

# The Communicator

THE CALIFORNIA MOVING &amp; STORAGE ASSOCIATION



CMSA 93rd Annual Convention  
La Jolla, CA • April 12-17, 2011

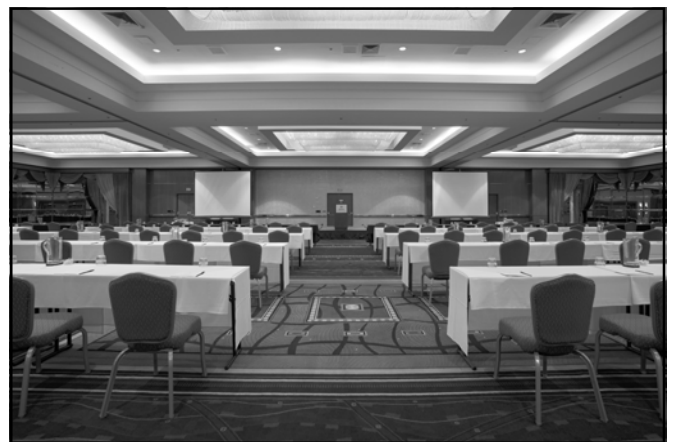
## CMSA's 93rd Annual Convention

“Sea of Change--Dive in with the CMSA” is the theme for the California Moving & Storage Association's 93<sup>rd</sup> Annual Convention, which will be held April 12-17, 2011, at the Hilton La Jolla Torrey Pines in La Jolla, California.

This Four Diamond Hilton property is a must for all delegates to experience. Guests at the hotel will appreciate the luxurious accommodations at a competitive rate. All guestrooms are equipped with a private balcony or patio with magnificent views of the Torrey Pines Golf Course, gardens and the Pacific Ocean on the horizon.

The CMSA has many educational and social events lined up for delegates to enjoy while gaining some insight for their businesses. Key speakers at the General Sessions and Luncheons will be addressing various issues of importance to the Moving Industry. Management and strategy ideas for surviving the choppy waters of the economy will be the focus of speakers' topics this year.

Remember to bring your golf clubs! On Thursday, April 14th, CMSA will hold its annual Golf Tournament at Encinitas Ranch Golf Course in Encinitas. Designed by architect Cary Bickler, the golf course welcomes golfers with expansive fairways for the front nine while the back nine permits



*(CMSA Convention continued on page 5)*

## Chairman's Corner

By: Brian Larson



On November 30<sup>th</sup> I attended a meeting in Sacramento at the CAL-EPA building between The Ad Hoc Working Group and staff from the California Air Resources Board. The purpose of this meeting was to present to CARB staff a proposal to amend the On-Road Heavy-Duty Diesel Truck Rule to increase the low use exemption for Vocational Trucks to 20,000 miles per year.

In attendance for CARB were two of the staff members that are directly responsible for presenting recommendations to the CARB Board regarding the On-Road Heavy-Duty Diesel Truck Rule, Tony Brasil and Elizabeth White.

The Ad Hoc Working Group is made up of several Trade Associations and diesel truck owners from a variety of industries that will be impacted by the CARB regulations. The California Moving & Storage Association is represented within the group by our President, Steve Weitekamp, who was also in attendance. The other members of The Ad Hoc Working Group

include: CalCIMA, California Dump Truck Owners Association, Clean Fleets Coalition, Southern California Contractors Association, California Independent Oil Marketers Association, California Trucking Association and the Construction Industry Air Quality Coalition.

The purpose of the meeting was to appeal to the CARB staff for some increased low use mileage relief for Class 7 and 8 Trucks that are specific to a Vocational classification. Trucks used in moving services under a P.U.C license could be classified as Vocational Trucks. The current low use mileage threshold is 1000 miles per year. The Ad Hoc Working Group proposed an increase in the threshold to 20,000 miles per year. Additional requirements proposed to claim the exemption would include registration, reporting and increased requirements for the periodic smoke inspection program.

The CMSA was able to point out to the CARB staff that our members have been heavily impacted by the state of the economy and it would be extremely difficult at this time, to be able to afford to replace our local, low use mileage fleets with brand new equipment. In

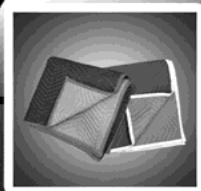
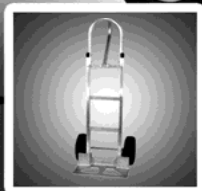
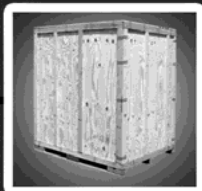
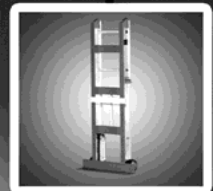
*(Chairman's Corner continued on page 4)*



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## **President's Comments**

By: Steve Weitekamp



Last month's column was a "ten thousand-foot" discussion about the need for the moving public to question the validity of Internet reviews and online validations of those representing themselves as movers. One issue that this subject implies is how to get our message of caution to consumers before they chose a moving company. They need to critically question a company's advertising since it could actually deliver far less than promised, in terms of service and ethical treatment, and far more than expected in terms of cost and heartache. As mentioned, I posted the column on CMSA's Facebook fan page (a group that includes almost 300 members) and on the discussion boards of several LinkedIn groups.

The reposted article titled, "Internet Shortcomings in Selecting a Mover" appears to have been viewed by a broader group. The CMSA Facebook post (as of the date of this article) has received 452 impressions. An impression (Facebook term) is the raw number of times that a story has been seen on your Wall and in the News Feeds of your Fans. The reposts on several discussion boards generated discussion and probably further reposting of the article. One comment to the post remarked that tech savvy consumers are less reliant on Internet sites in the style of Google and Yelp and more engaged in the "crowdsourcing" style of Internet use where they're going to friends and family first on Facebook, or to their network on Twitter and asking for recommendations. The point is that CMSA and all concerned with the impact of unethical and illegal operators in our industry and our customers need to spread the message where it will have an impact.

2010 is coming to a close and while we cannot be sure what 2011 will bring, we can be assured that it will bring new challenges and change at an ever increasing speed. There will be opportunity for businesses and individuals able to identify, accept, and adapt to new market realities and changing consumer preferences. Our 2011 Convention theme is "Sea of Change"

*(President's Comments continued on page 5)*

(Chairman's Corner continued from page 2)

addition, it was noted that the vast majority of our member's class 7 and 8 trucks are used locally in a regionalized area with low annual miles due to the fact that we are parked, loading and unloading the majority of the time these trucks are in service.

The CARB staff seemed to be open to possibly considering some type of an increased low use mileage exemption for some types of Class 7 and 8 vocational trucks. The CARB Board will hear final staff recommendations for the On-Road Heavy-Duty Diesel Truck Rule on December 17<sup>th</sup> of this year. The CMSA will be there to make one last public comment for relief to our members. I encourage all of our members to join Steve and myself in attendance.

