

# The Communicator

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



## CMSA's 94th Annual Convention

The California Moving & Storage Association will be holding its 94<sup>th</sup> Annual Convention on April 10-15, 2012, at John Ascuaga's Nugget in Sparks, Nevada.

Our Convention theme, "Playing to Win," will be about succeeding in business during uncertain economic times. You'll be brought up to date with the current state of the industry, latest trends and useful information regarding California truck regulations, military moves, international shipping and more!

There will also be opportunities to meet with industry vendors and network with other movers during fun social events, which will include the Texas Hold 'Em Poker Tournament, Golf Tournament, Exhibitors Reception and an evening at the National Automobile Museum.

John Ascuaga's Nugget is a premier resort casino in Reno/Sparks, offering the best in food, fun and hospitality! There is something for everyone to enjoy!

John Ascuaga's Nugget is a full-service casino

*(CMSA Convention cont. on page 6)*



## Chairman's Corner

By: Dennis Doody

The holidays have begun and I am ready! I spent the weekend pulling out the Christmas decorations from storage (one of the advantages of having a warehouse), decorating the tree, and risked life and limb hanging lights on my house. We also continued our tradition of a company breakfast, where I cooked and served the food. A thoughtful gesture! Furthermore, I attended the Los Angeles-Orange County joint holiday meeting, where we donated gifts to the Children's Hospital Los Angeles.

This is a very busy time of year, and it is easy to get caught up with the parties and last-minute shopping, but it is also a good time to reflect back on all that we are thankful for. On a personal note, one of my family members had a bit of a health scare so I am thankful for my health and my family's health. I am lucky to have such a wonderful wife, great kids and great friends. As for business, I am thankful for the



people I get to work with, the customers we are fortunate to work with, and being a member of the CMSA. I am also thankful that Blue Chip has been able to serve our community for almost 50 years.

The holiday season is also a chance to give back to our local communities. As an organization, the CMSA does so much more than advocate and protect the interests of the moving industry. As a member of the CMSA, you are part of an organization that gives back all year. Each chapter puts a ton of effort into fundraising just to give back to its community. Local chapters organize golf tournaments, bocce ball tournaments, crab feeds, bowling tournaments, day at the races, tour of the Reagan Library, toys for Children's Hospital, filling trailers and containers with food and toys for the needy. The list goes on and on.

The collective fundraising effort allows the CMSA to team up with the Special Olympics and deserving college students. The Special Olympics considers the CMSA a valued partner because of our membership's generosity. When the Special Olympics needs storage space or

*(Chairman's Corner cont. on page 4)*



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## **President's Comments**

By: Steve Weitekamp



As 2011 comes to a close, it is valuable to take a moment to look back on the year that is ending. This year had its highs and lows but your Association remains strong with a positive impact on industry issues, and an ever watchful eye on the horizon. From a business perspective, most members would agree that 2011 was better than the prior year, but there is still significant room for improvement. This year saw continued negative issues related to unlicensed and illegal operators using the Internet to scam the moving public, but there also was an ever more savvy, legitimate industry benefiting from Internet marketing and social media. Hopefully, some members benefitted from the strong technology program that was a large part of our 2011 Convention program.

This year saw the entire transportation industry struggle with the looming and onerous California Air Resources Board (CARB) regulations. Several industry associations, CMSA included, worked hard and were able to win modifications to CARB's On-Road Diesel Engine regulations that will benefit CMSA members. Military movers are still adjusting to the new reality of DP3, but as a result of the effort of CMSA and its Military Affairs Committee, the SDDC has a greater awareness of the challenges faced by the Agent/Service Provider in the military relocation process. Your Chairman's column in this issue reviews several of the positive programs that CMSA is able to support thanks to the dedication and hard work of the membership. A recap of a year must acknowledge that CMSA is about people and the passing of a friend or colleague is always a low point. CMSA shares with families and their businesses the loss of several long-time members over the last 12 months.

Looking forward, there are chapter meetings and fundraising events already scheduled for the first half of 2012. Scheduled for February 21<sup>st</sup> and February 23<sup>rd</sup> is an important seminar program on Independent Contractors that will address regulatory challenges described in previous columns. April is the month of our 2012

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



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

funds to send athletes to compete, the CMSA membership steps up year after year. Each year, the CMSA gives 25 scholarships to deserving college students totaling \$51,000. Since the scholarship's inception in 1994, the CMSA has given \$638,000!!

By attending the local chapter meetings, attending special training sessions, attending the fundraisers you are giving back. You are part of helping athletes fulfill their dreams of competing in the Special Olympics. You are part of sending 25 young adults to college. When you reflect back on all that is done for others, you will be proud and thankful to be part of our industry and CMSA.

I hope you and your families have a safe and Happy Holidays. Get ready for 2012...should be fun.



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

Convention, with the theme this year as "Playing to Win." We are working on a Convention program that will assist you in charting your own winning strategy. In addition to a strong educational emphasis, the schedule will provide opportunities for play as well. A brief review, schedule of Convention events, and a Convention registration form are included with this issue. I would encourage you to complete and mail back your registration today.



