

# The Communicator

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

## CMSA Prepares for its 100th Year Convention Celebration!!

CMSA has begun preparations for its 100th Annual Convention, which is being held at the Hyatt Regency Sacramento on April 17-22, 2018. CMSA is excited to plan a memorable experience for its members, and here are some of the highlights:

### Accommodations:

Members attending the Convention are invited to stay in a beautiful, contemporary hotel located in downtown Sacramento. This hotel is across the street from the California State Capitol, and just minutes from major shopping, theaters, landmarks, and attractions such as Old Sacramento and Golden 1 Center, home of the Sacramento Kings basketball team. Attendees can even enjoy some golf at nearby places like the Teal Bend Golf Club—host of our convention tournament! In addition to the many off-site activities, guests can relax by a heated outdoor pool, book a spa treatment at the Emperia Wellness & Spa, and re-energize at the hotel's 24-hour gym.

### Schedule:

As we celebrate CMSA's historical past, we will also provide useful insights and direction to our members for the future. Besides its regular committee meetings, board meetings and delegate-favorite events, such as the Convention Golf Tournament, Young Professionals Group Social, Exhibitor

(CONVENTION continued on page 6)





## CHAIRMAN'S CORNER

by John Lance

November was a busy month. The CMSA Board of Directors had its annual fall board meeting at the Paradise Point Spa & Resort in San Diego. We have a lot going on with our 100th year convention coming up as well as our transition to the Department of Consumer affairs coming up July 1st of next year. I encourage all of you to attend our convention as we have a lot of exciting things going on that you don't want to miss.

The week after our board meeting, I headed out with CMSA President Steve Weitekamp to attend chapter meetings and visit member companies. We started out at the Twin County Chapter meeting with former Chairman PJ Welch of Cardinal Van & Storage heading up this well-attended meeting. Thank you, PJ, and all in attendance for your warm welcome and hospitality.

The next day, we were in San Diego where we visited several companies. First was Dewitt Companies where Jeff Nadeau and former chairman Rick Hosea welcomed us and gave us a tour of their facility.

Next was Atlas Transfer to meet with Tom Oakley and tour his operation. Now I have to tell you, I was completely taken back as he walked us around and showed us his place. I have been to many moving companies in all my years, but Tom, yours is second to none. Tom's truck collection alone is truly a pleasure to see. You can tell that Tom runs a class-act company as it shows everywhere as you walk through it. Thank you, Tom, for your hospitality.

Next, we visited former chairman Tim McCarthy at McCarthy Transfer & Storage. Tim gave us the tour and it was interesting to see what he and his son, Thomas, are doing in planning for their succession. This is not an easy thing to do, and the time and amount of planning seems endless. Thank you, Tim, for your hospitality and as always, it was great to see you. That evening Steve and I attended the San Diego/Imperial

*(CHAIRMAN'S CORNER continued on page 4)*

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## PRESIDENT'S COMMENTS

By Steve Weitekamp

Most of us view the holiday season differently as we pass through the different stages of our lives. In our early years, we may be focused on the gifts that we receive and the immediate joy that something new can bring. Later, the opportunity to share experiences with family and friends and reaching out to those less fortunate is the source of holiday joy. As I think about our California Moving and Storage Association (CMSA) family, I am proud to be a part of a group who has, as a core value, an emphasis on the giving of time, love and treasure, not just during the holiday season, but year around.

While too much of the public perception of movers is driven by the bad actions of illegal operators whose sole business address is a domain name, the legal and licensed movers who are members of CMSA

work hard each and every day to serve the moving public and follow the rules and regulations of the state of California. In addition to providing quality service to their customers, many are engaged in charitable activity to the benefit of those in need. Just in the months of November and December, members have:

- Donated, stored and delivered furniture to Northern California fire victims, many of whom lost all that they had.
- Participated individually or at the chapter level in a Move for Hunger food drive.
- Provided donations, transportation and other services for Wounded Warrior and United Way toy drives.
- Organized, volunteered, and participated in events that raise funds in support of CMSA Charities, including Scholarship – educational and vocational, Special Olympics, and the Chairman's Choice Charity – this year, the Muscular Dystrophy Association (MDA).

Upcoming or recent additional charitable

(PRESIDENT'S COMMENTS continued on page 5)



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(CHAIRMAN'S CORNER continued from page 2)

Counties Chapter meeting headed up by Matthew Grimes of Covan World Wide Moving. This, as I expected, was a huge turn out! Great meeting and it was a pleasure visiting with everybody.

The next day, we attended the Orange County/Beach Cities chapter meeting headed up by Shiree Dolman of California Relocation Services. This was also a well-attended meeting, and Shiree did an outstanding job.

The following week, Steve and I headed north once again to visit the Central Valley chapter. Mia Longoria of Lambert Transfer & Storage headed up this meeting and what an outstanding job she did. The meeting was held at the Tachi Palace and Casino in Lemoore Calif., where they had a private meeting room set up for us. Thank you, Mia, for your commitment as chapter president and all you do for this chapter. Steve and I visited Jeanette Homan at Lambert Transfer & Storage the next morning before heading back south. Jeanette runs an outstanding operation and takes great pride in it. Jeanette is Chairman of our Military Affairs Com-

mittee and brings so much knowledge to our association as well as our industry in all she does. Thank you, Jeanette, for taking the time to visit with us.

Thanksgiving has always been my favorite holiday. It's a time to relax and enjoy family and friends and think about all we are thankful for. I want to share one last thing with you. I read a comment a couple of weeks ago that stated, "Thanksgiving is a time for family and friends to get together and stare at their cell phones." I have to tell you that I have seen this more and more in the last few years. The technology we have in having these devices has interfered in most of our lives as we seem to forget how to just share good conversation with each other. You can walk into any restaurant and see a full table or just a couple sitting there staring at their phones. I am guilty of this myself. I think we need to take a step back and remember when we didn't have cell phones. We actually had good conversation with each other or played games at family functions.

Texting is another problem for some. It is

(CHAIRMAN'S CORNER continued on page 5)



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(CHAIRMAN'S CORNER continued from page 4)

easier to just send a text rather than pick up the phone and call one another. I think it makes us lazy at times. There is a time and place for it, but have you ever had someone that is in the same room or house with you text you?! I am sure most of us have, and that's what I mean by lazy. My father does not know how to text and does not want any part of it. He still prefers a good old-fashioned phone call or a letter that you actually had to put some effort into. When my father and I get on the phone, it usually is a

two hour or better phone call to catch up. If we texted back and forth, we would not share that time together with good conversation.

Anyway, that is my lesson for the month. From my family to yours, I wish all of you a Merry Christmas and a Happy New Year!

