

The Communicator

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

July 1 Brings Changes to Local Ordinances

By Gail Cecchetti Whaley

Throughout California, local cities and counties are passing ordinances relating to minimum wage, paid sick leave, criminal background checks, employee scheduling and more.

Minimum Wage Increases

Although the state minimum wage doesn't increase until 2018, a number of local minimum wage hikes will take effect on July 1, 2017. The following cities and county will increase their minimum wage on July 1:

- **Emeryville:** \$15.20/hour for businesses with 56 or more employees; \$14/hour for businesses with 55 or fewer employees.
- **City of Los Angeles:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.
- **Los Angeles County** (unincorporated areas only): \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.
- **Malibu:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.
- **Pasadena:** \$12/hour for employers

with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.

- **San Francisco:** \$14 an hour.
- **San Jose:** \$12 an hour.
- **Santa Monica:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.



In addition, both San Leandro and Milpitas enacted new minimum wage ordinances that go into effect on July 1, 2017.

Eligibility rules may vary between these different locations.

Local Leave Laws

The City of Los Angeles paid sick leave ordinance applies to employers with 25 or fewer employees beginning July 1, 2017 (smaller employers were given a one-year deferral when the ordinance went into effect in July 2016).

San Francisco's Paid Parental Leave Ordinance was passed with a phased-in implementation. Employers with 35 or more employees must begin complying as of July 1, 2017.

Emeryville's Fair Workweek Ordinance is effective July 1, 2017, and sets scheduling requirements for certain retail and fast-food employers.

Source: California Chamber of Commerce, *Alert*



CHAIRMAN'S CORNER

by John Lance

Well, here it is: late June and we are in full swing of our peak season. This is the time of year that you're pulling your hair out trying to figure out how you're going to keep up with all the business coming in. This

is a beautiful problem to have, so sit back, put your hard hat on and make it happen. It is amazing to me the business that is turned down this time of year because we think we do not have the resources to do it. I will tell you it is easier to just say you are booked solid than to put your thinking cap on and get creative. As you are working through your daily dispatch, you see that you have a job that is scheduled for two or maybe three days and another job that finished earlier than you expected. You should take advantage of that and get ahead of the game the next day. Now, you might have the resources to put additional manpower on an-

other job to get it done sooner the next day. It is called staying ahead of the game. I know we feel like we're about to get run over at times, but it always seems to work out as long as you stay on it and get creative.

Alternative transportation is a huge part in how all the van lines are moving shipments now. More and more shipments are being containerized and shipped via freight trucks. We have spot trailer programs as well that absorb some of the traffic. The number of shipments that are moved in this manner continues to grow year after year. We used to only crate small shipments. Now, we are crating large shipments as well. The professional van operators are shrinking year after year. Their average age is roughly 55 years old. I speak to a lot of them and I get the same response from all: It's getting tougher and tougher to operate with all the regulations they are faced with and more coming all the time. Electronic logging devices will be mandatory soon and will have a great impact on how we operate moving forward. I have to tell you that as tough as it seems out there, it is completely

(CHAIRMAN'S CORNER continued on page 4)

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PRESIDENT'S COMMENTS

By Steve Weitekamp

June started with the 49th annual meeting of the National Council of Moving Associations, of which I currently serve as chair. Ten moving associations (California, Illinois, Maryland, Minnesota, New Jersey, North Carolina, Texas, Virginia, AMSA and IAM) and several industry partners were represented at the meeting. We shared new ideas and best practices for the betterment of our associations and the industry at large as well as a broad discussion of general association management issues. We organized an in-person meeting with the National Conference of State Transportation Regulatory Specialists (an association for state transportation regulators), where we discussed issues of common concern including: consumer protection, consumer education, app-based operators and other bandit operators performing

illegal moving services. This session was a valuable opportunity for industry and regulators from around the country to discuss challenges and better understand issues while establishing a dialogue that can only be helpful to our membership.