CALIFORNIA MOVING & STORAGE  
ASSOCIATION presents:

## 2012 INDEPENDENT CONTRACTOR SEMINARS

Tuesday, February 21, 2012

10:00 a.m. - 2:30 p.m.

The Clubhouse at Las Positas

(Beeb's Sports Bar & Grill)

915 Clubhouse Drive, Livermore, CA 94551

Thursday, February 23, 2012

10:00 a.m. - 2:30 p.m.

The Holiday Inn at Long Beach Airport

2640 N. Lakewood Blvd., Long Beach, CA 90815

\*Call CMSA about \$129 Room Rates

**Presenters:**

**CMSA Association Counsel Mark Hegarty  
Hegarty Law Offices**

**CMSA President Steve Weitekamp**

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# BEST AVAILABLE RATES



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

offering 24-hour gaming including black jack, roulette, craps and specialty table games; all denominations of the newest slots and video poker; a full-service sports book; keno, bingo and a recently renovated smoke-free Poker Room.

For those who would rather enjoy the resort aspect of the hotel, there are eight award-winning restaurants; a luxurious indoor pool and nine Jacuzzis in a fifth-floor atrium setting overlooking the Sierra Nevada mountains; a full-service salon and spa; and a complimentary health club. Kids will enjoy the hotel's Skywalk

Arcade that boasts the latest arcade and prize-redemption games. Guest rooms feature granite counter tops, elegant armoires, up-graded triple sheet bedding, 42" flat panel high definition televisions, all directly accessible to the convention center level and lobby via 12 high speed elevators, bypassing the entire gaming area.

Local attractions such as the Legends Premium Outlet Mall, Victorian Square, Sparks Marina, Wild Island Family Adventure Park and the Nevada Museum of Art are all within short driving distance.

The 2012 Annual CMSA Golf Tournament

**(CMSA Convention cont. on page 7)**



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**(CMSA Convention cont. from page 6)**

will be held at the Resort at Red Hawk, Lakes Course. The shotgun event will take place on Thursday, April 12<sup>th</sup> starting at 9 a.m. This Robert Trent Jones, Jr. designed course challenges your game in an artfully designed setting featuring natural lakes, murmuring springs and mature cottonwood trees. The 7,140-yard course employs multiple tees and A-4 bent grass greens with more than 100 bunkers to create a memorable day of golf.

This year, for a special off-site event, delegates have the opportunity to visit the National Automobile Museum (The Harrah Collection). Voted one of the top 10 automobile museums in the country and the best 16 in the world, the National Automobile Museum houses an impressive collection, where visitors can explore decades of intriguing automobiles, stroll down period-style street scenes and stand inches

from cars once owned by the rich and famous.

Convention registration forms are included in this edition of The Communicator. For a convention schedule, please see page 8. Don't wait. Sign up for the Convention today!

Excellent room rates are available for convention attendees at \$104 per night. To make your reservations, call John Ascuaga's Nugget at (800) 648-1177 or click on the reservation link found in our convention kiosk on our website ([www.thecmsa.org](http://www.thecmsa.org)) by March 10, 2012 to guarantee your CMSA Convention group rate. Reservations made after March 10, 2012, will be based on availability at the group rate.

Please visit the CMSA website at [www.thecmsa.org](http://www.thecmsa.org) to access convention registration forms and information. If you have any questions, feel free to contact the CMSA office at (800) 672-1415 (within CA) or (562) 865-2900. Hope to see you there!

**Need additional forms to fill out for the 2012 Convention?**

**Please visit the Convention Kiosk on the CMSA website, [www.thecmsa.org](http://www.thecmsa.org), to print more registration forms.**



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# 94th Annual CMSA Convention Schedule

*“Playing to Win”*

## **TUESDAY, APRIL 10**

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

## **WEDNESDAY, APRIL 11**

8:00 a.m. - 6:00 p.m.	Registration Desk Open
8:00 a.m. - 9:00 a.m.	Insurance Committee Meeting
9:00 a.m. - 10:00 a.m.	Govt. Affairs Committee Meeting
10:00 a.m. - 11:00 a.m.	Membership Committee Meeting
11:00 a.m. - 12:00 p.m.	Military Affairs Committee Meeting
1:30 p.m. - 5:00 p.m.	Board of Directors Meeting
3:00 p.m. - 6:00 p.m.	Early Exhibitor Set-up
7:00 p.m. - 10:00 p.m.	Texas Hold'em Poker Tournament

## **THURSDAY, APRIL 12**

7:00 a.m. - 8:30 p.m.	Registration Desk Open (Convention Schedule cont. in right column)
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9:00 a.m. - Shotgun	Golf Tournament
8:00 a.m. - 4:00 p.m.	Exhibitors Set-up
5:00 p.m. - 6:00 p.m.	Associate Member Committee Meeting
6:30 p.m. - 10:00 p.m.	Exhibitors Welcome . Reception

## **FRIDAY, APRIL 13**

7:30 a.m. - 12:00 p.m.	Registration Desk Open
8:00 a.m. - 9:00 a.m.	Washoe Sunrise Breakfast
9:00 a.m. - 12:00 p.m.	General Business Session
12:15 p.m. - 1:45 p.m.	Sparks Luncheon
2:00 p.m. - 4:00 p.m.	Military Breakout Session
6:00 p.m. - 9:00 p.m.	National Automobile Museum

