

# *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 Officers Invite You to "Exit the Comfort Zone"**



**Chairman**  
**Rick Hosea**  
**Crown Worldwide M&S**  
**San Leandro, CA**

*"Well, with the new year now well on its way, it will soon be time for us to gather for the 95th CMSA Convention in beautiful Santa Barbara, Calif. There is nothing like waking up to the sound and smell of the Pacific Ocean just steps away from your room at the Fess Parker's DoubleTree Resort, located along the California coast. We are living in an ever-changing business environment with the passing of AB 2118, new leadership at the PUC and the continued evolution of CARB. It is vital that we keep up with all those changes if we are to remain compliant and competitive in our respective marketplaces.*

*The CMSA Convention is packed with information on "best practices," which is shared by many industry experts, fellow agents and Associate members alike. Our Conventions offer a lineup of the finest speakers from IAM, AMSA, and others who provide us with the most up-to-date information in a variety of business segments in California, our nation and internationally as well.*

*The real value with our yearly Convention is our members; you all are the very reason we are one of the leading moving industry associations*

**(Rick Hosea cont. on page 5)**



**Vice Chairman**  
**P.J. Welch**  
**Cardinal Van & Storage Co.**  
**Twentynine Palms, CA**

*"The CMSA Convention, being held at the Fess Parker's DoubleTree Resort in Santa Barbara, is a once-a-year opportunity for our membership to meet as a group and discuss the issues involving our industry. Located directly across from the Pacific Ocean, the Convention site is the perfect place to bring our families to relax and have some fun as we prepare for the coming summer season.*

*This year's Convention theme is "Exiting the Comfort Zone." The economy of the past few years demonstrated to many that if we are going to be successful, then we must be willing to exit our "comfort zones" and seek new business. With a van line panel discussion, a military breakout session and numerous networking opportunities, you will not want to miss this Convention.*

*Whether you plan on playing in the CMSA golf tournament, spending the day at the beach or meeting with our Associate members at the Exhibitors Welcome Reception, there is something for everyone at this year's Convention. For many of us, this Convention will be the last break until the end of summer. Mark the days on your calendar, and join me and my family at the 95th Annual CMSA Convention in Santa Barbara."*



**Secretary/Treasurer**  
**Jay Casey**  
**Casey Moving Systems**  
**Ceres, CA**

*"This year's 95th CMSA Convention in Santa Barbara will prove to be one of this year's must-attend events. Not only is the venue at a beautiful location, the Fess Parker's DoubleTree Resort, but it will also provide you and your family a well-deserved stress-free break. In minutes, you can be in one of our well-informed, up-to-date general sessions, then enjoy a quiet walk on the beach with family and friends.*

*As we all know, the Convention is a big part of the CMSA. It is at these conventions where we have the unique opportunity to learn from van line leaders, get acquainted with new friends and reaffirm old ones. 2012 brought many changes to our industry. It is very beneficial to be up to date on the new do's and don'ts, and this year's Convention will provide you with this information. While you are here, be sure to spend some time with our Associate members. They have what we need to make our businesses run smoothly.*

*"Fore" see you at the golf tournament on May 16. The Glen Annie Golf Club looks like a great place to lose some balls. I look forward to seeing all of you at the Convention. We appreciate your support. Check out our website [www.thecmsa.org](http://www.thecmsa.org) for more information and register today."*



## Chairman's Corner

By: Rick Hosea

If you can't tell, February has a way of spreading **LOVE IN THE AIR**, whether it is through gentle reminders or that more in-your-face marketing by retailers with their displays of candies, flowers, cards and who knows what else!

How we choose to celebrate Valentine's Day with our loved ones is a personal choice for each of us. While I too will succumb to some of the marketing tactics that appear everywhere I go, I will also try to find a creative way to show my family that I love them. That gift might come in the way of spending time with them on a simple bike ride, a trip to the movies or even a long walk on the beach without the **cell phone**. My point is this: Sometimes it takes more than money to show our love. It might be just giving someone the gift of time. More often than not, we know that a strong, stable family life means a strong, stable business life. We know that the key to happiness is finding a way to bring a

sense of balance to our life. Often, sadly, I am not the poster child for such balance. It does take a focused effort to avoid becoming too absorbed at times with our work if we aren't careful. So, however you choose to celebrate Valentine's Day, make sure that you do it with a true spirit of love for those whom you love.

As we progress into 2013, I've noticed a surprisingly steady flow of calls coming into our sales department, requesting moving quotes for all our business lines, which is truly refreshing during the traditionally slow winter months. I recently returned from a three-chapter swing around our state where I had the chance to meet with many CMSA members, who reported positive financial results for 2012. The hope all around is that we see a continued growth in business for those of us striving to achieve the goals we set forth for 2013. We can finally feel as if the recent economic challenges are now behind us. It is now time to set our sights on moving forward with confidence that we are on the way to an economic upswing for most U.S. businesses.

As I met with each chapter, I spoke of the need to have a strong sales plan, and a team

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



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## **President's Comments**

By: Steve Weitekamp

January 31, 2013, ended a second year of the California Air Resources Board (CARB) reporting deadline for all On-Road Diesel Engines operating in California. This process is one that caught some carriers by surprise and left several wondering if they needed to report. My perspective is that CARB, like many regulators, has done a less-than adequate job of outreach to the impacted industry. I have little faith that a company that is not aligned with an Association like CMSA would have enough knowledge to proceed with compliance prior to a costly enforcement action. Hopefully, you have reported your fleet if you are taking advantage of any fleet options or have printed out a certificate of compliance for your van line to expedite a possible roadside inspection.

There are more CARB deadlines ahead, and recent events have me thinking of the impact on small fleets; this class includes contractors, which are vital to our industry. Small fleets (one to three diesel trucks) that have taken advantage of delays as a result of their reporting to CARB will be required by January 1, 2014, to install an expensive PM filter costing up to \$18,000 on one of their trucks or replace their truck(s) with a compliant unit (s). The question that we all need to ask is: What will be the impact of this deadline on our fleets and van line capacity?

