

# *The Communicator*

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

## **CMSA Initiates Intrastate ProMover Program**

As reviewed in the October Communicator, the CMSA ProMover program agreement has been approved by the CMSA Board of Directors and signed by both AMSA President Larry Fry and CMSA President Steve Weitekamp on September 23, 2010. The goal of the program is to provide an opportunity for CMSA member companies to participate in an intrastate ProMover program to the benefit of consumers for local, intrastate shipments. The CMSA ProMover logo will symbolize to consumers that participating movers observe high professional standards and provide quality service. As part of the agreement, AMSA will provide marketing resources to CMSA members who participate in the ProMover program.

The program would provide another standard of quality service for customers to review when deciding on a company for their moving needs. Many consumers are distrustful of movers in our industry due to the increase of online rogue operators swindling consumers out of their money and legitimate moving companies out of possible customers. The CMSA ProMover program can be a positive force for change in the perception of the California consumer. Customers can use this program as another resource to find legitimate moving companies and know that their personal belongings are in good hands. In turn, program participants can use the CMSA ProMover logo to promote their dedication to excellent service to their customers.

Good service beats cheap Internet quotes for moving jobs every time.

Once licensed as CMSA ProMovers, members will be able to use the program logo and other materials for marketing purposes. The logo can be printed on company forms and on websites. When the link is posted on their sites, members must enable the logo's hyper-link function to link back to the CMSA website. Member companies must also disable the logo's copy feature to reduce unauthorized use of it. CMSA Pro-

Movers are prohibited from altering and/or selling, sublicensing, assigning, transferring, or otherwise distributing the logo to any other party.

As said before, the CMSA ProMover logo is used for the promotion of intrastate shipments only; the promotion of interstate shipments using the program logo is expressly prohibited. CMSA members who participate in the national ProMover program can market that program logo for interstate shipments.

Members designated as CMSA ProMovers will have the benefit of accessing promotional tools for business growth. Specifically, AMSA will allow members access to the ProMover media toolkit, sample news releases, letters-to-the-editor and Op/Ed articles, PowerPoint presentations for use with civic groups, printed and electronic promotional material, ProMover content for CMSA website and guidance for and assistance in dealing with the



*(CMSA ProMover continued on page 6)*

## Chairman's Corner

By: Brian Larson

The CMSA Board of Directors Yearly Fall Board Meeting was held October 15<sup>th</sup> through 17<sup>th</sup> at John Ascuaga's Nugget in Sparks, Nevada. This is a beautiful casino resort property conveniently located near Reno and Lake Tahoe and it is also the site of the CMSA's 2012 Convention.

On Friday, October 15<sup>th</sup>, the Executive Committee met in the early afternoon for a brief time prior to the Board meeting to discuss the Board agenda and other upcoming CMSA business.

The Board Meeting was called to order at about 3:00 p.m. Friday afternoon with a short agenda discussion and we then moved on with the CMSA Committee Reports.

The Insurance Committee Report chair Dave Askew, introduced Lisa Paul of Paul Hanson Partners who reported on the continued success of the CMSA sponsored group workers' compensation plan. The plan is now in its 19<sup>th</sup> year and is the longest running and largest group plan available to movers in California.



Dave Askew then introduced Mark Raby of Barlocker Insurance Group who reported that the CMSA sponsored Health and Accident Program continues to have successful growth and is of great value to all of our members.

Our CMSA Secretary/Treasurer, Rick Hosea then went on to report on the CMSA Financials. The Financials of our Association continue to be strong and we are well positioned for the future.

The Government Affairs Committee chair Jim Weiant reported to the Board on the CARB staff's proposed changes to the Truck Rule and a status report from Clean Fleets. Jim also updated the Board on the status of the Mover's Voice Assessment, reporting no assessment has been made due to the continued strength of the CMSA financials.

Our CMSA Vice-Chairman and Membership Committee chair Dennis Doody then reported on the Membership Committee. Dennis gave the Board an update on the new CMSA Warehouse Lien manual, the new ProMover CA Pilot Program, the new CMSA Membership Promotion Flyer and the new e-waste program called "Ecollective" being offered to CMSA members by ECS Refining.

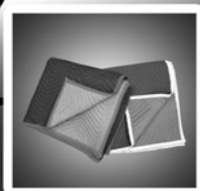
*(Chairman's Corner continued on page 9)*



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## **President's Comments**

By: Steve Weitekamp



Few would argue with the proposition that the Internet has changed the way that products and services are marketed and sold. The process continues to evolve and broaden with ever-more platforms and users searching for information. While many established businesses believe, and this author agrees, that the Internet is an imperfect tool for selecting a very personal service such as moving, more and more consumer searches begin and end with their computers.

