

The Communicator

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“Charting A Course to Excellence”

Register Today for the 2015 Convention!



CMSA's Convention theme is "Charting A Course to Excellence" for the 2015 Convention at Paradise Point Resort & Spa in San Diego. Our theme is about creating a way to succeed in today's market as governmental regulations, military protocols, customer demands and social

media constantly shape the way movers do business. This year's program will help chart your course and be prepared for the upcoming busy season.

The Paradise Point Resort & Spa, the hosting site of the 2015 Convention, is a beautiful property in Mission Bay that offers individual bungalows for all guests. The 44-acre property offers five swimming pools, beach bonfire pits, a marina, five dining venues and much more for all to enjoy. Every ground-floor room has spectacular bay, lagoon or garden views as well as a private patio, mini-fridge and pet-friendly accommodations.

Paradise Point has many outdoor activities available on the property for CMSA members. Besides the five pools on-site, the resort offers a Mission Bay scenic cruise that catches a glimpse of local marine wildlife. Members interested in visiting SeaWorld may buy their

(2015 Convention cont. on page 5)





Chairman's Corner

By: Jay Casey

I hope everyone was able to enjoy the Thanksgiving holiday with each of their families. It is nice to be able to get together on the holidays and reminisce with the ones we love. For some of us, we have the opportunity to do this

every day because we work in a family business. While traveling the state extensively during the last few months, I recognized that probably 90 percent of our membership comes from family-owned and -operated businesses!

Family-owned businesses are the backbone of the American economy, from small businesses to major corporations. In addition, family businesses account for 50 percent of the U.S. gross domestic product, generate 60 percent of the country's employment and account for 78 percent of all new job creation.

What truly drives many family businesses is a sense of connection and identity that often

doesn't exist in larger companies. Family businesses allow family members to feel a unique connection with the businesses they serve and the communities in which they live. In most cases, it's not just having your name on the side of the truck that creates that connection — it's much more than that. What really makes a family business different is the pride and hard work it takes to keep that name on the truck.

More than 30 percent of all family-owned businesses survive well into the second generation, 12 percent into the third generation and 3 percent operating at the fourth-generation level and beyond.

However, perhaps the most intriguing statistic is this one: By 2017, it is estimated that 40 percent of all family business owners expect to retire, creating a huge transfer of ownership. Unfortunately, most of these businesses have no set plan for this transition and succession. If you haven't already, it is important to start talking about your company's succession planning. And the first step for your company to take may be to develop a current and projected company organizational chart.

(Chairman's Corner cont. on page 4)

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President's Comments

By: Steve Weitekamp

Gratitude is a thought that frequently comes to mind in the holiday season. While we will always face challenges, we have much to be grateful for as 2014 quickly comes to a close. Many of us get involved in good works as a way to serve our community and those less fortunate. I was once told that the life script of a mover was that of a rescuer: Someone who is willing to step into a difficult situation and make things better. I am proud to say that CMSA, its chapters and members have done and continue to do good works for their communities.

CMSA members' individual efforts supporting churches, service clubs and their local communities are too numerous to mention so I will focus on a review of Association programs.

No. 1 on the list of CMSA charitable activities is our industry-leading scholarship program. Providing opportunities for both academic and vocational scholarships, our program has

awarded more than \$796,000 to young people from within the CMSA family. At our 2015 Convention, we are scheduled to award another \$55,000 and have awarded at least \$50,000 every year since 2003. The success of this program is dependent on the significant volunteer effort of the presidents and membership of our Associations 12 chapters.

Special Olympics is a program that is near and dear to many in our Association. Hopefully, you've been present at a Convention awards luncheon and witnessed a Special Olympics ambassador thanking our members for our continued support. As a result of member generosity, CMSA provides an annual financial contribution, currently \$5,000 to the program. Of even greater value, CMSA member companies provide Special Olympics with storage of event materials and even moving when needed.

Move for Hunger is a relatively new program for our Association. In our first year of participation, CMSA member companies, currently 43 participating companies, have donated more than \$5,000 and have facilitated food donations of 170,225 lbs., providing 141,854 meals.

Additionally, individual CMSA chapters have

(President's Comments cont. on page 4)



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(Chairman's Corner cont. from page 2)

As for me, being a 40-something third-generation business owner, succession planning is one of our company's top priorities. As with any company or corporation, planning is essential at all levels. However, as a family business, it touches us in very unique ways. And at the top of the list is the responsibility to provide for the

next generation of families who will depend on us for their livelihood and their futures.

I am proud to be a part of the moving industry and even more proud to be a family-owned business.

As we near the end of 2014 and approach the holiday season, from my family to yours, I would like to wish all of you a very Merry Christmas and a Happy New Year!

Register for the 2015 CMSA Convention today!

Visit our website's Convention Calendar page to see more Convention information.

(President's Comments cont. from page 3)

organized toy drives for children's hospitals and needy children, worked with electronic recycling programs that benefit both the community and CMSA charities and began a Habitat for Humanity program.

We are thankful for all of the individual efforts that have made our Associations' programs so

successful, not just in terms of dollars or pounds but in the real impact it has had on people's lives. I know that as a group, we will continue to make things better for our industry as well as the communities we serve. On behalf of the CMSA staff (Renee, Brianna and Gale), my family and I, we wish you a joyous holiday season shared with those you hold dear and all the best in the year ahead!



IT'S
ALL
WE DO.

