

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

Getting to Know Alvin Law: 2015 Convention Keynote Speaker

By: Brianna Wahlstrom, *Communicator Editor*

A musician, disc jockey and a professional speaker, Alvin Law is a well-rounded individual who not only inspires people by the personal challenges of being born without arms, but also his professional challenges in being a small business owner as a certified speaker.

When asked why he chose professional speaking as his career, Alvin said he wanted to find meaning in his life and had a youthful ego that wanted to do good. It was in 1981, the International Year of Disabled Persons by the United Nations, that Alvin started his career as a professional speaker. Alvin, who was a known radio personality, joined a company that, through a federal grant of the International Year of Disabled Persons, held awareness seminars in schools across Alberta, Canada. From his time speaking at these awareness seminars, he yearned to be a substantial person by marking the world and inspiring people.

After giving a seminar, he would hear from people that they wouldn't be able to leave their current well-paying job to pursue dreams that may not pay out in the end. Alvin likes to remind people who feel they are stuck in their professional lives that he gave up his \$65,000 government job to speak and to inspire people. Trust your gut, he says.

Alvin will be talking about overcoming these and other life challenges in his "There Really is

No Such Word as Can't!" presentation at the 2015 CMSA Convention. He believes that strength comes from struggle and that he is living proof that people can overcome tremendous odds to reach their goals. Everyone has a handicap, seen or unseen. Growing up in the 1960s and 1970s, Alvin was surrounded by close-minded people, but was able to rise above adversity to reach his goals.



Besides his personal achievements, Alvin also has experience in succeeding in his professional life as well. Since he was young, Alvin has always worked a job. He felt that he always had to earn his way through life. Besides being a musician, disc jockey and a government employee, Alvin has professional experience in running his own small business as a professional speaker since 1988. By being a self-employed speaker, he learned that he can't run his business, or any business, by himself. No one can. Many people find asking for help difficult to do, but is necessary in order to help the business grow.

One of the most useful business resources is being active in a professional group. He believes that when owners reach out in an organization, they wish to be seen as a professional to others and to consumers, and to be successful in their business. Owners who are successful in their business help the company's bottom line. Many business owners tell Alvin that they have

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Chairman's Corner

By: Jay Casey

February was a busy month! It is usually that way each year. However, with just 28 days in the month, I was able to pack in four chapter meetings and visit more than 25 members, five of them being Associate members.

Each chapter was charged up planning the final touches on their upcoming fundraisers. It is awe-inspiring to see all the hard work that is put into these top-notch operations. It was great to see all of the involvement! This month has made me contemplate just how important the CMSA is, and the benefits it carries to all of its members.

As CMSA members, we should all be charged up for the benefits that we have as members of the Association. We should extend our thanks to the people who have worked on our behalf to make the CMSA what it is today, and what it will be in the future. CMSA's staff:

Steve, Renee, Brianna and Gale are second to none in their ability, effort and accomplishments in running the nation's largest state moving association. They handle questions and concerns from members, the moving public, the PUC and other consumer agencies on a daily basis. We should be thankful for these great people. A special thanks to our CMSA President Steve Weitekamp. You don't truly realize the time commitment and dedication this job demands until you take a road trip. Steve, thanks for your encouragement and leadership.

The resources available to the CMSA members to prepare us for the next step are unparalleled in any state association in our great nation.

I'm proud to be part of the team, and I am looking forward to seeing everyone next month at the Convention. Lastly, I owe a special thanks to the Northern Region Chapter. Its February meeting was my last chapter meeting as the CMSA Chairman and the attendance exceeded 45 members. Plus, one of the dinner options was jambalaya; who can say no to jambalaya?

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President's Comments

By: Steve Weitekamp

Spring is fundraiser season for CMSA with many chapters having events in support of our Scholarship Fund and Special Olympics programs. The majority of our Association's members,

Movers and Associates, understand the value and benefits of doing good for the community. We are appreciative of all the efforts of so many members to make our program events special. While these programs are a part of our core values and a source of pride for those involved, it is only a small part of our Association's efforts and accomplishments. There is the occasional individual that states that all CMSA does is put on golf tournaments or provide scholarships; this couldn't be further from the truth. They use this excuse to justify a lack of involvement in the only group that works daily to protect the landscape for the legal and licensed moving and storage industry. Anyone who has sat through one of our state of the in-

dustry chapter presentations, educational seminars and Conventions know that this argument lacks basis.

The California Moving and Storage Association is its membership and its staff, and represents the efforts and successes of all who have participated and volunteered their efforts over many years. Being inclusive in input and leadership from a diverse membership is one of our core values and is critical to our continued success.

