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## CHAIRMAN'S CORNER

By Robert Fraser

### Stereotypes and Catch Phrases

Sounds like the title of a long-lost Willie Nelson album, doesn't it? The dictionary defines a stereotype as "a preconceived notion, especially about a group of people." You know that our industry is riddled with stereotypes, whether justified or not. Most of our customers certainly have a preconceived notion of what they may expect during their moving experience. Most of those preconceived notions are negative, based upon what they've seen or heard in the news, in the movies or from friends and neighbors who have had bad experiences. We must, as an industry, constantly strive to reassure our customers of the value of hiring a licensed and insured mover. At the same time, we need to assure them that the quality of the people who represent our companies are not what their stereotypical or pre-

conceived notions are.

A fun way to reassure our customers is to create a tagline or catch phrase that represents who and what we are. These catch phrases can be whimsical or funny, professional or serious and should convey a message that you want to get across.

Years ago, it became apparent that I needed to write a brief overview to different groups that I wanted to introduce my company to. These were Chamber of Commerce groups, network marketing groups, real estate groups (among others) and I wanted it to be memorable. I had remembered reading something somewhere that stated that if you wanted to grab a small group's attention, you should use the "Did-You-Know-Well-and-So" technique. Here's what I came up with:

*"DID YOU KNOW — [That] not all movers were created equal. We've all heard the horror stories and seen the stereotypes. The ones where the movers are smelly, grouchy, offensive, careless and moon you while picking up your*

(CHAIRMAN'S CORNER continued on page 4)

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## PRESIDENT'S COMMENTS

By Steve Weitekamp

As I have frequently shared at CMSA chapter meetings, having attended Association meetings and events for more than 30 years, I still find value in every opportunity to meet. I always leave with a takeaway, be it a guest speaker, an industry insight or a meeting with a colleague. Annually, I have the privilege of joining the CMSA Chair on his or her visits to the 12 chapters. It is a great time to visit member facilities and hear from those that the Association serves. Early this chapter season, we heard from a member who was rightfully displeased with a California Public Utilities Commission (CPUC) audit and voiced the same concern that the Association regularly shares with regulators: Are you enforcing the rules with the same vigor against illegal operators as you do against those who work every day to be in compli-

ance?

Several years ago, CMSA gave the CPUC the tools needed to answer this question in the affirmative in the Household Goods Carriers Act, though in my opinion their actions are not there yet. We legislatively changed the opening paragraph in the Act to state in no uncertain terms that all the rules and regulations apply to anyone providing or booking moving services: permitted carriers, brokers and illegal operators.

One issue that was a takeaway for me was that some movers had honest confusion about the signature page of the "IMPORTANT INFORMATION FOR PERSONS MOVING HOUSEHOLD GOODS within California" booklet. The booklet contained a signature of receipt on the back inside cover and at least a few carriers were still requiring sales staff to get signatures on this page and bring it back, which added to a large pile of paper records for the moving process. In a CPUC audit, the carrier had several files where the Agreement for Service was lacking a signature for the booklet,

(PRESIDENT'S COMMENTS continued on page 4)



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(CHAIRMAN'S CORNER continued from page 2)

furniture.

**WELL – [We] at Redwood Moving & Storage strive to break that perception of these [stereotypical] movers. Our men are professionally trained and qualified to provide quality services, at a reasonable cost, on time and with positive attitudes! We provide services for all of your moving needs, whether local or long distance, large or small, residential or commercial.**

**SO - Why See The Moons Of Other Movers When You Can See The Sunshine Of Ours!"**

Believe it or not, I came up with my catch

(PRESIDENT'S COMMENTS continued from page 3)

but they had a signed booklet back page. They were upset to be written up for what they believed to be an inaccurate offense. Unfortunately, in this particular case, the first paragraph of the booklet is very clear on this issue:

*"The carrier ultimately performing your move must (1) provide this booklet to you at first in-person contact, (2) mail the*

phrase while taking an early morning shower. The sun was just coming up and I really don't know where the moon aspect came from! Obviously, my message is to direct consumers, in a roundabout way, to do their due diligence and hire legitimate movers. That's the signal that we all need to send. What better way to do that than with a message and a memorable catch phrase that touches our customers funny bone or emotions and at the same time breaks that stereotypical mover barrier!