In closing I would like to wish all of our members a Merry Christmas and a Happy New Year!! I wish all of the best for all of you and your families in the New Year to come and as you make your New Year's resolutions, please be sure to include becoming re-engaged with all the great members we have here in the CMSA.

God Bless and Happy Holidays!!

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**(CMSA Convention cont. from page 1)**

more precise shots to increase players' excitement and intensity of the game. The event begins with a shotgun start promptly at 8:30 a.m. Golfers are encouraged to arrive by 8 a.m. Green fees, cart, range and box lunch are all provided in the entry fee.

This year, for a special off-site event, delegates get the opportunity to become acquainted with animals at the San Diego Zoo. Delegates will enter the park for an after-hours dinner and a private animal presentation. (An optional day pass at a reduced rate will also be available for purchase.) The dinner will be held at Sydney's Grill, one of the park's popular dining locations. During the evening, delegates will get to see giraffes and rhinoceroses up close and personal under the supervision of trained zoo keepers. The close-encounter experience will be one you won't want to miss!

Convention Registration forms are included in this edition of *The Communicator*. For a convention schedule, please see page 9 of this edition. More details will appear in the February 2011 edition of *The Communicator*. Excellent CMSA room rates are available for Convention attendees at \$199 per night. Call 1-800-HILTONS to make your reservations today and mention the CMSA! Reserve your room by March 13, 2011, to receive the CMSA group rate.

Guest rooms feature: a long arm chair and ottoman, 42-inch LCD HD television, complimentary Lavazza coffee and in-room safe. Hilton La Jolla Torrey Pines also has a heated



outdoor pool and whirlpool, tennis courts, and sun deck for all guests to enjoy.

For more information and to access the Convention Registration forms, please visit the website at [www.thecmsa.org](http://www.thecmsa.org). If you have any questions, please contact the CMSA office at (562) 865-2900. Plan to be a part of CMSA's 93rd Annual Convention in La Jolla for 2011!

**(President's Comments cont. from page 3)**

and our program will address this reality. A strong CMSA with an active and broad membership with unique market perspectives and backgrounds gives the entire Association the best opportunity to ride the wave of change and to avoid being crashed on a rocky shore.

The final month of the year includes celebration of the religious traditions and miracles of Christmas and Hanukkah. The gathering of family with time dedicated to the remembrance and reinforcement of important values is a tradition that enriches our society and ourselves. From

my CMSA coworkers, family, and me, we wish you the Merriest of Holiday Seasons spent with those you love and a New Year filled with happiness and opportunities.

**Turn to Page 9 for the  
2011 Convention  
Events**

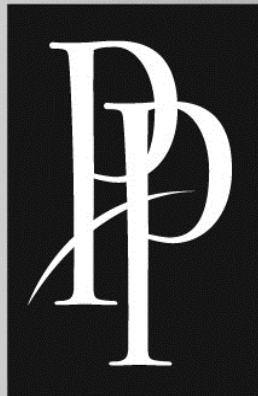
# The Northern Region Celebrates the Holidays with the 4th Annual Crab Feed

The Northern Region entertained nearly a hundred hungry CMSA members this December at their Annual Crab Feed. The Fundraiser was extremely successful, completely selling out weeks before the event. Attendees enjoyed a crab dinner at the beautiful Monarch Bay Golf Club in San Leandro.

**Sharon Hildreth**, Northern Region Chapter President, wanted to make sure to thank: **Mark Hildreth** of **New Having Moving Equipment** for endless hours of work, **Karl Anderson** with **Anderson Brothers Moving** and **Debbie Joaquin** with **Crown** for all her help with getting people checked in at the event, **Deanna Bridges** with **Valley Relocation**



and **Storage** for help on the floor selling raffle tickets, and **Margie Palmer** with **Valley Relocation** for taking all the great pictures! She also noted her two daughters: **Sonia Tannlund** and **Ashley Hildreth** for helping with the raffle. Sharon said, "Most of all we want to thank the following sponsors **J&S Paper**, **ECS Refining**, **All American Auto Transport**, **Paul Hanson Ins.**, **Box Brothers**, **Permit Puller**, **New Haven Moving Equipment** our members, friends and families who showed up, purchased dinner tickets, brought raffle prizes, bought raffle tickets and supported our association!"



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## Q&A: Unified Carrier Registration Fees

The UCR fees for 2011 will be the same as 2010, and are based on the number of commercial motor vehicles operated by your company (trailers are not counted as commercial motor vehicles). Brokers, leasing companies and freight forwarders pay a flat \$76 fee.

Bracket	# of Self-Propelled CMVs	Fee Per Company for Motor Carrier
B1	0-2	\$76
B2	3-5	\$227
B3	6-20	\$452
B4	21-100	\$1,576
B5	101-1,000	\$7,511
B6	1,001 and more	\$73,346

**Q: What entities are subject to the UCR fees?**

A: All for-hire motor carriers transporting property or passengers and motor private carriers transporting property who register with the USDOT as well as brokers, freight forwarders, and leasing companies to pay UCR fees.

**Q: Is a motor carrier who operates only within a commercial zone transporting interstate freight required to file under the UCR Agreement?**

A: Yes, if you cross state lines.

**Q: What happens if I don't register under UCR?**

A: Enforcement officials across the nation may detain vehicles operated in interstate commerce and subject them to enforcement action. States conduct audits to ascertain proper fees have been paid. The type of enforcement action will be dependent upon each individual state.

**Q: Will I need to carry a credential in the truck?**

A: No. You are not required to carry any proof of compliance in the vehicle. You can carry the receipt for payment of the fees if you choose.

**Q: I own a household goods moving company that provides intrastate transportation under authority from my state, and provides interstate transportation under an agreement with a national van line. Under that agreement, the national van line trip leases my commercial motor vehicle(s) for each interstate move. Does my company need to register in the UCRA?**

A: No, however, the national van line that trip leases your vehicles would have to register. If you ever operate under your own authority when performing an interstate move, then you would have to register.

For more information, go to <https://www.ucr.in.gov/MCS/UCRFAQ.doc>.