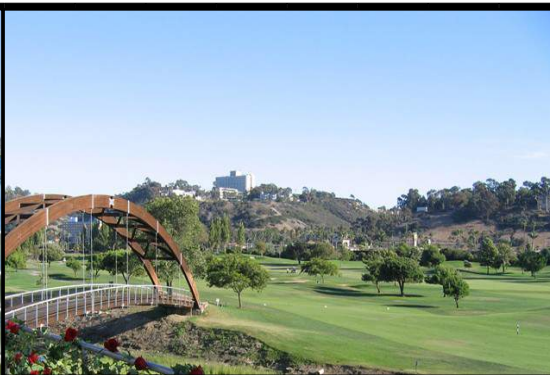
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(2015 Convention cont. from page 1)

tickets on-site and go on the SeaWorld water taxi from the hotel to the theme park. You can avoid traffic and waiting in line by entering through the VIP back gate at the theme park. For outdoor enthusiasts, the resort allows guests to rent sailboats, speedboats, jet skis, kayaks, paddleboard and more. CMSA members can also socialize and participate in friendly competitions playing tennis, basketball, croquet, miniature golf and ping-pong games on-site. The resort's fitness center is available for members to use during their stay. Open daily, the fitness center has treadmills, weight machines, saunas, steam rooms available for over-

night guests.

Wish to venture off the property? There are many attractions close by for CMSA members to see during their stay. Top attractions include downtown San Diego, Old Town, San Diego Zoo, Balboa Park, Mission and Pacific Beach.

This year's Convention program is well-rounded in market insights for all members' business strategies. Besides inside information on the 2015 summer season, talks on the local, national and international moving and storage markets are scheduled throughout the week. Speakers include International Association of Movers President Terry Head and Acting AMSA President & CEO Scott Michael to discuss the

(2015 Convention cont. on page 6)

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(2015 Convention cont. from page 5)

current trends of the international and national markets. In addition, there will also be a military affairs break out session as well as a van line panel where CMSA members can hear from industry executives and ask questions related to their predictions for 2015.

We have scheduled fun activities for attendees to mingle and network. Our annual golf tournament will be held at the Riverwalk Golf Club in San Diego. Peppered with oak, eucalyptus and palm trees throughout the property, Riverwalk Golf Club has three nine-hole layouts available to customize a truly unique visit every time. The property has four lakes, the San Diego River, nearly 100 bunkers and stunning views for all golf enthusiasts to enjoy.

Our other social event will be the Friday night off-site at the Marine Corps Air Station Miramar. This high-security venue requires CMSA to provide an attendee list three days in advance of the event. Members must show photo IDs and be on the list in order to be permitted on the premise. Upon arrival, CMSA members will enjoy a unique behind-the-scenes tour of the air station personnel, equipment and

its history. This is a one-of-a-kind experience that CMSA members shouldn't miss out on! Unlike past CMSA Conventions, no tickets will be sold at the Convention due to high-security precautions.

During our popular awards luncheon, the 12 CMSA Chapter Presidents will be honored for their work over the past year in successfully leading their chapter and hosting meetings and fundraisers. The donations that each chapter makes will support the CMSA Scholarship Fund and the Special Olympics. There will also be a special ceremony honoring the 2015 CMSA Scholarship award recipients for their stellar essays and academic and vocational achievements. All scholarship recipients and their families are welcome to attend the luncheon to accept a certificate and say a few words to attendees about their academic pursuits.

Our event is one of the best in the industry! This is a great opportunity to learn about niche market opportunities while enlarging your professional network. Sign up for the 2015 Convention today to start charting your course to excellence!

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Program Administrator

CMSA 97th Annual Convention Schedule

TUESDAY, APRIL 28

3:00 p.m. – 5:00 p.m.	Executive Committee Meeting
6:00 p.m. – 10:00 p.m.	Movers & Shakers Reception/Dinner for Board, Committee Members & Chapter Presidents (By Invitation Only)

WEDNESDAY, APRIL 29

8:00 a.m. – 6:00 p.m.	Registration Desk Open
8:00 a.m. – 9:00 a.m.	Insurance Committee Meeting
9:00 a.m. – 10:00 a.m.	Government Affairs Committee Meeting
10:00 a.m. – 11:00 a.m.	Membership Committee Meeting
11:00 a.m. – 12:00 p.m.	Military Affairs Committee Meeting
1:30 p.m. – 5:00 p.m.	Board of Directors Meetings
3:00 p.m. – 5:00 p.m.	Early Exhibitor Setup

THURSDAY, APRIL 30

7:00 a.m. – 8:30 p.m.	Registration Desk Open
8:30 a.m. Modified Shotgun	Golf Tournament

THURSDAY, APRIL 30 (continued)

8:00 a.m. – 4:00 p.m.	Exhibitors Setup
5:00 p.m. – 6:00 p.m.	Associate Member Committee Meeting
6:30 p.m. – 10:00 p.m.	Exhibitors Welcome Reception

FRIDAY, MAY 1

7:30 a.m. – 12:00 p.m.	Registration Desk Open
8:00 a.m. – 9:00 a.m.	Paradise Point Breakfast
9:00 a.m. – 12:15 p.m.	General Business Session
12:30 p.m. – 2:00 p.m.	Mission Bay Luncheon
2:00 p.m. – 4:00 p.m.	Military Breakout Session
6:00 p.m. – 9:00 p.m.	MCAS Miramar Dinner

SATURDAY, MAY 2

8:00 a.m. – 12:00 p.m.	Registration Desk Open
8:00 a.m. – 9:00 a.m.	Island Sunrise Breakfast
9:00 a.m. – 12:15 p.m.	General Business Session
12:30 p.m. – 2:00 p.m.	Excellence Awards Luncheon
12:30 p.m. – 3:00 p.m.	Booth Tear-Down
6:00 p.m. – 7:00 p.m.	Chairman's Reception
7:00 p.m. – 11:00 p.m.	Chairman's Dinner/ Dancing

The 2015 CMSA College & Vocational Scholarship applications and required documents are due Wednesday, February 11, 2015, at noon!



