

The Communicator

THE CALIFORNIA MOVING & STORAGE ASSOCIATION

Important Legislation Related to California Moving Industry

Senator Jerry Hill, D-San Mateo, authored Senate Bill 19 (SB 19), which is known as "The California Public Utilities Commission Governance, Accountability, Training, and Transportation Oversight Act of 2017."

SB 19 enacts provisions for reform of the California Public Utilities Commission that were part of bills, by Senators Hill and Mark Leno and Assemblymember Mike Gatto, that did not pass the Legislature in the summer of 2016.

On September 29, 2016, Governor Jerry Brown directed his administration to work with the California Public Utilities Commission (CPUC) to develop a reorganization plan to transfer those duties and responsibilities of the com-



Senator Jerry Hill
(D)-San Mateo



mission over to transportation-related entities that will better be performed by a department within the state's Transportation Agency.

CMSA has been proactive working with the governor's office, legislators and potential regulators on all aspects of the bill and its impact since the announcement of the Governor's Reorganization Plan. We continue to have regular meetings with these parties and to comment at any and all proceedings.

SB 19 proposes the transfer of jurisdiction over Household Goods Carriers from CPUC to the Department of Consumer Affairs (DCA). The projected effective date in this act shall be July 1, 2018.



California Public Utilities Commission
headquarters in San Francisco.



Department of Consumers Affairs
headquarters in Sacramento

(IMPORTANT LEGISLATION continued on page 6



CHAIRMAN'S CORNER

by John Lance

So it seems like this summer is flying by. As busy as we get this time of year, the days seem to run together. The stories we hear from professional van operators loading and unloading shipments, our local

crews, other moving companies and customers are sometimes humorous. I will share something that happened in my office a couple of weeks ago that was an all-time classic! Samantha in my office was making her usual calls to our shippers on this particular afternoon to confirm the jobs and start times for the next day. One of the jobs was scheduled to pack two days and load on the third day. The shipper told Samantha that he needed to cancel the first day of the pack and we would need to pack his shipment all on the second day. He went on to tell her that his wife is a belly dancer and she will be getting ready for her performance the day

we were scheduled to start packing and he thought it would be uncomfortable for our packers to be at their house during this getting-ready process. Now I thought I had heard it all, but this was a first. I had no comeback when Samantha came to me with this, but to tell her that was fine and let the shipper know we will accommodate their needs. These are the kind of things I have always loved about the moving & storage business. Every day is different and you never know what you will come across. The people you meet on a daily basis all have different stories to tell. Most are pleasant to work with and some are challenging, but that's what makes it fun. The moving business is a very personable business as we are in people's homes on a daily basis packing their life-long possessions. A positive and good personality is critical.

Speaking of positive, the Chairman's Choice Charity is in its 3rd year and has been embraced by our entire association. I will be working on a fundraiser for the Muscular Dystrophy Association (MDA) in the next couple of months. As soon as I have

(CHAIRMAN'S CORNER continued on page 4)

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PRESIDENT'S COMMENTS

By Steve Weitekamp

July continued to be a busy month related to SB 19, the pending legislation that would transfer the regulation of Household Goods Carriers from the California Public Utilities Commission (CPUC) to the Department of Consumer Affairs (DCA). Activities included: an in-person meeting with DCA senior staff at their Sacramento office, speaking at the Senate Judiciary Committee hearing on the bill, and a conference call with the CMSA Board of Directors reviewing issues and strategies related to the bill and potential transfer. As the month drew to a close, CMSA's team (Lobbyists: Chuck Cole, Josh Shaw, Matt Robinson, CMSA Counsel Mark Hegarty, and I) met with Senator Jerry Hill's staff and DCA staff in a Capitol meeting room to review the bill and attempt to work through CMSA's requested modifications.

We can report that the meeting went well and we are working on amendments that will serve the regulated industry, consumers of moving services and the citizens of California. I am proud of our team's accomplishments to date. When legislation was first introduced to transfer motor carrier authority from the CPUC to the DCA, the task at hand seemed daunting. However, as we work through this together as an Association, I have even more confidence that our effort will effect positive change.