**COURAGE IS BEING SCARED TO DEATH, BUT SADDLING UP ANYWAY.**

Now go take on the day, and I will see you next month.

(PRESIDENT'S COMMENTS continued from page 3)

efforts include support for Habitat for Humanity projects and Operation Homefront, a program that provides help and support to active military members and their families. We live in a time and a country for which we have much to be grateful for and CMSA members have many times reached out,

with the strong hand of someone who has worked hard, to help lift up the less fortunate.

On behalf of the CMSA team (Renee, Gale and Debbie), my family and I, we wish you a joyous holiday season and health and happiness in the New Year!

## NEW MEMBER SPOTLIGHT

(MORE SPOTLIGHTS ON PAGE 20)



We're thrilled to share that Updater announced its acquisition of IGC Software (IGC) and Asset Controls, Inc. (ACI). This business combination enables us to fulfill our vision to provide the industry with one seamless software platform to run an entire moving business. MoveHQ is the premier back-end software for moving companies, while Updater is the premier front-end portal software for consumers.



We are committed to providing quality transportation, forwarding and move management for our corporate clients, the general public, military and governmental agencies. Through aligning resources and innovative solutions around our customers' needs and objectives, we measure every aspect of our performance to continuously improve our processes and overall service satisfaction.



(CONVENTION continued from page 1)

Welcome Reception, Legislative and Awards luncheons, Military Breakout Session, Van Line Panel Discussion and Chairman's Ball;

this year's convention will include a special invitation-only former chairmen's dinner to celebrate CMSA's great leadership over the years and a festive Friday night toga-themed dress-up party for all registered attendees to enjoy!

#### **Golf Tournament:**

The Convention golf tournament will be held at the Teal Bend Golf Club, located adjacent to the Sacramento River with 250 acres of wetlands, native trees, and rolling green hills. Designed by Brad Bell, a Sacramento native and architect, this course boasts 7,000 yards of luscious, green terrain where golfers can enjoy a game of natural golf. In honor of

CMSA's 100th anniversary, our hole-in-one sponsor is giving away \$100K to the lucky golfer who can ace his or her shot in the designated hole.



#### **Toga-Themed Party:**

Toga! Toga! Toga! Be sure to dress up for the Friday night toga party dinner event! The party will be held on-site at the hotel with a Roman-inspired dinner menu, live DJ and a photo booth to capture the moment!

#### **Chairman's Reception/ Ball:**

The Chairman's Ball is the convention culmination where we welcome the new CMSA Chairman and witness the ceremonial passing of the gavel from CMSA Chairman John Lance to Chairman-Elect Alan Freese. This is a can't-miss party to end the convention with a bang!

(CONVENTION continued on page 7)

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(CONVENTION continued from page 6)

Don't miss this great historical event! Register today by calling CMSA at (562) 865-2900 or by completing and returning the registration form included in this issue.

Members who pay their full registration by February 27, 2018 will be entered in a drawing for a chance to win a \$50 prize!

Make your room reservation at the Hyatt Regency Sacramento quickly before rooms run out by calling (888) 421-1442 and reference the California Moving & Storage Association for the group rate of \$189 plus tax per night. We are expecting a large attendance for our 100th anniversary so don't wait to secure your reservation!

## 2018 CMSA Vocational Scholarship Application is Available!

Get the application today at <http://bit.ly/2018CMSAVocationalApp>

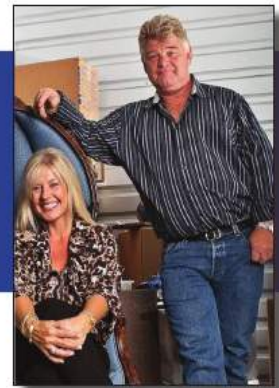
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## CMSA Mover Members Unite in Support After Devastating California Fires

As Northern California is recovering from the devastations of the firestorms that swept through Napa and Sonoma Counties in early October, we are now experiencing another wave of Mother Nature's wrath in Southern California. For all of the families and businesses that have been, (and are being), impacted by these unprecedented events, the overlying sense of community, concern and strength has been overwhelming. From all of the first responders and public service members who put their lives on the line to protect us to all of our friends and neighbors who have provided, (and will provide), assistance and support through these trying times, it truly shows what the best of humanity is capable of.

Nowhere is that more evident than within our own Association. Right after it was apparent that the fires in Northern California had taken lives and destroyed over 8,000 structures, the desire of our CMSA mem-

bers to reach out and help in any way they could was unbelievable. While there were many non-profit and charitable organizations setting up programs to help the displaced families and those who were most impacted by the fires, we had CMSA members throughout the State working with their own community charitable entities, collecting clothes, diapers, toys, household necessities, etc. **Mark Macy** and **Macy Movers** of Hayward, CA were one of the first companies to deliver new and gently used donated items to help those in need. The loaded trailer was dropped in the heart of the devastation at the warehouse of **Redwood Moving & Storage** in Santa Rosa. From there, the items were dispersed amongst multiple local organizations to supply free stores in helping to support the fire victims.

For the first two weeks after the fires, the need for clothing, toiletries and convenienc-

*(CMSA MOVER MEMBERS continued on page 9)*



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(CMSA MOVER MEMBERS continued from page 8)

es were prevalent. Many of the victims barely escaped their homes in the middle of the night with only their nightgowns, bathrobes and pajamas. The influx of those items nationwide was incredible. Ariel Kelley and the Healdsburg Corazon non-profit in conjunction with **Bob Fraser (Redwood Moving)** and Foss Creek Partners established one of the largest free stores in Sonoma County. For the next six weeks these items were distributed to those in need. Many of the families began asking where they might find inexpensive furniture for the apartments and houses that they were able to find whether temporary or permanent. Ariel, Bob and Kevin Wardell, (Bergamot Alley, HBG), started looking for vacated commercial space to accommodate a free furniture store.