Come to Rancho Mirage to learn other marketing/sales techniques at the 99th annual CMSA Convention.

Looking forward to seeing you all in May!

*booklet to you (time allowing) if the move was arranged and confirmed by mail or telephone and no in-person contact is made prior to the day of the move, or (3) obtain your assurance that you received it from some other source. In any case, you must initial a statement, on the Consumer Protections and/or Waivers section of the Agreement for Moving Services (Agreement), indicating you have*

(PRESIDENT'S COMMENTS continued on page 5)



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# Governor Brown Announces Infrastructure Plan

On February 24, Governor Edmund G. Brown Jr. announced a series of immediate and longer-term actions to bolster dam safety, improve flood protection and fix the state's aging transportation and water infrastructure.

"We are gratified that Governor Brown is committed to expanding investment in California's infrastructure — in both the short and long term," said CalChamber President and CEO Allan Zaremberg. "Damage caused by the recent storms underscores the need for better water storage, flood control, and delivery in the state, but also highlights other areas where we are falling

short."

Governor Brown discusses his proposal to spend \$437 million on flood control and emergency response.

## Water

The governor visited the Incident Command Post at the Oroville Dam and surveyed the regional flood control system, including areas recently impacted by flooding. This followed the state of emergency the governor declared and the presidential emergency declaration the governor secured to bolster the state's response.

In a February 24 news release, the

(GOVERNOR'S INFRASTRUCTURE PLAN continued on page 6)

(PRESIDENT'S COMMENTS continued from page 4)

***received the booklet. If your carrier does not ensure you have this booklet, you are eligible for a \$100 refund from your carrier.***

The result of this discussion was CMSA reviewing the booklet with legal counsel and

acquiring CMSA Board approval to request the printer to remove the signature page from the booklet.

To stay informed on other legal regulations, I encourage you to attend the 2017 Convention at The Westin Mission Hills Golf Resort & Spa. Hope to see you in Rancho Mirage. Register today!



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(GOVERNOR'S INFRASTRUCTURE PLAN continued from page 5)

governor announced a four-point plan to bolster dam safety and flood protection:

- Invest \$437 million in near-term flood control and emergency response actions by redirecting \$50 million from the General Fund and requesting a \$387 million Proposition 1 appropriation from the California Legislature as soon as possible.
- Require emergency action plans and flood inundation maps for all dams.
- Enhance California's existing dam inspection program.
- Seek prompt regulatory action and increased funding from the federal government to improve dam safety.



According to the governor's office, even with the February 24 action, California has nearly \$50 billion in unmet flood management infrastructure needs. To address these needs, the administration will continue to work with the legislature through the budget process on solutions, including potential changes to Proposition 218, which continues to prevent local government from fixing core infrastructure.

### Transportation

The governor's office notes that recent storms have not just damaged the state's flood control system; they also have hammered the state's roads and bridges. During the storm season alone, Governor Brown's emergency declarations have enabled the California Department of Transportation to begin more than \$595 million in repairs to the state's roads and

(GOVERNOR'S INFRASTRUCTURE PLAN continued on page 7)

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bridges damaged by erosion, mud and rock slides, sink holes and flooding.

"California needs solid reforms that will improve the integrity of our roads, highways and bridges to improve transportation and goods movement and reduce traffic congestion," Zarembek said. "Sound infrastructure is a key component of maintaining and improving California's economy for everyone's benefit. We look forward to working with the [a]dministration and the [l]egislature to address California's short- and long-term infrastructure issues."

Beyond the current storm season, California faces a broad array of transportation infrastructure challenges: \$59 billion in deferred maintenance on highways and \$78 billion on local streets and roads, according to the news release. To fix these roads and bridges, Governor Brown and legislative leaders are currently working to meet the goal they set to complete a transportation funding package by April 6.

