

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 Chapter Presidents and Leaders Attend 2011-2012 Orientation

CMSA recently conducted its annual Chapter Presidents'/Leadership Orientation for Chapter

Presidents and Chapter Representatives alike. It provided the perfect opportunity for CMSA chapter officers to meet with the CMSA staff and review current CMSA issues and programs as well as to discuss ideas to engage members in their chapters. Two meetings were hosted, one in Southern California and the other in northern California, at the CMSA office and Chipman Relocations, respectively.

A special thanks going to Jim Weiant and Chipman Relocations for the use of their conference room for the northern California meeting in Sacramento.

CMSA President Steve Weitekamp welcomed Chapter Presidents and Representatives

to the meeting and had each representative introduce themselves and explain their back-

ground in the moving and storage industry. Weitekamp then reviewed the expectations and duties of the Chapter President during his/her tenure as an elected Chapter leader.

Various CMSA topics were brought to the attendees' attention and may be considered as future discussion points within individual chapters during the year. One topic includes the CMSA's effort in the initial stages of the Tariff Simplification Phase II this summer. On behalf of its members and at the direction of the Board of Directors, CMSA has started the initial process

of an application to address possible electronic transmittal of MAX 4 documents, addition of

(CMSA Chapter Presidents cont. on page 6)



Above are the attendees of the northern California meeting at Chipman Relocations in Sacramento, and below are the attendees of the Southern California meeting at the CMSA office in Cerritos.



Chairman's Corner

By: Dennis Doody

The end of the busy summer season is in sight, and the stock market has had its worst day since 2008 closing over 600 points down. I do not know about you but I do not want to go through another 2008 or 2009.

Are we headed for a double dip? Is this the second recession? What does this mean to our industry? Is your company ready?

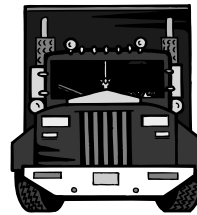
I wish I had a crystal ball and had all the answers because it's a bit scary. As business people, we must be prepared and ready for any and all possibilities. I hope all of us focused on getting the most out of this summer. In my first article, I mentioned this summer may make us or break us. Now with the news on the market, this just may be even more accurate.

I know that Blue Chip is better prepared because we have just gone through some tough times. We've survived the cutbacks and inefficiencies, and now with everything we've incorporated this summer, I am confident that we can



get through almost anything. The quality initiatives put in motion to increase customer satisfaction will prove valuable. The constant training, reviewing and rewarding to help us have a successful summer will also help if the economy falters. Everyone at Blue Chip has done that little extra, taken it upon themselves, to make sure we are not only surviving but prospering. Now that we have had a little economic scare, all the hard work before and during the summer will help us navigate through whatever might come our way.

This article is not meant to scare any of our membership. As the eternal optimist, I believe the drop in the market is a short-term blip. Business feels good and it does not feel like 2008. Companies are reporting large cash reserves and are profitable. This article is meant to remind all of us to stay focused on the things that make all of us successful but to have a watchful eye on the world around us.



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President's Comments

By: Steve Weitekamp



One of CMSA's core competencies is its ability to address the California Public Utilities Commission (CPUC) regarding initiatives that impact our membership. Through our diverse leadership at both the state and local level and by way of our broad channels of communication with our membership, the Association is able to develop a position on an issue and move forward with a recommended plan of action.

On July 15th, the CPUC mailed *draft* Resolution TL-19102 to all permitted carriers. The summary of this document states: "This resolution authorizes the Commission's Executive Director to suspend and revoke the permit of any household goods carrier that fails to pay a judgment awarded to a consumer by a court or arbitrator in connection with an intrastate shipment of used household goods." In reviewing the document, there was one aspect that should be appreciated: CMSA was the only entity listed on the Resolution Service List. This action of the CPUC validates CMSA's position as the recognized advocate for permitted carriers and ensures that for any comments related to this resolution to be considered, CMSA must be served on the same date that the comments are submitted to the CPUC.

CMSA, like many member companies, was surprised by this action. We were, and of the date of this publication remain, unaware of this issue being enough of a problem to warrant a dramatic solution that replaces a successful and long-standing judicial system. Several members contacted CMSA and were quite concerned with this initiative. After a review of our action plan with Chairman Dennis Doody and with the assistance of CMSA Consultant Bill Schulte, CMSA Counsel Mark Hegarty and I undertook the drafting of comments opposing the pending resolution.

