

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

2016-2017 Chairman Robert Fraser Formally Installed at the 2016 CMSA Convention



CMSA delegates met at the 98th Annual Convention at the Resort at Squaw Creek from May 10 to May 15, 2016. Attendees learned about valuable industry information, sampled products and services, and enjoyed moving industry camaraderie! Held in the beautiful mountain community of Olympic Valley, California, the CMSA Convention had approximately 300 moving and storage professionals in attendance.

The Convention officially started with the Executive Board Committee meeting Tuesday afternoon, followed by the Movers and Shakers Reception/

Dinner that night. The Movers and Shakers Reception/Dinner was an appreciation dinner for all CMSA Board members, committee members, chapter presidents and special guests for their hard work and dedication to the Association during the year. The reception was sponsored by **DEWITT CO./Royal Hawaiian Movers** and the dinner was sponsored by **Trans-Guard Insurance Company of America**.

Committee members gathered on Wednesday morning for the Insurance, Government Affairs,

(2016 CONVENTION Continued on page 6)



CHAIRMAN'S CORNER
by **Robert Fraser**

For those of you who don't know me, I'd like to introduce myself as your 98th CMSA Chairman of the Board. My name is Robert "Bob" Fraser. I am the founder and owner of Redwood Moving & Storage in Healdsburg, CA. We are, and have been, agents of Stevens Van Lines for 25 years. I can't tell you how proud and honored I am to represent our Association as your Chairman. As you know we just had our 98th Convention at Resort at Squaw Creek in Olympic Valley, CA and what a great time it was. For those of you who were there, you know what I'm talking about. Our President, Steve Weitekamp and his staff, Renee Hifumi, Gale Iwashita and Brianna Wahlstrom, put together an unbelievably memorable convention. I don't know how they phoned in the great weather we had, but I have to say it could not have been better. From the snow capped peaks where a few attendees went skiing, to Old Greenwood, one of the most beautiful golf courses we've

ever played; from the Exhibitors Welcome Reception to the General Business Sessions; from the Legislative and Scholarship luncheons to the Mardi Gras and Chairman's Ball festivities, it was a great time to network with old friends and make new ones. A huge Thank You to Steve and the CMSA staff!

I'd also like to recognize and thank our Senior Chairman, Patrick Longo for the phenomenal job he did last year. In addition to visiting chapters, writing his articles for the Communicator, his leadership at the Board meetings, and his overall representation of the Association, Patrick still had time to create the Chairman's Choice Charity program. As most of you know, with the Board's approval every year the incoming Chair selects a charity of his or her choice to which the CMSA contributes \$5,000. In honor of my sisters Diana and Debbie, who have courageously and successfully battled breast cancer, I'm proud to announce the National Breast Cancer Foundation as my selection for this year's charity. The Foundation's mission is to "provide help and inspire hope to those affected by breast cancer through early detection, education and support." One in eight women will be diagnosed with breast cancer in their lifetime. I

(CHAIRMAN'S CORNER Continued on page 4)





PRESIDENT'S COMMENTS
by **Steve Weitekamp**

In May, a week before our convention, the California Public Utilities Commission (CPUC) requested a legislative budget committee proposal (BCP) to increase the allowable fees that permitted carriers (legal movers) pay from 0.7% to 1%. Based upon estimates of currently reported revenue this would have had a negative impact on the legal industry of approximately \$750,000 in additional fees. This request was addressed at legislative budget committee meetings on Wednesday (5-4-16) in the Assembly and Thursday (5-5-16) in the Senate. CMSA was the only party there in opposition to this action. The CPUC stated that the Transportation Rate Fund is currently at an unreasonably low balance and that an increase in carrier fees is the way they plan to address the shortfall. We strongly disagreed with this fee increase and in addition to our public comments asked members to

contact legislators in opposition.

The last time the CPUC increased carrier fees, in 2005, the CMSA supported the change. That support was based upon a commitment, unfulfilled, that household goods enforcement would receive five additional staff to address issues that have negatively impacted our industry for years. These issues continue to have a significant negative impact on the regulated industry, unregulated operators providing the exact same services. Many of these operators are members of the underground economy recently addressed by the Little Hoover Commission, but some are otherwise legitimate businesses that the CPUC fails to bring into compliance.

This time our position was that the shortfall could be addressed by ensuring that those operating outside of the rules come into compliance and pay the same fees as those following the rules already do. In addition to our continuous requests to stop or bring into compliance the illegal unlicensed operators, we have once again (this time more formally), requested that the CPUC require restoration companies to come into compliance for the portion

(PRESIDENT'S COMMENTS Continued on page 4)

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(CHAIRMAN'S CORNER Continued from page 2)

would like to strongly encourage all of you to donate funds or your time to help raise awareness.

I'm truly looking forward to the coming year as your Chairman. It's no secret that our industry is being faced with many challenges. Along with the CARB programs, the BIT rules and regulations, and all the other myriad of things that each of our businesses will be confronted with this year, we are also faced with a potential paradigm shift in how our industry will be governed. I believe all of this will create opportunities for us and that the changes that are imminent will be for the better of our industry and Association. We have as diverse and dynamic a Board of Directors as we've ever had and I look forward to working with them on all of these issues. Along with this year's challenges, we also have

much to celebrate. We are closing in on the end of our first full century as an Association. The next couple of years will be a time to reflect on where we've been and where we want to go in the future. We are already working on some exciting concepts for our Centennial celebration and Convention in 2018. If you should have any ideas or suggestions please let us know. I would encourage all of you to make sure to attend your local Chapter meetings and to stay involved.