On this note, I'd like to share a story with you. I like golf, I don't play it frequently enough and I tell myself that's why I'm not that good, but I still like it. I'm a fan of the British Open Golf Tournament for several reasons. First, as I've already stated I like golf, I love the look of the British links style courses and the impact of weather on playability. There is always fantastic competition and being an early riser, appreciate that it is on early in the morning and done by 11 a.m. American, Jordan Spieth, won this year. He led from the first round until the middle of the final round, then ran into some trouble

(PRESIDENT'S COMMENTS continued on page 5)



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(CHAIRMAN'S CORNER continued from page 2)

dates, I will get the info out to the association and let you know how you can get involved in the fight against MD!

I received a call from President Weitekamp this past week letting me know that after 19 years of service as At-Large North Board Member, Maribeth Wolf of Golden Gate Moving & Storage, had decided to retire from the CMSA Board of Directors. I got to tell you, she will be missed! Maribeth will remain an active member and is willing to help out wherever she is able. From our entire association, thank you Maribeth for your years of service.

So I broke my foot a couple of weeks ago and at this time of the year, it is really bad timing. I am limping into shipper's homes to do surveys in this walking boot they put me in. I walked into a two-story home the other day. When the shipper finished walking me around downstairs, he started to head upstairs as if I was going to follow him. Not happening! I gave him my phone and asked

him to simply take pictures of each of the rooms upstairs and I would go over them with him when he was done. As I often say, there is always a way to make it happen, and that I did. I also believe that everything happens for a reason and I could not figure out what the reason for this broken foot was. Well, I have found out! My beautiful bride, Bernadette, of 33 years loves to cook and waits on me hand and FOOT! Guess what? She is working overtime right now. I have had breakfast served to me in bed the last couple of Sundays in a row. I could get use to this. She won't let me do anything. I am taking advantage of this my friends. And yes, I do let her know how much I appreciate her and love her. I just hope she never breaks her foot or I am in big trouble.

Always go with the choice that scares you the most, because that's the one that is going to require the most from you. Now go take on the day and I will see you next month!



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(PRESIDENT'S COMMENTS continued from page 3)

and many thought he was about to have an epic collapse. If you don't follow golf, it has happened to him before. After a not-so-great shot, his caddie, Michael Greller, took the unusual step of calling his player back to the tee box for a word. To paraphrase, he told Spieth that he needed to believe in himself, that he was a world-class athlete and that he could get it done. And, according to Jordan, that was enough.

By the time August rolls around in the moving business, more than a few are saying to themselves, and maybe even to others, that this business is too tough. The thing is that they are good at it! Sometimes we just need to hear that we are good at what we do and that it has meaning and value, not just in the revenue that it generates for our families and our employees but for our customers and the greater community in which we work and live. Sometimes, we all need a caddie to pull us aside and remind us that we are up to the task and just go out there and do it!

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(IMPORTANT LEGISLATION continued from page 1)

Regulations adopted, orders issued, and all other administrative actions taken by the CPUC that are in effect immediately before July 1, 2018 shall remain in effect and are fully enforceable unless they are re-adopted, amended, or repealed by the receiving department.

The bill is currently 76 pages and is in the committee phase of the legislative process. It will next be presented in the Appropriations Committee currently scheduled for August 23rd. CMSA will be present to share our issues and to answer any questions that the committee might have regarding the program.

Proposed actions would transfer the majority of the Household Goods Carriers Act from the CPUC code to the California Business and Professions Code and authority over the MAX 4 Tariff to the DCA. CMSA has suggested changes to the bill that would modify code, having a positive impact on consumers, permitted carriers and the citizens of California.