On August 2nd, CMSA filed five pages of comments (maximum allowed) opposing the Resolution. *Any member wishing to review our comments in their entirety, please contact the CMSA and we will be pleased to email the document.*

(President's Comments cont. on page 4)

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(President's Comments cont. from page 3)

In the interest of brevity, this column will be limited to a listing of the four areas addressed in our comments.

1. Resolution Lacks Record to Support Rule-making
2. The Resolution is More Likely to Harm than Help the Consumer Judgment Creditor's Chances of Collection the Debt
3. The Resolution's Suspension/Revocation Procedure Will Force Some Active Licensed Movers to Active Unlicensed Mover Status that Will be Contrary to the Public Interest
4. Miscellaneous Considerations
 - Addressed several legal questions related to the *draft* Resolution regarding its practicality, fairness, and enforceability.

Our comments concluded: "CMSA has a history of supporting CPSP staff enforcement initiatives and activities, but considers this initiative to be over reaching and to have the negative unintended consequences reviewed above. CMSA is appreciative of the opportunity to comment and respectfully request that the Commission not enact *draft* Resolution TL-19102."

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Federal Regulators Say They Still Plan to Issue Revised HOS Rules by Oct. 28

By Timothy Cama, *Transport Topics*

The Federal Motor Carrier Safety Administration reiterated last week that it will issue a revised hours-of-service rule by Oct. 28.

Although the agency did not offer any additional insight as to the rule itself, an attorney involved in the case said he believes FMCSA will cut driving time, as previously proposed.

"FMCSA is in the process of analyzing the comments received as it develops the final rule," the agency said in a July 19 court filing. "FMCSA remains on track to issue the final rule on or before Oct. 28, 2011."

The agency's filing—and pending revision of the rule—becomes part of a settlement with Public Citizen and other groups, which filed a federal lawsuit in 2009 over HOS.



In December, FMCSA proposed cutting the driving window to 10 hours from the current 11. The proposal also would restrict drivers' ability to restart their weekly work cycle with a 34-hour rest period by requiring that the 34-hour restart period include two rest periods between midnight and 6 a.m.

One of the attorneys involved in the case said he assumes FMCSA is still leaning toward the 10-hour limit.

"We have no reason to believe the agency has changed its stance on 10 hours versus 11," said Greg Beck, the attorney who represents Public Citizen.

FMCSA did not return a request for comment on the rulemaking process.

An official with American Trucking Associations declined to discuss the specifics of the

(Revised HOS Rules continued on page 7)

(CMSA Chapter Presidents cont. from page 1)

high deductible choice for valuation, modification of existing MAX 4 items and usage of ZIP to ZIP mileage calculation.

Another topic that is of concern to CMSA member companies is the CARB On-Road Diesel Truck Regulations. Many members have contacted CMSA with questions about complying with the CARB Rules. With the help of Sean Edgar from CleanFleets.net, CMSA continues to keep members up-to-date as to what information needs to be reported and when the electronic system for reporting online will be available for California movers. Chapter Presidents will also be called upon to help share the information about important filing dates coming up as well as help members find the information/resources they need for compliance.

Inspired by these and other topics, CMSA Chapter Presidents and Representatives are working to create programs to keep members

engaged at chapter meetings.

Regularly attended chapter meetings produce a more informed membership and expand the opportunity for Chapter Presidents to conduct successful fundraisers in support of the Association's annual donations to the CMSA Scholarship Fund and our annual contribution to Special Olympics. Every year, CMSA grants \$51,000 in scholarship to well-rounded students, CMSA members and their children and grand children, to pursue and continue their academic and professional careers. CMSA also donates \$5,000 to the Special Olympics each year to help participants gain confidence and improving the public's perception of individuals with disabilities.

CMSA thanks all the Chapter Presidents/Representatives that attended the meetings and the valuable input of each member that is preparing to steer the direction of the chapter meetings for this year. CMSA leadership encourages all members to stay active in the Association and regularly attend chapter meetings.

(Revised HOS Rules continued from page 6)

rule but said there were no surprises in FMCSA's filing.

"The latest court filing is merely a routine procedural filing to indicate that the agency is still on track to meet the Oct. 28 deadline," said Rob Abbott, ATA's vice president of safety policy. "This filing comes as no big surprise to ATA."