As mentioned in his State of the State address, Governor Brown is committed to

working with Washington, D.C. to invest in California's infrastructure. Governor Brown sent a letter to the President on February 24 seeking expedited environmental review under Presidential Executive Order 13766. This request covers 10 projects: nine high-priority transportation projects and reconstruction of the Oroville Dam spillways.

The February 24 request to the President includes projects on the initial list of 51 priority infrastructure projects, which California submitted to the federal government earlier in February. The Brown administration is reviewing additional projects to submit for expedited review.

For additional information on the Governor's four-point plan to bolster dam safety and flood protection, and on California's ongoing flood management, see the fact sheets at [www.gov.ca.gov](http://www.gov.ca.gov).

Source: California Chamber of Commerce,  
*Alert*

Staff Contacts: Amy Mmagu, Valerie Nera



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# Accident Investigation/Claims Reporting

*By Matt Schiefferly, Paul Hanson Partners  
Specialty Insurance*

The best way to control long-term claims costs is to establish and train employees on the proper method for accident investigation and reporting. Accident investigation and reporting are critical in reducing the costs of both workers' compensation and vehicle accidents. A good report provides the claims adjusters with all of the information needed to handle a claim properly. This allows for quicker and more accurate settlement, less complications with litigation and a happier customer. These fac-



tors all attribute to an overall reduced claims costs.

In reporting a claim, it is important to provide the basic facts in a clear and concise matter. A company-wide claim form should be developed that pertains to both vehicle accidents and workers' compensation claims. All employees should be made aware of the forms and how to properly complete them.

An accident investigation kit should be in every vehicle. This kit should include a pen, a report form that includes all of the information requested below, business cards of the company's safety officer, witness cards

*(ACCIDENT/CLAIM REPORTING continued on page 9)*



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and a disposable camera.

The involved party should make time immediately following the incident to complete the basic information on the form. This must include the following: date and time of loss, name and phone numbers of those involved, location of accident, estimate of damages, name and department (sheriff, city police, CHP) of police officer if a report was made, weather conditions, a brief description of the accident, the name and phone number of witnesses (if none, the first person on the scene) if persons were injured.

Do not move the vehicle until all pictures are taken. Take pictures of all damaged vehicles, the area and road conditions, stop lights, intersection, etc. Take all the pictures you need (You can never have too many.) and the camera will not be used again.

Do not speak to anyone regarding the accident besides the officer on scene. Show your driver's license, and give the business card of a contact at the company's safety department.

Remember these three rules: promise

nothing, admit nothing and don't argue. Act like the professional driver that you are. Do not provide theories or admit guilt.

This information needs to be reported to the company's safety department as quickly as possible and forwarded to your insurance provider.

Once the employee is back to the office, ask him or her to write a detailed description of the accident. This is important for all types of accidents: workers' compensation, traffic, cargo, property damage, etc. This report should include as much of a narrative as possible. This information will be useful in the claim settlement. If the accident requires, make sure the proper drug and alcohol testing is performed via the DOT requirements.

This information will give a clear picture of what took place and make the claims process go much smoother. These same principles can be applied to cargo and property damage claims. It will give your customers the feeling of comfort and that something is being done to settle their claims.

## Auburn Moving & Storage Joins Bekins Van Lines

NEWCASTLE — Auburn Moving & Storage recently joined Bekins Van Lines' agency network as a prime interstate agent. Previously affiliated with American Red Ball, Auburn Moving & Storage joins more than 150 Bekins agents across the country.

Auburn was established in 2005 by owners Sean Minor and Robert Huckins. Prior to starting the company, Minor spent 16 years in the moving industry, eight of which were spent with working for a Bekins agent.

"We look forward to a successful partnership with the Auburn team," said A.J. Schneider, Executive Vice President of Wheaton | Bekins. "They have an outstanding reputation for quality service, and we are thrilled to welcome them into the agency family."