Web-based consumer resource sites such as Yahoo local, Yelp, and Angie's List just to name a few, as well as blogs by self-anointed experts, provide consumers with information (which is generally unfiltered or validated) that many use as the basis for selecting a mover. Questions arise as to how a consumer can cut through the noise of so many voices to find a quality mover? Additionally and generally not given an appropriate weighting in the decision making process, is the important question of which recommendations/critics are valid and which are fabrications designed to inflate or, in some cases, even malign the reputation of the mover?

How can we educate the consumer to avoid entities, frequently brokers and generally not in the local market, that pop up when a consumer types in the name of a community looking for a local business to provide service?

Using a consumer resource site to search for a mover in my community, I was given a list of about half a dozen companies, only one of which I had actually seen in my city. The problem is that I am knowledgeable and am constantly looking for movers. The average consumer would have no idea that most of the companies listed in this search (one of whom is listed as having my city's name as a part of their company name) are probably marketing themselves as local movers in many communities in which they have no presence.

There is much more that can and will be said about this process. After our members have had the opportunity to review this issue, I am going to post this column on the CMSA Facebook Fan-page. Education about Internet scams is a long process but we need to ensure that our voices are heard.

## CALENDAR OF EVENTS

Dec. 8th, Wednesday	Ventura Chapter Meeting
Dec. 9th, Thursday	No. Region Crab Feed Fund-raiser
Dec. 9th, Thursday	LA & OC Joint Chapter Meeting
Jan. 12th, Wednesday	San Diego Chapter Meeting
Feb. 9th, Wednesday	Greater Los Angeles Chapter Meeting
March 16th, Wednesday	San Diego Golf Tournament
March 18th, Friday	Sacramento Golf Tournament
March 20th, Sunday	Greater Los Angeles Day at the Races
April 12-17th, 2011	CMSA's 93rd Annual Convention in La Jolla, CA

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# CMSA Conducts Warehouse's Lien Manual Workshop

CMSA held its Warehouse's Lien Manual Workshops on Tuesday, October 12, 2010 and Tuesday, October 19, 2010 in Long Beach and Pleasanton, respectively. CMSA was pleased to see strong attendance for both workshops.

During the morning session, CMSA's Legal Counsel Mark Hegarty reviewed the basics of what rights are protected by the warehouse's lien for moving companies. He explained which persons have a legal right to the goods and under what circumstances others besides the depositor has a legal claim to the goods. Besides the protections covered under a warehouse's lien, Hegarty also described the necessary steps to foreclose a warehouse's lien while pointing out the revised documents that need to be sent to customers beforehand. Wrapping up the morning session, John Cardoza of Storage Auction Experts and Thomas Hayward from Thomas Hayward Auctioneers gave their own presentations of what to expect when enforcing a warehouse's lien.

In the afternoon, Hegarty delved into the specifics of the newly revised warehouse's lien rights manual. He explained the different circumstances moving companies must know to follow the standard enforcement protocol or to deal with unusual circumstances. Hegarty also talked about what to do in the event the original depositor is deceased, and what party is now



*Above, Mark Hegarty is reviewing the basic points of enforcing warehouse's lien with attendees.*

responsible for household goods in storage accounts.

He explained to the attendees the protocol to follow for servicemembers' storage while they were on active duty. People on active duty are protected from adverse consequences to their legal rights while serving in the armed forces under the Servicemembers Civil Relief Act of 2003. Hegarty explains the procedure to follow in the warehouse's best interest on these storage accounts as this act affects the way in which a warehouse's lien is enforced normally.

If you missed the workshop and would like a copy of the warehouse's lien rights manual, call our office at (562) 865-2900.



*John Cardoza (left) of Storage Auction Experts and Thomas Hayward (right) of Thomas Hayward Auctioneers give their presentations at the workshop.*

**Want to purchase  
the Lien Manual?**

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**Find the order form  
on our website at  
[www.thecmsa.org](http://www.thecmsa.org)!**

*(CMSA ProMover cont. from page 1)*

news media. The CMSA ProMover Pilot program will also be included in the annual *May is National Moving Month* promotional effort. On the Moving.org website, AMSA will place a link for each program participant on the ProMover section to the CMSA website.

In order to qualify for the program, members must observe the regulations of the California Public Utilities Commission (CPUC). Below are the requirements that all CMSA ProMovers must meet:

- A satisfactory ("C" rating or better) Better Business Bureau (BBB) status
- Current membership in good-standing with the California Moving & Storage Association
- A review of applicant's website with no improper use of CMSA or AMSA logos or

advertising without proper authority from either the CPUC or, in the case of interstate moves, the Federal Motor Carrier Safety Administration (FMCSA)

- Internet search results of the company and its principals' professional behavior should meet CMSA's expectations of high quality service

Along with adhering to CPUC regulations, members must follow best practices in dealing with their customers. The following criteria are the agreed standards of the CMSA ProMover Program:

- **Advertising.** Communicate with the public through fair and accurate advertisements regarding the services that may be performed and the charges that will be assessed. In addition, carriers must include

*(CMSA ProMover continued on page 7)*

## Former CMSA Chairman Passes Away



Clifford Ludvig Bangsund was born in Duluth, Minnesota, on June 10, 1919, to Petter Albert and Lovise Kristine (Nilsen) Bangsund. He graduated from Duluth Central High School in 1936 and, in 1945, from the University of Washington (Seattle) where he

met his future wife, Leona.