Transportation in general, and our industry in particular, faces a shortage of drivers. Issues related to CARB regulations, changes in the Hours of Service (HOS) rules and implementation of the Federal Motor Carrier Safety Administration's Compliance, Safety, Accountability (CSA) program only exacerbates an already difficult challenge. Freight has advantages in hiring over moving for several reasons: the work is less physically demanding, the learning curve is much shorter, and greater volume and turnover has helped to increase hiring efficiencies.

With AMSA taking the lead, I am pleased to report that CMSA is also a participant in working to address the driver shortage issue. AMSA has

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

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

that understands its role in the sales process. We must share plans and goals for our teams to work toward as well as a process for recognizing achievements when goals are reached. We don't have to over-complicate the road to success; instead, just share your expectations with your staff so they feel as if they are pooling their efforts toward a targeted direction.

Having nearly made all my rounds to our CMSA chapters, one thing has struck me deeply about the CMSA members I meet with. I can see that your businesses are not only an important part of your communities by providing the highly needed services to those residents, but so many of you are the very fiber that makes your communities so special. In speaking with many of you, it is clear that your roots run deep into the history of your respective business locations. All this fosters a passion to serve those which you call your own (your communities). As I listened to you describe your memories of growing up in those cities and towns, it was clear to me that those places were home to you for many reasons. Many of you were so kind to invite me into both your business world as well as your person-

al world by letting me tour your facilities and social clubs. It is moments like these that have given me a deeper appreciation for CMSA; those memories will be the very thing I take away from my experience as your Chairman.

I will close by saying we are truly fortunate to have a group of Associate members who support not only our chapters, but, more importantly, our day-to-day operations. Our companies depend on that support as we set forth to serve our customers. We could not deliver the level of service we all strive for on every move without such support. When called upon to support a chapter event, our Associate members respond with "when" and "where," followed by their gift of participation. I would love to name each and every one of them in this column for their tireless efforts in providing a level of value to our business, and CMSA, when called upon to do so. Instead, I would ask that we all make an effort to thank them for their continued contributions to support our organizations and our Association. We, in turn, should thank them whenever possible by bringing opportunity their way. Clearly, there is no better way to thank them than by providing

*(Chairman's Corner cont. on page 5)*

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

created a Driver Recruitment and Retention Committee, chaired by respected industry leader and CMSA member Bev Klein, President of NC Moving and Storage Solutions. One of the primary goals of this committee is the implementation of an AMSA driver development program, the Registered American Moving Professionals (RAMP). The challenge for RAMP will be to identify and train new van operators. AMSA's innovative program partners with a Kentucky community college and a regional job program, which takes advantage of federal funds to put people to work.

If you have joined us for any of 2012-2013 CMSA Chairman Rick Hosea's chapter visits, you are aware that he started in this industry in 1984 by attending a three-week Mayflower driver training program in Carmel, Ind. Upon completion of this brief program, he started his career as a driver for the Mayflower corporate fleet. We can only hope that the RAMP program will produce drivers who develop into quality operators and potential leaders.

Like the cover page comments of CMSA's officers, I encourage you to join us at your Association's upcoming 95th Annual Convention in beautiful Santa Barbara. Please take a moment to complete and return the registration materials included with this issue.

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

them opportunity to work with each of our organizations when possible. I would ask that we

open our organizations by offering them a shot at earning our business; this practice could go a long way for us all!

Happy Valentine's Day!

**(Rick Hosea cont. from page 1)**

in the United States. We look forward to having **"YOU"** and your families join us this year in Santa Barbara, for what is sure to be a very memorable time with your friends and colleagues on the California Coast. We know that just as the tide rolls in to Santa Barbara coastline, so

too will our 2013 CMSA Convention. It is time to complete and return your Convention registrations to ensure your place at the Fess Parker's DoubleTree Resort in beautiful Santa Barbara, Calif. Rooms are limited, so don't be left out. This Convention wouldn't be the same if **"YOU"** weren't there with us."



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# Convention Speakers to Coach CMSA Members on “Exiting the Comfort Zone”

2013 is the year for CMSA members to consider “Exiting the Comfort Zone,” – which is the theme for our 95<sup>th</sup> Annual Convention May 14 through 19 at the Fess Parker’s DoubleTree Resort in Santa Barbara, Calif. This year’s theme encourages attendees to think outside of the box and develop new business relations. To help Mover members in this endeavor, the 2013 Convention will provide up-to-date information on issues affecting the moving industry, offer new networking opportunities with suppliers and exploring business diversification strategies for 2013.

The Convention kicks off with the CMSA’s Executive Committee meeting on Tuesday afternoon. Tuesday night will be the Movers and Shakers Reception and Dinner – which is an invitation-only event for CMSA Board Members, Chapter Presidents and Committee Members. The Movers and Shakers Reception will be sponsored by **Gateways International, Inc.**, and the dinner will be sponsored by **TransGuard General Insurance Co. of America**.

On Wednesday, the CMSA standing committees (Insurance Committee, Government Affairs

Committee, Membership Committee and Military Affairs Committee) and the Association’s Board of Directors will convene throughout the day. Attendees are welcome to sit-in and learn about industry news during these meetings. The registration desk will open this day, and attendees can begin picking up their registration packets and event tickets. Convention Exhibitors will also have an opportunity to set up their booths early between 3 p.m. and 5 p.m.

On Thursday, CMSA members will showcase their golfing talents at the Glen Annie Golf Club for the CMSA Annual Golf Tournament, sponsored by **Pioneer**. The golf tournament will start with its shotgun at 9:00 a.m. with a \$10,000 hole-in-one prize on the ninth hole, sponsored by **TransGuard General Insurance Co. of America**. For Exhibitors who don’t golf, the ballroom will be open for them to prepare their booths from 8 a.m. to 4 p.m. before the Exhibitors Welcome Reception.

Thursday night is the highly anticipated Exhibitors Welcome Reception, sponsored by

*(Convention Speakers cont. on page 7)*



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*(Convention Speakers cont. from page 6)*

**New Haven Moving Equipment.** The Reception is the best place for moving company decisionmakers to mingle with suppliers, and to check out new and returning Exhibitors' services and products. Hors d'oeuvres and beverages will be available to attendees throughout the night.

The Santa Barbara Breakfast, sponsored by **Trans Advantage**, will begin the Friday activities. After breakfast, master of ceremonies Ben Geisel will start the Friday General Business Session by welcoming delegates and performing the annual roll call. Delegates will then hear a motivational presentation about human behavior impact on your business from keynote speaker **Colette Carlson**, founder of Speak Your Truth, Inc.