In May, FMCSA pushed the date for publishing its final rule to Oct. 28 after it realized it could not meet the original July 26 deadline it had agreed to in the settlement.

The reason for the delay was that the agency had added four studies on driver fatigue to its rulemaking docket. It reopened the public comment period on the rule to gather opinions on the studies and closed comments June 8, it told the U.S. Court of Appeals for the District of Columbia Circuit.

Trucking and shipper groups have derided the studies as flawed and unsupportive of the proposed changes.

However, one of the groups that filed the lawsuit over the rule said the studies supported FMCSA's proposed revisions.

"A number of the results noted in the studies are either directly or indirectly supportive of the proposed HOS regulations," Advocates for Highway and Auto Safety wrote in comments it filed in response to the studies.

Since the current HOS rule was adopted in 2003, a group led by Public Citizen and the Teamsters union has sued multiple times to revise the rule

and shorten driving hours.

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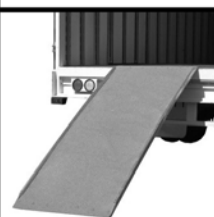
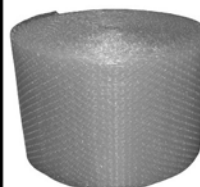
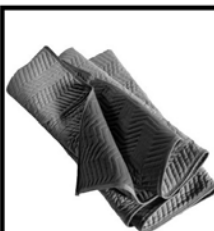
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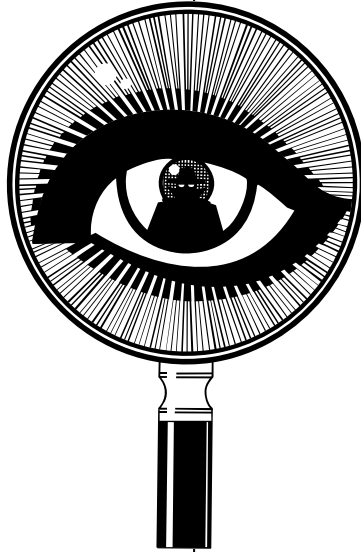
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CPUC INVESTIGATIONS RESULT IN ENFORCEMENT ACTIONS AND FINES IMPOSED ON VARIOUS MOVING COMPANIES IN THE SECOND QUARTER OF 2011

SAN FRANCISCO, July 14, 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 illegally operating moving companies.

During the second 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 gov-

erning intrastate moves.



Administrative Citation

Namkaju Moving Inc. dba Orange Trucking (MTR 190716) based in Garden Grove was fined \$3,000 for the following violations:

1. Operated without authority
2. Operated without required liability and property damage and cargo insurance coverage
3. Engaged workers without workers' compensation insurance
4. Incomplete Combined Agreement For Service and Freight Bill

Criminal Filings

CPUC staff investigations of unlicensed operations resulted in one moving company

(CPUC Investigations cont. on page 10)

*Although these names appear similar to our members' names, none of our members are in any way involved with the companies on this press release.

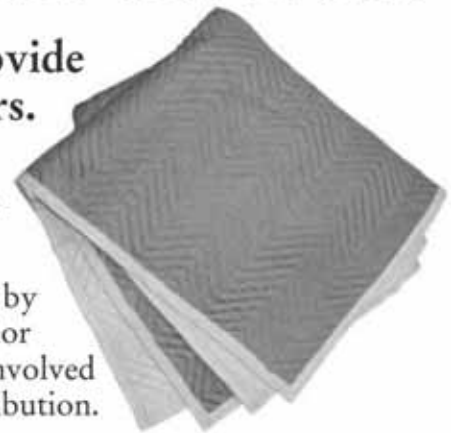
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(CPUC Investigations cont. from page 9)

being charged criminally for violating the CPUC's rules and regulations. CPUC staff submitted its report to the Santa Barbara County District Attorney's office requesting a criminal complaint be filed.

