

# *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 Officers Call Members to Report for “Operation O.A.S.I.S.” at the 2017 Convention**



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*“The Mission Hills Golf Resort & Spa in Rancho Mirage will be the host site to this year’s last double-digit CMSA Convention. That’s right: We’ll be celebrating 99 years of moving excellence as an Association for the California moving and storage industry. As your current Chairman, I’d like to personally invite and encourage you to make plans to attend.*

*Now more than ever, we need to optimize association solidarity. Our industry is headed for potential major changes in the days and months ahead. There’s no better vehicle to stay apprised of, and to contribute to, our industry’s future than at our annual conventions.*

*“Friends and Colleagues, Right around the corner is our 99<sup>th</sup> annual CMSA Convention. This year, it is being held May 2–7 at The Westin Mission Hills Golf Resort and Spa in beautiful Rancho Mirage.*

*This resort is stunning with 360 acres of lush landscaping and breathtaking views. This year’s theme is “Operation O.A.S.I.S.”. Once again, we have a great program planned full of valuable information, bringing you the latest changes in our industry.*

*Starting with our golf tournament and Exhibitors Welcome Reception, then on to our General Sessions in the following days. A Cinco de Mayo Celebration will be held Friday evening with fun for the entire family. One of my*

*“I would like to extend an open invitation to all CMSA members and their families to join me May 2–7 for our 99th annual convention at the beautiful Westin Mission Hills Golf Resort and Spa in Rancho Mirage. Without a doubt, this will be a truly remarkable event not to be missed. This year’s lineup will be showcased with our traditional Military breakout sessions, Government affairs meetings, Van Line Panel discussions and much more. We have the best the industry has to offer for vendors onsite, all there to support you and your business. Don’t forget about the annual golf tournament to be played this year on the Gary Player Signature Course – one of the best in the*

*(2017 OFFICERS’ INVITES continued on page 4)*



## CHAIRMAN'S CORNER

By Robert Fraser

This month, I'd like to introduce you to my line of BS. Before you go on to think that this article is going to be about some meaningless rant or drivel that no one should care about but me, I need to tell you that the "B"

stands for bitterness and the "S" stands for sweetness. Many years ago, I joined a weekly network marketing group in our area. I'm sure many of you are familiar with the concept. In this particular group, we each had an opportunity to speak for a few minutes at every meeting to promote our businesses and to discuss how we could help each other in creating more sales through referrals. I don't remember where I saw it or what I was doing at the time, but I ran across this quote: "The bitterness of poor quality remains long after the sweetness of low price is forgotten." I immediately thought, "There's my line of BS for our next

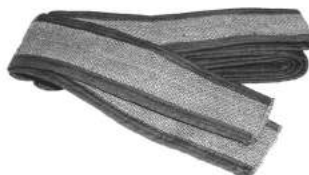
meeting." Go figure.

There are a couple of things to consider here. Firstly, how many times have you purchased a product or service and the quality was just not there? Your expectations were not met and you became bitter about it. I know that if I have a bad meal at a restaurant or have hired shoddy service, I don't revisit them and I typically remember it for a long time. Conversely, and secondly, how many times have you purchased a product or service that absolutely exceeded your expectations? Did you think much about the cost? I know that when I have a great meal at a restaurant or hire a service company that does exceptional work, I'll revisit them time and time again regardless of the price. This concept absolutely applies in our industry. The reality is that most of us that have been in the moving business for a long time have had a customer or two who felt a little bitter about the service that was provided, whether that bitterness was justified or not. Some businesses, certainly those that are not licensed and insured, fixate on low price points to attract and book jobs. Those

(CHAIRMAN'S CORNER continued on page 5)



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## PRESIDENT'S COMMENTS

By Steve Weitekamp

We are all a part of many communities; these groups, large and small, play a role in defining who we are and what we value in ourselves and in the world.

A smaller, yet valued, group I have the honor of serving as chairman of is the National Council of Moving Associations (NCMA). This group provides the opportunity for leaders of moving associations to communicate and gather for the betterment of their individual associations and the industry at large.

This last week, I received a call from a colleague informing me that fellow NCMA member Donn Eurich, current executive director of both the Michigan and Indiana moving associations, had passed away. Donn was an active member of our community, attending annual NCMA meetings and always ready to share his experience and

knowledge with the group. Donn was a soft-spoken leader who always listened to the opinions of others and will be missed by his association members and his NCMA colleagues.

Donn's sudden and unexpected passing leaves some in his communities with questions. From a business perspective, a reasonable question is: What does an association leader do? What are some of the tasks that a leader handles or oversees? Without spending a lot of time on the order of importance of these questions, the areas of emphasis would include development and oversight of volunteer leadership, office staff and consultants (including but not limited to legal, accounting and lobbying efforts); advocacy of industry and association issues (legislative and regulatory, both specific to our industry and small businesses in general); provide strong member support (either possess or attain knowledge of the industry you represent); education (programs, seminars and communication); networking (conventions, meetings and events) and charity programs. The individual must be

(PRESIDENT'S COMMENTS continued on page 5)



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(CHAIRMAN FRASER INVITE continued from page 1)

*This year, CMSA staff has put together an exciting schedule of programs to help inspire success for all of us. From networking events, top-notch speakers and panel discussions to fun family-filled activities, you*

(VICE CHAIRMAN LANCE INVITE continued from page 1)

*favorite events is our Awards Luncheon on Saturday. It's heart-warming to listen to the recipients of our Scholarship Program and our athletes from the Special Olympics. And*

(SECRETARY FREESE INVITE continued from page 1)

*country.*

*This year's Cinco de Mayo party Friday evening will without a doubt be the place to be. If last year's Mardi Gras party was any indicator, this event will surely rule the roost! Probably my best time of the convention is spent at the awards luncheon. It's really great to see how much the CMSA gives back to the moving community in the way of scholarships and their financial support for*