Much of the month was consumed by activity related to the Governor's Reorganization Plan. As I discussed in my June column, the initial plan was to transfer Household Good (HHGs) regulation from the California Public Utilities Commission (CPUC) to the Department of Consumer Affairs (DCA) as part of a budget bill. This approach failed to receive the reception needed to pass. Subsequent to this failure, Senator Jerry Hill authored SB 19 Public Utilities Commission: duties and responsibilities: governance. (2017-2018). SB 19 has language similar to the budget bill regarding the transfer of HHG regulation from CPUC to DCA. We have conducted a meeting with Senator Hill's staff, starting a dialogue to discuss the bill and modifications in the potential transition that would benefit California, consumers, regulated industry and taxpayers.

(PRESIDENT'S COMMENTS continued on page 4)



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(PRESIDENT'S COMMENTS continued from page 3)

We also had our first discussion with the Chief Deputy Director of the California DCA, who would serve as the first household goods program manager if the transfer is approved by the legislature. If SB 19 is successful we want to ensure a smooth, effective and successful transition of our program. We agreed to set up a schedule of regular meetings once we have a legislative transfer. Our discussion included a review of the DCA and their long history of working with industry and protecting consumers. They have established programs that include licensing, regulation and enforcement, starting with the medical industry in the

1890s. They currently oversee 39 bureaus with the newest being the regulation of the cannabis industry from seed to sale. They agreed that a strong, unlicensed enforcement program is critical to support the validity of the regulated industry. We were assured that they have enforcement staff around the state and have utilized sting operations as a tool to address unlicensed operations. They stressed that they see licensees as customers and CMSA shared that we are ready to dedicate whatever resources are required to assist in the development of an effective program. We will keep you updated on future developments.

(CHAIRMAN'S CORNER continued from page 2)

different from what van operators went through years ago. There were no cell-phones, computers or iPads. I used to call home once a week and that was usually from the dirty phone at the truck stop table I was eating at. I remember when pagers came out. I thought I was big time! They didn't last very long before cellphones were introduced. So, even though the regulations

have gotten tougher, the equipment we have available to us to do our jobs have gotten a lot better. A van operator's truck is basically a rolling office now with the same equipment we have in our offices. Mailing your paperwork in is becoming a thing of the past with many as everything is scanned in right from their truck.

We just got through a heat spell. I am in

(CHAIRMAN'S CORNER continued on page 5)



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(CHAIRMAN'S CORNER continued from page 4)

Ventura County and if it rises to 85 degrees, that is considered hot and people are complaining. Well, I have to tell you I spoke with former CMSA Chairman PJ Welch with Cardinal Van & Storage Co. and he messaged me a picture of the thermometer in his warehouse in beautiful Twentynine Palms: 128 degrees! Are you kidding me? He let me know that when he gets in his car in the morning, it's around 112. All I could think of was how are he and his crews handling this? He also shared with me that he has been loading spot trailers (which we all know usually only has one door in the rear of the trailer) and they could not get a temperature reading in the trailer because it is so hot it shuts phones off. This is what I would call stupid hot! I am sure he keeps a close eye on all his crews in weather like that as it is easy to become overheated and end up with heat stroke. So, I started thinking what I would do if we had weather like this in Ventura County. I know I would figure out a way to deal with it, but I have to believe my crews would be less productive working under those conditions.

We are living in a time right now that is different than any of us have ever seen be-

fore. The attacks that we read about and see on the news every day are hard for me to comprehend. We have people setting off bombs, shooting our law enforcement officers, driving vehicles into crowds and just senseless everyday stabbings and killings. What has happened to people's minds to bring them to this point? It is almost at a point that people are concerned about going to places with big crowds. They are changing the way they live because they are in fear of being in the wrong place at the wrong time. This is a different time and is a change from how we are used to living. I will not let these acts dictate where I go or what I will do. What we can do is pay attention to our surroundings at all times. Report suspicious activity. If you're in a crowded area, take a minute and come up with an exit plan in case you need to get out in a hurry. Don't let these acts of violence control your life and what you do. As our current president of the United States Donald Trump has said, "Together, we can make America great again!"

The problem with beauty is that it's like being born rich and getting poorer. Now go take on the day and I will see you next month.



