

# *The Communicator*

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

## **CMSA Officers Invite Members to Attend Convention**



**Chairman**  
**PJ Welch**  
**Cardinal Van & Storage Co.**  
**Twentynine Palms, CA**

*"The CMSA Convention is always a great opportunity for members and their families to meet as friends, to relax and to visit with other movers as we prepare for the coming busy season. The economy continues to improve and the Convention is the perfect place to meet with fellow members and industry leaders as well as to discuss the challenges and opportunities of the moving business while enjoying the beauty of the Monterey Bay.*

*This year's Convention program has much to offer to all members. The Exhibitors Welcome Reception and Military Breakout session offer networking opportunities with Associate members and military transportation service providers. The golf tournament, Monterey Beach Party dinner and Chairman's dinner and dance offer the chance to relax and have a great time.*

*Please join my family and me at the 96<sup>th</sup> Annual Convention at the Hyatt Regency Monterey. You will not want to miss this yearly event."*



**Vice Chairman**  
**Jay Casey**  
**Casey Moving Systems**  
**Ceres, CA**

*"Our convention is right around the corner! A great place to see old friends and meet new ones. We got a lot on our plate this year from understanding the new health care program to dealing with CARB compliance.*

*Our theme this year is "The New Digital Frontier." Over the last 5 or 10 years, we have all made some big changes in our daily operation from fax to email, from copy to scan and from maps to GPS. This Convention will be a great place to find out the latest and greatest on what we can do to better our operation and sales team while improving customer service along the way.*

*This year, we are at beautiful Hyatt Regency Monterey with the Del Monte Golf Course that's right beside the resort. Be sure to schedule time to meet our Associate members at their booths to learn what they have to offer to make our jobs easier. So please join me and my family at the 96<sup>th</sup> CMSA Convention, this new age of information will expand our minds and bodies."*



**Secretary/Treasurer**  
**Patrick Longo**  
**Andy's Transfer & Storage**  
**Glendale, CA**

*"The Hyatt Regency Monterey Hotel & Spa in Monterey, Calif., will play host to this year's 96<sup>th</sup> Annual CMSA Convention. Just minutes away from the ocean and historic golf courses, this year's Convention will go down as one of the best ever.*

*'The New Digital Frontier' is our theme of this year's Convention. It is fitting because of the way the industry is turning to electronic-based estimating systems with the ultimate goal of going paperless. We are indeed entering a new frontier and that is why getting together annually to meet with others in the industry and learning from each other is so important.*

*This year's Convention provides so many options whether spending time with the family on the water, playing golf with colleagues, making new business connections in the exhibit hall with Associate members, attending the military break out session or learning what our van lines are up to at the van line panel discussion. Register today! I look forward to seeing you in Monterey."*



## Chairman's Corner

By: PJ Welch

As I set my schedule in preparation for my final round of chapter visits, I cannot help but stop and think how fortunate I am to be the Chairman of the CMSA and to have had the opportunity to travel the state and learn about the industry that I grew up in. Prior to being Chairman, I had only attended two other chapter meetings and participated in very few fundraising events outside of my home chapter. After visiting several chapters, I have had the pleasure of witnessing the interactions between Chapter Presidents, Associate and Mover members that make for entertaining and educational chapter events.

First, I would like to take time to thank every Chapter President for taking on the responsibility to lead a chapter. While being a member of the CMSA requires all of us to give a little time and energy, I feel there are only two positions that cause a bit of stress: Chapter

President and Chairman. Finding interesting speakers, great locations and organizing fundraising events takes a huge amount of time and commitment.

Second, I would like to thank all Associate members who take the time to attend a chapter meeting and chapter fundraising event. Having spent a lifetime in the moving industry, I find myself focusing on the concerns of my customers, my employees and many others without taking the time ask the question, "Who takes care of the mover?" As Chairman, I have heard more than a few movers state that if it were not for the generosity and efforts of an Associate member, they would not be in the position they are in today. While I have always been grateful for a next-day delivery or donation to a chapter fundraiser, I have been humbled by stories of Associate members taking extra steps to ensure that moving companies stay in business. As movers, we are lucky to be provided with great service and to have the support of our Associate members.

Last but not least, Mover members. The success of the CMSA can be traced to an active and involved membership combined with great

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

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**Link:** [link] noun

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A connecting element; a tie or bond.



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### **President's Comments**

By: Steve Weitekamp

A little less than six years ago, CMSA put together a group of Mover members actively engaged in office moving for the state of California with the goal of assisting the California Department of General Services (DGS) in the development of a Master Service Agreement (MSA) for Office Moving for state agencies. Our efforts at that time were successful and established a program that served both the industry and our government customers. That program was scheduled for five years and ended July 31, 2013.

In an attempt to be proactive, CMSA reached out to the MSA project manager almost a year before the end of the program to offer input on a renewal of the program with an understanding that potential modifications could be beneficial for both sides. We were advised — several times — that our assistance was not needed and that there would be no opportunity for discussion between the industry and government staff. Twice the DGS project manager released a proposed MSA and twice CMSA filed comments explaining the flaws in the program revisions. DGS decided to move the program to a new manager who, once contacted by CMSA, gave us the opportunity to share our concerns and proposed modifications.

