

# *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

## **Brian Larson Named 2010-2011 CMSA Chairman at 92nd Annual Convention in Lake Tahoe, Nevada**

Brian Larson of Mother Lode Van & Storage in Rancho Cordova, California, was installed as the 2010-2011 CMSA Chairman at the CMSA 92<sup>nd</sup> Annual Convention. The announcement was made during the Chairman's Dinner and Ball held on April 24, 2010.

Larson entered the Chairman's Ball to the sound of applause and cheers from his fellow CMSA members. Delegates waved their napkins in celebration as Larson made his way through the crowd, escorted by former CMSA Chairmen Joe Hammer, Vince Cardinale, and Steve DeBolt.

After delegates enjoyed their meals, Larson was introduced by his father, Ronald Larson, a former CMSA Chairman and owner of Mother Lode Van & Storage.

Ronald Larson lovingly poked fun at his son, but also spoke with pride of Brian Larson's hard work over the years and his dedication to the moving and storage industry.

In his acceptance speech, Brian Larson thanked his wife, Denise and daughter Shay for their love and support over the years. Larson then spoke directly to CMSA members, noting that when united, the industry can be a powerful



*Incoming Chairman Brian Larson (right) accepts the gavel from Tim McCarthy at the Chairman's Ball.*

force and urging people to be proactive in their participation with the CMSA.

Larson accepted the ceremonial gavel from outgoing Chairman Tim McCarthy, President of McCarthy Transfer & Storage in El Cajon, CA. McCarthy thanked his wife Linda, CMSA members, and CMSA President Steve Weitekamp for their hard work and support throughout his year as chairman, and expressed confidence in Larson's ability to do the job.

Weitekamp thanked McCarthy for his time as Chairman and presented him with a honorary Lifetime Membership and gift.

After speeches were given, both Larson and McCarthy received standing ovations from the crowd of CMSA members and well-wishers. The night culminated with dancing once Larson had been formally declared Chairman.



*Supporters waved napkins as Larson entered.*

## Chairman's Corner

By: Brian Larson



A fantastic time was had by all of our mover and associate members who attended our annual convention that was held this year in Lake Tahoe, NV. Early in the week we had snow falling and by the end of the week we were basking in the sunshine. My many thanks go out to all of you who participated and made our Convention a success.

As your new Chairman, I want to ask all of you to get re-engaged with the CMSA this year! If you are passionate about your business, its profitability, and the moving industry as a whole, then now is the time to be involved. We need our emerging 2<sup>nd</sup> and 3<sup>rd</sup> generation leaders to be active and participate. Attend your local chapter meetings, join a CMSA committee, become a chapter officer, get active on the Board of Directors, go through the chairs and become a future chairperson. Our strength as an association comes from within.

Our CMSA is currently working with AMSA to develop a California ProMover program. We have a new *Warehouseman's Lien Manual* and seminars to bring to you. Two new ad hoc committees have been formed. One will study new developments in technology and social media as it relates to the moving industry and how we can harness this power to benefit our own businesses. The second new committee will take a new and in-depth look at the MAX 4 Tariff for any future desired modification we may seek.

Very quickly we will be asking you for help in getting our industry's fleet data compiled and presented to the California Air Resources Board prior to the end of the current CARB workshops. They must be made aware of the breadth and the economic impact of the moving industry in this state and the unique parameters we operate in before the final CARB Board vote this September.

I am truly honored to be the Chairman of this great Association and I am excited at the opportunity of meeting each and every one of you in the coming year. Let's have a fantastic summer and I will see you on the road soon!



*Congratulations Brian Larson, 2010-2011 CMSA Chairman!*

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## **President's Comments**

By: Steve Weitekamp



This issue of the Communicator has a recap of our 2010 convention in Lake Tahoe. The speakers and panels discussed topics critical and timely to our membership as well as provided valuable takeaways. Committee and board meetings focused on continuing the positive work of the Association on behalf of its membership. But what is difficult to convey to those that weren't there was the positive energy and enthusiasm of those who participated. These members dedicated time to improve their company's position in an ever-changing business and regulatory environment. One takeaway from the Military breakout session was the remarks of a panelist who said: "Our industry is relationship based. You must be a part of meetings and events (the CMSA convention is a terrific opportunity) and make contacts with fellow agents and van lines. In the military market this is the best way to make your company known to potential TSP's."

Recognition and thanks must be given to those who unselfishly volunteer their time and talents to CMSA leadership for the betterment of our industry by serving as leaders of their chapters, on CMSA committees, or on the Association's Board of Directors. CMSA's 2009-2010 Chairman Tim McCarthy was recognized for his leadership during the past year. Tim worked with the Board and Staff to ensure positive direction on a broad slate of issues that impact our industry including CPUC & CARB Regulations. I want to extend my personal thanks to Tim for a job well done. It is clear that Tim will continue to serve his Association in any way that he can. He is a valuable advocate for CMSA members regarding the pending CARB regulations. On May 12<sup>th</sup> Tim and I were a part of a small group of CMSA members who participated in a CARB Workshop in El Monte.

The annual convention also celebrated the installation of Brian Larson as the 2010 – 2011 CMSA Chairman of the Board. Brian has served CMSA well at the Chapter and Board level and

*(President's Comments continued on page 4)*



*(President's Comments continued from page 3)*

is definitely up to a challenging and rewarding year as Chairman. As mentioned in his first Chairman's Column, the Board under Brian's direction will be looking at information technology as it impacts our industry and association as well as considering what additional improvements can be made to the MAX4. Brian's energy and intelligence will be invaluable in the year ahead as we face a critical deadline in the pending CARB regulations for the On-road Diesel Truck Rule as well as a possible assault that could impact the status of Independent Contractors. We will continue to work on the other issues we confront while trying to anticipate those yet to be revealed. I am pleased to have the opportunity to work with Brian on issues that are important to our membership and offer my congratulations to him as he starts on his journey.