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Frequently Asked Questions: Electronic Logging Devices Exemptions

1. Who is exempt from the Electronic Logging Devices (ELD) rule?

Drivers who use the timecard exception are not required to keep records of duty status (RODS) or use ELDs. Additionally, the following drivers are not required to use ELDs; however, they are still bound by the RODS requirements in 49 CFR 395 and must prepare logs on paper, using an Automatic On-Board Recording Device (AOBRD), or with a logging software program when required:



- Drivers who use paper RODS for no more than 8 days out of every 30-day period.
- Drivers who conduct drive-away-tow-away operations, where the vehicle being driven is the commodity being delivered.
- Drivers of vehicles manufactured before 2000.

2. What time periods can be used to determine the 8 days in any 30-day period?

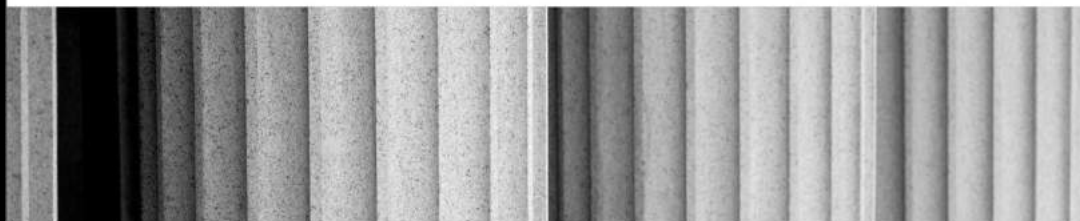
The 30-day period is not restricted to a

(ELD EXEMPTIONS continued on page 7)

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single month, but applies to any 30-day period. For example, June 15 to July 15 is considered a 30-day period.

3. What information may be requested to support the exemption for drivers not required to use records of duty status (RODS) more than 8 days in any 30-day period?

Authorized safety officials may inspect and copy motor carrier records and request any records needed to perform their duties.

4. If a motor carrier's operation is exempt from the requirements of 49 CFR Part 395.8, is the motor carrier also exempt from the ELD rule?

Yes. Motor carriers with operations that are exempt from the requirements of 395.8 are exempt from the ELD rule.

5. Are rented or leased commercial motor vehicles exempt from the ELD rule?

No. Motor carriers or drivers that operate rented or leased commercial motor vehicle are required to record hours of service with an ELD, unless the driver or commercial motor vehicle is exempt from the requirements of the ELD rule.

6. Are Canada- and Mexico-domiciled drivers required to use electronic logging devices

(ELDs) when they are operating in the United States?

Yes. Canada- and Mexico-domiciled drivers must comply with the federal hours of service rules while operating in the United States. This includes using ELDs unless they qualify for one of the exceptions. A driver operating in multiple jurisdictions will be able to annotate the driver's record of duty status on the ELD with information on periods of operation outside the United States.

7. How should an ELD record a driver's hours of service when operating in another country such as Canada?

The ELD provider may tailor the device to its customers' needs/operations to assist them in accurately monitoring drivers' hours of service compliance. This includes cross-border operations.

8. Can drivers operate commercial motor vehicles (CMVs) equipped with electronic logging devices (ELDs), if they are not required to use them due to an exception?

Yes. Drivers can drive CMVs equipped with ELDs and still use their exception. A motor carrier may configure an ELD to show the exception for drivers exempt from using the ELD or use the ELD annotation to record the status.

CALENDAR OF EVENTS

Fri., Oct. 6, 2017	Monterey Bay Chapter Golf & Bocce Tournament
April 17-22, 2018	100th Annual CMSA Convention
April 23-28, 2019	101st Annual CMSA Convention



Does Volume Make Up for Low Price?

By Mark Hunter, "The Sales Hunter"

The phone rings and the sales manager hears on the other end the all-too-familiar plea of a salesperson. The salesperson tries to convince the sales manager that it makes so much sense to offer the prospect a discount to get them to finally become a customer.

Of course, the salesperson has the expectation that this new customer will quickly become a high-profit customer. The sales manager has heard the same plea hundreds of times before, and yet for some reason, the salesperson and the lack of current sales suddenly make offering a discount very attractive.