In closing I'd like to wish everyone a safe, sane, and productive summer season. As Jackson Browne sang on *The Load Out*, "cause when it comes to movin' me...you know you guys are the champs." Let's keep it that way and be the best that we can be for our industry!

(PRESIDENT'S COMMENTS Continued from page 3)

of their business that are within the authority of the California Public Utilities Code, and charge a fee for transportation of used household goods on public highways.

The immediate result of our legislative action to stop the increase was that the CPUC request to have the opportunity to raise fees on permitted car-

riers was not approved, but left as an open item. Legislators stated that they were particularly concerned by my testimony related to lack of communication by the CPUC with the regulated industry. We had no advanced knowledge of the BCP even though the budgetary issue that was the basis for their request developed in 2013 and had no direct

(PRESIDENT'S COMMENTS Continued on page 5)



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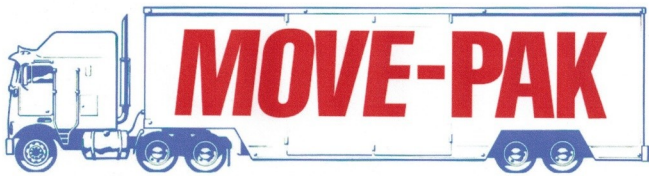
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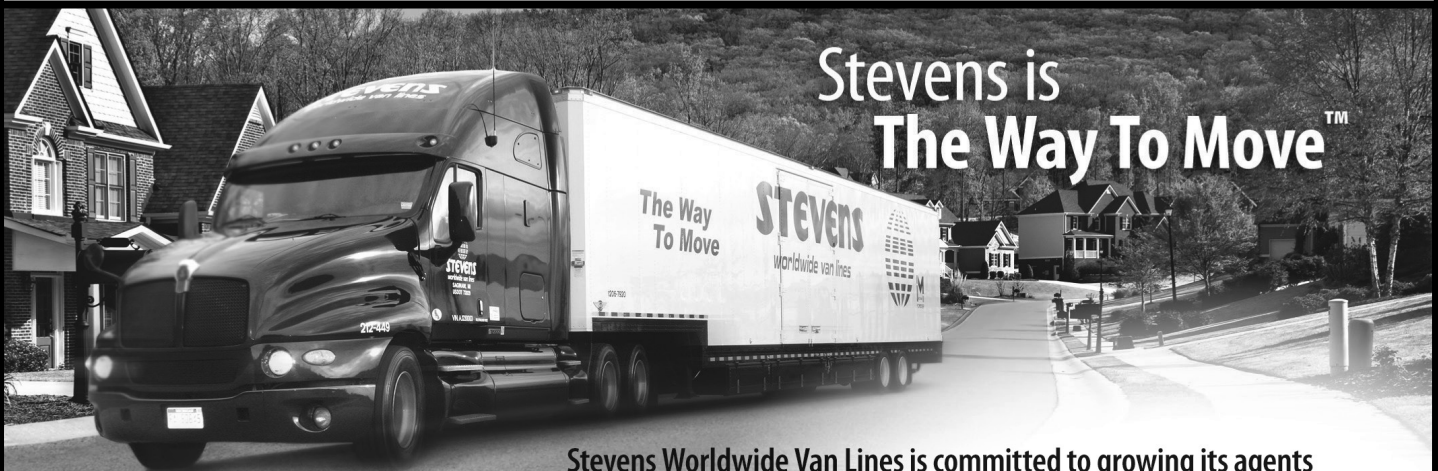
(PRESIDENT'S COMMENTS Continued from page 4)

link to any actions related to permitted carriers. As of the publication of this issue the legislature has rejected the fee increase that would have negatively impacted all permitted carriers. If CMSA had not been present to express our concerns related to this item, it would have been rubber stamped as so many other items were that day, and all carriers would have seen an increase in their CPUC fees.

We believe that the CPUC will attempt to once again address their ability to increase carrier fees at their first opportunity. CMSA will continue to address

this issue from the perspective of the industry and oppose any increase, particularly in an environment where legal movers face significant challenges from illegal and unlicensed operators.

This issue will feature the first column written by our 2016-2017 CMSA Chairman Robert "Bob" Fraser. He has been a very active member of the Association for many years. I have confidence in his leadership skills, and I am honored to welcome him as our new chairman of the board! I look forward to working with him on industry issues and other Association business.



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CMSA Committee Meeting

Membership and Military Affairs Committees to address important industry topics and concerns. In the afternoon, outgoing Chairman **Patrick "Pat" Longo** wrapped up old business with the 2015–2016 Board of Directors. He expressed his gratitude to the directors for their contributions to the meetings and dedication to the Association. The Incoming Chairman **Robert "Bob" Fraser**, reviewed new business with the 2016–2017 Board of Directors and chose his Chairman's Choice Charity as the National Breast Cancer Foundation with unanimous approval from the Board.

On Thursday, CMSA golfers made their way out

to Old Greenwood Golf Course for the annual Convention Golf Tournament. The golf tournament, sponsored by **Pioneer**, had more than 70 members in attendance. Members were met with great weather, beautiful fairways and good times! **Trans-Guard Insurance Company of America** sponsored a \$10,000 hole-in-one contest. Although no one sunk a hole-in-one this year, it has been done before!



Golfers at the CMSA Convention Golf Tournament

(2016 CONVENTION Continued on page 7)

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(2016 CONVENTION Continued from page 6)

Later that day, CMSA had a Young Professionals Group Mixer for members under 40 years of age (or young at heart) to promote Association leadership and growth opportunities for those just beginning their career path in the moving industry.