Listed below is an update on three criminal cases previously filed:

1. **All American Student Movers, Santa Barbara (Unlicensed). Complaint #1354331.** Based on the reported submitted by CPUC staff, the Santa Barbara County District Attorney's Office filed a misdemeanor complaint and charged this company with three counts of operating as a household goods carrier without a permit (section 5133(a))(1)).
2. **Aleksey Posunko, Larysa Posunko, Stanislav Kirsanov, partners doing business as ALG Moving, Los Angeles (Unlicensed) - Complaint #0CA01202** – This 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 operat-

ing and advertising without CPUC authority; failing to maintain in effect requisite insurance (PLPD, cargo, and workers' compensation); 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 and was sentenced to 90 days in jail or 45 days of Community Labor or 500 hours of community service and was ordered to pay \$4525.01 in restitution to shippers, \$500 in restitution to the CPUC, and \$100 to Victims' Restitution Fund. She was also given 36 months summary probation and ordered to notify the CPUC in writing within 48 hours if she owns, operates, or is employed by a household goods carrier. Charges against Stanislav Kirsanov were dismissed after he agreed to sign a written statement, with the approval of his public defender, acknowledging rules and regulations of the CPUC regarding household goods carriers. Aleksey Posunko is scheduled to receive same sentence as his

(CPUC Investigations cont. on page 11)

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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.**

In conjunction with the Moving Companies Task Force, CPUC staff provided the Santa Clara County District Attorney's Office with copies of consumer complaints filed with the CPUC. In addition, CPUC staff submitted a report on two consumer complaints alleging goods held hostage



and exorbitant overcharges. The company did not have a valid household goods carrier permit to conduct these moves. Based on the complaints received and sting operations, the District Attorney's Office filed a felony complaint charging Edan Elbaz

and Mellisa Gisselle Jimenez (sales person) with 12 counts of conspiracy with others to commit a crime, a violation of Penal Code section 484-487 (a) (Grand Theft). Warrants for their arrest were issued. Ms. Jimenez was booked and released on \$150,000 bail. Whereabouts of Elbaz remain unknown. A federal

unlawful flight to avoid prosecution warrant was issued for Elbaz's arrest.

4. **BGT Trans, Inc., a California corporation, doing business as Advanced Moving and Storage, and/or Advanced Moving Systems, and/or Bekins Moving and Storage, and/or Bekins Moving Systems, and/or Advanced**

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(CPUC Investigations cont. on page 12)



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(CPUC Investigations cont. from page 11)

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 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 (5143 and Max 4, Items 130 and 465); providing online estimates without first conducting a visual inspection of the goods to be moved (Max 4, Item 108); charging in excess of the estimate (Max 4, Item 108 (2)(a)); failing to acknowledge and settle loss and damage claim (Max 4, Item 92); failing to provide the shipper with a completed Agreement for Moving Ser-

*Although these names appear similar to our members' names, none of our members are in any way involved with the companies on this press release.

vices and Freight Bill (Max 4, Items 128(2) and 132(1)); misrepresenting the scope of its services offered to the public (Max 4, Item 88); and misleading potential customers by using their website and vehicle as a device for false and misleading advertising (B&P Code section 17500). The Santa Clara District Attorney's Office filed a felony complaint against Eran Bar, true 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) (Grand Theft). Both individuals were arrested. Bar was released on \$150,000 bail and Salas is being held on a \$1 million bail.

Official Notice

Four companies were issued Official Notice for advertising without a permit.

Companies cited:

1. Angela Juarez dba Old North Points Movers, Santa Clara (Unlicensed)

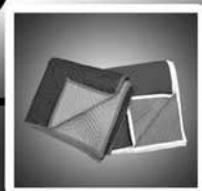
(CPUC Investigations continued on page 13)



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(CPUC Investigations cont. from page 12)

2. Daria Sharkova, President, dba Go East Movers, Inc., San Jose (Unlicensed)
3. Rustom Kholov and Umed Salomov, Belmont (MTR 190802)
4. Viking Piano Movers, San Rafael (MTR 190791)

Cease and Desist Notice

Fifteen companies were issued cease and desist notices for operating and advertising without a valid permit (unlicensed or denied).

Companies issued C&D:

1. A Way to Move, Rocklin (Unlicensed)
2. Angelica di Santo dba Peninsula Moving Services, San Mateo (Unlicensed)
3. Aurelo Jaimes dba J B Deliveries & Moving, Cathedral City (Unlicensed)
4. Buck Adam Drew, Santa Barbara (MTR 190665)
5. Cowboy Movers, Riverside (Unlicensed)
6. Donnie Vinson dba Vinson Moving

Company, Antioch (Unlicensed)