*won't want to miss this one!*

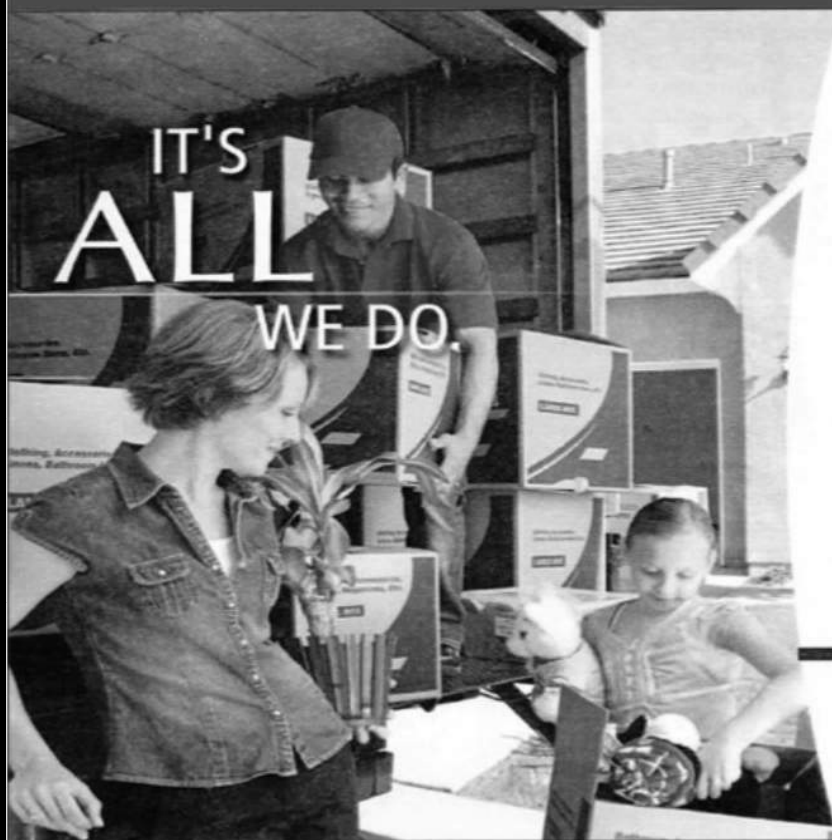
*Join us for "Operation O.A.S.I.S" (Optimizing Association Solidarity & Inspiring Success). Get there early for fun in the sun and stay late for the infamous Chairman's Ball! Looking forward to seeing you all there!"*

*finally, our Chairman's Ball will be held Saturday evening.*

*Please register today and join me and my family in Rancho Mirage. Looking forward to seeing you there!"*

*the Special Olympics. It is second to none and an event to be shared by all.*

*Our Chairman's reception and dinner ball is an unforgettable event. A great opportunity to sit down and enjoy some time with great colleagues and friends while honoring the CMSA's best. I really hope you will join us and enjoy what will be the last break before the summer madness sets in. Register early and book hotel rooms soon as they will sell out. I look forward to seeing you there!"*



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(CHAIRMAN'S CORNER continued from page 2)

businesses are most fixated on quantity rather than quality. Given time, they won't survive their market. The businesses that are licensed and legitimate, that also train and provide reasonable wages and benefits to their employees, will trend toward providing exceptional service to their customers than unlicensed operators. Given time, these businesses will survive and actually thrive in their markets. Sell the value of quality, not the quality of cost. Don't let your business

be just about the BS.

As I'm preparing for the homestretch in my CMSA chairmanship, I'd like to once again thank all of the chapter presidents for the jobs they are doing for our association. Please support your local chapters and be sure to acknowledge the time and energies that your presidents are providing on behalf of your CMSA.

"Cause it's a bittersweet symphony, this life"  
— The Verve

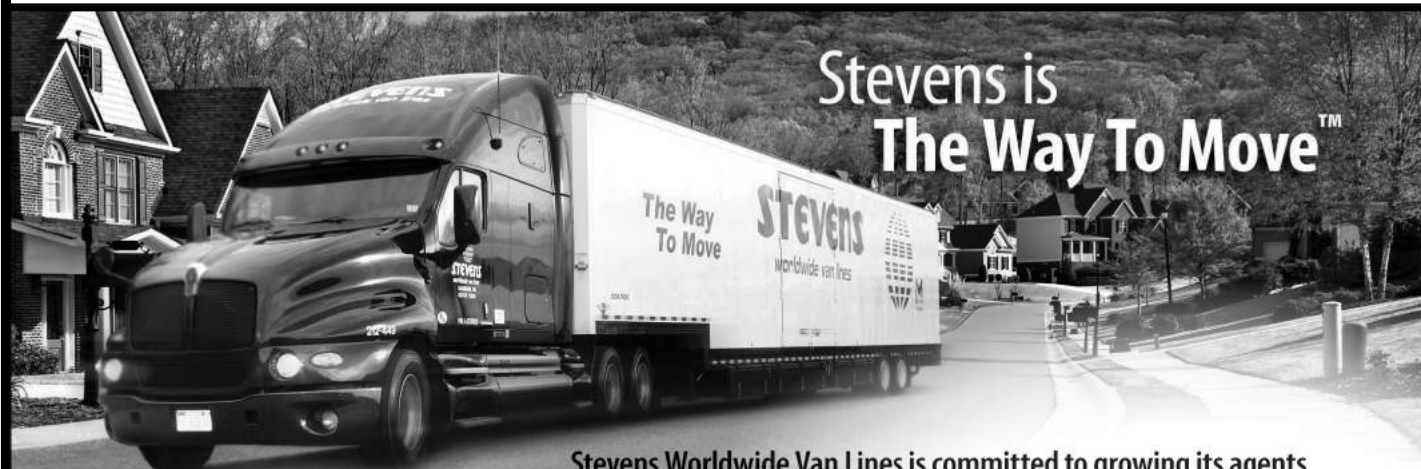
## Keep up with industry news by following CMSA on Twitter and Facebook!

(PRESIDENT'S COMMENTS continued from page 3)

able to work with others, be forward-thinking and provide motivation but also have a pragmatic side. It's the leader's responsibility to lobby strongly for positions that are in the interest of the greatest number of members while doing everything possible to ensure that the minority position is heard. Communication is key and must encompass many platforms, such as newsletters (print and or

electronic), emails (individual and mass), social media, high call volume, member visits, meetings and conferences.

