

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

CARB's Truck & Bus Rule Advisory Committee Roundup

TRAC met on Sept 8th and confirmed all fleet sizes should report in 2012

By: Sean Edgar, *CleanFleets.net*

I attended the September 8th Truck Regulations Advisory Committee (TRAC) meeting to work on the implementation issues for the Truck and Bus Rule. Several items were clarified, including:

- All fleet sizes must report by January 31, 2012, in order to obtain a compliance certificate or claim any credits or extensions under the Rule;
- CARB has teamed up with the CHP and DMV to perform "holds" or impounds on hundreds of trucks this year;
- CARB will require "diligence" from shippers and dispatchers to obtain compliance certificates from truck owners and shippers. Motor carriers and truck owners can be cited for noncompliance with the Rule; and
- The CARB 1-866-6DIESEL hotline has taken over 17,000 calls from affected truck owners.

Rule Process

CMSA members were informed that the CARB approved major changes to the Rule in December 2010. Since that vote (which resulted in delays for certain construction trucks), months of waiting have yet to produce the fixed target that truck owners must meet. In late May, CARB staff released their final Rule language, took public comment, and is expected to have state lawyers review and release the final version of the Rule that diesel truck owners are required to implement until further notice. This is

the same legal process required of all regulations under the state Administrative Procedures Act. Truck owners need to collect truck and engine data and report by the January 31, 2012, deadline.

Definitions and Rule References

The following references relating to one-truck owners are from the 85-page Rule text.

Section (r) Reporting Requirements

In order to supply the Certificate of Reported Compliance that the van lines and your customers may request, the following is required:

Owner Contact Information

Compliance reports must include the following information:

- Fleet owner's name;
- Name of company or agency;
- Motor carrier identification number;
- Corporate parent name (if applicable);
- Corporate parent taxpayer identification number (if applicable);
- Company taxpayer identification number;
- Street address and mailing address;
- Name of responsible person;
- Title of responsible person;
- Contact name;
- Contact telephone number;
- Contact email address (if available) and
- License number issued by the Public Utilities Commission (if applicable).

(CARB Deadline cont. on page 5)

Chairman's Corner

By: Dennis Doody

Here at Blue Chip, the summer seemed to just fly by. I hope you all "Seized the Summer." As I alerted you all in my first article, we knew summer 2011 was going to be challenging. The summer started off with a flood of business and the momentum seemed to sustain all the way through to the beginning of September. My bookings dropped going forward through the end of September, but as most of us know, this is to be expected. In an odd way, I welcome the historical slowdown as a sign that things are getting back on track.

The summer season presented a variety of challenges that tested our organizations, our staff, our policies and procedures. All the meetings, training and added staff helped us meet these challenges head on. Did we have a perfect summer? No, far from it, but we are headed in the right direction. I believe the proactive approach to "Seize the Summer" will show up positively on the bottom line.



How did your company do? How did you do? Did the steps you put in place help meet your challenges? Are you ready for the winter?

We have all lived through the spike in our business, the stock market's sudden drop, then spike, then drop again and the unemployment rate hovering at 9 percent. All of the economic uncertainty has made it very important to reflect back on the summer. We are a resilient industry, but we always need to prepare for tomorrow. What are the lessons we learned from this summer. How will they help us through the winter and prepare us for next summer? I plan to meet with each department to see what worked and what did not work this summer. I want to get the departments feedback on the steps we implemented and what steps we need to consider going into the wintertime. These meetings will be as valuable as the meetings we had going into the summer. This will give us a road map of what we need to do the next couple of months to see us through the winter.

Relying on fellow members of the CMSA is very helpful when going through the winter. Whatever I am going through, there is a CMSA member out there that has gone through

(Chairman's Corner cont. on page 4)



**PAUL
HANSON
PARTNERS**

The CMSA Sponsored Workers Compensation Program

**STABLE & CONSISTENT
FINANCIALLY STRONG
COMPETITIVE RATES**



**Program
Administrator**

For more information call: 1-800-852-1968

www.paulhanson.com Lic.# OB64567

ARROW

TRUCK SALES

"GET THE ARROW EDGE"



Experience you can count on!

North America's #1 Used Truck Dealer!

Our business for the past 61 years has depended upon our expertise in inspecting and reconditioning used equipment. We have a national account program just for the moving industry which includes:

- **Provide you with written trade terms on each sale. No awful surprises!**
- **Save you time by coordinating your purchase with the van line office!**
- **Flexible financing alternatives!**

You will have the services of your very own Truck Consultant!

We are truck consultants, not used truck salespeople. You will find that when comparing apples to apples in trucks, we will always be competitive.

But price isn't everything!

We will always provide the best value when you consider the time savings of turning the reconditioning and preparing process over to me. We can give you a truck ready to earn revenue 30 days before the first payment is due.

"Now that is a difference that immediately benefits you!"

**CALL US BEFORE
YOUR NEXT TRUCK PURCHASE!**

**Central & Northern CA
PREET KAUR**

**Southern CA
TOM BRANCATO**

**Southern, CA
JAIME MORGUTIA**

888-646-2776

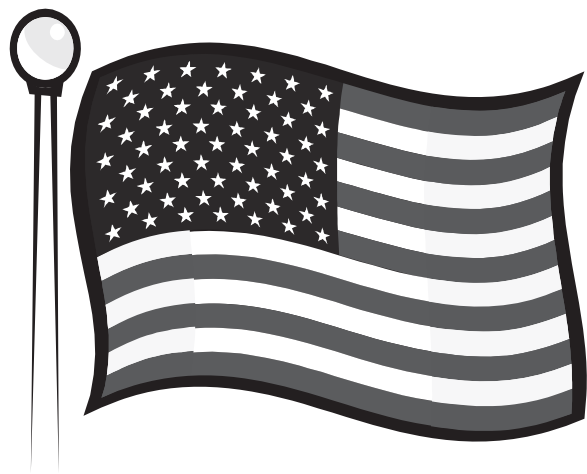
President's Comments

By: Steve Weitekamp



The 10-year anniversary of 9/11 has been a predominant theme of the media over the last few weeks. Like you, I remember that horrible day and the impact that it had on our nation and the world. 2001 was also the year that I had the honor of serving as Chairman of the CMSA. In the days following 9/11, I called the Director of the New York State Movers and Warehousemen's Association, who at the time was a resident of Lower Manhattan. Having conducted moves in Manhattan and spent time in the World Trade Center, I couldn't imagine movers not being in the buildings on that morning. Regrettably, my colleague informed me that our industry had suffered loss of life on that day. My October 2001 Chairman's Column recognized eight members of our moving community, employees of Certified Moving and Storage Co., LLC, who perished in the attacks on the World Trade Center. It is worthwhile to revisit a theme from that column and from my subsequent chapter visits during that year that I believe is as valid today as it was 10 years ago.