CMSA once again assembled a team of dedicated members to review and develop a platform of points to address with DGS. Our meeting and subsequent communications with DGS addressed both the MSA for Office Moving and the "Standard State Rates for Transporting of Used Household Goods and Personal Effects." We have been encouraged by the willingness of DGS to listen to our concerns and their desire to develop a program that serves state agencies, the industry and the taxpayers of California.

While a revised MSA for Office Moving has yet to be finalized, our combined efforts have resulted in a revised "Standard State Rates" tariff. The new tariff is effective February 3, 2014. The revised rates reflect the California Public Utilities Commission Maximum Rate Tariff 4, effective January 16, 2014.

*(President's Comments cont. on page 4)*

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

leadership from CMSA staff. We operate in an industry where the easiest thing we can do is to move a person's belongings across town or around the world. By attending meetings, movers are able to express their concerns about topics from CARB to illegal movers, which are then presented to the CMSA Board for action. Recent successes regarding electronic transmission of documents and the establishment of a new tariff with the Department of General Services demon-

strate why the CMSA has become the top state association in the country.

A quick check of calendar of events on the CMSA website lists many chapter meetings and fundraisers that will take place prior to the annual convention. I encourage all members to attend these meetings and to support the Chapter Presidents and Associate members. I look forward to seeing all of you again in Monterey as we support our industry and take a short break for what I believe will be a very busy summer season.

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

This tariff and additional information on the program can be found at <http://www.dgs.ca.gov/pd/programs/transportation.aspx>.

Are you certified as a Small Business? If you are interested in the MSA discussed above, you might consider becoming a DGS-certified Small Business.

In order for a small business to be eligible for certification, the small business must meet the following requirements:

- Be independently owned and operated;

- Not dominant in field of operation;
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Detailed information on becoming a DGS-certified Small Business can be found at <http://www.dgs.ca.gov/pd/Programs/OSDS/SBEligibilityBenefits.aspx>.



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## “The New Digital Frontier” is Coming to the 96th Annual CMSA Convention

This year, CMSA members will be prepared for “The New Digital Frontier” when they attend the 96<sup>th</sup> Annual CMSA Convention in Monterey, California! From April 29 through May 4, the Convention will be held at the Hyatt Regency Monterey Hotel & Spa. This year’s theme will reflect the new technological changes being made with moving forms, digital storage, inventory programs and other products available on the market. In addition to the up-and-coming technological products this season, CMSA members will learn about moving trends and current business strategies that will help them this summer season.



The Convention begins with the CMSA’s Executive Committee meeting on Tuesday afternoon. In the evening, the Movers and Shakers Reception and Dinner — an invitation-only event — will be held 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 Company of America**.

On Wednesday, the Insurance Committee, Government Affairs Committee, Membership Committee and Military

*(CMSA Convention cont. on page 6)*



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*(CMSA Convention cont. from page 5)*

Affairs Committee meetings will convene throughout the day. Following in the afternoon, the Association's two Boards of Directors will also convene their meetings. Attendees are welcome and encouraged to sit-in during these meetings to learn about industry news and developments. The registration desk will be available in the nearby foyer for attendees to pick up their registration packets and event tickets. On Thursday morning, CMSA members will tee off at the **Pioneer**-sponsored golf tournament at the Del Monte course next door. The golf tournament will start with its shotgun at 9:00 a.m. with a \$10,000 hole-in-one prize on the 14th hole, sponsored by **TransGuard General Insurance Co. of America**. The hotel's Regency Grand Ballroom will be open 8 a.m. through 4 p.m. for exhibitors to set up their booths for the Thursday night Exhibitors Welcome Reception.

The ever-popular Exhibitors Welcome Reception, sponsored by **New Haven Moving Equipment**, allows moving company executives to network with suppliers while browsing products and services presented in exhibitors' booths. The Reception will have music and an

ongoing CMSA photo slideshow as well as hors d'oeuvres and beverages offered throughout the night.

The Monterey Sunrise Breakfast, sponsored by **Marathon Solutions Inc.**, in the exhibit hall will begin the Friday events. After breakfast, the Friday General Business Session's master of ceremonies **Alan Freese** will start by welcoming attendees to the Convention and performing the yearly roll call. **Freese** will then introduce this year's motivational speaker, **Jim Mathis** of The Mathis Group, to the stage to give a presentation about rising above the economic turbulence with his business strategies.

**Jim Mathis**, the Reinvention Strategist, is a best-selling author of reinventing businesses. Mathis has been writing and speaking on his business strategies for more than 35 years. He will coach members on sales techniques, business targets and improved customer service.

Next, CleanFleets.net Executive Director **Sean Edgar** will discuss the California Air Resources Board (CARB) regulation extensions and updates that are affecting intrastate and out-of-state moving companies who have business

*(CMSA Convention cont. on page 7)*

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*(CMSA Convention cont. from page 6)*

in California. **Sean Edgar**, a close ally of CMSA, continues to advise CMSA members at speaking engagements and seminars.