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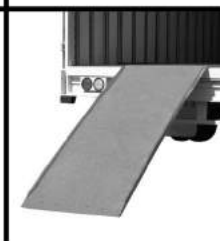
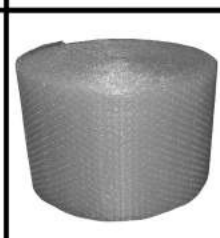
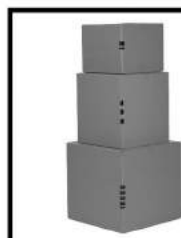
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CPUC Investigations Result in Enforcement Actions and Fines Imposed on Various Moving Companies

SAN FRANCISCO, November 13, 2014 – The California Public Utilities Commission (CPUC), in its ongoing commitment to consumer protection and safety, took the following enforcement actions during the second quarter of 2014 against illegally operating moving companies.

Criminal Filings

Chris Viboch and CV Services, Inc., dba CV Pickup and Delivery Service, San Diego (Unlicensed): On March

3, 2014, the San Diego County District Attorney's Office filed a four-count misdemeanor complaint in San Diego Superior Court for violations including operating and advertising without CPUC authority.

Phone Disconnections

As part of its ongoing efforts to clamp down on illegal moving companies, the CPUC had telephone service shut off to two moving companies operating in California without a household goods permit. These companies continued to advertise and transport used household goods, notwithstanding CPUC staff directives to immediately cease and desist unlawful acts and to obtain a household goods permit:

- **Pineda Paz Moving dba PP Moving, South San Francisco (MTR 190650):** This company advertised and offered household goods moving services on the Internet after revocation of its permit. Notwithstanding CPUC staff cease and desist notices directing the company to immediately cease all unlawful advertisements and operations, the company continued to violate the law. On May 23, 2014, the CPUC obtained a

Finding of Probable Cause signed by a San Mateo County Superior Court Judge. The Finding ordered disconnection of telephone service to the number advertised and used by the company to violate criminal laws in California.

- **Jarad Julian Brewer dba JB Moving and Brewer Moving, Modesto (unlicensed):**

This company advertised and offered household goods moving services on the

Internet. The advertisements listed one phone number. Notwithstanding CPUC staff cease and desist notices and oral communication directing the company to immediately cease all unlawful advertisements and operations, the company continued to violate the law. On June 26, 2014, the CPUC obtained a Finding of Probable Cause signed by Stanislaus County Superior Court Judge. The Finding ordered disconnection

of telephone service to the number advertised and used by the company to violate criminal laws in California.

Overcharges and Refunds

CPUC staff assisted and/or directed moving companies to refund consumers more than \$15,000 for overcharges and other violations of the Maximum Rate Tariff 4, which contains maximum rates that companies must observe as well as rules and regulations governing intra-state moves.

Cease and Desist Notice

The following seven companies were issued a cease and desist notice for operating and

(CPUC Investigations cont. on page 11)



New Member Spotlight



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"Commander Moving Inc. is a local-based moving company providing moving services and storage in Oakland, California. Commander Moving and Storage is your best choice for a local move. We are fully licensed and insured moving company dedicated to provide exceptional customer service before, during and after your move."

(CPUC Investigations cont. from page 10)

advertising without a valid permit (unlicensed, revoked or denied).

1. Completion Corporation, Los Angeles (MTR 190428) (revoked)
2. Divine Eagle Moving, Sacramento (unlicensed)
3. We Haul California, Los Angeles (unlicensed)
4. Michael Gutierrez, an individual dba Mike's Moving, Riverside (unlicensed)

5. KBS Moving Inc. dba Korean Town Best Service Co., Diamond Bar (T-189927) (revoked)
6. Campus Storage LLC, Manhattan Beach (MTR 00191045) (denied)
7. Carolyn Belke dba B&B Movers, Sacramento (unlicensed)

Additionally, more than 100 notices were sent to suspected illegal household goods carriers in the San Diego area.

For more information on the CPUC, please visit www.cpuc.ca.gov.

Next Steps for Climate Change Law in State

By: Loren Kaye, CalChamber *Alert*

When Governor Edmund G. Brown Jr. spoke to the United Nations Climate Summit last September, he made a strong pitch for state and local government activism to fight climate change. The governor also promised to set an ambitious goal for carbon reduction for 2030 that “will also require heightened political will.”

The governor’s timing is perfect because California’s climate change law is about to make a real impact on Californians.

Politicians, regulators and special interests have spent the past eight years claiming credit, pointing fingers, writing regulations, filing lawsuits, fighting a ballot measure and spending money taxed from just a few companies.

Cost Shift to Motorists

But beginning January 1, the costs of controlling greenhouse gas emissions finally pass directly to motorists — just as the California Air Resources Board (CARB) intended.

It’s not a secret that pricing is a key strategy to reduce carbon demand. “It may not be popu-

lar to say, but that’s necessary. Higher prices discourage demand,” former Senate leader Darrell Steinberg (D-Sacramento) said.

Once this new cost is layered onto gasoline and diesel prices (estimated at 13 cents to 20 cents a gallon), it will be only the first step in what will be higher prices for a wide range of carbon-intensive products, not to mention a major shift in how the state’s economy is structured.

Regulation Post 2020

The main event will be how California chooses to regulate carbon emissions after 2020.