**Colette Carlson** is a human behavior expert who delivers business communication advice to maximize company relationships and revenue. **Carlson** has been hired by Accenture, Microsoft, New York Life, Cisco and PepsiCo to focus their business strategies. It was after her own personal transformation that enabled her to change her career path from administrative assistant to No. 1 sales producer, and eventually, to becoming the founder of Speak Your Truth, Inc.

CMSA Chairman **Rick Hosea** of **Crown Worldwide Moving & Storage** will share his im-

pressions of the past year's experiences with **Steve Weitekamp** in industry matters and visiting CMSA Chapters.

**Linda Bauer Darr**, president and CEO of American Moving and Storage Association (AMSA), will inform attendees of the issues and developments affecting interstate moves.

**Sean Edgar** of CleanFleets.net will discuss the California Air Resources Board (CARB) regulation updates still impacting moving companies within the state. As an established consulting firm for CARB regulation, CleanFleets.net continues to advise and update moving specialists about upcoming deadlines, reporting requirements and other CARB issues.

Closing the Friday General Business Session, CMSA President **Steve Weitekamp** will present intrastate moving industry achievements in 2012 and the issues that lie ahead in 2013.

**Weitekamp** will also introduce the new 2013-2014 CMSA Board of Directors and swear them into office.

Next is the Blue Pacific Luncheon, sponsored by **Paul Hanson Partners**. Joining attendees at the luncheon, a legislative spokesperson will discuss current events happening in Sacramento affecting the moving industry.

*(Convention Speakers cont. on page 8)*

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**(Convention Speakers cont. from page 7)**

The Military Affairs Breakout Session will follow the luncheon. Delegates will hear from a diverse group of military move experts about upcoming policy changes. At the end of the session, panelists will answer delegates' questions about the outlook on military moves in 2013.

In the evening, delegates get a chance to relax and socialize at the Friday night off-site event at the Cabrillo Pavilion Arts Center. Attendees will enjoy a quick shuttle ride, sponsored by **DEWITT Co./Royal Hawaiian Movers**, to and from the center. There will be a catered barbecue dinner for attendees and entertainment by Mark Collier, a well-known strolling magician. This event is sponsored by **Kentucky Trailer, Cardinal Van & Storage Co., Arpin Van Lines, Inc., Atlas Van Lines, National Van Lines, North American Van Lines, Stevens Worldwide Van Lines, Uni-group, Inc. and Wheaton | Bekins.**

The American Riviera Breakfast, sponsored by **ECS Refining – ecollective**, will begin the Saturday morning. At Saturday's General Business Session, master of ceremonies and former CMSA Chairman Vince Cardinale will introduce International Association of Mover's (IAM) President **Terry Head**, who will present the current state of the international shipping market. The

IAM represents more than 2,300 companies operating as movers, forwarders and other service providers in more than 170 countries around the world.

CMSA will also host its Van Line Panel discussion with van line representatives, moderated by former CMSA Chairman Steve DeBolt. Delegates will have an inside look into interstate household goods moving, health of the national account business market and future DP3 changes. At the close of the panel discussion, questions will be taken from the audience.

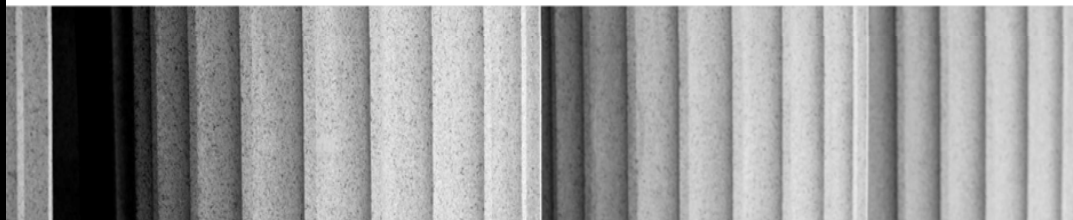
The Convention continues with the Saturday Paradise Awards Luncheon, sponsored by **Champion Risk & Insurance Services, L.P. and Vanliner Insurance Co.** During the luncheon, CMSA Chapter Presidents will be recognized for their hard work in leading their chapters and for raising funds for the CMSA Scholarship fund and Special Olympics. Also joining Convention attendees are several 2013 CMSA Scholarship recipients who will receive their certificates and say a few words about how their scholarships will help them accomplish their scholastic goals. In addition to granting more than \$51,000 in scholarships this year, one person will be awarded a special \$2,000 memorial scholarship, honoring

**(Convention Speakers cont. on page 9)**

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**Program Administrator**



**(Convention Speakers cont. from page 8)**

the life of retired CMSA Manager Patricia Andrews. CMSA will also present a \$5,000 donation to the Southern California Special Olympics. The finale of the 2013 Convention is the Saturday night Chairman's Reception and Dinner/Ball, sponsored by **CDS Moving Equipment**. The night will kick off with the grand prize drawing of the **DEWITT Co./Royal Hawaiian Movers**-sponsored Maui Trip. Only Mover members that have purchased full Convention registrations and are present at the raffle are eligible to win (Individual tickets don't count!).

Next, the 2013-2014 CMSA officers will be introduced to the membership, and the attendees will celebrate the installation of Chairman-elect **P.J. Welch** of **Cardinal Van & Storage Co.**

Senior Chairman **Rick Hosea** of **Crown Worldwide Moving & Storage** will receive the honorary CMSA lifetime membership and pass the gavel to the 2013-2014 Chairman **P.J. Welch**. In celebration, delegates will dance to the music by Area 51 band.

Join us at the 95th Annual CMSA Convention in Santa Barbara! Remember: Full registrations that are paid by March 25 will be entered in a \$50 Visa gift card raffle! To register for the 2013 Convention, please call the CMSA office or visit the convention kiosk on the CMSA website today!



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# Governor's Budget Plan Aligns Spending/Income

Governor Edmund G. Brown Jr. has proposed a "live within its means" state budget for 2013-2014. If the projections and assumptions play out as planned, it will be the first time in decades that California has a balanced budget.