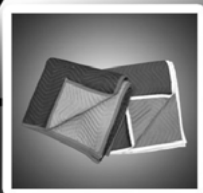
*Thanks to all those members who participated and helped make the 92nd Annual Convention a success!*



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## FMCSA Announces Pre-Employment Screening Program

As mandated by Congress in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users, the Federal Motor Carrier Safety Administration (FMCSA) has recently announced the launch of their Pre-Employment Screening Program (PSP).

The PSP is a screening tool that allows motor carriers and individual drivers to purchase driving records from the FMCSA's Motor Carrier Management Information System (MCMIS).

The FMCSA believes that making this driver data available to potential employers and operator-applicants will improve the quality of safety data and help employers make more informed decisions when hiring commercial drivers. The PSP provides more rapid access to commercial driver safety performance information than was previously available only under Freedom of Information Act (FOIA) or Privacy Act requests.

This program is a **voluntary** tool available to motor carriers. It includes:

- 5 years of crash data
- 3 years of inspection data

Will not include conviction history

Motor Carriers will be required to consent in writing that they will only use the records for pre-employment screening purposes

They also have to obtain the written consent of all applicants whose records they purchase, and that they will abide by regulations provided under the Fair Credit Reporting Act, among others.

The PSP is designed to assist the motor carrier industry in assessing individual operators' crash and serious safety violation history as a pre-employment condition. There is a \$10 fee for each driver's history a carrier requests. An annual subscription fee of \$100 will also apply. Carriers with fewer than 100 power units will qualify for a discounted annual fee of \$25 per year. Individuals will be able to request a personal driving history for a fee of \$10. No subscription is necessary for individual drivers. For information, visit: <http://www.psp.fmcsa.dot.gov/Pages/default.aspx>

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# 92nd Annual CMSA Convention Review

The CMSA 92<sup>nd</sup> Annual Convention was held this year at the MontBleu Resort, Casino and Spa in Lake Tahoe, Nevada. The Convention kicked off on Tuesday, April 20<sup>th</sup> with the Movers and Shakers reception, sponsored by **Gateways International, Inc.** and dinner sponsored by **TransGuard Insurance Company of America**. **Sally Bolger** of **Grace Moving Company** entertained attendees with her comedic stylings before the meal.

The Movers and Shakers dinner is an invitation only event for CMSA board members, chapter presidents and committee members to thank them for their dedication to CMSA and the moving and storage industry.

Wednesday was a full day of committee and board meetings. The insurance, membership, military affairs and government affairs committees, as well as the board of directors, conducted the business of the Association. Outgoing Chairman **Tim McCarthy** wrapped up business for his final meeting and expressed gratitude for all the time and effort his board put in throughout the year. Incoming Chairman **Brian Larson** then conducted the first 2010-2011 Board of Director's meeting.

After a day of meetings, CMSA delegates met in the MontBleu Poker Room for a Poker

Tournament. A friendly game was enjoyed by all – but especially by winner **Steve Dooley** of **Golden State Container**, and second place finisher **Bill Hammett** of **Barlocker Leavitt Insurance**.



*Speaker Jason Young*

The General Membership Events kicked off with the South Shore Flavors Exhibitor's reception, sponsored by **New Haven Moving Equipment**. Every year the Exhibitor's reception presents a unique opportunity for movers to network in a casual setting and this year was no exception. Delegates browsed through 33 different booths while enjoying hors d'œuvres and cocktails.

On Friday, delegates started the day off right with a breakfast buffet sponsored by **Trans Advantage, Inc.** before the general session. CMSA Secretary/Treasurer **Rick Hosea** of **Crown Worldwide** opened Friday's general session with an invocation. The session was presided over by **Steve DeBolt** of **San Diego Van & Storage Company** who served as master of ceremonies. DeBolt welcomed CMSA delegates to the 92<sup>nd</sup> Annual Convention.

Keynote speaker **Jason Young**, formerly of Southwest Airlines captivated the CMSA delegates with a presentation that focused on how businesses can create a positive work environment that fosters creative energy and exceptional work. He stressed that happy workers with less interpersonal tension do a better job, and encouraged employers to see the best in their employees. Following Young, CMSA Chairman **Tim McCarthy** of **McCarthy Transfer & Storage** reflected on his year as Chairman and his travels to all 12 CMSA Chapters.

**Linda Bauer Darr**, President of the American Moving and Storage Association (AMSA) updated delegates on AMSA's work, making special note of the AMSA's ProMover program, which identifies interstate movers that meet rigorous standards.

*(Convention Review continued on page 7)*



*Sally Bolger opens with jokes at the Movers & Shakers Dinner.*



*Linda Bauer Darr of AMSA gives CMSA members an industry update from Washington, D.C.*

*(Convention Review continued from page 6)*

The session concluded with some industry insights from **Steve Weitekamp, CMSA President**, and the swearing in of the newly elected board members.

At Friday's Bonanza Road Luncheon, sponsored by **Paul Hanson Partners Specialty Insurance Solutions**, attendees heard from **Assemblyman Bill Emmerson(R)** of California's 63<sup>rd</sup> district. Emmerson spoke about how the moving and storage industry is a good barometer for the overall economy, and shared his thoughts on what he hopes will change within the state of California.

After lunch, delegates attended an informative Military Breakout Session, presided over by **Tim McCarthy**. **Matt Connell** of **Total Military Management**, **Terry Head** of the **International Association of Movers**, **Tim Helenthal** of **National Van Lines** and **Peg Wilken** of **Stevens Van Lines** answered questions on topics related to military moves. They emphasized movers becoming familiarized with all military related-paperwork as well as developing a strong relationship with their TSPs.

