

The Communicator

THE CALIFORNIA MOVING & STORAGE ASSOCIATION

Dennis Doody Named 2011-2012 CMSA Chairman at 93rd Annual Convention in La Jolla, California

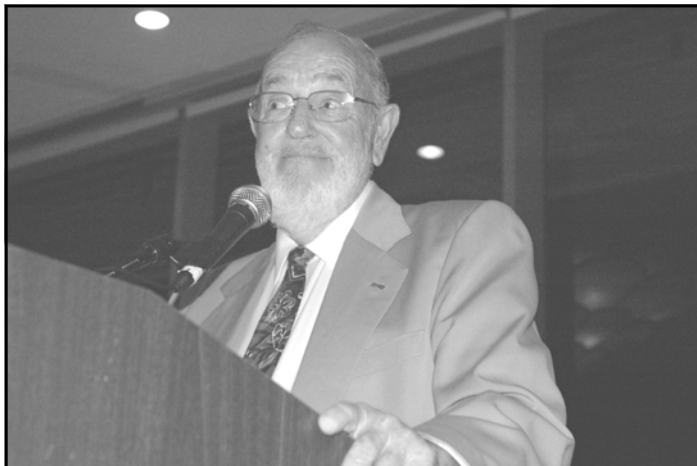
The CMSA 93rd Annual Convention was held this year at the Hilton La Jolla Torrey Pines in La Jolla, Calif.

The Convention started off with the Executive Committee meeting on Tuesday, April 12th. It was followed by a special appreciation dinner for CMSA Board Members, Chapter Presidents and Committee Members to thank them for their dedication to the Association, and the moving and storage industry. The reception was sponsored by **Gateways International Inc.** and the dinner was sponsored by **TransGuard Insurance Company of America.**

A full day of Committee and Board meetings was had on Wednesday. The Insurance, Government Affairs, Membership, and Military Affairs Committees, as well as the Board of Directors, conducted various business of the Association. Outgoing Chairman **Brian Larson**



Former CMSA Chairman Brian Larson hands the ceremonial gavel to the 2011-2012 Chairman Dennis Doody.



Richard Doody, Dennis's father, gives a comical, yet admirable speech in honor of the 2011-2012 CMSA Chairman.

wrapped up business in his final meeting and congratulated his Board for their dedication and hard work throughout the year. Incoming Chairman **Dennis Doody** then conducted the first 2011-2012 Board of Director's meeting of the year.

Thursday morning started bright and early with CMSA's Annual Convention Golf Tournament sponsored by **Pioneer** at the Encinitas Ranch Golf Course. Golfers enjoyed beautiful weather, gorgeous scenery, and a fun time with fellow members.

In the evening, CMSA held its La Jolla Flavors Exhibitors' Reception, sponsored by **New Haven Moving Equipment.** During the

(2011 Convention continued on page 6)

Chairman's Corner

By: Dennis Doody



As I put pen to paper for my first article as Chairman of the CMSA, summer 2011 is just getting started. Those of you that attended the 93rd annual CMSA convention in La Jolla heard one common theme...buckle up, get ready this summer is going to be very busy. Every representative on the Van line panel, every discussion I had with fellow movers at the convention made it very clear that demand will exceed capacity this summer. Music to our ears, but it creates new challenges. For the last couple of years we have had to make difficult decisions to cut back on staff, equipment, advertising etc. just to stay in business. Now that we have survived a severe economic downturn, it is time to "Seize the Summer."

When I returned from the convention, I took a good hard look at Blue Chip Moving and Storage. Are my move coordinators prepared for this summer? Is dispatch ready? Will dispatch have enough trained staff to handle this sum-

mer? Do we need to add staff? Is the accounting department ready? These questions and many more haven't been asked for the last couple of years, but now we must put ourselves and our organizations in position to take advantage of this summer's opportunities. We must make sure that we capture every opportunity to gain more business and turn a profit. If not, the summer will be over before you know it and it will be over and you will be saying "could of, would of, should of".

So...What steps am I taking to "Seize the Summer?" I started by meeting with each of my departments. I wanted to make sure that I communicated with them about what I had learned at the convention. From the receptionist, to the sales staff, to dispatch, to accounting, to the President...everyone had to understand that this summer could make us or break us. I wanted to make sure that they were prepared for a busy season in advance. I met with each department and identified and addressed what each department needs to succeed this summer. *We've decided to add staff (crazy talk after the last couple of years) but after controlling cost and overhead it is obvious we need to add*

(Chairman's Corner continued on page 4)



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President's Comments

By: Steve Weitekamp



May begins another year of CMSA leadership. Congratulations to the recently installed new CMSA Chairman and the Board of Directors. The Association just completed its 93rd Annual Convention, a very successful event, and while a lot of what was covered is reviewed in this issue, you really had to be there to appreciate its value. While it has been shared many times over the years, it is still true: The best way to take advantage of the value of your Association is to participate.

The success of the CMSA is dependent on the continuity of member leadership that our time tested system of Chapters, Committees, Board, and Officers affords. Many programs and initiatives take multiple years and our success had been achieved by our member/leaders whose understanding of the problem(s) and whose work provides the continuity which is essential to achieving a long-term goal. Thanks to CMSA Senior Chairman Brian Larson for his successful term as Chairman of the Board. Brian was engaged in many issues during his year as Chairman and his self-sacrifice and willingness to take time out of his own schedule to serve the Association are the type of attributes that continue to demonstrate that the CMSA Chairmanship is an office worthy of respect.

This issue includes the first column of your new Chairman Dennis Doody. Dennis has served on the Board and progressed through the chairs of leadership. I look forward to the opportunity to work with him on an array of issues that are currently on our radar as well as issues and challenges yet revealed.

(President's Comments continued on page 5)

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(Chairman's Corner continued from page 2)

staff to make sure we seize every opportunity and serve our customer with the highest possible level of service.

As your new Chairman, I hope each CMSA member will participate in his or her local chapters in order to stay current on the latest news about our industry. Reading the Communicator is a good start, but having a conversation with other moving professionals who face similar day-to-day challenges is really the best way to learn and grow. We all spend too much time working "in" our business, and the CMSA provides a place for us to work "on" our business. If you put yourself out there and get involved you will get more out of it. Going to the last convention gave me an opportunity to participate and learn what other moving industry professionals are doing to prepare for this next summer. I have now prepared my team for what is to come and want to challenge you to "Seize the Summer" as well.