Young Professionals Group Mixer

Gary Blower of **Pioneer** presented the golf tournament awards to the winning teams at the Exhibitors Welcome Reception, sponsored by **New Haven Moving Equipment Corp.** The reception is one of the biggest events of the Convention. Movers mingle with exhibitors to review new and improved products

and services available now in the industry marketplace.



Dennis Doody of Blue Chip Moving & Storage

Storage to the podium to give the invocation and pay respect to the CMSA members who passed away this year. **Joe Hammer** of **California Relocation Services**

gave honor to US troops and led attendees in the Pledge of Allegiance. **Doody**

(2016 CONVENTION Continued on page 8)



Joe Hammer of California Relocation Services



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(2016 CONVENTION Continued from page 7)

then conducted the annual roll call of delegates and introduced **Darren Kavinsky**, the well-known TV personality and attorney with the popular “no-cuffs” slogan, as this year’s 2016 keynote speaker.

Kavinsky, with his trademark glasses, gave a vivid recount of his early days as a drug user battling his demons and how he turned things around.



Keynote Speaker Darren Kavinsky



Scott Michael, president and CEO of the AMSA

Through his inspiring story, he gave attendees encouragement to “Be your own billboard!” In other words, project the person you want to be and the rest will follow.

Scott Michael, president and CEO of the **American Moving & Storage Association (AMSA)**, spoke about the current trends and the state of

the interstate industry.

Chairman **Patrick Longo** of **Andy’s Transfer & Storage** was next to speak to delegates about his time as chairman and his travel adventures with CMSA President **Steve Weitekamp** while visiting moving companies and speaking at chapter meetings.

CMSA President **Steve Weitekamp** thanked his staff, Chairman **Longo**, CMSA Counsel **Mark Hegarty** and all members for their support in the past year. He then asked the newly elected and re-elected Board members to come toward the stage to be recognized as the faces of CMSA leadership.

This year, the re-elected and newly elected Board members include: CMSA Secretary/Treasurer **Alan Freese** of **Miller Moving & Storage**, **Vince Cardinale** of **Cardinale Moving & Storage**, **PJ Welch** of **Cardinal Van & Storage**, **Ben Geissel** of **Galbraith Van & Storage**, **Eric Ortiz** of **Ortiz Bros. Moving & Storage**, **William Arvidson** of **Sav On Moving & Storage**, **Ryan Fichtner** of **CR Moving Services**, **Thomas McCarthy** of **McCarthy Transfer & Storage**, **Jesse Chabot** of **Golden West Moving Systems**, and **Casey McCann** of

(2016 CONVENTION Continued on page 10)

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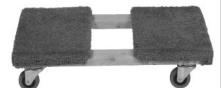
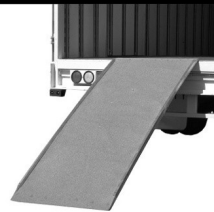
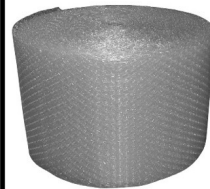
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(2016 CONVENTION Continued from page 8)

Hazelwood Allied Moving & Storage. Board members that are continuing on for one more year include: **CMSA Senior Chairman Patrick Longo** of **Andy's Transfer & Storage**, **CMSA Chairman Robert Fraser** of **Redwood Moving & Storage**, **CMSA Vice Chairman John Lance** of **NMS Moving Systems**, **Mark Andersen** of **Andersen Van & Storage**, **Karl Anderson** of **Anderson Bros. Movers**, **Sally Bolger** of **Grace Moving Company**, **Cal Farnsworth** of **Farnsworth Express**, **Tim McCarthy** of **McCarthy Transfer & Storage Inc.**, and **Maribeth Wolf** of **Golden Gate Moving & Storage Co.**



Board Members sworn into office.

Chairman **Longo** led the afternoon's Friday Olympic Valley Luncheon, sponsored by **Paul Hanson Partners Specialty Insurance**, as the event's master of ceremonies. **Longo** introduced luncheon speaker and **CMSA Counsel, Mark Hegarty** of **Hegarty Law Offices**, who spoke about the current political tensions between the PUC and State Legislature and the threat of deregulating the moving industry. **Longo** then invited representatives from the **California Highway Patrol (CHP)**, **Cullen Siskind** and **Craig Weaver**, to the podium to address attendees. Due to time limitations, the CHP representatives offered



CHP staff at luncheon.

to speak to individuals privately after the conclusion of the luncheon.

Attendees then made their way to the Military Affairs Breakout Session after lunch for a lively discussion led by **International Association Movers (IAM) Director of Government & Military Relations, Charles "Chuck" White.**



Military Discussion Panel

This year's military move panelists included **Tim Helenthal** of **National Van Lines Inc.**, **Scott Kelly** of **The Suddath Companies**, **Matt Connell** of **Total Military Management**, and **Jeanette Homan** of **Lambert Enterprises** who answered questions developed by the CMSA membership and also opened the floor for some impromptu questions from the audience. Refreshments served during the Military Breakout Session were sponsored by **National Van Lines Inc.**, **The Suddath Companies** and **Total Military Management.**

On Friday evening, attendees went into party mode and took a break from industry shop talk to socialize at the Mardi Gras theme dinner held at the resort. Many attendees came dressed in fun costumes and wigs—perfect for photos! The Mardi Gras-inspired menu included items like the Muffaletta Salad, Bayou Pasta, Jambalaya, and Bourbon Flat



