

The Communicator

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

CMSA Officers Invite You to “Dive In with CMSA” at the 93rd Annual Convention in La Jolla



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

“The CMSA convention is a great opportunity for all of our members and their families to come together for a little fun and relaxation; make new friends and get reacquainted with all of our colleagues and vendors.

When I became Chairman, I promoted more active participation from all CMSA members. I know that members who accepted my challenge have seen positive results. What better way to participate than to celebrate our success at this year’s convention!

There is much to benefit from our Convention, such as a Van Line panel, Social Media/Technology discussion, and a private dinner at the San Diego Zoo.

Please join me and my family at this year’s 93rd Annual Convention located along the beautiful San Diego coastline at the Hilton La Jolla Torrey Pines Resort. You don’t want to miss out on this once-a-year opportunity!”



**Vice Chairman
Dennis Doody
Blue Chip Moving & Storage
Hawthorne, CA**

“Let’s have some fun in San Diego. Let’s celebrate navigating through a very tough economy. Let’s reconnect with old friends and make some new friends. Let’s bring our families to enjoy some of the fruits of our and their labor. Let’s celebrate together as an industry at the 2011 CMSA Convention.

What better place to do it then at the beautiful Hilton La Jolla! The setting could not be more perfect to celebrate the CMSA convention when overlooking Torrey Pines’ Golf Course with a back-drop of the Pacific Ocean.

This year’s program will have something for everyone. There will be plenty of opportunity to get the most up to date information on the moving and storage industry. There will also be time to head to the world-famous San Diego Zoo, take the family to Sea World, relax by the Hilton La Jolla Pool and there is always the CMSA Golf Tournament.

Hope to spend some time with each of you in La Jolla.”



**Secretary/Treasurer
Rick Hosea
Crown Worldwide M&S
San Leandro, CA**

“Our 2011 CMSA convention is just around the corner at the Beautiful Hilton La Jolla Torrey Pines hotel in La Jolla, CA. This property is located near the San Diego coast, and in my opinion is a world-class property.

This year’s convention will offer our membership the opportunity to gain industry knowledge, updates, and network opportunities with fellow members and industry leaders. If the warmth of Southern California isn’t enough to capture your interest, I know the warmth of our membership will help exceed your expectations at this year’s convention.

It seems our businesses have finally turned the corner, and appears to be headed in the right direction at last. So join us this year for the education, sun, golf, and great views of our California coastline. You are sure to have a great time, and don’t forget the sunglasses!”

(CMSA Convention on page 6)

Chairman's Corner

By: Brian Larson

In a perfect economy, our phones would be ringing off the hook with new customers requesting estimates or booking new moves. The reality of today is that if you want business, you need to aggressively go look for it, and cold calling can be an effective sales tool if it is done properly.

A cold call by definition is "the process of approaching prospective customers or clients, either via telephone or in person, who were not expecting such an interaction."

The ability to cold call is an important part of the sales process, and with a little effort it can be a key process and technique in a salesperson's business success. Successful cold callers have the ability to make things happen, create new business opportunities, and then bring that new business in to your organization.

Cold calling for a majority of sales people is by far the most challenging part of trying to sell moving and storage services. New moving prospects and key business decision makers



can be hard to reach and resistant to the cold calling sales technique. These cold calling tips won't make the challenge any easier, but they will help to make cold-calling a more positive and successful experience.

1. Focus on your goal when you are cold calling. The goal is not about making the sale; it is about the opportunity of the sale. The real purpose of the cold call is to get an appointment set up so that you can go in and make your sales presentation.
2. Perform the research on your prospects and markets. You will want to use market research to hone in on your specific targets. Find out in advance as much information as you can about the person or business that you will be cold-calling. By doing this, you will be able to understand and talk about their business and needs when you call on them.
3. Have an opening statement prepared for your cold call. Be clear about whom you are and the purpose of your call and have a main reason for requesting an

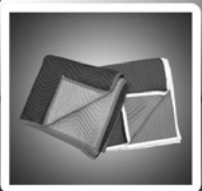
(Chairman's Corner cont. on page 5)



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President's Comments

By: Steve Weitekamp



Technology, no longer a stand alone topic, has become a fully integrated and ever evolving part of our lives both personal and professional. An example of this evolution is the cell phone which is no longer a luxury, but a necessity with ever increasing functionality. The current smart phone is not only making the hard wired phone obsolete but impacting the need for a desktop computer.

Recent and upcoming CMSA Chapter meetings have addressed the impact of technology on marketing our services and staying connected to our customers. Meetings have included discussions on issues of importance such as Search Engine Optimization (SEO), staying in touch with customers through internet sites such as Facebook and services like Constant Contact, and a discussion with an executive from Google.