On June 29, 1945, Cliff and Leona were married. Sons Jim (San Jose, California) and Dave (Portland, Oregon) were born in 1947 and 1949 in Washington; daughter Luann (Redlands, California) was born in 1952 after their move to California.

During 1952, he began to work for Republic Van Lines in Los Angeles, California. The next year, he was sent to San Bernardino, California, to begin a startup agency for Republic: Inland Moving and Storage. Cliff worked as the president of Inland until his retirement in 1980, building a second set of warehouses in San Bernar-

dino and a third in Riverside, California. In 1973, he was elected chairman of the California Moving and Storage Association. Cliff was also an active member of the Kiwanis Club and, during his time in San Bernardino, was involved with the Arrowhead District Committee (California Inland Empire Council) of the Boy Scouts of America.

In 2003, Cliff's first wife Leona passed away after 58 wonderful years of marriage. In 2005, he married Eloise Beckett at Carlsbad by the Sea and they were given the gift of four more years of marriage until she passed away in 2009.

Cliff passed away peacefully on Tuesday morning, October 19, 2010, at his residence at Carlsbad by the Sea surrounded by his family. A memorial service will be held at 10:00 a.m. on November 20 at King of Kings Lutheran Church, 2993 MacDonald St., Oceanside, California. Cliff was the last of four brothers and three sisters, and is survived by two sons, a daughter, five grandchildren, three great grandchildren, and many loving nieces and nephews and their children. "Blessed are the dead who die in the Lord" (Revelation 14:13).

(CMSA ProMover continued from page 6)

their Cal-T number in all advertising (including Yellow Pages and Internet) as required by the State of California.

- **Inform Customers Regarding Liability for Loss or Damage to their Goods.**

Prior to the move, provide the customer with information that explains the extent of liability provided for loss or damage to their goods, the valuation levels available, including any limitations of liability that may be applicable, and the costs associated with any level of increased liability.

- **Provide Estimates of Cost.** Customers should be given an accurate estimate that describes the shipment and an Agreement for Moving Services that includes a Not to Exceed Price of all services requested.

- **Fulfillment of Service Arrangements.** Make reasonable efforts to fulfill the arrangements made for servicing a shipment, including the performance of pickup and delivery on the dates shown in the Agreement for Moving Services. Keep customers advised of any service delays

and to provide them with information as to when service may be expected to be performed.

In addition to consumer-oriented business practices, CMSA members must agree to observe the CMSA Code of Ethics and uphold the terms and conditions of the CMSA Bylaws.

To keep the integrity of the program and its participants, CMSA will conduct an annual review of all ProMover participants to determine if they continue to meet the qualifications of the program. CMSA will conduct reviews on an as-needed basis to determine continued participation of the program if customer claims and complaints of ProMover carriers demonstrates a pattern of abuse and/or loss of required operating authority or unsatisfactory BBB ratings.

For mover companies who are members of both CMSA and AMSA, the program licensing fee is \$200 per year. For companies who are CMSA members only will pay the program licensing fee of \$290 per year. The CMSA ProMover Membership application will be available on our website, [www.thecmsa.org](http://www.thecmsa.org). Applications are due December 31, 2010. If you have any questions or concerns, contact our office at (562) 865-2900.

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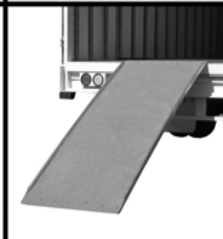
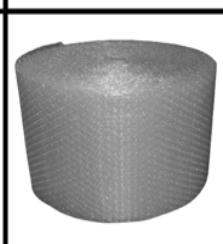
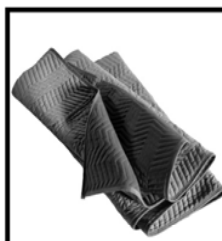
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**(Chairman's Corner continued from page 2)**

CMSA manager Renee Hifumi was then introduced and gave a report to the Board on each of the proposed convention sites for the 2013 CMSA Convention. This concluded the Friday portion of the Board Meetings and we adjourned until Saturday morning.

A fantastic reception dinner was held Friday night at the Nugget for all the Board members. Many thanks to our event sponsors; reception sponsors Barlocker Insurance Group and CDS Moving Equipment, and dinner sponsor Paul Hanson Partners.