What we do, moving individuals, families, and businesses, is essential to our American Way of Life. Mobility is about freedom, freedom to seize an opportunity, to change course, and to reinvent ourselves. What you do, Keeping America Moving, is important and should be carried out with pride.



(President's Comments cont. on page 4)

(Chairman's Corner *cont. from page 2)*

something similar. The other day, I had a call from a fellow CMSA member who was generally new to the business and frustrated by a few "moving" issues. It was nice to commiserate with him because I have been there and had some words of encouragement for him. This is

the power of the CMSA. The only way to get your money's worth out of the CMSA is to get in and stay involved. I hope you will take the time to come meet me as I embark on my speaking tour at each Chapter with CMSA President Steve Weitekamp. I very much look forward to shaking the hands (and maybe share a beverage) with the members of the CMSA.

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

Recent calls and subsequent conversations have concerned regulatory issues that some carriers may not be aware of, or a past lack of enforcement may have caused them to be lax in their compliance. We are hearing from members that regulatory enforcement of all types is more aggressive and carriers need to be in compliance to avoid unnecessary fines. Please be alert to the following:

CSA2010 regulations require any commercial driver regardless of class of license (including a class C) is required to have a valid medical certificate when crossing a state line (interstate transportation) and operating a vehicle with a gross vehicle weight rating

(GVWR) of over 10,000 lbs.

Properly completed log books with driver activity, including local work, for the previous six days is a requirement for all intrastate shipments over 100 miles. Failure to be in compliance will result in a driver being placed out of service for 10 hours.

Your Chairman's column speaks of the power of CMSA and encourages your participation in upcoming chapter meetings. During our visits, we are discussing issues important to our industry and your business, and as always, I also look forward to speaking with you. Please review CMSA's upcoming calendar of events and make it a point to join us when we visit your local chapter.

Hot Savings!
SPECIAL PRICING
On INVENTORY TAPES

The
Premier
Printer
for the
Moving
Industry

Call now for more information!

- ❖ Interstate Approved Forms
- ❖ Custom Forms
- ❖ Commercial Movers Labels
- ❖ Color Brochures
- ❖ Presentation Folders
- ❖ All CAL PUC Forms
- ❖ Inventory Tapes
- ❖ Inventory Forms
- ❖ Warehouse Forms
- ❖ Security Seals



MILBURN
PRINTING

Complete Online Catalog
www.milburnprinting.com
makes ordering easy!

1-800-999-6690

8:30 am - 5:00 pm EST or 24 Hour Fax 631-582-8995
120-A Wilbur Place, Bohemia, NY 11716

(CARB Deadline cont. from page 1)

Vehicle Information

Compliance reports must include the following information:

- Vehicle identification number;
- Vehicle manufacturer;
- Vehicle model;
- Gross vehicle weight rating;
- Vehicle model year;
- License plate number;
- The state, providence, or country where the vehicle is or was registered and type of registration plate;
- Date that a vehicle was retired, sold, or scrapped after January 1, 2012;
- Whether the vehicle will be designated as a low-use vehicle as defined in section 2025(d)(41);
- Whether the vehicle has been certified as non-operational with the California Department of Motor Vehicles or equivalent documentation from the state, province or country where the vehicle is registered and whether the vehicle will operate in California;
- Whether the vehicle is a fuel efficient

hybrid vehicle;

- Whether the vehicle is propelled by an alternative-fuel engine;
- Whether the vehicle will use the extension or exemptions for vehicles used exclusively in NOx exempt areas in section 2025(p)(1);
- Whether the fleet size is more than three vehicles subject to the regulation with a GVWR greater than 14,000 lbs.; and
- Whether the vehicle was partially paid for with public funds, and if so, the information about the funding contract specified in section 2025(r)(18).

Source: The CARB website at <http://www.arb.ca.gov/msprog/onrdies> el/regulation.htm

Analysis

CMSA and other industry players obtained additional life for lighter bobtails and one truck fleets. In order to avail yourself of additional time to retire or upgrade your truck, you must report on time.

Recommendations

If you have not already, you should have the answers to the Section (r) reporting information

(CARB Deadline cont. on page 6)



WEEKLY CONSOLIDATIONS

from Port Agent Santa Fe Springs, CA to Door:

HAWAII, ALASKA, & GUAM

www.DewittMove.com

- **CALL:** (877) 857-9870
- **E-MAIL:** Info@DewittMove.com
- **BOOK ONLINE** by using the "Corporate Client Consolidation Form"

HAWAII: \$4.99 PER CUBIC FOOT (min. 100 cuft)

*Rate includes fuel surcharge and delivery services up to 50 miles from the port



ALASKA: \$ 5.99 PER CUBIC FOOT (min. 100 cuft)

*Rate includes fuel surcharge and delivery services up to 50 miles from the port of Anchorage, AK



GUAM: \$7.50 PER CUBIC FOOT (min. 100 cuft)

*Rate includes customs, fuel surcharge, and normal delivery services anywhere in Guam



BEST AVAILABLE RATES

(**CARB Deadline** cont. from page 5)

concerning the owner, vehicle and engine. CARB staff will inform CMSA when the states online reporting system is available. Hardcopy forms from CARB will also be available closer to the deadline.