I could write or speak about this for far longer than is appropriate for this column. A good leader also needs to know when to be quiet, an attribute I'm still learning. Donn served our industry well and will be missed.



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# CMSA Finalizes 2017 Convention Speakers & Events

CMSA leadership calls members to report for "Operation O.A.S.I.S." at The Westin Mission Hills Golf Resort & Spa for the 2017 CMSA Convention! At the rendezvous point (registration desk) in the Celebrity Ballroom foyer of the Rancho Mirage hotel, members will be given the dossier for this year's mission: a schedule of stellar speakers and events organized to assist members in O.A.S.I.S.: Optimizing Association Solidarity & Inspiring Success. All week long, members will be given valuable information to assist them with the winning strategy for business success in 2017.

On Tuesday afternoon, CMSA's Executive Committee will meet to discuss Association business. In the evening, the Executive Committee as well as all board members, committee members, chapter presidents and special guests will attend the invitation-only Movers and Shakers Reception and Dinner. The Movers and Shakers reception will be sponsored by DEWITT Co./ Royal Hawaiian Movers, and the dinner will be sponsored by TransGuard Insurance Company of America.

Wednesday morning brings all committee

members and board members together for the annual Insurance Committee, Government Affairs Committee, Membership Committee and Military Affairs Committee meetings. After a brief lunch break, the Association's outgoing Board of Directors and incoming Board of Directors will convene their meetings to discuss the issues discussed in the previous committee meetings and for CMSA Chairman-Elect John Lance of NMS Moving Systems to meet with his board members for the 2017-2018 year. CMSA members are welcome and encouraged to sit in during all committee meetings to learn about industry issues and developments.

On Thursday morning, members will be picking up their golf clubs for the annual golf tournament held at the on-site Gary Player Golf Course, a few sandy steps away from their hotel rooms. The golf tournament, sponsored by Champion Risk & Insurance Services, L.P. and Vanliner Insurance Company, will start with its shotgun at 8:30 a.m. with a \$10,000 hole-in-one prize sponsored by TransGuard Insurance Co. of America.

(2017 CONVENTION continued on page 7)

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**Program Administrator**

(2017 CONVENTION continued from page 6)

With the golf tournament underway, exhibitors can set up their booths from 8 a.m. through 4 p.m. for the Thursday night Exhibitors Welcome Reception. The annual Young Professionals Group will also be meeting in the afternoon to discuss their action items for the upcoming year.

The popular Exhibitors Welcome Reception will be held to kickstart the Convention for all CMSA members, sponsored by New Haven Moving Equipment Corp. The event allows suppliers and moving company owners/managers to engage and discuss new products and services that would bolster business productivity or streamline business operations. In addition to the high volume of networking opportunities, the reception will have an ongoing photo slideshow of previous CMSA events as well as carving stations and bartenders at the ready to serve appetizers and drinks throughout the evening.

The Mission Hills breakfast on Friday morning, sponsored by CardConnect, will start the day's events. After breakfast, members will be called to participate in the annual roll call and hear from the highly anticipat-

ed 2017 Convention keynote speaker, Nate Holzapfel. Holzapfel will command the stage to inspire members to find new ways business relationships or strengthen current ones for success.

The salesman's salesman, Nate Holzapfel is a successful entrepreneur, philanthropist and professional speaker. Coming from humble beginnings in rural Utah, Holzapfel came into the limelight by pitching his Mission Belt million-dollar idea on the ABC hit-show "Shark Tank." His pitch garnered the attention of many investors because of the passion he showed for his work, common sense attitude and love of life. Because of his relationship building skills and charisma shown in the Shark Tank episode, his product generated \$1 million in three weeks.

Since then, he has grabbed national attention: He is a regular contributor for the Huffington Post, wrote his own book on success and will be hosting his own show this year called "The Biz Show with Nate Holzapfel." Known as the relationship building guru, Holzapfel is the go-to expert who knows the importance of professional relationships and knows how to foster them

(2017 CONVENTION continued on page 8)



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(2017 CONVENTION continued from page 7)

for long-term growth.

Following the keynote speaker, members will hear from 2016-2017 CMSA Chairman Robert Fraser will give a speech his experience during his tour around California with CMSA President Steve Weitekamp. Next, Weitekamp will be called to the stage to review the intrastate issues CMSA has been involved in and what lies ahead for the Association as well as its members in 2017.

The Rancho Mirage Luncheon, sponsored by Paul Hanson Partners Specialty Insurance, will follow the morning general business session. Chuck Cole of Advocation LLC, will share the state of the California Legislature and what are the hot issues in work that would affect California moving businesses. Additionally, Dan Veoni, the vice president of government affairs at the American Moving & Storage Association (AMSA), will speak on the interstate moving trends with members and current issues that will be faced in 2017.

On Friday afternoon, the fan-favorite Military Affairs Breakout Session will be held, starting with guest speaker Charles "Chuck" White of the International Association of

Movers (IAM) discussing current military news and DP3 policy expectations for the summer season. Panelists will then discuss military move topics hand-picked by the Military Affairs Committee and will field questions from members in the audience.

In the evening, members get a break from industry shop talk in attending the CMSA on-site Cinco de Mayo Celebration Dinner event. Members will enjoy the on-site DJ and chapter-organized games all evening, which is sponsored by Kentucky Trailer, The Pasha Group/Gateways International, NMS Moving Systems, Arpin Van Lines, Atlas Van Lines Inc., Interstate Van Lines, National Van Lines Inc., North American Van Lines, Stevens Worldwide Van Lines Inc., UniGroup and Wheaton | Bekins.

Saturday morning begins with the Desert Sunrise Breakfast, sponsored by Lambert Enterprises. After breakfast, the Saturday General Business Session will be underway with the current trends and annual outlook of the international shipping market by Terry Head of IAM.

The Van Line Panel will be held next with top executives from van line companies

(2017 CONVENTION continued on page 9)

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(2017 CONVENTION continued from page 8)

discussing capacity strategies, technological advancements, driver retention, CARB regulations and other topics. Panelists will also be answering hard-hitting questions posed by our members in a question-and-answer session after the panelists' closing statements.