It's as if we're watching the unveiling of a very slow accident that is completely avoida-

ble and yet happens anyway. The salesperson gets it into his or her head that the only way to close the deal is by discounting the price. They just need to convince their sales manager to go along with it. When this occurs, a major shift happens with how the salesperson does their job. No longer are they selling to the customer; now, they're selling to the sales manager. The problem with this is simple — a salesperson



gets paid for selling to customers. That's how both the top-line and the bottom-line are made.

If you're reading this and you're a salesperson, here is some very simple advice. Contrary to what you believe will happen, you will never make up in long-term profit

(VOLUME MAKE UP FOR LOW PRICE continued on page 9)



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what you're about to give up with your immediate discount. Sure, there are always exceptions to this, but such exceptions are similar to me winning the lottery. Is it doable? Yes. Is it probable? NO!

When you discount the price, the new price is now the price of value the customer is willing to pay. When they're offered the price once, they will expect it again and again. When you attempt to move the price to the "normal or regular" price, they see it as a price increase. Even if you do get the price up to the "normal or regular" price, you're still behind the profit curve because of all the product you sold to the customer at the lower "discounted" price.

I hear this argument a lot: "You don't understand. If I didn't offer the discount, I would never have had the opportunity to move the price up, because they would never have become a customer."

My response is always the same: "So what! It doesn't matter." In your quest to get the customer, you cut your price. But you did so much more than that. What you did was cut your profit dollar for dollar. That is a very simple fact of what happens when you cut your price. It's highly unlikely you cut the cost of your goods or services, because

your goal is to get the customer to experience what you can do. That means the only place to cut is your profit.

Here's the deal: Your ability as a salesperson is not in how much you sell, but in how much you earn for your company. It's the bottom-line profit that counts, and anytime you reduce your price, you're slashing your profit.

There is not a sales manager out there of any quality who will allow any salesperson to spend their valuable time trying to sell internally. The focus must be on external selling. Focus first on creating value by determining the needs of the customer. Then position your product or service as the solution, and do so at full price.

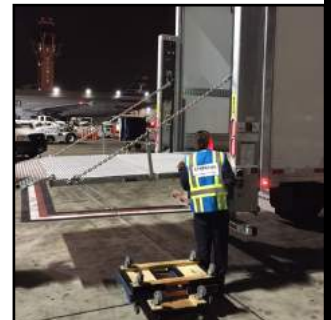
This is the only strategy that ensures you are not only protecting profit, but also ultimately in a place to increase it!

Mark Hunter, The Sales Hunter, is author of "High-Profit Selling: Win the Sale Without Compromising on Price." He is a consultative selling expert committed to helping individuals and companies identify better prospects and close more profitable sales. To get a free weekly sales tip, visit [www. TheSalesHunter. com](http://www.TheSalesHunter.com). Read the first chapter of his instant-classic "High-Profit Selling" here.

Chipman Relocation's LAX Move Completed

Chipman Relocation & Logistics is proud to announce the completion of the Los Angeles International Airport move in May 2017. Working by night over the course of four straight weeks, Chipman crews moved 15 airlines among LAX's various terminals, including Delta, Virgin, Allegiant, Air Canada, Hawaiian and Southwest terminals. According to Ranjan Goswami, Delta's VP of Sales, "It is the largest relocation of its kind in U.S. aviation history." Challenges include respecting plane schedules, tight security, loud tarmacs, packing fancy gold club lounges and relocating a gymnasium. According to LAX spokeswoman, Mary Grady, "It was unbelievable how quickly people were working. We said it would be well-

choreographed and it was." Chipman would like to thank its entire Garden Grove team and Jack Gillis for the excellent service provided during the project.





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Premium Pay on Holidays A Choice for Employers, Not A Requirement

Last month included Memorial Day, and I got a lot of questions from my employees about paying them extra for working on the holiday. Next month the Fourth of July is going to fall on a Tuesday. Am I required by law to pay my employees overtime or double-time if I have them work on the holiday?

Although state and federal laws recognize certain days as "holidays," there is no law that requires private employers to provide a premium rate of pay for work on those days. These "holidays" are days that government offices are closed and

do not provide services as they normally would.