7. Jason Ellis dba Jason Ellis Moving Services, Santa Rosa (Unlicensed)
8. Khosrow Matin dba OC American Movers, Anaheim (Unlicensed)
9. Make Your Move Moving Company, Sacramento (Unlicensed)
10. Mutunga Maithya dba Central Valley Movers, Modesto (Unlicensed)
11. Robert Casarez and Miguel Rodriguez dba SF College Movers, S.F. Bay Area, and College Movers (Unlicensed)
12. Robert O'Keefe dba Big Leprechaun Moving & Storage, San Francisco (Unlicensed)
13. Rustam Kholov dba San Francisco Moving, Belmont (Unlicensed)
14. Stuart W. Fitzgerald dba English Gents Moving & Hauling, San Francisco (Unlicensed)
15. Ricky Harlen Richardson dba Best Way Movers, El Dorado (MTR 189010)

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New DMV Laws and Procedures Starting July 1; New DMV Services Ahead

Changes in DMV Laws

Several new laws took effect on July 1 of interest to California motorists:

Unmasking the Truth: Repeat Offenders Will Get Noticed

If you think you're going to escape that second red light or speeding ticket you just received in the mail by going to Traffic Violator School (TVS), you better think again. As of July 1, motorists will only be able to attend TVS and "mask" a traffic conviction once every 18 months. Second convictions will show on your record and therefore will not be eligible for traffic school. Under the old law, when convictions were stamped "dismissed," it was equivalent to a verdict of "not guilty," so it appeared as though there were no violations. The new law prevents frequent offenders from being able to use this loophole as a way to repeatedly attend TVS.

No Longer the Exception: Push-to-talk Phones

In 2008, all California drivers were banned from talking on a mobile phone without a hands-free device while driving. There was an exception for push-to-talk phones operated by drivers of commercial trucks, certain farm equipment or similar vehicles. That exception expired on July 1 and drivers using push-to-talk phones will be subject to the same penalties as regular mobile phone users, which include a \$20 fine for the first offense and a \$50 fine for each subsequent offense.

Saving Time: New DMV Services

The DMV recognizes that your time is valuable, and is therefore committed to making your experience at the DMV better than ever. In recent months, the department has launched several new services designed to make your visit

(DMV Changes continued on page 15)



Vanliner is there for you with immediate, outstanding service if a loss occurs. But did you know that Vanliner has made loss prevention a top priority since day one? Our consultants know what it takes to reduce your exposure and protect your employees and the public from increased risk of loss. With our loss prevention tools, competitive rates, unique coverage options, years of financial stability, and industry-specific expertise, it's easy to see how we earned our A.M. Best Rating of A Excellent.

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GENERAL LIABILITY	COMMERCIAL PROPERTY	BENEFITS PROGRAMS	SPECIALTY COVERAGES	

(DMV Changes continued from page 14)

with the DMV as seamless as possible.

Telephone Appointment Notification System

Never miss your appointment! Expect a friendly reminder three days prior to your scheduled appointment. Our Telephone Appointment Notification System contacts you to confirm the date, time, location and reason for your appointment. If you miss the call, don't worry, an automated voice system will leave you a message.

Virtual Hold

The DMV will call you back! If you call the DMV and the wait time to speak to a representative is longer than five minutes, the DMV's new Virtual Hold gives you the option of receiving a call back from a customer service agent. You will simply be asked to leave a number where you can be reached; your call stays in the queue and a representative will call back generally within the dictated wait period. Now you can go about your busy day without sitting on hold.

Self Service Terminals

Get your vehicle registration tags and cards into your hands quicker! If you live near one of the 25 southern California DMV offices or the south Sacramento DMV office, you can walk out the door with your registra-

tion and tags in hand within minutes, without having to wait for a DMV representative to assist you. These 25 offices now feature Self Service Terminals (SST), designed to quickly process your registration transaction. All you have to do is scan your registration renewal notice and pay with cash, check or credit card and wait for the machine to dispense your registration and tags. It's that simple!

Droid & iPhone Applications

For the on-the-go person, mobile phone applications are a fast and convenient way to get information. DMV has its own mobile application, *DMV NOW*, for Droids and iPhones, which allows users to access DMV information and services just as they could from their computer. *DMV NOW* lets you find local offices with actual wait times, get turn-by-turn directions based on the GPS location, take sample written driving tests, access a large library of driver education videos and receive important DMV alerts.

As always, the DMV wants to make a transition into these new changes as easy and smooth as possible. For more details on all of the aforementioned information, please visit our website at www.dmv.ca.gov. Keep yourself updated with any future DMV changes or news by subscribing to the California Department of Motor Vehicles RSS feed.