Saturday morning found us all up early and continuing on with the Board Meeting with a report on Military Affairs by the committee chair and former Chairman, Mark Andersen. Mark went on to report on the current status of DP3 and informed the Board on a letter that CMSA sent to the SDDC regarding DP3.

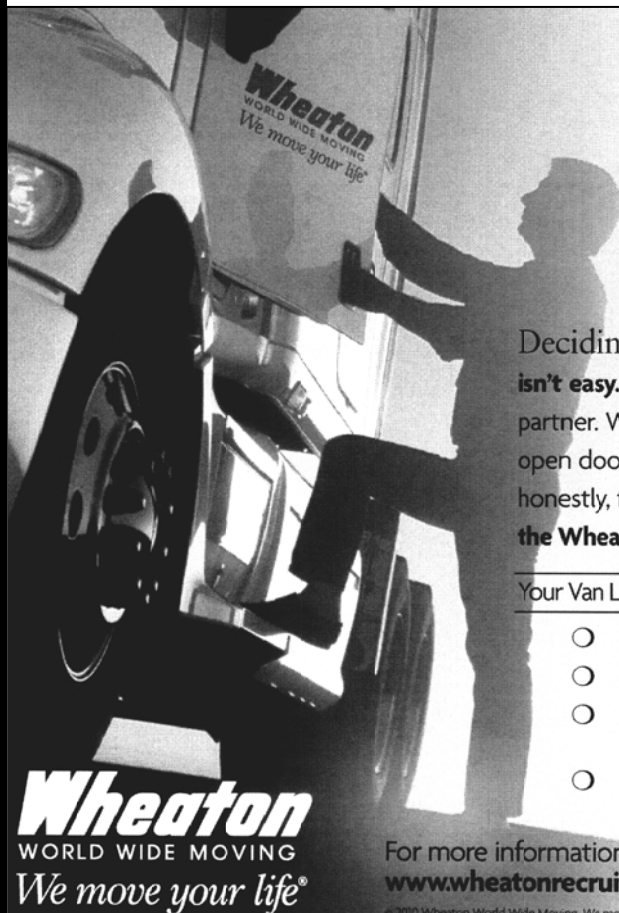
The Associate Member Committee Chair, Mitch Snelson then updated the Board on the business being conducted by our Associate Members and the support they continue to provide to all of the CMSA mover members.

Next we were on to Old and New Business.

With no Old Business to report on, the Board got right in to some New Business. A new Logo for our ProMover CA Pilot Program was selected. New Truck Decals for both the CMSA and the new ProMover CA Pilot Program will be developed and offered for sale to CMSA members in the near future. And finally, the Board had a decisive vote on the 2013 CMSA Convention site. The 95<sup>th</sup> Annual CMSA Convention for 2013 will be at Fess Parker's Double Tree Resort in Santa Barbara. The Board Meeting was then adjourned.

Saturday afternoon the Board hopped on a shuttle to The Legends at Sparks Marina for some optional activities that included shopping at the Outlet Mall, a great Board Bowling Tournament at the Rack & Pinz Draft house that was organized by Pat and Jill Longo, and dinner at Jazz, A Louisiana Kitchen.

I want to thank all of our Board Members for their attendance and our Sponsors, volunteers, and our great CMSA staff and President for all their time attending and organizing this event. A great time was had by everyone!



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**DEADLINE IS FEBRUARY 18, 2011**

# **CMSA College Scholarship 2011**

CMSA will offer \$2,000 scholarships to students who will be enrolled in an undergraduate program at an accredited college, university, or community college during the 2011-2012 academic school year. Applicants are not limited to any particular field of study.

Each individual must obtain and complete the required documents listed below and submit them to be received no later than 4 p.m. on **February 18, 2011** to: CMSA, 10900 E. 183<sup>rd</sup> St., #300, Cerritos, CA 90703 or fax to: (562) 865-2944. Winners will be notified by **March 25, 2011**. The awards recognition will take place at the CMSA's 93<sup>rd</sup> Annual Convention at the Hilton La Jolla Torrey Pines in La Jolla, CA during the Scholarship Awards Luncheon, **April 16, 2011**.

## **Application Requirements:**

- 1) Completed scholarship application form.
- 2) Résumé.
- 3) Two letters of recommendation. Whenever possible, letters should be typewritten. One letter from a teacher/professor, a counselor, or school administrator, and one letter from a community business member (not family).
- 4) A copy of your most recent transcript/report card.
- 5) Completed essay of 500-1000 words addressing the following topic:

***Mahatma Gandhi once said: "Be the change that you wish to see in the world." What changes would you make to yourself to change the world?***

## **Eligibility Requirements:**

- \* Student **MUST** be a California resident; employee or child/grandchild of a CMSA mover or associate member company with an **ACTIVE** membership status and no outstanding balance.
- \* High school students must have a minimum high school G.P.A. of 3.0.
- \* College students must show proof of enrollment and minimum cumulative G.P.A. of 2.0.
- \* Student must be enrolled in an undergraduate program at an accredited four-year college, university, or community college during the 2011-2012 academic school year.