June Association Leaderboard Report

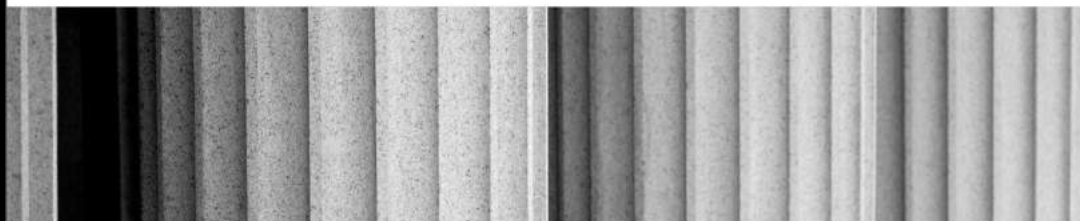
Association	Total Lbs.
1 Pennsylvania (PMSA)	1,102,242
2 Illinois (IMAWA)	1,604,682
3 Southwest Movers (SMA)	870,256
4 California (CMSA)	805,911
5 New Jersey (NJWMA)	707,053

Association	Enrolled Movers
1 California (CMSA)	62
2 Southwest Movers (SMA)	62
3 Illinois (IMAWA)	41
4 Florida (FMWA)	34
5 New Jersey (NJWMA)	25

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Program Administrator

How to Handle Customer Complaints Via Social Media

By: Ravi Shukle

Are your customers leaving negative comments on social media? Do you need a plan to handle customer complaints? Responding quickly and appropriately to negative social comments can help you increase customer loyalty and retention. In this article, you'll find out how to deal with negative comments on social media.

#1: Respond Quickly

It's important to respond quickly and efficiently to customer complaints on social media.

As a starting point, try to reply within one hour. This doesn't mean you need to have all the answers right away. Customers typically want you to acknowledge their issue so they know you're looking into it.

Next, let customers know when they can expect a response. This helps you manage expectations and reduce negative feedback. You've acknowledged the issue and set a realistic timeframe for a response.

It's important to consistently provide this same level of response on social media, even on weekends. According to a study from Convince & Convert, 40% of respondents expect a response time within hours of leaving a complaint.

#2: Acknowledge Mistakes

Consumers know that no business is perfect, so instead of hiding mistakes, it's best to own up to them.

When you apologize to fans on social media, you acknowledge mistakes and take ownership. This also prevents the customer from continuing to blame your company for the mistake or issue. Then you can focus on the real task at hand, which is to help find a solution.



When you post an apology on social media, make sure it's genuine. People will be quick to highlight apologies that appear to have been copied and pasted from a script or that lack emotion. Instead, show your human side and use your natural tone of voice.

When you've made a mistake, it's best to show transparency, be honest and do everything in your power to fix the situation right away.

Remember, it takes time to build trust with your customers, but it takes only seconds to lose it.

#3: Take Conversations Offline

All communications on social media are in the public eye, and often when dealing with negative comments, this can prompt others to join in.

The best course of action is to take the conversation offline so you can talk to the person one on one. This prevents the situation from escalating, and also helps calm the customer, because you're working with him or her to resolve the problem.

#4: Personalize Your Responses

When customers reach out to you with a negative social comment, they're typically looking for you to acknowledge and help resolve their problem. If you respond with an automated reply, you're sending a message that you haven't taken time to understand the issue and don't value the customer's input.

When responding to negative comments, these tips will help you reassure customers:

- Reply using a conversational tone.
- Include the customer's name in the



(Customer Complaints continued on page 8)

response.

- Let the customer know how you will fix the issue.
- If it's a mistake, take ownership.
- Acknowledge the customer's situation in your response.

Automated replies can save you time when answering common queries online, but only use them as templates for your responses. The key is to personalize your messages, rather than copy and paste the same message every time.

#5: Don't Take It Personally

When dealing with negative comments on social media, remember that customers aren't angry with you as an individual. They're angry about the situation they're in. That's why you should never take these responses personally or respond to the customer in a negative manner as a result.

The last thing you want to do is make

matters worse and respond aggressively.

#6: Put Together an Escalation Plan

An escalation policy is a document that will help your employees figure out who to contact in the company when handling complaints. The document should include a full list of employees and departments in your company along with their contact details.