Members will reconvene for lunch at the Oasis Awards Luncheon, sponsored by TMM. CMSA will recognize its leadership in holding fundraisers that benefit the scholarship fund and the Special Olympics. Chapter presidents will be asked to give their annual donations to the CMSA funds and are awarded certificates for their hard work throughout the year. In addition, a \$5,000 donation will be made to the Southern California Special Olympics; another \$5,000 donation will be made to the Chairman Fraser's charity, the National Breast Cancer Foundation; and \$51,000 will be given to the 2017-2018 CMSA Scholarship award recipients. Recipients will have a chance to thank the

membership onstage and will give a speech about their career goals.

The final Convention event is the Saturday night Chairman's Reception Dinner and Ball, which is sponsored by CDS Moving Equipment Inc. The 2017-2018 CMSA officers and their significant others will be leading the procession, with the 2017-2018 CMSA Chairman Lance waiting in the wings to be escorted by former CMSA Chairmen.

As a thank you for his service, Weitekamp will give Chairman Fraser an honorary CMSA lifetime membership. Senior Chairman Fraser will then pass the ceremonial gavel to CMSA Chairman Lance, concluding the 2017 Convention.

Join us for "Operation O.A.S.I.S." at the 99<sup>th</sup> annual CMSA Convention in Rancho Mirage for an insider's look into hot trends and issues that will affect California movers. Register today by calling CMSA at (562) 865-2900 or visit the Convention kiosk at [www.thecmsa.org/html/convention/2017-99th-westin/default.htm](http://www.thecmsa.org/html/convention/2017-99th-westin/default.htm).

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# CARB Levies \$532,875 Fine to Close Out 2016

By Matt Schrap, Clean Fleet Solutions

Make no bones about it, they will find you. And when they find you, they will fine you...eventually. Now that CARB has audited some of the largest fleets operating in California, requesting smoke testing data, truck and bus compliance, contractor info, ECL proof, drayage compliance, TRU compliance, idling policies, maintenance practices, it is just a matter of time before they lock their sights onto the remaining fleets that have been flying under the radar and avoiding the rules for years.

CARB performs thousands of roadside inspections annually. In 2015, they executed close to 18,000 inspections on diesel trucks alone. While 129 "diesel investigations" for



the truck and bus rule were settled in 2015, only 26 percent of all investigations across the diesel program suite resulted in a compliance finding. Although 26 percent is a low compliance rate, in reality, the number comes from a more efficient approach.

CARB has shifted their enforcement tactics away from "complaint and referral" to a "smart audit" approach. This new tactic is leading them toward the noncompliant carriers and away from the law-abiding folks who can't be bothered anyway since they are constantly on the road, turnin' and earnin' to pay for all the new equipment CARB scooped them into over the last five years.

Smart audit or otherwise, you don't have

*(CARB LEVIES FINE continued on page 13)*



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(CARB LEVIES FINE continued from page 12)

to be a genius to figure out that if you register your trucks with the DMV, then CARB has carte blanche access to that data for enforcement purposes. Despite what many would call the shortcomings of DMV customer service, you can bet dollars to diesel exhaust fluid that with the push of a button, all registration information for any particular carrier registered in California can be shuttled over to CARB headquarters lickety-split.

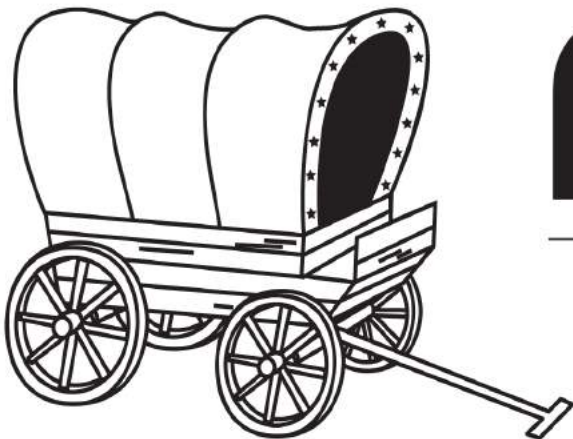
So, one has to wonder how a massive, nationwide leasing and rental company like Penske could drop the ball so badly going all the way back to 2013. While their fleet is in the thousands or tens of thousands, or hundreds of thousands (231,000 according to their website), the only trucks that matter are the trucks that are operating in California. Regardless, CARB nailed the nearly 50-year-old company for numerous violations, including truck and bus rule and periodic smoke inspection (PSIP) compliance.

During an audit, CARB throws pretty much everything at the fleet to see what

sticks. In Penske's case, it's likely that they didn't realize they had three MHD vehicles with pre-1995 engines actively registered as noncompliant for almost 24 months until CARB told them. Typically, each violation of the truck and bus rule is supposed to receive a \$1,000 per-month, per-truck fine. However, several factors come into play in how severe the citation is. Factors include but not exclusively:

- "(1) The extent of harm to public health, safety and welfare caused by the violation.
- (2) The nature and persistence of the violation, including the magnitude of the excess emissions.
- (3) The compliance history of the defendant, including the frequency of past violations.
- (4) The preventive efforts taken by the company, including the record of maintenance and any program to ensure compliance [...]

(CARB LEVIES FINE continued on page 14)



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(6) The efforts to attain, or provide for, compliance.

(7) The cooperation of the defendant during the course of the investigation and any action taken by the defendant, including the nature, extent, and time of response of any action taken to mitigate the violation.

(8) For a person who owns a single retail service station, the size of the business."

Notice the very last consideration is the financial burden of the company. CARB needs these penalties to sting. In part, the goal is to punish the company in violation but to also act as a deterrent to any would-be scallywags who are skirting or thinking of skirting the rules (not to be con-

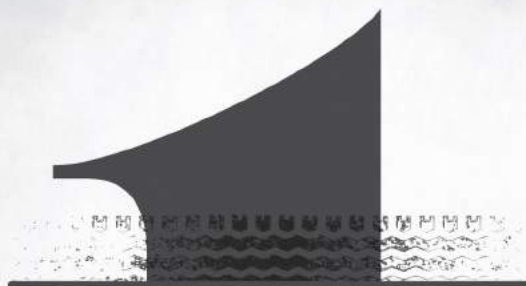
fused with skirting the trailer).

