

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

Truck Deaths Plunge 20% NHTSA Says 2009 Was Safest Year on Record

By: Sean McNally, *Transport Topics*

WASHINGTON – Highway crash deaths involving large trucks plummeted 20% in 2009 to 3,380, the third straight year it has set a record low, according to the National Highway Traffic Safety Administration.

The decline was the fourth in four years and represented the largest year-to-year drop since such records have been kept. And while overall highway fatalities involving all vehicles also dropped last year, the number involving heavy trucks fell much more sharply.

Federal officials said Sept. 9 that the decline related in part to industry efforts to improve safety, increase enforcement activities and heighten awareness by all drivers on the roads.

Transportation Secretary Ray LaHood said in a press conference that he's been impressed by the focus trucking industry executives and drivers have put on safety, citing his recent trip to American Trucking Associations' National Truck Driving Championships in Columbus, Ohio.

"I was so struck by every owner that I met there and every driver that I met – and I talked to a number of them – and safety really is their No. 1 priority," LaHood said.

"I don't think the driving public who drive on these interstates and other highways in America realizes that these truckers are well-trained and they do take safety as their top priority," LaHood said.

ATA President Bill Graves said the improved fatality numbers were the result of industry vigilance.

"These latest figures illustrate the trucking industry's deep commitment to improving high-

way safety," Graves said in a statement. "ATA will continue to advance its progressive safety agenda in an effort to further this outstanding trend."

NHTSA Administrator David Strickland said the 20% decline in truck-related deaths and the 26% drop in truck driver and passenger fatalities resulted from efforts by the Federal Motor Carrier Safety Administration, as well as the transportation department's other programs to improve enforcement and awareness of safety issues, and from the slow economy.

FMCSA has "done a fantastic job in their inspection process out on the roads, getting out and doing behavioral programs," Strickland said, "and I know they have a couple of rulemakings that are under way which are going to be very significant for the long-term safety of trucks." He added that NHTSA's work with drunken driving, seat-belt use and distracted driving has benefits "for both the non-professional and the professional driver."

FMCSA Administrator Anne Ferro said the decline "shows that ongoing enforcement efforts and our partnerships with state and local law enforcement are making a difference."

FMCSA "will not rest until there are zero commercial truck-related fatalities on our roads. We are committed to using every resource available to strengthen commercial truck safety and save lives," she said.

The agency is close to releasing new proposals on driver hours-of-service, distracted driving and the use of electronic onboard recorders.

According to NHTSA's figures, the number of
(Truck Deaths Plunge continued on page 5)

Chairman's Corner

By: Brian Larson

The month of September was the start of my travel as this year's Chairman. The President of our Association, Steve Weitekamp and I travelled together in mid-

September to three of our CMSA Chapter's dinner meetings held throughout the state.

On September 14th, we travelled to Modesto to attend the Mid-Valley Chapter's dinner meeting organized by Chapter President Sally Bolger of Grace Moving Company. On September 15th, we were in Visalia and attended the Central Valley Chapter's dinner organized by Chapter President Brad Metzner of Jack & Jeff Transfer Co. And on September 16th, we attended the Central Coast Chapter's dinner meeting held in Santa Maria, which was organized by Chapter President Cindy McEwan of International Van Lines.

Throughout that week as Steve and I travelled through the central valley and down to the central coast, we had the opportunity to stop in and visit with a few of our CMSA mover members at their local facilities. It was very encourag-



ing to see and hear from some of our members that they were having a very good moving season and, at the same time, a little discouraging to see and hear that others were struggling to stay afloat during these difficult economic times we continue to face.

The key factor that those companies who were busy and successful had in common was their diversification into the marketplace. Their business mix was coming from many segments, not just one or two. I would encourage all of our members to take a hard look at what assets you currently have and how you can utilize those assets in other traditional and non-traditional businesses that may exist in your local market area. Gather your staff together and brainstorm new business ideas, develop a plan of action, and then aggressively go out and market your services to those new business segments.

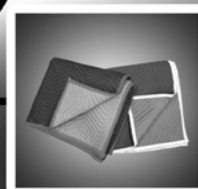
I had a fantastic time in September visiting with some of our mover and associate members and I would like to thank all of you for your warm welcome and hospitality. We have a great Association and I am honored to be a part of it. I encourage all of you to support your local chapter by attending their dinner meetings and fundraising events.