Calendar of Events

Tues., August 23	Monterey Bay Chapter Meeting	Wed., October 12	Ventura/S. Barbara Chapter Meeting
Tues., September 6	Twin Counties Chapter Meeting	Tues., October 25	O.C./Beach Cities Golf Tournament
Thurs., September 8	O.C./Beach Cities Chapter Meeting	Tues., November 8	Twin Counties Chapter Meeting
Fri., October 7	Monterey Bay Golf & Bocce Tournament	Wed., November 9	San Diego Chapter Meeting
Tues., October 11	Greater Los Angeles Chapter Meeting	Sun., November 13	Ventura/S. Barbara Reagan Library Tour

Basic Inspection and Cleaning Checklist for Quagga/Zebra Mussels



California's waterways currently face an enormous challenge: an invasion by Quagga mussels (*Dreissena rostriformis bugensis*) and Zebra mussels (*Dreissena polymorpha*). They infest water bodies in Riverside, San Diego, Imperial and Orange counties. The spread of these mussels to additional California waters will seriously impact the state's aquatic environment and water delivery systems, endangering recreational boating and fishing. State law prohibits the transport of mussels (into and within the state), and may fine commercial haulers up to \$1,000.

Quagga/Zebra mussels vary in color and often have dark and light stripes on their shells. They differ in size, from microscopic young to adults that range an inch or two in length. These invasive mussels cluster in huge colonies. Whenever a move involves transporting any watercraft, take the following actions:

1. **Remove the boat from the water and away from the launch ramp for vessel inspection and cleaning.**
2. **Thoroughly inspect all exposed surfaces on the vessel and trailer.** If you find any mussels, scrape them off and kill them by crushing them. Dispose of the remains in the trash. Alert the Department of Fish and Game at 866-440-9530.
3. **Remove all plants and mud from the boat, trailer, and all equipment.** Dispose of all material in the trash.



4. **Carefully feel the boat's hull for any rough or gritty spots, which may be young mussels that have settled on the vessel and cannot be seen.** Microscopic Quagga/Zebra mussels will feel like sandpaper.
5. **Away from the waterway, wash the boat's hull, trailer, equipment, bilge, and any other exposed surfaces with high-pressure, hot water.** When possible use water at a temperature of 140° F (60° C) at the hull – or about 155° (68° C) at the nozzle – which will kill the mussels. Dry the boat as much as possible.
6. **Drain all water from the boat (pull all plugs) and dry all areas, including the motor, motor cooling system, live wells, ballast tanks, bladders, bilges, and lower outboard units.** Make sure that all life jackets, water skis or other items that have been in the water, including anchors, ropes, etc., are inspected, cleaned, and dried.
7. **Empty and dry all buckets and dispose of all bait in trash receptacles before you leave.** Do not take bait home, or leave it on the ground or dump it in any waterway.
8. **Thoroughly clean all fishing and recreational equipment (fishing nets, etc).**

(Zebra Mussels continued on page 17)

Cardinale Moving & Storage Named in Monterey Business in Excellence Award



Cardinale Moving & Storage was named the winner of the 2011 Monterey Peninsula Chamber of Commerce Business in Excellence Award. Residents of Monterey County were encouraged to

vote for top companies in various categories and Cardinale was one of three finalists in the

"Services to Residents" category.

The three finalists were then listed on a ballot and sent to all Chamber of Commerce members for one final vote. The winner was kept a surprise until the announcement was made at the 25th Annual Business in Excellence awards banquet dinner which was held on July 28, 2011, at the Monterey Conference Center. Sal Cardinale, CEO, and Vince Cardinale, President, of Cardinale Moving & Storage accepted the award on behalf of the company.

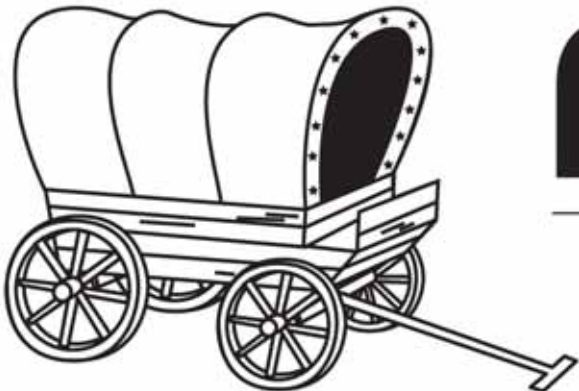
(Zebra Mussels continued from page 16)

9. Clean and dry personal belongings, clothing, and footwear that have come in contact with the water.
10. Keep watercraft dry for at least five days in warm, dry weather and up to 30 days in cool, moist weather before launching into a freshwater.

