

# *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

## How MAP-21 Will Effect Motor Carriers

By: Paul Oakley, AMSA Senior Vice President,  
Government Affairs

*CMSA contributed to this article.*

On July 6, 2012, President Barack Obama signed into law the Moving Ahead for Progress in the 21<sup>st</sup> Century Act, also known as MAP-21. A major theme of the law includes strengthening the national highway and public transportation systems by funding surface transportation programs for the next two years, some programs include: the National Highway Performance Program (approx. \$21.8 billion per year), Surface Transportation Program (approx. \$10 billion per year) and Highway Safety Improvement Program (approx. \$2.4 billion per year). However, there are some key provisions that affect the motor carrier industry as well.

According to the Federal Motor Carrier Safety Administration (FMCSA), the bill helps the agency in its mission to reduce crashes, injuries and fatalities for commercial drivers. To achieve this, MAP-21 includes provisions to track the agency's strategic framework to improve commercial motor vehicle safety to raise the standard to join the industry and operate on public roads, further requiring motor carriers to operate safely in the highest degree on public

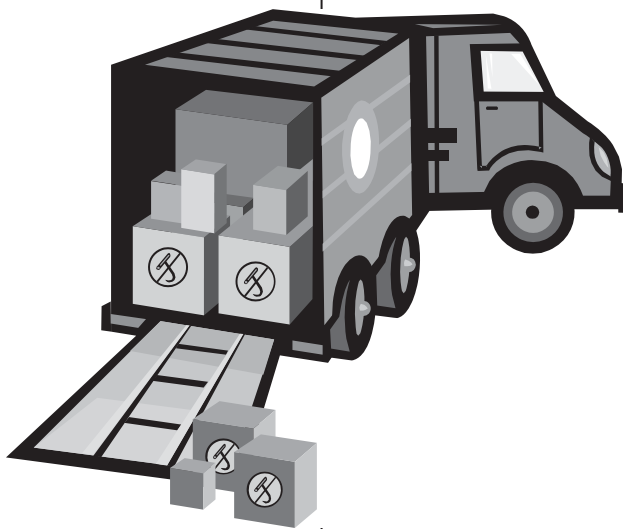
roads and removing high-risk drivers, vehicles and carriers and prevent them from operating.

- **Household Goods Entry.** The bill's provisions require that new applicants successfully complete a proficiency examination demonstrating their knowledge and intent to comply with federal laws and regulations applicable to household goods moving. Also, within 18 months after beginning operations, household goods carriers must undergo a consumer protection standards review to ensure that they are fully complying with all applicable requirements. The bill also removes the current \$300 cap on new entrant registration fees. These requirements are to go into effect 2 years after enactment of MAP-21

(with the exception of the registration fee, as it goes into effect immediately).

- **Hostaged Goods.** The bill will allow the Secretary of Transportation the authority to order the return of household goods being held hostage to the shipper and to pay civil penalties to the aggrieved shipper. In order to help resolve disputes, the Secretary is also granted authority to accept partial payment of a civil penalty as part of a settlement agreement involving household goods.

*(MAP-21 continued on page 6)*





## Chairman's Corner

By: Rick Hosea

Distinguished CMSA members, suppliers and friends: With September fast approaching, we begin to notice that peak season is coming to a close for 2012. Many industry experts will start accumulating data from their sources hoping to share with us the final results of this year's summer season. While that information is helpful, the numbers which matter most are those that appear on our bottom line. Though most of us experienced higher-than-normal volume during May and June (welcomed, of course), July and August did not seem to be as spectacular. I certainly hope that our members have fared well so far this year. With the fourth quarter fast approaching, we must focus on filling our business pipelines if we want to label 2012 a success.

We recently received great news on AB 2118; it cleared each committee review both in the state Assembly and state Senate. It now awaits the Governor's signature. Having been

involved, I found it refreshing to see how much support this bill has had as it made its way through each committee review.