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President's Comments

By: Steve Weitekamp



The month of September was eventful for the CMSA with the start of a new year of chapter meetings as well as positive results for several of the Association's long-term projects. One of the most important issues for our industry over the last several years has been the pending CARB Regulations and the negative impact on the low mileage trucking industry. On the last day of September, CARB staff conducted their latest workshop on the upcoming "On-Road Diesel Truck Regulations." Unlike other workshops this meeting was an opportunity for CARB staff to present their proposed modifications that they will be bringing to the board at the currently scheduled December 16 – 17 meeting. All CMSA members should have already received an email with a review of the most current information regarding proposed CARB regulations.

Highlights of the latest proposal include:

For Vehicles 26,000 GVWR and Under:

No requirements until January 1, 2015

After 1/1/15, every year each truck engine that is 20 years old will need to be "2010 model year emission equivalent."

For Vehicles 26,001 GVWR and Greater:

Requirements begin on January 1, 2012

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CARB states that these changes have cut the cost of the regulation upon the trucking industry by 60%.

CMSA and other interested parties have played a role in the positive changes noted in this latest proposal. While we agree that we have not received all the changes sought, and will continue to work for further modifications, we are none the less gratified that the current proposal addresses many of our concerns.

This month, CMSA is conducting Warehouse Lien seminars in both Southern and Northern California. Once they are completed we will begin selling our new and improved Lien

(President's Comments continued on page 5)

CARB Fined Trucks \$298,700 Last Year for Idling Violations

By: Charlie Morasch, *LandLine Magazine*
(Originally published by Owner Operator Independent Driver Association's publication)

The California Air Resources Board cited nearly 1,000 commercial vehicle drivers for violating the state's five-minute diesel idling limit in 2009, racking up almost \$300,000 in fines.

CARB recently released its enforcement statistics for 2009, including \$7 million tied to its diesel programs, including the idling limit and requirements that reefers and other equipment be retrofitted or replaced.

CARB collected more than \$16 million in penalties in 2009, with nearly \$15 million of that from administrative fines and \$1.6 million from civil litigation. Besides diesel regulations, CARB also enforces a number of car, motorcycle and other gas engine rules.

Cases involving diesel fleet and exhaust retrofits totaled about \$5.9 million.

The full report is available at http://www.arb.ca.gov/enf/reports/2009_enf_rpt.pdf.

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(Truck Deaths Plunge continued from page 1)

truck-crash-related fatalities dropped by 865 in 2009 from a revised total of 4,245 the year before. Truck occupant deaths – fatalities of drivers or passengers – fell by 179 to 503.

Injuries from large truck crashes also were down significantly, falling 26% to 17,000 from the 23,000 reported in 2008.

Overall fatalities from all vehicle crashes fell 9.7% in 2009 to 33,808, the lowest level since DOT began tracking highway deaths in 1950.

LaHood and Strickland both said the fatality declines were even more significant because, despite the recession, overall miles traveled increased slightly. The downtrend led to the lowest rate on record for all highway fatalities, 1.13 for every 100 million miles traveled.

The fatality rate for trucks is not available because the number of truck miles traveled has yet to be calculated. ATA's truck tonnage index consistently showed lower monthly figures in 2009, until December, when it posted a positive comparison.

ATA's Graves cited the federal hours-of-service rules as another reason for the decline.

"Greater rest opportunities for drivers under the 2005 hours-of-service rules and a more cir-

cadian-friendly approach to a driver's work-rest cycle have helped truck drivers achieve these exceptional results," Graves said.

Stephen Keppler, executive director of the Commercial Motor Vehicle Safety Alliance, said he thought the declines are the result of "a major effort to raise awareness about highway safety."

That effort, he said, is in part the result of LaHood's push on distracted driving, which has included national summits to discuss the topic, rules barring commercial drivers from texting and other educational efforts.

"Secretary LaHood has really been upfront on the distracted driving issue, and that's really focused the country's attention on driver behavior and safety," Keppler said.

Beyond that, he said that state law enforcement agencies have continued their efforts, despite the economy, and the "industry has really focused on improving the performance of their drivers."

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(President's Comments cont. from page 3)

Manual. As mentioned in Mark Hegarty's, CMSA's Legal Counsel's column last month, the manual is much expanded from our previous edition and includes new sections that will be of value to any member who has lien related issues. If you haven't taken advantage of the lien seminars this month, be sure and contact our office to purchase a copy of our new and revised manual.

At the American Moving and Storage Association (AMSA) fall board meeting, I had the privilege of signing an agreement, negotiated and approved by the CMSA Board of Directors, to create the CMSA ProMover program. AMSA established and has marketed on a national level the ProMover brand as a name that consumers can rely on when looking for a quality mover. This program will provide CMSA members that wish to participate, and meet certain criteria, the opportunity to market their intrastate

services as CMSA ProMovers. Your Association's Board of Directors is meeting this month and will address the details of implementation of this new program.