Social marketing is an ever growing segment and its power and influence are being felt in ever changing ways. Recent world events have shown the power of social media. It is generally agreed that Facebook helped foment the ongoing political revolutions in Egypt and Tunisia. Regarding the impact of social media on the Egyptian revolution a blogger stated: "People acted in a world where they had more means of expressing themselves to each other and the world, being more assured that their plight would not be buried by the deep pit of censorship."

While there are many positive aspects to technology and the internet we must also be vigilant in our awareness of potential pitfalls and what some have called the dark side of the net. Most of us have received, hopefully not sent, ill-conceived and poorly thought out emails that were constructed in haste and with the lack of civility that is rarely seen in other forms of communication. Social media can amplify mistakes or provide a platform for a campaign of misinformation.

CMSA's Information Technology subcommittee is working with the goal of having a

(President's Comments cont. on page 9)

CALENDAR OF EVENTS

Feb. 22, Tue.	Central Valley Chapter Meeting	March 16th, Wed.	San Diego Golf Tournament
Feb. 23, Wed.	Northern Region Chapter Meeting	March 20th, Sun.	Greater Los Angeles Day at the Races
Feb. 24, Thu.	Central Coast Chapter Meeting	March 23rd, Wed.	Northern Region Golf Tournament
Feb. 24, Thu.	Sacramento Chapter Meeting	March 24th, Thurs.	Sacramento Golf Tournament
March 3rd, Thu.	OC/BC Chapter Bowling Tournament	March 30th, Wed.	Twin Counties Chapter Golf/Bocce Tournament
March 8th, Tue.	Mid Valley Chapter Meeting	April 2nd, Sat.	North Bay Chapter Bocce Tournament
March 11th, Fri.	Ventura/ Santa Barbara Chapter Bowl-A-Rama	April 12-17th, 2011	CMSA's 93rd Annual Convention in La Jolla, CA

For more information or to access event registration forms, please visit www.thecmsa.org.

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(Chairman's Corner cont. from page 2)

appointment. Use your opening statement as a basis to get the cold calling dialogue off to a good start.

4. Prepare a cold calling script for the rest of your call. Figure out all the benefits of your product or service and the reasons why your cold call prospect should buy. Write out possible objections and your answer to them. Without some type of a script, it is too easy to leave something out or get off-track of your goal. Remember not to read from your script verbatim, instead use it as a guide you have prepared in advance.
5. Be pleasant to whoever answers the phone or is guarding the reception desk when you are cold calling. This person is typically known as the "gatekeeper," and you want to develop a strategy to keep get them on your side if possible, as they may help you get the information you need to set an appointment.
6. Send your prospects some kind of a promotional item or mailer prior to the cold call. This may help break the ice and will

make your company stand out from the crowd.

7. Pick the morning time to do your cold-calling. For the most part, early in the morning is the best time to reach a key decision and it is the time of day when they are feeling energized the most.
8. Persistence pays off. It is a proven sales fact that most new sales are not made until after the fifth or sixth contact. Most salespeople will give up after the second or third attempt, so be persistent with the cold calling. For most of our salespeople cold calling will never be much fun, but with a little practice they can get better at it, and the better they get at it the more effective it will become as a sales tool to bring in new customers to our business.

I hope to see all of year at our 93rd CMSA Annual Convention at the Hilton Torrey Pines, La Jolla, CA April 12-17, 2011.

Visit www.thecmsa.org for more information about the convention!




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(CMSA Convention cont. from page 1)

"Sea of Change — Dive in with CMSA" is the theme for our 93rd Annual Convention which will be held April 12-17 at the Hilton La Jolla Torrey Pines Resort in La Jolla, California. This location is the perfect place for delegates to get caught up on issues affecting the moving industry, network, and explore new business opportunities and strategies for the upcoming year, all while enjoying the property's relaxing environment.

The convention kicks off with the CMSA's Executive Committee meeting on Tuesday afternoon, followed by the Movers and Shakers Reception and Dinner (an invitation-only event for CMSA Board Members, Chapter Presidents, and Committee Members). The Movers and Shakers Reception is sponsored by **Gateways International**, and the dinner is sponsored by **TransGuard General Insurance Co. of America**.

The convention registration desk opens on Wednesday morning for attendees to begin



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

checking in as CMSA's standing committees and Board of Directors have meetings throughout the day.

Thursday, CMSA members can enjoy the friendly competition of the CMSA Annual Golf Tournament at the popular Encinitas Ranch Golf Course. The Shotgun Golf Tournament kicks off

at 8:30 a.m. and is sponsored by **Pioneer**, with a \$10,000 hole-in-one prize sponsored by **TransGuard General Insurance Co. of America** on the 17th hole.