With this document in place, any employee who handles a complaint can (if needed) quickly escalate the issue to the correct person. Employees may also need to get approval for more serious issues, and this list will allow them to reach out directly to the appropriate person.

An escalation policy not only speeds up your response time on social media, but also helps employees find solutions more quickly.

#7: Go the Extra Mile

One of the main reasons customers



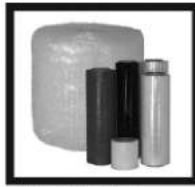
(CUSTOMER COMPLAINTS continued on page 9)



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leave negative comments on social media is they haven't been able to get the information they need from the company.

The good news is you don't need to have all of the answers. In fact, when you don't have the answer, referring your customers to an external resource or even another company's product or service is actually a good thing.

Rather than reduce trust, this actually increases it. Your customers will appreciate that you've gone the extra mile to help solve their problem. For example, a Gaylord Opryland hotel customer tweeted about her interest in purchasing an item from her hotel room.

Although the item wasn't available for sale, the hotel found a similar product available at an online retailer and provided a link to it for the customer's convenience.

#8: Follow Up

Once you've responded to a complaint on social media, don't assume that you've resolved the issue. Follow up to make sure you've fully met the customer's needs. A personal approach lets customers know you value their opinion and put their needs first.

It's typically best to follow up with the customer within a couple of days. This helps you identify early issues and keeps the interaction top of mind. It's also a good way to gather feedback about the customer's overall experience with your company.

#9: Don't Delete Negative Comments

Deleting negative social media comments won't make them go away. In fact, if you delete and ignore



them, customers will likely keep on commenting and venting their frustration until you've addressed them.

Although you should never delete a negative comment from a customer, it's also not acceptable for customers to be rude or disrespectful to your company or toward other fans on your social channels.

If you have a social media policy in place, you can link to this resource or issue a warning to them. If a customer has clearly crossed the line and you've issued a warning, it's okay to hit delete or block that person.

#10: Monitor Conversations About Your Brand

To keep on top of negative comments and prevent issues from escalating, it's important to monitor what people are saying about your company on social media.

A 2014 Mention study revealed that 31% of tweets containing company names don't include their Twitter handles. Similarly, customers won't always tag your company name in their Facebook updates.

This practice makes it challenging to keep up with and track online conversations about your company.

Here are two tools that can make it easier to monitor these conversations:

- Mention is a free online tool that allows you to track all key mentions across social media and blogs. You can choose which keywords to track and you'll receive a notification whenever these keywords are used. This is great way to find conversations where people haven't included your account name in their updates.
- Agora Pulse is another CRM



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(customer relationship management) tool that allows you to track when people have commented on your social channels, including Facebook, Twitter and Instagram. When you receive a notification about a comment, you can respond directly within the app and mark the comment as complete. This is an easy way to ensure you've replied to customer comments.



happy on your social channels, and that's okay. What's important is to be honest and open when dealing with negative comments. Adopting a personal approach means taking the time to understand customer issues when you're trying to help. This signals to them that you value their opinions.

ABOUT THE AUTHOR, Ravi Shukle is a social media and online customer service expert with 10 years industry experience. For more training tips and marketing strategies, find him at:



www.RaviShukle.com



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Final Thoughts

According to an NM Incite study, 71% of consumers who experience positive customer care on social media are likely to recommend the brand to others, compared to 19% of customers who don't get a response.

Obviously, you can't make all of your fans

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Safety Tips for Moving Consultants

As President of the CMSA, I receive many magazines, newsletters and articles from various organizations and associates pertaining to the moving industry. Recently I came across a very interesting article from the President of the New Jersey Warehousemen & Movers Association (NJWMA) Cynthia A. Myer that I thought would be very informative to our association.

We talk about safety in our industry and train our Moving Professionals to be safe out in the field. But there is another field to be mindful of and I would like to address some safety guidelines when it comes to our sales force aka Moving Consultants.