**Have you sent us
your Roster Update
form yet?**

**Please complete and
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California First State to Adopt ProMover Program

Consumer Protection Program Broadened to 'Local' Moves



During AMSA's Board meeting, CMSA and AMSA signed the Pro-Mover pilot program agreement.

From left to right, AMSA Chairman Larry Fry of Fry-Wagner Moving & Storage, AMSA Vice President of Compliance Services Dave Hauenstein, and CMSA President Steve Weitekamp.

(ALEXANDRIA, Va.) -- California consumers will soon be the first in the nation to be able to take the guesswork out of choosing a legitimate, professional local mover. Under a pilot program approved this week, intrastate movers in California who pass a six-point background check will be designated as ProMovers and will be authorized to display the ProMover logo on their websites, in their marketing and in other uses.

The ProMover program, administered by the American Moving and Storage Association (AMSA), has been in effect for almost three years for qualified interstate (long distance) movers.

"Now it's time to bring the same level of reassurance to the millions of Americans who only move within a state each year," said Linda Bauer Darr, AMSA president and CEO. "I'm delighted that we are beginning with California."

"We are one of the largest markets for

household goods moves in the country," said Steve Weitekamp, president of the California Moving & Storage Association (CMSA). "The CMSA ProMover program will provide consumers who are moving within our state with an additional level of validation."

The ProMover program was created by AMSA in 2008 to provide an easy way for consumers to avoid con artists posing as legitimate movers, known within the industry as "rogues," but until now has only been available to firms with federal interstate operating authority.

A memorandum of understanding and a licensing agreement between AMSA and CMSA was signed Wednesday during AMSA's annual fall Board of directors meeting in Arlington, VA., and is effective October 1, 2010.

Source: American Moving & Storage Association

Reminder: Don't forget to check out the Calendar of Events for your next Chapter Meeting on page 12.

FMCSA Enforces Rule to Prohibit Texting by Commercial Motor Vehicles Drivers

DEPARTMENT OF TRANSPORTATION
Federal Motor Carrier Safety Administration
49 CFR Parts 383, 384, 390, 391, and 392
[Docket No. FMCSA-2009-0370]
RIN 2126-AB22

Limiting the Use of Wireless Communication Devices

AGENCY: Federal Motor Carrier Safety Administration, DOT.

ACTION: Final rule.

SUMMARY: The Federal Motor Carrier Safety Administration (FMCSA) prohibits texting by commercial motor vehicle (CMV) drivers while operating in interstate commerce and imposes sanctions, including civil penalties and disqualification from operating CMVs in interstate commerce, for drivers who fail to comply with this rule. Additionally, motor carriers are prohibited from requiring or allowing their drivers to engage

in texting while driving. FMCSA amends its commercial driver's license (CDL) regulations to add to the list of disqualifying offenses a conviction under State or local traffic laws or ordinances that prohibit texting by CDL drivers while operating a CMV, including school bus drivers. Recent research commissioned by FMCSA shows that the odds of being involved in a safety-critical event (e.g., crash, near-crash, unintentional lane deviation) is 23.2 times greater for CMV drivers who engage in texting while driving than for those who do not. This rulemaking increases safety on the Nation's highways by reducing the prevalence of or preventing certain truck- and bus-related crashes, fatalities, and injuries associated with distracted driving.

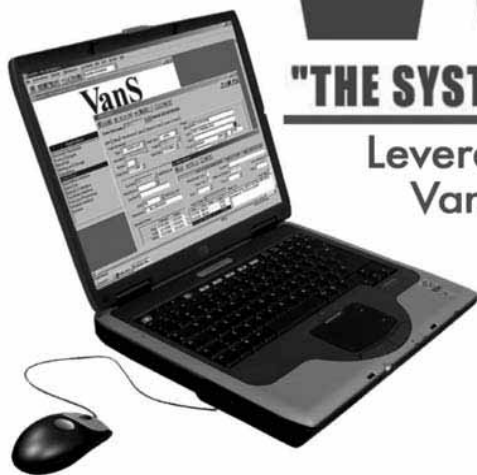
DATES: The final rule is effective October 27, 2010.