Members of the CMSA Board of Directors, Government Affairs Committee, staff and legislative advocate are currently working on legislation that would have a positive impact on regulated carriers. March will see the beginning of an effort that we anticipate will address shortcomings at the California Public Utilities Commission. Our expectation is that this will be a multiyear process, but the time to begin is now.

This month also saw the release of a report on the underground economy by the Little Hoover Commission, an independent state oversight agency. By statute, the Commission is a bipartisan board composed of five public

(President's Comments cont. on page 4)



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(President's Comments cont. from page 3)

members appointed by the governor, four public members appointed by the California Legislature, two state senators and two assembly members. The report, titled "Level the Playing Field: Put California's Underground Economy Out of Business," couldn't have been released at a

more opportune time. This report is reviewed by critical decision-makers in California government and is a source of strong support of many of our long-term arguments related to the need for greater enforcement of unlicensed operators. I look forward to seeing you on the road over the next two months and at our upcoming Convention in beautiful San Diego.

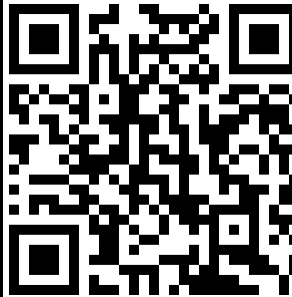
All Reasons Moving, Movegreen Join Stevens Worldwide Van Lines

All Reasons Moving in San Jose and Movegreen Inc. in Santa Barbara recently joined Stevens Worldwide Van Lines as agents.

All Reasons Moving, has been in the moving and storage business since 1981.

Movegreen Inc. has been servicing the Santa Barbara area since 2007.

Since its inception, it has earned more than 12 green and service awards.



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(2015 Keynote Speaker cont. from page 1)

been doing well for many years and they have no need to improve their business model. He doesn't see that as good for their business. Businesses cannot stay static, he says. Owners must keep looking for ways to improve and to raise the bar.

Raising the bar not only applies to the operations of the business, but also applies to the employees who keep the business running. If owners allow their employees to raise their bars through extra training or certification, it helps the business as a whole improve.

Personal improvement and personal connection is what makes a business successful. Alvin believes that we all have a personal connection and that can be honored by telling our story to our colleagues as well as to our customers. Storytelling allows people to relate to each other, by connecting each of our humanities. Behind every smart and powerful professional, even a CEO, there is a person. He or she can be divorced, separated from their children or be personally disconnected in other ways, but has some humanity in him or her that others can relate to. All in all, Alvin believes that most people

are good. Learning of that personal connection allows people to be successful personally and professionally, which would allow your business to run better.

When he finishes his keynote speech at the Convention, Alvin hopes that every member leaves with a little spunk in his or her soul. He says we all need a spark to get through the hard times in life. And when people feel down or if they have kids who feel defeated in not being able to accomplish something, CMSA members can refer themselves or their children to him as inspiration that nothing is impossible.

He also wants members to know when they leave San Diego that life is too short. It's important to focus on what's important in your life and that a healthy personal life will shine through to your professional life as well.

Attend the 2015 CMSA Convention in San Diego to see Alvin Law and be informed of moving and storage business updates in California, the nation and the world! To register for the Convention today, please call the CMSA office at (562)865-2900 or download the registration form(s) at our online kiosk at <http://www.thecmsa.org/html/convention/2015-97th-paradise-point/2015-forms.html>.



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AMSA Conference: Military Summit Recap

By: DOD Programs Director Michael Wilson,
National Forwarding Co. Inc.

The following is a report on the Military Summit held on February 11, 2015, at the AMSA Conference in Orlando, Florida. The report highlights the key issues that were talked about by SDDC staff as well as other issues that were brought to SDDC by those in the Industry that were in attendance.

At the podium from SDDC were Capt. Aaron Stanley, director of SDDC Personal Property, and Lt. Col. Gina Prevett, DPS program manager.

DPS Process Mapping

DPS Process Mapping is still ongoing with an estimated 30 percent having been completed to date. One of the primary goals of this process is to cut costs through higher efficiency. In conjunction with process mapping, member entitlements and the overall cost of the household goods program is being reviewed. While there

is some hope that the sequestration will be eliminated, there is no evidence that will be the case. The forecast ahead is for more cuts in the active duty forces with separations and retirements. This will likely lend to a short term spike in business over the next few years.