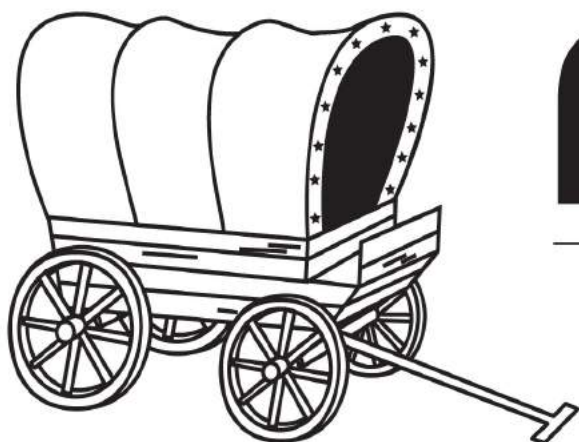
**Vince Cardinale** and **Cardinale Moving & Storage** of Monterey, CA reached out to **Bob** and suggested that, as well as collecting donated items from local churches and charities to help in the fire victim efforts, there might be an opportunity to deliver gen-



*Cardinale Moving & Storage crew assist in effort.*

tly used furniture items from an Embassy Suites renovation project that he was working on. The timing couldn't have been more perfect. There was a location in Santa Rosa off of Airport Blvd that was generously donated for three weeks. The space was 5,000 square feet and between the trailer load of furniture from **Cardinale** and locally donated

(CMSA MOVER MEMBERS continued on page 12)



# PIONEER

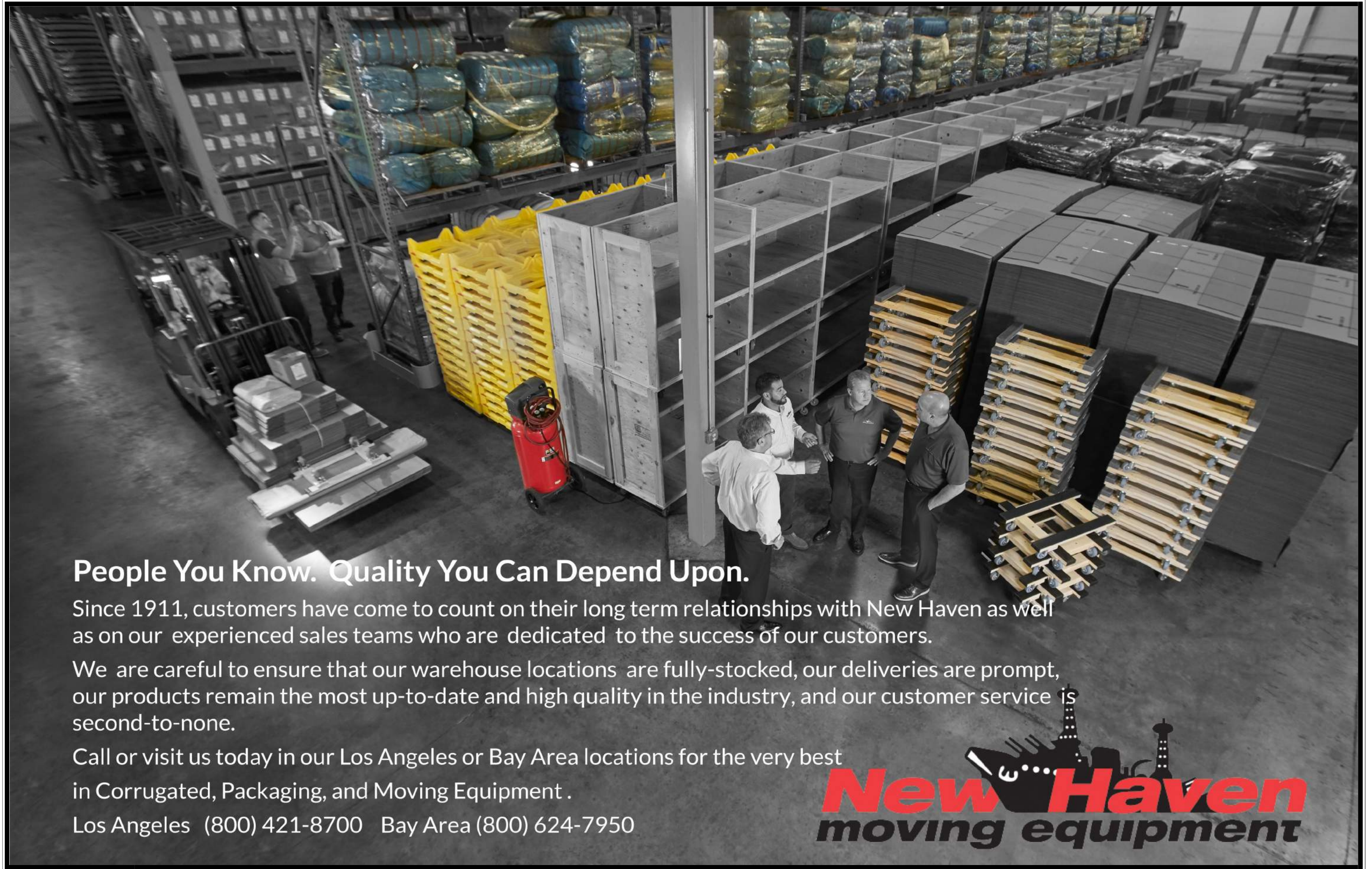
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(CMSA MOVER MEMBERS continued from page 9)

furniture pieces, it didn't take long to fill it up. On the Saturday morning of the distribution of the items, there was a line of families waiting to get in. Each and every one of them had a heart-wrenching story to tell of their harrowing experiences the night of the fires. And each and every one of them was so appreciative of the opportunity to receive furniture to help in restoring some sense of normalcy in their lives.

The first weekend of the free furniture store event was such a success that the landlords allowed an extra weekend use of their space. Bob got a call from **Ed Melton** and **Jeff Briggs** of **Chipman Relocations & Logistics** in Sacramento. Turns out that they had been working on a Holiday Inn remodel and had two trailer loads of furniture to add to the store. Again, the space was filled from wall to wall and the day of distribution was another huge success.

**Bob** and Ariel have received calls and emails from our mover members throughout the State wanting to help the fire victims in any way they can. **Carl Freese** of **Hollister Moving & Storage**, **Jay Casey** of **Casey Moving Systems** in Modesto and **Thomas McCarthy** of **McCarthy Transfer** in San Diego are just a few of the moving companies still holding and/or collecting furniture for the misplaced families. As there are still many



Chipman Relocation & Logistics crew assist in effort.

families searching for places to live with the local housing inventory at an all-time low, the need for furniture appears to be a long term issue. The hope is to have another furniture distribution sometime in late January 2018.

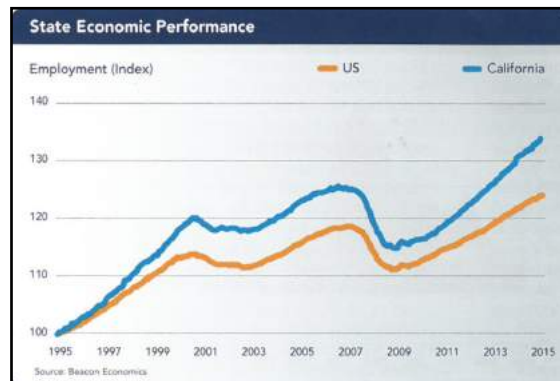
It truly shows how strong our Association is not only within the structure of our moving industry, but also in our members' desires to help our communities when disaster strikes. As of this writing, wildfires are sweeping through Southern California. There will be families in need in those areas too. Please help and volunteer in any way you can. CMSA Strong.