## **SATURDAY, APRIL 14**

8:00 a.m. - 12:00 p.m.	Registration Desk Open
8:00 a.m. - 9:00 a.m.	Pyramid Lake Breakfast
9:00 a.m. - 12:00 p.m.	General Business Session
12:15 p.m. - 1:45 p.m.	Gold Nugget Luncheon
12:00 p.m. - 3:00 p.m.	Booth Tear-down
7:00 p.m. - 8:00 p.m.	Chairman's Reception
8:00 p.m. - 11:00 p.m.	Chairman's Dinner/ Dancing

## **The CARB Rule Deadlines Are Here**

Four short years ago, “CARB” was not a word that most movers had in their vocabulary. As this first compliance year comes to an end, many movers were hoping for another ending to the story. Maybe something like “the stockings were hung by the chimney with care, and a court injunction was handed down because the movers’ new equipment budget was really quite bare.” Alas, there is no indication of further delays and many van lines and agents are under the gun to comply with the first retrofit or replacement deadline at the end of this year. Also, the CARB initial reporting date is January 31, 2012 for the Truck and Bus Rule. CMSA

and CleanFleets.net want to make sure that CMSA members have current information and the following summarizes the final rulemaking process and how to comply and report.

### **Rule Process**

The final step in the CARB legal process is the same that is required of all regulations under the state Administrative Procedures Act. CARB has produced the “final” Truck and Bus Rule language and the final review by state lawyers will be done by December 14.

*(CARB Rule Deadline cont. on page 12)*



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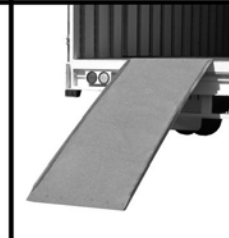
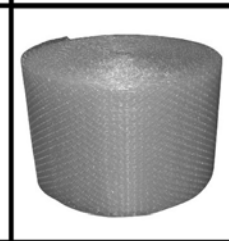
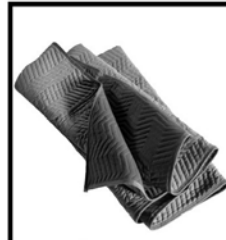
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# The CMSA Pinnacle Award

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

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

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

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

Please call the CMSA office at 800-672-1415 to request an entry form or visit our website at [www.thecmsa.org](http://www.thecmsa.org). Submit the entry form with information about your company as well as a binder or folder documenting each of the four categories for the award.

The deadline for entries is February 17, 2012 with the award to be presented at the Awards Luncheon during the CMSA Annual Convention, April 14, 2012 in Sparks, Nevada.

## **Pinnacle Award Entry Form**

CALIFORNIA MOVING AND STORAGE ASSOCIATION

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

Cerritos, CA 90703

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

FAX: (562) 865-2944

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

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

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

This entry form is being submitted by:

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

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

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

Entry Deadline: February 17, 2012

(**CARB Rule Deadline** cont. from page 8)

### How to Comply

There has been no change proposed by CARB to the critical dates approved by the Board (those described at the CMSA workshops and 2011 Annual Meeting) and truck owners need to: 1) determine how the end of year deadline requires them to retrofit or retire trucks, 2) take action by December 31, and 3) collect truck and engine data and report by the January 31, 2012 deadline.

### How to Report

The CARB Truck and Bus Upload and Compliance Reporting System (TRUCRS) is temporarily unavailable due to maintenance. CARB expects that the system will be available the week of December 12th, which they expect should provide fleets sufficient time to report by the deadline of January 31, 2012. The CARB webpage at the link below will be updated when the system is available, or you may sign up for our Truck and Bus Regulation Program Listserv at the link to

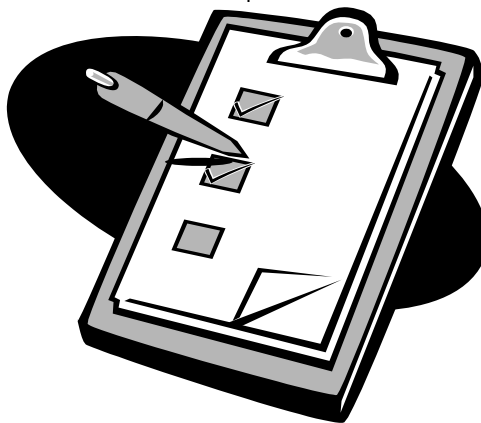
receive notification when it is online. See <http://www.arb.ca.gov/msprog/onrdiesel/reportinginfo.htm>.

### Supply Chain Issue

Timely reporting is essential for fleet owners to obtain the Certificate of Reported Compliance. In order to avoid the penalties that can be extracted for dispatching non-compliant trucks, all parties in the moving and storage supply chain should be prepared to ask for, or furnish, the CARB certificate. Clean-Fleets.net is also providing services to several van lines and dozens of CMSA members in order to collect accurate data, compile the initial report obtain the compliance certificate, prepare a Fleet

Analysis using all legal credits or extensions under the Rule and providing ongoing support relating to CARB.