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2011-2012 CMSA Chairman
Dennis Doody!**

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(President's Comments cont. from page 3)

Without going into great detail about convention presentations, let me just share a brief comment that I made regarding email business scams.

Anyone who has an email account is the frequent recipient of unsolicited emails, the aim of which is to separate you from as much money as possible (scams). While CMSA sends out regular email warnings and will continue to do so in the future, it is always helpful to remember some basic business tenants to protect yourself.

You are not a bank, don't advance anyone money on "their" credit cards. There just isn't that much business in Nigeria.

Government regulators and compliance programs do not request that you respond to a Gmail or other non-governmental email account.

With the start of the summer season and a greater presence of young children on the streets and on job sites, please review with all staff members the importance of truck and equipment safety procedures. Please have a safe and productive summer season.



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BEST AVAILABLE RATES

(2011 Convention cont. from page 1)

reception, exhibitors presented the most current products and services available to movers, and took advantage of networking opportunities. Delegates browsed through 31 different booths while enjoying hors d'oeuvres and cocktails, making contacts with vendors and socializing with old and new friends.

Friday morning began with the Torrey Pines Sunrise Breakfast, an elaborate spread of morning treats sponsored by **Trans Advantage, Inc.** before the General Business Session. CMSA Secretary/Treasurer **P.J. Welch** of **Cardinal Van & Storage** opened the Friday General Business Session with an Invocation, and a time of remembrance for CMSA members who had passed in the preceding 12 months. Master of Ceremonies **Robert Fraser** of **Red-**



wood Moving & Storage welcomed CMSA delegates to the 93rd Annual Convention, performed the annual Roll Call of Delegates, and introduced this year's keynote speaker, "**Antarctic Mike**" **Pierce**.

Dressed in a bright orange parka and blue gloves, **Antarctic Mike** captivated delegates with a presentation that focused on how businesses can foster success even in the roughest terrain. He emphasized that a leader should keep his team's minds engaged in moving forward despite formidable obstacles. Keeping loyal employees is a necessary key to success.



Regaled the name "Larsonator," CMSA Chairman **Brian Larson** of **Mother Lode Van & Storage** stepped on stage to reflect on his year with the moments he treasured most. Among them was visiting and meeting with the

(2011 Convention cont. on page 7)



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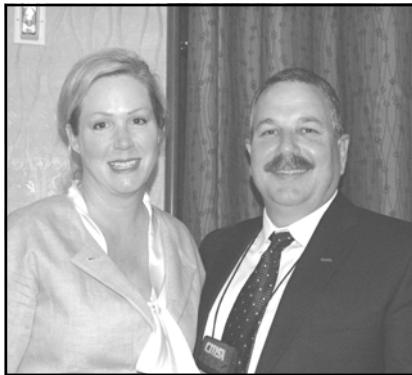
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(2011 Convention cont. from page 6)



12 CMSA Chapters with CMSA President Steve Weitekamp. He enjoyed getting to know the members around the state and emphasized the importance of involve-

ment in CMSA to the members.

Linda Bauer Darr of the American Moving and Storage Association (AMSA) informed delegates on AMSA's work in enrolling an additional 1,000 movers via van line-association in its membership from the past two months. Bauer warned delegates about the challenge of an overwhelming workload during the summer. At the end of her speech, Bauer wants attendees to focus on optimism and the future for the industry.

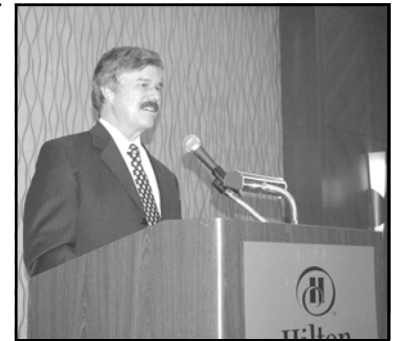
Sean Edgar of **CleanFleets.net** spoke about the In-Use Off-Road Diesel Vehicle Regulation set by the California Air Resources Board (CARB). Edgar noted that CARB hasn't made any modifications from the December 2010 decisions regarding its regulations. To help delegates understand when vehicles need to comply with current regulations, Edgar presented graphs of compliance deadlines and regulations, and when it's necessary to modify trucks. He cautioned delegates to be prepared for the changes as soon as possible. Edgar encouraged delegates to spread awareness of compliance deadlines to others in the industry.

CMSA President **Steve Weitekamp** reviewed Association activity, and conducted the ceremonial swearing in of the newly elected Board Members, which included **Alan Freese** of **Miller Moving & Storage**, **Sharon Hildreth** of **Valley Relocation & Storage**, and **Maribeth**



Wolf of **Golden Gate Moving & Storage Co.**, as well as re-elected Board Members **Mark Andersen** of **Andersen Van & Storage**, **Jay Casey** of **Casey Moving Systems**, **Robert Fraser** of **Redwood Moving & Storage**, **Tim McCarthy** of **McCarthy Transfer & Storage**, and **P.J. Welch** of **Cardinal Van & Storage Co.**

At the Friday Fairways Luncheon sponsored by **Paul Hanson Partners Specialty Insurance**, attendees heard from **Chuck Cole**, President of **Advocation Inc.** Cole spoke about how the public's desire for no increases in taxes often results in reduced funding for needed and desired public programs in California. Delegates posed questions and concerns to Cole over the state's budget crisis in a question-and-answer period after his presentation.



Delegates later attended the Military Break-out Session, moderated by **Vince Cardinale** of **Cardinale Moving & Storage**. Panelists included: **Matt Connell** of **Total Military Management**, **Terry Head** of **International Association of Movers**, **Tim Helenthal** of **National Van Lines** and **Richard Wozniak** of **Bekins A-1 Movers**. They

had mixed opinions on how the DP3 system affects customer service and quality during moves.

However, a consensus was reached across the panel regarding the large volume of moves forecasted during the 2011 summer season. Panelists urged delegates to prepare for the workload ahead.