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- shrink wrap

> **library carts**

- masonite carts
- appliance trucks
- fire extinguishers
- tape dispensers
- shoulder dollies
- pallet vaults

> **walkboards**

- padlocks

> **e-crates**

- ladders
- lift levers
- curb ramps
- camera carts
- movers tape
- wheel chocks

> **4 wheeled dollies**

- burlap moleskins
- corrugated paper

> **furniture pads**

- security seals

> **bubble pack**

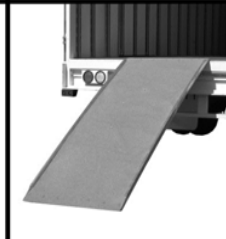
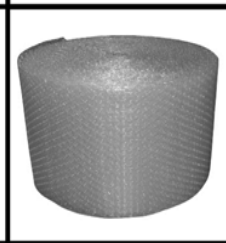
- kraft paper
- steel strapping
- rubber tarp ties
- tubular webbing
- sisal twine

> **carton dollies**

- furniture skates
- finish repair kits
- carton sealing tape
- office machine carts

> **corrugated cartons**

- auto split ramps
- carpet runners
- boards



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# 93<sup>rd</sup> Annual CMSA Convention Schedule

## TUESDAY, APRIL 12

4:00 pm - 5:00 pm Executive Committee  
 6:00 pm - 10:00 pm Movers & Shakers Reception/Dinner for Board & Committee Members, Chapter Presidents (By Invitation Only)

## WEDNESDAY, APRIL 13

8:00 am - 6:00 pm Registration Desk Open  
 8:00 am - 9:00 am Insurance Committee Meeting  
 9:00 am - 10:00 am Govt. Affairs Committee  
 10:00 am - 11:00 am Membership Committee Meeting  
 11:00 am - 12:00 pm Military Affairs Committee  
 1:30 pm - 5:00 pm Board of Directors Meeting

## THURSDAY, APRIL 14

7:00 am - 8:30 pm Registration Desk Open  
 8:30 am - Shotgun Golf Tournament

*(Thursday continued at the top of next column.)*

10:00 am - 4:00 pm  
 5:00 pm - 6:00 pm

6:30 pm - 10:00 pm

Exhibitors Set-up  
 Associate Member Committee  
 La Jolla Flavors Exhibitors Reception

## FRIDAY, APRIL 15

7:30 am - 12:00 pm  
 8:00 am - 9:00 am

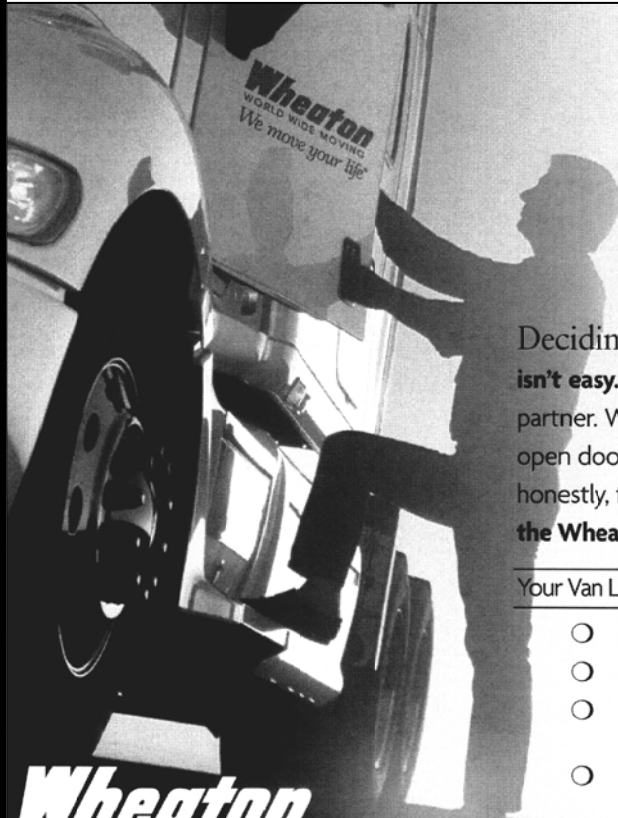
9:00 am - 12:00 pm  
 12:15 pm - 1:45 pm  
 2:00 pm - 4:00 pm  
 7:00 pm - 10:00 pm

Registration Desk Open  
 Torrey Pines Sunrise Breakfast  
 General Business Session  
 Fairways Luncheon  
 Military Breakout Session  
 San Diego Zoo Dinner

## SATURDAY, APRIL 16

8:00 am - 12:00 pm  
 8:00 am - 9:00 am  
 9:00 am - 12:00 pm  
 12:15 pm - 1:45 pm  
 12:00 pm - 3:00 pm  
 7:00 pm - 8:00 pm  
 8:00 pm - 11:00 pm

Registration Desk Open  
 Pacific Ocean Breakfast  
 General Business Session  
 Horizon Awards Luncheon  
 Booth Tear-down  
 Chairman's Reception  
 Chairman's Dinner/  
 Dancing



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## 4<sup>th</sup> Annual CMSA Pinnacle Award

The Pinnacle Award will be presented by the California Moving and Storage Association (CMSA) to one mover member. This award is designed to honor an outstanding company whose commitment to ethical business practices help to portray the Moving and Storage Industry in a positive light within the community.

The Pinnacle Award criteria are broken into four categories that closely correlate with the CMSA Code of Ethics. A company should demonstrate its commitment to high ethical standards of behavior and provide documentation in all categories:

1. **Management Practices.** Demonstrate your company's commitment to encourage and develop the highest levels of industry service quality, and to promote the lawful best interest of our Industry, association and craft. Also demonstrate your commitment to operate as a responsible employer and to encourage your employees to behave honorably and responsibly as they represent our industry and our companies. Examples of items you may wish to include are:
  - Pertinent sections from an employee handbook or company manual showing how quality and ethics policies are communicated to employees.
  - Information about office policies and training programs (formal or informal), which communicate ethics policies and practices to employees.
  - Employee benefits, such as health and profit-sharing plans, bonuses, employee of the month programs or any family-friendly workplace practices such as picnics or barbecues.
2. **Marketing, Advertising and Sales Practices.** Demonstrate your company's commitment to participate in advertising that only portrays your services in an honest and fair manner. Examples of items you may wish to include are:
  - Yellow Pages advertisements, copy of company website, coupons or brochures.
  - Sales practices and training that ensure customers clearly understand what they are purchasing and that your sales practices are honest and ethical.
  - Company practice for rectifying customer complaints.
3. **Customer and Vendor Relations.** Demonstrate how you work with customers, vendors and trade associates in only the most honorable ways. Examples of items you may wish to include are:
  - Complimentary letters or evaluations from customers.
  - Customer service policies that ensure customer satisfaction and demonstrates accountability to your customers and vendors.
  - Examples of action by your company to correct a mistake discovered by you or your staff. Examples of action that have been "beyond the call of duty" to fix a problem in the service provided by your company.
4. **Community Service.** Demonstrate how your company works within the community to promote the Moving and Storage Industry in a positive light. Examples of items you may wish to include are:
  - Articles in trade or industry publications that reflect your reputation as an ethical business.
  - Awards or recognition for charitable and/or community service projects.
  - Complimentary letters from industry peers or community leaders.

The four criteria will be judged equally, each assigned a maximum point value of 10, for a total of 40 points. The judges will be objective industry leaders from outside the Moving and Storage Industry.

Please call the CMSA office at 800-672-1415 (within CA) or (562) 865-2900 to request an entry form. Submit the entry form with information about your company as well as a binder or folder documenting each of the four categories for the award.