CMSA Exhibitors will be setting up their booths and preparing to mingle with new and old contacts for networking opportunities.

In the evening, the fun continues with the La Jolla Flavors Exhibitors Reception, sponsored by **New Haven Moving Equipment**.

Held in the lovely Grande Ballroom, the Exhibitors Reception is

always a great place to catch up with old business associates, as well as meet new potential contacts while learning about new services and products for the year. Hors d'oeuvres and

(CMSA Convention cont. on page 7)



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(CMSA Convention cont. from page 6)

beverages will be served throughout the evening.

Friday morning begins with the Torrey Pines Sunrise Breakfast, sponsored by **Trans Advantage**. The General Session will immediately follow. After the welcome and the annual roll call, members will hear from keynote speaker Mike Pierce, also known as Antarctic Mike.

Antarctic Mike is an avid lover of Polar history. He has read over 100 books on the Antarctic and was the first American to complete the 100 km-Antarctic Ultra Marathon foot race.

His achievements in the Antarctic region provided him with the tools to become the professional speaker/storyteller that he is. He teaches individuals and corporations fundamental principles in marketing.

Following Antarctic Mike, members will hear reflections from CMSA Chairman, **Brian Larson**, as he looks back at his year as Chairman.

Linda Bauer Darr, President and CEO of American Moving and Storage Association (AMSA), will address CMSA delegates on the state of the industry and the challenges ahead from a national perspective.

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

The Fairways Luncheon sponsored by **Paul Hanson Partners** will follow the General Business Session, where delegates will hear from a representative of the California Legislature on current issues. That afternoon, CMSA will also present a Military Affairs Breakout Panel where delegates will have the opportunity to ask questions of industry experts.

After a productive day, delegates will enjoy a special dinner event at the San Diego Zoo sponsored by the Van Line participants. Delegates will be able to check-in at the zoo as early as 4 pm to receive an Evening Admission Ticket which will allow them to explore the zoo before meeting at Sydney's Grill at 7 pm. During the dinner, there will be zoo keepers on hand to give special rhino and giraffe presentations from 7-9 pm.

This year, we will also be offering optional San Diego Zoo Day Pass tickets at a reduced rate. **These tickets are only good for Friday,**

(CMSA Convention cont. on page 8)



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(CMSA Convention cont. from page 7)

April 15, 2011 (9 a.m. - 7 p.m.) and can be purchased by using our Individual Ticket Order Form. (A day pass includes unlimited use of the Guided Bus Tour, Express Bus and Skyfari Aerial Tram.) The price is \$30 for adults (12+) and \$22 for children (3-11).

On Saturday, the Pacific Ocean Breakfast, sponsored by **ECS Refining — ecollective**, will kick off the morning at 8:00 am. After breakfast, the Business Session begins with a presentation from speaker **Terry Head**, president of the International Association of Movers (IAM).

After Mr. Head, **Sean Edgar**, the Executive Director of CleanFleets.net, will talk about regulations impacting the moving industry passed by the at California Air Resource Board (CARB). He is a recognized expert concerning on-road fleet rule implementation and technology options.

Later, a Van Line Panel discussion will be presented at the convention, which will include eight van line executives.

CMSA will also be hosting a Technology/Social Media presentation for the attendees. Jay Casey from Casey Moving Systems will be

presenting Facebook not only as a way to communicate with friends and family, but to market your business on the Internet. Alan Browning from Vision Quest Integrated Technologies will also be giving a presentation on Search Engine Optimization (SEO) Marketing, and how to use it to drum up business for companies.

Following Saturday's General Business Session, is the Horizon Awards Luncheon sponsored by **Champion Risk & Insurance Services, L.P.** and **Vanliner Insurance Co.** The awarding of \$51,000 to CMSA scholarship winners and recognition of other award winners will highlight this event. CMSA will also present a \$5,000 donation to a Special Olympics ambassador.

Concluding CMSA's 93rd Annual Convention will be our Chairman's Reception/Dinner sponsored by **CDS Moving Equipment**. The ceremony opens by introducing participants to the 2011-2012 CMSA officers and celebrating the installation of Chairman-elect **Dennis Doody** of **Blue Chip Moving & Storage, Inc.**

Senior Chairman **Brian Larson** of **Mother Lode Van & Storage** will receive a lifetime membership into the CMSA, and pass the gavel

(CMSA Convention cont. on page 9)



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(**CMSA Convention** cont. from page 8)

to 2011-2012 Chairman **Doody** . It will be a fun filled evening with laughter, good times, and lots of dancing!