In announcing his proposed plan, the Governor said his budget would be adequately financed with existing general tax revenues and conclude the fiscal year with a billion-dollar reserve.

Nonpartisan Legislative Analyst Mac Taylor generally agreed that the state's "underlying expenditures and revenues are roughly in balance," but pointed to uncertainties (also acknowledged by the Governor) due to federal fiscal issues that might have an impact on state revenues.

The Governor's proposal achieves balance by:

- using the tax increases voters approved in November 2012 with Proposition 30 (more taxes for upper-income taxpayers, retroactive to the beginning of 2012 and continuing through 2018, plus a four-year quarter-cent state sales tax hike) and Proposition 39 (billion-dollar tax increase on certain multistate corporations);
- substantial spending cuts in ongoing programs; and
- more revenues from a forecast of "modest" economic growth.

## Budget Highlights

- **No new general taxes**, but some reforms to the state's enterprise zone tax incentives;
- **Expanded coverage in the Medi-Cal program** to implement the federal health

care act;

- **Continued debt reduction**; and
- **A plan to invest in infrastructure** while relying less on bonds.

Following is a closer look at specific areas of the Governor's budget plan. Fees continue to be significant funding sources in a number of areas.

## Environment

Based on the budget summary, the administration will be suggesting more activity in environmental areas this spring.

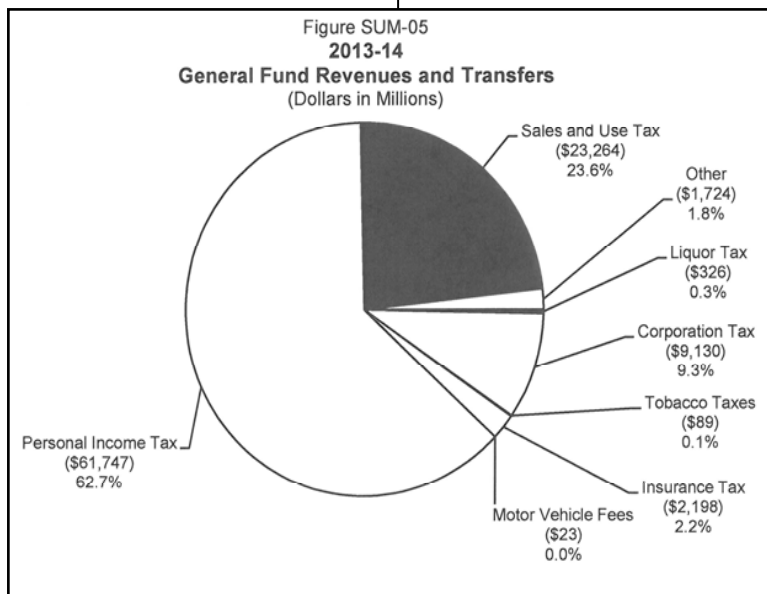
The Governor plans to recommend potential funding mechanisms to provide communities with access to safe drinking water. This could include fees on industry sectors deemed to contribute to drinking water pollution.

Also proposed is streamlining the fee system that funds the state Department of Toxic Substances Control because the

current structure provides inconsistent revenue and has led to program reductions.

The Governor also will propose reforms to the beverage container recycling fund in the spring to help address fraud, review program operations and secure funding to support the long-term viability of the recycling program.

In the wake of the first carbon auction, held in November 2012, the budget addresses the expenditure of only \$200 million in auction proceeds for 2012-2013 and \$400 million in 2013-2014. The spending plan for AB 32 (climate change act) auction proceeds will be addressed in the May revise.



(Governor's Budget cont. on page 11)

## Health Care

The Governor's proposal devotes a substantial increase of funds to implement the federal Affordable Care Act. Specifically, the plan devotes about \$350 million to expand coverage in the Medi-Cal program to indigent adults and certain low-income families. The administration also is working on a new state-county partnership to implement the expansion of Medi-Cal eligibility.

## Labor/ Employment

Of interest in the labor/employment areas of the budget are proposals for:

- Enhanced data sharing between the Franchise Tax Board (FTB) and the Employment Development Department (EDD), which is projected to increase revenues by \$2 million as a result of increased payroll taxes, including increased penalties and \$649,000 in interest.
- Eliminating the July 1, 2013 sunset for employer assessments that help fund the Labor Enforcement Compliance Fund, which conducts audits and investigations for unfair work conditions.
- Redirecting \$2.5 million from the General Fund that normally goes to workers' safety and labor enforcement to the compliance fund to ensure prevailing wages are being paid on public projects. This redirection will be backfilled to the labor and enforcement compliance monitoring fund through employer assessments, possibly a sign that higher assessments are coming.
- Funding the compliance monitoring fund

(currently operating at a deficit) for prevailing wages through "cost recovery" from other sources that support public work projects, and a \$5 million loan from the Targeted Inspection and Consultation Unit, also known as the high-hazard inspection program.

- An increase to the Workers' Compensation Administration Revolving Fund of \$152.9 million, supporting 82 positions to implement the recent reforms and fund the new Special Earnings Loss Supplement program.