I would like to commend Betsy Butler (member of the California State Assembly) and her team for authoring a well-written piece of legislation. For us in CMSA, this brings pride for choosing to operate our businesses here in California as legally permitted carriers. Ultimately, this sends a clear message to any company not operating with a valid CPUC permit — that they will be easy targets and will be held financially accountable for their choices to operate as illegal movers.

As local chapters work to plan their quality meetings and events, I respectfully request each of our members to support our chapter presidents by attending as many meetings as possible; each meeting/event is held for the collective benefit of our Association. The CMSA is only as strong as its membership and their participation. Our Board of Directors has decided to place membership as its top priority; our value proposition is to bring greater educational programs to our entire membership, and also works hard to make attendance both affordable and easy. By having greater participation from our Mover

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



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## President's Comments

By: Steve Weitekamp

Some issues reappear every few years, hopefully with experience they are addressed quickly and our actions have a positive impact on the length of time between reoccurrences. One issue that we have seen before is California Highway Patrol (CHP)

officers erroneously issuing citations to California Public Utilities Commission (CPUC)-regulated Household Goods Carriers for failure to display a valid CA # on the side of their vehicles while legally transporting used household goods within California.

In the last two months, we have seen a larger-than-expected number of these erroneous citations being issued by officers at several CHP inspection facilities. It is probably impossible to completely eliminate these citations; the number of CA #-exempt vehicles is relatively small as a percentage of the total number of commercial vehicles. We definitely want to ensure that their issuance is not common and that the resolution of these citations is not onerous for the carrier, who has not violated California law.

Fact: The Vehicle Code excerpt below exempts CPUC-permitted carriers from displaying a CA # on the side of their vehicles while transporting used household goods.

California Vehicle Code:

### **V C Section 34500 Required Regulations Required Regulations 34500.**

The department shall regulate the safe operation of the following vehicles:

(j) Any other motortruck not specified in subdivisions (a) to (h), inclusive, or subdivision (k), that is regulated by the Department of Motor Vehicles, Public Utilities Commission, or United States Secretary of the Department of Transportation, but only for matters relating to hours of service and logbooks of drivers.

Erroneous Violations:

<u>Section</u>	<u>Violations</u>
34620(A) VC	Motor carrier permit required — 392.2AU — MCP REQUIRED
34507.5(B) VC /002	Intrastate carrier-no ID number displayed — t 390.21A — NO CA # DISPLAYED

With the assistance of CMSA Legislative Advocate Chuck Cole, we were able to establish a line of communication with CHP officers assigned to the CHP Sacramento Office of Special

**(President's Comments cont. on page 5)**

(Chairman's Corner cont. from page 2)

Members, we strengthen our voices to benefit our state Association. Other benefits include the support we receive from our Associate Members; without their support, we would not be able to accomplish the various goals at the levels we do currently. It would be encouraging to see more Mover Members regularly attending our meetings; what better way is there to thank our Associate Members than by giving them face-to-face time at chapter meetings. After all, they are very deserving of our time and gratitude.

I look forward to visiting each chapter this fall and winter. It is a special honor for me to be able to meet many of you for the first time and to say hello to all my friends that I've met over the years with CMSA. I feel that both Steve and I will have much to share with everyone as we make our

way to each of this year's chapter meetings. Moreover, I am confident that this year you will have many opportunities to participate with CMSA at one or more planned events — including the 2013 annual Convention along the California coast in beautiful Santa Barbara, Calif. I would also like to remind you of two upcoming events. This year, the Northern Region Chapter will hold its Golf Tournament on September 18 at Callippe Preserve in Pleasanton, Calif. Also, the Monterey Bay Chapter will be holding its annual Golf and Bocce Ball Tournament at the Hyatt Regency Monterey on October 5. The Board will be in full attendance at this event, so please consider joining us for a fun-filled day in Monterey, Calif.

We have much to be grateful for; I wish each and every one of you the best of our chosen profession as we work to close the books for 2012.

## CORRECTION

In an August 2012 story about Dependable Auto Shippers, incorrect statements were made. Below are the correct statements:

### *DAS Celebrates Exceptional Crash Rate*

Dependable Auto Shippers (DAS) celebrates its crash rate being 64 percent less than the industry average. At the time of this article, DAS was at 0.35 crashes per one million miles. The majority of the industry produces a crash rate that was significantly higher.