Following **Edgar**, CMSA Chairman **PJ Welch** of **Cardinal Van & Storage Co.** will share his experiences from the past year visiting chapters with CMSA President **Steve Weitekamp** and his takeaways from being involved in industry issues.

Finishing the Friday General Business Session, CMSA President **Steve Weitekamp** will review the Association's triumphs in 2013, including the recent finalization of the electronic transmission of moving document forms. He will also introduce the new 2014-2015 CMSA Board of Directors to the membership and swear these leaders into office.

The Cannery Row Luncheon, sponsored by **Paul Hanson Partners**, will follow the morning business session. Our luncheon speaker will be the American Moving & Storage Association's (AMSA) President and CEO **Linda Bauer Darr**, who will review the leading interstate industry news, issues and trends.

After lunch, the Military Affairs Breakout Session will start with the International Association of Movers (IAM) President **Terry Head** giving a short presentation about the DP3 program policies that have changed since last May. Then, the Military Affairs Breakout Session will begin with the top military move experts informing delegates about capacity expectations in 2014. At the end of the panel discussion, attendees can ask panelists directly what questions they have regarding other aspects of the military relocation business.

Delegates can unwind with the Friday night's off-site event at the Monterey Beach Party Dinner. A quick shuttle ride, sponsored by **DEWITT Co./Royal Hawaiian Movers**, will also be provided for attendees to leave from the hotel to the Monterey Beach Party location. There will be a catered barbecue dinner as well as indoor and outdoor activities scheduled for members to enjoy. The off-site event is sponsored by **Kentucky Trailer, Casey Moving Systems, American Red Ball World Wide Movers, Arpin Van Lines Inc., Atlas Van Lines, National Van Lines, North American Van Lines, Stevens**

*(CMSA Convention cont. on page 8)*



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*Inquiries are always kept confidential.*

*(CMSA Convention cont. from page 7)*

**Worldwide Van Lines, UniGroup Inc. and Wheaton | Bekins.**

The Presidio Breakfast, sponsored by **MoversSuite by EWS**, will begin the Saturday morning. At Saturday's General Business Session, master of ceremonies **Thomas McCarthy** will introduce IAM's **Terry Head**, who will present the 2013 migration trends of the international shipping market. There will also be a Digital Technology Panel that will cover what exciting products and services will be available for movers during the summer season.

CMSA will also host its annual Van Line Panel discussion with van line representatives giving their feedback of changes in the industry, in their companies and in customer needs in interstate moves. Besides the internal changes of improving agent-to-van line communication, van line executives will also inform attendees of what they expect their industry to head and how they are adapting to the rising threat of online rogue operators who undercut legitimate van line agents' business. The audience will have a question-and-answer session with the panelists at the close of the discussion.

The Convention continues with the Big Sur Awards Luncheon, sponsored by **Champion Risk & Insurance Services, L.P.** and **Vanliner Insurance Co.** CMSA Chapter Presidents will be recognized and will receive a certificate of appreciation for their hard work in leading their chapters and for raising funds for the CMSA Scholarship fund and Special Olympics. Members will also see the benefits of the fundraising efforts with the 2014 CMSA Scholarship recipients who attend the event. Scholarship recipients will have a chance to thank the membership for the award and to say a few words about their career goals. This year, \$55,000 in scholarships will be handed out to full-time students and \$5,000 will be donated to the Northern California Special Olympics.

The 2014 Convention will culminate with the Saturday night Chairman's Reception and Dinner/Ball, sponsored by **CDS Moving Equipment**. The 2014-2015 CMSA officers and significant others will be introduced to the membership along with Chairman-elect **Jay Casey** of **Casey Moving Systems**, who will be escorted by former CMSA Chairmen.

*(CMSA Convention cont. on page 10)*



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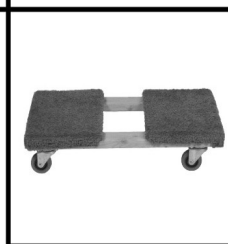
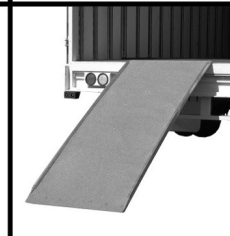
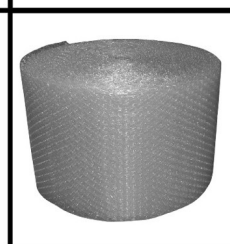
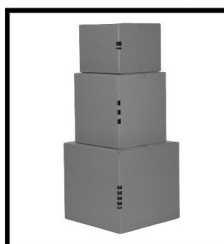
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**(CMSA Convention cont. from page 8)**

Senior Chairman **PJ Welch** of **Cardinal Van & Storage Co.** will receive the honorary CMSA lifetime membership and pass the gavel to the 2014-2015 Chairman **Jay Casey**. In celebration of the newly installed Chairman, delegates will dance to the music by the Steve Ezzo Band.