Source: Federal Motor Carrier Safety Administration (FMCSA), www.fmcsa.dot.gov

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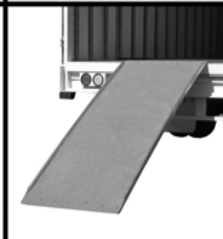
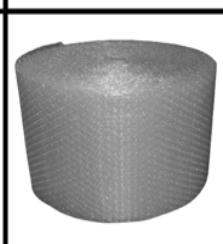
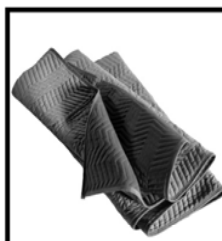
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Governor Schwarzenegger Signs CARB Enforcement Reforms into Law, Announces CERT

--SB1402 passed both Senate and Assembly with unanimous, bipartisan support--

Alexandria, VA – September 30, 2010 - Californians for Enforcement Reform and Transparency (CERT) today announced that on September 28, 2010, Governor Schwarzenegger signed SB1402 into law. SB1402 immediately requires the California Air Resources Board's (CARB) enforcement program to be transparent, consistent and fair. CERT members applaud the Governor for signing this good government bill into law.

Former CARB Chairman and CERT member, John Dunlap, said, "We're glad to see the bill signed so quickly and look forward to working with CARB to implement this bill. These reforms will help change the perception that CARB's penalties are arbitrary and inconsistent, which will help restore the faith of the California business community."

CERT is a diverse group of industries and

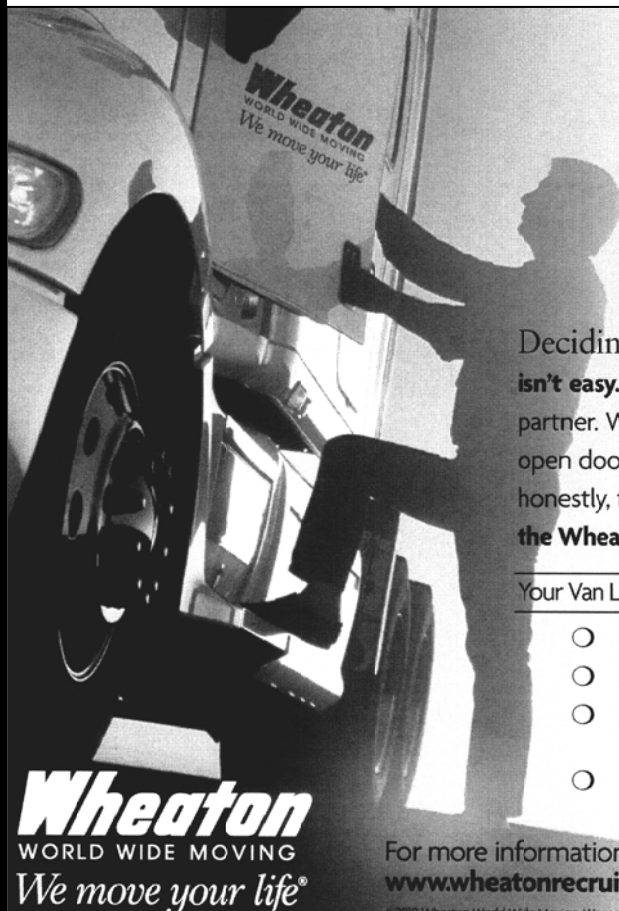
trade associations with the goal of working cooperatively with CARB to enhance its compliance and enforcement programs.

Senator Dutton, the incoming Republican Senate leader who drafted and sponsored the legislation, stated, "CARB holds businesses accountable when they violate the California regulations they oversee. The problem is that there was nothing that held CARB accountable in how the penalties were determined or the reason for the violation. This important piece of legislation is a significant step in the right direction in showing the business community that the State of California is willing to work with

them."

CARB is charged with attaining and maintaining air quality standards in the State of

(CERT Reforms continued on page 10)



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(CERT Reforms continued from page 9)

California, which includes the enforcement of air quality standards. Currently, it is not clear whether and how CARB applies criteria or policies when it assesses penalties. This resulted in a subjective, ad hoc enforcement program that did not clearly or consistently distinguish serious violations that harm air quality from minor administrative glitches.

With the exception of a formal penalty policy, which CARB is required to publish by March 1, 2011, SB1402 takes effect immediately. The new rules will require CARB to:

provide a clear explanation of how penalties are assessed on a per-unit basis, develop a written, consistent penalty policy that ensures the largest penalties are imposed on serious violations that adversely impact air quality (*due March 2011*), and report those penalties to the Legislature annually.

For more information on CERT and its positions, go to www.certreform.org.

Members of CERT are: American Home Furnishing Alliance; California Chapter of the

American Fence Contractors Association; California Dump Truck Owner Association; California Motorcycle Dealers Association; **California Moving and Storage Association**; California Retailers Association; Construction Industry Air Quality Coalition; Engineering Contractors Association; Flasher/Barricade Association; Independent Waste Oil Collectors and Transporters; Marine Builders Association; Moving and Storage Association; National Marine Manufacturers Association; Outdoor Power Equipment Institute; Sand Car Manufacturers Association; Southern California Contractors Association; California Manufacturers and Technology Association.