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

Representative. They agreed with us that CPUC-permitted HHGs Carriers who use their commercial vehicle for CPUC-regulated and/or reported work are not required to have a motor carrier of property permit or a CA # on the side of their equipment. We were informed that an interoffice memo explaining the misunderstanding would be sent to CHP inspection facilities. If one of your drivers received such a citation, the CHP office where it was issued should be contacted to have the record corrected.

While reviewing this issue with CHP Commercial Vehicle officers, I took advantage of the opportunity to ask for clarification of another question. Is it a California law that Class C commercial drivers operating Class C equipment for intrastate transportation are required to have a valid medical card?

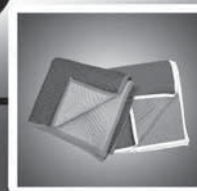
The reason for the question, the answer to which is "NO" (for HHGs carriers not handling placarded hazardous materials), is that as a result of CSA 2010, Class C drivers in Class C vehicles must have a valid medical card for interstate transportation. I have been informed by at least one CMSA member that a CHP officer, while writing a citation for the interstate violation, stated that the same rules hold true for California intrastate work. This is NOT correct.



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(MAP-21 continued from page 1)

- **Jason's Law.** These provisions would give national priority to projects to help alleviate the shortage of long-term parking for commercial motor vehicles, including commercial motor vehicle parking at safety rest areas, commercial truck stops and travel plazas, inspection and weigh stations, and park-and-ride facilities.
- **Reincarnated Carriers.** These provisions give the Secretary the authority to withhold, suspend, amend or revoke a motor carrier's registration if that carrier does not disclose any common ownership, common management, common control or common familial relationship with another carrier that the Secretary determines was unwilling or unable to comply with federal requirements.
- **Crashworthiness Standards.** This provision directs the Secretary to conduct a study and analysis of the need for crashworthiness standards of property carrying commercial motor vehicles more than 26,000 pounds in interstate commerce, and to provide recommendations to

Congress.

- **Hours of Service.** The bill directs the Secretary to complete a field study by March 31, 2013, of the restart requirements of the new hours of service rule, and to report the result of the study to Congress by September 30, 2013.
- **Electronic Logging Devices.** These provisions direct the Secretary to prescribe regulations within one year of enactment of MAP-21 requiring a commercial motor vehicle in interstate commerce to be equipped with an electronic logging device to improve compliance with hours of service requirements. They also provide additional requirements concerning the functions, performance and design standards for the electronic logging device, and the use of data from the device.
- **CDLs.** The Secretary, in coordination with the Secretary of Defense, and consultation with states and other stakeholders, must conduct a study to assess regulatory, economic and administrative challenges faced by members of the military in

(MAP-21 continued on page 8)



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## Calendar of Events

Tues., September 18	No. Region Chapter Golf Tournament	Fri., December 7	Northern Region Chapter Crab Feed
Wed., October 3	San Diego Chapter Meeting	Tues., December 11	LA-OC Joint Chapter Meeting
Fri., October 5	Monterey Bay Chapter Golf & Bocce	Wed., December 12	Ventura/Santa Barbara Chapter Meeting
Tues., October 9	Greater Los Angeles Chapter Meeting	Thurs., December 13	Central Valley Chapter Meeting
Tues., October 16	North Bay Chapter Meeting	Tues., January 15	Mid Valley Chapter Meeting
Wed., October 17	Northern Region Chapter Meeting	Wed., January 16	Monterey Bay Chapter Meeting
Thurs., October 18	Sacramento Chapter Meeting	Thurs., January 17	Central Coast Chapter Meeting
Tues., October 23	O.C./BC Chapter Golf Tournament	Tues., February 12	Greater Los Angeles Chapter Meeting
Wed., November 14	San Diego Chapter Meeting	Tues., February 19	North Bay Chapter Meeting

*(Calendar of Events cont. on page 8)*

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**(MAP-21 continued from page 6)**

seeking commercial driver licenses. The study shall take six months and the Secretary shall report the study results and recommendations to address such challenges to Congress. Within one year of enactment, the Secretary shall implement the study recommendations to establish accelerated licensing procedures and assist qualified veterans to acquire CDLs.

