constructive miles. In regards to changes 1 & 2 CPUC Administrative Law Judge (ALJ) Victor Ryerson notes in his decision that, "with the exception of moving Sonoma County into Territory A in 1983, the Commission has not redefined the geographical boundaries ... for 40 years."
3. The productivity offset factor used in making annual rate adjustments is reset from .667 (the current factor) to .95 for five years. After the five year period, if productivity change is positive, the productivity offset factor shall be set at .85; if productivity change is negative, it shall be set at .95.

Historical Overview of Application Actions

- CMSA Application for MAX4 Tariff Simplification filed March 5, 2008
- CPUC Division of Ratepayers Advocates (DRA) files protest
- CMSA replies to protest

(President's Comments continued on page 19)

(**Chairman's Corner** continued from page 2)

the chapter meeting to order and discussed their famous Bocce Ball Tournament. Alan ran a great meeting and I was proud to be part of it.

The next day we met with former CMSA Chairman, Mark Andersen, and discussed the industry as a whole. We were able to tour his wonderful facility which is an example of a fine family owned and operated company. We traveled next to International Van Lines to visit with owner Cindy McEwan. It was there we had an in depth discussion on the new DP3 military moving program which continues to present challenges to our industry.

That evening was spent with the Central Coast Chapter. There was an earnest discussion to possibly move forward with e-waste recycling. They highly recommend the program for all chapters who do not currently participate. I want to thank chapter president Cindy McEwan for her hospitality and a great meeting.

Having the opportunity to visit so many great chapters will remain a highlight in my year. I am honored to have met each and every member. Thank you for your continual support to our Association and I will be looking forward to seeing all of you at the convention in beautiful Lake Tahoe.

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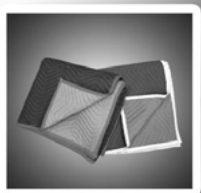
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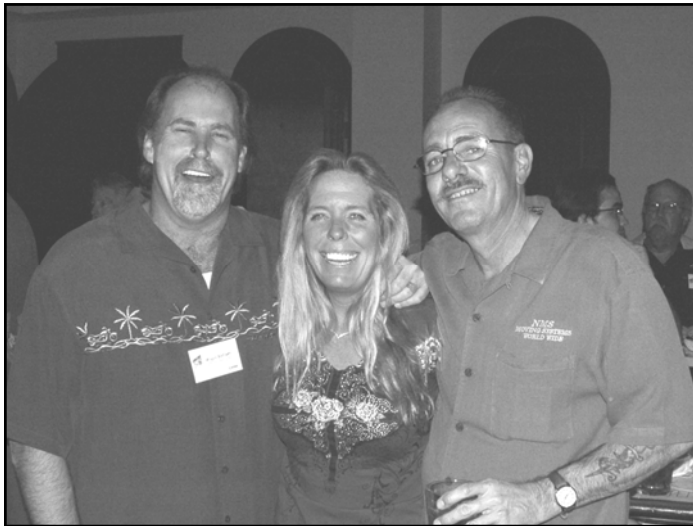
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First Ever Ventura/Santa Barbara Bowl-A-Rama Fundraiser A Success!

The Ventura/Santa Barbara Chapter helped to raise money for the CMSA Scholarship Fund with their first ever Bowl-A-Rama Fundraiser on January 15, 2010 at Buena Lanes in Ventura. Seventy-five CMSA members, including Ventura/Santa Barbara Chapter President **Jack Fishel** and Chapter Board Member **John Lance** showed up to enjoy bowling, BBQ, and support the scholarship fund. CMSA President **Steve Weitekamp** also came up from the CMSA's offices in Cerritos to attend the event.

Organizer **Casey McCann** of **Hazelwood Allied Moving and Storage** extended a special thanks to **New Haven, Pioneer Packing, CDS** and **Darrell's Mobile Mechanic** for sponsoring the event.