Open Season

SDDC is still planning to hold an Open Season for new entrants into the DP3 program. Stanley stated that SDDC is currently trying to determine whether or not they really need more intrastate capacity and an intrastate requalification process. Right now, the time frame in which any Open Season will occur is still being explored. It was thought the intrastate Open Seasons would occur in fiscal year 2015; however, this is no longer for certain. There is a possibility an Open Season with a requalification could take place fiscal year 2016.

(Military Summit Recap cont. on page 7)

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(Military Summit Recap cont. from page 6)

Storage Management Office (SMO)

Stanley confirmed the SMO is fully staffed and they are roughly 50 percent through training.

Danny Martinez

Danny Martinez has returned to SDDC and has assumed the role of quality assurance division chief. Stanley stated he has made the current rate filing Martinez's primary responsibility in an effort to avoid similar delays and problems experienced last year.

Alcohol in Shipments

The Navy is leading a cross services effort to resolve the issues surrounding alcohol in shipments and the subsequent customs fees that occur when the shipment is transported into the United States. SDDC announced the customs fees resulting from alcohol in shipments will be reimbursed by the Personal Property Shipping Office (PPSO) and then charged back to the customer where necessary. The fine detail regarding the billing procedure will follow when conversation has concluded between SDDC

and the Services.

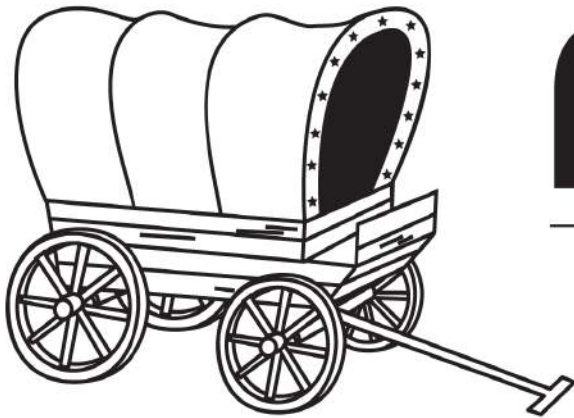
Base Access

The base access issue was undoubtedly one of the more concerned topics discussed during the day. SDDC reinforced that the base access issue is not a SDDC issue, but rather something that will be resolved when the Office of the Secretary of Defense (OSD) issues guidelines that are then adapted by all services. Stanley advised this topic is still garnering attention and another survey for more data is ongoing with its results hopefully leading to the TWIC card being the standard for base access. Stanley confirmed his understanding and corroborated our concern to this matter while stating he would continue to push for consistent measures.

Non-Temp Storage (NTS) Invoice Payment

Stanley touched briefly on the January deadline that passed for submitting outstanding NTS invoices for payment review. The deadline did generate a heavy volume of invoices being submitted to SDDC. Much progress has been made; however, SDDC still does have invoices that are in-line to be reviewed.

(Military Summit Recap cont. on page 8)



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(Military Summit Recap cont. from page 7)

Transit Times

SDDC continues to look at increasing transit times for shipments and a decision is expected no later than March.

Minimum Performance Score

The next Minimum Performance Score will be set in October.

Customer Satisfaction Survey (CSS) Scores

Industry concern has been brought to SDDC after the decision was made to no longer allow the TSP to transfer the customer to the Survey Response Center (SRC). Stanley remains confident the SRC staff is up to the task and stated the CSS response rates being received through SRC is comparable to what was being received prior to making the change. CSS surveys continue to come in the 30s percent range with the

Coast Guard being the most reliable service to take the CSS at 53 percent. Since making the change, two new contracts have been filled at SRC with the sole responsibility of these individuals being to call for CSS completion. Each individual is required by contract to make 500 calls per day. There was uncertainty from industry audience members surrounding what constituted a "call." SDDC is still working to reinstate the email to the customer with an embedded link. The one main change will be that the embedded link will only take the customer to the ETA login page where it will require the customer to remember his/her ETA login and password. Stanley does recognize the challenges with this and is open to suggestions and would consider completely revamping the survey process in an effort to obtain greater CSS response rates; however, he would need solid input from industry before changes are made. Stanley

(Military Summit Recap cont. on page 10)

Crab Feed Press Release Correction:

Robinson Oil Corp. was also a sponsor for the Northern Region Chapter Crab Feed event. Thank you for your support!



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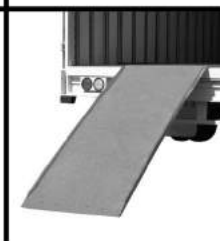
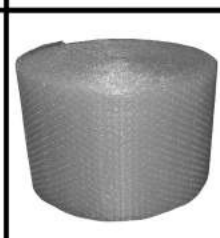
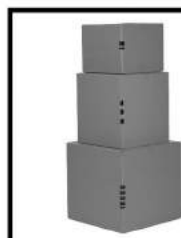
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(Military Summit Recap cont. from page 8)

stated that in his ideal scenario, they would be getting 80 percent to 85 percent to 90 percent response rate for CSS.