- **National Alcohol and Drug Clearinghouse.** Within two years of enactment, the Secretary shall establish, operate and maintain a national clearinghouse for drug and alcohol testing records of commercial motor vehicle operators. The provisions also

provide details prescribing the design of the clearinghouse, fees, privacy requirements, employer requirements, records reporting and authorized users.

- **Pension Funding Stabilization.** These provisions change interest rate calculations to determine a company's pension fund liability. Rather than a two-year look-back at interest rates which can reflect short-term rate fluctuations, the new provisions would allow a 25-year historical look-back which will tend to stabilize rates and, consequently, reduce employer pension fund liabilities.

Most of MAP-21's provisions will take effect on October 1, 2012. As it becomes implemented, more information will be provided.

**(Calendar of Events cont. from page 7)**

Wed., February 20      Northern Region  
Chapter Meeting

Thurs., February 21      Sacramento Chapter  
Meeting

Wed., March 13      San Diego Chapter  
Golf Tournament

Thurs., March 21

Sacramento Chapter  
Golf Tournament

Sun., March 24

Greater Los Angeles  
Day at the Races

Tues., April 9

Greater Los Angeles  
Chapter Meeting

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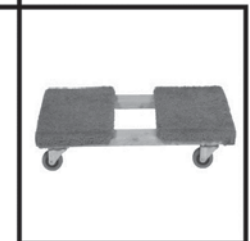
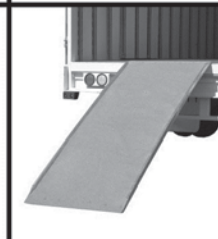
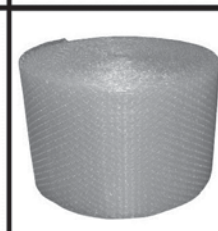
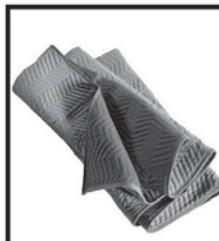
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## A Ray of Light

By: Charles A. Woelfel, Executive Director of CMSA in 1964

Eight moves in nine and one-half years. ICC Commissioner, Mrs. Virginia Brown told the American Movers Conference in New York on October 9<sup>th</sup>, that each time she had her household goods moved, that each experience hit a happy note. She said, "I am convinced that criticism too often tends to miss the mark, shooting too high or too low. More often than not, I've found that complaints are prone to use the meat axe more than the measure, with a tendency toward indiscriminate comments.

She further said, "A blanket condemnation has been laid over your entire efforts (the moving industry) with the effect of portraying black spots as the equivalent to a black eye for every mover, agent and driver. This can be a great disservice to the industry and it is demoralizing.

My own intuitions are that reputation and service are more important, even, than rates, to an industry, such as yours, and that you must sway this double-devil of bad practice and bad publicity."

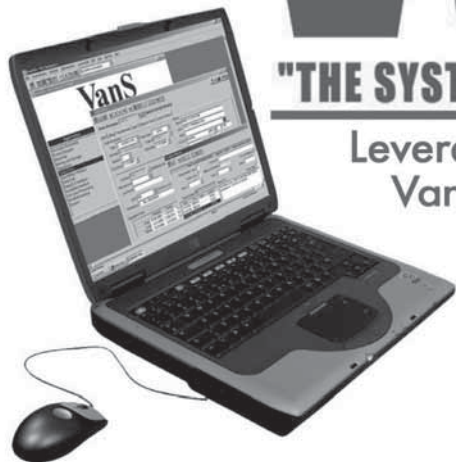
Commissioner Brown went on to say, "I want to applaud your efforts in creating a good working committee on industry practices. It represents to me the changing times in regards to rules governing practices. The problem with the Interstate Commerce Commission is that it suffers from a split personality when concerned with household goods haulers. As I read the law, and the public interest, the ICC is instructed to protect the rights of the shipping public, at the same time that it carefully tenders the efficiency of common carriers." "In the case of movers, I think there are many problems, most of them

*(A Ray of Light cont. on page 11)*

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## Sav On Moving & Storage Contributes to the O.C. Ronald McDonald House

ORANGE, CA (August 27, 2012) Sav On Moving & Storage, an agent for Arpin Van Lines, donated labor, transportation and storage during the renovation of the Orange County Ronald McDonald House.