The deadline for entries is February 18, 2011, with the award to be presented at the Awards Luncheon during the CMSA Annual Convention, April 12-17, 2011, in La Jolla, California.

# Pinnacle Award Entry Form

CALIFORNIA MOVING AND STORAGE ASSOCIATION

10900 E. 183<sup>rd</sup> Street, Suite 300

Cerritos, CA 90703

PH: (562) 865-2900 or (800) 672-1415

FAX: (562) 865-2944

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

President/Owner: \_\_\_\_\_

This entry form is being submitted by:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Your Pinnacle Award entry should include this completed entry form in a folder or binder with the documentation of how your company demonstrates its commitment to high ethical standards of behavior in each of the four categories. The four categories will be judged equally, each assigned a maximum point value of 10, for a total of 40 points. The decisions of the judges are final.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Entry Deadline: February 18, 2011

## California DMV Issuing New, Secure Driver Licenses and ID Cards

Earlier this fall, the California Department of Motor Vehicles began issuing new versions of both the California driver license and state identification cards. This is a significant change, but it's one that will further ensure that personal information of California motorists is more safe and secure. We hope the information below assists you and your employees in properly identifying patrons to your business.

### How Does This Affect My Business?

For a period of time, both the older and new versions of the California driver license and ID cards will be valid. When you check customer IDs, those who were issued a card as of September 30, 2010 will have the new version of the driver license or ID card. If the driver license or ID card was issued prior to September 30, 2010, it will be in the older format and remain valid until the expiration date that is shown on the card. Review the new features carefully so you know what to look for when checking customer IDs. These new cards—the first in nearly a decade—are currently one of the most secure cards in the

nation and should successfully put the DMV at least several years ahead of counterfeiters. The distinct and secure features of these cards make it easier for businesses to properly identify cardholders and better protect themselves from the liabilities associated with fake IDs, such as theft and serving, or selling alcohol to underage individuals.

### Why did the DMV do this?

California driver license and ID cards are considered the primary identification document in the state, and the security of California drivers and residents is of the utmost importance to the DMV. Not only do the new cards help the DMV protect individual security, but they help employees of businesses like yours properly identify customers as well, making your business safer from insecure transactions. With these new cards, you will be less likely to encounter fraudulent, counterfeited, and tampered driver licenses and IDs when you check customer identification.

### What are the features of these new cards?

*(California DMV continued on page 13)*

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(California DMV continued from page 12)

There are many new features of the California driver license and ID card that make them different from the old version. The look and feel has been significantly changed and both cards include improved safety measures to protect individual identities. Some of the new features include:

- A laser engraved signature with raised lettering that you can feel to the touch, letting you know immediately that the cardholder has an authentic card.
- In addition to the primary photo on the driver license, a smaller, lighter photo of the cardholder will also be placed on the card and can only be seen under UV light.
- Names will now be listed on two lines on both the ID and driver license. The last name will be displayed on the first line and the first and middle name will go on the second line.
- Driver license and ID cards for individuals under the age of 21 will now be presented



vertically as opposed to horizontally. This will allow you to quickly and easily detect whether the cardholder is under 21 for purposes of buying alcohol, cigarettes, gambling, etc. (Note: Provisional licenses are for persons under 18 years old.)

- In addition to the magnetic strip, a new 2D barcode will be placed on both the driver licenses and ID cards. The same information is contained in both, but will allow entities two methods of reading the data on the driver license and ID card.
- An outline of the California Brown Bear will be placed on the back of the card and can be seen through the front by holding a flashlight directly to the back of the card.

These security features are subtle but significant to increasing protection of California residents, making it easier for you to properly identify customers. You can visit [www.dmv.ca.gov](http://www.dmv.ca.gov) for more information on the features of these new cards.



# PIONEER



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# Daly Movers Named 2010 Arpin Agent of the Year

Arpin Van Lines has named Daly Movers, Inc. of Garden Grove, Calif., as the 2010 Prime Agent of the Year. Daly Movers was honored at the Arpin Van Lines Agent convention held in Sarasota, Fla.

The 2010 Prime Agent of the Year Award is given to the agent of the month who maintains the highest quality scores based upon customer survey responses, low claims and an excellent safety record. This year's recipient, **Daly Movers**, demonstrated a continued commitment to quality service and support of van line initiatives and programs, both domestically and internationally. William (Chip) Martin, owner and president of Daly Movers, accepted the award on behalf of the company.

"Daly Movers epitomizes the qualities we expect from all of our agents," said David Arpin, president and CEO of Arpin Group. "Only those agents with overall best-practices make it into this sought-after category. Winning this award is especially competitive as we continue to raise the bar for members of our Agency Family year after year."

Criteria for determining the recipient of the Agent of the Year Award are based on measurement in several areas. All potential recipients in the Arpin Agency Family must have increased business with the van lines over the previous 12

months. In addition, all potential recipients are measured on the following stringent quality metrics, according to Arpin Van Lines Quality Standards, which include but are not limited to:

- Low customer damage claims
- Maintaining outstanding customer service scores
- Maintaining a strong relationship with Arpin Van Lines
- Maintaining a strong safety record

As a good neighbor, Daly Movers has been involved in several community projects. Habitat for Humanity recently recognized Arpin/Daly Movers for donating trailer storage space, worth an estimated \$60,000, during a volunteer home construction project benefiting veterans in San Juan Capistrano, Calif.

In addition to Prime Agent of the Year, Daly Movers received a Silver Quality Agent award and was named a "Million Dollar Hauling Agent." Daly was also selected as Prime Agent of the Year in 1999. The company has been an Arpin agent since April 1986.

Source: Arpin Van Lines



## CALENDAR OF EVENTS



Jan. 12th, Wed.	San Diego Chapter Meeting
Jan. 18th, Tues.	North Bay Chapter Meeting
Jan. 19th, Wed.	Monterey Chapter Meeting
Jan. 20th, Thurs.	Ventura/Santa Barbara Chapter Meeting
Feb. 9th, Wed.	Greater LA Chapter Meeting

March 2011	Sacramento Golf Tournament
March 16th, Wed.	San Diego Golf Tournament
March 20th, Sun.	Greater Los Angeles Day at the Races
March 23rd, Wed.	Northern Region Golf Tournament
April 12-17th, 2011	CMSA's 93rd Annual Convention in La Jolla, CA

# Barlocker/Leavitt Insurance Services Announced Name Change to Champion Risk & Insurance Services, L.P.

“As of December 1, 2010, I am proud to announce that we have changed the name of our insurance brokerage firm from Barlocker/Leavitt Insurance Services to Champion Risk and Insurance Services, L.P.,” said Mark C. Raby, President of the newly named company.

The name change is due to the significant nationwide expansion of its business activities within the Moving and Storage Insurance Practice Group which offers coverage in Employee Benefits, Property, General Liability, Cargo, Auto, Workers' Compensation and Independent Contractor.