Friday ended with delegates enjoying a dinner/dancing cruise across the serene waters of Lake Tahoe sponsored by **Arpin Van Lines**, **Atlas Van Lines**, **Bekins Van Lines**, **Mother Lode Van & Storage**, **National Van Lines**, **North American Van Lines**, **Stevens Worldwide Van Lines** and **Unigroup, Inc.** The Tahoe Cruise was the perfect way for CMSA members to get outside and enjoy the beautiful views of the lake.

Saturday's Sierra Mountains Breakfast was sponsored by **Total Military Management**. **Jesse Chabot** of **Golden West Moving Systems** presided over the event as master of ceremonies.

**Terry Head**, President of the **International Association of Movers**, was the first speaker of Saturday's General Session. He emphasized how globalization has changed the industry, and how regulations – especially security regulations – are making international moving increasingly difficult. Despite heavy regulation, Head noted that from a statistical standpoint, the economy is improving and the Obama ad-

*(Convention Review continued on page 9)*



*Participants listening during the General Session.*



*Assemblyman Bill Emmerson with Weitekamp and members after CMSA Legislative Luncheon.*



*Military Panel Participants get ready to speak.*



*Members enjoy the Lake Tahoe dinner cruise.*



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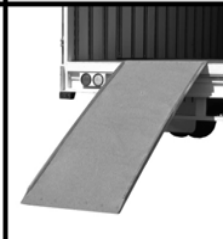
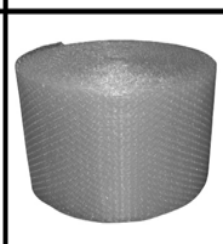
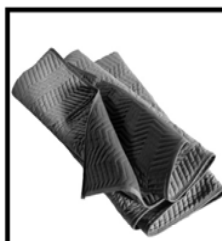
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*(Convention Review continued from page 7)*

ministration's plan to double exports in the United States, if successful, should be beneficial to the industry.

Following Head's talk, **Sean Edgar** of **CleanFleets.net** gave attendees an update on the California Air Resources Board (CARB) rules. Edgar noted that CARB has agreed to look over their regulations again after doubts were raised about the science used for their decision making. Edgar also went over the compliance deadlines and regulations with the members. He stressed being prepared for the changes as soon as possible.

Next, attendees heard from the annual van line discussion panel. **Jeff Newcomer**, **Arpin Van Lines**; **Steven Hermann**, **Atlas Van Lines**; **John Alianello**, **Bekins Van Lines**; **Tim Helenthal**, **National Van Lines**; **Tim Hall**, **North American Van Lines**; **Patrick Baehler**, **UniGroup, Inc.**; **Morrie Stevens, Jr.**, **Stevens Worldwide Van Lines**; and **Tim Davis**, **Wheaton Van Lines** made up the panel, moderated by **Vince Cardinale** of **Cardinale Moving and Storage**. Cardinale posed a wide variety of questions to the panel about the effects of current economic situation and the future of the moving and storage industry.

When asked what one piece of advice they would give to operators working in today's market, the participants all stressed customer service, sales, and said that simply by participating in the CMSA, delegates in the room were on the right track.

Saturday's General Session concluded with **Bill Hammet, Jr.** of **Barlocker Leavitt Insurance Services** who spoke to delegates about the new health care reform bill. Hammet reviewed dates with attendees and what criteria companies must meet in order to qualify for tax credits.



*Van line panelists prepare to answer questions.*



*Sean Edgar (left) and Bill Hammett, Jr. (right) both spoke during Saturday's General Business Session.*

After the General Session, participants attended the Tahoe Awards Luncheon co-sponsored by **Barlocker Insurance Services** and **Vanliner Insurance Company**. At the Annual Awards Luncheon, President Weitekamp announced the scholarship winners and several students came to the podium to express their gratitude and explain how the scholarship is allowing them to pursue higher education. Special Olympics coach Jody Filgo, and Special Olympics Athlete, Susie Enos, were present to accept the CMSA's \$5,000 donation to Special Olympics Northern California.

The chapter presidents were awarded certificates and applauded for their contribution to the CMSA membership. President Weitekamp



*Jesse Chabot leads the Saturday session.*

*(Convention Review continued on page 13)*

## North Bay Raises Over \$3,000 with Annual Bocce Tournament

The Annual North Bay Chapter Bocce Ball Tournament was held on Saturday, April 10, 2010. The tournament generated over \$3,000 for the Special Olympics and the CMSA Scholarship fund.

Despite stiff competition, **Paul Hanson Insurance Services** nabbed the first place trophy, with **CDS Moving Equipment** coming in second.

**Paul Hanson Insurance Services** and **Pioneer Packaging** donated the food. **CDS Moving Equipment** donated the trophies, and **New Haven Moving Equipment** donated the beverages.

The North Bay Chapter thanks the following companies for continuing to support their annual fund-raising event:

**Redwood Moving & Storage, Donahue Truck Centers, ShipSmart, Schulz Brothers, Sausalito Moving & Storage, Red & White/NCS, Pioneer Packaging, Paul Hanson Insurance Services, Pacific Claims, North Bay Moving & Storage, New Haven Moving Equipment, Golden State Container, ECS Refining, Earl Farnsworth Express, CMSA, CDS Moving Equipment, Box Brothers.**

A special thanks to **Kirk Beckstrand** of **Earl Farnsworth Express** and **Leonard Martinez** of **Leonard's Concrete** for BBQing that day, and a to **Kirk Beckstrand** and **Lisa Martinez** of **Redwood Moving & Storage** for organizing the Bocce Tournament.



*Casey Myers, Ken Leahy, Sheryl Marshall and Scott Marshall won first place at the North Bay Bocce Tournament fundraiser.*



*Juleigh, Mitch, Melanie, and Brittany Snelson hold up their second place trophies after the tournament.*

## Los Angeles Chapter's Annual Day at the Races Is a Big Success

The Greater Los Angeles Chapter's 10th Annual Day at the Races continues to be one of the year's most popular fundraising events. The Chapter raised around \$3000 for the Scholarship and Special Olympics fund. Chapter President **Patrick Longo** of **Andy's Transfer & Storage** wanted to send out special thanks to the sponsors of the event: **Mark Raby** from **Barlocker Insurance**, **Helen Maracle** from **Alliance Relocation**, **Rick Curry** from **Gateways International** and **Rob and Tippi Longo** from **New Haven Moving Equipment**.