Jeanette Homan, Linda Armstrong, Mia Longoria

Iron Steak. And of course, no Mardi Gras dinner would be complete without beignets for dessert! The dinner was sponsored by **Kentucky Trailer, Gate-**

(2016 CONVENTION Continued on page 11)



Guests find the perfect Mardi Gras Mask

ways International / The Pasha Group, Daycos, Redwood Moving & Storage, Arpin Van Lines Inc., Atlas Van Lines Inc., National Van Lines Inc., North American Van Lines, Stevens Worldwide Van Lines Inc., UniGroup Inc. and Wheaton|Bekins. A number of chapters setup fun game booths where attendees could win beaded necklaces and other prizes. CMSA thanks the following chapters and their presidents for their participation: **Mark Macy of Macy Movers** from the **Northern Region Chapter**, **Jeanette Homan and Mia Longoria of Lambert Enterprises** from the **Central Valley Chapter**, **Vidal and Pauline Serna of Schultz Bros. Van & Storage** from the **North Bay Chapter**, and **Ryan Fichtner of CR Moving Services** from the **Sacramento Chapter**.



Corn Hole Game Booth

Attendees also enjoyed taking pictures in the photo booth and dancing the night away with music played by DJfurstar.



Master of ceremonies Alan Freese of Miller Moving & Storage Co.

Master of ceremonies **Alan Freese of Miller Moving & Storage Co.** began the Saturday general business session by thanking **Lambert Enterprises, Inc.** for sponsoring the **Alpine Sunrise Breakfast** that morning.

International Association of Movers (IAM) President Terry Head followed

shortly after and addressed attendees about international moving issues with his speech titled, *"Weaving the Maze of Regulation."*

Thomas McCarthy of McCarthy Transfer & Storage, took the stage next as the van line panel moderator for the panel discussion. This year's panelists included **Conrad Swanson of Arpin Van Lines Inc.**, **Steven Hermann of Atlas Van Lines Inc.**, **Tim Helenthal of National Van Lines Inc.**, **Andy Kroll of North American Van Lines**, **Morrie Stevens Jr. of Stevens Worldwide Van Lines Inc.**, **Patrick Baehler of UniGroup Inc.** and **AJ Schneider of Wheaton|Bekins**. The panelists shared their thoughts on a variety of topics including the impact of the millennial generation on the industry, the importance of social media, and capacity concerns for the peak season.



IAM President Terry Head



Van Line Discussion Panel

(2016 convention Continued from page 11)

Sean Edgar, director of **CleanFleets.net**, then came up and shared his insights on the future of CARB regulations with his speech titled, *"Truck, Trailer and Sustainable Freight Issues in 2016 and Beyond."*



Sean Edgar,
director of CleanFleets.net

Next, **Move for Hunger Founder and Executive Director Adam Lowy** gave his update on the program and congratulated **Crown Relocations** as the 2016 CMSA Move for Hunger Mover of the Year.



Move for Hunger Founder Adam Lowy and Scott Lax of Crown Relocations

In the afternoon, Master of Ceremonies and **CMSA Secretary/Treasurer Alan Freese** thanked **Champion Risk & Insurance Services, L.P.** and **Vanliner Insurance Company** for sponsoring the Saturday's Gold Medal Luncheon. **Freese** introduced Special Olympics Athlete **Rachel Teboe**, her chaperone **Morgan McGill**, and Special Olympics' Senior Vice President of Sports **Matt Cohen** to the stage to say a few words about the organization. They expressed their sincere appreciation for the donation and thanked all the delegates for their continued support. CMSA President **Weitekamp** presented the Special Olympics representatives with the \$5,000 check to the Northern



Check presentation for \$5,000 to the Special Olympics.

California Special Olympics.

Weitekamp then announced this year's college and vocational scholarship recipients, which includes the renewal of the Patricia Andrews Memorial Scholarship and the CMSA Chairman Sue Geissel Memorial Scholarship funded by the Geissel family. Students who attended the luncheon thanked the membership for their awards and spoke about their ambitions and scholastic endeavors.



Patrick Longo, Jeanette Homan, Mia Longoria, Steve Weitekamp

In addition, the 12 CMSA chapter presidents were also recognized and awarded certificates for their leadership and support of the Association. The coveted Chapter of the Year award was given to the Central Valley Chapter. Chapter President **Mia Longoria** of **Lambert Transfer & Storage**, who accepted the award on the chapter's behalf, brought **Jeanette Homan**, president and CEO of **Lambert Enterprises Inc.** up to the stage with her. She thanked all the Associate and Mover members for helping to contribute to the success of the chapter. The chapter donated \$5,500 to CMSA Charities and \$1,000 to Operation Homefront.

A presentation of \$5,000 was given to 2015-2016 CMSA Chairman **Longo** for Alzheimer's Orange County, his Chairman's Choice Charity in honor of his father that had passed away last year.



A check presented for \$5,000 to go to Alzheimer's Orange County.

Weitekamp also recognized and presented

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(2016 CONVENTION Continued from page 12)

plaques to retiring board members **Brad Metzner** of **Jack & Jeff Transfer Co.**, **Terry Pettigrew-Rolapp** of **Beverly Hills Transfer & Storage**, **Ken Armstrong** of **Ridgecrest Moving & Storage Co.**, **Mark Larson** of **Mother Lode Van & Storage**, **Mark Hildreth** of **New Haven Moving Equipment Corp.**, and **Jay Casey** of **Casey Moving Systems**.