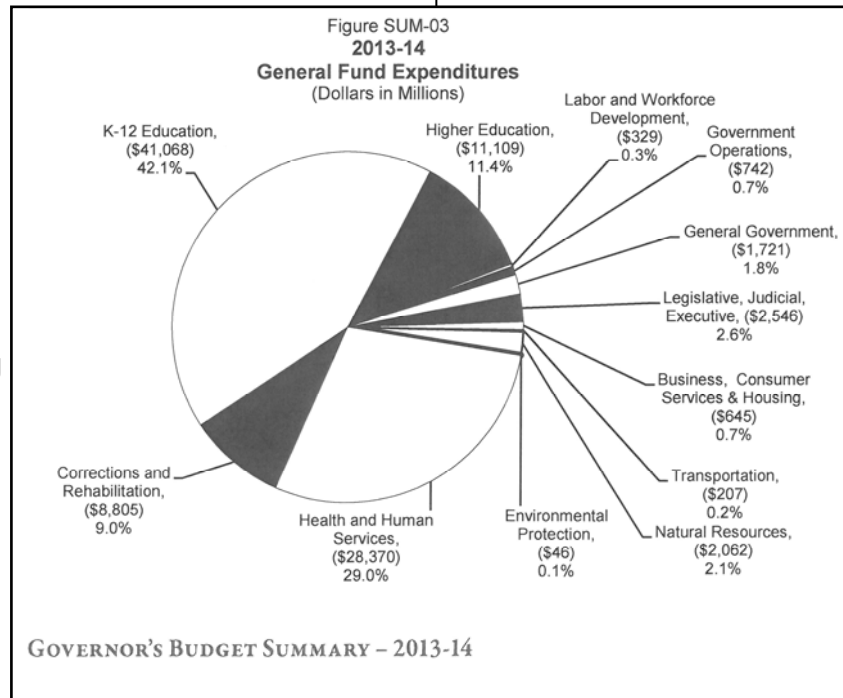
## Judicial/Legal Reform

The budget plan proposes a \$200 million cut in allocations for the trial courts. It's to be patched through a \$200 million loan from the "Immediate and Critical Needs Account," which is supposed to be used only for court construction and renovation. The borrowing of this money will delay planned construction on courthouses, except the Long Beach Courthouse. For that project, there will be an increase of \$34.8 million in the Immediate and Critical Needs Account.

Also referenced in the budget proposal is a reduced workload for the courthouses through statutory changes and more administrative resolutions.

## Tax

A closer look at the tax-specific areas of the budget proposal reveals an increase of \$152 million to the FTB to continue the Enterprise Data to Revenue Project – including 184 new positions within the FTB. The project modernizes the FTB to make more information and tax-related functions available online. So far, the



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***(Governor's Budget cont. from page 11)***

project has helped to increase revenues to the FTB – double what was expected initially. The FTB expects this program to generate another \$4.9 billion through 2017.

The FTB predicts an increase of \$3 million in personal income tax collection as a result of the enhanced data sharing between FTB and EDD.

Proposition 30 is estimated to increase personal income tax collections by \$3.2 billion in 2011-2012; \$4.8 billion in 2012-2013; and \$4.9 billion in 2013-2014. The increased sales-and-use tax will generate an additional \$611 million in 2012-2013 and \$1.3 billion in 2013-2014.

Proposition 39 is projected to increase corporate tax revenue by \$440 million in 2012-2013 and \$900 million in 2013-2014.

General Fund revenue sources for 2013-2014 are: 62.7 percent from personal income tax; 23.6 percent from sales-and-use tax; and 9.3 percent from corporate tax. The top 1 percent of earners pay 40 percent of personal income tax collected.

The budget predicts \$150 million in 2013-2014 from the use tax on Internet retailers.

Alcohol tax revenue is forecasted to decline

from \$346 million in 2011-2012 to \$326 million in 2013-2014 due to a decline in consumption.

Also forecasted is a 3.6 percent decline in cigarette tax revenue due to decline in consumption.

Statewide property taxes are expected to increase by 1 percent in 2012-2013 and 2.5 percent in 2013-2014 due to the stabilizing of the real estate market.

Elimination of redevelopment agencies (RDA) is projected to save the General Fund \$2.1 billion in 2012-2013, \$1.1 billion in 2013-2014 and \$1 billion ongoing. The greater initial savings are a result of a one-time distribution of unencumbered funds being held in various RDA funds and accounts.

Enterprise zone regulatory reform is forecasted to increase General Fund revenue by \$10 million in 2012-2013 and \$50 million in 2013-2014.

**Transportation**

The budget proposal:

- Appropriates \$8 billion for the high-speed

***(Governor's Budget cont. on page 14)***

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*(Governor's Budget cont. from page 13)*

rail project, including \$5.8 billion for the first phase of the initial operating section from Madera to Bakersfield, \$1.1 billion for improvements to existing rail lines and \$819.3 million for intercity connectivity projects that will ultimately link to the high-speed rail system.

- Transfers \$67 million in special fund revenue to partially offset General Fund transportation debt service costs.

### Legislative Analyst

The Legislative Analyst said the Governor's "emphasis on fiscal discipline and paying off the state's accumulated budgetary debts is commendable, especially in light of the risks and pressures that the state still faces."

Among those pressures are uncertainties related to the federal debt discussions, which the Legislative Analyst described as "the key forecast risk now."

Source: California Chamber of Commerce, *Alert*



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## How Well Do You Move Emotions?

By: Colette Carlson, *Speak Your Truth, Inc.*

Not only do you physically move families' most treasured possessions, commercial equipment or (soon) electronic documents, but every day you move emotions. That's right – your thoughts, words and actions impact you, your team and your customers. By embracing the following truths, you'll ensure that your emotions will serve to improve your relationships – and your revenue.

**Turn emotion into motion.** Spending emotional energy worrying about upcoming legislation, your competition or a bad Yelp! review isn't going to move you any closer to your goals. Nor am I suggesting you stick your head in one of your packing boxes and ignore reality. But when you find yourself ruminating or wasting mind time on anything you can't directly control, it's time to stop thinking and start doing. Lower your stress by turning emotion into motion. Concerned about bandit movers? Look for opportunities to educate your customers through arti-

cles, blogs or mailings. Role-play with your team and show them how to educate customers to protect themselves. Next time you find yourself stewing, stop and ask, "What action can I take, or what plan can I make that will give me a sense of control?" Go do it.

**Go through the e-motions with employees.** Before you think I'm contradicting myself, let me explain. As owners, we often get comfortable going through the everyday motions and forgetting to engage the e-motions of our team. Research shows when people are engaged at work, they are happier and more productive. Do you know what makes your employees tick? Do you know how they prefer to be rewarded? Do you know their partner's name or if they have children, and if so, do you ask how they're doing? Do you stop long enough to show appreciation through specific, genuine feedback, rather than a quick "thanks a lot"? Do you continue to share your vision and stories so they become emotionally invested in your success as well?

*(Move Emotions cont. on page 16)*

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**(Move Emotions cont. from page 15)**

**No matter your business, you're in the business of selling.** We know that people make buying decisions emotionally and back them up with logic. We know that people do business with those they like and trust. So, if you want people to do business with you, you best be able to tap into their emotions in a positive way. Do your physical movers, the person in billing and the individual who answers your phone know they are salespeople? They may think they're in the business of providing a service, but in truth, each member of your company is a vital part of your sales team due to their everyday interactions with your customers. As their fearless leader, are you providing them with the insight, training and encouragement necessary to



engage your customers?