As the Endorsed Employee Benefits Broker for the CMSA, the company looks to take their relationship to the next level with the infusion of new products and services to set them apart from the competition. They expect to do the same for the other associations where they are the endorsed broker for such as: American Moving and Storage Association, North Ameri-

can Movers Association, Allied Agents Association, North Dakota Motor Carriers Association and as the administrator of the United/Mayflower Drivers Health program.

There has been no change in management and they will be providing even more products and service on which they have built their reputation in the industry. Their phone and fax numbers have not changed, only their e-mail addresses will be changing.

Source: Champion Risk & Insurance Services, L.P.



**CHAMPION RISK**  
MOVING & STORAGE PROGRAM

**CMSA ENDORSED EMPLOYEE  
BENEFITS PROGRAM**

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one source for all of  
their insurance needs.



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CHAMPION RISK &  
INSURANCE SERVICES, L.P.  
CA LIC #OH18156

800-829-0807 X311

MRABY@CHAMPIONRISK.NET

WWW.CHAMPIONRISK.NET

## Set Guidelines for Social Media Use to Help Prevent Difficult Situations

*I have an employee who posted some very negative comments about our company on his Facebook page. Can I take action against this employee based on the Facebook comments?*

The rapid growth of the social media, including Facebook, Twitter, LinkedIn, Plaxo, and many more, have raised a lot of issues for employers, including the proper response to the question posed above.

Labor Code Section 96(k) protects an employee engaging in "lawful conduct occurring during nonworking hours away from the employer's premises." In addition, all employees have the right to freedom of speech as guaranteed in both the U.S. and California constitutions.

### Defamatory Comments

That right, however, is not without limits. It is impermissible to post defamatory comments on social media, and employers can pursue legal

remedies when blatantly defamatory comments are posted for everyone to read.

Another example of when an employer can take action is when employees brag about misconduct on their Facebook page, such as calling in sick when they want to go skiing, revealing confidential information about the company, or even posting about spitting in food by a restaurant worker (Yes, this was a question the Helpline received!).

The more difficult issue is when an employee posts his/her opinion, which might not be pleasant, but isn't specifically actionable. An employee can cause awkward, even possibly harassing situations by misuse of social media.

Additional difficult situations results when former employees ask their former bosses to provide references, often on LinkedIn. Supervisors who do so should be aware that such a reference has the force and effect of a written

*(Social Media continued on page 17)*

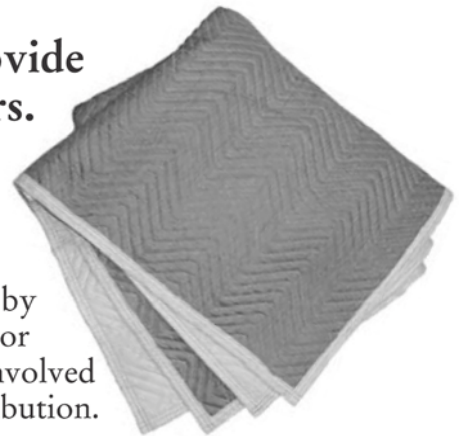
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(*Social Media* continued from page 16)



recommendation, and therefore should proceed with caution.

**Suggested Guidelines**

To help prevent difficult situations, it is advisable for employers to issue guidelines to their employees. Some recommendations include:

- Prohibit the use of their blogs and posts during business hours.
- Give notice that misuse of social media may be grounds for disciplinary action, up to and including termination.
- Ask that employees bring any complaints to the company's human resources contact versus posting on the Internet.
- Prohibit employees from revealing the employer's confidential information or trade secrets on social media.

This list is by no means all inclusive, and it is recommended that employers consult their attorneys to draft appropriate language.

Employers cannot ignore social media use, however. They must understand all the issues involved, and then draft policies and procedures to address those concerns accordingly.

Source: *Alert*, California Chamber of Commerce



**CMSA ProMover applications are now available on the CMSA website: [www.thecmsa.org](http://www.thecmsa.org).**



Our Customers expect certain qualities from us as a mover.

*Honesty*

*Trustworthy*

*Value-driven*

*Financial Health*

*Quality Focused*

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*Integrity*

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Email: [agents@stevensworldwide.com](mailto:agents@stevensworldwide.com)  
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[agents.stevensworldwide.com](http://agents.stevensworldwide.com)





## SDDC Personal Property Forum Report

SDDC's Semi-Annual Personal Property Forum (PPF) took place November 4 near Scott AFB, IL. Mr. Mike Williams, the Deputy to the Commander of SDDC, welcomed attendees and talked about his concerns about the financial strength of the moving and storage industry. DOD needs a healthy industry to support the troops. We were certainly pleased to hear SDDC's interest in a strong industry.

Lt. Col. Ronald Coleman provided an update from the Joint Program Management Office (JPMO) responsible for the DPS computer system. System capability continues to increase, and over two thirds of the shipments are now moving in DPS. They are also working to enhance their [www.move.mil](http://www.move.mil) webpage. The latest JPMO Monthly Report is summarized below.

Lt. Col. Derek Oliver and Mr. John Johnson

gave the SDDC updates. The next PPF will be at the SDDC's Annual Symposium in Dallas, April 4-7. SDDC is preparing for the next DP3 rate filing, with the solicitation to be posted by December 17 and rate filing in February. Existing companies will have to re-file their qualification documents by January 17 (see below for more details).

SDDC has also been working with TRANSCOM to develop the plans for Phase III of DP3. This will include replacing the current Direct Procurement Method (DPM) with a new domestic small shipment program; and bringing local moves, non-temporary storage, and intra-country moves into the best-value DP3 program. AMSA filed comments on the draft rules in July, and DoD hopes to finalize those rules by

*(Personal Property continued on page 19)*



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*(Personal Property continued from page 18)*

March. SDDC hopes to complete the programming necessary to do this by 2013.

The afternoon portion of the PPF focused on the peak season issues from this summer in order to alleviate most of the problems prior to next summer. SDDC is scheduling a series of webinars to educate PPSOs and industry about issues such as Quality Assurance actions; SIT; crating; diversions; and the edit capabilities within DPS. Full details should be released by

November 19.

SDDC is also revising their Accessorial Pamphlet, with a target release date of November 19. This document explains each accessorial service and how the services are to be applied and approved. This will be an important reference document to ensure that PPSOs have standardized procedures and industry understands what services will be authorized. One key area to be clarified is billing when SIT occurs at a different location than the original

*(Personal Property 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.

### MOVING BUSINESS FOR SALE

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

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.

### MOVING BUSINESS FOR SALE

27 years in business. 4 trucks, 2 forklifts, 150 vaults 85% full, 5,000 sq. ft. building in large lot. Financing available. Contact Steve: (559) 676-2707

### BUSINESS WANTED

We are interested in purchasing all or a part of your business. We are able to provide quick cash for certain assets. We can assist in an exit strategy. Major CA markets are desired. Discussions will be in strictest confidence. Send information to CMSA, Box J1, 10900 E. 183rd St., #300, Cerritos, CA 90703.