The CARB has launched new rulemaking that would chart a path ostensibly to reduce greenhouse gas emissions by 80 percent below 1990 levels by 2050. This goal is in line with scientific guidance to achieve stabilization of atmospheric greenhouse gas concentrations — if achieved globally.

For now, it appears that the CARB is aiming

(CARB Regulations cont. on page 14)

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San Diego Chapter Members Volunteer for Operation Homefront Toy Fundraisers

San Diego Chapter members are giving back this season by volunteering their time and resources for collecting and distributing children's toys to the Operation Homefront (OHF) organization. OHF is a nonprofit organization that provides financial assistance and other support to military families.

San Diego-area companies **Unipack Global Relocation, Wright Way Crating, Packing & Shipping, CDS Moving Equipment, Coleman American, Priority Moving, Ace Relocation Systems, McCarthy Transfer & Storage, Royal Hawaiian Movers/Dewitt Move World Wide, Atlas Transfer & Storage Co., Enterprise Commercial Trucks and Republic Moving & Storage** gave toy donations to OHF to pass on to military families in San Diego and around the

state.

Priority Moving and Republic Moving & Storage made their offices designated drop-off locations to gather the toys to deliver to the OHF facility earlier this month. **Atlas Transfer & Storage Co.** volunteered to drop off toys from the OHF location to the toy distribution site.



Delivery Volunteers

Republic Moving & Storage delivered toys from the OHF facility in San Diego to the distribution site in Twenty-Nine Palms and to Camp Pendleton distribution site.

Jeanette Homan of Lemoore Van & Storage transported multiple shipments of toys from the OHF facility in San Diego to different parts of the state.

(Toy Drive Fundraisers cont. on page 14)



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(CARB Regulations cont. from page 12)

toward an interim target of 35 percent to 50 percent below 1990 levels, which it claims is achievable under existing policy goals.

Leading Way

So California will very likely continue to set the bar for carbon regulation — but so far no other state or the federal government has approached it. Indeed, few nations around the globe have been as committed to greenhouse gas reductions as California.

Leadership isn't just being ahead of the pack — it's getting the rest of the pack to follow. Other states and the federal government need more than just California's good intentions and elaborate regulations to move into its orbit. As the executive officer of the CARB said, "What's good for California, and what others will ultimately look to, is success. The ultimate test of success is going to be: Did it work?"

Next-Generation Framework

California represents less than 1 percent of global greenhouse gas emissions. Any solution that does not involve a global consensus will cause California to suffer very high costs without any benefits.

With this in mind, noted environmental economists Todd Schatzki and Robert Stavins have outlined a possible next-generation climate change framework. This approach would balance the goals of global leadership and broader participation in reducing greenhouse gas emissions with the health of the state's economy.

The key element of this policy would be to carefully assess the environmental and economic performance of existing greenhouse gas reduction policies to determine how they have affected the California economy, whether any should be modified or eliminated, or whether new policies should be developed.

Flexibility

In light of the international negotiations on climate change, we should preserve flexibility by avoiding firm emission targets that go too far into the future. Increasing these targets should be conditional on reciprocal actions by other states or nations.

For an individual state like California, more stringent greenhouse gas reduction policies — without reciprocal actions by other states and nations — would lead to greater risks of economic activity fleeing California for other states and countries.

California's current regulatory scheme relies on a suite of control measures to reduce greenhouse gas emissions, including a market-based cap-and-trade program along with specific mandates, such as a requirement to reduce the amount of carbon in motor fuels, quotas for electricity generated from renewable sources and increased automotive fuel efficiency, among others.

The interaction between the mandatory measures and market-based incentives "can produce perverse policy outcomes," according to Schatzki and Stavins.

Analysis Needed

Preparations for a next-generation policy should examine the economic efficiency and environmental effectiveness of these command-and-control measures, especially as they may have improved or undermined efficiencies achieved by cap and trade.

This analysis would inform a policy whose goal should be to increase the likelihood of broader international action while protecting the economic well-being of the state. This approach would minimize further erosion of California's competitiveness and help inform other states that are choosing carbon reduction strategies of their own.

(Toy Drive Fundraisers cont. from page 13)

Distribution Volunteers

On Dec. 6, eight to 10 volunteers from **Dewitt Move World Wide, McCarthy Transfer & Storage, Golden State Container, Enterprise Commercial Trucks** and **Priority Moving** volunteered to distribute toys at the Marine Corps Recruit Depot (MCRD) San Diego.

On Dec. 13, four volunteers from **Republic Moving & Storage** and **Ace Relocations Systems** volunteered to distribute toys at the Camp Pendleton.

Some anonymous van line partners, who were contacted by **Republic Moving & Storage**, were able to match **Republic Moving & Storage's** and **Priority Moving's** donations of \$500 each to offset the cost of the program.

From the Other Side of the Desk: House of Glass

By: Dan Manning of Manning Claim Services

Originally published in the *CPPC Claims Journal*

I just finished opening a claim and this is what the house felt like: Almost every item on the claim form was something made of glass: glass tables, pieces of glass or glass objects. The shipper was claiming all were transit-related scratched or chipped. I'm sure by the time the adjuster gets my report, she is going to have a heart of glass, which feels like it is going to break.

Glass is the ban of the moving industry — it is hard to move, almost never inventoried, hard to figure out who did what, what was pre-existing and when damage happened. After 34 years in the business, I can't tell you after looking at a glass table if that scratch is new or old.



It seems almost amazing to me that glass is one of the things that are almost never inventoried. The shipper in this claim had a Murano glass that was chipped and part of a set. She is claiming \$1,800 on the set. The chip is too big for my glass grinder to minimize it.