Click Counts

Much conversation was had about click counts in the DPS system and the rules that must be followed by a TSP in DPS. It was reported by SDDC that there have been click count violators that are being dealt with accordingly. Talk of the violators raises concern in the industry that some TSPs may be getting an unfair advantage when booking short-fuse shipments. Questions followed and inconsistencies were brought to SDDC's attention about published material in move.mil about click counts. Ultimately, there is confusion about what exactly constitutes a click and SDDC staff on hand was cautious at best in answering the industry's questions without having the programmer's confirmation ahead of time about exactly what will be counted as a click and what will not.

SDDC Messaging

Over the course of the last several months, SDDC email messaging has been questioned after several parties in the industry stated they did not receive a discussed message at a previous Personal Property Forum. SDDC has since acknowledged there is a problem. It isn't clear whether this problem has been rectified; however, concern still exists throughout the industry

about whether anything has been identified as the reason behind the issue.

SDDC Personal Property Forum (PPF)

SDDC is in the process of considering whether to reduce to a single PPF each year due to the numerous times where SDDC staff and industry are in the same room. Stanley expressed his interest in having a single PPF per year and having participation at the PPF by the Services. There will not be a Spring PPF for fiscal year 2015. A fall PPF is currently being planned and likely will take place in Washington, D.C.

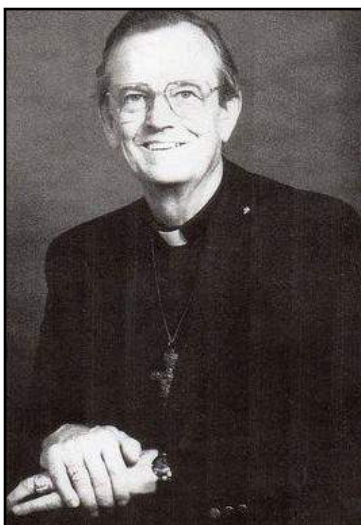
Rate Reasonableness

During the Q&A session, AMSA President & CEO Scott Michael brought up rate reasonableness and explained we were under the impression that it was only a temporary measure. Stanley responded to the question saying that SDDC was still looking at it and couldn't comment further until their review was completed.

West Coast Port Issues

Looming west coast port shutdown speculation has many in the Industry concerned about the impact this could potentially have on Code 4 shipments. As of the article's original publication in the National Forwarding Co. newsletter, the ports are now open and issues have been settled. However, there is a considerable backlog of shipments and it will take time to alleviate.

MEMORIAL BULLETIN



Randolph C. Connolly May 6, 1924 – February 14, 2015

CMSA member Randolph Connolly passed away peacefully in his Reno home on February 14, 2015. He worked at New Haven Moving Equipment for more than 30 years as its national sales manager.

Randy was a world traveler as well as active in sports. He skied, golfed, bowled and played tennis. He would always take his family to

Lake Tahoe to go camping and waterskiing.

Randy and his wife, Gloria, moved to Reno, Nevada, in 2005 from Laguna Niguel to be nearer to their family.

He is survived by Gloria, three sons and three daughters, eight grandchildren and three great-grandchildren.

New Member Spotlight



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Create a Competitive Edge: Marketing Your Way to Success

By: Tom Panaggio, *Author and Entrepreneur*,
www.theriskadvantage.com

To win you need an edge — a distinct advantage over your competition that pushes you into the lead and keeps you ahead of your opponent. Being passive or playing it safe will not accomplish this, only stepping out of your comfort zone and embracing the risk of proactive marketing will. If there is any area of entrepreneurship that I can categorically claim as providing that edge, it is proactive marketing. I have personally experienced how powerful a committed marketing strategy can be in building a successful business. There is no question that my company's success and market domination was the result of our marketing. We knew that our edge was marketing and therefore committed to out-market the competition.

How do you give your business an edge, that hidden advantage that keeps it ahead of the competition, produces consistent revenues and promotes growth? Here are my three foundational pillars that will give you the marketing edge for entrepreneurial success:

1. Marketing must be a long-term commitment.
2. Failure doesn't mean defeat.
3. Marketing's purpose is to create opportunities to sell.