We look forward to spending time with you at the Convention! If you haven't signed up yet, please call the CMSA office, or visit the convention kiosk on the CMSA website to complete your registration.

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

positive impact on our Association and its membership. One objective is the dissemination of information on what technology and communication opportunities are available for movers. We will need the assistance of Associate members as well as Mover members with expertise in this area. The current strategy is to accomplish this through presentations starting with dedicating one-half of our Saturday General Session to Social Marketing at our upcoming CMSA Convention, April 12 – 17 in La Jolla. Additionally CMSA will discuss the issue through periodic posts in the Communicator as well as on CMSA's Facebook page.

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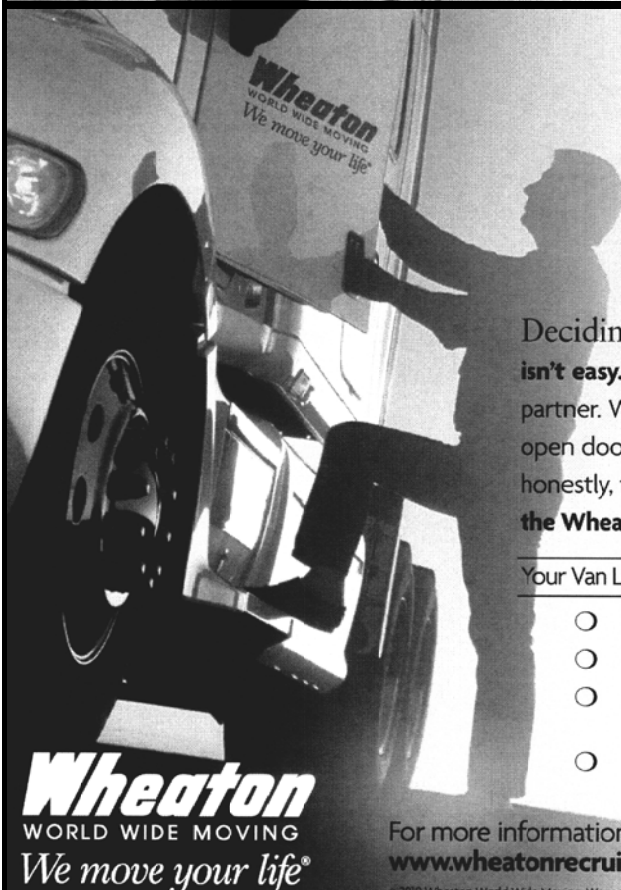
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CMSA San Diego Chapter Hosts Lively Meeting with IAM Director of Government Relations

The San Diego Chapter featured IAM Director of Government Relations Charles "Chuck" White as its guest speaker for its January 12th meeting at Tommy V's Italian Steak House in Del Mar. Chuck focused his presentation on the upcoming busy season in the Military Household Goods market.

Chuck is a 30-year industry veteran who interacts daily with the SDDC (Surface Deployment and Distribution Command), US Transcom, and the Services. His presentation covered the DP3, where we are now, and what we can expect in 2011. Topics that were discussed included the additional moves that will occur this summer due to BRAC (Base Closure and Realignment Commission), new qualification process for TSPs, new security requirements for base access, and Phase III rollout (how that will impact local agents as well as TSPs). The discussion was very lively and informative for the attendees. He followed the discussion by answering questions from the audience.

The large group included local agents as well as several domestic and international carriers from the Southern California area. There were also two attendees from Arizona and several from the High Desert area who attended the meeting. It was a great time to meet and visit with a varied group of movers and was a great opportunity for the local agents to interact with the TSPs on an informal/social level.

The chapter raffle raised a record amount due to the large number of participants, and expansive selection of prizes, at the meeting. It appears that military moving for the upcoming summer season will be challenging for both agents and TSPs, and both parties are going to have to learn to communicate and work together in a more effective manner.

Thanks to Chuck White and the IAM for sharing your time and knowledge with the San Diego Chapter.

Source: Barbara Johnson, CMSA San Diego Chapter President

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Stuck in the Middle with Who?