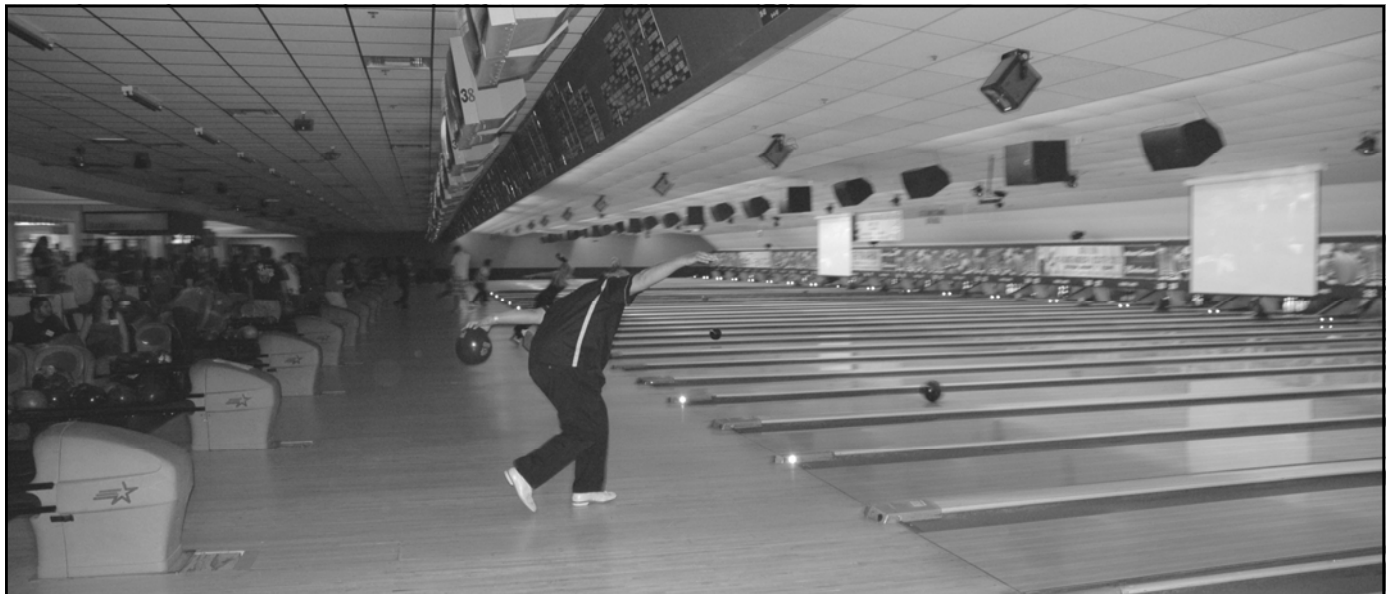
McCann said that a fun time was had by all, and that the chapter is looking forward to continuing the Bowl-A-Rama tradition next year.



Roger and Jayma Babbitt share a laugh with CMSA Board Member John Lance.



Winners Debbie and Steve Tissler hold their trophies with organizer Casey McCann.



Ventura/Santa Barbara Chapter President Jack Fishel winds up the ball and goes for a strike.

CARB Grants Delay for Truck and Bus Rule -- Truck Rule to Kick Off in 2011 but 2014 Target Remains

CARB has listened to CMSA and its allied associations by granting some delay to the Truck and Bus Rule. As reported at the successful December CMSA workshops on CARB, the Board held a public meeting on December 9, 2009, to receive an update on implementation of the Truck and Bus Rule.

The Board directed its staff to return in April 2010 with a new provision for the Truck and Bus Rule that would provide truck fleets more flexibility in cleaning up their diesel emissions. CARB staff held workshops on January 20 and 25 and took additional public comment on the three options outlined by the Board (see insets below for each option).

Our numerous points of contact with the CARB members and legislators resulted in CARB staff concluding that the early requirements in 2010 and 2011 are not necessary because the recession we are experiencing results in lower emissions today than staff projected in 2008.

In 2011 emissions are expected to be lower

than staff's original estimate. Staff projects, however, that after 2012 the rule will result in lower emissions than the recession alone and that huge results are needed to meet the targets in 2014 that CARB has committed to federal regulators under the air quality standards of the federal Clean Air Act.

Ultimately, even with the poor economy affecting industry's ability to comply, CARB views itself through the lens of its primary mission to protect public health.

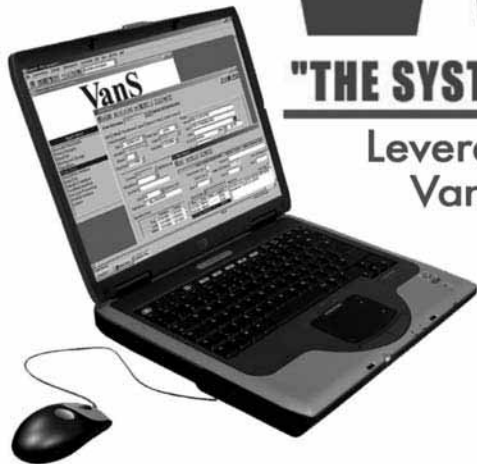
It is expected that the April hearing will confirm the three options on page 9. In the meantime, fleets seeking to take extra credit for retired vehicles need to report by March 31, 2010. Specific questions on this item may be directed to Sean Edgar either by phone 916-718-7050 or email at Sean@CleanFleets.net.

See page 9 for further information.

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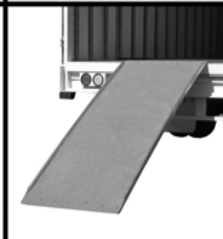
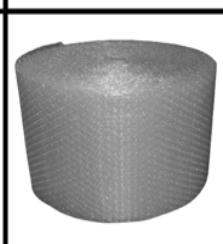
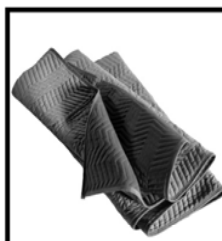
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April Hearing on CARB Regulations To Probably Confirm Following Three Options for Fleet Operators

Option 1—Medium Fleet Provision

Additional flexibility for medium sized fleets.