The final Convention event was the Chairman's Reception and Dinner/Ball, sponsored by **CDS Moving Equipment Inc.** Master of ceremonies and CMSA Vice Chairman **John Lance** of **NMS Moving Systems** announced **Robert Fraser** of **Redwood Moving & Storage** as the 2016-2017 CMSA Chairman. **Fraser** was escorted into the ballroom by a long precession of former CMSA Chairmen dressed up in funky 70's wigs and sunglasses while attendees clapped and cheered him on.



Former chairmen escort 2016-17 Chairman Robert Fraser into the ballroom.

Weitekamp later presented Chairman **Longo** with a chairman's gavel plaque, an honorary lifetime membership certificate and a Chairman's gift for his dedication and contribution to the Association. **Longo** thanked his family and CMSA delegates for a memorable year; and told attendees about his great



CMSA President Steve Weitekamp presents 2015-2016 Chairman Patrick Longo with a Chairman's Gavel Plaque.

confidence in Incoming Chairman **Fraser**.

Steve Hill, Fraser's brother-in-law, was then called up to the podium to say a few words about CMSA's new Chairman. Hill playfully cracked jokes about Fraser and then thoughtfully talked about their relationship and how proud he was of his friend.



Steve Hill

Fraser thanked everyone and introduced his family, close friends and colleagues that were in attendance. He talked about how former CMSA Chairman **Jill Longo** advised him that he needed to take in and embrace every moment because the year will fly by. Fraser took this advice to heart and remarked how he was embracing this special moment of having his family and CMSA family together for this momentous occasion in his life.

Fraser announced that his Chairman's Choice Charity would be the National Breast Cancer Foundation (NBCF). The mission of NBCF is to provide help and inspire hope to those affected by breast cancer through early detection, education, and support services. This charity is close to his heart because two of his sisters are breast cancer survivors. At the Chairman's request and board's approval, CMSA will make a donation to NBCF in honor of his two sisters.

After his acceptance speech, **Fraser** was formally installed as the 2016-2017 CMSA Chairman with the passing of the ceremonial gavel from 2015-2016 CMSA Chairman **Longo**.



2016-2017 CMSA Chairman
Bob Fraser

Thank you to all attendees who made this Convention memorable! Please join us next year for the 99th Annual CMSA Convention May 2-7, 2017, at The Westin Mission Hills Golf Resort & Spa in Rancho Mirage, California.

Members Compete in the **2016 Convention Golf Tournament** at Old Greenwood Golf Course



Golfers enjoyed a beautiful day on the golf course. First Place: Tim Kessler (Ship Smart), Nick Pedisich (Paul Hanson Partners), Matthew Sowell and Doug Sowell (Ernie's Van & Storage). Second Place: Gary Blower (Pioneer Packing), Ben Zbikowski (International Wood Industries), Todd Helms and John Rochex (Fleenor Paper Co.). Third Place: Chris Baughman (Relocation Angels), Josh Tracy (Yolo Transfer), Glenn Willworth (J & S Paper Co.), Edward Melton (Chipman Relocation & Logistics).



Mark Andersen,
Jim Weiant



Roger Babbitt, John Lance,
Steve Vockell, Jamie McDaniel



John Kay, Bruce Orlebeck, Curt Olsen



Nathan Fuller, Justin Umthum,
Patrick Longo, Andrew Kroll



Ryan Fichtner, Tim Helenthal,
Paul Gregory



Steve Weitekamp, Rick Curry,
Tony Waugh, Terry Head





Chris Baughman, Josh Tracy,
Glenn Willwerth, Edward Melton



Steven Stubbe, Jason Clark,
Bob Fraser, Morrie Stevens Jr.



Sally Bolger, AnneMarie Aceret,
Duffy Aceret, Patrick Bolger



John Rochex, Ben Zbikowski,
Gary Blower, Todd Helms



Mark Lee, Bob London,
Kregg Boreani, Doug King



Matthew Sowell, Douglas Sowell,
Nick Pedisich, Timothy Kessler



Conrad Swanson, Scott Kelly,
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& CMSA Members *Deserving of Special Recognition*

CMSA Legal Counsel Mark Hegarty
Thank you for your continued legal support in
Convention meetings.

Mark Macy, Macy Movers
Thank you for making sure our convention
materials got there and returned safely.

Megan Andersen, Andersen Van & Storage
Thank you for being our photographer and
capturing special convention moments.

Fred Wallace
Thank you for your thoughtfulness in brighten-
ing up the registration desk with flowers.

**CMSA Sacramento, Northern Region, North
Bay & Central Valley Chapters**
Thank you for your generosity and providing
fun game booths at the Mardi Gras Party.

*Thank you to all our members that attended
the convention to make it a success!*

2016 Convention Exhibitors



**TransGaurd Insurance
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David King, Bryan Orfila, Susan
Bocanegra, Luis Soriano