Also, how emotionally appealing is your website's content? Realize that these days women account for 85 percent of all consumer purchases, and 75 percent of women identified themselves as the primary shoppers for their households. Even higher percentages use the Internet for product information before making a purchase. Yet 91 percent of women say that advertisers don't understand them. And if advertisers – those in the business to get consumers to part with their hard-earned cash -- don't, my question is, do you know how to best emotionally engage your female buyers?

Join me at this year's 95th Annual CMSA Convention to gain the skills and strategies to move emotions to increase your market share and results!

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## Special Olympics Southern California Hosts 4th Annual Dream House Raffle

Special Olympics Southern California (SOSC) has launched its fourth annual Dream House Raffle (DHR), offering a \$4 million home (<http://www.socalraffle.com/Photos.aspx>) or cash payout of \$2 million!

Tickets are \$150 and on sale now. This year, the DHR has added thousands of dollars in luxury vacations, cars, electronics and cash prizes, thereby increasing the odds of winning to 1 in 50.

For the first time, discounts are being offered for multi-ticket purchases of three or more, which includes an entry in the multi-ticket drawing for a Mercedes-Benz SLK350 Roadster or \$50,000 cash. Multi-ticket packs are priced at three for \$400 and five for \$550.



Those who purchase tickets before the "early bird" deadlines are eligible to win prizes leading up to the grand-prize drawing. From February to April, there will be a monthly drawing for cash

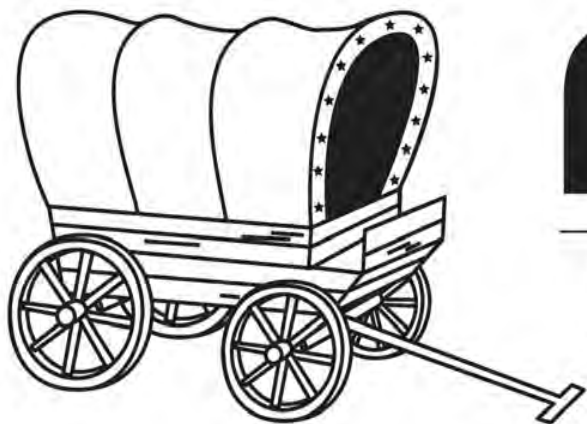
prizes that range from \$5,000 to \$25,000 or a choice of a vacation or luxury vehicle.

Please see <http://www.socalraffle.com/> for more information on additional prizes, entry deadlines, the "refer-a-friend" drawing, contest rules and regulations. The final raffle entry deadline is May 24, 2013. The

grand-prize drawing will be held on June 9, 2013.

As a real-life example of the impact of the DHR, a portion of the 2012 proceeds have

*(Dream House Raffle cont. on page 18)*



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*(Dream House Raffle cont. from page 17)*

provided SOSC's gold medal floor hockey team with a trip of a lifetime, competing at the Special Olympics Winter World Games in Korea (January 30 – February 5). It also allows "the organization to grow and offer more life changing opportunities at no cost for all of our athletes from San Diego north to Bakersfield and San Luis Obispo, and the thousands more who haven't yet experienced what Special Olympics Southern California has to offer," said Bill Shumard, President and CEO of SOSC. From competition, training programs, and venue rentals to coaches, sporting equipment, uniforms, transportation costs or even meals at competitions, thousands of SOSC athletes will benefit from this campaign.

Join Jered Weaver, star pitcher of the Los Angeles Angels of Anaheim, in supporting the athletes of Special Olympics Southern California <http://www.socalraffle.com/HouseVideos.aspx> by purchasing your tickets today! For more information, call (800) 816-6108 or visit <http://www.socalraffle.com/>.

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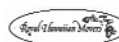
Only CMSA Mover members who have purchased a full convention registration are eligible. (Individual tickets don't count!) Drawing to be held on Saturday, May 18, 2013 at the CMSA Chairman's Ball.

Winner must be present to win.



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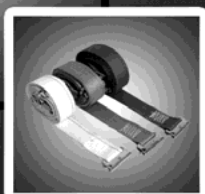
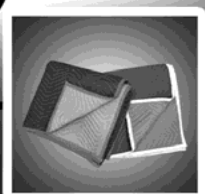
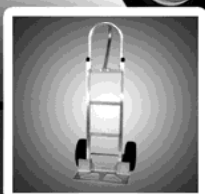
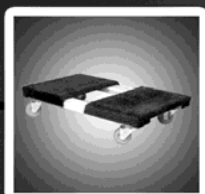
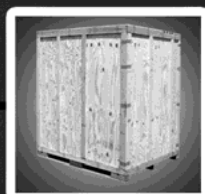
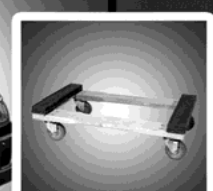
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**CHARGES:** 1-5 lines \$15; \$2 each additional line. CMSA box number \$5; Special heading/set up extra. Call Brianna Wahlstrom at (562) 865-2900 to place your advertisement.

## 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 inquiries to: CMSA, Box J2, 10900 E. 183rd St., #300, Cerritos, CA 90703.

## 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.

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## EMPLOYMENT OPPORTUNITY

A leading van line agency based in Fremont, CA, is looking for experienced and motivated salespeople in Silicon Valley. The diversity of this agency provides opportunities for qualified candidates with experience in selling local and National Account services, including commercial O&I, warehousing and distribution, and global household goods. Interested candidates should contact Mike Dahl, General Manager — call 510-497-2362 or email mikedahl@smmoving.com.