Serving the Sacramento, Calif. area, Auburn is very customer focused with 67 per-

cent of their business coming from referral and repeat customers. In 2014, they received the prestigious Angie's List Super Service Award and have an A+ rating with the BBB. Auburn is a member of the Auburn Chamber of Commerce and participates in the Festival of Lights and Fourth of July parades in its local area.

Auburn is involved in several local community charities, including the Interfaith Food Closet turkey/canned food drive and sponsoring Placer High School. Additionally, the company proudly delivered 1,300 wreaths during the holiday season to a local cemetery to honor fallen veterans in conjunction with Wreaths Across America.

Auburn is located at 10000 Hillview Rd., Newcastle, CA 95658. They can be reached at 530-823-8685, 888-233-8685, or online at [auburnmoving.com](http://auburnmoving.com).



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# Sales Motivation: The First 30 Minutes of the Day

By Mark Hunter, "The Sales Hunter"

The first 30 minutes of the workday will set the tone for the entire day. For most people, the first half hour of the day consists of settling into the office routine by grabbing a cup of coffee, checking the internet and, of course, chatting with others. Now, I will never be one to say we have to avoid coffee and/or socializing, but I will be the first to say it is advantageous to put these activities aside until later.

One of the ways that top-performing salespeople separate themselves from others is by effectively using the first 30 minutes of the day. It is highly beneficial to your productivity to know exactly what you are going to accomplish during this period.



Therefore, you must determine the day before what you intend to do when you first arrive in the morning.

**For anyone in sales, this means one thing: Start the day by making a minimum of three sales calls before you do anything else.**

To begin using this strategy, your objective today (and every day in the future) should be to identify three people you want to call first thing tomorrow morning. There is no better way to start the day than by calling customers. If you are the type of person who arrives in the office early, your phone calls will wind up going straight to voicemail. Great! In fact, using voicemail is an effective way to demonstrate to others that you are a

(FIRST 30 MINUTES continued on page 13)

A close-up photograph of a dark pinstripe suit jacket, showing the texture of the fabric and the buttons.

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(FIRST 30 MINUTES continued from page 12)

hard-working individual and you take your relationships seriously. For those of you who have a large number of clients, this is also a perfect way to personally reach out to them while not having to wind up in a long, drawn-out telephone conversation.

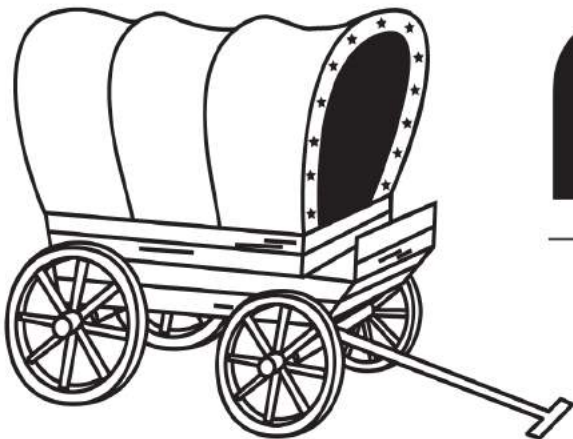
In addition to beginning the workday more productively, you will also find yourself warmed up to make additional phone calls throughout the day. This will help you overcome a very common problem among anyone in sales: the initial reluctance to make the first call of the day. Many studies have shown that people waste on average 15 minutes each day just getting ready to make that first call. It is ironic to think that you will have made three phone calls in the time it takes the average salesperson to even start making his or hers.

An additional benefit of this plan will come when you begin applying this same principle to the first 15 minutes after returning from lunch. Use that time to make three prospecting calls. Again, you will find your-

self becoming productive faster and you will be less likely to find yourself at the end of the day looking back to realize that you did not make the phone calls you needed to.

By establishing these habits, you will increase the number of phone calls you make every day from utilizing time that, in the past, was unproductive. Make it part of your routine at the end of each day to identify both the three people you intend to contact the next morning and the three you'll contact after lunch. Do not fall into the trap of thinking you'll come up with the names the next day, because the chances of you actually contacting those people will fall dramatically.