## State Economic Growth Slows; Constraints Include Labor, Housing, Uncertainty

### California at Cruise Speed

Like the U.S., California's economy continued to roll forward in the first part of 2017. The unemployment rate edged down, nonfarm jobs maintained an upward trajectory and grew at a modest pace, and economic activity in the state advanced at a somewhat faster rate than the nation as a whole.

As of April, the state's wage and salary



(nonfarm) jobs grew by 1.4% year-over-year, corresponding to a year-over-year gain of 236,700 jobs.

Most of the state's private industries added jobs in yearly terms in the first part of 2017. Health Care led the way in absolute terms with 55,600 jobs

added in April, followed by Leisure and Hospitality (+51,000), and Construction (+38,000).

(ECONOMIC GROWTH continued on page 13)

Consistent with recent trends, Manufacturing (-11,400) and Mining and Logging (-1,600) both lost jobs, but they were joined by Information (-8,800) and Administrative Support Services (-5,600).

By contrast, the Government sector registered a year-over-year increase of 44,400 jobs as of April.

Although the California economy has continued to grow, the pace of growth has slowed markedly in recent months. The 1.4% employment gain in April 2017 was less than half of the 3.3% rate achieved one year earlier.

The slowdown was evident across all industries, too. Health Care grew by 2.6% year-to-year in April 2017 compared to a 4.2% gain in April 2016, while Professional Services slowed from 3.0% growth a year ago to 1.0% in April 2017, and Leisure and Hospitality saw a 2.7% increase this year, well behind the 4.4% gain of last year.

In a significant reversal of trend, Information was down by 1.7% year-to-year in April after an impressive 9.7% yearly gain a year ago.

Keep in mind that California has seen impressive job gains over the last five years. From 2012 through 2016, statewide job gains averaged 2.7% growth per year. That is more than double the 25-year average of 1.1%, and was outpaced only in the late 1990s when the rate of growth hit 3.2%, also over a five-year stretch.

Moreover, the slowdown is not exclusive to California. In fact, U.S. job growth slowed from 1.9% annually in April 2016 to 1.5% in April of this year. So, while job growth in California has decelerated, the state is still adding jobs at an above-average rate.

## Limits to Growth

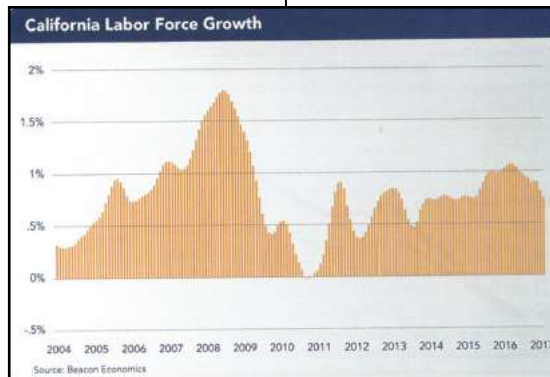
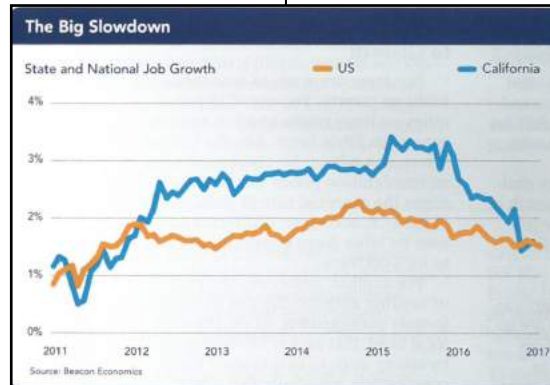
So, what accounts for the broad-based slowdown in job creation in recent months and can (or should) anything be done about it? A few things come to mind.

### Labor Market Constraints

With the state's unemployment rate hitting a 16-year low of 4.8% in April and the labor force participation rate stabilizing at just over 62% for now, the labor market appears to be at full employment.

So far this year, the labor force has increased by 0.8%, no different than the last five years during which California far outpaced job growth nationally.

It is worth noting that the labor force participation rates for younger individuals have been declining, a trend that is expected to continue. A reversal of this trend would represent newfound slack in the labor market.



Regardless, data on job openings at the national level suggests that a large number of positions are going unfilled, presumably because of a lack of qualified job applicants.

While comparable data for California are not readily available, the national trend very likely applies to

California and is one possible limit to job growth in the state.

### Housing Affordability

Housing affordability concerns are ever-present in California and become more problematic when the economy is expanding. While not at an all-time low, housing affordability has edged down in recent years as home prices have risen.

And homeownership, which slid from nearly 60% prior to the Great Recession to 53% in the second quarter of 2016, finally reversed direction and climbed to 55% in

(ECONOMIC GROWTH continued on page 14)



(ECONOMIC GROWTH continued from page 13)

early 2017.

Stress in the owner-occupied market has spilled into the rental market, contributing to low vacancy rates and upward pressure on rents across much of the state.

Affordability problems hit low- and middle-income households hardest, and as a result, these households have left the state in larger numbers than those with higher incomes.

Arguably, housing affordability challenges are a second limit to job growth in the state, and likely exacerbate the job mismatch problem mentioned earlier.

### Uncertain Outlook

While the notion that uncertainty can lead to inaction makes sense, it is not so easy to find hard evidence to confirm such a connection. Still, it stands to reason that firms must make plans regarding future sales, capital expenditures, and hiring, but will sit on their hands, or at best tread slowly, if their outlook for the future is cloudy for any reason.

Federal policies regarding trade, immi-

gration, health care, and taxes are akin to the "rules of the road" for businesses and employers. Given that those rules may change under the current administration in Washington, there is every incentive to wait and see what will transpire. To the extent that this includes hiring decisions, we have yet a third limit to job growth.

### Conclusion: Overcoming Limits to Growth

But there are ways to ease these limits to growth. For one, California relies on immigrants as a key component of its labor force, like the United States as a whole. By coming up with an immigration policy that acknowledges the essential role of immigrants in the U.S. economy, California can ease its labor force constraint and add to its workforce.

For another, addressing the problem of housing affordability can slow state-to-state outmigration. At the state and local level, that means increasing supply by taking steps to enable more home construction, especially that which aligns with the state's housing needs.