As a result, the government makes the

holiday designation to give people notice that services will not be available, and also allows employers an extra day to respond to official inquiries and/or to pay employees if a payday falls on the holiday.

Many employers choose to offer premium pay for

work on designated holidays as a benefit to their employees, but that would be a matter of contract between the employer and the



(PREMIUM PAY ON HOLIDAYS continued on page 13)

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employee.

No Legal Obligation

You have no legal obligation to pay your employees any differently for work on a "holiday" than you do for any other day of the year.

You can choose to pay your employees even though they don't work on the "holiday," but you are not required by law to do so.

Moreover, if you operate a business that is open on a "holiday," you might choose to pay your employees more for working on that particular day, but any extra money you choose to pay your employees would be within your complete discretion since it is not required by either state or federal law.

You also must remember that as a general rule, if your exempt employee works any part of a workweek, you must pay that individual his/her full salary for the entire workweek.

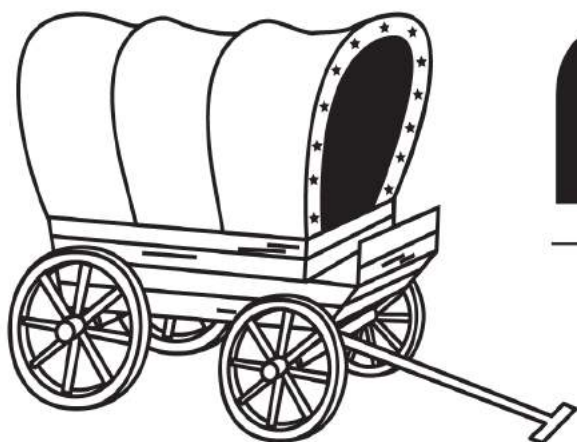


Exempt Employees

In the case of a "holiday," where the employer chooses to close the business for a day during the workweek, the employer still must pay exempt employees their full salary for the workweek without deduction for the "holiday."

Thus, in the vast majority of situations, a "holiday" will have no impact on the wages paid to your exempt employees.

Source: California Chamber of Commerce, *Alert*



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Do You Have the Right Insurance To Pay for Damage to A Shipper's Premises?

By Carole Boettcher, Move-Pak

If you damage a Shipper's property — the property that you have been hired to move — coverage is normally provided by your cargo insurance policy. So, what coverage applies if you damage the walls, scratch the hardwood floors or damage an elevator in the course of the moving job?

Most insurance companies consider this part of the loading and unloading extension of your commercial auto liability policy. If you have a commercial auto liability policy, you should have the correct cover-

age.

Then what happens when you are hired to move a customer from the second floor to the twelfth floor of an apartment or office building? No autos are involved in this moving project. How can this be an auto claim? Some insurance companies will still consider this an auto claim, but other companies might see this as a general liability claim. Do you have a general liability



ity policy? Will it cover this kind of claim?

If your company ever conducts these on-premises/no-trucks-involved kinds of moving jobs, be sure to have the conversation

(INSURANCE FOR PROPERTY DAMAGE continued on page 15)

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(INSURANCE FOR PROPERTY DAMAGE continued from page 14)

with your insurance representative to make sure you are completely covered.

The other premises issues — alleged

theft of property that is not part of a shipment and damage done by a leaking washing machine that your crew connected — will be the subject of a future article.



CMSA / May Monthly Report

Food Collected and Delivered

Monthly	Year to Date	All Time
154,398 lbs.	155,814 lbs.	796,896 lbs.
128,665 meals	129,845 meals	664,080 meals

Top 3 Agents of the Month

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Special Olympics is more than a sports program for people with intellectual disabilities. It is training for life that transforms communities and inspires people throughout the world to accept and include those with intellectual disabilities. Our year round program of sports training and athletic competition gives Special Olympics athletes the chance to test their courage, show their determination and build their self-esteem.

Thank you for keeping the winning spirit alive for our athletes.