- Defined as 4 to 20 vehicles
- Will evaluate appropriateness of higher number

No PM requirements in 2011 & 2012

Reduce existing PM filter requirement in 2013

- From 75% to 60% PM filters

Requirements unchanged in 2014

Option 2— PM Filter Credit

Reduces PM requirements for all fleets in 2011 and 2012

- Credit of up to 10 fewer PM filters per year

Graduated reductions by fleet size

- No PM requirements for fleets of 20 vehicles
- Some delay for fleets of 40 vehicles
- Up to 10 fewer PM filters for larger fleets

Requirements in 2013 and 2014 unchanged

Option 3— 1 Year Deferral

One year deferral for all fleets

No requirements in 2011

3 year PM filter phase-in instead of 4 years

- Reduce PM filters requirements in 2012 and 2013

Requirements unchanged in 2014

In April, the CARB board will meet and review the three options available and make a determination.

However, until confirmation is official, fleet operators should plan to report by March 31, 2010 if they want to take advantage of early retirement credits being offered.

See Sean Edgar's article on page 7 for more details. For specific questions, contact Sean Edgar at Sean@CleanFleets.net.



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Representatives of the Japanese Moving Industry Visit the CMSA and Members

On Friday, January 29, 2010, the CMSA was visited by a group of moving industry delegates from Japan who were there to learn more about successful business models used in California. The group was led by Kanji Arima, publisher of *Hikkoshi Joho*, a Japanese industry publication, and the delegates represented several local moving companies in Japan.

The discussion centered around the role and work of the CMSA and moved on to the basic work flow of the moving business, and the market for moving services in California. Particularly interesting to the group was our member's methods for providing high quality moving service and guaranteeing a good reputation.

After their visit to the CMSA, which was led by **CMSA President Steve Weitekamp** and attended by **CMSA Chairman Tim McCarthy**, the group toured the following operations: **Blue Chip Moving and Storage** in Hawthorne, CA and **NorthStar Moving Corporation** in Chatsworth.

On Monday, February 1, Japanese delegates toured **Crown Worldwide** in San Leandro and **Cummings Moving Company** in South San Francisco.

CMSA staff are happy to report it was a successful and educational visit for all parties.



The group tours a CMSA Member warehouse. While in California, they visited four different CMSA members.



The Japanese delegates stand outside CMSA offices on the first day of their visit, along with CMSA President, Steve Weitekamp, and Chairman Tim McCarthy.



The Japanese delegates speak with Steve Weitekamp in his office before heading out to visit member facilities.

(Convention continued from page 1)

at 4:00 pm, followed by the Movers and Shakers Reception and Dinner (an invitation-only event for CMSA Board Members, Chapter Presidents, and Committee Members). The Movers and Shakers Reception is sponsored by **Gateways International**, while the dinner is sponsored by **TransGuard General Insurance Co. of America**.

On Wednesday, the convention registration desk opens bright and early for attendees to begin checking in as CMSA's Standing Committees and Board of Directors have meetings throughout the day. CMSA Exhibitors can start setting up their booths and preparing to take advantage of great networking opportunities visiting with delegates. In the evening there will be a CMSA Texas Hold'Em Poker Tournament held in the MontBleu Poker Room. (Be sure to reserve your seat at the table today!)

Then on Thursday, April 22, CMSA members can enjoy the friendly competition of the CMSA Annual Golf Tournament at the elegant Genoa Lakes Golf Club. The Shotgun Golf Tournament kicks off at 8:15 and is sponsored by **Pioneer**, with a \$10,000 hole-in-one prize sponsored by **TransGuard General Insurance Co. of America** on hole number eight.

In the evening, the fun continues with the South Shore Flavors Exhibitors Reception, sponsored by **New Haven Moving Equipment**. The Exhibitors Reception will be held in MontBleu's lovely Grand Ballroom. The Exhibitors Reception is always a great place to catch up with old business associates, as well as meet new potential contacts while learning about industry services and product supplies. Food and beverages will be served throughout the evening to keep you energized so you can utilize this valuable opportunity to make helpful connections for the upcoming year.

Friday, April 23 begins with the aptly-named Blue Lake Sunrise Breakfast. Sponsored by **Trans Advantage**, the Blue Lake Sunrise Breakfast buffet will take place at 8:00 am. Immediately after breakfast members will attend the General Business Session, presided by **Steve DeBolt of San Diego Van and Storage**. After the welcome and the annual roll call, members will hear from keynote speaker Jason

Young.