Longo also wanted to acknowledge **Roger Babbitt** and **John Lance** from **NMS Moving Systems, Inc** for their participation. They provided 18 people for the event which turned out to be a big part of the amount raised. Thank you very much NMS for your support – the Los Angeles Chapter appreciates it!



## CMSA Members Enjoy Industry Camaraderie at the Northern Region's Annual Golf Tournament on April 1, 2010



*The winning team!*



*Second place winners.*

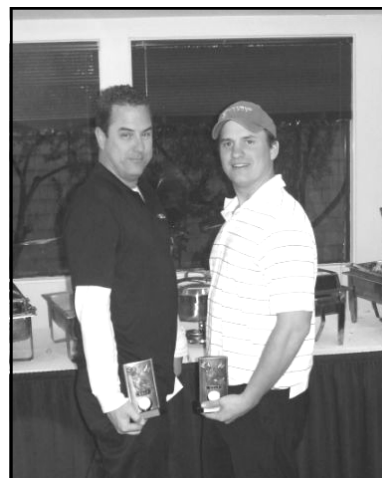
The Northern Region Chapter's Annual Golf Tournament, held on April 1, 2010 at the Monarch Bay Golf Club in San Leandro was a success, raising money for the CMSA Scholarship Fund and the Special Olympics.

The tournament was generously sponsored by **New Haven Moving Equipment**, with **Royal Hawaiian Movers**, **All American Auto Transport**, **Twin Palms Printing** and **Bay Area Crating** all sponsoring holes. **Shipsmart** sponsored the golf gift bags.

**Mike Dahl** of **S & M Moving Systems**, **Scott McBee**, **Duffy Aceret** and **John Tatum** of **Pioneer** took first place at the golf tournament, with **Art Murray** of **Chipman Relocations**, **Joe Alves** of **Graebel-Erikson Sacramento**, **Dave Pastore**, and **Bruce Meyers** of **CDS Moving Equipment** coming in second.

**Mitch Snelson** of **CDS** and **Jake Moreno** of **Graebel-Erickson Movers, Inc** also received prizes for "closest-to-the-pin" and "longest-drive," respectively.

The day had over fifty attendees, and after golf, participants enjoyed dinner and heard from CMSA President Steve Weitekamp on the new CARB regulations, and from Chapter President **Sharon Figueiredo' Hildreth** of **Valley Relocation and Storage** on the CMSA Convention and fundraising goals.



*Special award winners.*

## Sacramento Golfers Raise Funds for Special Olympics and Scholarship

The Sacramento Chapter had a great turnout for their Annual Golf Tournament, with over fifty golfers and sixty for dinner, raising a total of \$3,000.00. Funds raised were donated to Special Olympics and the CMSA Scholarship Fund.

Congratulations to **Mee Allied**, who won the golf tournament, and thanks to **CDS Moving Equipment** for donating the trophies.

Chapter President **David Cabral** of **Colonial Van & Storage** would also like to extend thanks to **Pioneer Packaging** and **Sierra View Country**

Club for putting on a great dinner, to everyone who sponsored holes and all of the CMSA members who came out and participated. It was a good time had by all.



# Sheeler Moving And Storage Receives Total Quality Commitment Award from Wheaton Van Lines for 2009

**Sheeler Moving and Storage** in Ventura has once again received a top industry award for high quality service to its customers.

**Wheaton Van Lines** recognized Sheeler Moving and Storage in March with the Total Quality Commitment Award for 2009—the same award Sheeler has previously won several times. Winners must score high on the company's Total Quality Commitment Program. Points are earned based on customer service ratings and measurable performance data pertaining to claims, safety, professionalism and cost estimating accuracy, among other factors.

In another exciting move forward, Sheeler Moving and Storage is pleased to announce the relocation of Sheeler Management Staff and Sheeler Records Management Dept. on April 17th to 6020 Nicolle St., right next door to the company's old location. Sheeler will also increase their storage capacity at 6059 King Street to over 46,000 square feet.

At the new Administrative Offices at 6020 Nicolle Street, Sheeler also provides office space for the Boys and Girls Clubs Administrative Staff. President Mel Sheeler has supported the club for more than 25 years and is past president of the board.

Sheeler is an agent for Indiana-based Wheaton Van Lines and opened his Ventura-based business in April 2003. Sheeler has won scores of top industry awards each year for high quality and high bookings. The Ventura Chamber of Commerce named Sheeler the Mid-Size Business of the Year for 2005. Sheeler Moving and Storage offers moving and storage for residential, commercial and industrial clients, including local, out of state or out of the country moves. Sheeler also provides Records Management services for the long-term storage of hard records and documents as well as imaging/scanning and record destruction service.

SOURCE: Sheeler Moving & Storage



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*Sharon Figuerido' Hildreth receives the Chapter of the Year Award from Tim McCarthy.*

also presented the Chapter of the Year Award to **Susan Figueiredo' Hildreth**, of **Valley Relocation**, president of the Northern Region Chapter.

President Weitekamp recognized retiring board members **Curt Olsen** of **Olsen & Fielding Moving Services** and **Senior Chairman Vince Cardinale**. He thanked them for their work in serving the moving and storage industry.

As the winner of last year's prestigious Pinnacle Award, Cardinale stayed on stage to help President Weitekamp announce the 2010 recipient. The winner of the 2010 Pinnacle Award was **Crown Worldwide Moving and Storage** based in San Leandro, California. **Rick Hosea**, Crown's President, Domestic Services along with **Nancy Menne** and **Jorge Castro** came forth to accept the award. Crown was given the Pinnacle Award for their above-and-beyond business practices and their commitment to the overall good of their customers, their employees, and the local community.