How to Report and Comply

The CARB 1-866-6DIESEL hotline is a good source for information. As the TRAC was informed yesterday, the 13 part-time student employees are not equipped to fill out the reporting forms for you, but can provide references to specific questions. CleanFleets.net is also providing services to dozen of CMSA members in order to collect accurate data, compile the initial report due January 31, 2012, obtain the compliance certification, prepare a Fleet Analysis using all legal credits or extensions under the Rule and providing ongoing support.

Conclusion

In order to secure the compliance certificate, truck owners must report soon. There is no indication that a reporting extension will be granted or that one truck owners who missed the reporting deadline will be given another chance. Contact Cleanfleets.net with any questions related to this article.

WESTERN PACIFIC

Packing paper, recycling and document destruction

Quality Sheeted Newsprint

Standard 27x30, 30# newsprint in 30# bundles
Customized bundles and sizes
Prompt delivery · Short lead-time
Will-call savings

Paper / Cardboard Recycling

Collection equipment placement
Full service traffic department
State certified weighmasters and scales

America Shredding

Full Service document & product destruction
On-site and off-site destruction services
Bulk / purge cleanouts · Drop off service



800-803-WPPP
www.wppp.com



Golden State Container, Inc.

(Outside of California, we operate under the name Victory® Packaging.)



**Now nationwide to serve
you better than ever!**

Call Us Toll Free
(800) 288-5100 Voice
(800) 288-0525 Fax

SALES AND RENTAL OF PRODUCTS FOR THE PROFESSIONAL MOVER IN STOCK, AND READY TO WORK FOR YOU

> bobtail trucks

packing tape
rubber bands
panel carts
floor runners
shrink wrap

> library carts

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

> walkboards

padlocks

> e-crates

ladders
lift levers
curb ramps
camera carts
movers tape
wheel chocks

> 4 wheeled dollies

burlap moleskins
corrugated paper

> furniture pads

security seals

> bubble pack

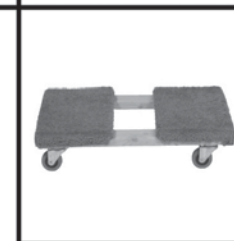
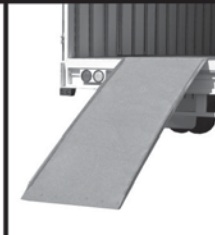
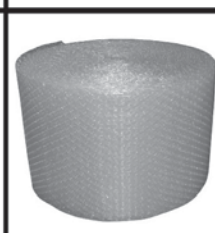
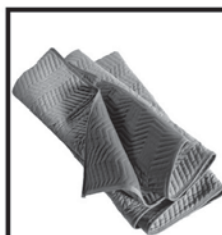
kraft paper
steel strapping
rubber tarp ties
tubular webbing
sisal twine

> carton dollies

furniture skates
finish repair kits
carton sealing tape
office machine carts

> corrugated cartons

auto split ramps
carpet runners
boards



Los Angeles
800-421-8700

San Leandro
800-624-7950

www.newhaven-usa.com

Calendar of Events

Wed., Sept 21	Northern Region Chapter Meeting	Wed., Oct 19	Northern Region Chapter Meeting
Wed. Sept 21	San Diego Chapter Meeting	Tues., Oct 25	O.C./Beach Cities Golf Tournament
Thur., Sept 22	Mid Valley Chapter Meeting	Tues., Nov 8	Twin Counties Chapter Meeting
Fri., Oct 7	Monterey Bay Golf & Bocce Tournament	Wed., Nov 9	San Diego Chapter Meeting
Mon., Oct 10	Central Valley Chapter Meeting	Sun., Nov 13	Ventura/S. Barbara Ronald Reagan Presidential Library Tour
Tues., Oct 11	Greater Los Angeles Chapter Meeting	Tues., Nov 15	Mid Valley Chapter Meeting
Wed., Oct 12	Ventura/S. Barbara Chapter Meeting	Wed., Nov 16	Monterey Bay Chapter Meeting
Tues., Oct 18	North Bay Chapter Meeting	<i>(Calendar of Events cont. on page 9)</i>	



Our Customers expect certain qualities from us as a mover.

Value-driven
Trustworthy
Honesty
Quality Focused
Financial Health
Integrity

Don't you deserve the same from your van line?

At Stevens, we offer our agents:

- Timely, accurate payment
- Financial and corporate stability
- Competitive compensation
- Unlimited hauling potential
- No charge for online system access
- Co-op advertising
- Access to Management
- Marketing materials & assistance
- International forwarding division
- Access to becoming a military agent

More than a century of experience and commitment to quality

Contact: Morrie Stevens, Jr.
Email: agents@stevensworldwide.com
Ph. 800.678.3836, ext. 359
agents.stevensworldwide.com



(Calendar of Events cont. from page 8)

Thu., November 17 Central Coast
Chapter Meeting

Tues., December 6 Joint LA and OC/BC
Chapter Meeting

Fri., December 9 Northern Region
Holiday Crab Feed

Tues., December 13

North Bay Chapter
Meeting

Thu., December 15

Sacramento Chapter
Meeting

Thurs., March 15

Sacramento Chapter
Golf Tournament

April 10-15, 2012

CMSA Convention in
Sparks, NV

Jensen Relocation is now Stadler & Jensen Moving

Kirk Jensen announced that Jim Stadler has rejoined the company in his former capacity as general partner.

Stadler & Jensen Moving was founded by Jim Stadler and Kirk Jensen in 1976. Stadler left the company in 1999 to pursue other interests.

The company is rebranding under their original name, Stadler & Jensen Moving. "Kirk and I were always a good team and I look forward to a long and successful relationship", said

Stadler.

Stadler & Jensen Moving is located in Lawndale, CA. With Los Angeles International Airport and the ports of LA and Long Beach minutes away, they are ideally situated to service the domestic and international needs of the LA and Orange County areas. Stadler & Jensen also represents Allied International in the area.

The company's new web address is www.StadlerJensenMoving.com.

We've got your business covered.

TRANSGUARD® insurance programs provide "blanket" protection for California movers.

Since 1973, TRANSGUARD GENERAL INSURANCE AGENCY has been offering moving and storage companies specialized programs to cover their unique insurance needs.