(ECONOMIC GROWTH continued on page 15)

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In fact, demand-side efforts to make homeownership more affordable (loan programs, interest rate subsidies, and the like) won't ease the housing affordability problem if our communities and cities do not build more units.

As for the clouds of uncertainty that surround the current politico-economic environment, California, its communities, employers, and residents must make their way forward cautiously and hope that the clouds will clear in the coming months and years.

To be sure, Beacon Economics is NOT anticipating a recession in the near future. Rather, the state labor market has hit cruise speed, shifting into overdrive and adding jobs at a steady, if slower, pace than it experienced during the acceleration phase of the last few years.

And despite the slowdown in job growth, many signs point to continued growth in the overall economy. California will continue to outpace the nation as a whole.

Wages will rise over the foreseeable future, driving household spending. Most of

the key sectors of the state economy will continue to add jobs, albeit at a slower pace.

And single-family home construction has accelerated in the last two quarters. If sustained, it will not only lead to more construction employment, but also unleash additional spending on household items such as white goods and furnishings.

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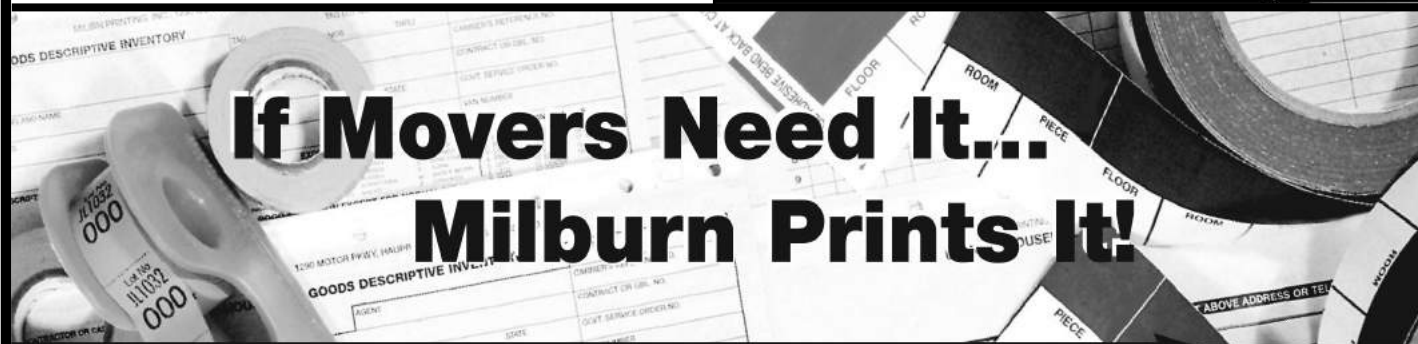
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# CMSA LEGACY

*LOOKING BACK  
OVER THE LAST 100 YEARS*

**By Elmer (Trae) C. Schick III**  
**1991-1992 CMSA Chairman**

As Chairman, the CMSA's biggest challenge was the PUC, Burton W. Mattson, Administrative Law Judge trying to "re-regulate" our industry, and changing Tariff 4C to Max 4. We spent a great deal of time and expense in this endeavor. Bill Colwell, Joe Hammer, Dave Higdon, Frank Rolapp, Doug Hill and Ed Hegarty, the Regulatory Committee and many CMSA members would fill venues expressing the views of the Household Moving Industry. CMSA had spent just short of \$500,000.00 at this point in time. The monies and changes that the CMSA put against the Public Utilities Commission helped keep most of the rules and regulations; in 1994, the PUC finally pushed MAX 4 into place. With every CMSA Board there will be challenges through the membership and leadership of Steve Weitekamp, along with the support of all associate members, and those to follow California Moving & Storage Association will be active for a long time to come.

#### Fun Facts:

- The CMSA in Acapulco – thank you Frank. The CMSA went to Acapulco, Mexico in 1990 for our convention. While we were there I met the minister that just a month previously had performed the grave side services for my grandfather, Elmer C. Schick from Davenport, IA.
- The CMSA Scholarship fund was started by Allen Sidor and California Dolly and Supply Inc.
- At the 1992 CMSA Convention where Dave Higdon was installed at the Esmeralda Resort, as we were checking in, we knew the resort had various wings. As Dave, Kathy, Stephanie and I were checking out our room, the Poulos family from Reno came in and were very unhappy that I was smoking my cigar in their room. It was finally determined they were in the right room, wrong wing.

I appreciate the time spent being on the board, serving the local Twin Counties Chapter in numerous positions, numerous positions on Boards with the CMSA and going through the chairs to become Chairman for the CMSA.

Thank you to my wife, Stephanie, Doug Hill and Pat Andrews, and California Moving and Storage Association.



## 2018 CMSA Scholarship Application Available Online

In commemoration of the CMSA's 100th Anniversary,  
the CMSA will be awarding up to \$100,000.00 in  
Academic and Vocational Scholarships.



## Association Leaderboard Report

Association	Enrolled Movers
1 California (CMSA)	70
2 Southwest Movers (SMA)	53
3 Illinois (IMAWA)	47
4 Florida (FMWA)	33
5 New Jersey (NJWMA)	25

## CMSA Report Food Collected and Delivered

Monthly	Year to Date	All Time
3,785 lbs.	168,505 lbs.	809,587 lbs.
3,154 meals	140,420 meals	674,655 meals



### Reminder Notice

The Food Drive has been extended to the end of December! Go to the Calendar of Events page on the CMSA website for info!

## CALENDAR OF EVENTS

Nov 1 - Dec. 31	CMSA/Move For Hunger Food Drive Campaign
Fri., Dec 1	Northern Region Crab Feed Fundraiser
Thurs., Dec 14	Greater L.A./O.C. Joint Holiday Chapter Meeting
Thurs., Dec 14	Sacramento Chapter Meeting/Food Drive
Tues., Dec. 19	North Bay Chapter Meeting
Tues., Jan 9	Twin Counties Chapter Meeting
Wed., Jan 10	San Diego Chapter Meeting
Thurs., Jan 11	Central Valley Chapter Mtg./Texas Hold-Em Poker Tournament
Thurs., Jan 11	OC/Beach Cities Chapter Meeting
Tues., Jan 16	Mid Valley Chapter Meeting
Wed., Jan 17	Monterey Chapter Meeting
Thurs., Jan 18	Central Coast Chapter Meeting