By: Gregg S. Garfinkel

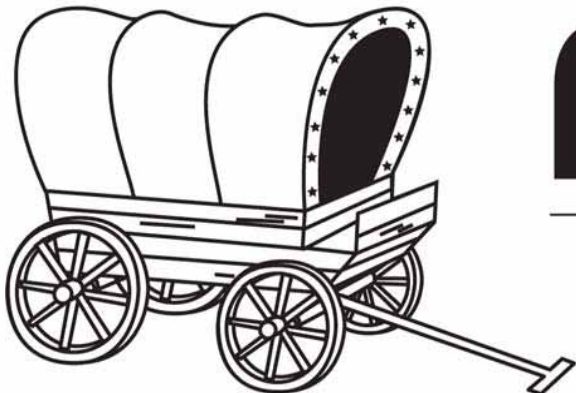
Common carriers of household goods sometimes find themselves in the middle of property disputes regarding the ownership of personal property being transported in interstate commerce. These disputes, which in legal parlance are termed "adverse claims of ownership", arise when competing demands are made regarding personal property being transported by the common carrier in interstate commerce. Typically, adverse claims arise out of failed marriages, jealous beneficiaries to a will, or renters who "forgot" that the apartment that they rented as "furnished" was to be returned to the landlord that way. One party will claim that the property was lawfully tendered to the common carrier to transportation. Conversely, the other party will claim that the shipper had no right to transport the subject property. This article will explore the statutory protections afforded to, and proper procedure to be followed by, common carriers when faced with an adverse claim of ownership.

The bill of lading is the basic transportation

contract between the shipper/consignor and the motor carrier, the terms and conditions of which bind the shipper and all connecting carriers. *S. Pac. Transp. Co. v. Commercial Metals Co.*, 456 U.S. 336, 342, 102 S.Ct. 1815, 72 L.Ed.2d 114 (1982). The carrier is obligated to deliver the goods covered by the bill of lading on demand of the consignor, or the person in possession of the bill of lading. A carrier can be liable for damages to a person having title to, or right to, possession of the goods covered by the bill of lading when (1) the carrier delivers the property covered by the bill of lading to a person not entitled to their possession; (2) the carrier delivers the goods after being properly instructed not to make delivery by the consignor/holder of the bill of lading; or (3) the carrier makes a delivery of the goods despite being notified that the party receiving the goods is not authorized to take delivery.

The factual scenario presented in *North American Van Lines, Inc., v. Bernard Heller* 371 F.2d 629 (5th Cir. 1967) illustrates the dilemma

(*Stuck in the Middle* cont. on page 14)



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(Stuck in the Middle cont. from page 13)

faced by interstate common carriers. This matter concerned the transportation of property involved in a marital dispute. A wife who had been separated from her husband continued to live in the marital home in Louisiana. The wife contacted a moving company and instructed the mover to remove all furniture from the marital home and transport it to her new home in Oakland, California. The husband, upon one of his occasional visits to the home, found it vacant and stripped of all of its furnishings. The husband determined that North American Van Lines had contracted with his former wife to transport the goods in interstate commerce. Thereafter, he notified North American Van Lines and gave notice that his wife lacked the authority to order the shipment and requested that the shipment be returned.



What is a common carrier to do in this situation? If it completes its obligations under the bill of lading and delivers it to the party named on the contract, it faces liability for damages should it ultimately be determined that the husband was the actual owner of the goods. Conversely,

if the common carrier wrongfully refuses to deliver the property, it would face civil liability to the wife, since she was the lawful owner of the goods.

Unfortunately, in *Heller*, the common carrier, instead of holding the goods, or placing the goods in storage pending the carrier's investigation of Mr. Heller's claim, simply ignored the adverse claim and permitted the shipment to proceed to Oakland, California. The Court found that this conduct amounted to a conversion of the goods which gave rise to the right of the true owner to

(Stuck in the Middle cont. on page 15)

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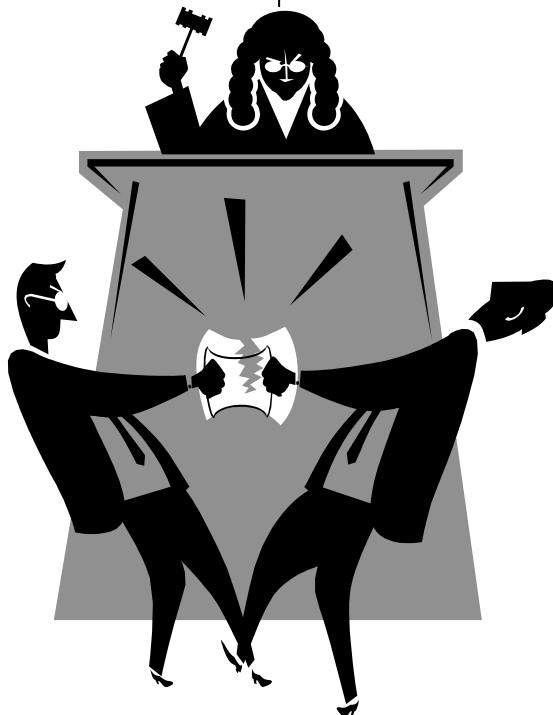
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(Stuck in the Middle cont. from page 14)

collect the fair market value of the goods at the time of the conversion.