Day boats or those that "come and go" and spend only a few hours in the water are still at risk for picking up and transporting mussels that may be attached to aquatic weeds. The basic cleaning steps apply.

For more information, please call the CMSA office at (562) 865-2900.

Source: CA Department of Fish and Game



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The Truth About Search Engine Optimization (SEO) (Part 2 of 3)

By: Allan Browning,
Vision Quest Integrated Technologies

Why is there NO real way to influence the search engines without spending lots of money?

Search engine companies do not reveal their search criteria.

There are many "experts," claiming they know exactly what search engines are looking for, but it's not true. There are some general guidelines one can follow; however, no one knows EXACTLY what a particular search engine's criteria are. Only the software engineers who work for the search engines know their search methods and they aren't telling.

Search engines never tell people exactly what they are looking for when they try to match websites to searches that their users perform.

And to make it even harder, they change what they look for regularly. At any moment, they can change what they are looking for, and any good results you are enjoying will vanish. It happens all the time.

Search engine companies are so secretive about what they look for when selecting websites for searches because they don't want anyone to be able to influence the results in their system. It compromises their "editorial integrity." Every search engine has software engineers whose sole job is to make sure that the results they show people are of high quality. They don't want anyone "hijacking" their search engine using any tricks or inside knowledge.

So how does anyone make their pages do well in search engines?

(The Truth about SEO continued on page 19)



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(The Truth about SEO cont. from page 18)

It takes countless hours of experimentation, comparisons, testing, and retesting. There's nothing exact about it. It's all really educated guesswork. And in the end, after doing all this work and coming up with a successful strategy, success can and will be taken away when the search engines change their selection criteria. You end up having to start all over, again and again. One prominent company in this industry estimates that it takes about 30 hours per week for an individual to keep up with the search engines for one website.

Even if the search engines did divulge EXACTLY what they look for, in detail, then everyone would know it. Everyone would quickly make the same changes to their websites and



then everyone would be back to search engine frustration.

There is no such thing as "Guaranteed Search Engine Listing Results."

When you launch a new website, you will want to know how to get your site listed at the top of a search engine. Because SEO companies know this, you will get a flood of spam (unsolicited) e-mails declaring "guaranteed search engine results." The "guarantee" is supposed to give you enough confidence to send them money.

We already know that the search engine companies do not share their search methods. In addition, search engines change their search algorithms on a frequent basis. Because of this, where your website appears listed on their system can change

(The Truth about SEO 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.

BUSINESS WANTED

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

WANTED:USED MOVING EQUIPMENT

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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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@sbbbusinessbrokers.com for more information. Century 21 Butler Realty, Inc.

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(The Truth about SEO cont. from page 19)

radically from one day to the next or even one moment to the next.

Knowing this, how can anyone give a guarantee with any real credibility?

Search engine companies do not have agreements with any company providing them the actual methods they use. Since search engines jealously guard their credibility, refusing to let outside sources have any real influence or control over search results, the guarantees of search engine optimizers must, in turn, have zero credibility.

Let's look at a classic guarantee example:

"Guaranteed Top 10 Results or Your Money Back"

Make sure you read the fine print to find out:

What search engines do they guarantee your site to list on in the top 10?

Google, Yahoo, Excite, Dog Pile, Fred's List, Sally's List? (There are literally hun-

dreds of search engines on the internet.)

What specific keywords will be used to list you in the top 10?

Are these key words related to your industry or simply your exact domain name? (It is almost a sure bet that if you put your domain name in a search engine search, your website will be listed on the first page.)

What duration will your site be listed in the top 10? (One day, one hour, once only?)

Let's assume that one day you go to Google, you do a search for some variation of your key words, and there you are, in the top 10, just like they said. Hurray!

The next day though, your site is not on the first page, nor the next week, nor the rest of the month. Want your money back? Sorry.

You did get a top 10 result, didn't you?

Next Time: What you CAN DO to help your search listing opportunities.

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