Friday ended with delegates attending a private CMSA dinner event at the San Diego Zoo, sponsored by **Arpin Van Lines**, **Atlas Van Lines**, **Bekins Van Lines**, **Blue Chip Moving & Storage**, **National Van Lines**, **North American Van Lines**, **Stevens Worldwide Van**



(2011 Convention cont. on page 8)

(2011 Convention cont. from page 7)

Lines, Unigroup, Inc. and Wheaton World Wide Moving.

In the morning, **ECS Refining** sponsored the Saturday Pacific Ocean Breakfast, which provided another bountiful buffet for delegates. Master of Ceremonies **Ben Geissel** of **Galbraith Van & Storage Co.** presided over the Saturday General Business Session, and introduced the first speaker, **Terry Head**, President of the **International Association of Movers (IAM)**. Head informed delegates that the economy is expanding by three percent in 2011. However, real estate and relocation industries are lagging. The IAM is able to help the industry by advocacy and providing consumer education on rogue operators.

Following Terry Head, CMSA held a series of Technology presentations by **Jay Casey** of **Casey Moving Systems**, **Allan Browning** of **Vision Quest IT**, and **Joe Teitelman** of **Yodel**. The presentations discussed social media marketing, search engine optimization and how to drive traffic to your company website.

The second half of the Saturday General Business Session was saved for the Van Line Discussion Panel with **Steve DeBolt** of **San Diego Van & Storage** as the moderator. Panelists included: **Conrad Swanson**, **Arpin Van Lines**; **Steven Hermann**, **Atlas Van Lines**; **John Alianello**, **Bekins Van Lines**; **Donna Martin**, **National Van Lines**; **Dan Robertson**, **North American Van Lines**; **Bob McCabe**, **UniGroup, Inc.**; **Morrie Stevens Jr.**, **Stevens**



Worldwide Van Lines; and Fred McBroom, Wheaton World Wide Moving.

After the General Business Session, participants attended the Horizon Awards Luncheon sponsored by **Champion Risk & Insurance Services** and **Vanliner Insurance Company**.

President Weitekamp announced the scholarship winners and those in attendance came to the podium to express their gratitude and explained how the scholarship will allow them to reach their educational goals. Special Olympics coach Terri Stashak and Special Olympics athlete Katie Stashak accepted the CMSA's \$5,000 donation to the Special Olympics Southern California. Coach Stashak informed delegates that the donation will permit athletes to attend the World Special Olympic Games in Greece.

The Chapter Presidents were also recognized, awarded certificates and applauded for their contribution to the CMSA membership during the luncheon. President Weitekamp presented the Chapter of the Year Award to a north and a south chapter president – San Diego Chapter President **Barbara Johnson** of **Hidden Valley Moving & Storage** and Northern Region Chapter President **Sharon Figueiredo** of **Valley Relocation & Storage**.

President Weitekamp recognized retiring Board Members **David Askew** of **Wermuth & Cahoon Moving & Storage**, **Joe Hammer Sr.** of **California Relocation Services**, **Jill Longo** of **Andy's Transfer & Storage**, and **Jim Weiant** of **Chipman Relocations** for their service and commitment to CMSA. Each was given commemorative plaques for their dedication to the Association.

The Convention finale was the Chairman's Reception and Dinner/Ball, sponsored by **CDS**



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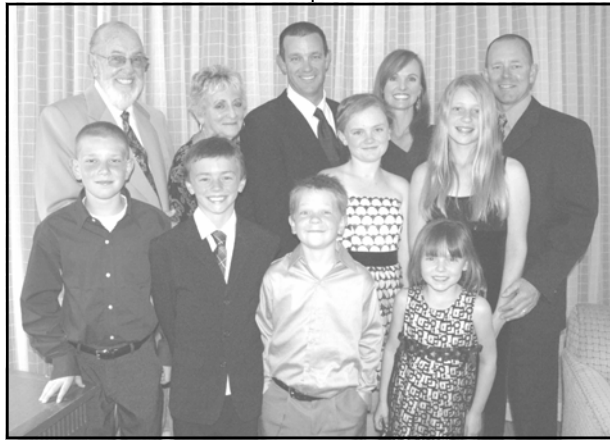
Moving Equipment, Inc. Delegates waved their napkins in the air and cheered as incoming Chairman **Dennis Doody** of **Blue Chip Moving & Storage** made his grand entrance to the stage riding on the back of **Jay Casey** of **Casey Moving Systems** who was dressed up as a centaur. He was accompanied by past CMSA Chairman **Joe Hammer Sr.** of **California Relocation Services**.

CMSA Vice Chairman **Rick Hosea** of **Crown Worldwide Moving & Storage** served as master of ceremonies of the event. CMSA President

Steve Weitekamp spoke of the special nature of being a CMSA Chairman, and presented outgoing Chairman **Brian Larson** his honorary lifetime membership and the Chairman's gift. Larson gave another special thanks to his family and staff for their support during the year, and introduced **Richard Doody** to present the new

Chairman to the membership.

Richard Doody, former president of **Blue Chip Moving & Storage** and father of Dennis Doody, joked about his son's mischievous ways in his younger years, but expressed pride and assurance in Dennis' ability to complete his duties as Chairman in the incoming year.



In his acceptance speech, Chairman **Dennis Doody** promised to keep his eyes open to new possibilities as Chairman and execute his duties to the best of his abilities. He thanked his parents for their love and support, which made him the person he is today. Larson then handed Doody the ceremonial gavel, and

Doody was presented to the membership as the 2011-2012 Chairman.

Thank you to all of our delegates for being a part of a memorable Convention, and we hope to see you again for next year's Convention being held April 10-15, 2012, at John Ascuaga's Nugget hotel in Sparks, Nevada.



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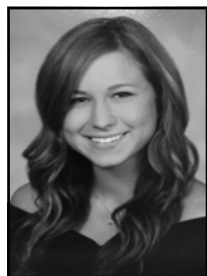
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2011-2012 CMSA Scholarship Recipients

This year, CMSA had a competitive pool of applicants for the 25 slots of scholarship winners. It was a fierce contest, but we are happy to introduce to you the 2011-2012 CMSA scholarship recipients.