Interestingly, the Court noted that the conversion of the goods did not occur when Mr. Heller's goods were picked up by the carrier in Louisiana. Rather the Court found that a conversion occurred when, after the common carrier was notified that it had not right to take the property, it refused either to return it to its origin or otherwise delay the shipment pending further investigation.

The appropriate use of 49 U.S.C. 80110(d)¹ would have avoided this result. This section provides a common carrier with an opportunity to have the validity of adverse claims of ownership investigated and, if necessary, re-



solved by a court of law. In other words, it provides a common carrier with a safe harbor to ensure that it delivers the property which is the subject of the adverse claim to the appropriate person. The section provides:

(d) Adverse claims.--If a person other than the consignee or the person in possession of a bill of lading claims title to or possession of goods and the common carrier knows of the claim, the carrier is not required to deliver the goods to any claimant until the carrier has had a reasonable time to decide the validity of the adverse claim or to bring a civil action to require all claimants to interplead.

In enacting this section, Congress intended to place upon an interstate common carrier the duty to act with reasonable

(Stuck in the Middle cont. on page 16)

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(Stuck in the Middle *cont. from page 15)*

diligence to stop an interstate shipment when information is provided to the carrier which creates the possibility that the consignor/shipper listed on the bill of lading is not entitled to possession of the goods. If, after conducting its own "diligent inquiry", the carrier cannot determine the validity of the competing claims, it can then enlist the assistance of the Courts to resolve the controversy by filing an action in interpleader.

An action in interpleader allows the common carrier to initiate a lawsuit in order to compel the individuals making adverse claims of ownership to litigate a dispute. This allows the common carrier to step aside and have the Court determine whose interest in the subject property is superior. Once the Court rules, the common carrier simply follows the direction of the Court. In addition, an action in interpleader usually allows for the party initiating the dispute - the common carrier - to recover its attorneys fees. The action in interpleader takes the guess work out of

the equation, since the Court will make the operative inquiry/determination as to who is entitled to goods.

Adverse claims of ownership place a common carrier in the middle of a difficult situation. They are sometimes accompanied by letters from lawyers, calls from law enforcement/regulatory agencies, and threats of civil litigation. Thankfully, Congress has provided a vehicle to resolve such disputes in a timely fashion, while insulating the common carrier from making "the wrong choice." The prudent common carrier will cease its performance under the bill of lading when a credible adverse claim is made to good being shipping in interstate commerce and avail itself of the protection, and protocol, of 49 USC 80110.

Gregg S. Garfinkel, a partner in *Sherman Oaks' Nemecek & Cole*, is a business litigator specializing in transportation, warehousing, and logistics matters. He can be reached at (818) 788-9500 or ggarfinkel@nemecek-cole.com.

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Federal Maritime Commission Says Yes to Some Recommendations of Fact Finding Investigation

At its meeting on December 8, 2010, the Commission considered and approved for immediate action a number of recommendations contained in the Interim Report for Fact Finding Investigation No. 27. The Commission initiated this non-adjudicatory investigation on June 23, 2010, to develop a record on the nature, scope and frequency of potentially unfair, unlawful or deceptive practices in the shipping of household goods or personal property within the Commission's jurisdiction. Commissioner Michael A. Khouri, the Fact Finding Officer, presented the Fact Finding Team's preliminary observations and conclusions about the nature and scope of the problem, recommendations for immediate action, and topics for further development.

Each year, the FMC receives a substantial number of complaints from individuals that have experienced various problems with their international household goods shipment. Between 2005 and 2009, the Commission received over 2,500 such consumer complaints related to household goods moving companies transporting personal

effects and vehicles between various locations in the United States and foreign destinations. Typical complaints allege failure to deliver the cargo and refusal to return the pre-paid ocean freight; loss of the cargo; significant delay in delivery; charges to the shipper for marine insurance that was never obtained; misinformation as to the whereabouts of the cargo; significantly inflated charges after the cargo was tendered and threats to withhold the shipment unless the increased freight was paid; or failure to pay the common carrier engaged by the company as another intermediary. In many cases, a shipper has been forced to pay another carrier or warehouse a second time in order to have the cargo released.

During the first phase of the Fact Finding, the Team interviewed individual shippers, ocean transportation intermediaries (OTIs), local and national trade associations representing OTIs and household goods movers, vessel operating common carriers, and other government

(FMC Says Yes cont. on page 18)



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California Moving & Storage Association (C.M.S.A.).