National Van Lines, Inc.
Tim Helenthal, Paul Gregory



eTransport Solutions, Inc.
Tyler London, Bob London



Vanliner Insurance Co.
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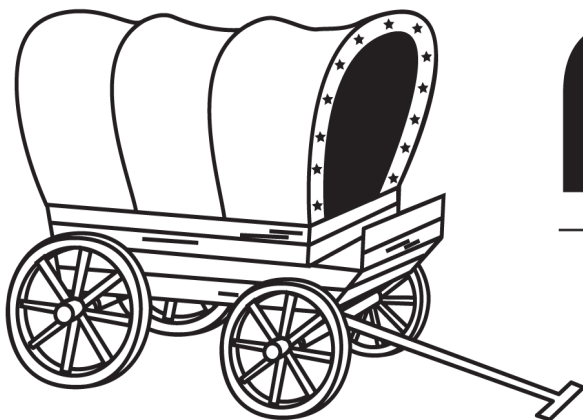
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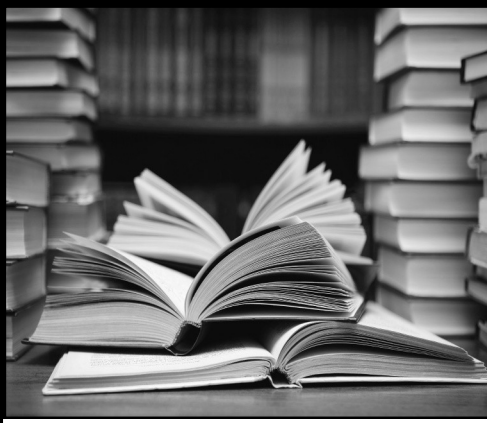
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| GENERAL LIABILITY | COMMERCIAL PROPERTY | BENEFITS PROGRAMS | SPECIALTY COVERAGES | |



2016 CMSA College & Vocational Scholarship Recipients

Out of the many scholarship applications received by the CMSA office this year, the following students were granted this year's scholarship awards. CMSA will give up to \$55,000 in scholarships this year to help students with their academic endeavors. A special "Thank You" goes to the CMSA chapters for hosting their annual fundraisers to keep the CMSA Scholarship Fund going throughout the years.



Blake
Duran



Jennifer
Faddis



Cassidy
Figueroa



Savannah
Freese



Shelby
Freese



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Quinn



Sergio
Reyes-Alejo



Alexa
Schnaid



Brittany
Snelson



Kendall
Stein



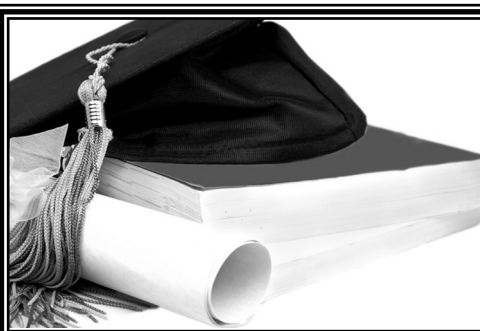
Matthew
Tudor



Sara
Williams



Mel
Wyatt



Congratulations Scholars!



Move For Hunger



May 2016 Association Leaderboard

| | Association | Enrolled Movers |
|---|-----------------------|-----------------|
| 1 | California (CMSA) | 52 |
| 2 | Southwest Mover (SMA) | 48 |
| 3 | Illinois (IMAWA) | 37 |
| 4 | Florida (FMWA) | 33 |
| 5 | North Carolina (NCMA) | 29 |

| | Association | Total Lbs. |
|---|------------------------|------------|
| 1 | Pennsylvania (PMSA) | 1,033,181 |
| 2 | Illinois (IMAWA) | 646,035 |
| 3 | Southwest Movers (SMA) | 625,613 |
| 4 | California (CMSA) | 605,802 |
| 5 | New Jersey (NJWMA) | 543,337 |

May 2016 CMSA Monthly Report

TOP FIVE AGENTS OF 2016

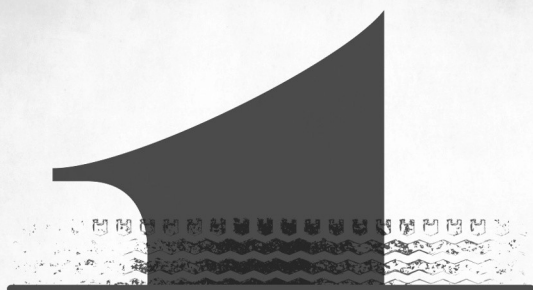
1. Crown Relocations - San Francisco - 10,682 lbs. = 8,572 meals
2. Reliable Delivery LLC - 577 lbs. = 481 meals
3. Budd Van Lines - West Coast Branch Operation - 373 lbs. = 311 meals
4. AMS Relocation, Inc. - 315 lbs. = 263 meals
5. Ernie's Van & Storage - 200 lbs. = 166 meals

FOOD COLLECTED AND DELIVERED

MONTHLY: 10,286 lbs. = 8,572 meals

YEAR TO DATE: 12,683 lbs. = 10,532 meals

ALL TIME: 605,905 lbs. = 504,921 meals



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First Annual Twin Counties Shoot Off Fundraiser

On April 21 of this year, the First Annual CMSA Twin Counties Chapter Shoot Off was held at Raa-haug's Gun Range in Corona, CA. With 20 participants split into five teams, the chapter raised more than \$2,000 for the CMSA Charities Fund.

Twin Counties would like to thank the following station sponsors: Ridgecrest Moving & Storage, Golden West Moving Systems, Burgess Moving & Storage, Barstow Transfer & Storage, Cardinal Van & Storage, Republic Moving & Storage, Champion Risk & Insurance Services, Pioneer Packing and New Haven Moving Equipment Corp.

A very special thank you goes to Glenn Willwerth of J & S Paper Company for the time he spent organizing the fundraiser and sponsoring the trophies, a station and a team.