The Convention came to a close with the Chairman's Reception and Dinner/Ball, sponsored by **CDS Moving Equipment, Inc.** Delegates waved their napkins in the air and cheered as incoming Chairman, **Brian Larson** of **Mother Lode Van and Storage** made his way to the stage accompanied by former Chairmen **Vince Cardinale**, **Steve DeBolt** and **Joe Hammer, Sr.**



*Steve Weitekamp presents the Special Olympics delegates with CMSA's donation check.*

**CMSA Vice-Chairman Dennis Doody** of **Blue Chip Moving and Storage** served as master of ceremonies and introduced President Weitekamp, who gave outgoing Chairman Tim McCarthy his honorary lifetime membership and the Chairman's gift.

McCarthy spoke, expressing pride in the warm reception he received as Chairman and singling out his wife, **Linda** to thank her for all the support she gave him during the past year.

Brian Larson was introduced by his father, **Ron Larson** a former CMSA Chairman and president of Mother Lode Van and Storage. Ron teased his son, but expressed great pride and confidence in Brian's ability to handle the job.

In his acceptance speech, Chairman Larson emphasized how strong the moving and storage industry is capable of being if the members work together to achieve their goals. He thanked his family for their love and support, and expressed optimism for the year ahead. McCarthy then handed Larson the ceremonial gavel and Larson was presented to the membership as Chairman.

Thank you to all of our delegates for participating and making the 92<sup>nd</sup> Annual Convention one to remember.

We look forward to seeing you all again next year at the 93rd Annual Convention at the Hilton Torrey Pines in La Jolla, CA.



# 2010 CMSA Scholarship Winners!

For the fourth year in a row, CMSA awarded \$51,000 in scholarships to 25 impressive students. CMSA members support The Scholarship Fund year-round with their Chapter fundraising events. The Scholarship Fund also continues to benefit from a generous donation the National Association of Independent Truckers (NAIT) made last year in memory of Kyle Custer, a longtime CMSA member.

The 2010 College Scholarships include the following awards:

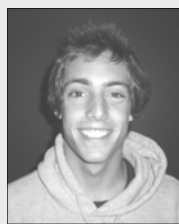
**Outstanding Scholar Award in Recognition of Doug & Becky Hill**—Christina Castro  
**NAIT Scholar Awards**— Robert Shahbazian, Ian Bloom, Cheyne Boyer, Megan Andersen, Amanda Menne



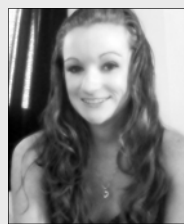
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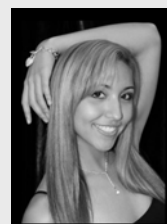
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Kimberly Bowers



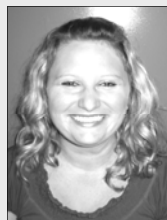
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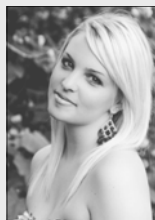
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Tyler London



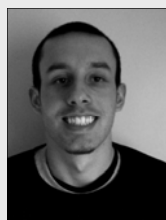
Amanda Menne



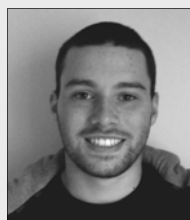
Daniel Mesghina



Adriana Ramirez



Robert Shahbazian



Stephen Shahbazian



Chad Slevin

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all our scholars!***





This Memorial Day,  
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who served this country  
in defense of our freedoms.

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## FMCSA Pushes Back Start of New Safety Monitoring System Until August

The Federal Motor Carrier Safety Administration (FMCSA) decided April to delay the start of Comprehensive Safety Analysis (CSA) 2010, its new safety monitoring system.

The delay comes in response to criticisms of the original plan, which said that the FMCSA was not allowing fleets enough time to prepare themselves for the new regulations.

CSA 2010 will now begin rolling out in the fall of 2010 rather than early summer, and full implementation is not expected until 2011.

Under the new schedule, FMSCA will start issuing warning letters and using CSA 2010 scores to target fleets for compliance reviews on November 30, 2010.

CSA 2010 is the FMSCA's new initiative to prevent commercial motor vehicle-related crashes, replacing the previous Motor Carrier Safety Status Measurement System, known as SafeStat.

SOURCES: Transport Topics, Minnesota Professional Towing Association



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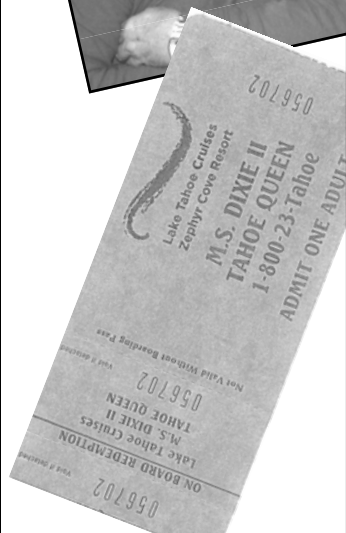
# 2010 Convention Photos



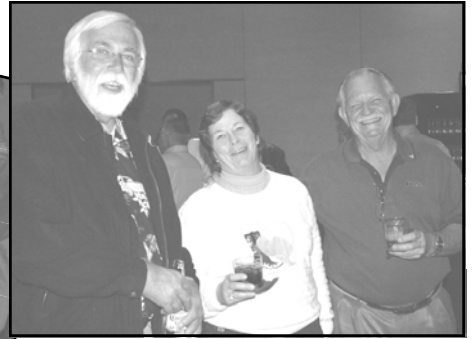
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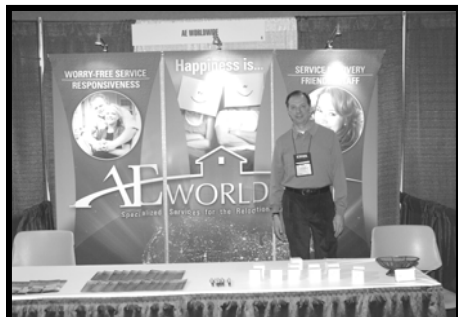
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# Special Thanks to All of Our Exhibitors!