Don't be left behind! Join us in "The New

Digital Frontier" at the 96<sup>th</sup> Annual CMSA Convention! Full registrations that are paid by February 28 will be entered in a \$50 cash raffle! Register today by calling the CMSA office at (562) 865-2900 or visit the convention kiosk on the CMSA website. Be sure to make your room reservations early. The hotel is expected to fill up quickly.

### **CMSA MEMBERS!**

**A silent auction will be held during the Exhibitors Welcome Reception at the 2014 CMSA Convention in Monterey! The silent auction is to help raise funds for the CMSA Scholarship Fund.**

**We are looking for basket sponsors or participants to help create the baskets! We will also take cash donations and create a basket for you if you like.**

**If you are interested or would like more information, please call Leslie Geissel of Galbraith Van & Storage Co. at (661)588-8635 or (661)201-3553.**

## **Calendar of Events**

Tues., February 18	North Bay Chapter Meeting	Wed., March 19	San Diego Chapter Golf Tournament
Wed., February 19	Northern Region Chapter Meeting	Sun., March 30	Greater LA Chapter Day at the Races
Wed. February 19	San Diego Chapter Meeting	Wed., April 2	OC/Beach Cities Chapter Meeting
Thurs., February 20	Central Coast Chapter Meeting	Sat., April 5	North Bay Chapter Bocce Tournament
Thurs., February 20	Sacramento Chapter Meeting	Sun., April 6	Ventura/S. Barbara Bowling Tournament
Tues., February 25	Mid Valley Chapter Spaghetti Dinner	Wed., April 9	Greater Los Angeles Chapter Meeting
Wed., February 26	OC/Beach Cities Bowling Tournament	<b>April 29 — May 4 96th Annual CMSA Convention Hyatt Regency Monterey Monterey, CA</b>	
Wed., March 5	Twin Counties Golf & Bocce Tournament		
Thurs., March 13	Sacramento Chapter Golf Tournament	Fri., October 3	Monterey Bay Chapter Golf & Bocce Tournament

# New Member Spotlight



*"We are a mobile app development company and our main mobile app is moving industry-specific by helping a moving company capture high-quality, captive leads that go directly to that moving company and nobody else. The app helps a moving prospect to create an inventory of all the items they need to move and gives them a very simple and easy way to send the information in for an accurate quote."*



*"Santa Cruz Moving is a professional company that will serve you when you most need it. Expect the highest level of service from start to finish."*



*"Uniform Ready is a full-service branded merchandise agency. We deliver quality logo merchandise and uniform products to the moving and storage industry. Best known for our custom embroidered or silk-screened products, we provide van line or custom agency logos along with personal assistance to serve our customers' unique needs."*

# Moving Experiences

By Jim Mathis, 2014 Convention Keynote Speaker

Some of the greatest innovations have come out of economic recessions. Air conditioning was invented during the Great Depression of the 1930s. It made migration to Southern California and the Southwest more desirable.

In fact, you might argue the case that it moved the southeastern part of the U.S. upward on the housing market's desirable list, since people could now live and work comfortably in warm, humid climates.

The iPad, Xbox, Kindle e-book reader and Jet Blue low-cost airfares all came out of recessions. MainStreet.com reported in 2009 that

more than half of the companies on that year's Fortune 500 list were founded during a recession.

How has your industry firmly planted itself behind an obstacle? Where can you circumvent it to capture a different target?



For years, moving companies have focused on business that moves families, individuals and companies across town, across the country or around the world. But now, many people want to move themselves. They are becoming prey to small discount movers who don't meet creden-

tialed classification and have only low prices to counter major carriers with. Discount movers have taken much of the business away from the

*(Moving Experiences cont. on page 13)*

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*(Moving Experiences cont. from page 12)*

major movers like Mayflower and Atlas.

But innovative large companies are learning to help cost-conscious consumers with do-it-yourself moves (previously unheard of in the full-service industry). What if the major mover offered both full moving services AND additionally offered supplies and service to people who want to do it themselves?

Just as Home Depot made do-it-yourself hardware a household name, so some major carriers have gotten the idea of offering both full AND do-it-yourself assistance services in their industry. It allows the customers to feel more in charge of their move, but positions the major carrier as a trusted valuable resource.

Consumer advocate Clark Howard says that someone will always find a cheaper way to deliver your product or service. But customers will be willing to pay for the experience you offer that makes you unique. If you can improve their experience, they will flock to your door or Internet site. Just ask Starbucks... Yes, many people will pay (and pay MORE) if you amaze them!

***You can be beat on price,  
but not on your value.***

Last year, I met a smart moving company president with an eye for the competitive edge. She says that she knows there is stiff competition in the market for moving services. A lot of companies are fly-by-night upstarts that can beat her on pricing.

Some of her competitors were seated at the next table at the same dinner we were attending. She said that if she delivers unparalleled amazement (value) to customers, they come back over and over again. She never says, "The movers, estimators or packers will be at your house or business." Instead, she tells customers that "the gentlemen will be at your house tomorrow." Describing them as "gentlemen" puts her in a unique position to deliver premium services... and charge accordingly. She demonstrates the value in the workers and in the company as a professional service. People pay for the amazing value she has established.