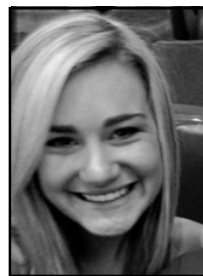
Ian Bloom



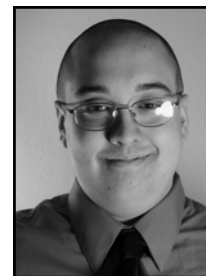
Alexandra Ferrante



Allison Horist



Melissa Johnson



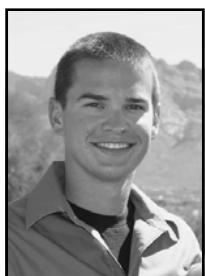
James Montgomery



Amanda Menne



Brianna Metzner



Daniel Horist



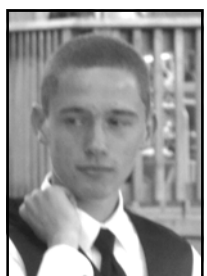
Joseph Simas



Emily Pacheco



Paige Sikes



Samuel Aceret



Claire Konecny



Megan Dooley



Emily Askew



Emily Delgado



Sarah Konecny



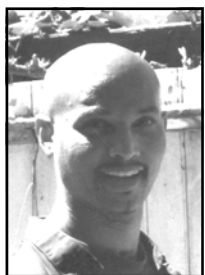
Garrett Wong



Tyler London



Stephen Shahbazian



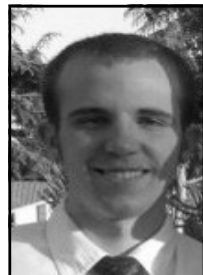
Joseph Woldu



Natalie Madrigal



Christina Castro



Nicholas Fry



Johnathan Morales

California Supreme Court Upholds Verdict: Legally Parked Truck at Fault in Crash

By: Frederick Kiel
Transport Topics

California's Supreme Court has upheld a verdict that a legally parked Safeway Inc. tractor-trailer was 35% responsible for an accident because it obstructed the view of a vehicle entering an intersection.

A spokesman for the California Trucking Association said the case would "essentially impose a new parking liability" on truckers in the state.

"Our main concern is that this is a new duty being imposed on truckers in California," Michael Shaw, spokesman for the California Trucking Association, told TRANSPORT TOPICS. "California is already probably the most difficult state to find off-road vehicle parking, and now commercial vehicles are being singled out when they park legally on roads."

The accident occurred in July 2005, when the driver of a pickup truck tried to enter High-

way 101 near Crescent City, Calif. The driver collided with a motorcycle, which carried an operator and a passenger, who was seriously injured.

"I think they were basically saying that there should be a strong presumption that parking in a legal spot is not negligent, but that if unusual circumstances exist, then even legal parking could be negligence," Robert Digges Jr., vice president and chief counsel of American Trucking Associations, told TT. "This is not really a new approach, as evidenced by the several cases the court cited finding a driver to be negligent for parking in a legal space because of unusual circumstances."

A jury in 2009 awarded \$828,000 to the motorcyclist, and decided that the pickup driver was 30% responsible for the collision, the California Transportation Department was 35% at fault for permitting the traffic and parking rules that applied, and Safeway was 35%

(Parked Car at Fault cont. on page 12)



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(Parked Car at Fault cont. from page 11)

responsible.

"A duty to park safely, as well as legally, was owed because of the particular facts of this case, where the parked vehicle was a 65 feet long, 13½ feet tall, 8½ feet wide commercial truck," the state's Supreme Court said in its March 16 decision. "The drivers of such trucks are or should be professionally trained to be aware of the risk of blocking other drivers' sight lines when parking."

A spokeswoman for supermarket chain Safeway Inc., Pleasanton, Calif., told TT that the company had a policy of not commenting on legal decisions.

But James Wyatt, lawyer for the plaintiffs in the case, *Connie C. Lawson et al. vs. Safeway Inc.*, said that Safeway paid its share of the judgment shortly after the Supreme Court issued its decision. An appeals court upheld the jury's deci-

sion on Dec. 30.

"The jury in the . . . case determined that, even though the truck was parked legally, it was still negligently parked, because it obstructed sight distance at the adjacent intersection and made the intersection significantly more dangerous," Wyatt told TT.

"Since there was no prior reported decision in California holding a negligently parked commercial vehicle liable for an accident, the parties and the courts relied on decisions from other states to support their respective positions, [so that I] believe this case will now be cited throughout the United States in cases where there is a claim that a negligently parked commercial vehicle was a contributing cause in an accident," he said.

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Members mingling at the La Jolla Flavors Reception ...



2011 Convention Exhibitors



Champion Risk:
Mark Raby and Bill Hammett, Jr.



Vanliner Insurance: Debbie Spanley and Michael Lucas.



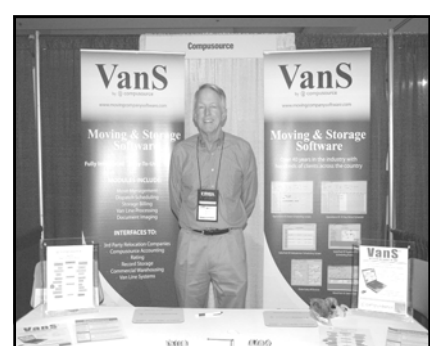
Dewitt Companies: Jeff Nadeau, Edward Wong, Jane Graybill, John Lindstrom, and Erin O'Leary



Kentucky Trailer: Doug King



ECS Refining: Patricia Potter



Compusource: Ron Shea



Paul Hanson Partners:
Sheryl Marshall and Casey Myers



Pioneer: Jeff Blower, Lenny Gollnick, Gary Blower, and Dick Dickerson



Sterling Van Lines:
Julie Clitheroe and Jay Clitheroe

(2011 Convention Exhibitors cont. on page 14)

(2011 Convention Exhibitors cont. from page 13)



Permit Puller: Dave Backman



American Alliance Drug Testing: Betty Plowman



Trimaco: Stewart Hurvitz and Barry Himes



Techmate International: Lynn Peterson



CDS Moving Equipment: Allen Sidor, Mitch Snelson and Randy Williams



Golden State Container: Steven Dooley, Rick Bruns, John Kay, Trixi Carr, John O'Callahan and Richard Rosas