## **Criteria for Selection:**

Upon meeting the minimum eligibility requirements, scholarship recipients will be selected upon the quality and excellence of the essay.

CMSA scholarship awards will be mailed directly to the recipient in the name of the college or university for use during the 2011-2012 academic school year only.

*If you have any questions, please call the CMSA office at (562) 865-2900.*

## **2011 CMSA Scholarship Application**

Name: \_\_\_\_\_  
                    Last                      First                      Middle

Home Address: \_\_\_\_\_  
                    Street                      City, State, Zip

Telephone Number: (\_\_\_\_) \_\_\_\_\_ Cell Number: (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of School Currently Attending: \_\_\_\_\_

Expected College Graduation Date: \_\_\_\_\_

Name of Employer or Parent/Grandparent (Sponsor) Associated with CMSA:

\_\_\_\_\_  
Name of company: \_\_\_\_\_ Position: \_\_\_\_\_

Address of company: \_\_\_\_\_  
                    Street                      City, State, Zip

CAL-T Permit number (if applicable): \_\_\_\_\_

Sponsor's Signature: \_\_\_\_\_

(CMSA will not fund a scholarship to an ineligible student. If the student was paid before being identified as ineligible, CMSA will take steps to remedy the situation. *See eligibility requirements BEFORE applying for this scholarship.*)

Names of colleges and universities applying to and/or currently enrolled in:

\* \_\_\_\_\_

\* \_\_\_\_\_

Major field of interest:

\_\_\_\_\_  
\_\_\_\_\_

High School G.P.A.: \_\_\_\_\_ Current College G.P.A. \_\_\_\_\_

Student's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please list your extra-curricular and community activities. Include work experience, family activities, and hobbies. (Use separate sheet if needed.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please answer the following in your essay in 500-1000 words:

***Mahatma Gandhi once said: "Be the change that you wish to see in the world." What changes would you make to yourself to change the world?***



## **Military Corner**

# **SDDC says IW10 and DW10 Will Be the Standard TOPS Rate Cycles**

This message advises SDDC will not solicit rates for the International/Domestic Summer 2011 Rate Cycles. The IW10 (1 Oct-31 March, 2011) and DW10 (1 Nov-30 April, 2011) rate cycles will be the final standard TOPS rate cycles solicited by SDDC. Personal Property Shipping Offices (PPSOs) should continue processing shipments, IAW, the latest military services, and DPS Smartbook guidance.

Transportation Service Providers (TSPs) and PPSOs should continue to comply with the applicable business rules and processes for moving shipments in TOPS (e.g. inspections, letters of warning/suspension, invoice payment in CWA, DTR guidelines, etc.) through the lifecycle of the TOPS shipment. TQAP scoring will no longer be required by PPSOs effective immediately.

In addition to other shipment types listed in the DPS Smartbook, the following nonstandard

shipments will continue to be processed in TOPS until further notice:

- A. One-time-only shipments (including boats, mobile homes, etc., see International Rate Solicitation Chapter 7)
- B. Volume moves (see the Domestic Rate Solicitation Chapter 5 and International Rate Solicitation Chapter 6)
- C. Special solicitation shipments (see the International Rate Solicitation Chapter 10) (Note: Special Solicitation rate filing will continue in TOPS until further notice)

This message is approved for release by Lt. Col. Derek M. Oliver, DCS for Personal Property, HQ SDDC

Source: Surface Deployment and Distribution Command (SDDC), [www.sddc.army.mil](http://www.sddc.army.mil)

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## CMSA and Ecollective Make it Easy for Members and their Communities to Recycle Unwanted Electronics

**Ecollective** is a collaborative effort to add value to your bottom line without changing the way you are doing business and provide a sustainable solution for one of the biggest environmental challenges we are facing.

(An opportunity for CMSA members to add value to their moving and storage business while doing good for your customers and the environment!)

We all know that moving is a time when businesses and households take inventory on their assets. Asking questions like, "Do we ever use that?", "Do we need to take that with us?", "Does that even work anymore?" and the inevitable, "How do we get rid of all this stuff we aren't taking with us?" One of the most common items to be retired during a move or facility clean out is electronic waste (e-waste), which is currently the fastest growing category of municipal solid waste.

Together CMSA and **ecollective** are making it easy for our customers and our community to get rid of the most commonly stored and unused items—electronics. Seventy percent of house-

holds stockpile their unwanted electronics in storage units, garages and closets and only 15 percent of e-waste ever gets recycled, mostly because people don't know where to go or a safe place to go to dispose of it.