"Sav On Moving & Storage staff welcomed the opportunity to pitch in, help and be a part of this project. As a company, all of us feel good when we can help such a worthy organization," said William Arvidson, President of Sav On Moving & Storage.

The Orange County Ronald McDonald House and Ronald McDonald Family Rooms provide a comforting "home away from home" for families with seriously ill children receiving treatment in Orange County hospitals.

Recently, the Orange County Ronald McDonald House underwent a significant renovation. Dur-

ing this process the charity required moving and storage of property. Each of the 20 guest rooms

underwent renovation, including new flooring, bedding, artwork and paint. Each room now has a Tempur-Pedic bed, which were generously donated. They were able to also replace the dressers and night stands, which were more than 23 years old.

The families who stay at the Orange County Ronald McDonald House will be able to stay in new, beautifully decorated guest rooms. To learn more visit [www.ronaldhouseoc.org](http://www.ronaldhouseoc.org)

"The Sav On team was amazing! I cannot say enough wonderful things about the crew!" said Deborah Levy, Executive Director of the Orange County Ronald



McDonald House.

**(A Ray of Light cont. from page 10)**

growing out of practices that could be effectively handled by joint management reform, rather than by Commission regulations."

Historical Editor's Note: More intelligent evaluation of the problems of the moving industry have never before emanated from any regulatory body in this country. The California Moving & Storage Association pays homage to Commissioner Brown for her unbiased intelligent views in connection with the problems suffered by our industry. A good many of these problems are not justified because the majority of the household goods carriers work diligently in their pur-

suit of "do unto him as you would have him do unto you."

A Note to Commissioner Brown:

Madam: We admit our legacy in having among us a few movers in our industry who live by the slogan "take him before he takes me" however, inasmuch as a tariff is the industry's bible, it follows that the Holy Bible has a place of honor in almost every home in America, and yet, the Ten Commandments reflected in the "good book" are violated every day. Our industry is trying in the very best way they can to separate or segregate those few in our industry that are irresponsible and should never have been household goods movers in the first place.

# Health Care Reform Timeline: Important Deadlines and Dates of 2010-2012

On March 23, 2010, President Obama signed into law the health care reform bill, the Patient Protection and Affordable Care Act. This legislation, along with the Health Care and Education Reconciliation Act 2010, makes sweeping changes to the U.S. health care system. These changes will be implemented over the next several years.

This is part two of a two-part series: While part one consisted of health care reform changes from 2010 through 2012, the second part will consist of health care reform changes set to take place from 2013 through 2014.

## 2013

### HEALTH PLAN ADMINISTRATION

Administrative Simplification. Beginning in 2013,



health plans must adopt and implement uniform standards and business rules for the electronic exchange of health information to reduce paperwork and administrative burdens and costs. Limiting Health Flexible Savings Account Contributions. The health care law will limit the amount of salary reduction contributions to health FSAs to \$2,500 per year, indexed by the Consumer Price Index (CPI) for subsequent years.

### FEES AND TAXES

Eliminating Deduction for Medicare Part D Subsidy. Currently, employers that receive the Medicare Part D retiree drug subsidy may take a tax deduction for their prescription drug costs, including costs

*(Health Care Timeline cont. on page 13)*

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*(Health Care Timeline cont. from page 12)*

attributable to the subsidy. The deduction for the retiree drug subsidy will be eliminated in 2013.

**Increased Threshold for Medical Expense Deductions.** The health care reform law increases the income threshold for claiming the itemized deduction for medical expenses from 7.5 percent of income to 10 percent. However, individuals over 65 would be able to claim the itemized deduction for medical expenses at 7.5 percent of adjusted gross income through 2016.