Marketing Must Be a Long-Term Commitment

Marketing success begins with under-

standing a foundational fact: People buy when they are ready to buy, not necessarily when you are ready to sell. Write this down and make sure everyone in the company, especially the accountants and the marketing staff, memorizes it. To secure the edge, your marketing must be a long-term commitment. Marketing starts the day you begin operations and continues, uninterrupted, until your business ceases to exist. Make no mistake about the nature of consumer

buying habits: The prospect is in control and no matter how good your sales skills are, if the customer isn't ready to purchase, you just cannot make them buy. For this very reason, all marketing strategies must have a view for the long term so that when the customer is ready, your company is the one with the right message in front of the right customer at the right time.

Having a long-term view of marketing strategy means first understanding

that there is no magic pill that will transform a business overnight into a success. Following a simple plan, dedicating the necessary resources and making a commitment to ongoing execution, no matter if parts of the plan fail to deliver on your expectations, is the key to marketing success. A successful marketing strategy must also be diverse in the ways you reach prospective customers and not limited by unfounded presumptions that the latest technology provides the best marketing opportunities. The business world is filled with failures that chased the latest marketing fads and foolishly forgot the

(Competitive Edge cont. on page 13)



(**Competitive Edge** cont. from page 12)

fundamentals of good marketing.

Failure Doesn't Mean Defeat

If an accountant looked at the superficial results of any marketing campaign, they might be inclined to deem most as unmitigated failures. For example, a typical direct-mail campaign will produce a failure rate between 98 to 99 percent. In any other business function, such as manufacturing, these types of failure rates would be unacceptable. They would certainly doom a company. Yet, for overall performance, a 2 percent success rate for a direct-mail campaign can be considered a triumph. The benefits of marketing are so strong that a 99 percent failure rate can

power a business to the top of their respective market.

Here is where the real power of marketing comes from: Of the 99 percent who did not respond you will produce a similar response

by re-running the same campaign to the same group. Meaning you will get responses from another 1 to 2 percent of that target group. Why did these respondents fail to respond to the first campaign? Because they were not ready to buy. Continuing to re-run this successful campaign to this target market, you will

yield nearly identical success rates until you reach a point of diminishing returns.

But that does not stop the marketing effort to that group. Because not every member of the group was ready to purchase, and a

(**Competitive Edge** cont. on page 14)



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committed marketer will test other campaigns with different messages and offers until they are able to either beat or match the success of the previous campaign. This is an example of marketing on a continuum and proof of its value is seen all around. Consumer product companies are the prime example. Watch any television program and you will see multiple advertisements throughout for the same specific products. During the Super Bowl, Budweiser, Doritos and Pepsi all ran multiple commercials during the entire broadcast. They also ran commercials on the pre-game show, the post-game show and on any other program that had similar viewer demographic profiles. But they were not alone, as their direct competitors were running advertisements as well. Marketing is not a singular event and the most successful businesses are those that embrace the risk of marketing and accept the long-term view.

Marketing's Purpose Is to Create Opportunities to Sell

No matter what your business does, reve-

nue and profit are what sustains it. Revenue comes from sales, and to sell, you need qualified and interested prospects that are transformed into customers. Therefore, marketing's sole responsibility is to create opportunities to sell. Enhancing the brand image, ambiguous marketing messages and advertising campaigns that do not specifically drive customers to take action will only waste your most precious resource — money. So, the first question you must ask yourself when planning a marketing campaign is, "Will this message motivate my target to take action, to respond?" If your message does not have a call to action, then you are wasting money.

There are two very important ingredients in your message that creates opportunities to sell. First, answer the question in your prospect's mind: What's in it for me? Why should I disrupt my day, routine or get my butt off this couch to respond to your message? You must simply communicate to your prospect an offer that gives a specific benefit and has an incentive for them to respond.

The second ingredient is NOW! The offer is not for later, not next week, not when you

(Competitive Edge cont. on page 15)



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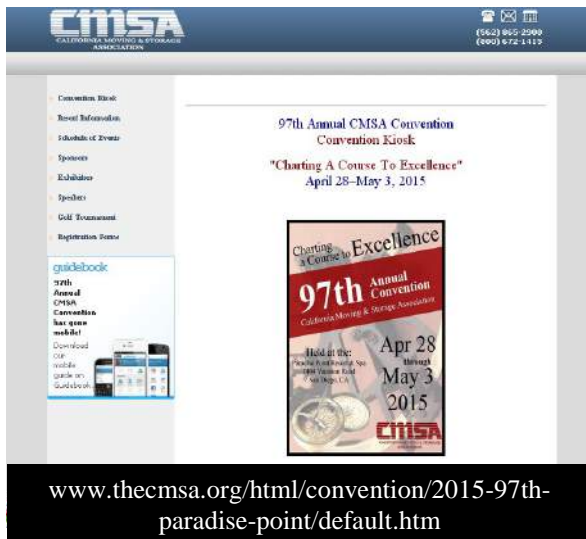
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Have you signed up for the 2015 CMSA Convention in San Diego?