### EMPLOYMENT OPPORTUNITY

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

### MOVING BUSINESS FOR SALE

130 storage vault w/ doors, '90 Int'l 26', '90 GMC 26', '85 GMC 26', Cat forklift. Optional 1-yr bldg lease \$1500/month. Rialto, CA. Pkg price: \$49,900. Call 1-877-832-5950.

### USED EQUIPMENT WANTED

Local Moving Company looking to purchase Used moving equipment. (Dollies, Trucks, Pads, Vaults, etc.) Please contact AQMS Mayflower. 661-254-7823

### MAYFLOWER AGENCY RECRUITING ALL POSITIONS

Now hiring for positions including warehouse manager, move estimators, drivers, helpers and administrative staff. All positions require experience. Please e-mail resumes to [caseyk@aqmsmayflower.com](mailto:caseyk@aqmsmayflower.com).

### EMPLOYMENT OPPORTUNITY

Well-established, major national van lines in San Francisco Bay area looking for an office manager. Must be extremely computer literate. Must have excellent interpersonal skills and marketing sense. Must have experience in the Moving and Storage Industry. Send resumes and letters of inquires to: CMSA, Box J3, 10900 E. 183rd St., #300, Cerritos, CA 90703.

### MOVING TRUCKS FOR SALE

FOR SALE: 1993 GMC 16' Box w/ ramp Diesel New Trans 3900.00. 1986 GMC 26' Box, 350 Gas, 5 speed \$4500 obo. Fresno, CA 1-877-832-5950

### MOVING BUSINESS FOR SALE

Take over a turn key moving company est. for over 23 years in the Palm Springs, CA area with over 90% repeat/referrals and yellow page/web site ads. 3 fully-equipped moving trucks (one is a 65' semi) & 2-26' bobtails. For more info, call Dora at 1 (760) 832-2263.

*(Personal Property continued from page 19)*

destination point.

SDDC asked for feedback from the audience about changing the distribution formula from 5,3,2,1 to 3,2,1,1 in terms of the number of shipments assigned to movers in each of the four quality bands. Attendees unanimously supported this change, but indicated this alone would not make much of a difference in industry capacity for peak season.

SDDC is considering requiring each carrier to have signed agreements with agents in place prior to filing rates in a given channel. If a spot-check later determines that the agreement is not in place, those rates would be removed. There was a lot of opposition to this proposal from industry representatives, who saw this as an administrative burden.

For storage in transit (SIT), SDDC was reluc-

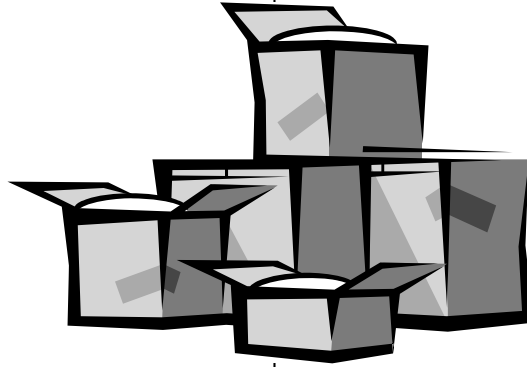
tant to remove the 70% rule that has caused problems for industry. Instead, they are pushing more use of origin SIT. SDDC also wants carriers to make a phone call to the customer to arrange delivery at destination, rather than relying on an email message that the customer may not receive within the two hours. Emails are encouraged in addition to the phone calls.

On short-notice shipments, SDDC has identified a problem that companies have multiple individuals each trying to be the first to claim the shipment, which is taking up a lot of system resources.

They are proposing to cap the number of people who can book these shipments.

SDDC will be finalizing program rules over the next month.

Source: American Moving and Storage Association



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*Robert Parks, Chief Financial Officer  
Armstrong Relocation  
Memphis, Tennessee*

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Dan Green, Ext. 8234

Midwest Region  
Bruce Anthony, Ext. 4899  
Steve West, Ext. 6856

East Region  
Terry Moffitt, Ext. 4898  
Beth Gockel, Ext. 8714

 **Trans  
Advantage**



**93rd Annual Convention  
Hilton La Jolla Torrey Pines  
La Jolla, CA  
April 12-17, 2011**



CMSA 93rd Annual Convention  
La Jolla, CA • April 12-17, 2011

Register the following company's representatives. Check here if this is your first CMSA Convention: \_\_\_\_\_

Mr. \_\_\_\_\_ Badge First Name \_\_\_\_\_

Mrs./Ms. \_\_\_\_\_ Badge First Name \_\_\_\_\_

Other \_\_\_\_\_ Badge First Name \_\_\_\_\_

Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

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

	<b>Before</b>	<b>After</b>
	<b><u>Feb. 25</u></b>	<b><u>Feb. 25</u></b>
CMSA MEMBER or SPOUSE (each)	\$475.00	\$575.00
CHILDREN'S PRICE (up to 12 yrs.)	\$325.00	\$350.00
NON-MEMBERS (each)	\$625.00	\$725.00

Sponsors & Exhibitors—Please use appropriate forms to ensure proper handling of complimentary registrants.

**Enclose registration fees with this form.** Make checks or money orders payable to **CMSA** or use your **Visa, Discover or MasterCard**. Credit card registrations may be faxed to (562) 865-2944.

( ) Visa ( ) DIS ( ) MC ( ) Check enclosed Amount \$ \_\_\_\_\_

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

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

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

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

**\*\*CANCELLATIONS:** *Cancellations made before **March 13, 2011**, will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **March 13, 2011**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.*

**ROOM RESERVATIONS:** Call the **Hilton La Jolla Torrey Pines** directly at 1-800-HILTONS (445-8667) to make reservations and ask for the group rate for **California Moving and Storage Association**. A reservation link can also be found online by visiting [www.thecmsa.org](http://www.thecmsa.org) and clicking on the Convention Calendar web page. Reservations must be made by **March 13, 2011** to guarantee the special group room rate. All major credit cards are accepted for deposit.

## **FULL REGISTRATION FEE (\$475.00) INCLUDES:**

**Thursday, APRIL 14**

### **LA JOLLA FLAVORS EXHIBITORS RECEPTION**

Food, Beverage, Latest in Industry Product and Service Technology

**Friday, APRIL 15**

### **TORREY PINES SUNRISE BREAKFAST**

### **CMSA GENERAL SESSION**

### **FAIRWAYS LUNCHEON**

### **SAN DIEGO ZOO DINNER**

Dinner & Animal Event (No transportation will be provided. CMSA can assist in carpool arrangements if advanced notice is given.) Delegates attending the dinner should meet at the main entrance at 6:30 pm. Optional zoo day passes are available for an extra fee. (Use the Individual Ticket Order Form.) Those using a zoo day pass should meet at Sydney's Grill inside the zoo at 7 pm.