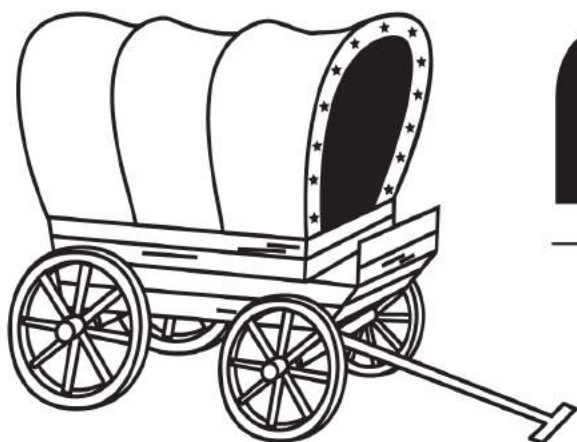
The other day, I attended a Realtor breakfast which was geared towards safety of Realtors when listening and showing



homes. As I listened to the presentation, I realized how so much of what was being discussed also applies to our sales representatives in the Moving Industry. I'd like to share some common safety guidelines/best practices based off of the power point that my friend and colleague, Amy DeBellis a licensed realtor for over 25 years and now the Director of Business Development for Cross Country Mortgage spoke about at last weeks event;

- Trust your instincts! If something does not feel right – get out.
- Check your cell phone strength and signal prior to entering a home.
- Google is a great tool, use it.
- Make sure someone knows your com-

(SAFETY TIPS continued on page 14)



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(SAFETY TIPS continued from page 13)

plete estimate inventory.

- Do not park in the driveway, not only as a courtesy but you do not want to get blocked in.
- Do not wear flashy jewelry.
- Have a code phrase prepared to indicate you are having trouble and call the office.
- When walking through a home, never lead. Always follow someone in and out of rooms, up and down stairs.
- Have your cell phone with you at all times. Program 911 on speed dial.

I have two daughters; Melissa 28, lives in Los Angeles and Samantha 26, lives in Brooklyn. The conversation that I have with them often is... be aware of your surroundings. Don't walk and talk on your cell phone when approaching your apartment. You can be distracted from someone following you.

Trust your instincts, be fully aware of your surroundings and if something doesn't feel right, wrap it up and get out!!! Some

safety apps for your smart phone include;

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A device that is being used by many agents is called "WearSafe Fob". A small fob that is worn and activated quickly in case of emergency.

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Since the growth of mold or mildew normally results from changes in temperature and/or humidity, movers are generally not held legally liable for this kind of damage. There are, of course, a few exceptions. Under certain circumstances, a mover could be liable for military household goods (although the regulations are some-



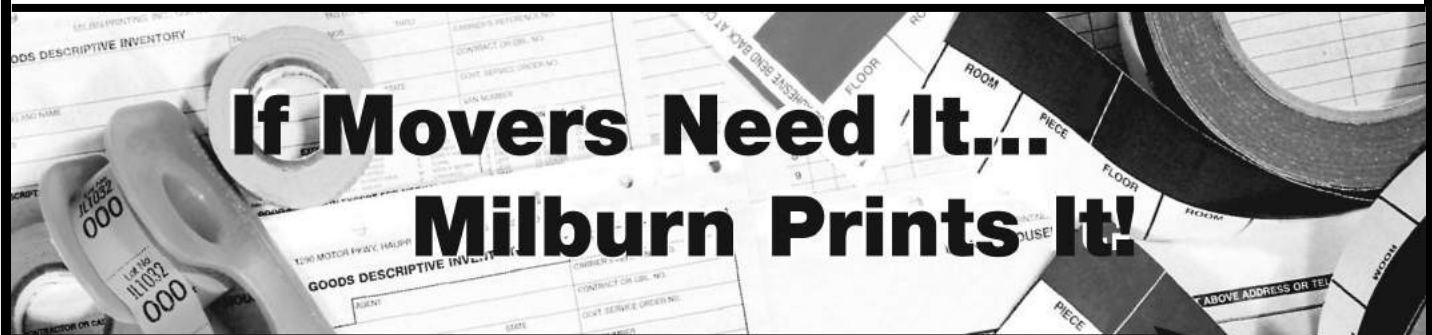
what unclear.) A mover could also be held liable for this kind of damage if they fail to promptly deal with water damaged property.