Call CMSA at (562) 865-2900
to register today or visit our
Convention kiosk online!

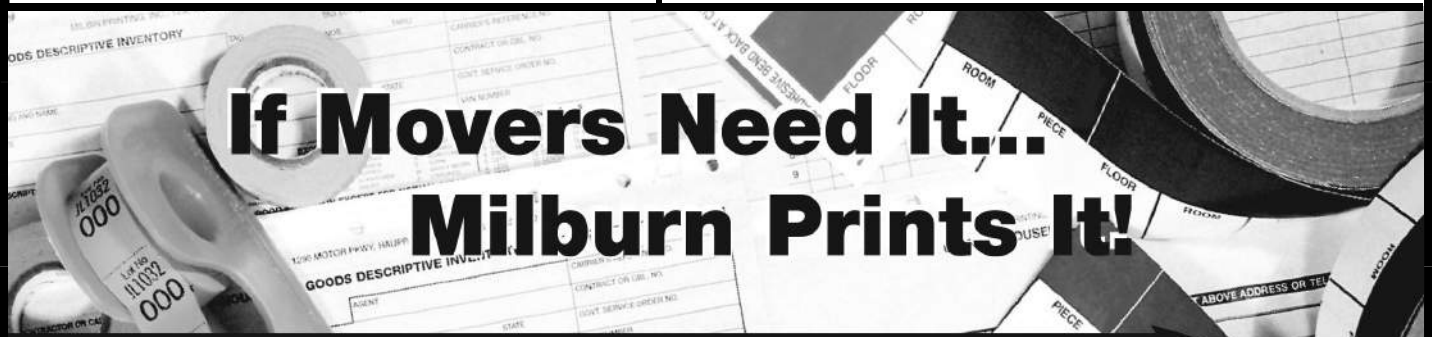
(Competitive Edge cont. from page 14)

get around to it, but NOW! When giving someone an option to respond at a later time, they will further defer their buying decision and you risk losing all together. Therefore, we limit the timeframe in which the offer can be taken advantage of and the best time to buy is now!

The Right Message Delivered to the Right Target at the Right Time

The formula for a successful marketing campaign is to deliver the right message to the right target at the right time. Simple in theory yet complicated in execution. But if you follow my three foundational pillars and commit to a proactive marketing strategy, you will achieve a competitive edge for your business.

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Calendar of Events

Wed., March 18 Monterey Bay Chapter Meeting

Wed., March 18 San Diego Chapter Golf Tournament

Tues., March 24 Mid Valley Chapter Spaghetti Dinner

Sat., March 28 North Bay Chapter Bocce Ball Tournament

Sun., March 29 Greater LA Chapter Day at the Races

Wed., April 8 Northern Region Golf Tournament

Sun., April 12

Ventura/Santa Barbara Bowling Tournament

Wed., April 15

San Diego Chapter Meeting

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

Fri., October 2

Monterey Bay Chapter Golf & Bocce Tournament

Want to sign up for the 2015 Convention in San Diego?

**Call the CMSA office to register today
at (562) 865-2900!**

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EWS Now Manages VanS & MoversSuite Under EWS Name

Jonas Software USA, a Constellation Software company, has announced that its two leading software products for the moving and storage industry, MoversSuite and VanS, will be managed and marketed under its EWS division headquartered in Grand Junction, Colorado.

"In joining our forces, we will now be able to maximize our development resources by working to create functionality once that can then be used for both product lines. This efficiency will allow us to improve our responsiveness to changes within the industry and ultimately better meet the future needs of our combined customer base," states Allan Lamar, president of EWS.

Both the MoversSuite and VanS products will be actively enhanced and supported by the combined organization, which now has offices in Duluth, Georgia; Boulder, Colorado; and La Palma, California, in addition to Grand Junction. While the MoversSuite product will be the focus of all future marketing efforts, VanS will remain a viable product for its large user base as part of the Jonas Software for Life commitment. "We have improved and supported VanS for many years and will do so for many, many years to come. We understand that we have customers that like and depend upon VanS and our support services. Both will be available for as long as customers find them valuable," said Steven Picard who assumes the new role of executive vice president of operations within EWS.

The decision to combine management of the MoversSuite and VanS products will be beneficial to their customers as it will allow for greater productivity and responsiveness to their customers' needs. VanS users will not be required to move to MoversSuite and will be able to continue using the VanS product while having access to their current sales and support resources.