IGC Software: Brian Ferguson



Stevens Worldwide Van Lines: Morrie Stevens, Jr. and Roger Wise



National Van Lines: Donna Martin and Tim Helenthal



Gateways International: Mary Aten, Sharon Reinhardt, Mary Arrand and Rick Curry



ACI/Windfall: Joe Bippin



Arrow Truck Sales: Javier Garibay and Jaime Morgutia

(2011 Convention Exhibitors cont. on page 15)



Box Brothers: Mark Frydman, Robert Goodman, Charlie Dehoney, and Chris Long



MovePoint: Craig Crotinger



Storage Auction Experts: Donna Cardoza and John Cardoza



Boyett Petroleum: Steven Cranny and Steve Karman



Custom Movers Services: Christine Sidari and Mark Southerland



Pet Express Animal Transport: Mark Botten



Moving.com: Joshua Carpenter, Jason Clark and Vincent Payne



TransGuard: Carole Boettcher, Sandra Yambor, and Daniel Gliniak



Dependable Auto Shippers: Bob London



New Haven Moving Equipment: (Back Row) Michale Porter, Michelle Little, Adam Little, Robert Campuzano, Karen Levine, Larry Levine, Derick Haught and Glen Teeters. Front Row: Lily Levine, Tippi Longo, Michael Longo and Rob Longo,

We would like to give a special thanks to our Exhibitors for supporting and contributing to the success of this year's Convention!



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CMSA Annual Golf Tournament



(2011 CMSA Convention Golfers cont. on page 19)

(2011 CMSA Convention Golfers cont. from page 18)



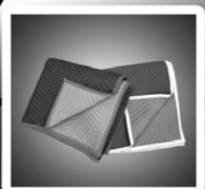
The CMSA Golf Tournament was held at Encinitas Ranch Golf Club, sponsored by Pioneer (left photo). A special thanks goes to TransGuard Insurance Company of America (right photo) for sponsoring the hole-in-one contest.



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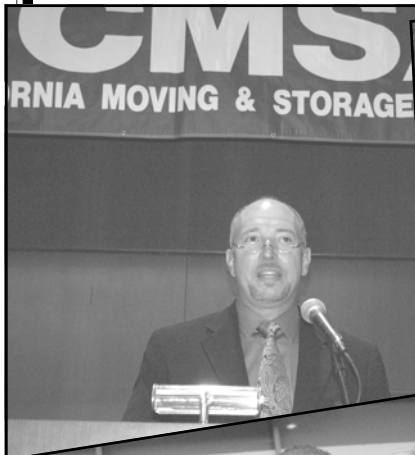
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CMSA Convention Photos



CMSA Convention Photos



Atlas Van Lines' Annual Corporate Relocation Survey Reflects Growing Economic Optimism

44th Annual Survey Indicates Corporate America Recovering Slowly, Steadily

EVANSVILLE, Ind. -- After multiple years characterized by doubt and pessimism, relocation managers across the U.S. are expressing optimism that the worst of the recession is now in the rearview mirror. Responding to Atlas Van Lines' 44th annual Corporate Relocation Survey, 72 percent of the relocation managers polled say they believe their respective companies will fare better in 2011. The optimism rate among large firms surveyed jumps to 80 percent.

"For more than four decades our relocation research has served as a solid barometer of where the American economy is headed," said Jack Griffin, president and COO of Atlas World Group, the parent company of Atlas Van Lines. "The good news is that our survey respondents are focusing on growing their businesses and believe there will be abundant opportunity for expansion and increased revenues in 2011."

This is encouraging for Atlas Van Lines and our relocation agents."

Other encouraging signs from the survey:

Fifty-four percent of executives surveyed believe the U.S. economy will improve in 2011—the highest rate of such optimism recorded since 2006.

Thirty percent of companies plan to relocate workers this year, the highest percentage in six years.

Eighty-seven percent of companies will spend as much or more on relocation in 2011 as in 2010, the most since 2007.

The Midwest is now the top destination of transfers (37 percent) followed by the Northeast (31 percent), the South (28 percent) and West (20 percent). Thirty-two percent of companies

(Atlas Van Lines' Survey cont. on page 23)

Calendar of Events

Wednesday, May 18th, 2011
Sacramento Chapter Golf Tournament

Thursday, May 19th, 2011
Monterey Bay Chapter Meeting

Thursday, June 16th, 2011
North Bay Chapter Meeting

Friday, October 7th, 2011
Monterey Bay Chapter Golf & Bocce
Tournament

April 10-15, 2012
94th Annual CMSA Convention

Thank You!

Macy Movers

Thank you for your continued support and for shipping convention materials to the Hilton La Jolla Torrey Pines.

Retired CMSA Manager Patricia "Pat" Andrews

Thank you for assisting with the registration desk and being our ticket collector.

Tim McCarthy

Thank you for devoting your photography talent to the CMSA Convention!

Allan Browning

Thank you for your technical expertise and support throughout the Convention.

Mark Hegarty

Thank you for your guidance and continued counsel to the CMSA.

**We couldn't have done this
without you all!**

(Atlas Van Lines' Survey cont. from page 22)

say they increased the number of international relocations in 2010, with 28 percent predicting another increase in 2011.

According to Griffin, "Since 1968 the Atlas survey has revealed trends in how corporations are moving existing employees or newly-hired staff. It is part mirror and part telescope, showing us where the economy has been and pointing us toward where it's headed. The view looks much better today than it did one year ago."

Most survey respondents work in human resources/personnel or relocation services departments for service, manufacturing, wholesale/retail, financial or government organizations, and more than half work for companies with an international presence. Atlas Van Lines, the Evansville-based corporate relocation, transportation and global logistics firm, announces its survey results to coincide with the annual Atlas Forum on Moving in April.

More reluctance to relocate

The effect of economic/market pressures on entry level/new hire and middle management relocations appear to be lessening significantly. In 2008 and 2009, roughly 40 percent of companies say these pressures decreased relocations in these job sectors. In 2010, that percentage dropped to just above 25 percent. Seventy-eight percent say the economy or real estate markets are the most important factors affecting relocations.

While employers may be more optimistic about the economy, many of their workers remain cautious and somewhat apprehensive. Fifty-nine percent of firms say they had employees decline relocations in 2010; the third highest level in several years. Among large companies, the rate jumps to 87 percent. Three of every four companies surveyed say the number of employees declining relocation in 2010 stayed about the same as 2009, reflecting little change in workers' attitudes toward moving.