Sun., Jan 21	Chairman's Choice Charity MDA Walk
Tues., Jan 23	Ventura/Santa Barbara Chapter Meeting
Wed., Feb 7	CMSA College Scholarship & Vocational Scholarship Deadline
Wed., Feb 21	Greater LA Chapter Meeting
Wed., March 7	San Diego Chapter Golf Tournament
Sun., March 25	Greater LA Chapter Day at the Races
Fri., April 6	Ventura/Santa Barbara Golf Tournament

### 2018 CMSA Convention April 17-22 Hyatt Regency Sacramento





# Galbraith Van & Storage and The United Way of Kern County Continues to Help the Disabled Children's Society

Hello Movers, Shakers, and Hockey fans. Galbraith Van & Storage along with the United Way of Kern County collected 10,549 stuffed animals at the Bakersfield Condors Teddy Bear Toss night game on November 25, 2017. This broke the previous record of less than 9,000 collected last year. Thank you for the generosity of the Bakersfield Community and its' hockey fans. Galbraith has been partnered with the United Way of Kern County for the last 20 years helping in various ways including collecting, loading, transporting, and delivering this "precious" cargo to the Disabled Children's Society for all 20 of them. We make this a company family night and usually have 50 or more employees and their family members in attendance. It takes a lot of hands to pick up 10,549 bears.





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**888.458.9277**  
[stevensworldwide.com/becomeanagent](http://stevensworldwide.com/becomeanagent)

# DO YOU KNOW ENOUGH ABOUT VALUATION?

Just what is "Valuation"? – Valuation is the mechanism for establishing the value of the goods in the care, custody or control of a mover or warehouseman. Valuation is backed up by traditional insurance, but it is *not* insurance.

This is a complicated subject, but there are a few important issues to consider:

- Does your current cargo and warehouse coverage allow for valuation?
- Do you know and understand the differences in the valuation rules for local, intra-state, interstate, military, and/or storage?
- If your operations are subject to tariffs or regulations, do these rules contain valuation charges?
- Does your Bill of Lading or Warehouse Receipt/Storage Contract contain the proper valuation wording?
- If you do unregulated moves, does that paperwork have valuation wording?

These are a lot of questions! They cannot all be answered in this short newsletter;

however, here are a few tips:

- Pick a valuation method that not only complies with your regulations, but also addresses the needs of your specific customers.
- Use the same valuation choices for all of your operations. This makes it easier for everyone to understand.
- Make sure that your salespeople and crew chiefs understand the valuation options and are able to clearly *explain the options* to your customers.
- Review valuation charges and claims expenses at least annually; if claims are low, your company should realize a profit from valuation charges – if not, either your charges are too low, or your claim frequency is too high. Make adjustments!

Courtesy of MOVE-PAK CONSULTING –  
[www.movepakconsulting.com](http://www.movepakconsulting.com) or  
213-760-7444.



## CLASSIFIED ADVERTISING

CHARGES: 1-5 lines \$15; \$2 each additional line. CMSA box number \$5. Special heading/setup extra.  
Email Renee Hifumi at [rhifumi@thecmsa.org](mailto:rhifumi@thecmsa.org) 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.

### FOR SALE

Used Storage Vaults - 7' x 5' x 7'10"  
300 Available  
EXCELLENT CONDITION + PADS  
Vaults - \$65 Pads - \$30  
\$95 FOR EVERYTHING  
Call Ken Hite @ (949) 361-7500  
San Clemente, CA 92673

### VAULTS WANTED

Luigys Moving is looking to buy 60 used vaults. Please call at 415-878-5720.

### EMPLOYMENT OPPORTUNITY

Rebel Van Lines is looking to hire an experienced O & I Salesperson and Modular Furniture Salesperson. Please email resume to: [nan@rebelvanlines.com](mailto:nan@rebelvanlines.com).

### EMPLOYMENT OPPORTUNITY

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

### 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](mailto:nan@rebelvanlines.com).

### EMPLOYMENT OPPORTUNITY

Looking for managers in L.A./Orange and Northern Bay Area. Must be extremely computer literate. Must be good with people and should have experience in the Moving and Storage Industry. Send resumes and letters of inquiries to: CMSA, Box J2, 10900 E. 183rd St., #300, Cerritos, CA 90703.



# NEW MEMBER SPOTLIGHT

(CONTINUED FROM PAGE 5)

## mover search MARKETING



Bryan Bloom is the moving industries digital marketing expert and helps movers dominate online through SEO (search engine optimization), PPC (paid advertising) and more. He is the former owner of Priority Moving, Inc. in San Diego. Get a free website audit at <https://moversearchmarketing.com>. Contact Bryan at [bryan@moversearchmarketing.com](mailto:bryan@moversearchmarketing.com) or call 858-356-4700.



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**DeWitt Guam**  
A DEWITT COMPANY

#### GUAM

We are the Guam experts. Our all in rates include fuel surcharges and delivery services anywhere in **Guam.**

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## **You're Invited to the California Moving & Storage Association's 100th Annual Convention!**

Meet your California colleagues in Sacramento, Calif., April 17 – 22, 2018, and learn about issues affecting both the California & National Moving Industry.

Visit the CMSA website at [www.cmsa.org](http://www.cmsa.org) and go to the Convention Calendar or go directly to the CMSA Convention Kiosk Webpage at:

<http://bit.ly/2018CMSAConvention>

Check out the convention room rate at the Hyatt Regency Sacramento!

**CMSA ROOM RATE: \$189 Per Night + Tax\***

**Call toll free at 888-421-1442 and reference "California Moving and Storage Association."**

**You may also book your room online at: <https://resweb.passkey.com/go/CMS2>**

The Hyatt Regency Sacramento is located at 1209 L Street, Sacramento, CA 95814. 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 (approximately 15%).

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

The hotel is located in downtown Sacramento across from the State Capitol. During your free time, experience California history in Old Sacramento or visit the nearby parks, golf courses, landmarks, and museums. After a day of sightseeing, relax by the heated outdoor pool or renew yourself at the Spa. Don't forget to sign up for CMSA's Annual Golf Tournament being held at Teal Bend Golf Club on Thursday, April 19, 2018.