Jason Young is a former senior-level manager at Southwest Airlines, where he learned the value of a successful workplace culture. While Jason was at Southwest, the company consistently rated No. 1 in terms of customer service and employee satisfaction, and Mr. Young played a key role in creating and implementing the programs that allowed Southwest Airlines to become what it is today.

In 1998, Mr. Young left Southwest and formed his own consulting practice which works with such influential companies as Starbucks, Coca Cola, Radio Shack and Tyson foods.

Following Mr. Young, members will hear reflections from CMSA Chairman, **Tim McCarthy**, as he looks back at his year as Chairman.

Linda Bauer Darr, President and CEO of American Moving and Storage Association (AMSA,) will be speaking on the current state of the industry. Ms. Darr will address CMSA delegates on the state of the industry, the challenges ahead and changes at AMSA.

Members will hear from **Steve Weitekamp**, CMSA President, on the current state of the moving industry within California, and how CMSA members can work together to insure the best possible future for their businesses.

The Bonanza Road Luncheon sponsored by **Paul Hanson Partners** will follow the General Business Session.

After a productive day, members will enjoy a cruise over Lake Tahoe's serene waters. At 5:30 pm, buses will take members to Zephyr's Cove, where they can board the MS Dixie II for dinner and dancing. The cruise, sponsored by the van line participants, will take place from 6:30 to 9:30, returning to the MontBleu at 10:00.

The Sierra Mountains Continental Breakfast will kick off Saturday, April 24 at 8:00 am.

After breakfast, the Business Session begins with a presentation from speaker **Terry Head**, president of the International Association of Movers (IAM). The IAM represents over 1,900 companies operating as movers, forwarders, and other service providers in over 165 countries around the world.

As president of the IAM, Mr. Head proactively represents the moving industry, attending

(Convention continues on page 13)

Trans Advantage Celebrates its 40th Anniversary

Trans Advantage, Inc., a leading equipment, finance and service provider for the moving industry, is celebrating its 40-year anniversary. Trans Advantage has grown from a small equipment provider in 1969 serving the needs of **United Van Lines'** agents and van operators to become a dominant equipment supplier serving moving companies, container companies and van operators as well as the general freight industry. Its one-stop shop philosophy of combining equipment and financing creates great convenience for its customers.

The key to Trans Advantage's success throughout the years has been its ability to adapt to the changing market.

With the recent tightening in the credit markets, Trans Advantage has been able to capitalize on its ability to finance equipment from adjacent markets to generate additional profitability to its bottom line. This segment of the company's activities has quickly become its most dominant business line. The company provides superior finance and industry knowledge, a quick and easy credit approval process and out-

standing customer service.

"We are extremely pleased with the increase in finance activities," said Michael DiRaimondo, President of Trans Advantage. "We combine our understanding of the customers' business needs with our financial expertise to deliver a lending package that meets our customers' requirements. In turn, we have been able to grow our finance business and expand our customer base."

Equipment and financing are two of the services Trans Advantage provides. The company also offers many money-saving national vendor programs for the agents and van operators representing **UniGroup, Inc.**, parent company of United Van Lines and **Mayflower Transit**.

"Our company has grown and changed throughout the years, but our commitment to customer satisfaction will always remain," said Mike DiRaimondo. "As long as we continue that commitment, we will be successful for the next 40 years."

SOURCE: Trans Advantage



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(**Convention** continued from page 11)

and addressing various conferences held around the world, and testifying on behalf of his industry before the United States Congress and other Federal Agencies.

Next on the agenda, **Sean Edgar**, the Executive Director of Clean Fleets, will speak.

Mr. Edgar has become an established presence at California Air Resource Board (CARB) since the September 2000 adoption of the Diesel Risk Reduction Plan (DRRP) and has participated in every major on-road and off-road rulemaking for more than seven years. He is a recognized expert on on-road fleet rule implementation and technology options.

The morning session will conclude with the always popular Van Line panel discussion. CMSA's Steve Weitekamp and other industry executives will share ideas and take questions in a discussion group format covering issues concerning the Moving and Storage Industry.

Following Saturday's General Business Session is the CMSA Awards Luncheon sponsored by **Barlocker Insurance Services** and **Vanliner Insurance Co.** **Rick Hosea** of **Crown Worldwide** will serve as master of ceremonies.

The awarding of CMSA scholarships and recognition of award winners will highlight this event.

Concluding CMSA's 92nd Annual Convention will be our Chairman's Reception/Dinner sponsored by **CDS Moving Equipment**. The ceremony opens by introducing participants to the 2010-2011 CMSA officers of Secretary/Treasurer, Vice Chairman, and Senior Chairman. Chairman-elect **Brian Larson**, of **Mother Lode Van & Storage** will then enter accompanied by CMSA President **Steve Weitekamp** and be formally installed as Chairman.