When was the last time glass was ever inventoried on a move? For that matter, when was the first time glass was inventoried on a move? Glassware, crystal and wine glasses never are inventoried. A small chip on an old set of crystal could wind up costing the mover thousands of dollars. Perhaps the time has come for a separate inventory just for glass items.

About 4–5 years ago, I wrote an article about glass chipping in a packing situation. In my shop, we did a test. We packed up some glass

(House of Glass cont. on page 16)

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(House of Glass cont. from page 15)

we had salvaged and didn't pack it well. The box was jiggled around and thrown around a bit. Result was that nothing chipped! Some glass broke, but nothing chipped. In my experience, my glasses chip in the dishwasher.

Getting back to the shipper with all the glass problems, she had four glass tables. She claimed scratching on them all. I found this suspect as the odds of all her tables being scratched were about 5,000 to 1. I am sure that some of this scratching was pre-existing, but I can't substantiate that or back it up with anything in my report. Had the tabletops been inventoried, I'd have some ammunition. As it turns out, the estimate to replace these tabletops amount to approximately \$16,000 because nobody was able to inventory these and write it on an inventory sheet. One table was 8 feet by 4 feet with a 5/8-inch thickness (European thickness) and an ogee edge.

The cost to replicate just this one table was \$6,000. A 5/8-inch thickness is very hard to get as the standard in the U.S. is 1/2-inch thickness. This top had a scratch on the top surface, not a big scratch — about 1.5 inches, but it was there.

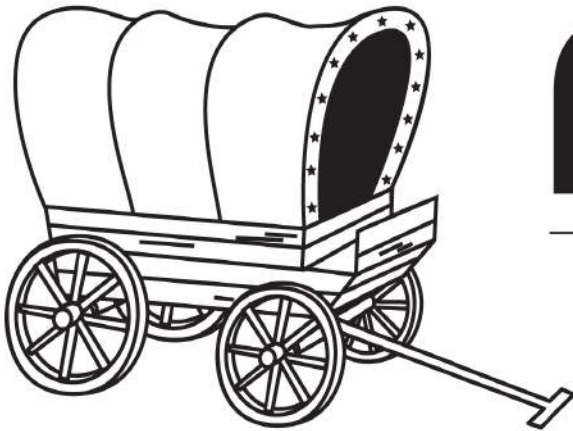
Again, without any way of being able to ascertain if these were pre-existing or not, my hands were tied and so is the moving company's.

At the end of the day, how do you scratch a table when you are crating it? I can see how you can chip one perhaps, but how do you scratch it?

Because no glass inventories were done on this claim between the Murano glassware set and the glass tables that were claimed scratched, this will be costing close to \$18,000. I didn't have a great feeling about this claim. (I am sure these tables have been on tour for years.) From what I got from the shipper, they relocate often.

Not to say that the shipper is dishonest, the table could have been in a part of the house where the light was not good, and perhaps they didn't see the scratch. Once it was in a lighter situation, then there it was perhaps.

Come on, movers! Want to start saving some money? When you are out there taking inventory on this stuff, if you have a house with a lot of glass in it, take the extra 10 minutes to look at these things closely and include them in the inventories if you see scratching. You'll save yourself a lot of headache in the long run.



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Two Men and A Truck Finishes 3rd Annual Program Helping Veterans

SAN DIEGO, November 25, 2014 — TWO MEN AND A TRUCK San Diego delivered more than 2,400 items donated to Veterans Village of San Diego (VVSD) as part of the company's Movers for Military collection program. The Movers for Military campaign supports veterans and their families living in crisis by providing helpful donations such as clothing, blankets and toiletries.

This year, the San Diego moving company partnered with local schools such as Little Sprouts Academy, St. Augustine High School, The Kids Bay Learning Center and more than 20 KinderCare Learning Center locations to collect essential items. VVSD will distribute all donations to veterans they serve in their residential programs throughout San Diego County.

"One of our Core Values is giving back to the community," said TWO MEN AND A TRUCK Franchisee Alicia Sorber Gallegos. "Helping homeless veterans here in San Diego is a meaningful way for us to make an impact."

IAM Promotes its Alan F. Wohlstetter Scholarship Fund

The International Association of Movers (IAM) promotes its Alan F. Wohlstetter (AFW) Scholarship Fund to eligible IAM student members and IAM-member employees and their dependents. Students receiving tuition assistance from the AFW Scholarship Fund come from different counties, cultures, companies and backgrounds.

Launched in 2002, it has awarded more than \$500,000 in tuition assistance to date. Sixty scholarship awards have been issued since 2004.

Ten scholarships, each \$5,000, will be awarded in 2015. The deadline for applications is May 1.

Find information on eligibility, requirements and how to apply for a scholarship at IAMovers.org. If you have questions, contact IAM Programs Director Brian Limperopulos at BrianL@IAMovers.org.



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Dependable Auto Shippers Celebrates 60th Anniversary

DALLAS — Dependable Auto Shippers (DAS), one of the largest auto transport companies in the U.S., is celebrating 60 successful years of transporting cars, motorcycles, boats and recreational vehicles. Founded in 1954 as a drive-away business by Sam London, the Dallas-based company now safely and efficiently transports nearly 100,000 vehicles domestically and internationally every year for individual consumers as well as corporate customers relocating employees.

Beginning as a drive-away company and broker, DAS now owns and operates its own private fleet of transports, enabling the company to maintain greater control on the relocation process. Last year, DAS carriers

traveled 9,887,791 miles, and despite battling the industry shortage of drivers and constantly high gas prices, the company experienced growth among corporate relocation clients in 2014.