"Moving companies are facing a unique set of challenges with changes in the market. Today's consumer has many options and price points when planning a relocation and this requires moving companies to utilize technology in ways as never before," says Lamar. "With [more than] 6,000 combined users of our software, we feel this unification places EWS in an ideal position to assist our customers with these challenges through new development and strategic acquisitions. We look forward to helping the industry successfully move through these transitions."

As part of the restructure, Lamar will also serve as president and Picard as executive vice president of operations of the Compusource division. Compusource creates software for the service contractor and metal service center markets.

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Study Indicates Decrease in Moves from US to China

ST. LOUIS, February 3, 2015 — Fewer Americans are moving to China in 2014, according to the International Movers Study released by UniGroup Relocation, which tracks customers' global migration patterns during the course of the past year. Moves from the U.S. to China decreased since 2013, causing the country to drop three spots on the list of top destination countries from the U.S.

Instead, Americans moving east are looking to other countries in the Asia Pacific regions such as Japan, which moved up four spots on the list of top destination countries, and Singapore, which jumped six spots from No. 10 to No. 4.

The study also shows a decrease in moves from the U.S. to Europe. Several western Euro-

pean countries including the United Kingdom, Germany, Switzerland, France, Italy and the

Netherlands continue to top the list of destinations for U.S. residents moving abroad. However, the total number of Americans moving to these countries is slipping, decreasing compared to last year.

The UniGroup companies move more than 260,000 families each year. The international study, which UniGroup has released since 2010, includes moves conducted by UniGroup to the U.S. from nations abroad and from the U.S. to other coun-

tries.

"As a global leader in household goods relocations, UniGroup Relocation's moving data is

(Moves to China Decrease cont. on page 19)



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Fontana, CA 92335
(909) 823-0100



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(Moves to China Decrease cont. from page 18)

an indicator of global moving trends,” said Melissa Sullivan, director of marketing communications for UniGroup. “Tracking trends year over year since 2010, our data often points to economic climates in these countries and regions.”

2014 Top Origin Countries to the U.S.

- United Kingdom
- Germany
- China
- Canada
- France
- Australia
- Switzerland
- Netherlands
- India
- Japan
- South Africa
- Singapore

- Brazil
- Spain
- Hong Kong

2014 Top Destination Countries from the U.S.

- United Kingdom
- Germany
- Japan
- Singapore
- Switzerland
- Australia
- China
- France
- India
- Netherlands
- Brazil
- Belgium
- United Arab Emirates

(Moves to China Decrease cont. on page 20)

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.

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.

It pays to advertise!

**MOVING EQUIPMENT
FOR SALE**

Time to get ready for summer, 40-foot drop frame flatbed trailer for sale. Great for city vault deliveries or pickup. Holds 7 5-foot SIT vaults. Has 7-foot deck. 1970 Western Flatbed Trailer. Hook up and drive away for \$3,000.00. Has clear title. Call Tim McCarthy at 619-596-2594.

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

Mover/Driver Needed. Six Months Experience Required. Company Name: Luigy's Moving and Storage. City: Novato. Phone Number: (415) 725-0235.

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

Ace Relocation Systems, Inc. is looking to hire a full-time National Account Coordinator in its San Jose office. Two years of experience required. Send resumes and letters of inquiries to Antonio Trujillo at ttrujillo@ace relocation.com.

(Moves to China Decrease cont. from page 19)

- Hong Kong
- Italy

“The decrease in moves from the United States to China is a result of a slowdown of the Chinese economy. China's economy had grown nearly 15 percent per year for the past several years, but slowed to about 7 percent growth in 2014. While this is still positive, it is a large reduction in growth from recent trends,” said Michael Stoll, economist, professor and chair of the Department of Public Policy at the University of California, Los Angeles. “The fact that the United States saw a moving deficit to only a few countries on the top of the destination and origin lists reflects the U.S. economy’s continued strength internationally.”

Some key trends emerged in the 2014 migration patterns:

Europe

European countries saw a high volume of inbound and outbound moves with Germany and the U.K. ranking in the top two on both the

origin and destination lists. France stayed at No. 5 on the origin list and slipped three spots on the destination list from No. 5 to No. 8. On the destination list, Belgium made it on to the list this year at No. 12. Switzerland moved up from No. 6 to No. 5 on the destination list and moved up to No. 7 from No. 9 on the origin list.

Asia Pacific

Hong Kong made it on to the list of top origin countries to the United States, coming in at No. 15. While Singapore moved up on the destination list, it dropped from No. 7 to No. 12 on the origin list. Japan held steady at No. 10 on the origin list.