**Additional Hospital Insurance Tax for High Wage Workers.** The new law increases the hospital insurance tax rate by 0.9 percentage points on wages over \$200,000 for an individual (\$250,000 for married couples filing jointly). The tax is also expanded to include a 3.8 percent tax on net investment income in the case of taxpayers earning over \$200,000 (\$250,000 for joint returns).

**Medical Device Excise Tax.** The law also establishes a 2.3 percent excise tax on the first sale

for use of a medical device. Eye glasses, contact lenses, hearing aids, and any device of a type that is generally purchased by the public at retail for individual use are exempted from the tax.

2014

#### COVERAGE MANDATES

**Individual Coverage Mandates.** The health care reform legislation requires most individuals to obtain acceptable health insurance coverage or pay a penalty, beginning in 2014. The penalty will start at \$95 per person for 2014 and increase each year. The penalty amount increases to \$325 in 2015 and to \$695 (or up to 2.5 percent of income) in 2016, up to a cap of the national average bronze plan premium (least expensive plan at the time). After 2016, dollar amounts are indexed. Families will pay half the penalty amount for children, up to a cap of \$2,250 per family. Individuals may be eligible for an exemption from the penalty if they cannot obtain affordable coverage.

*(Health Care Timeline cont. on page 14)*



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*(Health Care Timeline cont. from page 13)*

- Legal challenges to the health care reform law have focused on whether Congress had the constitutional authority to enact the individual coverage mandate.
- On June 28, 2012, the U.S. Supreme Court addressed these legal challenges and upheld the individual coverage mandate as constitutional. This means that the mandate will go into effect in 2014 as planned, unless it is repealed by Congress.

**Employer Coverage Requirements.** Employers with 50 or more employees that do not offer coverage to their employees will be subject to penalties if any employee receives a government subsidy for health coverage. The penalty amount is up to \$2,000 annually for each full-time employee, excluding the first 30 employees. Employers who offer coverage, but whose employees receive the Individual Health Care tax credits, will be subject to a fine of \$3,000 for each worker receiving a tax credit, up to an aggregate cap of \$2,000 per full-time employee.

Employers will be required to report to the federal government on health coverage they provide.

#### HEALTH INSURANCE EXCHANGES

The health care reform legislation provides for health insurance exchanges to be established in each state in 2014. Individuals and small employers will be able to shop for insurance through the exchanges. Small employers are those with no more than 100 employees. If a small employer later grows above 100 employees, it may still be treated as a small employer. Large employers with over 100 employees are to be allowed into the exchanges in 2017. The health care reform legislation provided that workers who qualified for an affordability exemption to the coverage mandate, but did not qualify for tax credits, could use their employer contribution to join an exchange plan. This requirement is known as the "free choice voucher" provision. The federal appropriations bill signed by President Obama on April 15, 2011, eliminated the free choice voucher provision from health care reform.

#### HEALTH INSURANCE REFORM

*(Health Care Timeline cont. on page 15)*



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***(Health Care Timeline cont. from page 14)***

Additional health insurance reform measures will be implemented beginning in 2014.

**Guaranteed Issue and Renewability.** Health insurance issuers offering health insurance coverage in the individual or group market in a state must accept every employer and individual in the state that applies for coverage and must renew or continue to enforce the coverage at the option of the plan sponsor or the individual.

**Pre-Existing Condition Exclusions.** Effective Jan. 1, 2014, group health plans and health insurance issuers may not impose pre-existing condition exclusions on any covered individual, regardless of the individual's age.



**Insurance Premium Restrictions.** Health insurance issuers will not be permitted to charge higher rates due to health status, gender or other factors. Premiums will be able to vary based only on age (no more than 3:1), geography, family size and tobacco use.

**Non-discrimination Based on Health Status.** Group health plans and health insurance issuers offering group or individual health insurance coverage (except grandfathered plans) may not establish rules for eligibility or continued eligibility based on health status-

related factors.