After delegates have finished their meals, Senior Chairman **Tim McCarthy** of **McCarthy Transfer and Storage** will receive a lifetime membership into the CMSA, and pass the gavel to 2010-2011 Chairman **Brian Larson** of **Mother Lode Van & Storage**. It will be a fun filled evening with laughter, good times, and lots of dancing!

We look forward to spending time with you at MontBleu Casino Resort and Spa! If you haven't signed your company up yet, please call the CMSA offices, or visit the CMSA website and check out the convention kiosk, and fill out the registration forms. You don't want to miss out on this once a year opportunity!



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CMSA's 92nd Annual Convention Schedule

TUESDAY, APRIL 20

4:00 pm Executive Committee Meeting
 6:00 pm Movers & Shakers Reception/
 Dinner for Board, Committee Mem-
 bers & Chapter Presidents
 Sponsored by: **Gateway Interna-
 tional (Reception) & Transguard
 General Insurance** (Dinner)

WEDNESDAY, APRIL 21

8:00 am Registration Desk Open
 8:00 am Insurance Committee Meeting
 9:00 am Govt. Affairs Committee Meeting
 10:00 am Membership Committee Meeting
 11:00 am Military Affairs Committee Mtg
 12:00 pm Early Exhibitor Set-up
 1:30 pm Board of Directors Meeting
 7:00 pm Texas Hold'em Poker Tournament

THURSDAY, APRIL 22

7:00 am Registration Open
 8:00 am Exhibitors Set-up
 8:15 am Golf Tournament
 Sponsored by: **Pioneer**
 5:00 pm Associate Member Committee
 (Thursday continued at top of next column.)

6:30 pm Exhibitors Reception
 Sponsored by: **New Haven Moving
 Equipment**

FRIDAY, APRIL 23

7:30 am Registration Desk Open
 8:00 am Blue Lake Sunrise Breakfast
 Sponsored by: **Trans Advantage**
 9:00 am General Business Session
 12:00 pm Bonanza Road Luncheon
 Sponsored by: **Paul Hanson
 Partners Specialty Insurance**
 5:30 pm Board Buses to Zephyr's Cove
 6:30 pm Tahoe Queen Cruise Dinner/ Dance
 Co-Sponsors: **Van Lines**

SATURDAY, APRIL 24

8:00 am Registration Desk Open
 8:00 am Sierra Mountains Breakfast
 9:00 am General Business Session
 12:00 pm Tahoe Awards Luncheon
 Sponsored by: **Barlocker Insurance
 Services & Vanliner Insurance Co.**
 2:00 pm Booth Tear-down
 7:00 pm Chairman's Reception
 8:00 pm Chairman's Dinner/Dancing
 Sponsored by: **CDS Moving
 Equipment** (Reception/Dinner)



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Also in the News...

Gas prices fell 1.4 cents over the past two weeks to an average of \$2.72 a gallon, according to *Transport Topics*.

The Department of Transportation announced their budget proposal on February 3. The DOT requests \$79 billion—a \$2 billion increase from this year. Transportation secretary Ray LaHood has emphasized infrastructure work in the budget plans, saying that “infrastructure work creates jobs even while it positions our economy for future economic growth.”

California state agencies, including Caltrans, the Department of Motor Vehicles and the California Air Resources Board, are being criticized over a report which shows that the state spent over \$75 million on new furniture and vehicles in 2009 despite the budget crisis. Agencies insist that they only spent what was necessary for their offices.

SOURCES: DOT, Transport Topics, LA Times

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CMSA's Max 4 Tariff Revisions To Become Law

On March 5, 2008, the CMSA filed application A08-03-005 with the California Public Utilities Commission (CPUC) to revise the Max 4 Tariff. The revisions were suggested in an attempt to streamline the Maximum 4 Rate Tariff, as well as remove inequalities in the maximum rate structure that have resulted from changes in California's demographics.

On April 9 of that year, the Commission's Division of Ratepayer Advocates (DRA) filed a protest, arguing that the application needed more information, including a balance sheet and financial information. Many of the deficiencies outlined by the DRA were details that would be pertinent to a single company or individual, but not to a trade organization with hundreds of members.

The DRA objected to projected increases in the maximum hourly rates in 49 of California's 58 counties, and in long distance moves in Region 1, arguing that in order to justify a change while still protecting consumers, the Commission needed further information on the current market pricing practices.

On August 6 the judge passed a ruling that the CMSA had to submit an amended application and provide further support for the proposed changes.

At this juncture the CMSA put out a rallying call to their members, who responded with letters of support. In September, the DRA responded negatively to the CMSA's amended application, and called for an extensive survey of the moving industry to be taken.

In response to the DRA's claims, the CMSA prepared a survey for their members. After receiving surveys from over 80 members in various parts of the state, the CMSA submitted the data. The DRA agreed the data demonstrated that there was a justifiable need for the CMSA's recommended changes.