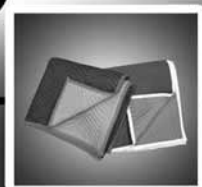
The author, Sean Edgar, can be reached at [Sean@CleanFleets.net](mailto:Sean@CleanFleets.net), or 916-739-1139.



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## Chipman Relocations Receives Commitment to Excellence Platinum Award

FAIRFIELD, Calif., October 11, 2011 – Chipman Relocations was honored for its outstanding performance at the Cartus Corp.'s 2011 Global Network Conference held October 10-12 in Denver, Colo. Cartus Global Network is Cartus' industry-leading worldwide service provider network. Each year, Cartus recognizes the companies and individuals in the Network who have provided extraordinary service to its international customers and clients.

Chipman Relocations was named winner of the Global Network Commitment to Excellence Platinum Award for its exceptional service results. This award recognizes a supplier's measurable commitment to excellence and is presented to Global Network service providers who have distinguished themselves by achieving critical performance metrics in our highest

Commitment to Excellence category.

"Service providers such as Chipman Relocations routinely go above and beyond for our customers and our company, while at the same time demonstrating unparalleled dedication and performance," said Traci Morris, Cartus Executive Vice President, Global Operations and Supply Chain Management. "As a vital extension of the Cartus team, we encourage our Global Network providers to be innovative and have created a forum for them to be recognized and share best practices. This award acknowledges the superior quality and professionalism that we have come to value from our service providers."



"We've learned a lot over the last year of performing this work and interacting with Cartus and their network," said Antonio Trujillo,

*(Cartus Award continued on page 15)*



# change

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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

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# SDDC Personal Property Forum

By: Tim McCarthy, McCarthy Transfer & Storage

The Surface Deployment & Distribution Command (SDDC) held its fall Personal Property Forum (PPF) at the Regency Conference Center in O'Fallon, Ill., on Tuesday, November 1, 2011. The meeting was well attended with over 200 TSPs and Agents that were very interested in the DP3 Program.

The meeting opened with SDDC Commander Master General Kevin Leonard speaking very highly of the cooperative effort needed between the TSPs and the military in this program. He warned us about the cost cutting efforts that the military will be facing in the near future and how it will affect transportation of the military member.

Lt. Col. Oliver took it from there and said that the 2011 Peak Season was better than anticipated, and hoped that by 2012, they will have all the bugs worked out of the system. Some of the other topics Col. Oliver reviewed were:

## Personal Property Program Outsourcing

The U.S. Secretary of Defense is in the process of having a feasibility study done for outsourcing the DOD Personal Property Program. Col. Oliver indicated that the contractor, Logistics Management Institute (LMI), was examining the program and gathering information right now and is to have the results to the SDDC by April 2012. We can only guess what a financial and logistical nightmare this would be if outsourcing occurs.

## Common Financial Administration and/or Control (CFAC)

Col. Oliver briefly addressed this topic, CFAC, and he provided us with an initial outline of CFAC guidelines which are to be incorporated into the Personal Property Program and are looking to the industry for input. He went on to say that SDDC is looking for a way to cut the number of approved TSPs in each channel. SDDC knows this works well in the overseas

*(SDDC Program Forum cont. on page 15)*



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GENERAL LIABILITY	COMMERCIAL PROPERTY	BENEFITS PROGRAMS		SPECIALTY COVERAGES

*(SDDC Program Forum cont. from page 14)*

system, and they see no reason why it can't be incorporated in the domestic system. This is the time for you as TSPs and Agents to get to know your Congress member.

### Claims Module

It was indicated by Mary Meyer Campbell, Program Manager of the Joint Program Management Office for Household Goods System (JPMO HHGS), that the claims module will be rewritten, and that the industry will be included to provide input. There was also talk of the military member claiming directly to the TSP, but then the military would lose its ability to track claims. The military was also looking at the pos-

sibility of buying a claims program "off the shelf." It's anybody's guess right now on which way this will go.

### Digital Certificates

Judy Fowler, Program Manager of the ETA and System Response Center, discussed security issues and the digital certificate requirement. She indicated that there was still concern about the ability of individuals located outside of CONUS to obtain the digital certificates. A plan should be in place in January 2012 for this. She also reiterated that every TSP, Agent, insurance/bond, CPAs, third party billing and claims teams must have digital certificates to access the DPS system as of October 2011.

*(Cartus Award continued from page 13)*

Chipman Relocations General Manager/Vice President. "In the next few months, we will take what we've learned and implement new ideas and procedures that will allow us to again win this award and even greater, the Cartus Master's Cup."

"An invitation to join Cartus' Global Network

is a high honor because the program's criteria and performance standards are so rigorous," said Tom Chipman, Chipman Relocations Executive Vice President. "We fully endorse Cartus' dedication to providing high-quality service and are grateful to have received this prestigious designation, which further enhances our commitment to world-class service."