Our portfolio consists of insurance programs, underwritten by companies rated "Excellent" by A.M. Best, providing superior protection for movers as well as transportation companies involved in records storage, general freight and special products distribution.

TRANSGUARD offers complete coverage at competitive rates, and a level of service that has no rival. We've got you covered!



© 2008 TRANSGUARD GENERAL INSURANCE AGENCY

800-252-6725

California License No. 0C04835

Important Information Regarding International Shippers' Privacy

September 1st, 2011

Protect Your Clients' Privacy

Update: Distribution of Personally Identifiable Information to Third Party Vessel Manifest Companies: How to Request Confidentiality

Over the past year and a half, IAM has publicized how Third Party Vessel Manifest companies are able to access and examine vessel manifests and summary statistical reports of U.S. inbound and outbound shipments. They are able to copy this information for publication and often distribute it via paid subscription online. An example of a third party vessel manifest company is Import Genius. Understandably, many household goods shippers are upset when they find their name and shipment information freely available on the internet.

The regulation (19 CFR 103.31) that enables this data sharing also details how a person or a company may request confidential treatment for their shipments. IAM members and their clients can request confidentiality by emailing privacy.cbp@dhs.gov with the necessary information and data elements.

On the following page, IAM has created a standard form that it is sharing with CMSA members and their clients in order to request confidentiality on their shipments.

Please note that household goods shipments must be done on a case-by-case basis. In order to effectively safeguard a client's privacy, ensure that any and all variations of their names are listed when filling out the form. It is also important that no personal identifying information (PII) is listed in the "marks and numbers" field on the bill of lading. Any data listed in the "marks and numbers" field is fair game and confidentiality cannot be requested to protect this information from being distributed. If a shipping line is advising that certain data elements must be placed in this field, please notify IAM.

IAM will remain updated on this matter and notify members should the regulation be altered. If you have any questions, please contact IAM Program Manager, Brian Limperopulos, at BrianL@IAMovers.org.

Vessel Manifest Confidentiality Request Form for Individual Importing or Exporting Personal Effects and / or Household Goods

To request confidentiality on a shipment, the owner of the goods or its third-party authorized agent must fill out the below table. Once the table has been completed, verify all information, save it, and send it electronically to privacy.cbp@dhs.gov. The mover, upon obtaining authorization from the client, may request confidentiality on behalf of that client.

Requestor Name	
Address Line 1	
Address Line 2	
City	
State / Province	
Zip / Postal Code	
Phone	
Email	
Requestor Role*	
Relationship of party making request**	
Date of Submission	
Type of Confidentiality***	
Variation of Names to be Protected	

* The **requestor** may be one of the following for household goods shipments:

- For import shipments to the United States, the requestor is the "Importer".
- For export shipments from the United States, the requestor is the "Shipper".

** The **relationship of the party making request** can either be the first party (owner of the goods) or the third party authorized representative (if the company managing their shipment requests confidentiality on the owners' behalf)

*** The **type of confidentiality** refers to whether the shipment is an import or export.

- For Import shipments, the type of confidentiality is Inward Manifest.
- For Export shipments, the type of confidentiality is Outward Manifest.

Port Authority Sets Toll Jump for Trucks Crossing into NYC

By: Timothy Cama, *Transport Topics*

Tolls for trucks entering New York City from New Jersey will more than double over the next five years, a larger increase than originally proposed.

The trucking industry pushed to shield trucks from the higher toll increases, but the Port Authority of New York and New Jersey, bowing to political pressure, trimmed its proposed increases for automobiles and instead boosted increases for trucks.

A 5-axle truck using E-ZPass during peak hours will pay \$90 to cross in 2015, a 125% increase over the current \$40. During off-peak

hours, that truck will pay \$85, a 143% increase from the current \$35. Trucks using cash will incur a surcharge of \$3 per axle.

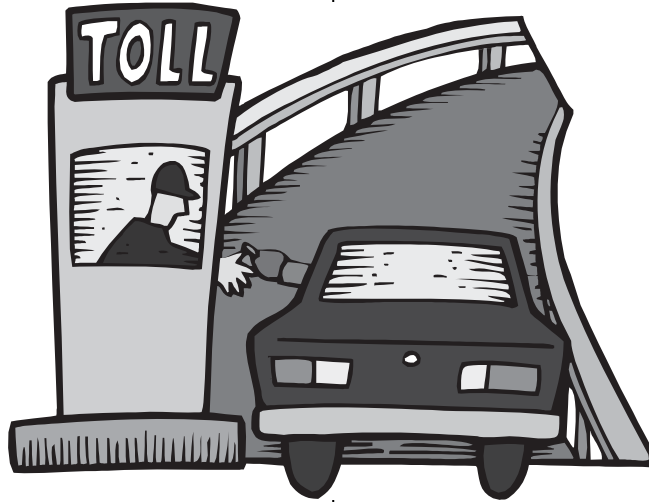
"We're quite livid," Kendra Adams, executive director of the New York State Motor Truck Association, said about the toll structure the Port Authority enacted Aug. 19.

"We're very disappointed; we're angry," she said.

American Trucking Associations joined the debate Aug. 25, sending a strongly worded letter to New York Gov. Andrew Cuomo (D) and

New Jersey Gov. Chris Christie (R) arguing that the increases will "devastate trucking companies who serve the New York City area" and

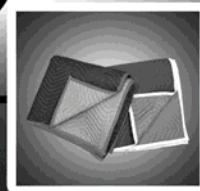
(NYC Toll Increases cont. on page 13)



**CBS MOVING
EQUIPMENT, INC.**

**PACKING MATERIAL AND SUPPLIES
FOR THE PROFESSIONAL MOVER**

- Equipment Rental
- Equipment Sales
- Packing Material Sales
- Retail Box Store Products
- Free Local Delivery
- Vaults and Lift Vans
- Competitive Pricing
- Superior Service