Nevertheless, Penske is not alone. Hundreds of fleets (and hundreds more) have received citations or can expect something from the air police sooner than later. CARB's smart audit approach has already shown its effectiveness and the 2016 enforcement

efforts should eclipse the 2015 statistics. They are citing the noncompliant carriers, punishing them with fines and releasing them back into the wild as tagged game. For those who have already spent the money

for compliance, this is promising news. Better late than never, but eventually, nonetheless.

Stay tuned!



*If they're only looking out for #1,*

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# Looking Forward: 2017's Top Cyberthreat Prediction

By Thomas Duffy, MS-ISAC

As we look back on the past year's challenges, we also look ahead to which cybersecurity challenges will hold prominence in 2017. The Center for Internet Security (CIS) posted a Twitter poll asking respondents to choose which of the four listed threat areas would be the biggest cyberthreat in 2017. The Internet of Things (IoT) took the top spot as the biggest threat by a large margin. This shouldn't be a surprise, given some of the prominent cyberattacks of 2016, including one which temporarily stopped some users from accessing popular websites such as Twitter, Spotify and Amazon, were bolstered by compromised IoT devices.

Here are some quick primers on why these are threats to everyday users and how you can work to protect yourself out there in the connected world.

**Internet of Things (IoT):** Our top polling threat, the IoT is comprised of everyday objects and household items that are connected to the Internet. Examples include smart TVs, routers, smart thermostats, and smart

(TOP CYBERTHREATS continued on page 16)

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(TOP CYBERTHREATS continued from page 15)

home devices among many others. Although convenient, these devices often come out of the box with very few security features, little to no security support, and often remain in use with default passwords in users' homes. As a result, these compromised devices can be used to attack others, slowing your internet access and possibly preventing access to popular sites like Twitter, Amazon, Spotify, etc. When purchasing and using IoT or connected home devices, be sure to change the default passwords that come pre-loaded on the device to strong and unique ones of your choosing. Keep up-to-date on patches and updates as they become available. Basic recommendations for creating a strong password are to use at least 10 characters including uppercase and

lowercase letters, numbers and symbols.

**Data Dump Re-Use:** With the number of high-profile data breaches the past year at well-known organizations, this will continue to be an important area of concern moving forward. Cyber criminals sell or publicly post stolen usernames, passwords, social security numbers and other personal information. Unfortunately, many people tend to re-use the same login credentials between many of their accounts due to the difficulty of remembering multiple passwords. This can

allow cyber criminals to take their stolen credentials and attempt using them to access their other online banking, shopping and other accounts.

**APT:** Advanced Persistent Threat (APT) refers to cyberthreat actors operating

(TOP CYBERTHREATS continued on page 17)



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for or on behalf of nation-state governments like Russia and China, who are looking to compromise, steal, change or destroy information for the purposes of espionage, disruption or destruction. State and local governments, critical infrastructure, universities and the employees of all of these entities are targeted by this threat. Users can reduce the risk from this type of threat actor by using strong and unique passwords, regularly patching their computers and devices, and thinking twice before opening suspicious emails/attachments or clicking links.

**Ransomware:** Ransomware is a form of malware that aims to block a user from having access to their own systems, com-



monly by encrypting the infected computer's files against the owner's will. Once access is blocked, the ransomware then requests money (a ransom) in order to restore access. Cyber criminals are commonly spreading this particular malware through malicious email attachments. This highly prevalent form of malware can be mitigated by keeping your systems and anti-virus software patched and up to date with the most recent versions. Additionally, be wary of suspicious emails, and do not open attachments or click on links from untrusted sources.

Consider some of the cyberthreats out there as you go forward into 2017, and consider these tips for protecting you and your devices.

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# Stevens Worldwide Welcomes Redlands Moving and Yolo Transfer to Agency

Stevens Worldwide Van Lines is proud to announce the addition of Redlands Moving & Storage and Yolo Transfer to its Agency Family.

Since 1963, Redlands Moving & Storage, a family-owned moving company, has been providing residential and commercial moves in the Southern California area. As a Stevens Agent, it will continue to serve the residents of Southern California while adding interstate and international moving services to its offering.

Yolo Transfer has been serving Northern California and Yolo County for all of its residential, commercial and packing needs since 1973. Now with it receiving the designation of a Stevens Agent, Yolo Transfer will be able to provide interstate and international moving services to their customers in addition to their robust service offering.

"Partnering with Redlands was a great

mutual 'win' for everyone involved. We are always looking to strengthen our presence near America's largest cities with high-quality moving companies; it just made sense to partner with a company with the reputation of Redlands to better serve the Los Angeles area," said Morrie Stevens Jr.,

vice president at Stevens Worldwide Van Lines. "We are excited to welcome Redlands to our Agency Family and we are looking forward to the future of

our partnership."

"The addition of Yolo Transfer will allow us to build a greater presence of high quality agents in Northern California to better serve the people who live there," said Morrie Stevens Jr., vice president at Stevens Worldwide Van Lines. "We are excited to welcome them to our Agency Family and we are looking forward to the future of our partnership."



## STAY CONNECTED WITH CMSA!



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CMSA member Lulu's Hauling recently purchased its first hybrid truck (pictured to the left) for its fleet to remain CARB-compliant in 2017.



## CMSA / December Monthly Report

### Food Collected and Delivered

Monthly	Year to Date	All Time
5,517 lbs.	46,248 lbs.	639,750 lbs.
4,597 meals	38,540 meals	533,125 meals

### Top Agents of the Month

**Crown Relocations**

**Hazelwood Allied  
Moving & Storage**

**Coast Valley Moving & Storage**

## 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.

### EMPLOYMENT OPPORTUNITY

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

### EMPLOYMENT OPPORTUNITY

Santa Clarita based agent for Stevens Worldwide Van line looking for driven sales person to perform in-home estimates, close sales, and generate new business through various networking opportunities. Please email resume to [wmsads@yahoo.com](mailto:wmsads@yahoo.com) or call 888.928.4424.