"The transportation industry continues to evolve, so for DAS to be celebrating our 60th anniversary is a tribute to our commitment to customer satisfaction," said John Roehll, executive vice president and co-owner of DAS. "We are proud of our successes, but we are also looking forward to our new innovations that

will drive continued growth into the future."

To sustain future success, Roehll places an emphasis on developing the company's

(DAS Celebrates 60 Years cont. on page 19)



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- ▶ **Los Angeles/Fontana**
10151 Calabash Avenue
Fontana, CA 92335
(909) 823-0100



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(**DAS Celebrates 60 Years** cont. from page 18)

technology platform. DAS is currently implementing a one-of-a-kind tracking device for all vehicle transports, which will communicate directly with the company's service centers around the country. The real-time tracking device provides vehicle diagnostics and allows for a more accurate estimated time of delivery, which offers customers peace of mind.

With 60 years of experience and a steadfast commitment to customer satisfaction, DAS is often recognized as an industry leader via third-party accolades. Recent awards include Move

Management International "Partner of the Year," the Cartus Global Network "Commitment to Excellence Gold" award and the Lexicon Relocation "World of Quality" award.

"My dad would be so proud to see the business he started continuing to thrive for more than 60 years," said Rick London, DAS President and CEO, whose father, Sam, founded DAS in 1954. "The outstanding leadership team at DAS has overcome many challenges in the industry while maintaining a focus on the company's future that has positioned them for continued success."

Golden Gate Moving Wins Allied Van Lines Award



During last October's Allied Van Lines convention, CMSA member **Golden Gate Moving & Storage Co.** won the Quality-Rising Star Most Improved award for 2014.

This award is only given to one agent per division with 58 agents in this particular division. A 4.5 or higher out of 5 survey score must have been achieved to receive this award.

Golden Gate Moving & Storage Co. is extremely pleased to be awarded this distinction. The staff at Golden Gate went above and beyond their normal duties to make sure every customer had a quality move from start to finish.

CLASSIFIED ADVERTISING

CHARGES: 1-5 lines \$15; \$2 each additional line. CMSA box number \$5. Special heading/setup extra. Replies to ads noting box numbers to be sent to: CMSA Communicator, 10900 E. 183rd St., #300, Cerritos, CA 90703. Call Brianna Wahlstrom at (562) 865-2900 to place your advertisement.

BUSINESS WANTED

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

It pays to advertise!

EMPLOYMENT OPPORTUNITY

Rebel Van Lines is looking to hire Class A & B drivers. To apply, please email nan@rebelvanlines.com or call 800-421-5045.

EMPLOYMENT OPPORTUNITY

South Orange County company looking to hire: 1. International Household Goods Salesperson. Must have experience in the FCL, LCL, Groupage and Baggage shipment markets. 2. Clearance Clerk. Must have experience in clearing FCL, LCL, Groupage and Baggage shipments. To apply, please email a resume to CMSA at information@thecmsa.org.

EMPLOYMENT OPPORTUNITY

Rebel Van Lines is looking to hire an experienced/certified installer for our O&I/Install division. Please email resume to: nan@rebelvanlines.com.

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.

EMPLOYMENT OPPORTUNITY

Rebel Van Lines is looking to hire an experienced and aggressive residential Household Goods Salesperson/Estimator for Los Angeles and Orange County areas. Email resume to: nan@rebelvanlines.com.

Calendar of Events

Tues., December 16	North Bay Chapter Meeting
Thurs., December 18	Sacramento Chapter Meeting
Wed., January 14	Twin Counties Chapter Meeting
Thurs., January 15	San Diego Chapter Meeting
Wed., February 11 at noon	2015 CMSA College & Vocational Scholarship Submission Deadline
Tues., February 17	Ventura/Santa Barbara Chapter Meeting
Wed., February 18	Greater Los Angeles Chapter Meeting
Thurs., February 19	Central Valley Chapter Meeting

Tues., February 24	Northern Region Chapter Meeting
Thurs., March 5	Sacramento Chapter Golf Tournament
Wed., March 18	San Diego Chapter Golf Tournament
Tues., March 24	Mid Valley Chapter Spaghetti Dinner
Sun., March 29	Greater LA Chapter Day at the Races

2015 CMSA Convention
April 28–May 3
Paradise Point Resort & Spa
San Diego, CA

Fri., October 2	Monterey Bay Chapter Golf & Bocce Event
-----------------	-----------------------------------------



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Link: [link] noun
 A relationship between two things or situations, especially where one thing affects the other.
 A connecting element; a tie or bond.



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You're Invited to the California Moving & Storage Association's 97th Annual Convention!

Meet your California colleagues in San Diego, Calif., April 28–May 3, 2015 and learn about issues affecting both the California & National Moving Industry. Check out the convention room rate!

CMSA ROOM RATE: \$194 Per Night + Tax*

**Call toll-free 800-344-2626 and request the group rate for
"California Moving & Storage Association."**

The rate is for Paradise Point Resort & Spa, 1404 Vacation Road, San Diego, CA 92109. The above rate also applies three (3) days before and after the CMSA official convention dates based on availability if you decide to extend your stay.

*Hotel rate is for single or double occupancy and subject to the prevailing state and local taxes (currently 10.5% and 0.065%) or applicable service, or hotel fees in effect at the time of check-in.

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

The San Diego area also offers many nearby activities and sites to explore during your free time such as the San Diego Zoo, SeaWorld, Legoland, local wineries and breweries, beaches, shopping and more! Don't forget to sign up for CMSA's Annual Golf Tournament being held Thursday, April 30, 2015.