**LOS ANGELES
800-225-3659**

**S.F. BAY AREA
800-323-6559**

**SACRAMENTO
800-439-3934**

**LAS VEGAS
888-323-6559**

**CHICAGO
888-795-0199**

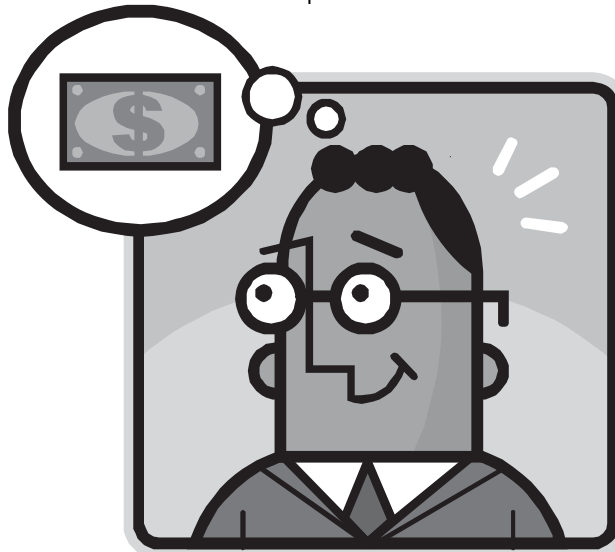
(NYC Toll Increases cont. from page 12)

“increase the cost of doing business” in the region.

“I hope you will veto this ill-conceived proposal,” ATA President Bill Graves wrote, asking the governors to work with the industry to find a better solution. Either governor’s veto would stop the plan, and ATA threatened “legal and legislative options” should the toll increases go through.

Truck tolls will increase by \$2 per axle in each year until 2015 on Port Authority bridges and tunnels, which go from New Jersey to New York, the Port Authority said in a statement after its vote. Those crossings are the George Washington Bridge, the Lincoln Tunnel, the Holland Tunnel, the Goethals Bridge, the Outerbridge Crossing and the Bayonne Bridge.

The first round of increases will start in Sep-



tember, with subsequent ones taking effect in December 2012 and each year thereafter.

The Port Authority released a proposal Aug. 5 that would have put truck tolls at \$80 during peak hours for E-ZPass users, a plan that the trucking industry opposed as being too drastic.

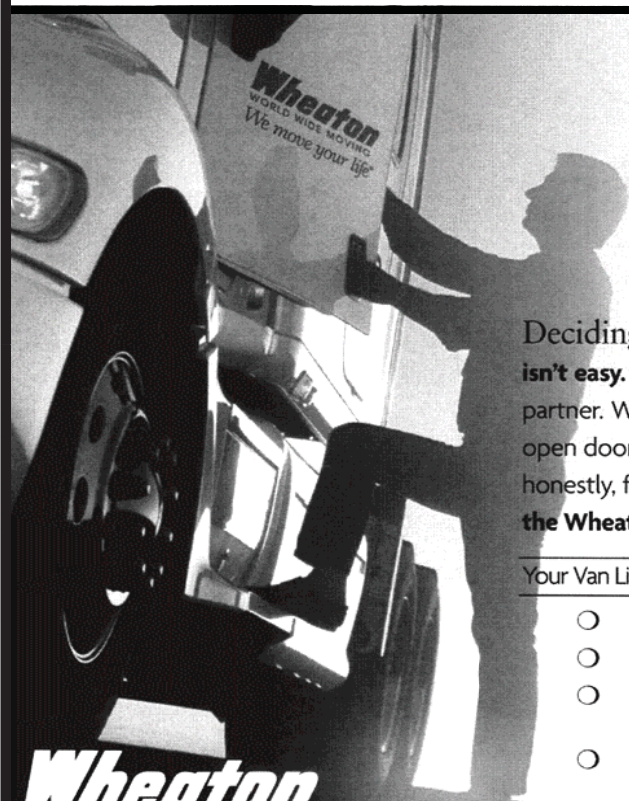
Cuomo and Christie, responding to public opposition to proposed toll increases for automobiles, urged the agency to reconsider and negotiated the current plan. Either governor has the power to veto toll increases.

While the new plan has smaller increases for cars, it shifts costs to the trucking industry, Adams

said.

“We’re very disappointed and discouraged in both Gov. Cuomo and Gov. Christie,” Adams said. “They’re the ones that actually negotiated this plan and put the plan forward to the Port

(NYC Toll Increases cont. on page 14)



change

never felt so good.

Deciding to partner with a new van line is a tough decision – after all, change isn’t easy. That’s where we come in. At Wheaton, you’re not just a number, you’re a partner. We recognize that all of our agents are an integral part of our success. Our open door policy aligns company and customer values, ensuring everyone is treated honestly, fairly and professionally. **Bottom line? We deliver on our promises – that’s the Wheaton Way.** Compare your current van line with Wheaton:

Your Van Line	Wheaton
<input type="radio"/>	<input checked="" type="checkbox"/> No long-term debt
<input type="radio"/>	<input checked="" type="checkbox"/> Views agents as true partners
<input type="radio"/>	<input checked="" type="checkbox"/> Policies based on what’s best for the system, not just a select few
<input type="radio"/>	<input checked="" type="checkbox"/> Stable, experienced leadership with decades of industry tenure

Wheaton
WORLD WIDE MOVING
We move your life®

For more information, contact Tim Davis at **800.932.7799, ext. 571**, or visit us online at **www.wheatonrecruit.com**.

© 2010 Wheaton World Wide Moving. We move your life® is a registered trademark of Wheaton World Wide Moving. USDOT 70719 MC 8713

(NYC Toll Increases cont. from page 13)

Authority."

Jim Runk, president of the Pennsylvania Motor Truck Association, was similarly disappointed in the Port Authority's decision.

"I don't think this is the right time to be putting increases in like this," he said. "The kinds of increases that they want, they're just astronomical." Due to Pennsylvania's close proximity to New York City, trucks from the state often use Port Authority bridges and tunnels.

"The trucking industry has been assumed a cash cow by states all around the country," said Mike Riley, president of the Motor Transport Association of Connecticut. "It's going to increase the cost of living in the Northeast."

"The states ought to be doing things to at-

tract businesses to the Northeast," he added. "And increasing the cost of transportation significantly is counter to that objective."

Adams and the New Jersey Motor Truck Association wrote letters to both governors asking

them to push for plans with lower truck tolls, but "obviously that fell on deaf ears," she said.