What can you do to create a way for people to be serviced that no one else in your industry would ever dare to do? Dare to be different!



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- ❖ Household goods freight forwarding

## Tips on Choosing the Right Trailer

Moving personal belongings from one place to another has been a reality for the human race since early history. In modern times, high-quality, durable vehicles have played a crucial role in the process of transporting these possessions. For this reason, it is critical that those in the moving and storage industry invest in resilient, premium trailers that can also enjoy a second life years later through factory reconditioning. Routine maintenance will allow a high-quality trailer to last approximately 10-to-12 years. The trailer may then return to the factory for complete OEM reconditioning, which will give it a second life of another 10-to-12 years. Of course, this reconditioning process increases the life span of the trailer, which also allows for greater revenue production for its owner. This is why moving companies buy the highest-quality product possible and spend additional time and money to maintain and recondition their vehicles.

What trailer features should a moving company consider? What style and quality fits their

core function and provides the largest return on investment? If hauling household goods (HHG), a 53-foot drop-deck electronics van is the industry work horse. As the most popular trailer in the moving business, this model boasts a capacity of 4,210 cubic feet, six 52-inch double-opening side doors (four curbside doors and two road-side doors), air ride suspension, logistic posts, a flat floor from drop to rear, belly boxes and the ability to transport automobiles. A bit more cubic capacity is offered with a Maxi-Van using smaller tires. If the mover requires even greater cubic hauling capacity and deeper interiors, double-drop and triple-drop trailers are available.

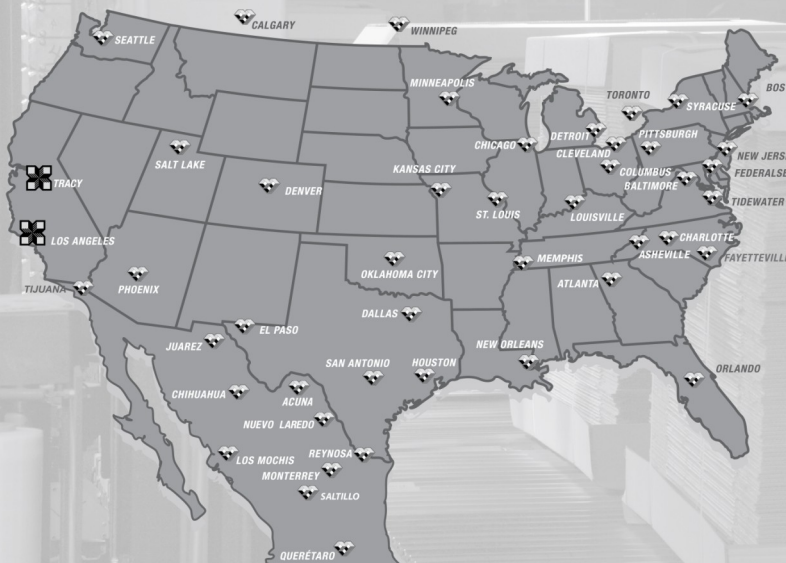
Assuming the mover has settled on a trailer application and design, it is important to consider features offering the most longevity and possibility of a second life through factory reconditioning. Features such as steel-reinforced rails, doors and drop; side-door interior flush locks made of anodized aluminum and stainless

*(Trailer Tips cont. on page 15)*



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*(Trailer Tips cont. from page 14)*

steel; door hinges of hard anodized aluminum; impact resistant corner casting; protected cast aluminum top rail; mini-LED marker lights and LED dome lights; hardwood/oak floors; heavy duty, double-slotted steel logistic posts; and vinyl finished interiors. Consultations with the trailer manufacturer will reveal even more available features.

Clearly, these trailer models are not off-the-rack models. The mover must choose a manufacturer ready to assist customers in the custom design of a high-quality trailer delivered in a timely fashion and at a competitive price point. It is also important to select a manufacturer offering a factory reconditioning program that provides the mover with most for its initial investment. When carefully considered, each of these factors will keep you on the road longer, delivering the best possible service for your own customers.

Source: Kentucky Trailer

## **TWO MEN AND A TRUCK San Diego Helps Veterans in Need**

(SAN DIEGO, January 13, 2014) — TWO MEN AND A TRUCK San Diego recently delivered more than 5,000 personal hygiene donations to homeless veterans as part of the company's second annual Movers for Military drive.

About one-third of the adult homeless population in the U.S. is veterans. The purpose of the Movers for Military program is to recognize the tremendous sacrifice veterans made to protect our freedoms by arranging delivery of essential items for those living in crisis.

This year, TWO MEN AND A TRUCK partnered with local schools and businesses throughout San Diego to collect essential care items, including shampoo, conditioner, body wash, razors and shaving cream. All donations were delivered to Veterans Village of San Diego, where they will be distributed to veterans facing homelessness and substance addiction.

TWO MEN AND A TRUCK is the largest franchised moving company in North America. Each location is independently owned and operated, and sells boxes and packing supplies. The San Diego location opened in September 2012.

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## Prudent Budget Proposed by Governor for 2014–2015

Balanced Budget. No new taxes. Rainy day reserve. Debt repayment.