By PJ Welch, Cardinal Van & Storage



Winning Team: (L-R) Desean Cicelske, Marcos Trujillo, Jim Wheeler and PJ Welch of Team Cardinal Van and Storage



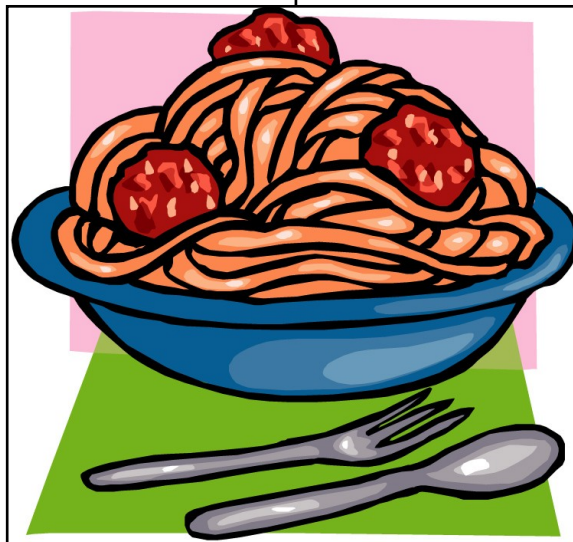
Participants in the First Annual Twin Counties Chapter Shoot-Off Fundraiser.

Mid Valley Memorial Spaghetti Fundraiser

The CMSA Mid Valley Chapter raised \$6,100.00 at the Memorial Spaghetti Dinner held on April 5. Not bad for a two-hour event...ok, ok, I know about the hours of planning, preparation and clean up, but it sounds good. Our hourly rate for a whole bunch of people, lots of food, fun and prizes is \$3,050.00. I wonder what the P.U.C. would say about that! This money was sent to CMSA and may be used for scholarships and to assist with Special Olympics events. To date, the Mid Valley Chapter has raised \$66,579.80 for CMSA Charities. We greatly appreciate your help; whether you donated prizes, made a cash donation,

bought a placemat ad, sold tickets or just came and ate with us, we could not have done it without you. Many of you did all of the above, plus helped to set up and clean up. We can't say enough about our vendors and supporters, you are awesome! If you were at the door looking in, you couldn't tell who was a vendor or who was a mover! Steve Dooley with CDS, John Kay with Golden State, John & Donna Cardoza with Storage Auction Experts and Duffy Aceret with Pioneer Packaging and his wife, AnnMarie, worked right along beside us.

By Kathy Casey, Casey Moving Systems



California Moving & Storage Association
Strength in Numbers

Champion Risk & Insurance Services Announces Adams Clay Insurance Brokerage Co. and Bob Swanson are Joining the Champion Team

San Diego, CA, April 18, 2016– Champion Risk & Insurance Services today announced that Robert Swanson, owner of Adams, Clay Insurance Brokerage Co., will join Champion effective May 1, 2016. For over 40 years, Adams Clay has provided insurance services to the moving and storage industry – servicing van lines, moving and storage agents, independent local movers and owner-operators.

"This move enables us to meet long-term strategic goals, by partnering with a larger insurance agency that shares my commitment to serving our clients," said Robert

Swanson, of Adams Clay Insurance. "The combined strength of our two organizations gives us the capacity to bring the best in insurance and service solutions to our clients."

"We look forward to perpetuating the quality insurance products to the moving and storage industry that Adams Clay has been known for in this space since 1975," said Mark Raby, president of Champion Risk. "With our decades of experience advising our many clients in this field, we know that Adams Clay clients will be in great hands."

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Guidance to Help Employers to Keep on Trucking (Part 3)

by Michelle R. Ferber

Hours of Service

The "Hours of Service" regulations for the interstate trucking industry are found in the regulations put forth by the FMCSA in 49 CFR Part 395. Under the federal regulations, drivers can be on-duty for a maximum of 14 hours per day, only 11 of which can be spent driving. Furthermore, each 14 hour on-duty period must be preceded and followed by 10 consecutive hours of off-duty.

On-duty time is defined as all-time from when the driver begins to work or is required to be in a state of readiness to work until the time when the driver is relieved from work and all responsibility for performing work. In addition to driving time, on-duty time includes: time at the terminal or employer's place of business, time spent inspecting, servicing, or conditioning the truck, time spent loading/unloading the truck, time spent testing for alcohol or drugs, time spent performing any other work in the capacity, employ, or service of a motor carrier, and time spent performing any compensated work for a person who is not a motor carrier. Moreover, on-duty time includes all time inside the truck except for resting when parked, resting in the sleeper berth, or up to two hours riding as passenger either before or after spending eight hours in the sleeper berth. While off-duty time is not officially defined, best practices would be to ensure that the driver must be at liberty to pursue activities of his/her own choosing.

During a 14-hour on-duty period, the driver must take a 30 minute break of off-duty or sleeper berth time every eight hours. There are also regulations that limit the number of hours within the week a driver may work. The "60/7" rule means that a

driver cannot be on-duty for more than 60 hours over seven consecutive days if the employer operates less than seven days per week. If the employer operates seven days per week, the "70/8" rule applies, meaning that the driver cannot be on-duty for more than 70 hours over eight consecutive days. In either case, after seven or eight consecutive days of work, the driver must take at least 34 consecutive hours of off-

duty time, including two periods from 1:00 am to 5:00 am. The fundamental hours of service rules for intrastate California drivers are the same as the federal regulations.

Michelle R. Ferber is an attorney specializing in employment law and litigation. Ms. Ferber is Of Counsel to Nemecek & Cole in Sherman Oaks, and is the managing shareholder of Ferber Law, P.C. in San Ramon, enabling her to provide efficient representation to her clients state-wide.

Disclaimer: Because of the generality of this article, the information provided herein may not be applicable in all situations and should not be acted upon without specific legal advice based on particular situations.