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## Calendar of Events

Tues., February 12	Greater Los Angeles Chapter Meeting
Tues., February 12	Ventura/Santa Barbara Chapter Meeting
Tues., February 19	North Bay Chapter Meeting
Wed., February 20	Northern Region Chapter Meeting
Thurs., February 21	Sacramento Chapter Meeting
<b>Wed., March 13</b>	<b>San Diego Chapter Golf Tournament</b>
<b>Thurs., March 21</b>	<b>Sacramento Chapter Golf Tournament</b>
<b>Sun., March 24</b>	<b>Greater Los Angeles Day at the Races</b>

<b>Wed., March 27</b>	<b>Twin Counties Golf Tournament</b>
<b>Sat., April 6</b>	<b>North Bay Chapter Bocce Ball Tournament</b>
<b>Sun., April 7</b>	<b>Ventura/S. Barbara Bowling Tournament</b>
Tues., April 9	Greater Los Angeles Chapter Meeting
Thurs., April 11	San Diego Chapter Padres Game
<b>95th Annual CMSA Convention</b> <b>Fess Parker's DoubleTree Resort</b> <b>Santa Barbara, Calif.</b> <b>May 14-19</b>	
<b>Fri., October 4</b>	<b>Monterey Bay Golf Tournament</b>



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## **You're Invited to the California Moving & Storage Association's 95<sup>th</sup> Annual Convention!**

Meet your California colleagues at Fess Parker's DoubleTree Resort in Santa Barbara, Calif., May 14–19, 2013 and learn about issues affecting both the California & National Moving Industry.

**CMSA ROOM RATE: \$175 PER NIGHT\***

**Call toll-free 1-800-879-2929 and request the group rate for  
California Moving & Storage Association.**

The Resort is located at 633 East Cabrillo Boulevard, Santa Barbara, CA 93103. For those wanting to extend their stay and enjoy Santa Barbara even longer, the discounted room rate also applies three (3) days before and after the convention dates based on availability!

\*Hotel rate is for single or double occupancy and subject to state and local taxes, fees and assessments, currently 12.10%.

We have an informative and fun-filled schedule of events planned for the Convention.

The Santa Barbara area also offers many nearby activities and sites to explore during your free time such as the Santa Barbara Zoo, Stearns Wharf, wineries, beaches, shopping and more! Don't forget to sign up for CMSA's Annual Golf Tournament being held Thursday, May 16, 2013 at the Glen Annie Golf Club.

**Convention Registration Fee - \$475**

Check our website for Convention and Exhibitor Registration at: [www.thecmsa.org](http://www.thecmsa.org)

**2013 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:**

		<u>Adult</u>	<u>Child</u>
Thurs., May 16	Exhibitors Welcome Reception	\$150.00	\$100.00
	Golf Tournament Registration (USE GOLF FORM)	\$125.00	\$125.00
Fri., May 17	Santa Barbara Breakfast	\$35.00	\$25.00
	Blue Pacific Luncheon	\$60.00	\$42.00
	Cabrillo Pavilion Arts Center (Off-Site Dinner)	\$100.00	\$50.00
Sat., May 18	American Riviera Breakfast	\$35.00	\$25.00
	Paradise Awards Luncheon	\$60.00	\$42.00
	Chairman's Reception & Dinner/Ball	\$150.00	\$100.00

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

ATTENDEE NAME	EVENT	FEE
_____	_____	_____
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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.*

\_\_\_\_\_

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

Tickets will be included in your registration packet. Cancellations made before April 23, 2013 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After April 23, 2013, 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.



## Convention Registration Form

WIN A  
\$50 VISA  
GIFT CARD  
(See details.)



### EARLY REGISTRATION DEADLINE: MARCH 25, 2013

Register by March 25, 2013 and be eligible for the drawing to win a \$50 VISA GIFT CARD!\*

\*Individual event ticket purchases are ineligible. Only full registrations paid by March 25, 2013 will be entered in drawing to be held on May 18, 2013.

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

1. Name \_\_\_\_\_ Badge First Name \_\_\_\_\_  
2. Name \_\_\_\_\_ Badge First Name \_\_\_\_\_  
3. Name \_\_\_\_\_ Badge First Name \_\_\_\_\_  
Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Date of Arrival \_\_\_\_\_ Date of Departure \_\_\_\_\_

### REGISTRATION FEE: (See reverse side)

	Before <u>Mar. 25</u>	After <u>Mar. 25</u>
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 \$ \_\_\_\_\_

Name on Card \_\_\_\_\_ Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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Three-Digit CVV Number \_\_\_\_\_

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

**\*\*CANCELLATIONS:** *Cancellations made before **April 23, 2013** will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **April 23, 2013**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.*

**ROOM RESERVATIONS:** Call Fess Parker's DoubleTree Resort directly at 1-800-879-2929 to make reservations and ask for the **California Moving and Storage Association** group rate. 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 **April 23, 2013** to guarantee the special group room rate. All major credit cards are accepted for deposit.



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

**Thursday, MAY 16**

**EXHIBITORS WELCOME RECEPTION**

Food, Beverage, Latest in Industry Products and Services

**Friday, MAY 17**

**SANTA BARBARA BREAKFAST**

**CMSA GENERAL SESSION**

**BLUE PACIFIC LUNCHEON**

**MILITARY PANEL DISCUSSION**

**A NIGHT ON THE BEACH**

Dinner & Entertainment at the Cabrillo Pavilion Arts Center —  
A 1920s Landmark Beachfront Venue

**Saturday, MAY 18**

**AMERICAN RIVIERA BREAKFAST**

**CMSA GENERAL SESSION**

**VAN LINE PANEL DISCUSSION**

**PARADISE AWARDS LUNCHEON**

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

# Exhibitor Registration Form

**95th CMSA Annual Convention**  
**EXHIBIT DATES: MAY 16-18, 2013**

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: \_\_\_\_\_

**CMSA reserves the right to reject registration from exhibitors deemed inappropriate by the CMSA President and/or the CMSA Board of Directors.**

## 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. A six-foot draped table, two chairs and wastebasket is provided.

Booth Registration  
Before March 25, 2013 @ \$1,200 \$ \_\_\_\_\_  
After March 25, 2013 @ \$1,300 \$ \_\_\_\_\_

Booth Electricity—\$85 per booth \$ \_\_\_\_\_

Non-Member additional \$700 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 Fess Parker's Doubletree Resort, Hilton Hotels Corporation, and the Resort's Owner, and their respective owners, managers, subsidiaries, affiliates, 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 the Resort Parties 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 April 23, 2013 will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). No refunds will be made after April 23, 2013.