**Non-discrimination in Health Care.** Group health plans and health insurance issuers offering

***(Health Care Timeline cont. on page 16)***

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***(Health Care Timeline cont. from page 15)***

group or individual insurance coverage may not discriminate against any provider operating within their scope of practice. However, this provision does not require a plan to contract with any willing provider or prevent tiered networks. It also does not apply to grandfathered plans. Plans and issuers also may not discriminate against individuals based on whether they receive subsidies or cooperate in a Fair Labor Standards Act investigation.



**Annual Limits.** Restricted annual limits will be permitted until 2014. However, in 2014, the plans and issuers may not impose annual limits on the amount of coverage an individual may receive.

**Excessive Waiting Periods.** Group health plans

and health insurance issuers offering group or individual health insurance coverage will not be able to require a waiting period of more than 90 days.

**Coverage for Clinical Trial Participants.**

Nongrandfathered group health plans and insurance policies will not be able to terminate coverage because an individual chooses to participate in a clinical trial for cancer or other life-threatening diseases, or deny coverage for routine care that they would otherwise provide just because an individual is enrolled in such a clinical trial.

**Comprehensive Benefits Coverage.** Health insurance issuers that offer health insurance coverage in the individual or small group market will be required to provide the essential benefits

***(Health Care Timeline cont. on page 17)***

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**(Health Care Timeline cont. from page 16)**

package required of plans sold in the health insurance exchanges. This requirement does not apply to grandfathered plans.

**Limits on Cost-Sharing.** Non-grandfathered group health plans will be subject to limits on cost-sharing or out-of-pocket costs. Out-of-pocket expenses may not exceed the amount applicable to coverage related to HSAs and deductibles may not exceed \$2,000 (single coverage) or \$4,000 (family coverage). These amounts are indexed for subsequent years. Further guidance on which plans will have to apply these limits would be helpful.

**EMPLOYER WELLNESS PROGRAMS**

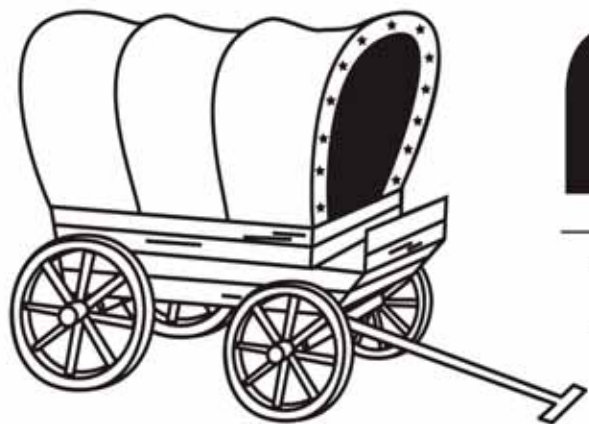
Under health care reform, the rules for employer wellness programs will be changed slightly. Existing wellness regulations under the Health Insurance Portability and Accountability Act (HIPAA) permit wellness incentives of up to 20 percent of the total premium, as long as the program meets certain conditions. Under health care reform, the potential incentive increases to 30 percent of the premium in 2014 for employee

participation in the program or meeting certain health standards. Employers must offer an alternative standard for those employees whom it is unreasonably difficult or inadvisable to meet the standard. Following a governmental study on wellness programs, the incentive may be increased as much as 50 percent.

**FEES AND TAXES**

**Individual Health Care Tax Credits.** The new law makes premium tax credits available through the exchanges to ensure people can obtain affordable coverage. Credits are available for people with incomes above Medicaid eligibility and below 400 percent of poverty level (\$89,400 for a family of four in 2011), who are not eligible for or offered other acceptable coverage. The credits apply to both premium and cost-sharing.

**Small Business Tax Credit.** The second phase of the small business tax credit (explained in detail in August 2012 issue) for qualified small employers will be implemented in 2014. These employers can receive a credit for contributions to purchase health insurance for employees, up to 50 percent of premiums.