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What's Your Airplane Speech? (Part 2)

How to Engage Almost Anyone

by Jim Mathis, CSP

Benefits vs. Features

Have you ever had someone call you and start in on their script before you knew what was hitting you? Have you ever been at an event and asked someone what they do and the answer is so bland you reach for a bottle of hot sauce just to wake yourself up from their answer? Examples: I sell aluminum siding. I do lab work. I am in the widget sales business. Wow! Hold me back!

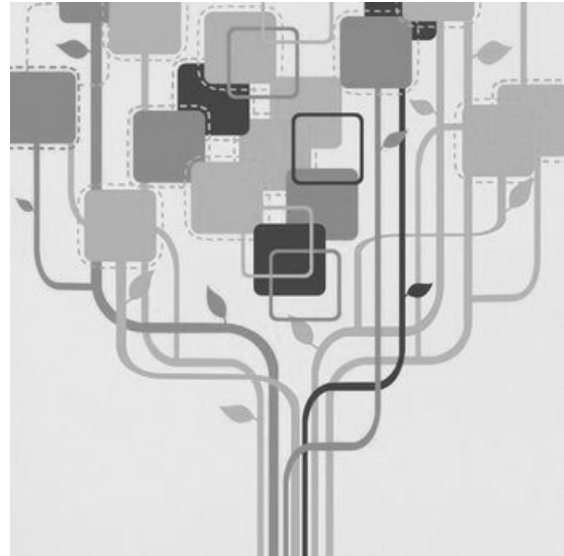
People usually care about what is in it for them. Their favorite radio station could be called: WII-FM (What's In It For Me). They don't care about what YOU do as long as they are not getting any benefit from it. What you say to others when they ask what you do should involve them, intrigue them and elicit some response from them.

BENEFITS ARE WHAT YOU OFFER THAT OTHERS THINK ARE VALUABLE.

You will only achieve this if you focus on the benefits to *them* about what you do and not the features. Definition: Features are what you offer that you think are wonderful and expensive. Benefits are what you offer that others think are wonderful and valuable. Get the difference?

Put another way, Earl Nightingale is credited with the popular saying, "Nobody cares how much you know until they know how much you care." When you tell someone what you do for a living, it should be all about the benefits to them, making them stop in their tracks and asking for more information.

How can you craft an "airplane speech" that almost forces a response like, "How do you do that?" or "Tell me more about what you do!" How do you know you have hit a strong chord with others? Experiment the next time you are at a networking event and see what generates the best response. It can't hurt... they weren't working with you anyway,



so you don't have much to lose by trying something different.

Benefits always trump features.

If you can't offer benefits, nobody will care for what you say to them. You will just be another loud voice like the people shouting at you on infomercials or the last irritating cold-caller who didn't allow you to take a breath while they pounded you with useless features. *Lame!*

This concept of benefits should permeate everything you do... your voice mail message, your business card, your internet web site, your company slogan/mission statement, your Facebook page, your Twitter account... everything you put out for the buying and servicing public.

Does That Make Sense?

Your airplane speech should be short and to the point. It should be easy to say and different to hear. To that end it should be a short sentence no longer than about 14 words (and the fewer words you use, the better). Can you explain what you can do for other people in less than 14 words? Try saying beneficial statements like:

"I help people like you who want to save money. Does that make sense?"

"I help women like you who want to make a difference in their job. Does that make sense?"

(AIRPLANE SPEECH Continued on page 30)

(AIRPLANE SPEECH Continued from page 29)

"I help men like you who want to leverage their brand. Does that make sense?"

"I help citizens like you work more effectively with their government. Does that make sense?"

"I help people like you feel healthier on their own. Does that make sense?"

IT MAKES SURE THE LISTENER IS FOLLOWING WHAT YOU ARE SAYING.

Notice I ended each one with the question, "Does that make sense?" (Don't include that in the 14 word limitation). Asking if it makes sense forces a response. What you do either makes sense or it doesn't. If they say, "No," then you can paraphrase what you said in your own words. If they say, "Yes," then you can go into a conversation from that point.

Does that make sense? Good. Let me tell you more.

In a networking scenario or sales pitch, whenever you say something bold or out of the ordinary,

stop and say, "Does that make sense?" It makes sure the listener following what you are saying.

You will now know if they are "on board" with you. You will know if they are paying attention and you can engage them in conversation with you.

(Part Three of Jim Mathis' Airplane speech will appear in the July 2016 Issue of The Communicator)



Jim Mathis, CSP is The Chief of Reinvention Nation™, an international Certified Speaking Professional and best-selling author of Reinvention Made Easy: Change Your Strategy, Change Your Results.

To subscribe to his free personal and professional development newsletter, please send an email to:

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HISTORICAL PHOTO

As the CMSA closes in on its 100th year, join us in looking back down memory lane at these wonderful historical pictures. If you have any pictures you would like to share, please email them in JPEG format to: rhifumi@thecmsa.org.



This picture of a state of the art moving truck was taken from 1924 as W.E. Greene Van & Storage Co. moved new judges into the Contra Costa Courthouse in Martinez, CA. W.E. Greene Van & Storage operated until the early 40's when it was purchased by Zu Fall's Van & Storage. In 1971 it was acquired by Metropolitan Van & Storage which is currently owned by Dennis Paulley and Keith Estes. The apple didn't fall far from the tree as Mr. Greene's grandson, Rick Greene, has been employed at J & S Paper Co. for 15 years where he is heavily involved in the manufacturing and selling of moving supplies.



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