**Exhibit Dates: May 16-18, 2013**

*Early set-up available after 3pm on Wed., May 15, 2013.*

# California Moving & Storage Association

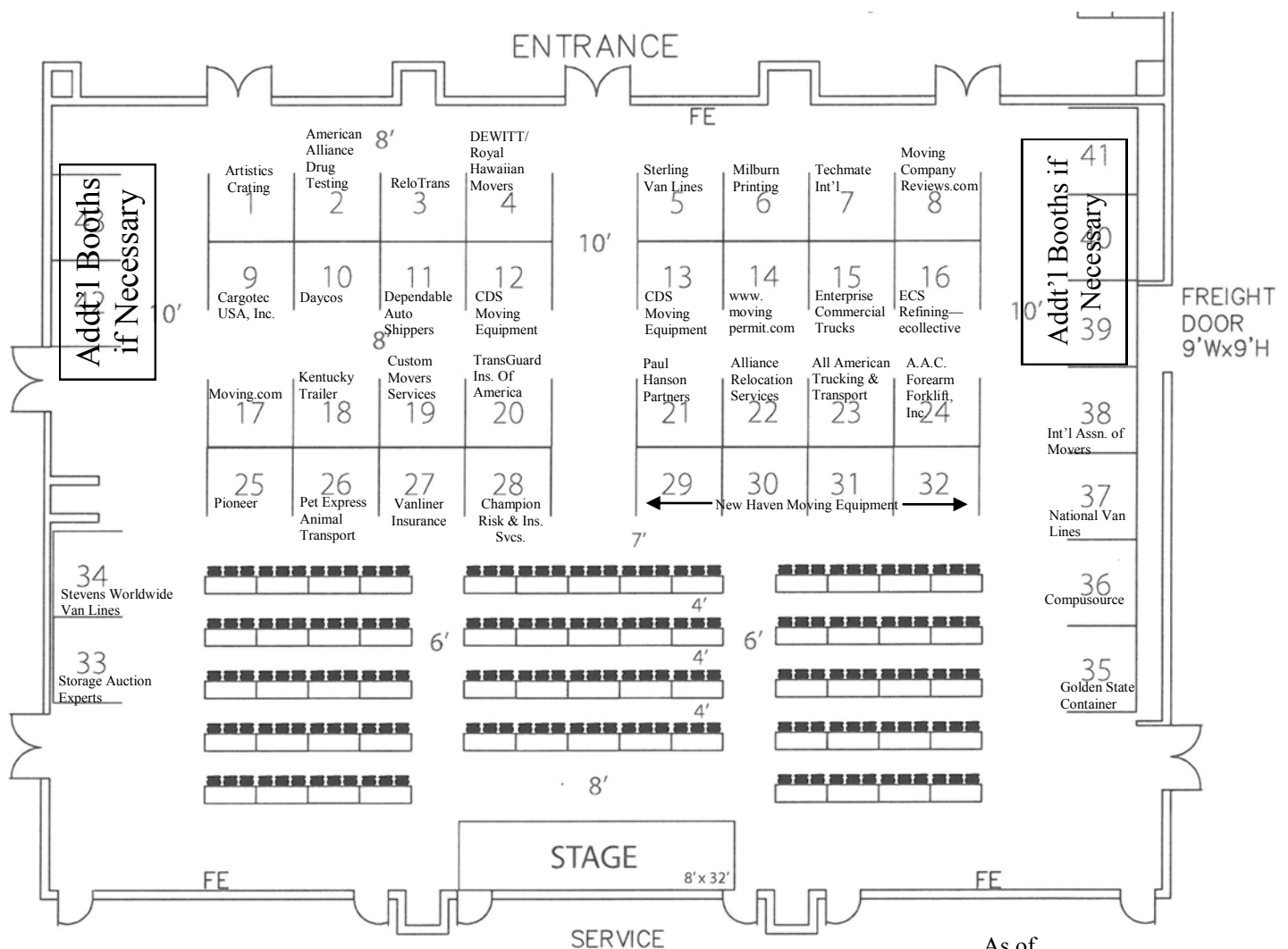
## 95th Annual Convention

### Booth Diagram

#### Fess Parker's Doubletree Resort

#### Santa Barbara, CA

#### Exhibit Dates: May 16-18, 2013



As of  
2/5/13

# CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

GLEN ANNIE GOLF CLUB  
405 GLEN ANNIE ROAD  
SANTA BARBARA, CA 93117  
(805) 968-6400

THURSDAY, MAY 16, 2013  
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 -- \$125.00 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 (#9) – Sponsored by TRANSGUARD INSURANCE CO. OF AMERICA.**

**GOLF RULES:** Shirts with collars and appropriate shorts or bottoms are required. Presentable blue jeans are allowed. Soft spike or spikeless golf shoes are required.

**\*Refunds are subject to a \$15 processing fee. No refunds for cancellations after April 15, 2013.\***

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 CONVENTION SPONSOR/ADVERTISING/DOOR PRIZE FORM

### EVENTS AVAILABLE FOR SPONSORSHIP

1. Tues. May 14 Movers & Shakers Reception \*
2. Tues. May 14 Movers & Shakers Dinner ♦\*
3. Thurs. May 16 Golf Tournament ♦
4. Thurs. May 16 Exhibitors Reception ♦
5. Fri. May 17 Santa Barbara Breakfast
6. Fri. May 17 Blue Pacific Luncheon ♦
7. Fri. May 17 Transportation to Off-Site Event
8. Sat. May 18 American Riviera Breakfast
9. Sat. May 18 Paradise Luncheon ♦
10. Sat. May 18 Chairman's Reception/Dinner ♦

### Sponsors

Gateways International, Inc.  
TransGuard Insurance Co. of America  
Pioneer  
New Haven Moving Equipment  
Trans Advantage  
Paul Hanson Partners  
DEWITT Co./Royal Hawaiian Movers  
ECS Refining  
Champion Risk & Ins Svcs/Vanliner Ins.  
CDS Moving Equipment

\* Invitation Only Event / ♦ Sponsorship of Major Event (includes 2 Free Registrations) - \$2,600 /  
All Other Sponsorships (includes 1 Free Registration) - \$1,600

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.*

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")	\$175	(Sold)	Program Back Cover Ad	\$550
_____ Full-Page Ad (4.5" x 7.5")	\$325	_____ Flyer Insert*		\$400
_____ Program Inside Cover Ad	\$450	Total Amount	\$	_____

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

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

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 \_\_\_\_\_

~~~~~  
☒ 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.**