Why won't they move?

Housing and mortgage concerns: 69 per-

cent

Family issues/ties: 55 percent

Spouses'/Partner's Employment: 41 percent

Twenty-seven percent of companies surveyed say that declining a relocation request usually hinders an employee's career.

2011 Survey fast facts

Eighty-four percent of firms have a formal relocation policy.

More than half of all relocations were new hires (53 percent).

Employees age 36-40 remained the most frequently relocated salaried employee in 2010 (37 percent); most are male - only 19 percent of relocations involved female employees.

Forty-five percent of relocations involved employees with children; 61 percent of those relocated were homeowners.

Thirty-two percent of responding firms give employees just one week or less to accept a relocation offer (up 7 percent from 2010 survey).

More than three-fourths of companies reimburse/pay to pack all items; 28 percent to move pets; 14 percent will even reimburse for moving boats.

Among international relocations, the most frequent destination was Europe (41 percent).

More than 400 corporate relocation professionals completed the online survey between January 6 and February 28. Respondents must have relocation responsibility and work for a company that has either relocated employees within the past two years or plans to relocate employees this year. Over half of the companies surveyed this year relocate employees between countries.

For complete survey results, visit <http://www.atlasworldgroup.com/relocation-surveys/>.

Source: Atlas Van Lines



VENTURA/SANTA BARBARA CHAPTER STRIKES WITH BOWL-A-RAMA FUNDRAISER

The Ventura/Santa Barbara Chapter held its Second Annual Bowl-A-Rama on March 11,

2011. Mel Sheeler of Sheeler Moving and Storage chaired the tournament to benefit the CMSA Scholarship Fund. Matthew Babbitt with NMS Moving Systems won High Score for Men and Debbie Trissler with Sheeler Moving and Storage won High Score for

Women. The team from Blue Chip Moving, including Dane Price, Perry Hernandez Sr., Perry Hernandez Jr. and Bruce Danner, won High

Team Score. There were 42 bowlers and fun was had by all. We would also like to thank Eric

Paul with CDS, Gary Blower with Pioneer Packing, Jill Ireland with Brown and Brown Insurance and Andy's Transfer for sponsoring our event. The Ventura/Santa Barbara Chapter looks forward to next year's tournament and encourages bowlers from other



Ventura Chapter's winning team is Blue Chip Moving & Storage, which includes Dane Price, Perry Hernandez Sr., Perry Hernandez Jr., and Bruce Danner.

chapters to join in on the fun.

Source: Bernadette Lance,
NMS Moving Systems

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CPUC INVESTIGATIONS RESULT IN ENFORCEMENT ACTIONS AND FINES IMPOSED ON VARIOUS MOVING COMPANIES IN FIRST QUARTER 2011

SAN FRANCISCO, April 26, 2011 - The California Public Utilities Commission (CPUC), in its ongoing commitment to consumer protection, has recently taken a number of actions to protect consumers from moving companies operating illegally in the first quarter of 2011.

CPUC staff took the following enforcement actions against moving companies for violations of the Public Utilities Code and CPUC rules and regulations, including Maximum Rate Tariff 4 (MAX 4), which contains maximum rates that carriers must observe as well as rules and regulations governing intrastate moves.

Administrative Citation

Two companies were cited and fined (totaling \$4,000) for one or more of the violations listed below.

1. Engaged employees without evidence of workers' compensation insurance on file
2. Failed to issue and/or properly complete

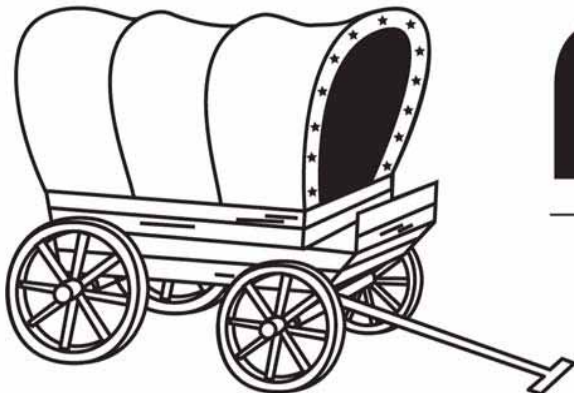
the "Important Notice About Your Move" document to shippers

3. Failed to **maintain** records
4. Incomplete Combined Agreements for Moving Services and Freight Bills
5. Operated and advertised without a valid permit
6. Failed to pay year 2010 TRF fees
7. Failed to properly and legibly compute time for loading, unloading and double drive time and show all times accurate to the minute
8. Failed to properly complete the Change Order for Services

Companies cited:

1. Jacob Charles Giorgi dba House to Home Moving, Citrus Heights (MTR 190786)
2. Zip 2 Zip Transfer and Storage Inc. dba

(CPUC Investigations cont. on page 26)



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(CPUC Investigations cont. from page 25)

American Best Moving, Van Nuys
(MTR190175)

Phone Disconnect

In its ongoing efforts to clamp down on illegal moving companies, the CPUC had telephone service shut off to three moving companies operating in California without a household goods permit. These companies continue to advertise and engage in transporting used household goods, notwithstanding CPUC staff directives to immediately cease and desist unlawful acts and to obtain a household goods permit.

1. **Jarvis Price Cox dba Keep It Moving Movers, Sacramento (Unlicensed).** The company advertised and offered household goods moving services on the Internet. The advertisements listed three phone numbers, two of which were still active. Notwithstanding CPUC staff Cease and Desist letters and verbal communication directing the company to immediately cease all unlawful advertisements and operations, the company continued to violate the law. On January 26, 2011, CPUC staff

obtained a Finding of Probable Cause signed by a Sacramento County Superior Court Judge ordering disconnection of telephone service to the two phone numbers advertised and used by the company to violate criminal laws in California.

2. **David C. Nguyen and Bruce Nguyen dba AnyTime Movers, SOS Movers and Moving Soldiers, San Jose (Unlicensed).** The company advertised and offered moving services on the Internet. The advertisements listed one phone number. Notwithstanding CPUC staff Cease and Desist letters and verbal communication directing the company to immediately cease all unlawful advertisements and operations, the company continued to violate the law. On February 14, 2011, CPUC staff obtained a Finding of Probable Cause signed by a Santa Clara County Superior Court Judge ordering the disconnection of telephone service to the phone number advertised and used by the company to violate criminal laws in California.