Source: Californians For Enforcement Reform and Transparency (CERT)



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Monterey Bay Chapter's 8th Annual Bocce & Golf Tournament

The Monterey Bay Chapter held its 8th Annual Golf and Bocce Tournament Fund-raiser benefiting the CMSA Scholarship fund and the Special Olympics on Friday October 1, 2010 in Monterey.

Twenty-eight golfers enjoyed a beautiful, sun-filled day on Del Monte Golf Course on Pebble Beach Co. property. The golfers also enjoyed a special treat provided by the USAF Thunderbirds, performing in the skies overhead in preparation for the California Air Show on Saturday.

Congratulations to our first place low-net golf team of Bruce Meyers (**CDS Moving Equipment**), Steve Barnard (**Wheaton Worldwide**), Dick Casas (**Wiley Transfer**), and Jake Moreno (**Graebel Van Lines**).

Later that evening, 91 people attended the Bocce Tournament, which included an Italian-style buffet dinner at the luxurious Intercontinental Clement Monterey-- a beautiful waterfront hotel on historic Cannery Row.

The night concluded with an exciting Bocce game between the final two teams. Trophies were awarded to both the first and second place winners. Congratulations to the winning Bocce team of Samantha Weitekamp, Nina Cardinale,



2010 First Place Bocce Champions include (top row) Dorey Cardinale, Vince Cardinale, (bottom row) Samantha Weitekamp and Nina Cardinale.



2010 Second Place Winners include (from left to right) Gus Cano, Gilda Cano, Claret Fitch and Rick Hosea.

Dorey Cardinale and Vince Cardinale. Congratulations also to the second place winners of Rick Hosea, Claret Fitch, Gus Cano and Gilda Cano.

A great time was had by a very enthusiastic crowd. A special thank you goes out to our event sponsors **CDS Moving Equipment**, **Pioneer Packaging**, and **Paul Hanson Partners**.

Please mark your calendars and save the date for next year's fund-raiser: September 30, 2011. We hope to see even more of you in attendance next year for our 9th annual event in beautiful Monterey!

Source: Vince Cardinale, Cardinale Moving & Storage, Inc.

CALENDAR OF EVENTS



| | | | |
|----------------------|---|----------------------|---|
| Oct. 19th, Tuesday | Warehouse Lien Manual Workshop (Pleasanton) | Nov. 10th, Wednesday | San Diego Chapter Meeting |
| Oct. 19th, Tuesday | Northern Region Chapter Meeting | Nov. 11th, Thursday | Orange County/Beach Cities Chapter Meeting |
| Oct. 20th, Wednesday | North Bay Chapter Meeting | Nov. 16th, Tuesday | Mid Valley Chapter Meeting |
| Oct. 21st, Thursday | Sacramento Chapter Meeting | Nov. 17th, Wednesday | Monterey Bay Chapter Meeting |
| Oct. 26th, Tuesday | Los Angeles Chapter Meeting | Dec. 11th, Saturday | No. Region Crab Feed Fundraiser |
| Nov. 5th, Friday | Orange County Golf Tournament Fundraiser | March 18th, Friday | Sacramento Golf Tournament Fundraiser |
| Nov. 9th, Tuesday | Twin Counties Chapter Meeting | April 12-17th, 2011 | CMSA's 93rd Annual Convention in La Jolla, CA |

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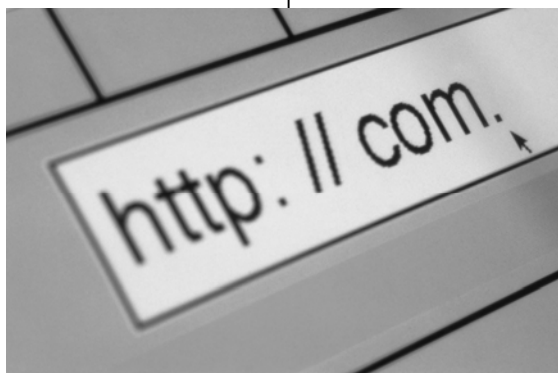
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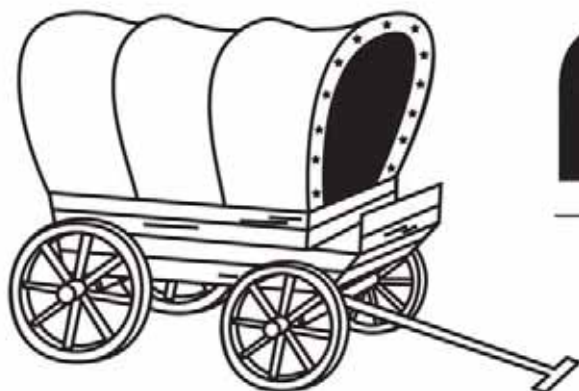
By: SharedHR Staff