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**FOR ALL YOUR MOVING AND PACKING NEEDS**

# Why Your Job Posting Is Turning Away Candidates

By: Christian Monaghan, *SharedHR.com*

It seems like posting a job is simple — you write down what you need, upload it to a few job boards and the right person will apply. Unfortunately, it's not that easy. There are a number of tips and tricks for attracting qualified candidates and sifting through the unqualified job applicants. A job posting done well will save you time and drastically improve your recruiting efforts. The most important step to attracting top candidates is writing a killer job posting.

A job posting is a bit like casting your net into the ocean. If you throw your net too wide, you're going to spend all your time sorting out good prospects from the bad — which means your net didn't do a very good job at narrowing



down the possibilities. Conversely, if you don't throw your net wide enough, at the end of the day, you're going to have too few applicants — which won't be a large enough pool for you to make a good hiring decision.

So, how do you write a posting that attracts qualified applicants, but isn't so specific that you only get a handful of responses?

A good job posting is not just a position description. Put yourself in the candidate's shoes. If you're a smaller firm, you have to sell the opportunity to work in your organization. The top candidates are looking for a fun environment where they can contribute, learn and grow

personally and professionally. Include a sentence or two describing the culture.

Next, you have to be clear about the skills

*(Job Posting continued on page 19)*

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*(Job Posting continued from page 18)*

and experience you are looking for. Candidates aren't going to waste their time responding to a posting they obviously don't qualify for. As an employer, you don't want to be so specific that only one or two candidates can ever qualify, but you also don't want your posting to be so broad anyone with a pulse thinks they are the perfect fit. To attract good candidates, you need to translate your wants and needs into concrete descriptions.

Here are some specific items you might want to include (some can be taken from the job description):

- Organization Level/Reporting Responsibility
- Management/Motivation Requirement
- Degrees or Certifications Required
- Specific Responsibilities or Duties Held
- Specific Skill Required, such as familiarity with a certain computer software
- Number of Years of Experience in a Certain Role

When contemplating the requirements of the position, really take time to consider the most important functions and responsibilities of the position. These requirements will be the reason that your net has not been cast wide enough. Consider the position's essentials, and then deduce what experience and qualities are needed to successfully accomplish these duties. Think about where successful candidates may already be working (even in different industries) and what might attract them to move. For example, if you have flexible work hours, allow work from home or allow pets in the workplace, these might be environmental attributes you may wish to highlight.

It is important to keep in mind that hiring is a two-way street. Not only are you trying to find the perfect candidate for your company, but the candidates are trying to find the perfect company to work for. This is your chance to sell your company to the applicant. Why should they want to work for you? What are the factors that keep you coming back every day?

Here are some specifics you may want to include when describing your company:

*(Job Posting continued on page 20)*

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### **WANTED: USED VAULTS**

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### **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.

### **EXPERIENCED WAREHOUSE MANAGER**

Hiring a warehouse manager with 3 plus years of experience in household goods relocation/warehouse management. It is preferred that applicants have a class "A" license and a forklift certification. Please email resumes to [recruiting@aqmsnationalmoving.com](mailto:recruiting@aqmsnationalmoving.com).

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**(Job Posting continued from page 19)**

What are points of pride in your company?  
(This could be years of service, customer satisfaction, line of work, or even a certain company attitude such as being quirky or social)

How will the company advance the applicant's career?

What is your company culture?

How long have you been in business?

What are your company's future visions and goals?

It's also paramount that you follow HR compliance guidelines when posting a position. Unless you enjoy courtrooms, make sure not to include unnecessary requirements that could be construed as discriminatory. For example, don't say a college degree is required for a clerical position.

Here are some legal considerations you should avoid mentioning:

Age

Race

Gender

Disability

Religion

National Origin

Sexual/Gender Preference

Marital Status

Public Assistance Status

When you think you're done writing a killer job posting, ask yourself these questions:

Have we done a good job of selling the opportunity to work with us?

Would an applicant get a good picture of what we are looking for?

Will this post help unqualified applicants screen themselves out?

Would the candidate you've described be attracted to your position at the salary you can pay?

Would an applicant be excited to work for the organization you described?

For more information, please visit [sharedhr.com](http://sharedhr.com).



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