3. **Jay Miller dba Flat Rate Moving**
(CPUC Investigations cont. on page 27)



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GENERAL LIABILITY	COMMERCIAL PROPERTY	BENEFITS PROGRAMS		SPECIALTY COVERAGES

(CPUC Investigations cont. from page 26)

Company, Oakland (Unlicensed). The company advertised and offered moving services on the Internet. The advertisements listed one phone number. Notwithstanding CPUC staff Cease and Desist letters directing the company to immediately cease all unlawful advertisements and operations, the company continued to violate the law. On February 10, 2011, CPUC staff obtained a Finding of Probable Cause signed by a Santa Clara County Superior Court Judge ordering disconnection of telephone service to the phone number advertised and used by the company to violate criminal laws in California.

Criminal Filings

CPUC staff investigations of unlicensed operations resulted in two moving companies being charged criminally for violating the CPUC's rules and regulations. Listed below is an update on criminal cases filed:

1. **Amex Movers, Inc., Los Angeles (MTR 190039) - Complaint #9CA01177** - The company was charged with 30 counts of violating various provisions of the Public

Utilities Code, and the CPUC's MAX 4 Tariff including but not limited to operating and advertising after permit suspension and revocation; engaging employees without workers' compensation insurance; failing to maintain in effect public liability property damage and cargo insurance; and failing to issue Important Notice with Not To Exceed Price. Amex Movers Inc. pled guilty on Feb. 8, 2011, and sentencing was on Feb. 15, 2011. Ernestas Dranseika was ordered to pay restitution to two consumers. As a condition to pleading guilty and paying the restitutions, Dranseika's probation would be terminated and his conviction be expunged. He cannot conduct ^{moving} services without giving the CPUC prior notice.

2. **Aleksey Posunko, Larysa Posunko, Stanislav Kirsanov, partners doing business as ALG Moving, Los Angeles (Unlicensed) - Complaint #0CA01202** - The company was charged with eight counts of violating various provisions of the Public Utilities Code, and the CPUC's MAX 4 Tariff including but not limited to

(CPUC Investigations cont. on page 28)

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(CPUC Investigations cont. from page 27)

operating and advertising without CPUC authority; failing to maintain insurance; failing to issue Important Notice with Not To Exceed Price; and Business and Profession Code 17200/17500 for unfair business practices. Larysa Posunko pled "nolo contendere" to three counts of violating PU Code Sections 5133, 5143, and 5139. Posunko was sentenced to 90 days in jail or 45 days of Community Labor, or 500 hours of community service; ordered to pay \$4525.01 in restitution to shippers; \$500 in restitution to the CPUC; and \$100 to Victims' Restitution Fund; 36 months summary probation; notify the CPUC in writing within 48 hours if own, operate, or is employed by a household goods carrier. Charges against Stanislav Kirsanov were dismissed after he agreed to sign a written statement acknowledging rules and regulations of the CPUC regarding household goods carriers. Aleksey Posunko will receive same sentence as Larysa Posunko, however he now lives in Ohio and their attorney did not have all the signed

documents. The case was continued until April 2011.

3. **Duncan and Elbaz, Inc., a California corporation, doing business as Worldwide Relocations, Worldwide Moving, Moving US Moving & Storage, Marten Transport, Marten Movers, Atlas Van Lines and S Van Lines, and its President Edan Elbaz, Santa Clara (MTR190482-Denied) - Complaint # C1196968.** The company did not have a valid household goods carrier permit to conduct these moves. Based on the complaints received and sting operations with Santa Clara, the city's District Attorney's office filed a felony complaint charging Edan Elbaz and Mellisa Gisselle Jimenez and warrants for their arrest were issued. Jimenez was booked and released on \$150,000 bail. The whereabouts of Elbaz is unknown. A federal unlawful flight to avoid prosecution warrant was issued for his arrest.
4. **BGT Trans, Inc., a California corporation, doing business as Advanced Moving and Storage, and/or Advanced**

(CPUC Investigations cont. on page 29)

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(CPUC Investigations cont. from page 28)

Moving Systems, and/or Bekins Moving and Storage, and/or Bekins Moving Systems, and/or Advanced Moving Company, and Hezia Dabahuli, its President, and Ashley R. Randall, its Agent for Service of Process, Sunnyvale (Unlicensed). Complaint # C1197052.

CPUC staff submitted a report requesting the Santa Clara County District Attorney's office to file a misdemeanor complaint against the company for operating and advertising without authority, failing to have evidence of public liability insurance and evidence of cargo insurance on file and in effect with the CPUC, failing to issue the "Important Notice About Your Move" document showing a Not To Exceed Price, providing online estimates without first conducting a visual inspection of the goods to be moved, charging in excess of the estimate, failing to acknowledge and settle loss and damage claim, failing to provide the shipper with a completed Agreement for Moving Services and Freight Bill, misrepresenting the scope of its services of-

fered to the public, and misleading potential customers by using their website and vehicle as a device for false and misleading advertising. The Santa Clara District Attorney's office filed felony complaint against Eran Bar, owner of BGT, and Ruben Salas, sales person for BGT, charging them with 17 counts of conspiracy with others to commit a crime, a violation of Penal Code section 484-487(a). Both individuals were arrested. Bar was released on \$150,000 bail and Salas is being held on a \$1 million bail.