These are phrases rarely associated with California's fiscal outlook. But economics and politics have intervened to apply those phrases to today's circumstances.

Governor Edmund G. Brown Jr. proposed a fiscal plan in January that harvests the fruits of the state's economic recovery, and mostly reinvests right back into the state's balance sheet.

California's moderate economic recovery has proceeded steadily for the past year, but state revenues have blossomed. For the three fiscal years between 2012 and 2015, revenues are forecast to outpace initial estimates by \$6.3 billion, almost all from the personal income tax. The reason: windfall capital gains tax receipts from a roaring stock market and rebounding real estate market.

The temporary tax increases passed in 2012 parlayed these windfall realizations into big tax receipts. The same taxpayers realizing capital gains profits also were the target of the tax in-

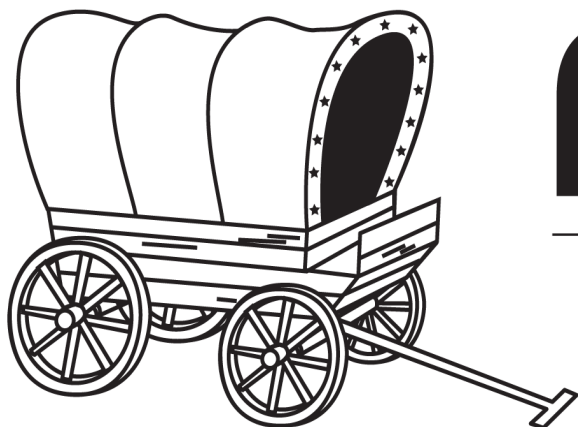
creases. Indeed, revenues from capital gains in 2014 will be higher than in 2007, even though capital gains realizations were much lower in 2014 than in 2007.

The steeply progressive nature of California's tax system will guarantee rapid revenue growth as long as the taxes are in effect and the economy grows.

Although they may be wealthy, upper-income taxpayers are relatively scarce. Only 1 percent of income earners in California pay more than 40 percent of income taxes (in 2011). That ratio has only increased as the 2012 tax increases have taken effect. Therefore, a relatively small number of state revenues, and their decisions on whether and how much to do business in California will disproportionately affect the state's fortunes.

The temporary tax increases and the recovering economy played the largest roles in restoring fiscal health to California. But they don't tell

*(Budget Proposed cont. on page 17)*



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*(Budget Proposed cont. from page 16)*

the whole story.

### **‘Live Within Our Means’**

Governor Brown has presided over three budgets that are notable for their frugality. With the exception of spending on schools (which are constitutionally guaranteed a generous share of new revenues), the Governor has kept the lid on spending and rejected legislative overspending. Indeed, Governor Brown began his administration in 2011 by reducing spending by about \$10 billion. He also inherited a beneficial legacy from Governor Arnold Schwarzenegger — elimination of most automatic cost-of-living adjustments for state programs, which has reduced some of the pressure for annual budget increases.

But just because a tax increase was central to producing balanced budgets doesn't mean that new taxes will be the go-to policy in the future — at least according to the Governor.

“I don't think this is the year for new taxes,” said Brown. “I just think we need to do everything we can to live within our means.” This statement was in response to a question about an oil severance tax, but is supported by the ab-

sence of any new taxes in the budget proposal.

### **Multi-Year Goal**

A balanced goal is apparently a multi-year goal for the administration, since a top fiscal priority is drawing down debts and creating a rainy day reserve.

Much of the windfall revenues from capital gains taxes will be used for one-time purposes:

- Making a deposit of \$1.6 billion into the state's Rainy Day Reserve — the first such deposit in six years.
- Paying off early the Economic Recovery Bonds, which were first issues to cover budget deficits from 2002: \$1.6 billion.
- Repaying ahead of schedule loans from special funds, including money back to transportation programs: \$440 million.
- Eliminating deferral of scheduled payments to school districts, which had required schools to incur short-term debt while waiting for state payments: \$6.1 billion.

*(Budget Proposed cont. on page 18)*

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***(Budget Proposed cont. from page 17)***

The Governor also proposes to tweak a ballot measure, scheduled for the November ballot, to enshrine a rainy day reserve mandate in the state Constitution. His proposal would make some changes to the formula by which the reserve is calculated, and allows the reserve to be used for debt repayment, as well as economic downturns.

The California Chamber of Commerce has supported past measures to create such a requirement and will review the Governor's proposal closely when it is revealed.

Much of the state's long-term liabilities remain unaddressed. The administration calculates more than \$217 billion in unfunded retirement liabilities for state employees, the University of California and public school teachers. In addition, more than \$100 million in additional infrastructure, maintenance and budget debt remain on the books.

**Budget Priorities**

Programmatically, the Governor maintains the priorities he has exhibited the past three

years.