Check your cargo policy language for these issues.

What about mold or mildew contamination to a residence? This could happen if contaminated household goods are delivered into a residence OR the moving operation results in water damage to the premises

(such as from a badly connected washing machine). Most general liability insurance policies exclude bodily injury or property damage resulting from fungi, bacteria or mold. However, some insurance companies will provide limited coverage under the standard form -- CG 24 25 Limited Fungi or

(MOLD, MILDEW continued on page 16)



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(MOLD, MILDEW continued from page 15)

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CALENDAR OF EVENTS

- | | |
|-----------------|--|
| Tues, Aug 8, | Chapter President's Orientation-Southern CA |
| Thurs, Aug. 10, | Chapter President's Orientation-Northern CA |
| Fri., Oct. 6, | Monterey Bay Chapter Golf & Bocce Tournament |
| Wed. Oct 25, | OC/Beach Cities Chapter Golf Tournament |

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CMSA LEGACY

*LOOKING BACK
OVER THE LAST 100 YEARS*

By Jeff Nadeau

2012-2014 CMSA Associate Board Member

It's not a classic, but it's my story and my remembering of the early days of me with CMSA.

I was at my first CMSA convention ever in La Jolla at the Hilton in 2011.

We had decided to do a booth for the first time as Dewitt. (Royal Hawaiian had done them in the past.) At our booth, I had cooked, peeled and displayed 30 pounds of very large shrimp for passersby. It was a hit (as you can imagine)!

This tall, official-looking businessman came up to me, I had no idea who he/she was. Took off his glasses (they unhooked from the middle) he glared at me and asked, "Who said you can bring shrimp to this?"

Concerned I may have over stepped my bounds, I quickly asked him if it was all right. He laughed, grabbed a handful of shrimp, put them on his plate and with his shrimp hand extended it to greet me. He said, "Hi, I'm Mitch with CDS, welcome to the family!" The rest is history.

By Mitch Snelson

2008-2012 / 2016-2018 CMSA Associate Board Member

I have many memories with the CMSA. It's been the comradery of the members that has made the CMSA so fun. Certainly, the regulation challenges and all the State issues that face the industry have been a journey of education, challenge and success. I have many memories of those times from the past.

What comes to my mind is David Menne, a friend whom I think of daily. He left this earth too soon. He was so involved with CMSA. From local chapter president, multiple committees and being a past Chairman...David was CMSA. David LOVED the Special Olympics and helped to make it part of the CMSA organization. I have so many memories of him at events and discussions outside the events on CMSA. He is so truly missed.

My favorite memory includes David and one of my favorite longtime customers. I still don't know the reasoning for the shenanigan to this day, but this member decided to walk up behind Dave at the Hawaii convention in 2005 and pour a whole glass of wine into the pocket of his pants. The pants didn't hold the wine! Ha Ha!! I believe then she did another one into the other pocket. David just laughed his rump off about this. I have had many laughs with David and many CMSA members over the last 25 years. All great people that have made the organization great and memorable!

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Last year, National Breast Cancer Foundation (NBCF) provided 227,835 breast health services for women in need in all 50 states. We also continued our support of some of the leading research scientists in the world and enhanced our online support program, Beyond The Shock®, a top-rated breast cancer app on iTunes.



(L-R) CMSA Sr. Chairman Bob Fraser, NBCF Representative Danae Johnson, and CMSA President Steve Weitekamp

2016 marks NBCF's 25th Anniversary. We invite you to join us as we celebrate our success and plan for our future growth.

Thank you again for your support. Together, we are Helping Women Now®.

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CMSA THROUGH THE YEARS

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.



Members at the CMSA 50th Anniversary Convention, held at the Hotel del Coronado in San Diego, dress up for the "Hippy Hop" Friday night costume party.



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