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## Calendar of Events

Tues., December 13	North Bay Chapter Meeting	Wed., February 22	Northern Region Chapter Meeting
Thu., December 15	Sacramento Chapter Meeting	Thu., February 23	10:00 a.m. - 2:30 p.m. Independent Contractor Seminar The Holiday Inn at Long Beach Airport 2640 N. Lakewood Blvd., Long Beach, CA CMSA Member Price: \$140
Wed., January 11	San Diego Chapter Meeting	Wed., March 14	San Diego Chapter Golf Tournament
Tues., January 17	Mid Valley Chapter Meeting	Thurs., March 15	Sacramento Chapter Golf Tournament
Tues., February 7	Greater Los Angeles Chapter Meeting	Thurs., March 22	Northern Region Chapter Golf Tournament
Wed., February 8	San Diego Chapter Meeting	Sun., April 1	Greater L.A. Chapter Day at the Races Fundraiser
Tues., February 21	10:00 a.m. - 2:30 p.m. Independent Contractor Seminar The Clubhouse in Las Positas (Beeb's Sports Bar & Grill) 915 Clubhouse Drive, Livermore, CA CMSA Member Price: \$140	April 10-15, 2012	CMSA Convention in Sparks, NV

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## Cardinale Moving Wins 2011 Best Business Professional Award

At an awards ceremony and reception held on October 27th, Cardinale Moving & Storage was recognized as the winner of the 2011 Salute to Small Business Awards – Best Business Professional, sponsored by local TV station, KSBW and Union Bank. The company was nominated for the award by one of their long-time employees, Sue Sandholdt. The reception was attended by Sandholdt and several Cardinale family members. The award was accepted on behalf of the company by Vince Cardinale, president. This is the third separate award that

Cardinale Moving & Storage has received this year! The Salute to Small Business awards program recognizes the important contributions that businesses make to the county they live in as well as surrounding communities.

Information about Cardinale Moving & Storage that was highlighted during the ceremony included their 40 years of being in business, their strong involvement with the community and their effort to go green by becoming an ecollective site for un-

wanted and obsolete electronics.



*Pictured above are Vince Cardinale, left, and Sal Cardinale. Several family members attended the 2011 Salute to Small Business Awards.*



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**FOR ALL YOUR MOVING AND PACKING NEEDS**

# Ventura/Santa Barbara Chapter Toured Through Ronald Reagan Presidential Library

On Sunday, November 13<sup>th</sup>, over 65 CMSA members and their guests attended the Ronald

Reagan Presidential Library in Simi Valley. The day started with a delicious lunch under Air Force One in the main auditorium. Views of the Santa Susana mountain range and sunny skies set a beautiful backdrop for the event. Seven

different prizes were raffled, including two magnum-sized bottles of champagne (both won by Ed Hofer from NMS Moving Systems) as well as an official jar of Ronald Reagan Presidential

Jelly Beans (won by Mike McCann from Hazelwood Allied Moving and Storage).



Following lunch, a docent-led tour took the group through Air Force One, the plane used by seven presidents, including Reagan. The tour continued through several exhibits documenting President Reagan's early life, followed by his years in politics, and ending with his state funeral in 2004. One highlight was the Cold War exhibit, where visitors could

*(Reagan Library Tour cont. on page 19)*



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International Association of Movers (I.A.M.),  
California Moving & Storage Association (C.M.S.A.).





**(Reagan Library Tour cont. from page 18)**



actually crawl through tunnels in a model of the Berlin Wall. Also worth noting was the replica of the Oval Office, in which President Reagan insisted that the museum floors be lowered so that the dimensions were exact to the real

Oval Office.

The tour concluded outside the museum at President Ronald Reagan's burial site. The inscription on his memorial reads:

*I know in my heart that man is good. That what is right will eventually triumph. And there is purpose and worth to every life.*

Fittingly, an actual piece of the Berlin wall stands next to his gravesite.

According to Bernadette Lance, "The weather was beautiful, and we had a great crowd. I think everyone had a fantastic experience."

The event was organized by Jack Fishel of the CMSA Ventura/Santa Barbara Chapter and raised over \$1,300 for the Scholarship Fund. Many thanks to all who attended.



Source: Casey McCann, Hazelwood Allied Moving & Storage

## 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.

### **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

### **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.

### **WANTED:**

#### **BAY AREA MOVING COMPANY**

Established Southern California Moving Company is looking to expand into the South Bay/Peninsula Area. Looking to purchase an established company with newer trucks, vaulted storage and a professional and experienced staff. National Van Line affiliation a plus, but not necessary. Please contact Patrick 805-234-3722.

*It pays to advertise  
In The Communicator!*

### **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

### **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.

### **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.

# Move-Pros Awarded Agent of the Year

Wheaton World Wide Moving agent among best in the moving industry

INDIANAPOLIS, Ind. – Announced recently at Wheaton's 57th Annual Partnership Conference, Move-Pros was awarded Wheaton's top agent honors as Wheaton World Wide Moving Agent of the Year. The award is given to the interstate agent for Wheaton World Wide Moving that exemplifies founder Earnest S. Wheaton's philosophy of putting customers first and the characteristics of quality, professionalism, empathy for customers, fellow agents, drivers and Wheaton employees.

Move-Pros has been a Wheaton partner since 2006. Each year, Move-Pros has earned Wheaton's Total Quality Commitment (TQC)

award for quality performance in addition to awards for sales and hauling.