- Public schools again receive the major share of new General Fund spending: an additional \$10 billion is devoted to schools over the three fiscal years between 2012 to 2014. The Proposition 30 tax increase was sold to voters in 2012 on a promise to restore public school funds and balance the state budget. So far, those priorities have driven state fiscal policy.
- Higher education spending is also being restored, but more slowly. State policy leaders' top goal has been to halt any tuition increase, which they have achieved. However, state funds to support colleges and universities are increasing by about 5 percent, which system leaders consider only a mild restoration of prior cuts.
- Cap-and-trade auction revenues. One of the most contentious items in the budget proposal will have nothing to do with general revenues or budget deficits, but will directly concern how tax revenues from large

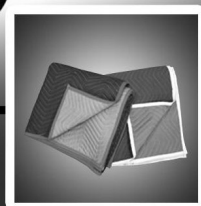
***(Budget Proposed cont. on page 19)***



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NC Moving and Storage Solutions is a certified woman-owned minority transportation company located in Hayward, California. We are looking for an energetic salesperson who is familiar with local, long distance and international moving. Please contact Bev Klein at 510.297.4826 or [bklein@ncmss.com](mailto:bklein@ncmss.com).

### EMPLOYMENT OPPORTUNITY

Santa Clarita-based company looking to hire Class A owner operator with CARB-compliant vehicle for local and OTR shipments. Must have clean record, experience and able to pass major van line standards. Send resumes and letters of inquiries to: CMSA, Box J0142, 10900 E. 183rd St., #300, Cerritos, CA 90703.

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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.

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Experienced Sales Estimator — Growing Santa Clarita company now hiring for an aggressive residential and O&I salesperson. Send resumes and letters of inquiries to: CMSA, Box J014, 10900 E. 183rd St., #300, Cerritos, CA 90703.



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San Diego Van & Storage Co. is now hiring for an aggressive residential and O & I salesperson. Competitive compensation, full benefits and profit-sharing plan. Send resumes and inquiries to: [jobs@sandiegovan.com](mailto:jobs@sandiegovan.com).

### EMPLOYMENT OPPORTUNITY

Experienced Sales Estimator & Surveyor — Well-established Solano County company now hiring for an experienced residential salesperson and military surveyor. Send resumes and letters of inquiry to: [yourmovingcompany@yahoo.com](mailto:yourmovingcompany@yahoo.com).

### 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.

### ***(Budget Proposed cont. from page 18)***

energy users will be spent. The cap-and-trade auction has thrown off hundreds of millions in new revenues over the past year; the new budget is the first to propose how to spend that revenue.

- A new local economic development proposal purports to provide some new, limited financing authority for local infrastructure projects. Local economic development has been dealt a serious blow with elimination of redevelopment agencies and enterprise zones. The administration proposes to expand the scope and streamline formation of Infrastructure Financing Districts to use property tax increments from new development (not including property taxes devoted to schools) under some limited circumstances. There are many legal and organizational hurdles to making this authority a practical tool, but the administration's attention to this local development financing void is welcome.

- Statewide infrastructure investment will benefit from the administration's policy of using one-time revenues for one-time purposes. The administration is proposing more than \$800 million in one-time investments in deferred maintenance projects, primarily on highways and for schools and public buildings. However, the administration has not provided a road map to finance other public works needs in transportation, public schools and water facilities.
- New health and welfare spending will be dominated by continuing escalation in the cost of the Medi-Cal program, largely in response to implementation of federal health care reform. The Governor also proposes providing one of the first increases in family welfare grants in many years.

Source: California Chamber of Commerce, *Alert*

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## **You're Invited to the California Moving & Storage Association's 96<sup>th</sup> Annual Convention!**

Meet your California colleagues in Monterey, Calif., April 29–May 4, 2014 and learn about issues affecting both the California & National Moving Industry. Check out the convention room rate:

**CMSA ROOM RATE: \$199 Per Night\***

**Call toll-free 888-421-1442 and request the group rate for  
“California Moving & Storage.”**

The rate is for the Hyatt Regency Monterey Hotel & Spa, 1 Old Golf Course Road, Monterey, CA 93940. 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% and \$1.15) 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 Monterey area also offers many nearby activities and sites to explore during your free time such as the Monterey Bay Aquarium, Fisherman's Wharf, Cannery Row, wineries, beaches, shopping and more! Don't forget to sign up for CMSA's Annual Golf Tournament being held Thursday, May 1, 2014.

**Convention Registration Fee - \$475**

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

**2014 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:**

		<u>Adult</u>	<u>Child</u>
Thurs., May 1	Exhibitors Welcome Reception	\$150.00	\$100.00
	Golf Tournament Registration (USE GOLF FORM)	\$115.00	\$115.00
Fri., May 2	Monterey Sunrise Breakfast	\$35.00	\$25.00
	Cannery Row Luncheon	\$60.00	\$42.00
	Monterey Beach Party (Off-Site Dinner)	\$100.00	\$50.00
Sat., May 3	Presidio Breakfast	\$35.00	\$25.00
	Big Sur Luncheon	\$60.00	\$42.00
	Chairman's Reception & Dinner/Ball	\$150.00	\$100.00

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

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

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

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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 March 28, 2014 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After March 28, 2014, no refunds will be given.