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All American Auto Transport: Elliot Schaffer and Kevin Blasy



Alliance Relocation: Helen Maracle



Arrow Truck Sales: Joe August and Velda Redmond



Baker International Insurance: Grover Perrigue and Michael Lee



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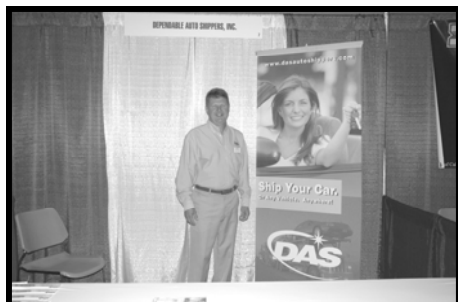
CDS: Bruce Meyers, Andy Smith and Mitch Snelson



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Custom Mover Services: Christine Sidari



Dependable Auto Shippers: Bob London



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Pet Express: Mark Botten



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Pioneer: Jack Van Wey and Lenny Gollnick



Scan Logistix: Kimmo Piironen, Brad Taggart and Heikki Ketola



Schumacher Cargo Logistics: Martyn Cohen and Damien Shields



Sterling Van Lines: Julie Freedberg and Jay Clitheroe



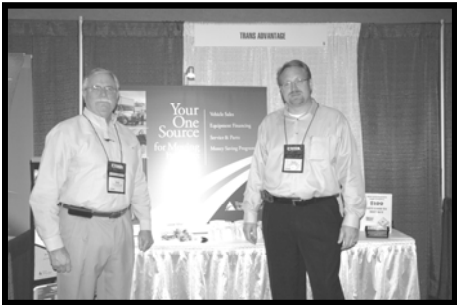
Stevens Van Lines: Morrie Stevens, Jr., Peg Wilken, and Roger Wise



Storage Auction Experts:  
John Cardoza



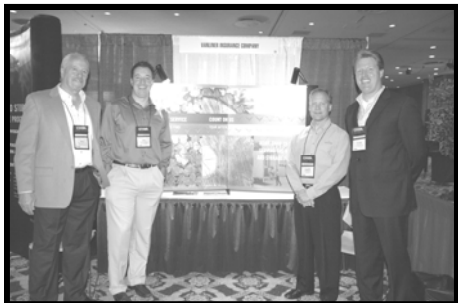
TechMate International:  
Lynn Peterson



Trans Advantage: Dan Green (Also  
pictured: William Trimble)



TransGuard Insurance Co. of  
America: Carole Boettcher, Sandra  
Yambor, and Susan Bocanegra

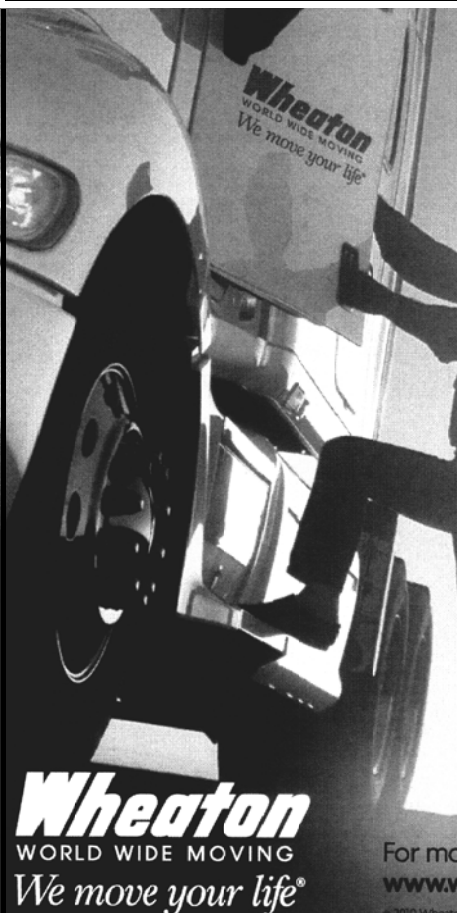


Vanliner Insurance: Bill Hammet, Sr.,  
Bill Hammet, Jr., Martin Lesko and  
Mark Raby



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**Thanks again to all the 2010 Convention Exhibitors!**  
**Hope to see you all next year!**



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# Beverly Hills Transfer & Storage Driver Donald Carlisle Wins Allied Van Lines Driver of the Year Award

CHICAGO, April 15, 2010 – **Allied Van Lines Inc.**, one of the world's largest moving companies and a subsidiary of **SIRVA Inc.**, announced its *2009 Driver of the Year* as **Donald Carlisle** of **Beverly Hills Transfer and Storage** in Gardena, Calif. Don was selected from a group of over 1,600 qualified Allied Van Lines haulers based on his 2009 quality performance scores, claims frequency and safety record.

Donald was studying space physics at Embry-Riddle Aeronautical University when he decided to become a long-haul mover for Beverly Hills Transfer and Storage, a southern California-based moving company. Donald has only been driving for four years now, but his performance and quality scores reflect those of a true driving veteran.

"It's absolutely amazing that a four-year rookie could join our fleet and achieve such remarkable performance scores," said Bill Lyon, general manager of Allied Van Lines.

"We're honored to have drivers like Donald

as a part of our fleet and congratulate him for a job well done."