*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 [TheSalesHunter.com](http://TheSalesHunter.com). Read the first chapter of his instant-classic "High-Profit Selling."*



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# Truck Platooning Demonstration at Port of LA

LOS ANGELES — Federal, state and local government and private industry partners conducted a demonstration of partially automated truck platooning, or Cooperative Adaptive Cruise Control (CACC), at the Los Angeles Port complex and along Interstate 110 to give partners and stakeholders a first-hand experience of this rapidly maturing technology that could enhance safety, increase transportation system capacity and reduce greenhouse gas emissions.

The technology, developed by the University of California, Berkeley Partners for Advanced Transportation Technology (PATH), in coordination with Volvo Group



of North America's platooning activities, was demonstrated as trucks drove the freeway safely in closer proximity than usual by using forward-looking sensors and vehicle-to-vehicle communication to maintain automated speed and spacing.

"Once again California is leading the nation in advanced technology," said Caltrans Director Malcolm Dougherty. "[W]e saw a demonstration of a truck technology that promises to improve California's existing freight system by enhancing truck safety and increasing capacity on existing highways."

(PLATOONING DEMONSTRATION continued on page 15)



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(PLATOONING DEMONSTRATION continued from page 14)

The demonstration simulated real-world conditions as three big-rig trucks drove 50 feet apart at speeds of 55 miles per hour while hauling cargo containers, similar to those that shuttle between the port and industrial centers throughout Los Angeles County. Radar-detected vehicle cut-ins by a staged vehicle to demonstrate how it handles traffic.

"Through the use of vehicle-to-vehicle communication (V2V), platooning reduces the reaction time for braking and aerodynamic drag between vehicles, thereby improving safety and fuel economy," said Volvo Group North America Senior Public Affairs Vice President Susan Alt.

"California faces some of the worst traffic congestion in the nation, a contributing factor in the state's air quality problems. The Volvo Group is committed to developing advanced technology solutions, such as platooning, which can provide sustainable economic, environmental and safety benefits for truck fleets and the communities where they operate."

"Our technology planning and traffic simulation work suggests connected vehicle and truck platooning technologies may eventually facilitate the ability to operate up to 50 percent more trucks on these lanes — essentially giving the capacity equivalent of a third lane of freeway in each direction," said CACC partner Mark

(PLATOONING DEMONSTRATION continued on page 16)

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(PLATOONING DEMONSTRATION continued from page 15)

Jensen, Cambridge Systematics.

CACC is an enhancement to Adaptive Cruise Control (ACC) technology that provides closer and more accurate control of the gap and differences between trucks than conventional ACC. Still, as the truck drivers explained during the demonstrations, there exists the occasional need to override the system, although this would soon be remedied by incorporating additional side sensors, and by better understanding driver behaviors.

"Truck platooning can improve traffic flow and safety while reducing costs for the freight community," said acting Deputy Federal Highway Administrator Butch Waidelich. "This cutting-edge method can be a win-win for the nation's trucking industry

and everyday drivers alike."

CACC technology aims to significantly increase the capacity of dedicated truck lane facilities while reducing congestion, potentially resulting in significant benefits for goods movement to and from major

ports, and long-haul cross-country routes. Other potential benefits include reduced emissions, improved traffic flow, and faster responses to hard braking while maintaining safety.

"The California Highway Patrol (CHP) supports the research and development of

new technologies that may have a positive impact on traffic safety," said Chris O'Quinn, chief of the CHP's Southern Division. "Truck Platooning and other advances in vehicle technology have the potential to enhance truck safety in

(PLATOONING DEMONSTRATION continued on page 17)



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(PLATOONING DEMONSTRATION continued from page 16)

California. The CHP is working with Caltrans and the industry to test these technologies. We are excited to observe the technology in action and we look forward to reviewing the findings of the research."