**Convention Early Registration Fee - \$505**



## CMSA CONVENTION SPONSOR/ADVERTISING/DOOR PRIZE FORM

### EVENTS AVAILABLE FOR SPONSORSHIP

1. Tues. Apr 17 Movers & Shakers Reception \*
2. Tues. Apr 17 Movers & Shakers Dinner ♦\*
3. Thurs. Apr 19 Golf Tournament ♦
4. Thurs. Apr 19 Exhibitors Reception ♦
5. Fri. Apr 20 State Capitol Breakfast
6. Fri. Apr 20 River City Luncheon ♦
7. Fri. Apr 20 Toga Party Dinner Event  
(Unlimited sponsorships available for this event.)
8. Sat. Apr 21 Sactown Sunrise Breakfast
9. Sat. Apr 21 Gold Rush Awards Luncheon ♦
10. Sat. Apr 21 Chairman's Reception & Dinner ♦

### Sponsors

DEWITT CO./Royal Hawaiian Movers  
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Champion Risk & Ins Svcs/Vanliner Ins.  
New Haven Moving Equipment  
The Suddath Companies  
Paul Hanson Partners  
Kentucky Trailer, The Pasha Group  
& Van Line Companies  
Lambert Enterprises  
TMM  
CDS Moving Equipment

\* Invitation Only Event / ♦ Sponsorship of Major Event (includes two registrations) - \$2,800 /  
All Other Sponsorships (includes one Registration) - \$1,800

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.

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.**

# CMSA 100th Annual Convention Registration Form

## April 17-22, 2018



**EARLY REGISTRATION DEADLINE: FEBRUAR 27, 2018**  
**FULL registrations paid by FEBRUAR 27, 2018 are eligible for**  
**the drawing to win \$50 CASH on April 19, 2018!**

First CMSA Convention? (Y/N) \_\_\_\_\_

Interested in joining the CMSA Young Professionals Group? (Y/N) \_\_\_\_\_

Register the following company's representatives.

CMSA Member \_\_\_\_\_ Badge First Name \_\_\_\_\_

Guest \_\_\_\_\_ Badge First Name \_\_\_\_\_

Guest \_\_\_\_\_ Badge First Name \_\_\_\_\_

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

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

|                                  | <b>Before<br/>February 27</b> | <b>After<br/>February 27</b> |
|----------------------------------|-------------------------------|------------------------------|
| CMSA MEMBER or GUEST (13+ yrs.)  | \$505.00                      | \$605.00                     |
| CHILDREN'S PRICE (up to 12 yrs.) | \$355.00                      | \$375.00                     |
| NON-MEMBERS (each)               | \$660.00                      | \$760.00                     |

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 \_\_\_\_\_

**\*\*CANCELLATIONS:** *Cancellations made before **March 27, 2018** will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **March 27, 2018**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.*

**ROOM RESERVATIONS:** Call Hyatt Regency Sacramento at (888) 421-1442 to make reservations and reference **California Moving and Storage Association** to receive the special group rate. A reservation link can also be found online by visiting [www.thecmsa.org](http://www.thecmsa.org) and clicking on the Convention Calendar webpage. Reservations must be made by 5 p.m. on **March 27, 2018** to guarantee the special group room rate. All major credit cards are accepted for deposit

RETURN COMPLETED FORM TO: CMSA, 10900 E. 183RD ST., STE 300, CERRITOS, CA 90703  
OR FAX TO: (562) 865-2944



## **2018 CONVENTION EVENTS**

**ALL GENERAL SESSIONS AND PANEL DISCUSSIONS ARE FREE TO ATTEND**

**Thursday, APRIL 19**

**YOUNG PROFESSIONALS GROUP MEETING**

A new group started to engage young members and groom them for leadership roles within CMSA!

**EXHIBITORS WELCOME RECEPTION**

Food, Beverage, Latest in Industry Products and Service Technologies

**Friday, APRIL 20**

**STATE CAPITOL BREAKFAST**

**CMSA GENERAL SESSION**—Free Admission

**RIVER CITY LUNCHEON**

**MILITARY BREAKOUT SESSION**—Free Admission

**TOGA PARTY DINNER EVENT**

**Saturday, APRIL 21**

**SACTOWN SUNRISE BREAKFAST**

**CMSA GENERAL SESSION**—Free Admission

**VAN LINE PANEL DISCUSSION**—Free Admission

**GOLD RUSH AWARDS LUNCHEON**

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

# Exhibitor Registration Form

100th CMSA Annual Convention

EXHIBIT DATES: April 19–21, 2018

**IMPORTANT!:** Sacramento Theatrical Lighting (STL) will be the official exhibit services contractor, and will be in contact with you after you register. STL can assist you with shipping materials and handling special requests.

## STEP 1: RESPONSIBLE PARTY INFORMATION

1. \_\_\_\_\_  
Full Name of Attendee Responsible for Booth

\_\_\_\_\_

First Name to Appear on Badge

\_\_\_\_\_

Company Name to Appear on Exhibitor ID Sign

\_\_\_\_\_

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, an 8x10 pipe & drape display booth, a six-foot skirted table, two chairs, wastebasket and exhibitor ID sign.

Booth Registration

Before March 27, 2018 @ \$1,400 \$ \_\_\_\_\_

After March 27, 2018 @ \$1,800 \$ \_\_\_\_\_

Booth Electricity—\$125 per booth \$ \_\_\_\_\_

Additional Attendee(s):

Members \$505 ea./Non-Members \$660 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 27, 2018 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 27, 2018.

## 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: \_\_\_\_\_

Saturday Booth Raffle Drawing? \_\_\_\_ Yes \_\_\_\_ No

## 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 Hyatt Regency Sacramento, 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, The Hyatt Regency Sacramento, 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, The Hyatt Regency Sacramento or any part thereof. The Exhibitor understands that The Hyatt Regency Sacramento 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 19-21, 2018

Set-up available at 8 a.m. on Thursday, April 19, 2018.