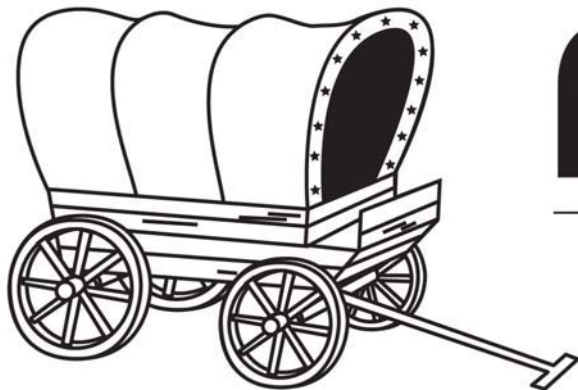
CMSA and **ecollective** has the opportunity to help California residents and businesses take it back for good. It may seem like a daunting task, but it is quite simple—CMSA members continue doing what they do best and **ecollective** will do what it does best. Doing it together is the solution. "CMSA and **ecollective** have complementary strengths inherent in their respective businesses that makes this a "win-win" for everyone involved," says Jim Taggart, CEO of ECS Refining, the company that powers **ecollective**.

### ECOLLECTIVE

While the electronic waste industry has come a long way, we still face some big challenges. Consumers are confused about what can be recycled and where to go. State

programs are fragmented, and the high cost of

(**Ecollective** continued on page 14)



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*(Ecollective continued from page 13)*

recycling is perpetuating shipment of e-waste overseas, causing catastrophic environmental damage in developing countries.

This is why ECS Refining has developed **ecollective**, a network of convenient drop-off locations for the recycling of unwanted and obsolete electronics. The program integrates public outreach, state regulation, and the existing industry infrastructure to give consumers a choice. We want to make it easy for consumers to do the right thing with their old TVs, computers, stereos, etc., and provide a framework so that industry participants can collaborate on this growing challenge.

#### **BENEFITS OF AN ECOCOLLECTIVE PARTNER**

##### **Visibility and Incremental Business**

The marketing for the **ecollective** program is paid for by ECS Refining so **ecollective** partners will receive free advertising in their local region. Our integrated marketing approach employs social media, Pandora, talk radio, and holiday cinema advertising to drive consumers to our [www.myeccollective.com](http://www.myeccollective.com) website where the **ecollective** partners within a 5- to 10-mile radius of the consumer will be listed. The emphasis of the

marketing program is to raise awareness of e-waste recycling and steer e-waste volume and other additional business to your door at no cost to you.

##### **Interactive Listing**

As an **ecollective** partner, your company will be included in a listing on [www.myeccollective.com](http://www.myeccollective.com), which will include your business contact information, additional services you provide, mapping features to get directions to your location, a link to your website, and your hours of operation.

##### **Access to Marketing Tools**

When you become an **ecollective** partner, you can leverage the collaborative marketing strengths and capabilities of the program. You will have access to discounted rates on banners and A-frames that will clearly identify your business as a certified **ecollective** drop-off site.

##### **Environmental Credibility**

ECS Refining sends no e-waste to landfills and does not export e-waste to developing countries. As an **ecollective** partner, you will be collaborating with the greenest of electronics re-

*(Ecollective continued on page 15)*



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*(Ecollective continued from page 14)*

cyclers, giving your customers even more reason to work with you.

### Revenue To Help Your Business/Charity and the Environment

With the incremental revenue that you generate as a result of being the preferred drop-off location for your community, you can donate to CMSA's annual charitable efforts through your local chapter or reinvest it in your business.

### HOW THE PROGRAM WORKS

To ensure that the **ecollective** program provides the safest, most environmentally sound means of recycling your customers' e-waste, ECS Refining has certain criteria that must be met to be an **ecollective** partner. Below is the list of criteria that relate to CMSA members. However, if your business does not meet the criteria to be an **ecollective** partner, you can still collect e-waste from your customers and ECS Refining will pay you for it.

#### Ecollective Location Criteria

- **Ecollective** partners make a minimum of a one-year commitment to the program.

- **Ecollective** locations must have a business license.
- **Ecollective** partners agree to be audited on-site by the **ecollective** once at the initiation of the program and again a minimum of once each year thereafter for the duration of their contract. **Ecollective** reserves the right to audit at any time with 48 hours notice. The audit is a simply to ensure that the e-waste is handled properly.
- **Ecollective** locations must meet all applicable federal, state and local legal and regulatory requirements and must maintain documentation needed to verify compliance. Documentation could include, but is not limited to, issued permits and authorizations, required reports and associated records. Compliance documentation may be requested by and must be furnished for review during an **ecollective** audit.
- **Ecollective** locations are required to accept all material that is on our list of accepted materials (see below).
- **Ecollective** locations must provide one free method to receive e-waste.
- **Ecollective** partners must ship all intact

*(Ecollective continued on page 16)*

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(**Ecollective** continued from page 15)

e-waste accepted at its facility to ECS Refining.