Since the first round of increases is so close, the trucking groups will focus on urging the Port Authority and the governors to consid-

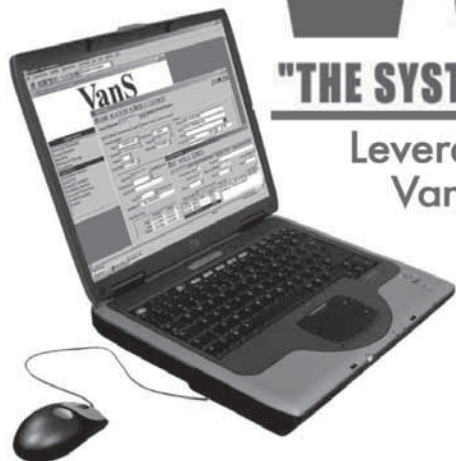
er making the upcoming toll increases smaller for trucks, Adams said.

Used with permission of Transport Topics Publishing Group, Copyright ©2011 American Trucking Associations, Inc.



Vans™

"THE SYSTEM THAT CARRIES THE LOAD"



Leveraging The Latest in Technology,
VanS Automates Every Aspect of your Business

Contact Management
Van Line Interface
Move Management
Driver/Sales Processing
Operations

Interfaces to:
Compusource Accounting
Rating
Record Storage
Commercial Warehousing
Report Writers

714-522-8300 CALIFORNIA 770-564-0060 GEORGIA
Website: www.compusource.com

WEB-ENABLED • SUPERIOR SERVICE • RELIABILITY • DOCUMENT MANAGEMENT

 **compusource**

The Truth About Search Engine Optimization (SEO)

Part (3 of 3)

By: Allan Browning, Vision Quest
Integrated Technologies

What you CAN DO to help your search listing opportunities.

Following is a list of things you can do for your site, in order of importance, that have no cost (or very little cost), and that most search engines look for in a website:

Size Matters

The larger the site, the better the chance a search engine will list it well. This is not often an option for the small business owner. However, if you have several services, say, household moving, packing, crating, etc., instead of listing all your services on one page, create a page for each specific service. This will increase the size of your site and help with keywords discussed later.

Update Frequency

The more frequently a site is updated the

better it will list. This is due to the fact that search bots look for fresh content. If a search bot visits your site and sees new information, it will re-index your site. If it sees that nothing has changed, there is no reason to re-index the site. The longer the length of time between updates, the lower in the search engine index your site will be listed.

Inbound Links

The more links inbound to your site from external sites, such as industry organizations and chambers of commerce, the better. Especially if those sites are large and already list well in generic search phrases associated with your industry. Think about clients, vendors and suppliers that also have sites and may be willing to link to your site from theirs.

Keywords and Meta Tags

This one item is the most overstated and underutilized item in this list. An SEO will tell you

(SEO Part 3 continued on page 16)



BUDGET COVERAGE

WON'T GIVE YOU THE BEST FIT

You can always shop around for cheaper insurance rates but you usually get what you pay for. The lowest price often gets you minimal service. At Vanliner you get high quality service, tailor-made for the moving and storage industry. You get what you pay for and more. Our seamless coverage includes loss prevention tools, competitive rates, unique coverage options and years of financial stability. It's easy to see how we earned our A.M. Best Rating of A Excellent. You'll see the quality and why we're worth every penny.

Want to learn more? For additional information, including the name of the Vanliner representative in your area, please call our marketing department at **1-800-325-3619**, or visit us on line at www.vanliner.com

A.M. BEST RATING OF
A EXCELLENT


VANLINER.
INSURANCE COMPANY

UNIQUELY QUALIFIED. CONSISTENTLY BEST.

COMMERCIAL AUTO	WORKERS' COMPENSATION	MOVERS' AND WAREHOUSEMEN'S LIABILITY	UMBRELLA LIABILITY	INDEPENDENT OWNER OPERATOR PROGRAMS
GENERAL LIABILITY	COMMERCIAL PROPERTY	BENEFITS PROGRAMS	SPECIALTY COVERAGES	

(SEO Part 3 continued from page 15)

that you **MUST** have meta tags and keyword text on a page for it to list well. This is **NOT** true.

Here it is in Google's own words:

"Google doesn't use the "keywords" meta tag in our web search ranking. Google Search disregards keyword meta tags completely. They simply don't have any effect in our search ranking at present."

--Matt Cutts, Google Search Quality Team

Case in point is that in the previous example of XYZ Moving, at the time of this publication, their site had **NO** meta tags and was not optimized with keywords in its body text. However, the site **DID** list on the first page of a Google search.

A site should have at least the following meta tags:

Title
Description
Keywords
Key Phrases

These meta tags should **NOT** be exactly the same on each page. They should be tailored for the content of the page in which they are imbedded. Then, throughout the page where the tags are placed, the keywords and key phrases should appear in the text of the page at least once.

Site Map

Search engines need to know all of the pages of your site. While they can follow the links found in your website's menu, it is very helpful if you provide them a single page with links to all the pages in your site. Most search engines look for a single special page called **SITEMAP.XML**. This is a specially designed page written in Extensible Markup Language that makes it easier for a search bot to find all of the pages in your site.

Other things you can do that usually have a cost associated with it:

Search Engine Submission

Most search engines provide a way for you to let them know you have a website by registering it. You can do this manually one at a time,

(SEO Part 3 continued on page 17)

CHAMPION RISK
MOVING & STORAGE PROGRAM

**CMSA ENDORSED EMPLOYEE
BENEFITS PROGRAM**



Members of the CMSA
benefit by obtaining
multiple quotes from
one source for all of
their insurance needs.

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

800-829-0807 X311

MRABY@CHAMPIONRISK.NET

WWW.CHAMPIONRISK.NET

(SEO Part 3 continued from page 16)

but since there are literally thousands of search engines on the Internet, we recommend you have this service performed by a company that can automate this task for you. You may also want to have this service performed on a regular basis just to ensure your site is visited by search bots.