In a landmark case, the Federal Trade Commission (FTC) recently announced a settlement with a public relations agency whose employees posted deceptive "favorable" reviews about products within iTunes. The FTC became involved when it was reported that the agency was actively engaged to represent certain online games and had employees post endorsements on a public rating forum. According to a recent publication by the law firm Seyfarth Shaw, this is the first enforcement action under the FTC's new endorsement guidelines, recently updated to apply to social media, reviews, and blogging. These guidelines make it clear that employers can be held responsible for "encouraging" potentially misrepresentative conduct of their employees online.



Many observers of online endorsement or rating systems (such as Trip Advisor), have long been concerned that self-serving, if not outright fraudulent, postings can occur designed to mislead the consuming public. The new FTC guidelines require that any blogger or online poster (anything sent or received over the internet basically is covered by the FTC) must disclose any connection between the endorser and the manufacturer or marketer of the product or service that might affect how people evaluate the review. Therefore, any person or entity that receives compensation for promoting a product or service, or is even a client of that product or service, is required under FTC guidelines to disclose that relationship. The FTC recognizes that disclosures can be difficult on media such as Twitter or

(Employee Conduct continued on page 14)



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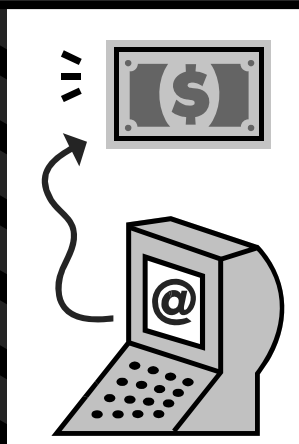
(Employee Conduct continued from page 13)

Facebook, however, the guidelines provide examples such as "Company X gave me this product to try" or writing "Sponsor" or "Paid" on a tweet.

Deceptive Advertising

The essence of the case was an allegation by the FTC that the public relations agency engaged in deceptive advertising by "encouraging" employees to pose as ordinary consumers making statements about a particular game in the online iTunes store. No disclosure was made

that the reviewers were working for the public relations firm. These standards apply to an originator of a product or service. In a recent case, the New York Attorney General filed an action against a



cosmetic surgery firm that required employees to post false postings about the firm's services.

Significance

Heretofore, there has been virtually no enforcement of rules on the Internet and, the Web has a long way to go to reach "credibility" in terms of postings and blogs. Social media networks are similarly suspect in terms of the authenticity of the information presented. These guidelines by the FTC, and their recent enforcement action, should cause employers to take notice of a new potential area of liability.

This ruling, along with other changes in communications and devices has prompted SharedHR to modify its electronic media and communications policy. If you are interested in this policy or would like more information on this topic, please contact SharedHR at (800) 886-9478.

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Achieving Greatness: The Value of Association

By: Don Yaeger, Inspirational Speaker

Association leaders and corporate executives have long recognized that great lessons – lessons in leadership, team building, handling adversity, and managing success – can be learned from their peers in the world of sports.

This explains why some of the most sought after public speakers at corporate events are sports greats – Miami Heat President Pat Riley, Duke basketball coach Mike Krzyewski, former Pittsburgh Steeler running back Rock Bleier and former LSU basketball coach Dale Brown are among the most popular speakers on the circuit. The lessons they teach and exhibit in their world

translate perfectly into yours.

In my 20-plus years as a writer for *Sports Illustrated* and author of more than a dozen books, I have been blessed to spend hours interviewing great winners like Riley, Krzyewski, basketball legend Michael Jordan and Hall of Fame running back Walter Payton.

Some of the best lessons I have learned, however, have come at the foot of the greatest winner of them all, the late John Wooden, former UCLA basketball coach and winner of unprecedented 10 NCAA championships. Wooden also was an oft-tapped corporate consultant on the subject of leadership.

(Achieving Greatness cont. on page 16)



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(Achieving Greatness cont. from page 15)

Before Wooden's passing, I often traveled to Los Angeles to talk with him about Greatness and the traits of those who have achieved it. One characteristic he was passionate about was that the truly "great" understand that value of association. They know they can only become great if they surround themselves with others who are headed in that direction.