Convention Registration Fee - \$475

Check our website for Convention and Exhibitor Registration at: www.thecmsa.org

CMSA 97th Annual Convention Registration Form

April 28–May 3, 2015

EARLY REGISTRATION DEADLINE: FEBRUARY 28, 2015

FULL registrations paid by February 28, 2015 are eligible for the drawing to win \$50 CASH on April 30, 2015!

IMPORTANT: All those attending the Friday dinner at the MCAS Miramar must bring a photo ID. Due to high security, ID must match name on attendee list. There will be no last-minute ticket sales for this event. Giving your ticket away to someone not on the attendee list could result in cancellation of the entire event!



Register the following company's representatives.

Check here if this is your first CMSA Convention: _____

CMSA Member _____ Badge First Name _____

Spouse/Guest _____ Badge First Name _____

Other _____ Badge First Name _____

Company _____ Phone (____) _____ Email _____

Address _____ City _____ State _____ ZIP _____

Date of Arrival _____ Date of Departure _____

REGISTRATION FEE: (See reverse side)

	Before Feb. 28	After Feb. 28
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. vegetarian, gluten-free, vegan, 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 _____

Card Billing Address _____

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 **March 28, 2015** will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **March 28, 2015**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.

ROOM RESERVATIONS: Call Paradise Point Resort & Spa directly at 1-800-344-2626 to make reservations and ask for the group rate for **California Moving and Storage Association**. A reservation link can also be found online by visiting www.thecmsa.org and clicking on the Convention Calendar webpage. Reservations must be made by **March 28, 2015** to guarantee the special group room rate. All major credit cards are accepted for deposit.

2015 CONVENTION EVENTS

ALL GENERAL SESSIONS AND PANEL DISCUSSIONS ARE FREE TO ATTEND

Thursday, APRIL 30

EXHIBITORS WELCOME RECEPTION

Food, Beverage, Latest in Industry Products and Service Technologies

Friday, MAY 1

PARADISE POINT BREAKFAST

CMSA GENERAL SESSION—Free Admission

MISSION BAY LUNCHEON

MILITARY DISCUSSION PANEL—Free Admission

MCAS MIRAMAR (OFF-SITE DINNER)

PHOTO ID REQUIRED. Due to high security, ID must match name of registrant. Giving your ticket to someone not registered could result in cancellation of event.

Saturday, MAY 2

ISLAND SUNRISE BREAKFAST

CMSA GENERAL SESSION—Free Admission

VAN LINE PANEL DISCUSSION—Free Admission

EXCELLENCE AWARDS LUNCHEON

CHAIRMAN'S RECEPTION & DINNER/BALL

2015 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:

		<u>Adult</u>	<u>Child</u>
Thurs., April 30	Exhibitors Welcome Reception	\$150.00	\$100.00
	Golf Tournament Registration (USE GOLF FORM)	\$115.00	\$115.00
Fri., May 1	Paradise Point Breakfast	\$35.00	\$25.00
	Mission Bay Luncheon	\$60.00	\$42.00
	MCAS Miramar (Off-Site Dinner)*	\$100.00	\$50.00
Sat., May 2	Island Sunrise Breakfast	\$35.00	\$25.00
	Excellence Awards Luncheon	\$60.00	\$42.00
	Chairman's Reception & Dinner/Ball	\$150.00	\$100.00

***PHOTO ID REQUIRED. Due to high security at MCAS Miramar, ID must match name of registrant. Giving your ticket to someone not registered could result in cancellation of event.**

Additional Ticket(s) Order Form:

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

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

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

Tickets will be included in your registration packet. Cancellations made before March 28, 2015 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After March 28, 2015, 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. 183rd St., Ste. 300, Cerritos, CA 90703
or fax to: (562) 865-2944. For questions, call Renee Hifumi at (562) 865-2900.

Exhibitor Registration Form

97th CMSA Annual Convention
EXHIBIT DATES: April 30–May 2, 2015

IMPORTANT!: Global Experience Specialists (GES) will be the official exhibit services contractor. All work performed in the Exhibit Area is under union jurisdiction and under safety jurisdiction. GES Show Rules & Regulations provided upon request.

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 28, 2015 @ \$1,200 \$ _____
After March 28, 2015 @ \$1,500

Booth Electricity—\$65 per booth \$ _____

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!

Refunds for any cancellations done before March 28, 2015 will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). No refunds will be made after March 28, 2015.

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 shall be fully responsible to pay for any and all damages to property owned by Paradise Point Resort, its owners or managers which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the California Moving & Storage Association, Paradise Point Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, Paradise Point Resort or any part thereof. The Exhibitor understands that the Paradise Point Resort does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