Website Statistics

A website statistic report provides information regarding the performance and traffic of your website. This information may include page views, unique visitors, pages requested, campaign tracking, hits on pages, and literally hundreds of other data items. The key items to look for in web statistics is total visiting users and the top pages requested.

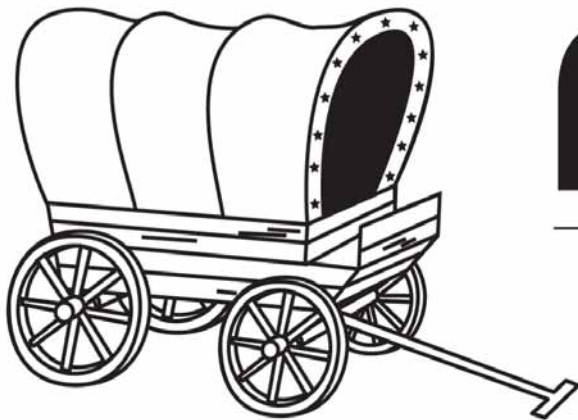
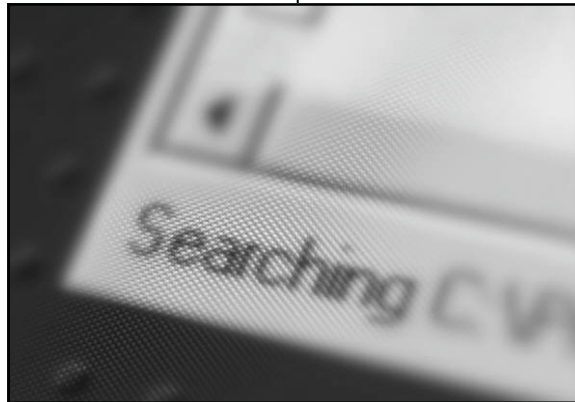
Total visiting users tells you how many actual visitors have come to your site. This should not be confused with "hits" which is a grossly overstated number with very little meaning. The num-

ber of total visiting users should be tracked on a regularly basis, say monthly, and trended over time to see if traffic is increasing, decreasing or stable.

To help trend your total visiting users in a positive direction, look at the top pages requested. If you find the top pages visited on your site to be your home page and your contact page, this could be an indication that the content of your site is not catching the attention of the visitor. You may want to add industry-related content or a specials page to attract attention.

The statistics can also tell you how long, on average, someone viewed a page. Again, an indication of interest on the part of the visitor. If you have a page with a lot of text but the average visit is only 10 seconds, you may want to revise that page.

Hopefully this (series of) article(s) has provided you with a clear understanding of SEO and some direction to help you achieve your SEO goals.



PIONEER



NOR CAL - LIVERMORE • 800-472-2546

SO CAL - SANTA ANA • 714-540-9751



- MOVING BOXES • PACKING SUPPLIES • TRUCK SUPPLIES • JANITORIAL SUPPLIES •
- RENTAL PROGRAMS • TRUCK/VAN & WAREHOUSE EQUIPMENT •
- CUSTOM WOODEN CONTAINERS •

Livermore, CA ★ Lathrop, CA ★ Santa Ana, CA ★ Seattle, WA ★ Denver, CO ★ Phoenix, AZ ★ Chicago, IL
(800) 472-2546 (800) 472-2546 (714) 540-9751 (253) 872-9693 (800) 275-1467 (602) 528-4140 (630) 227-1500

FOR ALL YOUR MOVING AND PACKING NEEDS

Court Tosses EOBR Regulation on Harassment Argument

By: Jami Jones, Land Line Senior Editor

Friday, Aug. 26, 2011 –It took only one of the three arguments raised by the Owner-Operator Independent Drivers Association (OOIDA) for the U.S. Court of Appeals for the Seventh Circuit to vacate the electronic on-board recorder regulation.

The opinion filed Friday by the court vacated the rule and sent it back to the agency for further proceedings consistent with the ruling.

"It's a fantastic decision," OOIDA President Jim Johnston said. "The decision dealt with the issue of harassment of drivers, but the court left room to come back and challenge other aspects if the agency gets overly enthusiastic about how they want to monitor truckers."

The regulation under fire was the 2010 final regulation mandating the use of electronic on-board recorders for companies with a safety history that reflects a 10 percent or greater level of non-compliance with the hours-of-service regulations in one compliance review.



OOIDA filed suit against the agency contending that the rule was arbitrary and capricious because it does not "ensure that the devices are not used to harass vehicle operators," as required by law. The Association's lawsuit also contended that the cost-benefit analysis failed to demonstrate the benefits of the technology and that the EOBRs violate the Fourth Amendment.

The opinion from the Seventh Circuit, prepared by Circuit Judge Diane Wood, stated that

(*EOBR Regulation continued on page 19*)



WE MAKE MOVING FUN!

HAWAIIAN ISLANDS MOVING SOLUTION:

We specialize in offering per cubic foot rates for service from your facility in California to your customers in Hawaii.

Warehouse and moving operations on
Oahu, Maui, Kauai and the Big Island.

Call us Toll-Free for details:
1-888-717-6925

www.royalhawaiianmovers.com



DOT # 227698, MC165352 & FF 003549, PUC #85-C
Member of: American Moving & Storage Association (A.M.S.A.),
Household Goods Forwarder Association of America, Inc. (H.H.G.F.A.A.),
California Moving & Storage Association (C.M.S.A.).



(EOBR Regulation cont. from page 18)

the court needs to "address only the first issue" of driver harassment.

The opinion states that if an agency "fails to consider a factor mandated by its organic statutes, this omission is alone 'sufficient to establish an arbitrary-and-capricious decision requiring vacatur of the rule.'"

FMCSA was directed by Congress back in the late 1980s to "ensure that the devices are not used to harass vehicle operators."

"There is no question that section 31137(a) is mandatory," Judge Wood wrote in the opinion.

She wrote that FMCSA's first argument that it did consider driver harassment can be set aside immediately.

Judge Wood wrote, "The FMCSA suggests that a single conclusory sentence in the final

rulemaking to the effect that the Agency 'has taken the statutory requirement into account throughout the final rule' is enough by itself to satisfy section 31137(a). It is not."