To become an Allied Van Lines *Driver of the Year* nominee, a driver must be designated first as a *Master Mover* and then chosen as a *Driver of the Month*. The *Driver of the Month* award winners are then evaluated based on quality performance scores, claims frequency, safety record and other performance metrics for the prior year. One Allied Van Lines driver is chosen each year and is honored at the company's annual operations conference. The winning driver also receives a custom leather jacket and watch, truck decals and other "perks."

Beverly Hills Transfer and Storage is a southern California moving company, servicing all areas from Santa Barbara to the Mexican border. They're located at 15500 S. Main St., Gardena, Calif. 01969.

SOURCE: Allied Van Lines



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## Thank You! Thank You!

A special thanks goes out to all the people who donated their time, skill and talents behind the scenes to make the 92nd Annual Convention successful.

**Mark Macy and Macy Moving**, who transported Convention supplies to and from the MontBleu Resort, Casino and Spa.

**Allan Browning and Sue Browning** of **Vision Quest Integrated Technologies** for their support of Audio/Visual equipment throughout the Convention.

**John Lindstrom and Edward Wong** of **Royal Hawaiian Movers**, who helped CMSA staff take tickets for events.

**Mark Hegarty**, for providing legal counsel.

**Pat Andrews**, for taking a break from retirement to provide guidance and help staff the registration desk.

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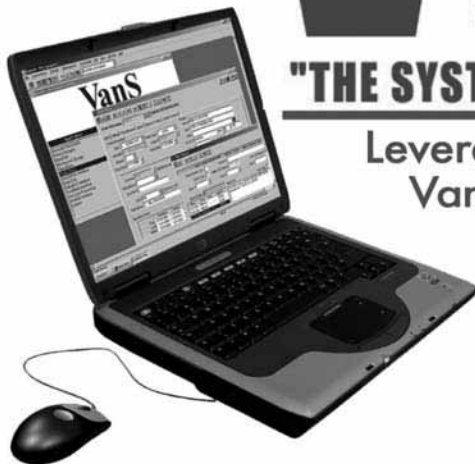


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# Six Secrets to Improve Your Selling

Since the dawn of time (or at least since the creation of money), people have wanted to get as much money as quickly as they possibly could. Offers like "Make \$1,000 by working just 4 hours a week" or "Make Enough Money to Quit Your Job Next Month" seem to be on every utility pole at every intersection. If you can make \$1,000 in just four hours, why wouldn't you work forty hours and make \$10,000 in a week? Each of these "opportunities of a lifetime" involve selling some type of product or service.



It has been said that there are two kinds of people in this world: those that know that they are in sales and those that don't. Everyone is in sales. Parents have to sell their children on the benefits of eating vegetables (even if Brussels sprouts are nasty). Managers have to sell their employees on the benefits of working their fourth Saturday in a row. Sales people have to sell products and services to customers that are bombarded on a daily basis with phone calls, emails, and visits from twenty other sales representatives. If you have been selling for years, these tips will be reminders of things that you may have forgotten. If you are new to selling, these are tried and true techniques that will give you an edge over your competition. Here are six secrets to improving your ability to sell:

1. **Relationships matter.** You buy from people that you know, trust, and like. Your customers are no different. They want to purchase products and services from someone that understands their needs and appreciates their business. One national company that was fortunate to have several multi-million dollar accounts lost a key customer. Their pricing and service were excellent and unparalleled in the industry. When the decision maker at the corporate office was asked

why they were shifting to a new supplier, he responded, "Your sales rep sold us a great system eight years ago. We haven't seen him since we signed the contract. We went with someone that wanted our business." A few visits from the salesperson over those eight years would have kept a huge customer happy.

## 2. **Being consistent brings new**

**business.** Regular contact with your customers is a key to building relationships. I had a potential customer tell me, "We've been buying from your competitor for years. We'll never buy from you." That sounded like a challenge to me. I continued to call on that company and within a year, their supplier had a service

failure. Because I had stayed in contact with them on a regular basis, they called me to see if I could get them the products that they needed. This customer that planned on never buying from me became one of my largest customers.

3. **Solve a problem.** Your customers have problems. As a salesperson, your job is to identify the problem and find a way to

*(Selling Secrets continued on page 27)*

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**It has been said that there are two kinds of people in this world: those that know that they are in sales and those that don't.**

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*(Selling Secrets continued from page 26)*

solve it with your product or service. A seasoned telecommunications salesperson related the story of one of his biggest prospects. He asked his customer, "What is the single biggest problem in your organization?" The response was quick: "We don't have enough parking for our employees. What can you do about that?" The sales rep came up with a plan to set up a portion of his customer's employees to work from home. He helped them avoid spending millions of dollars to erect a parking structure by offering a telecommuting solution. It is standard practice now, but in the mid-1980s when this deal was initiated, it was virtually unheard of. Be creative with solutions and your customers will reward you with their business.

4. **Tell the truth.** This secret is pretty self-explanatory. When my wife and I were building our home, we would stop in every couple of days. After one visit, I

was excited to see that our deck was finished. The next day, I returned to the construction site and noticed that the deck was no longer there. I asked one of the workers what had happened. "I put the deck on incorrectly. We'll have it fixed by the end of the week. It's my fault and I'm not allowed to work on it unsupervised anymore." I appreciated his candor. Rather than blaming someone else, he took responsibility for his mistake and shared how it and when it would be corrected.

5. **Under promise and over-deliver.** I used a dry cleaner for several years. After the first couple of visits, I never had to give my name or my telephone number. The store owners would see me walking from my car to their store and have my clothes already pulled and ready to go by the time I got inside. They had promised me next day service. "Your jacket will be ready by 5:00 pm tomorrow." If I needed to pick my order up by 3:00 pm, it was

*(Selling Secrets continued on page 28)*

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*(Selling Secrets continued from page 27)*

ready. I found out later that they consistently had my order ready by noon the next day. My orders were always ready well before I needed them and were hanging on the rack by the cash register before I made it inside their establishment. They understood the importance of under promising and over delivering.