*From left to right, Dave Witzerman (Wheaton World Wide Moving); Jackie Kavanaugh (Move-Pros); Felipe Musskopf (Move-Pros) and Mark Kirshner (Wheaton World Wide Moving) pose with the award.*

"Co-owners Felipe Musskopf and Jackie Kavanaugh are exemplary in their ability to sell and then satisfy customers," said Mark Kirschner, CEO of Wheaton World Wide Moving. "Move-Pros and Wheaton have become brands people trust with their most prized possessions. It has everything to do with Move-Pros' customer focus, attention to detail and insistence on quality. We're proud to have

them as an interstate partner for Wheaton World Wide Moving."

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## **You're Invited to the California Moving & Storage Association's 94<sup>th</sup> Annual Convention!**

Be a part of the excitement and join your California colleagues in Sparks, NV April 10–15, 2012! Learn about issues affecting both the California & National Moving Industry. Check out these convention room rates at the John Ascuaga's Nugget Hotel:

**CMSA ROOM RATES: \$104 PER NIGHT**

**John Ascuaga's Nugget, 1100 Nugget Avenue, Sparks, NV 89431**

**Call toll-free 1-800-648-1177 and request the group rate for the  
California Moving & Storage Association.**

RATES ALSO APPLY THREE (3) DAYS BEFORE AND AFTER THE CMSA  
OFFICIAL CONVENTION DATES OF APRIL 10-15, 2012 BASED ON AVAILABILITY.

\*Hotel rates are for single or double occupancy and subject to the prevailing Washoe County 13.5 % Room Tax (subject to change).

John Ascuaga's Nugget Hotel is conveniently located near the Reno/Tahoe International Airport. The hotel provides regularly scheduled complimentary shuttles to and from the airport. Amenities at the hotel include: indoor swimming pool, fitness center, spa, business center, arcade for kids and nine dining venues to choose from. John Ascuaga's Nugget is also located near the Outlets at Legends and the Wild Island Family Adventure Park! Don't forget to sign up for CMSA's Annual Golf Tournament being held Thursday, April 12, 2012.

**CMSA Member Early Convention Registration Fee - \$475**

We have an informative and fun-filled schedule of events planned for the Convention. You won't want to miss it! Check our website for Convention and Exhibitor Registration at:  
[www.thecmsa.org](http://www.thecmsa.org)

## 2012 Convention Registration Form

### CMSA 94th Annual Convention April 10-15, 2012



#### Early Registration Deadline: Feb. 25, 2012

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

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

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

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

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

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

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

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

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

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

Special Food Requests (e.g. vegan, vegetarian, gluten-free, etc.): \_\_\_\_\_  
*We will notify you whether or not your requests can be accommodated and if any additional fees are necessary.*

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

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

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

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

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

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

**\*\*CANCELLATIONS:** *Cancellations made before **March 13, 2012**, will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **March 13, 2012**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.*

**ROOM RESERVATIONS:** Call John Ascuaga's Nugget directly at 1-800-648-1177 to make reservations and ask for the group rate for **California Moving and Storage Association**. A reservation link can also be found online by visiting [www.thecmsa.org](http://www.thecmsa.org) and clicking on the Convention Calendar web page. Reservations must be made by **March 13, 2012** to guarantee the special group room rate. All major credit cards are accepted for deposit.

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

**Thursday, APRIL 12**

**EXHIBITORS WELCOME RECEPTION**

Food, Beverage, Latest in Industry Product and Service Technology

**Friday, APRIL 13**

**WASHOE SUNRISE BREAKFAST**

**CMSA GENERAL SESSION**

**SPARKS LUNCHEON**

**NATIONAL AUTOMOBILE MUSEUM**

Buffet dinner and great antique cars!

**Saturday, APRIL 14**

**PYRAMID LAKE BREAKFAST**

**CMSA GENERAL SESSION**

**VAN LINE PANEL DISCUSSION**

**GOLD NUGGET LUNCHEON**

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



**2012 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:**

		<u>Adult</u>	<u>Child</u>
Wed. April 11	Texas Hold'Em Poker Tournament	\$50.00	N/A
Thurs. April 12	Exhibitors Welcome Reception	\$150.00	\$100.00
	Golf Tournament Registration (USE GOLF FORM)	\$100.00	\$100.00
Fri. April 13	Washoe Sunrise Breakfast	\$35.00	\$25.00
	Sparks Luncheon	\$60.00	\$42.00
	National Automobile Museum	\$100.00	\$50.00
Sat. April 14	Pyramid Lake Breakfast	\$35.00	\$25.00
	Gold Nugget Awards Luncheon	\$60.00	\$42.00
	Chairman's Reception & Dinner/Ball	\$150.00	\$100.00

**Additional Ticket(s) Order Form:**

ATTENDEE NAME	EVENT	FEE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
GRAND TOTAL:		_____

Special Food Requests (e.g. vegan, vegetarian, etc.): *We will notify you whether or not your requests can be accommodated and if any additional fees are necessary.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TICKETS WILL BE COLLECTED AT THE DOOR PRIOR TO ALL FOOD FUNCTIONS!**

Tickets will be included in your registration packet. Cancellations made before March 13, 2012 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After March 13, 2012, no refunds will be given.