Official Notice

Three companies were issued Official Notice for advertising without a permit:

1. Container Storage Inc. dba CSI Mini Storage, Richmond (MTR 190757)
2. A-OK Hauling, Modesto (Unlicensed)
3. Jose Mendoza, Berkeley (Unlicensed)

Cease and Desist Notice

Companies were issued Cease and Desist notices for operating and advertising without a valid permit (unlicensed or denied):

1. Arnold Baeza dba Dependable Movers &

(CPUC Investigations cont. on page 30)



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



(CPUC Investigations cont. from page 29)

- Best Movers, Los Angeles (MTR 163844)
2. Louis Pacheco dba Louie's Moving Services, Lancaster (Unlicensed)
 3. Home Moving Wheels, Long Beach (Unlicensed)
 4. Sean Sullivan dba Movers Anonymous, Berkeley (Unlicensed)
 5. Goldstar Van Lines, Inc., Fremont (Unlicensed)
 6. Maria Gonzalez dba Agustins Movers Services, Sunnyvale (Unlicensed)
 7. Two Hunks in a Truck, San Francisco (Unlicensed)
 8. Cowboy Movers, Riverside (Unlicensed)
 9. Antonio Vidal dba Tony's Movers, Santa Clara (Unlicensed)
 10. Rustam Kholov and Umed Salomov dba PMC Movers, Belmont (Unlicensed)
 11. Fred Watson dba Pop's Moving, Northridge (Unlicensed)
 12. Happy Dog Transfer, Camptonville (Unlicensed)

Joint Operation

Special Task Force on Moving Companies

The CPUC received numerous consumer

complaints against unlicensed and licensed moving companies (based in Santa Clara County) that offer low prices over the Internet, but subsequently increase the charges using various scams, including fraudulently "reweighing" goods and using extra packaging materials that are billed at exorbitant rates. The movers then hold the customers' goods hostage until those consumers pay the inflated charges. As a result of these complaints, CPUC staff approached the Santa Clara County District Attorney's office asking for their assistance in pursuing criminal charges against these companies. Coincidentally, the District Attorney's Consumer Protection Section also received numerous consumer complaints with similar allegations. In late 2009, a special task force was formed consisting of the Santa Clara County District Attorney's Office and its Bureau of Investigation, the CPUC, Federal Bureau of Investigation, the U.S. Department of Transportation, Santa Clara County's Department of Weights and Measures, the San Jose Police Department, the District Attorney's Offices of Monterey and Alameda Counties, and the U.S. Department of Homeland Security, Immigrations and Customs

(CPUC Investigations cont. on page 31)



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(CPUC Investigations cont. from page 30)

Enforcement. CPUC staff assisted with identifying five illegally operating companies, providing copies of consumer complaints filed with the CPUC, providing our analyses of complaints, tracking the whereabouts and movements of these companies and their principals, and acting as subject-matter experts. After a year-long investigation, including sting operations, the task force executed search warrants at the premises of three moving companies (ASAP Relocation, MTF Relocation, and Atlas Van Lines/BGT). Four CPUC staff participated in the execution of the search warrants and acted as subject-matter experts and interviewers. Eight arrest warrants were issued for individuals' role in theft-related

offenses in connection with the investigation (Wayne Allen, Eran Bar, Roni Hayon, Melissa Jimenez, and Adalinda Reyna-Mendoza). The District Attorney's office has already filed felony complaints against 10 individuals (Roni Hayon, Adalinda Reyna-Mendoza, Wayne Allen, Edan Elbaz, Melissa Giisselle Jimenez, Eran Bar, Ruben Salas, Oren Avitan, Yehuda Avitan, and Rodney Cameron Duque). A federal unlawful flight to avoid prosecution warrant was issued against one moving company owner.

For more information on the CPUC, please visit www.cpuc.ca.gov.

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.

EMPLOYMENT OPPORTUNITY

Beltmann Relocation Group, North American Van Lines largest agent based in Santa Fe Springs, CA is searching for an experienced COD sales person. Company leads will be provided. Individual prospecting and self generated business is expected as well. In-home estimates and surveys will be required throughout Orange County and Los Angeles. Send resumes to: marc.maxwell@beltmann.com or fax to (562) 623-4311.

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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

For Sale—Santa Barbara Area: Profitable moving company w/trucks, storage units, fully trained staff and excellent marketing plan. Fully computerized. Excellent reputation online. Price: \$275,000. Owner income: \$122,000. Please call Sharon Hills of Santa Barbara Business Brokers at 805.899.2919 or email sharon@sbbusinessbrokers.com for more information. Century 21 Butler Realty, Inc.

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

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Blue Chip Employee Wins Mayflower's Salesperson of the Month



Michael Sarro from Blue Chip Moving and Storage in Los Angeles has been named Mayflower's National Account Salesperson of the Month.

This award honors Michael for demonstrating a level of success and excellence

that set the standard for the kind of quality service customers have come to expect from Blue

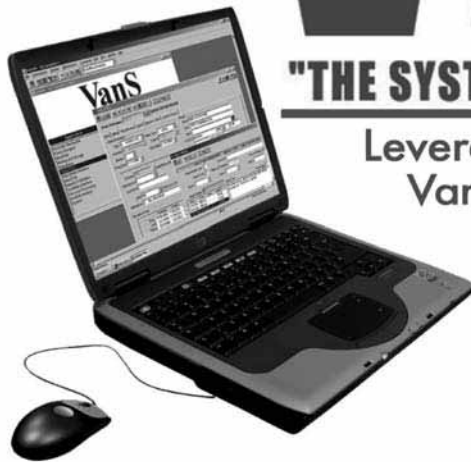
Chip Moving and Storage. Michael has outdone his own performance from the previous month and previous year, constantly reaching new heights and raising the bar.

"Mike wears so many hats at Blue Chip, so to be recognized by Mayflower as the National Account Salesperson of the Month shows his dedication to his customers and the people he works with. I am proud he is part of our team," said Dennis Doody, President of Blue Chip Moving and Storage.

**Want to see more photos from the 2011 Convention?
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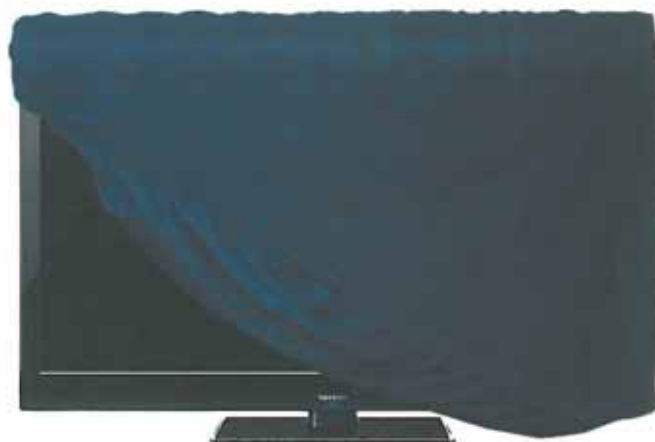


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