The CMSA's survey and provided information were the one of the basis for the ruling. A proposed decision was submitted by the judge on December 22, 2009, outlining what suggested changes should be made into law. On January 21, 2010, almost two years after the

(Max 4 Revisions continued on page 18)

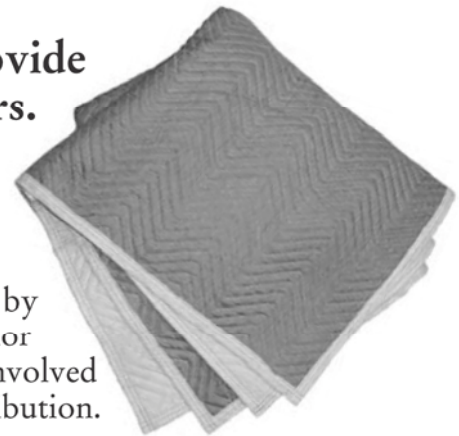
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Calendar of Events

Mar. 5, Friday	San Diego Golf Tournament
March 12, Friday	Ventura/Santa Barbara Chapter Spaghetti Dinner
March 16, Tuesday	Orange County/Beach Cities Chapter Meeting
Mar. 18, Thursday	Sacramento Chapter Golf Tournament
Mar. 28, Sunday	Los Angeles Chapter Day at the Races
Mar. 31, Wednesday	Twin Counties Annual Golf And Bocce Tournament
Apr. 1, Thursday	Northern Region Annual Golf Tournament at Monarch Bay
Apr. 20-25, 2010	CMSA 92nd Annual Convention at MontBleu in Lake Tahoe, Nevada



Our 92nd Annual Convention is coming up April 20-25, 2010!

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When Must Businesses Post the Cal/OSHA Log 300?

At the end of the year, most employers must complete OSHA's Form 300A, the "Summary of Work-Related Injuries and Illnesses." The summary must be posted from February 1 to April 30 and must list the total number of job-related injuries and illnesses that occurred the previous year and were logged on the Log 300 form. Companies with no recordable injuries or illnesses must still post the form, but with zeroes on the total line. The summary must be displayed in a conspicuous location where notices to employees are customarily posted.

Copies of the forms, as well as further information regarding reporting policies, are available online at the Occupational Safety and Health Administration's website.

<http://www.osha.gov/recordkeeping/RKforms.html>

(**Max 4 Revisions** continued from page 16)

initial application was submitted, the CPUC Commission signed the CMSA requested tariff changes into law. The final approved changes include:

Eliminating hourly rate Territory C, incorporating the Territory C counties into current Territory B.

Distance rate Region 1 is eliminated, and Region 2 rates now apply for the entire state.

The productivity offset factor used to make annual rate adjustments is .95 for the next five years – up from the previous .667.

At the end of the five years in January 2015, the productivity offset factor will be reevaluated at two year intervals, and will be set at .85 if productivity change is positive and .95 if they are negative.

CMSA President Steve Weitekamp has reviewed the revised pages. Currently, members of the California Public Utilities Commission are finalizing the new pages of the tariff, and the revisions can be expected to be formalized within the next several months.



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(President's Comments continued from page 3)

- CPUC re-categorizes Proceeding from Rate-setting to Quasi-Legislative
- CMSA files Amended Application
- Letters of support submitted from industry and letter of protest from DRA
- CMSA reply
- CMSA meets with ALJ Ryerson and DRA to discuss the need and to negotiate the scope of industry survey in support of our application
- CMSA sent simplified and abbreviated survey to all members
- CMSA compiled and analyzed completed surveys (83 member companies submitted completed surveys)
- CMSA meets with DRA to discuss survey results, culminating in negotiation of agreeable settlement of areas of disagreement or concern
- CMSA and DRA file joint comments to ALJ
- ALJ files ruling in support of CMSA and DRA joint comments
- CPUC Commission votes to approve the modifications to MAX4 January 21, 2010
- CPUC staff draft 31 pages of MAX4 Tariff revisions

Still Pending

- CPUC Commission to approve draft pages (planned for the February 25, 2010 Commission agenda)
- CPUC to mail all permitted carriers revised tariff pages.

Over the last two years CMSA has dedicated energy and resources to the significant process of the MAX4 Tariff Simplification. The intricacies of the process for CMSA have included to date: concept, proposal, education, fact-finding, advocacy, negotiation, partnership, and review.

During this time we have seen dramatic changes in the economy, yet this project has value today and its future impact could be significantly positive for the financial health of the California permitted carrier. The scope of this project is of the type that could have only been accomplished by an Association working on behalf of an industry that has established a long history of credibility with regulators and other stakeholders.

Many CMSA members contributed to this process. During the application process CMSA had three Chairmen; Steve DeBolt, Vince Cardinale, and Tim McCarthy, all of whom along with their boards were very helpful in moving this project forward. Jim Weiant served as the CMSA Government Affairs Committee Chair under all three boards and CMSA Consultant William Schulte was a valued resource. I also want to acknowledge CMSA Manager Renee Hifumi for her attention to detail and dedication to the electronic filing and survey process. Finally, I would like to recognize CMSA Attorney Mark Hegarty for his counsel and high quality work product. He believed in our goals and his efforts are greatly appreciated.