Contact Name \_\_\_\_\_ Company \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

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

Name on card (if different): \_\_\_\_\_

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

Card Billing Address \_\_\_\_\_ Card Billing Zip \_\_\_\_\_

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

## CMSA CONVENTION SPONSOR/ADVERTISING/DOOR PRIZE FORM

### EVENTS AVAILABLE FOR SPONSORSHIP

1. Tues. April 10	Movers & Shakers Reception *	<b>Sponsors</b>
2. Tues. April 10	Movers & Shakers Dinner ♦*	Gateways International, Inc.
3. Wed. April 11	Texas Hold'Em Poker Tournament	TransGuard General Ins.
4. Thurs. April 12	Golf Tournament ♦	AVAILABLE
5. Thurs. April 12	Exhibitors Reception ♦	Pioneer
6. Fri. April 13	Washoe Sunrise Breakfast	New Haven Moving Equipment
7. Fri. April 13	Sparks Luncheon ♦	AVAILABLE
8. Fri. April 13	Transportation to Off-Site Event	Paul Hanson Partners
9. Sat. April 14	Pyramid Lake Breakfast	AVAILABLE
10. Sat. April 14	Gold Nugget Awards Luncheon ♦	ECS Refining – <b>ecollective</b>
11. Sat. April 14	Chairman's Reception/Dinner ♦	Champion Risk & Ins Svs/Vanliner Ins.
		CDS Moving Equipment

\* Invitation Only Event / ♦ Sponsorship of Major Event (includes 2 Free Registrations) - \$2,500 /  
All Other Sponsorships (includes 1 Free Registration) - \$1,500

Event # \_\_\_\_\_ Amount \$ \_\_\_\_\_

### PERSON CLAIMING FREE CONVENTION REGISTRATION(S):

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

♦Name \_\_\_\_\_ Badge First Name \_\_\_\_\_

Company \_\_\_\_\_

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

Special Food Requests (e.g. vegan, vegetarian, gluten-free, etc.): \_\_\_\_\_

*We will notify you whether your requests can be accommodated and if any additional fees are necessary.*

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

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

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

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

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

For any additional persons registering, be sure to use the Convention Registration form.

#### Convention Advertising Opportunities (*does not include free registrations*):

_____ Half-Page Ad (4.5" x 3.25")	\$150	_____ Program Back Cover Ad	\$500
_____ Full-Page Ad (4.5" x 7.5")	\$300	_____ Flyer Insert*	\$375
_____ Program Inside Cover Ad	\$400	Total Amount	\$ _____