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As low as \$3.00/kit  
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### EMPLOYMENT OPPORTUNITY

Ernie's Van & Storage (Atlas) is interviewing for the following position: Operations Coordinator. Please send resume & cover letter to [careers@evsmoving.com](mailto:careers@evsmoving.com).

## Register Today for the 2017 Convention!

### SUBHAULING OPPORTUNITY

Top rated 24 year L.A. and Ventura County office and HHG mover is looking to contract with QUALITY licensed and insured SUBHAULERS. Mostly local moving. Top compensation and top rates in the area. For more info email [abcmoving99@gmail.com](mailto:abcmoving99@gmail.com) – ABC Moving Systems.

### ADVERTISING OPPORTUNITY



Need to place a *Communicator* ad?  
Call CMSA at 562-865-2900 for info.

### EMPLOYMENT OPPORTUNITY

Circle Moving is looking to hire an experienced residential salesperson for Los Angeles and Orange County area. Email resume to [circlemoving@circlemoving.com](mailto:circlemoving@circlemoving.com).

## CALENDAR OF EVENTS

February–May	Ventura/Santa Barbara Fundraiser Raffle	Sat., April 1	North Bay Chapter Bocce Ball Tournament
Tue., February 21	North Bay Chapter Meeting	Sun., April 2	Greater Los Angeles Day at the Races
Wed., February 22	Northern Region Chapter Meeting	Wed., April 5	Mid Valley Chapter Spaghetti Fundraiser
Thu., February 23	Sacramento Chapter Meeting	<b>2017 CMSA Convention May 2–7 The Westin Mission Hills Golf Resort &amp; Spa Rancho Mirage, CA</b>	
Thu., March 9	San Diego Chapter Golf Tournament		
Tue., March 21	Twin Counties Chapter Meeting		
Wed., March 22	Central Coast Chapter Meeting		
		Fri., October 6	Monterey Bay Chapter Golf & Bocce Tournament



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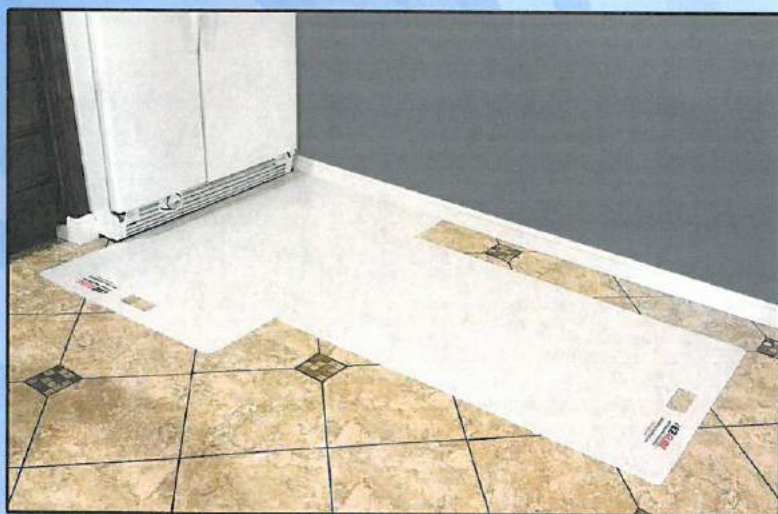


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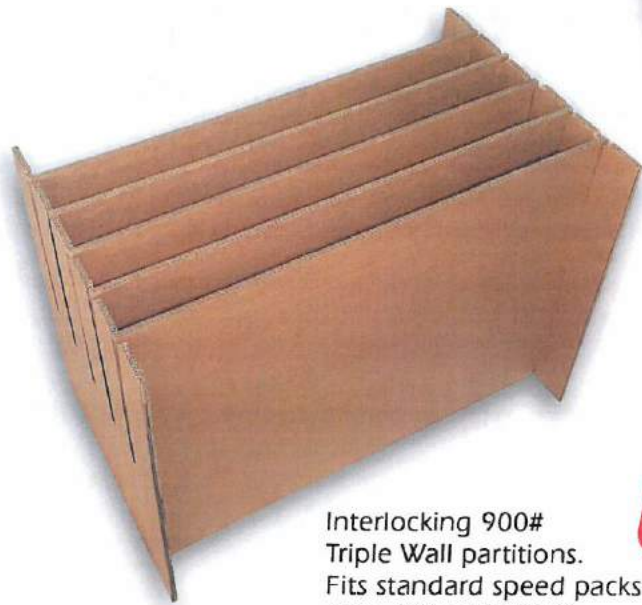
Kit Contains 2 ends 5 partitions 900# Tri Wall

**\*Speed Packs sold separately.**

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## **You're Invited to the California Moving & Storage Association's 99th Annual Convention!**

Meet your California colleagues in Rancho Mirage, Calif., May 2 – 7, 2017,  
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/2017ConventionKiosk>

Check out the convention room rate at the Westin Mission Hills Golf Resort & Spa!

**CMSA ROOM RATE: \$195 Per Night + Tax\***  
**Call toll-free 877-253-0041 and reference the "CMSA 2017 Annual Convention Block."**  
**You may also book your room online at: <http://bit.ly/CMSA-RoomBlock>**

The Westin Mission Hills Golf Resort & Spa is located at 71333 Dinah Shore Drive, Rancho Mirage, CA 92270. The above rate also applies three (3) days before and after the CMSA official convention dates based on availability if you decide to extend your stay.

\*Hotel rate is for single or double occupancy and subject to the prevailing state and local taxes (currently 13.065%).

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

Enjoy a perfect escape in Rancho Mirage with championship golf courses, picturesque mountain views and a secluded location. Lounge by the pool or unwind at the spa during your desert convention. Don't forget to sign up for CMSA's Annual Golf Tournament being held at the Gary Player Golf Course on Thursday, May 4, 2017.