Just a couple of years ago, the then 97-year-old Wooden, his mind sharp as any 30-year-old I had met, got a twinkle in his eyes when he told me he had a story to share, one I would enjoy sharing with others.

"Many people, when they ask me about coaching great players, always ask me about my two most famous centers, Lew Alcindor (who became Kareem Abdul-Jabaar) and Bill Walton," the coach said, "But one of the greatest I have ever coached is a player many wouldn't suspect. It was Swen Nater."

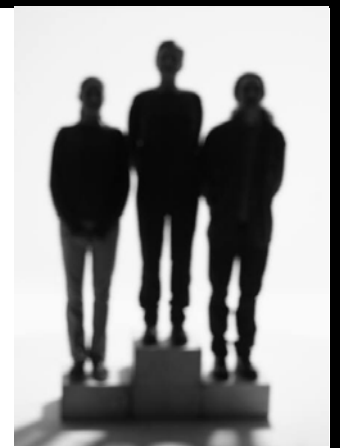
I think Coach enjoyed the look of surprise on my face. I remembered Nater, but just barely. What I remembered was that he was cut from his high school basketball team because, even at 6-foot-11, he was too clumsy to offer the

team any value. He didn't give up, though, and several years later made a community college team. He became talented enough that several four-year colleges offered him scholarships.

At the time, UCLA and Wooden were in the middle of one of the most spectacular runs in all of sports, winning seven of eight national championships. Alcindor had graduated, but Wooden had a new center, Walton, who he thought might be even better.

Nater's community college coach asked Wooden to consider his player. "I was told he could, at the very least, be a great practice opponent for Walton," Wooden recalled. "So I spoke with Swen. I was honest. I told him he could go to a small school and play all the minutes he wanted, or he could come to UCLA, where he likely would never start a game, but where he could play against the best center in the country every day. That's the best I could

(Achieving Greatness cont. on page 17)



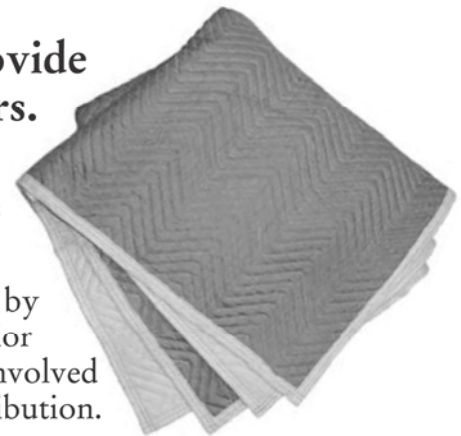
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(Achieving Greatness cont. from page 16)

offer him.”

Nater didn't flinch. He accepted the opportunity and, as Wooden had promised, he didn't start a single game at UCLA.

“Swen understood that to become the best he needed to associate himself with the best he could find,” Wooden said. “There was no better than Bill Walton.”

Or John Wooden.

When his three years at UCLA were complete, Nater had been part of a team that won a record-breaking 88 straight games and had played for three more national championships – all as Walton's backup.

Nater then made history when he became the first player selected in the first round of the professional basketball draft without ever starting a college game. He played 12 years professionally and now is a senior executive in the corporate offices of COSTCO. His career “is absolutely and directly the result of having made the decision to associate myself with folks who were the very best,” Nater told me. “I learned that you are who you associate yourself with.”

Coach Wooden was succinct: “Mark these

words... You will never out-perform your inner circle. If you want to achieve more, the first thing you should do is improve your inner circle.”

At its core, that is exactly why associations hold annual events. Those conventions are a member's opportunity to improve his or her inner circle, to learn and associate with the very best.

Like Swen Nater, I hope that each of you have identified those in your profession from whom you could learn, those who share your passion for greatness. Then, while attending your state or national conferences, introduce yourself, spend time asking and learning what it is they do that makes them successful. These lessons are often transferable.

Then take the lessons home with you. Make your aspirations known to your staff and your membership because they want to associate themselves with greatness, too. You'll be amazed by what you can achieve when you surround yourselves with those headed in the same direction.

At each of these steps you'll understand why John Wooden agreed that the value of association is one of the most significant traits of greatness.



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Rogue (Fake) Anti-Virus Software: How to Spot It & Avoid It?

Your PC May Be Infected!

Click [here](#) to clean it!

Have you seen this advertisement or similar pop-up messages? A free PC scan or an offer to clean your computer of supposedly infected files are often attempts by malevolent persons or organizations to install malicious software (malware) such as a Trojan horse, keylogger, or spyware. Such software is referred to as rogue (fake) anti-virus malware.