Central and South America

Brazil moved to No. 13 from the No. 12 spot on the top origin list and remained at No. 11 on the destination list.

UniGroup Relocation is affiliated with U.S. moving leaders Mayflower Transit and United Van Lines. The 2014 international migration results come after United released its 38th annual national moving study, capturing state-to-state migration patterns in the U.S.



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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

Extended to:
March 28, 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 March 28	After Feb. 28 March 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.

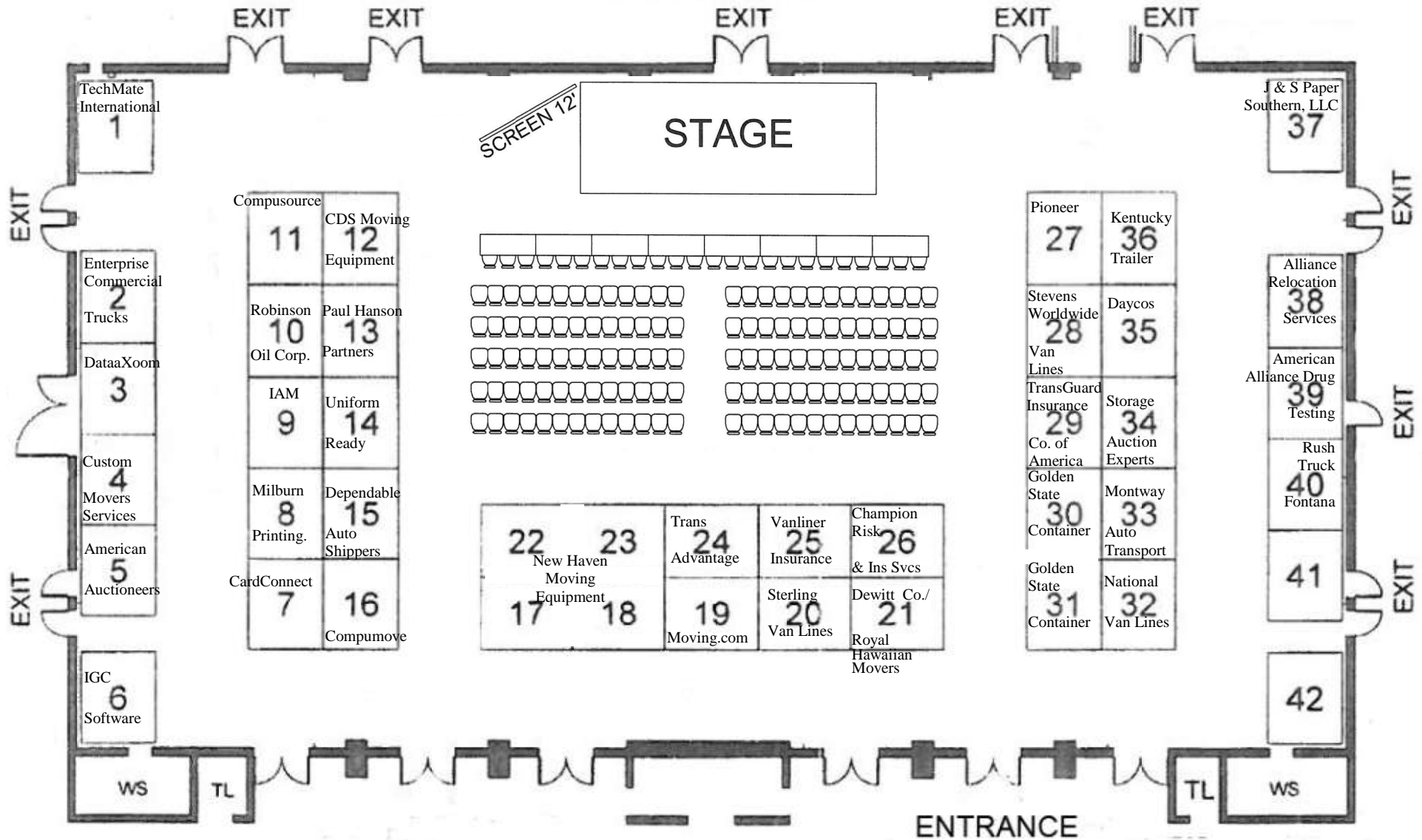
CMSA, 10900 E. 183rd Street, Suite 300, Cerritos, CA 90703; Fax: (562) 865-2944; Email: information@thecmsa.org

California Moving & Storage Association

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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 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.**