Exhibit Dates: April 30–May 2, 2015

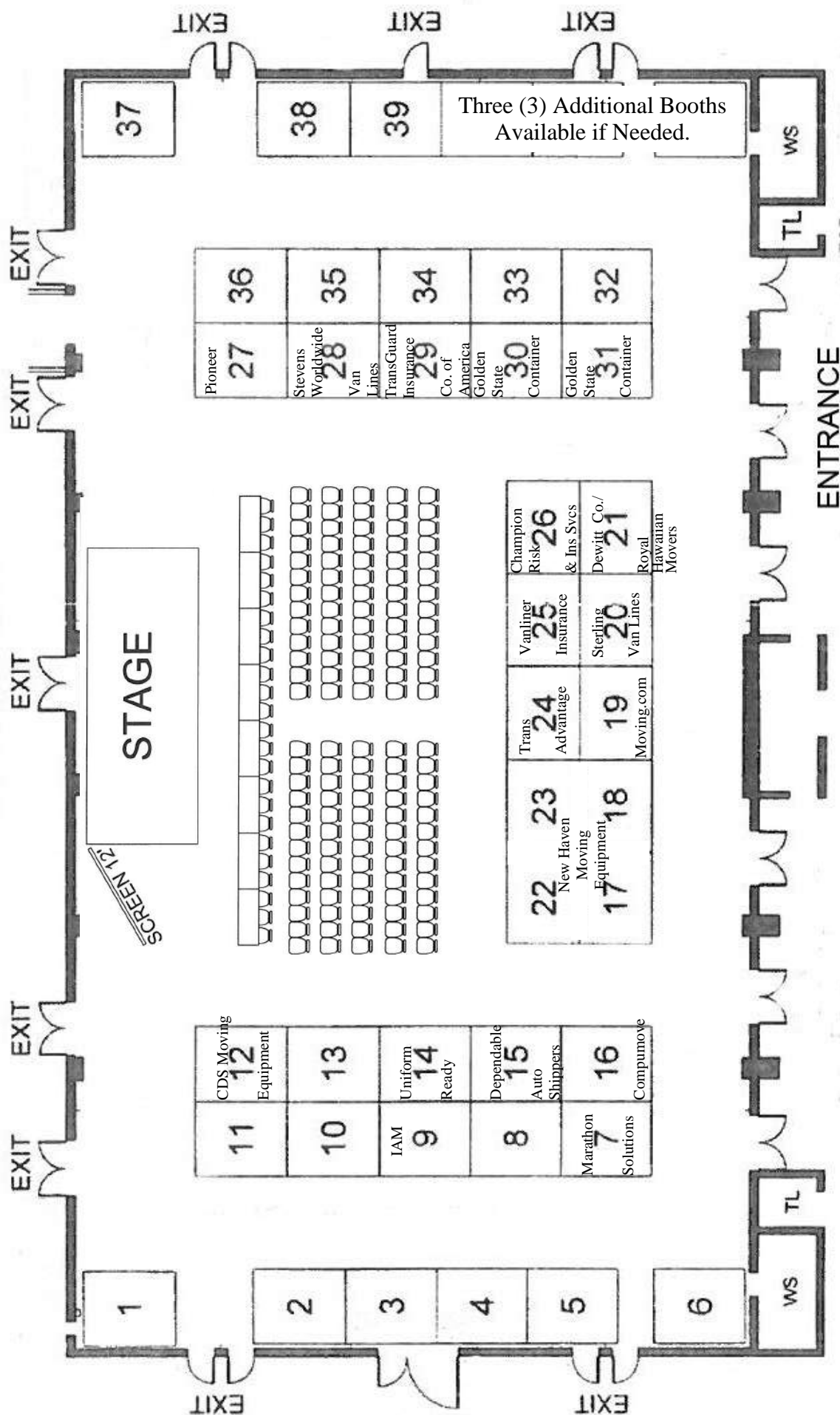
Early set-up available after 3pm on Wed., April 29, 2015.

CMSA, 10900 E. 183rd Street, Suite 300, Cerritos, CA 90703; Fax: (562) 865-2944; Email: information@thecmsa.org

97th Annual Convention—Booth Diagram

Paradise Point Resort in San Diego, CA

Exhibit Dates: April 30–May 2, 2015



CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

RIVERWALK GOLF COURSE
1150 Fashion Valley Road
San Diego, CA 92108
(619) 296-4653

THURSDAY, April 30, 2015
8:30 AM MODIFIED SHOTGUN
(Golfers should arrive at course by 8:00 a.m.)



SPONSORED BY: PIONEER • CO-CHAIRS – LEN GOLLNICK & GARY BLOWER

Entry fee -- \$120.00 per person / Includes: green fee, shared cart, range balls & box lunch w/ soft drink.

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 (Presidio Hole #8)

Sponsored by: **TRANSGUARD INSURANCE CO. OF AMERICA**

Refunds are subject to a \$15 processing fee. No refunds for cancellations after April 10, 2015.

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: _____

Billing Address & ZIP Code: _____

Phone: _____ Email Address: _____

GOLF CLUB RENTAL FEES ARE PAID DIRECTLY TO THE PRO SHOP—NOT CMSA.

If you would like to reserve a set of golf clubs, please provide a count below so that the pro shop will be sure to have enough on hand and ready for you to pick up. Club rentals are available at the pro shop at a special CMSA rate of \$45 per set. (Regularly \$55!)

Enter # of Rental Sets: ___ Men's RH ___ Men's LH ___ Women's RH ___ Women's LH

**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. | Apr 28 | Movers & Shakers Reception * |
| 2. | Tues. | Apr 28 | Movers & Shakers Dinner ♦* |
| 3. | Thurs. | Apr 30 | Golf Tournament ♦ |
| 4. | Thurs. | Apr 30 | Exhibitors Reception ♦ |
| 5. | Fri. | May 1 | Paradise Point Breakfast |
| 6. | Fri. | May 1 | Mission Bay Luncheon ♦ |
| 7. | Fri. | May 1 | Transportation to Off-Site Event |
| 8. | Sat. | May 2 | Island Sunrise Breakfast |
| 9. | Sat. | May 2 | Excellence Awards Luncheon ♦ |
| 10. | Sat. | May 2 | Chairman's Reception/Dinner ♦ |

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 Paul Hanson Partners
 Dewitt Co./Royal Hawaiian Movers
AVAILABLE
 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. vegetarian, gluten-free, vegan, 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	_____ Badge Lanyards (2-Yr Price)	\$2,200
_____ 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! Ads are printed in black and white.

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

NEW

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.**