(FMC Says Yes cont. from page 17)

agencies. The Fact Finding Team conducted interviews and meetings in Washington, DC, New York, NY, Miami, FL, and San Diego, CA. The Fact Finding Team identified two distinct and separate cargo trades: 1) the international movement of household goods for relocation by individuals who use the internet to find a moving service or the "internet-based market"; and 2) the "barrel trade" where individuals -- primarily from various local communities -- send small shipments of personal goods to relatives or friends in their home countries in Latin America and the Caribbean Basin on a semi-regular basis.

Commissioner Khouri presented the following recommendations for immediate action, which were approved by the Commission:

Consumer Education:

1. Further develop the Commission's website content to assist consumers as they choose international shipping options;
2. Formalize cooperation with other governmental agencies in the household goods area;
3. Enhance cooperation with trade associa-

tions representing household goods movers;

4. Develop informational documents tailored to household goods consumers for use and distribution by OTIs;
5. Target outreach to local communities that regularly ship household goods overseas;
6. Develop an advisory asking that licensed OTIs link their websites to the FMC's website; and
7. Encourage internet-based "lead source providers" to link their website to the FMC website and check the license status of mover clients.

Industry "Best Practices" and Model Forms:

1. Engage with industry groups and consumers to develop a set of "best practices" and model shipping forms that address consumer issues raised by the Fact Finding; and
2. Develop an advisory for Commission consideration that would recommend the use of these practices and forms to licensed OTIs in the household goods business.

(FMC Says Yes cont. on page 19)



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(FMC Says Yes cont. from page 18)

Licensing Issues:

1. Prepare recommendations specifically related to the movement of household goods for inclusion in any draft regulation developed by the Commission working group currently considering changes to existing licensing rules and regulations for OTIs.

Enforcement:

1. Develop guidelines and procedures to facilitate and implement joint law enforcement efforts to protect consumers and address problem household movers; and
2. Develop an agency enforcement strategy focused on entities offering services re-

lated to the transportation of household goods in U.S. - foreign container trades.

Alternative Dispute Resolution (ADR):

1. Promote alternative dispute resolution services provided by the Commission which assist consumers experiencing problems with household goods movements.

Additional options will be developed for consideration by the Commission during the second phase of the investigation and will be addressed in the February 15, 2011 Final Report.

Commissioner Khouri stated that "I am pleased that the Commission undertook this investigation because it seeks to address a

(FMC Says Yes cont. on page 20)

CLASSIFIED ADVERTISING

CHARGES: 1-5 lines \$15; \$2 each additional line. CMSA box number \$5; Non-member charge: \$30 additional. Special heading/set up extra. Replies to ads noting box numbers to be sent to: CMSA Communicator, 10900 E. 183rd St., #300, Cerritos, CA 90703. Call Brianna Wahlstrom at (562) 865-2900 to place your advertisement.

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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 or fax to (424) 233-1359.

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(FMC Says Yes cont. from page 19)

consumer protection issue that affects many average citizens who are most often first-time or very occasional users of international shipping services. The steps approved by the Commission today will result in the immediate focus of agency resources on educating and assisting consumers, facilitating industry 'best practices', and targeting enforcement efforts on rogue household goods movers. I look forward to developing additional measures to protect the shipping public during the second phase of this investigation."

Chairman Richard A. Lidinsky, Jr. said: "Commissioner Khouri and his team members have produced excellent findings and recommendations that will significantly advance the Commission's mission to protect the public from unfair and deceptive practices. I look forward to working to implement these thoughtful measures, and to the team's final report in February."

Source: American Moving & Storage Association

Thomas W. King

1919 - 2010



Past Chairman Thomas King passed away peacefully at his Petaluma residence on November 28, 2010. Mr. King worked for Crockett's Van and Storage in San Raphael until he retired nearly 30 years ago, when he and his wife Mary moved to Petaluma. During his

time with the CMSA, he became Chairman in 1970.

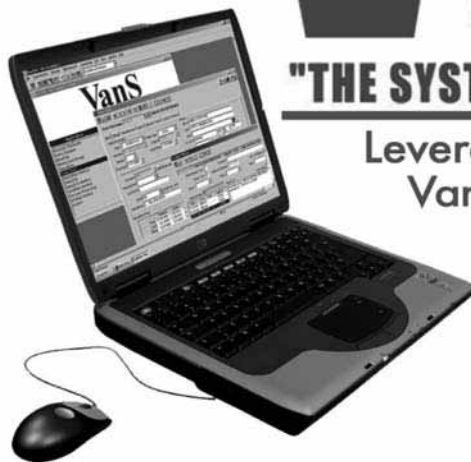
Mr. King is survived by Mary L. King of Petaluma. He was a loving father of Gerald "Pete" King and his wife Wendy of Santa Rosa and Marsha Mac Dougall and her husband Jim of Sparks, NV. He was known also as "Papa Tom" to his grandchildren Joe, Jennifer, Kristen, Jason and his great-grandson Spencer.