6. **There are no shortcuts.** Being a salesperson is a great way to make a

living but it also involves a lot of hard work. Preparing for a one hour sales call can take four hours or more. Putting in the time to research your customers' needs and finding solutions requires diligence, dedication, and patience. If you take off at noon every Friday, you are losing five hours per week of selling time. That is the equivalent of losing over thirty days of selling opportunities. Selling gives you the freedom to make exactly what you are worth. A highly successful friend of mine who started her career in direct sales often repeats these words, "If you do the things you are supposed to do when you are supposed to do them, then you can do the things you want to do when you want to do them."

*BJ Farish is the president of Profit Builders Consulting and provides new business development, sales training, and marketing services. You can reach him at [bjfarish@profitbuildersusa.com](mailto:bjfarish@profitbuildersusa.com), 253-929-9804, or [www.profitbuildersusa.com](http://www.profitbuildersusa.com).*

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# Calendar of Events

Wed, June 23

CMSA Independent Contractors Seminar at the Holiday Inn at Long Beach Airport

Paul Finkle of Shared HR & Lisa Paul, Paul Hanson Partners, presenting.

Thur, June 24

CMSA Independent Contractors Seminar at the Four Points Hotel Pleasanton

Paul Finkle of Shared HR & Lisa Paul, Paul Hanson Partners, presenting.

Apr. 12-17, 2011

93rd CMSA Annual Convention  
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# How the Health Care Reform Package Will Affect Employers

As you have already heard from your favorite newspaper, newscast, or Landmark Benefits; the U.S. House of Representatives passed major health care reform legislation, the "Patient Protection and Affordable Care Act." The legislation was previously passed by the U.S. Senate in December 2009 and was signed by President Obama March 23rd.

Although the reform package has yet to be finalized, major changes are looming. Some of the package's provisions that will affect employers include:



**Employer Mandates.** Effective in 2014, most employers with 50 or more employees must offer coverage to employees. Employers who do not do so will be subject to penalties. The benefit plans offered will also have to meet certain requirements (Minimum Credible Coverage). Considering an overwhelming majority of employers with more than 50 employees provide these benefits - this provision will have little impact on your business.

**Individual Mandates.** Citizens and legal residents will be required to have minimum health benefits or pay a tax penalty. These rules could restrict the usage of high deductible health plans and will decrease the chance that your employees will decline coverage under your plan.

**Coverage Subsidies:** Small employers that provide health insurance for employees will be eligible for a tax credit. Beginning this year, employers with no more than 25 employees and less than \$50,000 in average wages are eligible for a tax credit for employer-provided health coverage. Through 2013, the tax credit is up to 35% of the employer's contribution if the employer contributes at least 50% of the premium. After 2013, available for two years, there will be a tax credit of up to 50% of an eligible small employer's contribution for health coverage purchased through the Exchange.

**Temporary Reinsurance for Retiree Coverage:** Effective 90 days after enactment, the new law temporarily will reimburse employers for 80% of the cost of retiree health benefits in excess of \$15,000 (up to \$90,000) provided to retirees between the ages of 55 and 64. This "reinsurance program" lasts until 2014.

**Health Benefit Exchanges.** In 2014, state exchanges will be established for small businesses and individuals to shop for health insurance. Larger businesses will be able purchase coverage in the exchanges in the future.

**Insurance Reforms.** These reforms require policies to provide dependent coverage for children through age 26. They prohibit lifetime coverage limits, rescission of coverage except in cases of fraud, and imposing pre-existing condition exclusions on children. Many of these provisions will take effect in 2010.

**Tax Withholding and Reporting:** Effective January 1, 2013; the Medicare portion of the FICA tax increases to 2.35% (from 1.45%) for earnings over \$200,000 for individuals (the threshold is \$250,000 for couples). Beginning with 2011, employers must report the value of each employee's employer-provided health coverage.

*(Health Care Reform continued on page 31)*

*(Health Care Reform continued from page 30)*

### **Flexible Spending, Health Savings, and Health Reimbursement Arrangement**

**Changes:** Beginning with 2011, the new law prohibits tax-free reimbursements (e.g., from health flexible spending accounts, health reimbursement accounts, and health savings accounts) for over-the-counter drugs. Effective January 1, 2013, it caps annual pre-tax contributions to health flexible spending accounts at \$2,500, subject to inflation adjustments. The Reconciliation Bill delays the effective date to 2013.

**Barlocker/Leavitt Insurance Services** will continue to provide you with timely updates as they become available. The responsibility of the rules, restrictions, and implementation of health care reform will be distributed by the Secretary of Health and Human Services, Hon. Kathleen Sebelius. Health care reform will almost certainly involve sweeping changes to the benefits you provide your employees and how you provide them. However, it will most likely affect each business differently. We will keep on top of developments regarding health care and keep you informed.

Bill Hammett

VP of Employee Benefits, Barlocker/Leavitt Insurance Services -[Bill-hammettjr@leavitt.com](mailto:Bill-hammettjr@leavitt.com)

## **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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Estimator for Office Relocation and Residential Moves NEEDED. Must be experienced, knowledgeable and able to communicate with a demanding clientele. Must be capable of giving estimates equal to the high level of services being provided. All applications are confidential. Call M-F 8-10 am (323) 268-7496 John Mounagian Email: [john@qualexinc.com](mailto:john@qualexinc.com)

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### **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.

### **EMPLOYMENT OPPORTUNITY**

Modesto Transfer and Storage, an Agent for Allied Van Lines, is growing again! We are seeking an experienced COD Sales Consultant. Please contact Gary: 209-537-6683 email: [mtsallied@aol.com](mailto:mtsallied@aol.com)

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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](mailto:jkenrick@thecmsa.org).



*Brian Larson is not the first in his family to serve as CMSA Chairman! Brian's father, Ron, accepted the CMSA Chairmanship at the 1987 CMSA Convention in Monterey, California.*



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