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



# California Moving & Storage Association

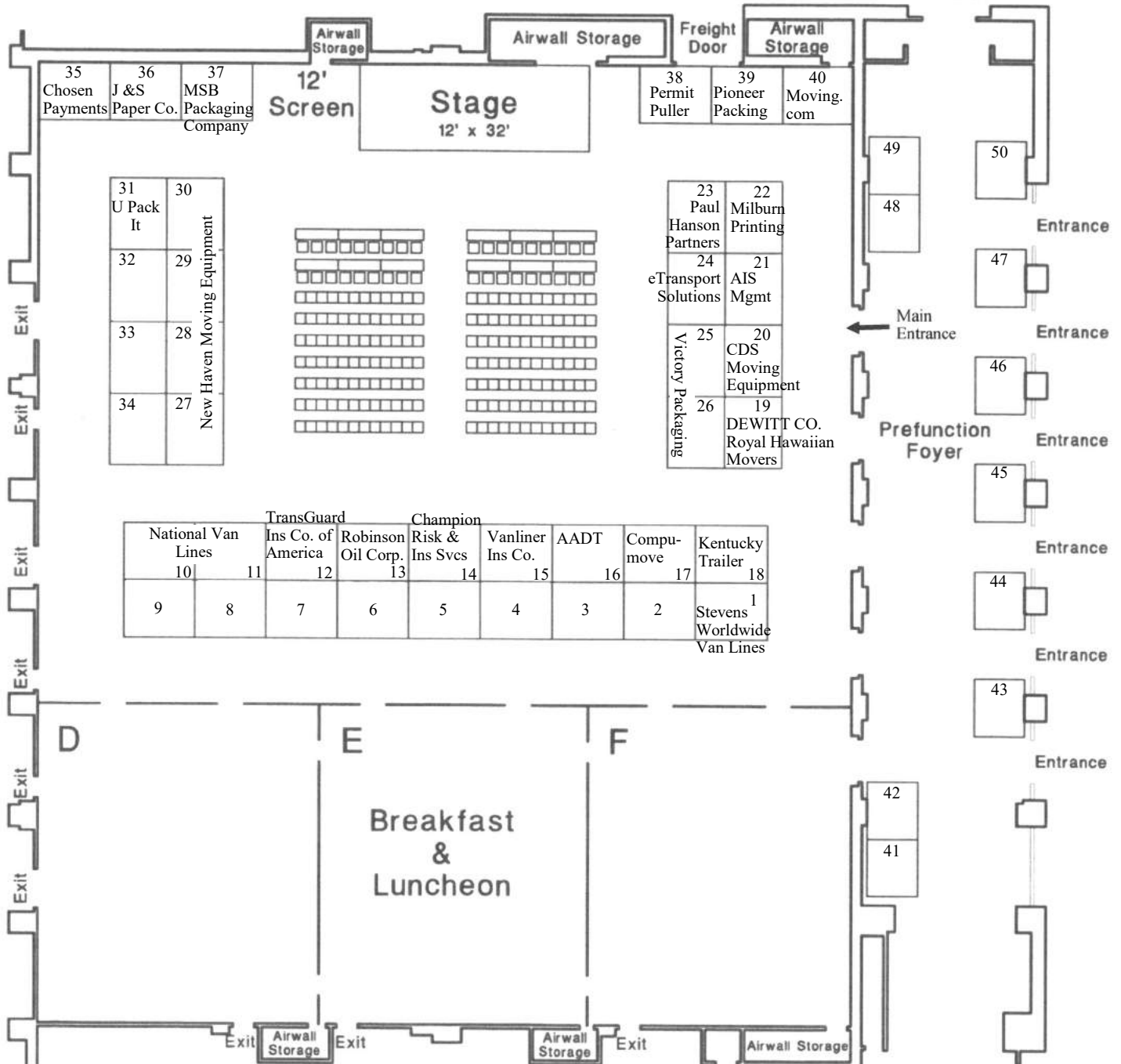
100th Annual Convention—Booth Diagram

Hyatt Regency Sacramento

1209 L Street

Sacramento, CA 95814

Exhibit Dates: April 19-22, 2018



# CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

Teal Bend Golf Club  
7200 Garden Highway  
Sacramento, CA 95837  
(916)646-8711

THURSDAY, April 19, 2018  
8:30 A.M. MODIFIED SHOTGUN START  
(Golfers should arrive at course by 8:00 a.m.)



## Participant Responsibilities:

Soft-spike shoes only are allowed on golf course and driving range. Jogging apparel or “cut-offs” of any kind are not allowed. Collared shirts are encouraged. Adhere to rules covering the use of the course and golf carts.

**Failure to comply with proper dress attire will result in loss of playing privileges.**

**SPONSORED BY: CHAMPION RISK & INSURANCE SERVICES, L.P.  
and VANLINER INSURANCE COMPANY**

**Entry fee -- \$95.00 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: \_\_\_\_\_

 **\$100,000.00** 

## **HOLE-IN-ONE CONTEST**

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

**\*Refunds are subject to a \$20 processing fee. No refunds for cancellations after March 17, 2018.\***

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. Golf club rentals are available at the pro shop at a rate of \$35 per set and include six golf balls per set.**

**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.**



**2018 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:**

|                  |                                                 | <u>Adult</u> | <u>Child</u> |
|------------------|-------------------------------------------------|--------------|--------------|
| Thurs., April 19 | Exhibitors Welcome Reception                    | \$150.00     | \$100.00     |
|                  | Golf Tournament Registration<br>(USE GOLF FORM) | \$95.00      | \$95.00      |
| Fri., April 20   | State Capitol Breakfast                         | \$40.00      | \$30.00      |
|                  | River City Luncheon                             | \$65.00      | \$47.00      |
|                  | Toga Party Dinner Event                         | \$110.00     | \$60.00      |
| Sat., April 21   | Sactown Breakfast                               | \$40.00      | \$30.00      |
|                  | Gold Rush Awards Luncheon                       | \$65.00      | \$47.00      |
|                  | Chairman's Reception & Dinner/Ball              | \$150.00     | \$100.00     |

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

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

Special Food Requests (e.g. 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 27, 2018 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After March 27, 2018, no refunds will be given.

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

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

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

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

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

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

# 2018 CONVENTION ADVERTISING

With this being our 100th Annual Convention, we are doing something very special! Our convention program will be a commemorative publication that will include pictures of past CMSA chairman, presidents and other historical pictures. It will also be bigger in size (8 1/2" X 11"), spiral bound and in FULL COLOR! Please check out the rates and ad dimensions below. Call Renee Hifumi (562) 865-2900 or email: rhifumi@thecmsa.org to order your advertising for the convention!

**Send all artwork as a JPG file. Any PDF files will be converted to a JPG.**

| <u>Page</u>                 | <u>Dimensions</u><br><u>(Width X Height)</u> | <u>Rate</u> | <u>Event Sponsor Rate</u><br><u>(20% Off)</u> |
|-----------------------------|----------------------------------------------|-------------|-----------------------------------------------|
| 1/4 Page                    | 3.75"(W) X 5"(H)                             | \$250.00    | \$200.00                                      |
| 1/2 Page                    | 7.5"(W) X 5"(H)                              | \$375.00    | \$300.00                                      |
| Full Page                   | 7.5"(W) X 10"(H)                             | \$525.00    | \$420.00                                      |
| Registration Packet Insert* | 8.5"(W) X 11"(H)                             | \$600.00    | \$480.00                                      |

\*Inserts must be supplied and shipped to CMSA at advertiser's expense.

**DEADLINE: FEBRUARY 9, 2018**

## CMSA SHOUT OUTS!

Space in the program is not limited to just advertisers. If you'd like to do a "CMSA Shout Out" to memorialize this momentous occasion of CMSA's 100th Annual Convention, we encourage you to do so! See examples below! Call Renee Hifumi (562) 865-2900 or email: rhifumi@thecmsa.org to order your Shout Out!