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.

EMPLOYMENT OPPORTUNITY

Looking for managers in L.A./Orange and Northern Bay Area. Must be extremely computer literate. Must be good with people and should have experience in the Moving and Storage Industry. Send resumes and letters of inquires to: CMSA, Box J2, 10900 E. 183rd St., #300, Cerritos, CA 90703.

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HISTORICAL PHOTO

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.



At the 41st Annual Convention in 1959 (held in San Francisco) then President James Neville presents the gavel to incoming President Ralph Rolapp, while member John Carlson looks on.



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GOLF TOURNAMENT REGISTRATION

GENOA LAKES GOLF CLUB
1 GENOA LAKES DRIVE
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THURSDAY, APRIL 22, 2010
9:00 AM SHOTGUN START
(Golfers should arrive at course by 8:15 am.)

SPONSORED BY: PIONEER
CO-CHAIR'S - LEN GOLLNICK/GARY BLOWER



Entry fee -- \$115.00 per person
Includes: green's fees, cart, range and box lunch.

1. Name _____ Company _____
Address _____ City _____
Handicap _____ Calloway _____ (check if no handicap)
2. Name _____ Company _____
Address _____ City _____
Handicap _____ Calloway _____ (check if no handicap)
3. Name _____ Company _____
Address _____ City _____
Handicap _____ Calloway _____ (check if no handicap)
4. Name _____ Company _____
Address _____ City _____
Handicap _____ Calloway _____ (check if no handicap)

HOLE-IN-ONE CONTEST (#8) – Sponsored by TRANSGUARD GENERAL INSURANCE AGENCY

GOLF ATTIRE: All players are required to wear sleeved shirts in good condition and pants, slacks, shorts or skirts which are hemmed and in good condition. Swim-wear, jeans, cutoffs, T-Shirts, etc. are not acceptable. Golf shoes with non-metallic or non-ceramic spikes or approved tennis shoes are required. Bare feet and baseball or track style cleats are not acceptable.

No refunds for cancellations after March 22, 2010.

Enclose golf fees with this form. Make checks payable to CMSA, or use your Visa, MasterCard or Discover.

() Visa () DISC () MC () Check enclosed Amount _____
Card # _____ Exp. Date _____ Signature _____

Card billing address and zip _____

E-mail Address _____ Three-digit code on back of card _____

Please mail this form, with payment to: CMSA, 10900 E. 183rd St., Suite 300, Cerritos, CA 90703
or fax to: (562) 865-2944.

CMSA POKER TOURNAMENT REGISTRATION

TEXAS HOLD'EM TOURNAMENT

DATE: WEDNESDAY, APRIL 21, 2010

TIME: 7:00 PM TO 10:00 PM

POKER ROOM

ENTRY FEE: \$50.00

SPONSORSHIP OPPORTUNITY
AVAILABLE FOR THIS EVENT!!!
(Call the CMSA Office to inquire.)

**NEW
DATE & TIME**

TEXAS HOLD'EM



TOURNAMENT

PERSONS ATTENDING FROM:

COMPANY: _____

WHAT KIND OF PLAYER ARE YOU ? (F) FOR FAIR, (G) FOR GOOD, AND
(E) FOR EXPERT

NAME: _____ () NAME: _____ ()

NAME: _____ () NAME: _____ ()

NAME: _____ () NAME: _____ ()

NAME: _____ () NAME: _____ ()

ENCLOSE ENTRY FEES WITH THIS FORM. MAKE CHECKS PAYABLE TO: CMSA
OR USE YOUR DISCOVER, VISA OR MASTER CARD.

() DISCOVER () VISA () MC () CHECK AMOUNT _____

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CONVENTION SPONSOR/DOOR PRIZE FORM

EVENTS AVAILABLE FOR SPONSORSHIP

1. Tues. April 20 Movers & Shakers Reception *
2. Tues. April 20 Movers & Shakers Dinner **
3. Wed. April 21 Texas Hold'em Poker Tournament
4. Thurs. April 22 Golf Tournament
5. Thurs. April 22 Exhibitors Reception*
6. Fri. April 23 Breakfast
7. Fri. April 23 Luncheon*
8. Sat. April 24 Breakfast
9. Sat. April 24 Awards Luncheon*
10. Sat. April 24 Chairman's Reception/Dinner*

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** Invitation Only Event

(Co-Sponsorships of events may be possible. Call the CMSA Office at 562-865-2900.)

Event # _____ Amount \$ _____

PERSON CLAIMING FREE CONVENTION REGISTRATION(S):

Name _____ Badge First Name _____

*Name _____ Badge First Name _____

Company _____

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For any additional persons registering, be sure to use the regular registration form.