- **Ecollective** partners must hold "normal hours of operation" defined as a minimum of 5 days each week and 5 hours each day. Each **ecollective** location must be manned by at least one person who is trained to help customers record any necessary documentation and/or consumer information.
- **Ecollective** locations must display the provided **ecollective** window decal (it's free) in a visible place and must have suitable and visible signage which clearly states their hours of operation.
- **Ecollective** locations must be locked and secured when not manned and/or after hours of operation.
- **Ecollective** locations must be able to handle, load and unload material safely.
- **Ecollective** locations must have the ability to handle a reasonable flow of traffic in and out of their site.
- **Ecollective** locations must be able to store a full truck load of material off the ground and covered (if stored outdoors). A full truck load is defined as 12 pallets that are a minimum of

800 pounds each.

Additional criteria have been established for **ecollective** partners who intend to remarket used electronics. Contact ECS Refining if you intend to remarket used electronics.

#### What we take back for good:

Televisions	VCRs
Flat Panel Displays	Telephones
Computer Monitors	Cell Phones
Computer (CPUs)	Digital Cameras
Laptops	Radios
Keyboards	Stereo Components
Printers	Cable and Cords
Mice	Power Supplies
Hard Drives	Networking Equipment
Tape and Zip Drives	Modems and Routers
Fax Machines	Switches
Microwave Ovens	Servers
Gaming Consoles	Printed Circuit Boards
DVD Players	Lab Equipment

To watch a video that describes the program, visit the **ecollective** website at [myecollective.com](http://myecollective.com).

Contact Patricia Potter, at ECS Refining, [ppotter@ecsrefining.com](mailto:ppotter@ecsrefining.com) or (408) 200-7035, to get started today.

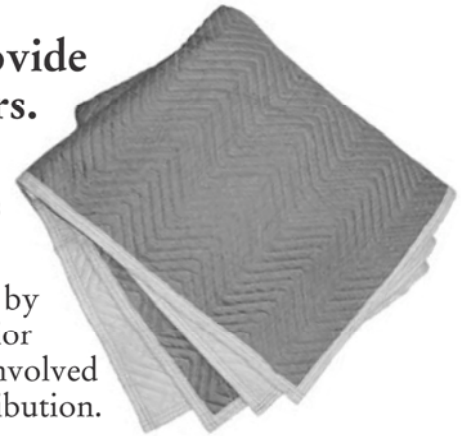
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# Home Personal Computer (PC) Maintenance for Windows Operating Systems

## Q: Why do I need to maintain my home PC?

As with most types of equipment, you must perform periodic maintenance on your home PC to keep it in good operating condition. Performing maintenance will help your PC run faster, use resources more efficiently, and could save you from headaches caused by system failures and degradation. Most importantly, proper PC maintenance is crucial in order to protect your machine from security threats such as worms, viruses, and other malicious activity.

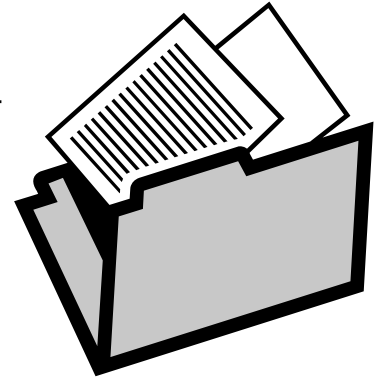
## Q: How do I keep my home PC maintained?

Note: The following steps are provided to help ensure that your home PC operates effectively and securely. Most of the tips can be performed with moderate knowledge of PCs and can generally be completed in a short time. More detailed, in-depth assistance may be required in some instances, in which case you may wish to consult a qualified computer repair professional.

- **Establish and maintain a plan.** Make a plan

to perform periodic maintenance and put it on your calendar as a reminder. Back up critical files, system files, and programs before beginning.

- **Set a System Restore Point.** Before you begin your periodic maintenance or make any significant changes, set up a system restore point, which will enable recovery from any error that may occur during maintenance. To set a System Restore Point, click Start, All Programs, Accessories, System Tools, System Restore, Create a Restore Point. (For "Classic" Start Menu: click Start, Programs, Accessories, System Tools, System Restore, Create a Restore Point.)



*(PC Maintenance continued on page 18)*



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*(PC Maintenance continued from page 17)*

- **Remove unnecessary files or programs.**

Empty your Recycle Bin and delete Windows temporary files. Remove installed programs that you no longer use. The Disk Cleanup program does all of these tasks including the deletion of unneeded Windows components. To access the Windows Disk Cleanup program, click: Start, All Programs, Accessories, System Tools, Disk Cleanup. (For "Classic" Start Menu, click: Start, Programs, Accessories, System Tools, Disk Cleanup.)