Judge Wood equally dismissed the agency's second argument contending that driver harassment was considered during the rulemaking process.

"The Agency's back-up argument fares no better than its first one," she wrote. "For the first time in its consideration of EOBRs, the Agency's brief before this court introduces the argument that its consideration of privacy and the Privacy Impact Assessment it produced also addresses the statutory factor of harassment."

"This argument is too little, too late."

The ruling vacates the regulation and sends it back to the agency for further proceedings consistent with the opinion.

(EOBR Regulation 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.

WANTED: ONE TOP DOG!!

After many years of service, one of our top sales people has retired. We need someone to fill a big pair of shoes. AMS BEKINS in Burlingame is looking for a COD sales person. We have been a leader in the BEKINS system for over 25 years. Great compensation package and solid Benefits plan. We serve the entire San Francisco Bay Area. If you are looking for a new home, this could be it. Resumes may be sent to Gary Wolfe at gwolfe@amsbekins.com or via fax 650.239.5127.

BUILDING FOR LEASE

Available now, For Lease in Riverside, Ca., 8000 sq ft metal building, Exterior office, palletize 3 high, 60 ft Public Scale, 2000 sq ft shop in back. Contact Toby Tewell 951-684-4400.

MAYFLOWER AGENT HIRING EXPERIENCED ESTIMATORS:

Now recruiting sales estimators experienced in estimating moves for household goods and O&I. Please email resumes to recruiting@aqmsmayflower.com.

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.

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

Turn-key business. 2 trucks, 2 forklifts, 150 vaults 85% full, 5,000 sq. ft. building in large lot. Financing available w/down. Contact Steve: (559) 676-2707

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.

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

(EOBR Regulation cont. from page 19)

Of note, the final rule struck down in the opinion is not the only electronic on-board recorder mandate pending from FMCSA. The agency already has a second rulemaking in progress that would mandate EOBRs in all trucks.

While there are many options before the agency at this point, including a possible appeal of the Seventh Circuit's decision, the agency could re-tool the regulation or even simply move forward with a full mandate while attempting to address driver harassment in such a way that it relieves the court's concerns raised in the opinion.

In the opinion, Judge Wood also outlined a couple ways the agency should and/or could address driver harassment.

In one instance, she wrote that the agency needed to clearly define a distinction between productivity and harassment and "must also de-

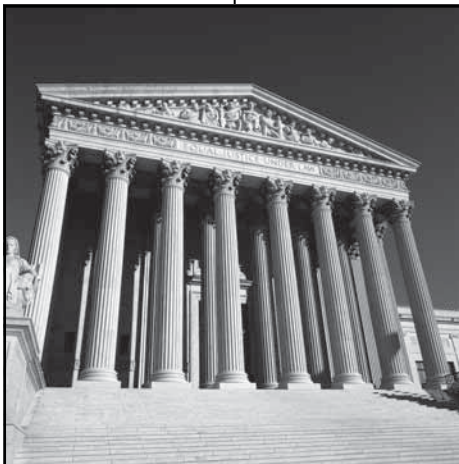
scribe what precisely it is that will prevent harassment from occurring."

The court also suggested that a comprehensive study of motor carriers both using and not using EOBRs could prove beneficial.

"The Agency needs to consider what types of harassment already exist, how frequently and to what extent harassment happens, and how an electronic device capable of contemporaneous transmission of information to a motor carrier will guard against (or fail to guard against) harassment," Judge Wood wrote.

"A study of these problems with EOBRs already in use, and a comparison with carriers that do not use these devices, might be one obvious way to measure any effect that requiring EOBRs might have on driver harassment."

Source: Land Line Magazine,
The Official Publication of the
Owner-Operator Independent Drivers
Association



**Contact
Kentucky Trailer Services...
For all your Trailer
and Truck Body
Service &
Reconditioning
needs.**



Located at:

► 355 Farmington Avenue
Louisville, KY 40209
866-638-6080

► Western Truck & Trailer
10151 Calabash Avenue
Fontana, CA 92335
909-823-0100

Authorized Dealer For:
INTERLIFT- LEYMAN- MAXON- WALTCO- LIFT GATES

A Servant Leader Company

www.kytrailer.com



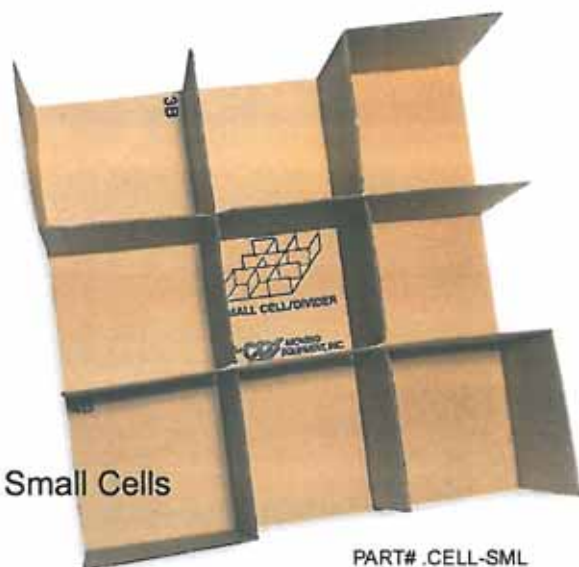
**CDS MOVING
EQUIPMENT**

www.cds-usa.com

NEW

Cell / Divider Combo

The price of news print will continue to rise. The NEW Cell / Divider combo reduces your newsprint usage, saving you money!



Small Cells

PART# .CELL-SML



Large Cells

PART# .CELL-LRG

Back to the basics - Cells and Dividers
And now a NEW revolutionary Cell and Divider combination.

- ✓ Prevent claims
- ✓ Costs LESS
- ✓ Use LESS news print
- ✓ No need to buy dividers

- ✓ Panels are flat
- ✓ Less stocking space
- ✓ Simple to assemble
- ✓ Packs professionally

Los Angeles	S.F. Bay Area	Sacramento	Las Vegas	Chicago
800.225.3659	800.323.6559	800.439.3934	888.323.6559	888.795.0199