***Sponsors receive 20% off Convention Advertising!***

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

~~~~~  
✓ YES, I want to support CMSA with a door prize.

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

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

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

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

# Exhibitor Registration Form

**94th CMSA Annual Convention**  
**EXHIBIT DATES: APRIL 12-14, 2012**

Two Easy Ways to Register

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

## STEP 1: RESPONSIBLE PARTY INFORMATION

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

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

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

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

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

Special Food Requests: \_\_\_\_\_  
(Vegetarian, Vegan, etc.)

## STEP 2: ADDITIONAL ATTENDEES

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

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

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

Special Food Requests: \_\_\_\_\_

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

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

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

Special Food Requests: \_\_\_\_\_

USE ADDITIONAL SHEET TO LIST MORE ATTENDEES.

## STEP 3: ASSESS EXHIBITOR FEES

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

Booth Registration

Before February 25, 2012 @ \$1,100 \$ \_\_\_\_\_  
After February 25, 2012 @ \$1,200

Booth Electricity—\$75 per booth \$ \_\_\_\_\_

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

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

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

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

## STEP 4: CHOOSE YOUR BOOTH

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

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

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

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

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

## STEP 5: SELECT METHOD OF PAYMENT

☐ Check Enclosed ☐ Charge to Credit Card

CREDIT CARD INFORMATION:

☐ VISA ☐ MasterCard ☐ Discover Card

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

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

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

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

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

## STEP 6: RESPONSIBILITY AGREEMENT

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

Exhibitor assumes responsibility and agrees to indemnify and defend the California Moving & Storage Association and John Ascuaga's Nugget and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the California Moving & Storage Association nor John Ascuaga's Nugget maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Refunds for any cancellations done before March 13, 2012 will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). No refunds will be made after March 13, 2012.

**Exhibit Dates: April 12-14, 2012**

Early set-up available after 3pm on  
Wednesday, April 11, 2012.



# California Moving & Storage Association

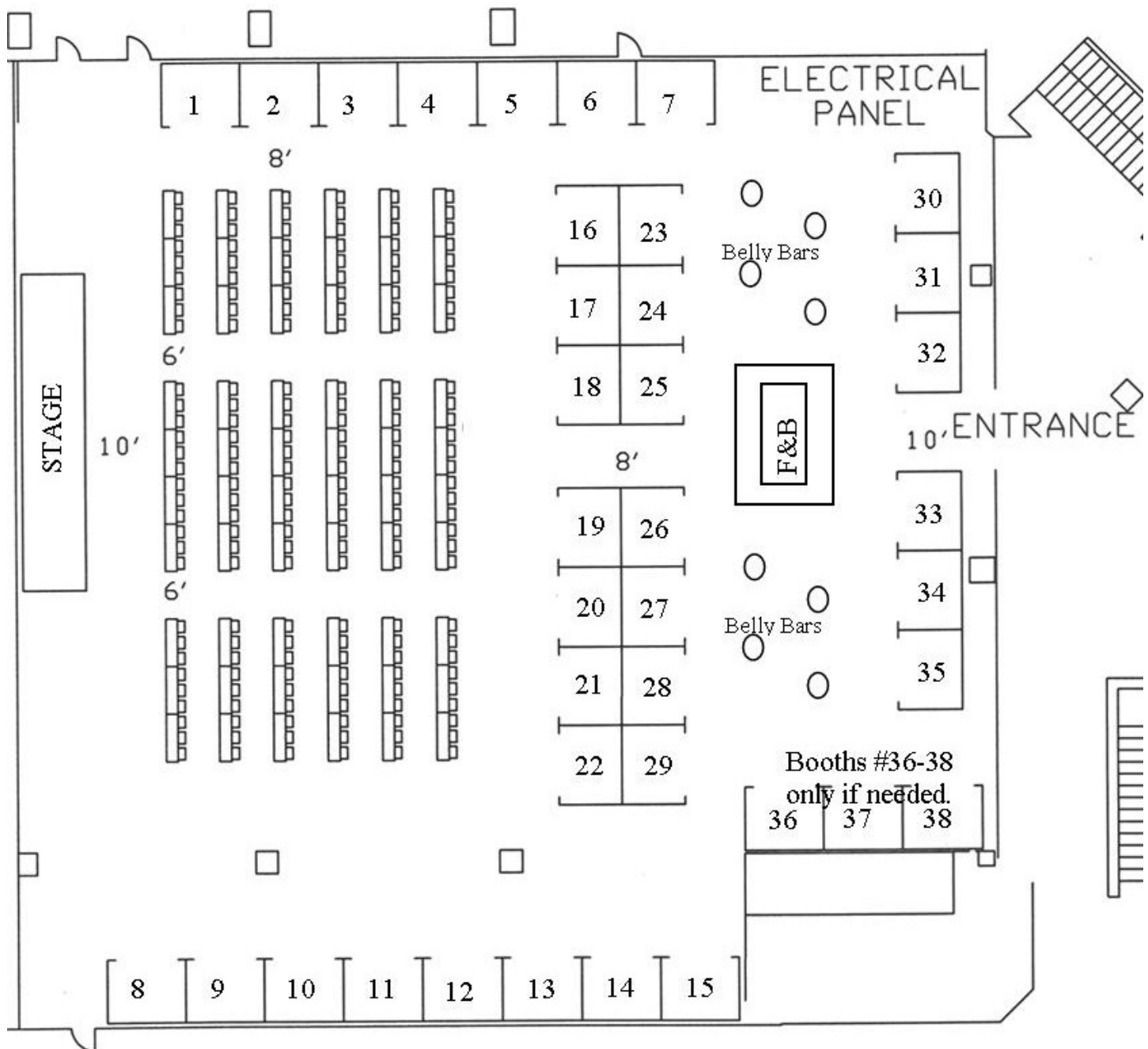
94th Annual Convention

Booth Diagram

John Ascuaga's Nugget

Sparks, NV

Exhibit Dates: April 12-14, 2012



# CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

THE RESORT AT RED HAWK, LAKES COURSE  
6600 N. WINGFIELD PARKWAY  
SPARKS, NV 89436  
(775) 626-6000

THURSDAY, APRIL 12, 2012  
9:00 AM SHOTGUN START  
(Golfers should arrive at course by 8:30 am.)



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

**Entry fee -- \$100.00 per person / Includes: green's fees, cart, range and box lunch.**

Primary Contact:

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

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

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

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

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

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

**HOLE-IN-ONE CONTEST (#12) – Sponsored by TRANSGUARD INSURANCE CO. OF AMERICA.**

**GOLF RULES:** Current golf fashion for all guests. Typically that means collared golf shirt and slacks or shorts, no jeans. Golf shoes or tennis shoes required.

**\*Refunds are subject to a \$15 processing fee. No refunds for cancellations after March 13, 2012.\***

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

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

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

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

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

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

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



# CMSA POKER TOURNAMENT REGISTRATION

## TEXAS HOLD'EM

### TEXAS HOLD'EM TOURNAMENT

**DATE: WEDNESDAY, APRIL 11, 2012**

**TIME: 7:00 PM TO 10:00 PM**

**POKER ROOM (at John Ascuaga's Nugget)**

**CASH PRIZES!!**

**ENTRY FEE: \$50.00**

**SPONSORSHIP OPPORTUNITY**

**AVAILABLE FOR THIS EVENT!!!**

**(Call the CMSA Office to inquire—562/865-2900)**



## TOURNAMENT

PERSON(S) ATTENDING FROM:

COMPANY: \_\_\_\_\_

LIST NAMES OF PLAYERS:

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

ENCLOSE ENTRY FEES WITH THIS FORM. MAKE CHECKS PAYABLE TO: CMSA  
OR USE YOUR DISCOVER, VISA OR MASTER CARD.

( ) DISCOVER ( ) VISA ( ) MC ( ) CHECK AMOUNT \_\_\_\_\_

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

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

Cards billing address \_\_\_\_\_ Zip \_\_\_\_\_

Three-digit code on back of card \_\_\_\_\_

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