In Internet Explorer, clear your history, temporary Internet files, and cookies by clicking on Tools, Internet Options and select the tab labeled "General." Click on the Delete button under the section labeled "Browsing history."



Finally, archive or delete old files such as documents, images, and graphics that are no longer needed.

- **Optimize system performance.** Configuring your PC software to operate as efficiently as possible will help your PC run faster and smoother. Organize your data files in a central folder with appropriate subfolders (do not save files in the root directory or on the desktop). This makes backup easier and can reduce fragmentation on your hard drive.
- **Run a defragment tool on your disk drive.** To do so, click Start, All Programs, Accessories, System Tools, Disk Defragmenter (For "Classic" Start Menu, click Start, Programs, Accessories, System Tools, Disk Defragmenter.)
- **Apply updates and patches.** Make sure your operating system and software applications have the latest updates installed—and

*(PC Maintenance continued on page 19)*



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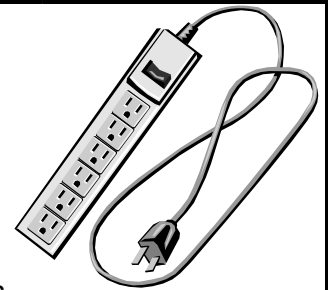
that the auto-update feature is enabled. Ensure that your anti-virus/anti-spyware/anti-adware software are running and receiving automatic updates. Check vendor and manufacturer websites for device drivers updates, and apply patches as needed. Renew all maintenance contracts/subscriptions.

- **Perform regular backups.** All critical files, as well as any information not easily replaced should be backed up. Check backup functions to ensure they are operating properly. Back up your files to a remote location (external hard drive or PC).
- **Check your firewall.** Review firewall settings for product configurations. Confirm that settings are appropriate for the current level of security needed.
- **Routinely change your passwords.** Routinely change all of your passwords for local applications, as well as those used for websites. Use strong passwords with at least eight characters and incorporate a mix of

numbers, special characters, and upper and lower case letters.

- **Perform hardware inspections.** Perform a visual check of your PC hardware to prevent potential problems

before they occur. This includes examining your surge suppressor, UPS, power strip, and cables for any damage. Replace batteries as needed.



For more monthly cyber security newsletter tips, visit: <http://www.cio.ca.gov/OIS/Government/library/awareness.asp> or [www.msisac.org/awareness/news/](http://www.msisac.org/awareness/news/).

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

## 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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San Francisco Moving and Storage Company for sale. Established 1964 (45 years). 8000 sf three high secured San Francisco warehouse. 7000 sf shared yard. 5 excellent trucks. 180 storage vaults 80% full. All related moving equipment. Nice offices, major van line affiliate \$125,000. Initial rent is \$6700 per month for first year with a 5 year lease and a 5 year option on a shared basis. Purchaser must have moving company experience and excellent credit history. For more information, please contact [movingcompanyforsale@gmail.com](mailto:movingcompanyforsale@gmail.com) or call 415-720-0970.

### 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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Schumacher Cargo Logistics, based in Los Angeles, CA 90248, seeking Sales Executive for our International Household Goods department, with a minimum of 2 years related work experience. In-Home Surveys & travel are an integral part of the job performance as well as the capability of being able to build rates for these relocation shipment. You should have good knowledge of world geography and know how to explain the International Relocation requirements to potential clients in person. Send resumes to: [jobs@sclusa.com](mailto:jobs@sclusa.com) or fax to (424) 233-1359.

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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 .jpeg format to: [bwahlstrom@thecmsa.org](mailto:bwahlstrom@thecmsa.org).



*Above is a photo of the Board of Directors at the CMSA Annual Convention of 1973. The convention was held at the Hotel Del Coronado in Coronado, CA.*



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### New Los Angeles Parking Permit Fee:

LA increased the cost of their parking permit fee to \$52 (previously only \$25). All told, a LA permit (with 80 feet of curb length parking) is \$107 including our service fee.

### California lead-times and typical fees:

City	Ideal Lead-time	Total one-day fee*
Los Angeles, CA	4 business days	\$107
Beverly Hills, CA	7 days	\$183
Santa Monica, CA	4 days	\$135
San Francisco, CA	5 days	\$210
Berkeley, CA	7 business days	\$154
Oakland, CA	4 days	\$221
W. Hollywood, CA	7 days	\$135
Pasadena, CA	4 days	\$108
Irvine, CA	5 days	\$100

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The lead-times cited above provide us a comfortable opportunity to obtain your permits. While it is possible to get permits in less time, we offer them with less reliability. \*The typical permit fee cited above is a good faith effort to price an all-inclusive fee (includes city fees and our service fee). It is for a one day, all-day, parking permit for a 40-foot moving van in an area without parking meters for a professional mover. All subject to change w/o notice.

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