"As the technology continues to rapidly progress, Metro is proud to be a partner in the development of this new technology geared toward the trucking industry, potentially resulting in significant benefits for goods movement to and from the major ports of this region," said Metro Board Chair and CACC partner John Fasana. "We look forward to further demonstrations that can advance this technology into reality."

Moving forward, PATH will test truck driver preferences among multiple gap settings on Bay Area freeways this spring, and simulating impacts on traffic and energy savings on the Interstate 710 corridor. "This technology will become available for use in the coming years, and when it does it should be embraced due to its numerous benefits," said Steve Shladover, PATH representative.

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# Make Sure Grooming Standards Consider Job Needs, Protected Practice

*Our receptionist came in after the holiday weekend with "crazy hair." She dyed it bright pink — it isn't remotely a natural color. Can we ask her to change the color to a more natural hue or tone down the color?*

While changing hair color to a "crazy" color is increasingly popular, it isn't always a protected practice in the workplace. Employers are still free to mandate that employees maintain a business-like appearance.

## Job Expectations

Nevertheless, a policy banning an unnatural hair color should take into consideration the job the employee is performing. If you have an employee working in a warehouse with no contact with the public, it might be acceptable for him/her to change his/her hair to a "crazy" color.

In the instant situation, however, this employee is greeting the public and is the face of the company — the first person guests encounter, so a more business-like appearance is a realistic requirement of the job.

## Religious Protections

Additionally, an employer must not take action if the change in hair color is related to a religious practice. Although few such practices, if any, appear to be on record, caution should be used before mandating a change.

Certain styles, however, are protected if tied to race or culture. For example, many people wear their hair in dreadlocks, which is culturally based. Hair length also can be protected, as with Nazirites whose religion forbids them to cut their hair.

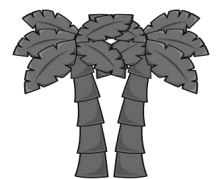
## Proceed with Caution

Further, if the employee isn't required to change his or her hair color, an employer must be careful not to perceive the employee as a "ditz." Impressions are everything in the workplace, but employers need to take action based on job performance, not based on crazy hair color.

Bottom line: Employers need to be cautious in today's world when addressing grooming standards. "Neat and clean" is good, and leaves the employer free to address individual cases that come up as opposed to having a standard that is discriminatory on its

face.

Source: California Chamber of Commerce, *Alert*



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*Dennis Doody and Michael Sarro*

Conejo Valley Moving and Storage, SAV ON Moving and SAM Portable Storage.

We value all our employees and are especially pleased to watch Mike take on the challenges presented by the company's growth. Please join us in congratulating Mike on his new position as vice president.

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## CALENDAR OF EVENTS

<b>February–May</b>	<b>Ventura/S. Barbara Fundraiser Raffle</b>	<b>Sat., April 1</b>	<b>North Bay Chapter Bocce Ball Tournament</b>
<b>Tue., March 14</b>	<b>Mid Valley Chapter Meeting</b>	<b>Sun., April 2</b>	<b>Greater Los Angeles Day at the Races</b>
<b>Thu., March 16</b>	<b>O.C./Beach Cities Chapter Bowling Tournament</b>	<b>Wed., April 5</b>	<b>Mid Valley Chapter Spaghetti Fundraiser</b>
<b>Tue., March 21</b>	<b>Twin Counties Chapter Meeting</b>	<b>Thu., April 13</b>	<b>Twin Counties Chapter Shoot Off Fundraiser</b>
<b>Wed., March 22</b>	<b>Central Coast Chapter Meeting</b>	<b>Fri., April 14</b>	<b>Sacramento Chapter Golf Tournament</b>
<b>Wed., March 29</b>	<b>Monterey Bay Chapter Meeting</b>	<b>2017 CMSA Convention ♦ May 2–7 The Westin Mission Hills Golf Resort &amp; Spa in Rancho Mirage</b>	
<b>Fri., March 31</b>	<b>Northern Region Chapter Bocce Ball Tournament</b>		
		<b>Fri., October 6</b>	<b>Monterey Bay Chapter Golf &amp; Bocce Tournament</b>



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