### **Convention Registration Fee - \$475**

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

## **CMSA CONVENTION SPONSOR/ADVERTISING/DOOR PRIZE FORM**

### **EVENTS AVAILABLE FOR SPONSORSHIP**

- |   |       |                                 |
|---|-------|---------------------------------|
| 1. Tues.  | May 2 | Movers & Shakers Reception *    |
| 2. Tues.  | May 2 | Movers & Shakers Dinner ♦*      |
| 3. Thurs.   | May 4 | Golf Tournament ♦               |
| 4. Thurs.   | May 4 | Exhibitors Reception ♦          |
| 5. Fri.   | May 5 | Mission Hills Breakfast         |
| 6. Fri.   | May 5 | Rancho Mirage Luncheon ♦        |
| 7. Fri.   | May 5 | Friday Night Dinner Event       |
| <i>(Unlimited sponsorships available for this event.)</i> |       |                                 |
| 8. Sat.   | May 6 | Desert Sunrise Breakfast        |
| 9. Sat.   | May 6 | Oasis Awards Luncheon ♦         |
| 10. Sat.  | May 6 | Chairman's Reception & Dinner ♦ |

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\* Invitation Only Event / ♦ Sponsorship of Major Event (includes 2 Free Registrations) - \$2,600 /  
 All Other Sponsorships (includes 1 Free Registration) - \$1,600

Event # \_\_\_\_\_ Amount \$ \_\_\_\_\_

### **PERSON CLAIMING FREE CONVENTION REGISTRATION(S):**

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

♦Name \_\_\_\_\_ Badge First Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Special Food Requests (e.g. vegetarian, gluten-free, vegan, etc.): \_\_\_\_\_

*We will notify you whether your requests can be accommodated and if any additional fees are necessary.*

For any additional persons registering, be sure to use the Convention Registration form.

#### **Convention Advertising Opportunities (*does not include free registrations*):**

_____ Half-Page Ad (4.5" x 3.5")	\$175	(Sold) Program Back Cover Ad	\$550
_____ Full-Page Ad (4.5" x 7.5")	\$325	_____ Flyer Insert*	\$400
(Sold) Program Inside Cover Ad	\$450	Total Amount	\$ _____

***Sponsors receive 20% off Convention Advertising! Ads are printed in black and white.***

\*Company must supply and ship inserts at their own expense.

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 \_\_\_\_\_

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☒ YES, I want to support CMSA with a door prize.

Contact Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Door Prize(s) \_\_\_\_\_

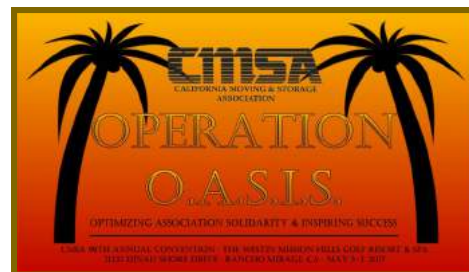
**Return with payment and/or door prize(s) to CMSA, 10900 E. 183<sup>rd</sup> St., #300, Cerritos CA 90703  
 or fax form to: (562) 865-2944. For questions, call Renee Hifumi at (562) 865-2900.**



# CMSA 99th Annual Convention Registration Form

## May 2-7, 2017

**EARLY REGISTRATION DEADLINE: MARCH 2, 2017**  
**FULL registrations paid by March 2, 2017 are eligible for the**  
**drawing to win \$50 CASH on May 6, 2017!**



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/>March 2</b> | <b>After<br/>March 2</b> |
|----------------------------------|---------------------------|--------------------------|
| CMSA MEMBER or GUEST (13+ yrs.)  | \$475.00                  | \$575.00                 |
| CHILDREN'S PRICE (up to 12 yrs.) | \$325.00                  | \$350.00                 |
| NON-MEMBERS (each)               | \$625.00                  | \$725.00                 |

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

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

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

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

Name on Card \_\_\_\_\_ Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

Three-Digit CVV Number \_\_\_\_\_

**\*\*CANCELLATIONS:** Cancellations made before **April 2, 2017** will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **April 2, 2017**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.

**ROOM RESERVATIONS:** Call The Westin Mission Hills Golf Resort & Spa at (877) 253-0041 to make reservations and reference the **CMSA Annual Convention Block** 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 **April 2, 2017** 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

## **2017 CONVENTION EVENTS**

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

**Thursday, MAY 4**

**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, MAY 5**

**MISSION HILLS BREAKFAST**

**CMSA GENERAL SESSION**—Free Admission

**RANCHO MIRAGE LUNCHEON**

**MILITARY BREAKOUT SESSION**—Free Admission

**CINCO DE MAYO DINNER EVENT**

**Saturday, MAY 6**

**DESERT SUNRISE BREAKFAST**

**CMSA GENERAL SESSION**—Free Admission

**VAN LINE PANEL DISCUSSION**—Free Admission

**OASIS AWARDS LUNCHEON**

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

# Exhibitor Registration Form

99th CMSA Annual Convention

EXHIBIT DATES: May 4–6, 2017

**IMPORTANT!:** Steele Tradeshow Services (STS) will be the official exhibit services contractor, and will be in contact with you after you register. STS 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 April 2, 2017 @ \$1,200 \$ \_\_\_\_\_

After April 2, 2017 @ \$1,500 \$ \_\_\_\_\_

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

Additional Attendee(s):

Members \$475 ea./Non-Members \$625 ea. \$ \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

**\$20 from each exhibitor's booth fee will be included in the CMSA Scholarship Fund Donation & Booth Bingo Raffle!**

Refunds for any cancellations done before April 2, 2017 will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). No refunds will be made after April 2, 2017.