Warm regards,

Bill Shumard
President and CEO



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CMSA LEGACY:

LOOKING BACK OVER THE LAST 100 YEARS

By Tom Smith, 1981–1982 CMSA Chairman

I was surprised and honored to be asked by Steve Weitekamp to write a memoir about my year as President of CMSA. That was a long time ago, 36 years ago. I am enjoying being 90 years old and a lot has happened along the way. My short memoir will likely be just about as short as my memory.

CMSA is and has always been an excellent, worthy and much needed organization. I was proud to be of service to the industry. Two years as president of the San Diego Chapter and service as a CMSA director led to my being asked to stand for the chairman position. I was honored and frankly frightened of the responsibility. Was I qualified to assume such a responsibility? I wondered what I had gotten myself into. My faith in the much-needed organization overcame my fears and I accepted the challenge.

The theme of my acceptance speech was, "You must know your costs if you are going to be profitable." The concept is as true today as it was in 1981, maybe even more so. The visitations to the local chapter meetings was a great experience and the highlight of my year. I'm very proud to have been involved in the leadership of such an outstanding association.

I am no longer active in the industry, but I keep abreast of what is going on through my two children who are involved. My son is in a management position with a Bekins agency in the Los Angeles area and my daughter is a successful sales representative in the Chicago market. I also review *The Communicator* monthly on my computer. Once a mover always a mover, they say!

After Charley Woelfel retired, Tom Hays became president, then Doug Hill and now Steve Weitekamp. All outstanding and capable executives deserving of the credit for the association's resounding success.

The future of the industry in California is in good hands.

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 to place your advertisement.

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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.

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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.

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

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

EMPLOYMENT OPPORTUNITY

Fuller Moving Services (North American) is hiring Experienced Drivers and Movers. Background / Drug, alcohol screening required. Email resume to nathan@fullermoving.com

ADVERTISING OPPORTUNITY



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

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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 – ABC Moving Systems.

1978–1979 CMSA Chairman Robert Foy

September 18, 1936–June 9, 2017



A resident of Stockton and a fourth generation Californian, 1978–1979 CMSA Chairman Robert “Bob” Foy died surrounded by his family on June 9, 2017, at the age of 80. He was the loving son of

Anita, the loving

husband for 50 years of Barbara Barron Foy, the loving father of Matthew (Siobhan) Foy and Peter (Christine) Foy, and the loving grandfather of Cate, Jack, Declan, and Ashley Foy, all of whom survive him. His father, Willard, predeceased him.

Raised in Palo Alto, he was a proud graduate of Palo Alto High School and then of his beloved San Jose State University, where he was chosen Outstanding Male Graduate.

On graduation from San Jose State, he served on active duty with the United States Army and then with the Army Reserve, being honorably discharged at the rank of Captain. He became associated with the Pacific Storage Company in 1964, serving as its President and CEO from 1977 through 1995, when he retired from that position while remaining on its Board of Directors.

While with the Pacific Storage Company he served as President of the California Moving and Storage Association and as Chairman of the National Moving and Storage Association. And his public service contributions locally, including as President of the Greater Stockton Chamber of Commerce, Chairman of the Board of Commissioners of the Stockton Port District, and Chairman of the Board of Directors of St. Joseph's Medical Center of Stockton, earned him the title of Stocktonian of the Year in 2009.



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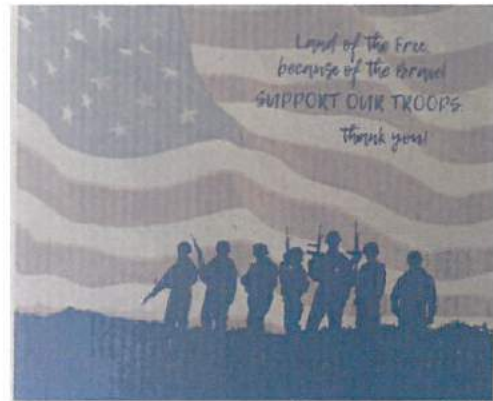
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Pioneer Packing, Inc., **Veterans' Fundraising Campaign**

PIONEER PACKING, INC., one of the premiere packaging suppliers for the restoration, self-storage and moving industries in Southern California, is announcing a campaign to support our military veterans.