Other Convention Sponsorship Opportunities (*does not include free registrations*):

_____ Registration Bags	\$2,000	_____ Bag Insert*	\$375
_____ Lanyards (<i>name tag straps</i>)	\$2,000	_____ Program Back Inside Cover	\$650
_____ Program Back Cover Ad	\$1,000	Amount \$ _____	

*Company must supply and ship inserts at their own expense.

Please mail this form, with payment to CMSA, 10900 E. 183rd St., Ste. 300, Cerritos, CA 90703

~~~~~  
 YES, I want to support CMSA with a door prize. Call Renee (562-865-2900) with information.

Prizes: \_\_\_\_\_

Event: \_\_\_\_\_



**INDIVIDUAL EVENT TICKET FEES:**

|                 |                                                   |           |
|-----------------|---------------------------------------------------|-----------|
| Wed. April 21   | Texas Hold'Em Poker Tournament                    | \$ 50.00  |
| Thurs. April 22 | South Shore Flavors Exhibitors Reception*         | \$150.00  |
|                 | Golf Tournament Registration                      | \$115.00  |
| Fri. April 23   | Blue Lake Sunrise Breakfast                       | \$ 35.00  |
|                 | Bonanza Road Luncheon*                            | \$ 60.00  |
|                 | Lake Tahoe Cruise*                                | \$ 125.00 |
|                 | (Children under 5 are not allowed on the cruise.) |           |
| Sat. April 24   | Sierra Mountains Breakfast                        | \$ 35.00  |
|                 | Tahoe Awards Luncheon*                            | \$ 60.00  |
|                 | Chairman's Reception & Dinner/Ball*               | \$ 150.00 |

\*Check with Renee at CMSA Office for children's discount and menus

---

**Additional Tickets Order Form:**

| DAY             | EVENT                                    | PRICE PP | QTY            | TOTAL |
|-----------------|------------------------------------------|----------|----------------|-------|
| Wed. April 21   | Texas Hold'Em Poker Tournament           | \$ 50.00 | USE POKER FORM |       |
| Thurs. April 22 | South Shore Flavors Exhibitors Reception | \$150.00 | _____          | _____ |
|                 | Golf Registration                        | \$115.00 | USE GOLF FORM  |       |
| Fri. April 23   | Blue Lake Sunrise Breakfast              | \$ 35.00 | _____          | _____ |
|                 | Bonanza Road Luncheon                    | \$ 60.00 | _____          | _____ |
|                 | Lake Tahoe Cruise                        | \$125.00 | _____          | _____ |
| Sat. April 24   | Sierra Mountains Breakfast               | \$ 35.00 | _____          | _____ |
|                 | Tahoe Awards Luncheon                    | \$ 60.00 | _____          | _____ |
|                 | Chairman's Reception/Dinner              | \$150.00 | _____          | _____ |
| GRAND TOTAL     |                                          |          | _____          | _____ |

**TICKETS WILL BE COLLECTED AT THE DOOR**  
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| <b>Saturday, APRIL 24</b> | <b>SIERRA MOUNTAINS BREAKFAST</b><br><b>CMSA GENERAL SESSION</b><br><b>VAN LINE PANEL DISCUSSION</b><br><b>TAHOE AWARDS LUNCHEON</b><br><b>CHAIRMAN'S RECEPTION &amp; DINNER/BALL</b>            |





**92nd Annual Convention  
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**92nd Annual Convention  
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 Mrs./Ms. \_\_\_\_\_ Badge First Name \_\_\_\_\_  
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 Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
 Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

**REGISTRATION FEE:** (See reverse side)

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|----------------------------------|---------------------------|--------------------------|
| CMSA MEMBER or SPOUSE (each)     | \$475.00                  | \$575.00                 |
| CHILDREN'S PRICE (up to 12 yrs.) | \$325.00                  | \$350.00                 |
| NON-MEMBERS (each)               | \$625.00                  | \$725.00                 |

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Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Cards billing address and zip \_\_\_\_\_

Three number code on back of card \_\_\_\_\_

Please mail this form, with payment, to **CMSA**, 10900 E. 183rd St., Suite 300, Cerritos, CA 90703.

**\*\*CANCELLATIONS:** Cancellations made prior to **Feb. 16, 2010**, will have \$50 deducted from the refund. Cancellations made before **March 20, 2010**, will be refunded 50% of the registration fee. After **March 20, 2010**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.

**ROOM RESERVATIONS:** Call the **MontBleu Casino Resort & Spa** directly at 800-648-3353 to make reservations and use the code **STCMS10** or simply mention the **California Moving and Storage Association**. You may also use the Hotel Reservation Request Form included in the Convention registration packet or download it from the CMSA Convention Center web page at [www.thecmsa.org](http://www.thecmsa.org). Reservations must be received by March 20, 2010 to guarantee the special group room rates. All major credit cards are accepted for deposit.