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

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

Name on Card (if different) \_\_\_\_\_

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

Card Billing Address \_\_\_\_\_ Card Billing ZIP \_\_\_\_\_

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

# CMSA 96th Annual Convention Registration Form

## April 29 - May 4, 2014



### **EARLY REGISTRATION DEADLINE: FEBRUARY 28, 2014**

Register by February 28, 2014 and be eligible for the drawing to win \$50 CASH!\*

\*Individual event ticket purchases are ineligible. Only full registrations paid by February 28, 2014 will be entered in drawing to be held on May 1, 2014.

### **Early Registration Deadline: February 28, 2014**

Register the following company's representatives.

Check here if this is your first CMSA Convention: \_\_\_\_\_

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

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

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

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

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

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

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

	<b>Before Feb. 28</b>	<b>After Feb. 28</b>
CMSA MEMBER or SPOUSE (each)	\$475.00	\$575.00
CHILDREN'S PRICE (up to 12 yrs.)	\$325.00	\$350.00
NON-MEMBERS (each)	\$625.00	\$725.00

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

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

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

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

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, 2014**, will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **March 28, 2014**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.

**ROOM RESERVATIONS:** Call Hyatt Regency Monterey Hotel & Spa directly at 1-888-421-1442 to make reservations and ask for the group rate for **California Moving and Storage Association**. A reservation link can also be found online by visiting [www.thecmsa.org](http://www.thecmsa.org) and clicking on the Convention Calendar webpage. Reservations must be made by **March 30, 2014**, to guarantee the special group room rate. All major credit cards are accepted for deposit.

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

**Thursday, MAY 1**

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### **CMSA GENERAL SESSION**

### **CANNERY ROW LUNCHEON**

### **MILITARY DISCUSSION PANEL**

### **MONTEREY BEACH PARTY**

Off-Site Dinner at the Del Monte Beach House

**Saturday, MAY 3**

### **PRESIDIO BREAKFAST**

### **CMSA GENERAL SESSION**

### **VAN LINE PANEL DISCUSSION**

### **BIG SUR AWARDS LUNCHEON**

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



# Exhibitor Registration Form

96th CMSA Annual Convention

EXHIBIT DATES: MAY 1-3, 2014

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 28, 2014 @ \$1,200 \$ \_\_\_\_\_  
After March 28, 2014 @ \$1,500

Booth Electricity—\$85 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!***

## 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 Hyatt Regency Monterey Hotel, and the Hotel'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 Hotel 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 March 28, 2014 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, 2014.

**Exhibit Dates: May 1-3, 2014**

*Early set-up available after 3pm on Wed., April 30, 2014.*

Hyatt Regency Monterey Hotel  
Monterey, CA  
Exhibit Dates: May 1-3, 2014



# CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

**DEL MONTE GOLF COURSE**  
1300 Sylvan Road  
Monterey, CA 93940  
(831) 373-2700

**THURSDAY, MAY 1, 2014**  
**8:30 AM SHOTGUN START**  
(Golfers should arrive at course by 8:00 am.)



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

**Entry fee -- \$115.00 per person / Includes: green fees & cart. Lunch is not included.**

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 (#14) – Sponsored by TRANSGUARD INSURANCE CO. OF AMERICA.**

**\*Refunds are subject to a \$15 processing fee. No refunds for cancellations after April 11, 2014.\***

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: \_\_\_\_\_

**Club rentals available at the pro shop for \$65 per set. If you plan to rent 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 RENTAL FEES ARE PAID DIRECTLY TO THE PRO SHOP—NOT CMSA.**

**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 29 Movers & Shakers Reception \*
2. Tues. Apr 29 Movers & Shakers Dinner ♦\*
3. Thurs. May 1 Golf Tournament ♦
4. Thurs. May 1 Exhibitors Reception ♦
5. Fri. May 2 Monterey Sunrise Breakfast
6. Fri. May 2 Cannery Row Luncheon ♦
7. Fri. May 2 Transportation to Off-Site Event
8. Sat. May 3 Presidio Breakfast
9. Sat. May 3 Big Sur Awards Luncheon ♦
10. Sat. May 3 Chairman's Reception/Dinner ♦

## Sponsors

Gateways International, Inc.  
 TransGuard Insurance Co. of America  
 Pioneer  
 New Haven Moving Equipment  
 AVAILABLE  
 Paul Hanson Partners  
 AVAILABLE  
 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. 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.**





**MOVING  
EQUIPMENT**



**FLOOR PROTECTION**

***Environmentally Friendly Floor Protection***



- Made of **100% recycled** plastic.
- Does not contain dust, nor produce it.
- Will not chip, break, deteriorate or leave residue.
- Safe textured slip resistant surface.
- More protection than masonite.
- Tape sheets together with clear packing tape.
- You will never have to buy or rent masonite again!

PART# GDB-3248

Size - 32" x 48"

Color - Black

*Must be stored flat.*

***Available for sale***

40' - \$270.00

80' - \$540.00

100' - \$675.00



**Los Angeles**  
800-225-3659

**S. F. Bay Area**  
800-323-6559

**Sacramento**  
800-439-3934

**Las Vegas**  
888-323-6559

**Chicago**  
888-795-0199