From now until the end of the year, Pioneer will be producing, at no additional charge to purchasers, its "Patriotic Boxes" with special messaging in support of United States troops, AND . . . donating a portion of every Patriotic box sold to U.S. Veterans Initiative.



Book Carton

The goal of this campaign is to raise \$2,500 in support of U.S. **Veterans Initiative's** mission to provide housing, counseling and employment services to the women and men from all branches of the armed forces, helping them to transition successfully into civilian life.

U.S. Veterans Initiative (U.S. Vets) is a "Guidestar Platinum Level Charity," with a proven commitment to transparency. Indeed, 88 cents of every dollar donated to U.S. Vets goes directly to veteran services providing food, housing, job assistance, counseling and comprehensive support services. With 21 residential sites and 9 service centers in 14 cities across the country, U.S.VETS personnel go into the local community to find homeless veterans and guide them to crucial services that help alleviate the challenges and assist them in leading independent and productive lives.

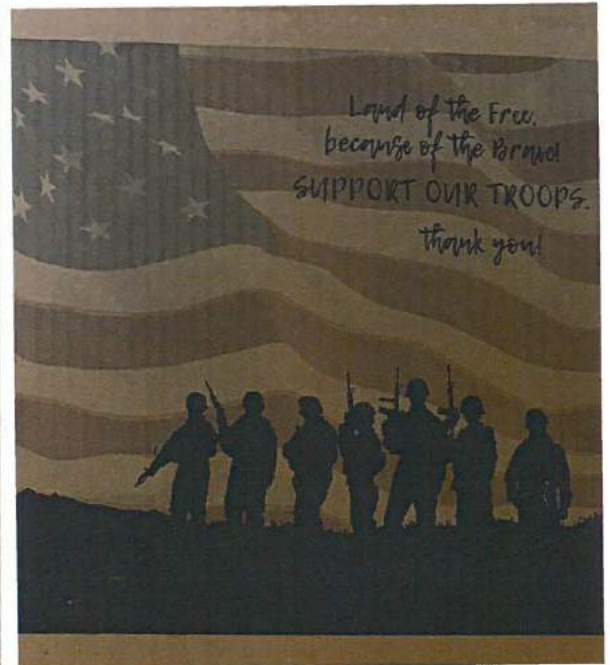
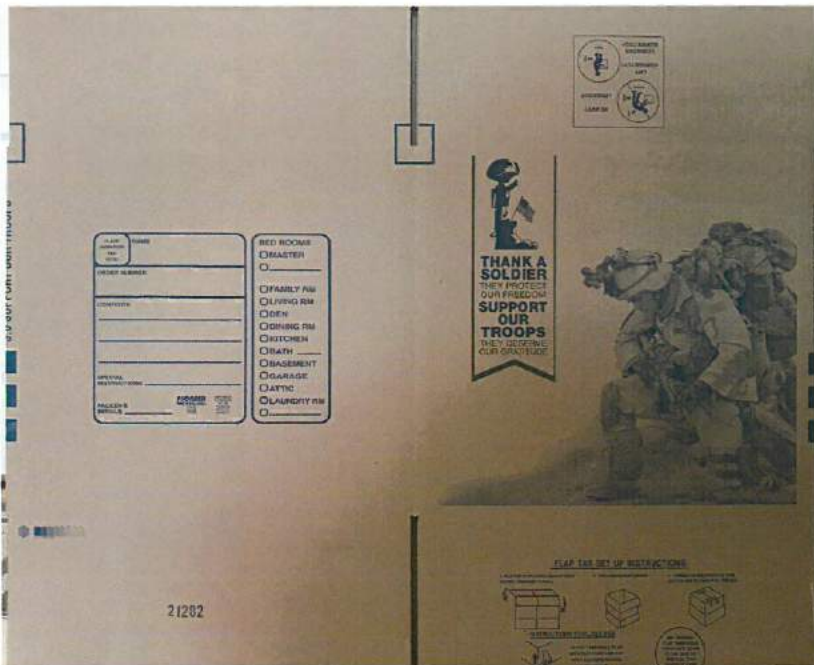


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So please, help those men and women who stood up when their country called with the housing, employment and other transitional services they need to become self-sufficient.

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