### **ZOO DAY PASS (OPTIONAL)**

Adults (12+) \$30.00/Children (3-11) \$22.00

Zoo Day Passes are only good for Friday, April 15, 2011 (9 am – 7 pm) – dinner NOT included unless a separate Zoo Dinner Ticket or a Full Convention Registration is purchased. (Use the Individual Ticket Order Form to purchase Zoo Day Passes.) Zoo Day Pass Guests attending the dinner should meet at Sydney's Grill inside the zoo at 7 pm. — do NOT go outside of the zoo without getting your hand stamped and keep your zoo ticket stub to avoid paying a re-entry fee to the Zoo Dinner event. Transportation will not be provided to the zoo.

**Saturday, APRIL 16**

### **PACIFIC OCEAN BREAKFAST**

### **CMSA GENERAL SESSION**

### **VAN LINE PANEL DISCUSSION**

### **HORIZON AWARDS LUNCHEON**

### **CHAIRMAN'S RECEPTION & DINNER/BALL**







## CONVENTION ADVERTISING/DOOR PRIZE FORM

**Help support CMSA and ADVERTISE your company at the same time!**

Only CMSA Members will be allowed to advertise in the Convention Program.  
 Convention Event Sponsors will receive a 20% discount on convention advertising!

Program Advertising (Width x Height):

<u>        </u> Half-Page Ad (4.5" x 3.25")	\$150.00
<u>        </u> Full-Page Ad (4.5" x 7.5")	\$300.00
<u>        </u> Program Back Cover Ad (4.5" x 7.5")	\$500.00

Registration Packet:

<u>        </u> Flyer Insert* (8.5" x 11" or smaller)	\$375.00
---	----------

\*Company must supply and ship flyers at their own expense.

Total Amount \$ \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Make checks payable to CMSA or use your Visa, MasterCard or Discover Card.

(    ) Check enclosed    (    ) Visa    (    ) MasterCard    (    ) Discover

Name on Card \_\_\_\_\_ Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Three-digit code on back of card \_\_\_\_\_