How can my system get infected?

The primary way rogue anti-virus software gets on your system is the result of you clicking on a malicious link in an advertisement or similar pop-up message. The wording contained in the advertisement is usually something alarming, designed to get your attention and attempt to convince you to scan your PC or clean it immediately with the offered tool. The names of

the fake programs sound legitimate, and often, in a further attempt to make the malware appear legitimate, the programs may prompt you to pay for an annual subscription to the service.

Any kind of website could host ads for rogue anti-virus: news sites, sports pages, and social networking sites as well as "riskier" sites such as hacker blogs. Some varieties of rogue anti-virus programs will also get installed on your machine just by you visiting a website with a malicious ad or code, and you might never know you've been impacted.

Won't my valid anti-virus and anti-spyware program protect my computer?

Though good anti-virus and anti-spyware programs will protect against many threats, they cannot protect against all malware threats, especially the newest ones. There are millions of different versions of malware, with hundreds more being created and used every day. It may take a day, a week, or even longer for anti-virus

(Rogue Anti-Virus continued on page 19)



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(Rogue Anti-Virus continued from page 18)

companies to develop and distribute an update to detect and clean the newest malware.

What can rogue anti-virus software do to my computer?

Just about anything, especially if you are using administrative-level access when using your computer. Rogue anti-virus software might perform many activities, including installing files to monitor your computer use or steal credentials,



installing backdoor programs, or adding your computer to a botnet. The malware might even use your computer as a vehicle for compromising other systems in your home or workplace network.

Rogue anti-virus software can also modify systems files and registry entries so that even when you clean off some infected files or registry

keys others might remain, or even allow the infections to be restored and active again after your system is rebooted. For example, one recent rogue anti-virus program reportedly installed several malicious Trojan files, and also made over two-dozen different changes to ensure that the malware stayed on the system and stayed running. This type of malware also often blocks access to valid security sites (anti-virus and anti-spyware companies, and operating system and application update sites) so that you won't be able to patch or clean your system by visiting those valid sites.

What can I do to protect my computer?

Don't click on pop-up ads that advertise anti-virus or anti-spyware programs. Even though pop-up ads are used for valid advertising they can also be used for malicious purposes, like getting you to install fake security programs. If you are interested in a security product, search for it and visit its homepage, don't get to

(Rogue Anti-Virus continued on page 20)

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. Call Brianna Wahlstrom at (562) 865-2900 to place your advertisement.

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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.

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Moving and Storage company for sale, 27 years in business, 4 trucks, 2 forklifts, 150 vaults, 5,000 sq. ft. building. Contact Steve: (559) 676-2707

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Moving company for sale. 25 years in Hemet, Ca. 3 trucks and misc. Moving equipment. Affiliated with major van line. Contact Jim Vincent @ Hemet Moving (951) 929-3004.

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(Rogue Anti-Virus continued from page 19)

it through a pop-up ad.

Use and regularly update firewalls, anti-virus, and anti-spyware programs. It is very important to use and keep these programs updated regularly so they can protect your computer against the most recent threats. If possible, update them automatically at least daily.

Properly configure and patch operating systems, browsers, and other software programs. Keep your system and programs updated and patched so that your computer will not be exposed to known vulnerabilities and attacks.

Turn off ActiveX and Scripting, or prompt for their use. ActiveX controls are small programs or animations that are downloaded or embedded in web pages, which will typically enhance functionality and user experience. Many types of malware can infect your computer when you simply visit a compromised site and allow anything to run from the website, such as ads. Turning off ActiveX and Scripting can help protect your computer if you inadvertently browse to or are unwillingly redirected to a mali-

cious site. (You can limit the functionality of your Internet browser through its configuration choices, but be sure to look for a guide if you are unfamiliar with how to limit scripting and active content-see below for resources.)

Keep backups of important files. Sometimes cleaning infections can be very easy; sometimes they can be very difficult. You may find that an infection has affected your computer so much that the operating system and applications need to be reinstalled. In cases like this, it is best to have your important data backed up already so you can restore your system without fear of losing your data.

Regularly scan and clean your computer. If your organization already has configured this on your computer, do not disable it. If you need to scan your computer yourself, schedule regular scans in your programs. Also, several trusted anti-virus and anti-spyware vendors offer free scans and cleaning. Access these types of services from reputable companies and from their webpage, not from an unexpected pop-up.

Source: Office of Information Security, <http://www.cio.ca.gov/ois/>



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| (Note corrections or additions in <u>any</u> public scale listing in current ROSTER on page 2.) | | | |
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