## 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 The Westin Mission Hills, 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 Westin Mission Hills, 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 Westin Mission Hills or any part thereof. The Exhibitor understands that The Westin Mission Hills does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

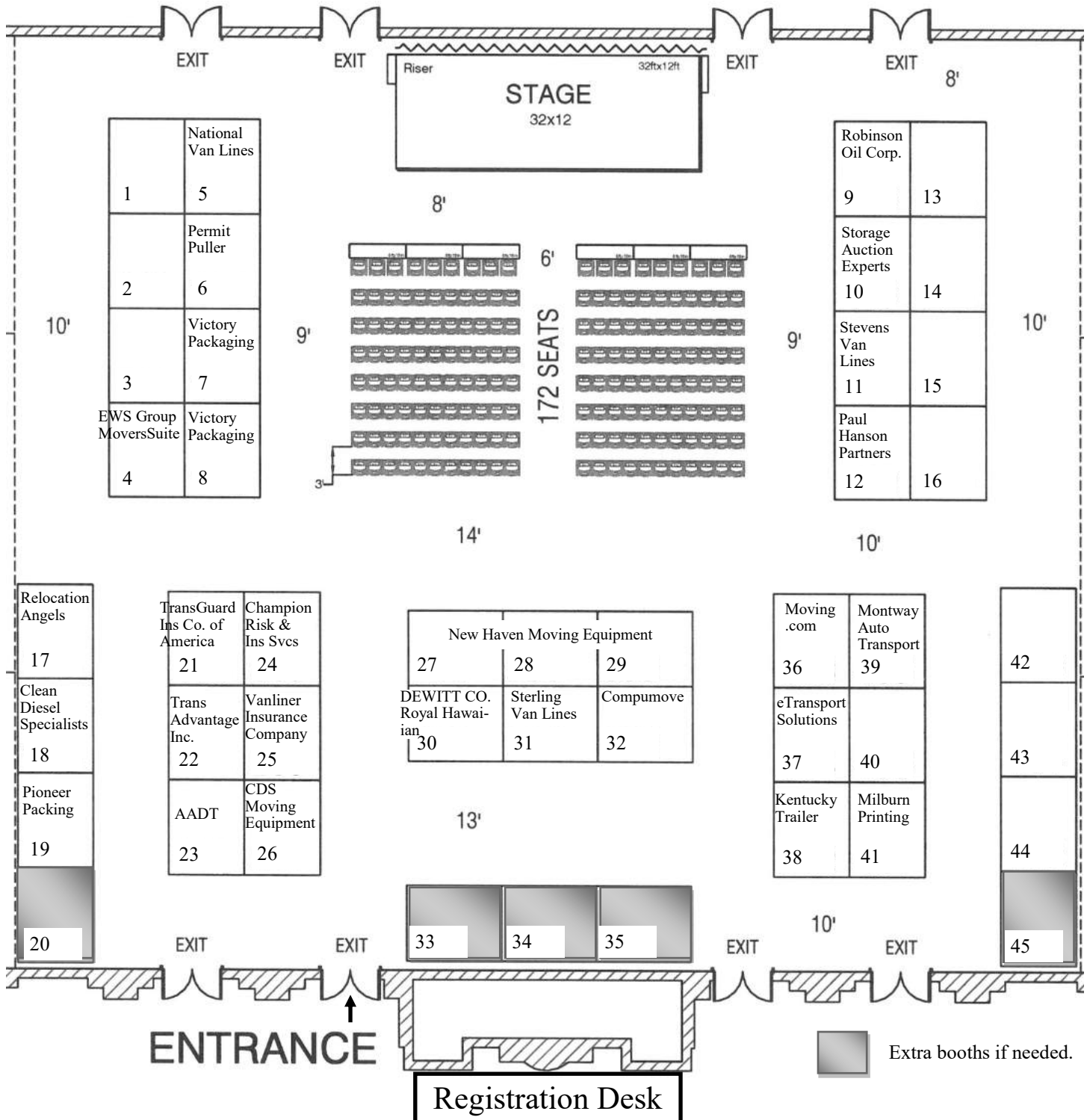
**Exhibit Dates: May 4–6, 2017**

Early set-up available after 3pm on Wed., May 3, 2017.



# California Moving & Storage Association

99th Annual Convention—Booth Diagram  
The Westin Mission Hills Golf Resort & Spa  
71333 Dinah Shore Drive  
Rancho Mirage, CA  
Exhibit Dates: May 4-6, 2017



# CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

Gary Player Golf Course  
70705 Ramon Rd  
Rancho Mirage, CA 92270  
(760) 770-2908

THURSDAY, May 4, 2017  
8:30 AM SHOTGUN START  
(Golfers should arrive at course by 8:00 a.m.)



## Acceptable Golf Attire:

Men—Collared shirt; slacks or shorts

Women—Collared shirt; shorts, skirts, or slacks.

## Unacceptable Golf Attire:

T-shirt, tank top, athletic shorts, swim wear,  
cut-offs or denim. Metal spiked shoes.

**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 -- \$130.00 per person / Includes: green fee, shared cart, range balls & box lunch w/ soft drink.**

## Primary Contact:

Golfer 1: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

List golfers in your foursome. (Foursomes will be formed by golf co-chairs unless listed below.):

Golfer 2: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 3: \_\_\_\_\_ Company: \_\_\_\_\_

Golfer 4: \_\_\_\_\_ Company: \_\_\_\_\_

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

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

**\*Refunds are subject to a \$20 processing fee. No refunds for cancellations after April 13, 2017.\***

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. Callaway Club rentals are available at the pro shop at a rate of \$55 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.**

**2017 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:**

|               |                                    | <u>Adult</u> | <u>Child</u> |
|---------------|------------------------------------|--------------|--------------|
| Thurs., May 4 | Exhibitors Welcome Reception       | \$150.00     | \$100.00     |
|               | Golf Tournament Registration       | \$130.00     | \$130.00     |
|               | (USE GOLF FORM)                    |              |              |
| Fri., May 5   | Mission Hills Breakfast            | \$35.00      | \$25.00      |
|               | Rancho Mirage Luncheon             | \$60.00      | \$42.00      |
|               | Cinco de Mayo On-Site Dinner       | \$100.00     | \$50.00      |
| Sat., May 6   | Desert Sunrise Breakfast           | \$35.00      | \$25.00      |
|               | Oasis Awards Luncheon              | \$60.00      | \$42.00      |
|               | Chairman's Reception & Dinner/Ball | \$150.00     | \$100.00     |

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

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

Special Food Requests (e.g. 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 April 2, 2017 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After April 2, 2017, 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.