As per his wishes, a service was not held. Memorial contributions may be made to the charity of your choice in his memory.

Source: Parent-Sorenson Mortuary and Mrs. King

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Fred Wallace
President
One Big Man & One Big Truck Moving Co., Inc.

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Berkeley, CA	5 days	\$154
Oakland, CA	4 days	\$221
W. Hollywood, CA	7 days	Call us
Pasadena, CA	4 days	\$108
Irvine, CA	5 days	\$100

* The lead-times cited above provide us a comfortable opportunity to obtain for your permits. While it is possible to get permits in less time, we offer them with less reliability. The typical permit fees cited are a good faith effort to summarize an all-inclusive flat-fee (including 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 without notice.

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Hilton La Jolla Torrey Pines
La Jolla, CA
April 12-17, 2011



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****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 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.

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Dinner & Animal Event (No transportation will be provided. CMSA can assist in carpool arrangements if advanced notice is given.) Delegates only attending the dinner should pick up their Zoo Evening Admission tickets at the CMSA Check-In table near the elephant topiaries near the zoo entrance. Delegates can walk around the zoo as early as 4 pm before meeting for dinner at Sydney's Grill at 7 pm. Dinner buffet is for adults only. Kids will receive children's meals. Optional zoo day passes are available for an extra fee.

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 also 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

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Golfer 4: _____ Company: _____

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

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Name on Card: _____ Card #: _____

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_____ Yes, I can provide transportation. # of People: _____

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2011 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:

(Hilton considers children to be 12 years old and under. The San Diego Zoo considers children to be 3-11 years old.)

		<u>Adult</u>	<u>Child</u>
Thurs. April 14	La Jolla Flavors Exhibitors Reception	\$150.00	\$100.00
	Golf Tournament Registration (USE GOLF FORM)	\$110.00	\$110.00
Fri. April 15	Torrey Pines Sunrise Breakfast	\$35.00	\$25.00
	Fairways Luncheon	\$60.00	\$42.00
	Zoo Dinner w/ Animal Event*♦	\$100.00	\$50.00
	Zoo Day Passes (Restrictions Apply)**♦ Adult (12+) \$30/Child (3-11) \$22	\$30.00	\$22.00
Sat. April 16	Pacific Ocean Breakfast	\$35.00	\$25.00
	Horizon Awards Luncheon	\$60.00	\$42.00
	Chairman's Reception & Dinner/Ball	\$150.00	\$100.00

*Delegates only attending the dinner event can check in and walk around the zoo as early as 4 pm. CMSA will have a check-in table by the elephant topiaries near the zoo main entrance. You will be given an Evening Admission Ticket to enter the zoo. Meet at Sydney's Grill at 7 pm. Buffet dinner is for adults only. Kids will receive children's meal.

****Zoo Day Passes are only good for Friday, April 15, 2011 (9 am - 7 pm) – DINNER NOT INCLUDED.** Pick up day pass tickets at Zoo Guest Relations. Day pass includes unlimited use of the Guided Bus Tour, Express Bus and Skyfari Aerial Tram. A separate Zoo Dinner Ticket or a Full Convention Registration must be purchased to attend the CMSA Zoo Dinner Event. Zoo Day Pass Guests attending the dinner should meet at Sydney's Grill at 7 pm – do **not** go outside of the zoo without getting your hand stamped and keeping your zoo ticket stub to avoid paying a re-entry fee to the Zoo Dinner event.

♦Transportation will **not** be provided to the zoo. The Zoo Dinner will be at Sydney's Grill in the zoo.

Additional Ticket(s) Order Form:

ATTENDEE NAME	EVENT	FEE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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TICKETS WILL BE COLLECTED AT THE DOOR PRIOR TO ALL FOOD FUNCTIONS!

Tickets will be included in your registration packet. Cancellations made before March 13, 2011 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After March 13, 2011, no refunds will be given.

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Phone _____ Email _____

() Visa () DISCOVER () MC () Check enclosed Amount \$ _____

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Card Billing Address _____ Card Billing Zip _____

Return completed order form and payment to: CMSA, 10900 E. 183rd St., Ste. 300, Cerritos, CA 90703
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CMSA 93rd Annual Convention
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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 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.

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