Billing address \_\_\_\_\_ Billing zip \_\_\_\_\_

~~~~~

**Please support CMSA by donating a DOOR PRIZE!** Door Prize donations will be printed in the program if you notify CMSA of your donation by March 5, 2011.

Contact Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

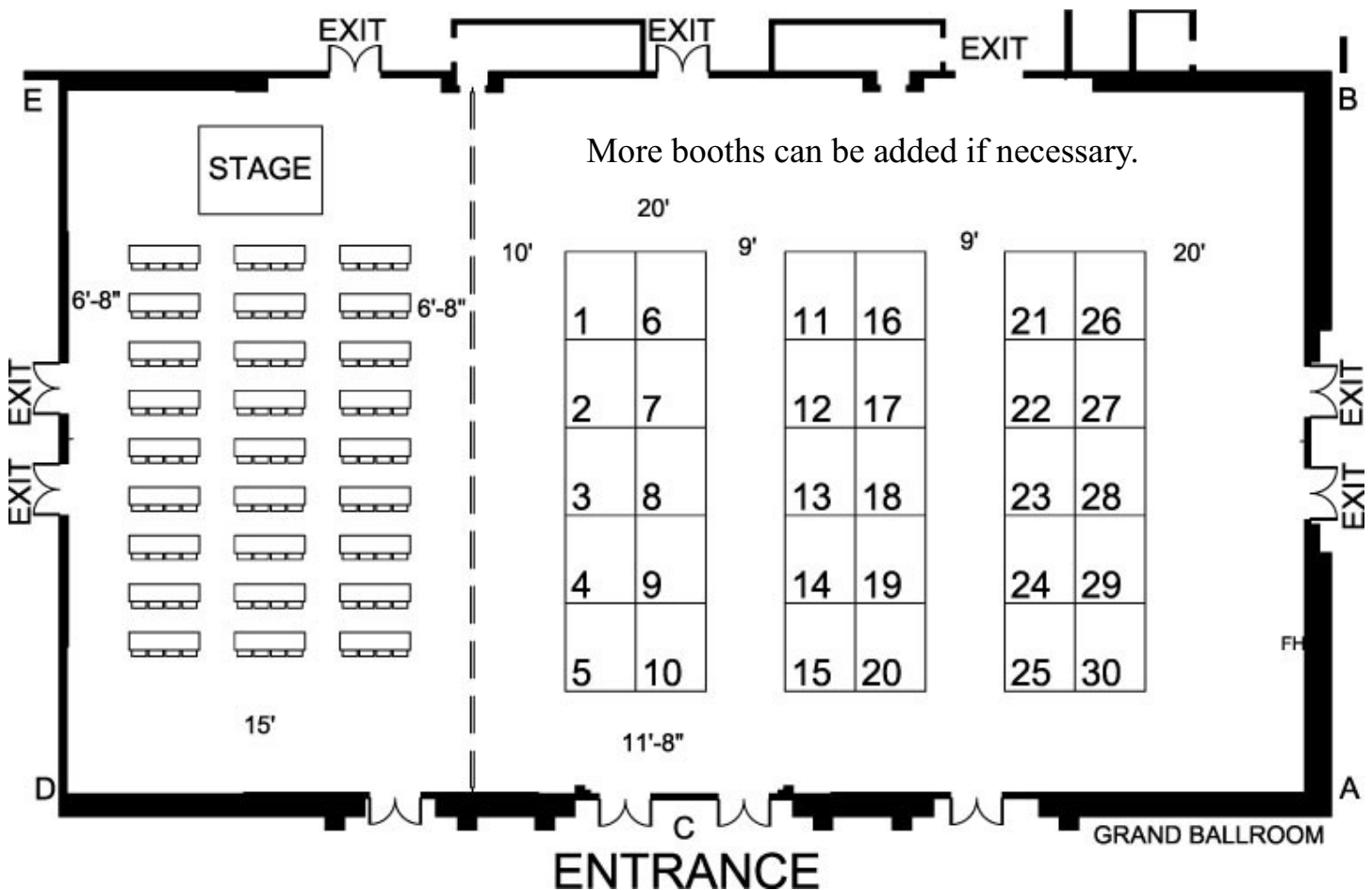
Door Prize(s) \_\_\_\_\_

**Return with payment and/or door prize(s) to CMSA, 10900 E. 183<sup>rd</sup> St., #300, Cerritos CA 90703  
 or fax form to: (562) 865-2944. For questions, call Renee Hifumi at (562) 865-2900.**



CMSA 93rd Annual Convention  
 La Jolla, CA • April 12-17, 2011

California Moving & Storage  
 Association  
 93rd Annual Convention  
 Booth Diagram  
 Hilton La Jolla Torrey Pines  
 La Jolla, CA  
 Exhibit Dates: April 14-16, 2011



# Exhibitor Registration Form

93rd CMSA Annual Convention  
EXHIBIT DATES: APRIL 14-16, 2011

Two Easy Ways to Register

1. Mail form with payment to: CMSA, 10900 E. 183rd Street, Suite 300, Cerritos, CA 90703. • 2. Fax this form to (562) 865-2944.

## STEP 1: RESPONSIBLE PARTY INFORMATION

1. \_\_\_\_\_  
Full Name of Attendee Responsible for Booth

\_\_\_\_\_  
First Name to Appear on Badge

\_\_\_\_\_  
Company Name to Appear on 7" X 44" Booth Sign - Single Line Only

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Telephone Fax

\_\_\_\_\_  
E-Mail Address (Registration Confirmation will be sent via E-mail)

## STEP 2: ADDITIONAL ATTENDEES

2. \_\_\_\_\_  
Full Name

\_\_\_\_\_  
First Name to Appear on Badge

\_\_\_\_\_  
E-Mail Address

3. \_\_\_\_\_  
Full Name

\_\_\_\_\_  
First Name to Appear on Badge

\_\_\_\_\_  
E-Mail Address

USE ADDITIONAL SHEET TO LIST MORE ATTENDEES.

## STEP 3: ASSESS EXHIBITOR FEES

Booth registration **includes** one (1) convention registration. An eight-foot skirted table, two chairs and wastebasket is provided.

Booth Registration  
Before February 25, 2011 @ \$1,100 \$ \_\_\_\_\_  
After February 25, 2011 @ \$1,200 \$ \_\_\_\_\_

Booth Electricity \$ \_\_\_\_\_  
Deadline: March 31, 2011 @ \$80 per booth  
After deadline, arrangements to be made directly with PSAV.

Non-Member additional \$600 charge \$ \_\_\_\_\_

Additional Attendee (s):  
Members \$475 ea./Non-Members \$625 ea. \$ \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

\$20 from each exhibitor's booth fee will be included in the CMSA Scholarship Fund Donation & Booth Bingo Raffle!

## STEP 4: CHOOSE YOUR BOOTH

Priority will be given according to seniority and date registration form was received. See booth diagram for choices.

RESERVE BOOTH # (s) \_\_\_\_ / \_\_\_\_ FOR MY EXHIBIT.

In case your first choice is taken, please list alternate booth #s.

2nd Choice (s) \_\_\_\_ / \_\_\_\_ 3rd Choice (s): \_\_\_\_ / \_\_\_\_

Companies you don't want to be next to: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## STEP 5: SELECT METHOD OF PAYMENT

Check Enclosed  Charge to Credit Card

CREDIT CARD INFORMATION:

VISA  MasterCard  Discover Card

\_\_\_\_\_  
Name on Credit Card

\_\_\_\_\_  
Credit Card Number Exp. Date

\_\_\_\_\_  
Billing Address Billing Zip Code

\_\_\_\_\_  
3-Digit Code on Back of Card

\_\_\_\_\_  
Authorized Signature Date

## STEP 6: RESPONSIBILITY AGREEMENT

By registering to be an Exhibitor at the CMSA Convention, you are agreeing to the terms below:

Exhibitor assumes responsibility and agrees to indemnify and defend the California Moving & Storage Association and the Hilton La Jolla Torrey Pines and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the California Moving & Storage Association nor the Hilton La Jolla Torrey Pines maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Refunds for any cancellations done before March 13, 2011 will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). No refunds will be made after March 13, 2011.

Exhibit Dates: April 14-16, 2011



# CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

ENCINITAS RANCH GOLF COURSE  
1275 QUAIL GARDENS DRIVE  
ENCINITAS, CA 92024  
(760) 944-1936



THURSDAY, APRIL 14, 2011  
8:30 AM SHOTGUN START  
(Golfers should arrive at course by 8:00 am.)

SPONSORED BY: PIONEER • CO-CHAIR'S – LEN GOLLNICK & GARY BLOWER

Entry fee -- \$110.00 per person / Includes: green's fees, cart, range and box lunch.

Primary Contact:

Golfer 1: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

List golfers in your foursome. (Foursomes will be formed by golf co-chairs unless listed below.):

Golfer 2: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 3: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 4: \_\_\_\_\_ Company: \_\_\_\_\_

**HOLE-IN-ONE CONTEST (#17) – Sponsored by TRANSGUARD INSURANCE CO. OF AMERICA**

**GOLF RULES:** *Appropriate golf attire is required, e.g., shirts with collars and appropriate shorts, pants or skirts (no cut-offs, gym shorts, tank tops or blue jeans). Non-metal spiked shoes are required. Encinitas Ranch Golf Course reserves the right to deny playing privileges to any player who violates the rules and policies of Encinitas Ranch Golf Course when on site before, during or after play. Gift certificates, passbooks, complimentary vouchers, and JC member cards and coupons will not be accepted for tournament or group play.*

**\*Refunds are subject to a \$15 processing fee. No refunds for cancellations after March 13, 2011.\***

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

( ) Visa ( ) MC ( ) DISCOVER ( ) Check enclosed Amount: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Three-Digit Code on back of card: \_\_\_\_\_

Billing Address & Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Transportation will not be provided. Please let us know if you can provide or need transportation.

\_\_\_\_\_ Yes, I can provide transportation. # of People: \_\_\_\_\_

\_\_\_\_\_ Please assist me in finding a carpool. # of People: \_\_\_\_\_

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



CMSA 93rd Annual Convention  
La Jolla, CA • April 12-17, 2011

**2011 CMSA Convention  
Room Rates Available at:**

# **HILTON LA JOLLA TORREY PINES**

**Reserve your room by March 13, 2011 to  
receive the CMSA group rate!**

**CMSA Room Rate: \$199.00 per night (Sgl/DbI)**

All rates are subject to the prevailing state and local taxes, fees and assessments, currently 10.64% plus 2% San Diego Tourism Marketing District assessment.

**Convention Dates:** April 12-17, 2011 – Group rates are also available three days before and after the convention dates based on availability!

**To Make Reservations:** Call 1-800-HILTONS and request the group rate for the California Moving & Storage Association. A reservation link can also be found online by visiting [www.thecmsa.org](http://www.thecmsa.org) and clicking on the Convention Calendar web page.

**Deposits/Confirmation:** Hilton requires guests to provide a credit card to guarantee the reservation. One night room and tax will be charged to that credit card if reservation is cancelled less than 24 hours prior to arrival.

**Early Departures:** Guests should notify Hilton La Jolla Torrey Pines at or before check-in of any change in planned length of stay to avoid an early checkout fee.

**Torrey Pines Golf Course:** Tee times for this famous course can be made up to 90 days in advance through the City of San Diego by calling (877) 581-7171 option 3. Due to its popularity, making a tee time can be difficult. The Hilton La Jolla Torrey Pines has a limited number of individual advance tee-times available for guests which can be reserved up to 90 days in advance. Restrictions may apply. You must call Ozlem Bunting at Hilton (858) 450-4537 to make arrangements.

