

# 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

## SB 19 Has Passed Through Both Houses, Now Sits on the Governor's Desk for Signing

(Below is the letter to the Governor from the CMSA in support of the bill.)

On behalf of the California Moving and Storage Association (CMSA), I would like to take this opportunity to urge you to sign into law SB 19 (Hill), the California Public Utilities Commission Governance, Accountability, Training, and Transportation Oversight Act of 2017.

The CMSA is a statewide association comprised of more than 380 licensed and insured moving companies and another 190 associated businesses. Representing most of the volume of legal moves in California, CMSA members include start-up businesses, small and medium operations as well as the largest moving and storage companies in the State. California household goods carriers have been regulated by the California Public Utilities Commission (CPUC) since 1923. The California Moving and Storage Association (CMSA) has been the voice of the permitted household goods carrier for that entire time. CMSA has engaged with the CPUC at all levels in support of legal movers and the moving public.

CMSA would like to thank the author, Senator Jerry Hill, and his staff, the Governor's office, particularly Deputy Legislative Affairs Secretary Michael R. O. Martinez, and the Department of Consumer Affairs (DCA) staff involved in the development of

a final bill that is in the interest of all stakeholders.

The permitted moving industry has worked for decades within a framework of laws and regulations that encourages reliable service, requires transparent paperwork and clear pricing to ensure industry accountability, and provides ample authority to root out and punish illegal movers. The framework was designed to protect the consumer, but legal movers see the value as well.

There is always room for improvement of the existing framework, but we predict any change that greatly deviates from the existing framework will cause serious damage to the California moving public and legal movers.

Our great hope is that SB 19 will result in the DCA reinvigorating the regulatory program to the benefit of consumers and industry by investing the necessary time, energy, and resources to take aggressive enforcement action against illegal movers. Prior to the development of SB 19, the legislature deliberately created a very broad definition of "household goods carrier" (Public Utilities Code §5109). The definition captures virtually every person transporting used household goods, for hire, by motor truck, over any public highway. The

(SB 19 letter to the Governor continued on page 6)





## CHAIRMAN'S CORNER

by John Lance

Last month, I spoke about Hurricane Harvey and the devastation it caused in Texas. No sooner had I spoken about that, Hurricane Irma developed out in the Atlantic and was reported as the most powerful

Atlantic Ocean hurricane in history. For the next week, I watched the news as Hurricane Irma ripped through the Caribbean Islands and headed for Florida. I could not even imagine being in a situation like that. Evacuate? Really? I would not even know where to begin! What I noticed in preparation for this hurricane is that people took the evacuation orders more seriously. The news articles I have seen over the last several weeks are devastating. Thousands of people lost everything they have worked for all their life. I cannot imagine starting all over, but that's what you have to do. Please keep these people in your thoughts and prayers as they

begin to rebuild.

My brother and his wife joined Bernie and I on a trip to Idaho a couple of weeks ago. Bernie and I will be retiring in a small community named Bonners Ferry in a few years. It is 100 miles directly north out of Coeur d'Alene, Idaho. Every time we visit there, we learn more and more about the history surrounding that whole area. It is peaceful, beautiful and a completely different lifestyle than here in California. People actually wave as they pass each other. My brother and his wife had never been up there with us. They were surprised at how people live there the same as here, but without the traffic and congestion we face every day here in California. They live a lot healthier lives and are not always going 90 miles an hour in a rush to nowhere. California has always been one of the most beautiful states in the country with everybody wanting to come here. Well folks, we have run out of room. You can read everyday about the problems with our traffic, housing, and the concerns there are about what people are going to do in another 10 years from now

(CHAIRMAN'S CORNER continued on page 4)







## PRESIDENT'S COMMENTS

By Steve Weitekamp

September was an event-filled month for your Association and many of our members. The 2017-18 CMSA chapter meeting schedule started with several valuable meetings around the state. The

American Moving and Storage Association (AMSA) conducted their annual Fall Board Meeting and Legislative Day on Capitol Hill. The United States Military held their annual Personal Property Forum (PPF) and Hot Wash in O'Fallon, IL reviewing the program for moving and storage of our service members and their families. And, on top of that, the California Legislature ended its 2017 session, passing SB 19 in the final hours of the session.

It is always a privilege to spend a day in the halls of congress visiting with representatives and staffers, sharing our concerns on national and California issues impacting our

industry and its members. CMSA had a strong contingent for AMSA's recent Day on the Hill. (See photo on page 12.) CMSA Members John Chipman Jr., Chris Higdon, Jeanette Homan, and Rhonda Stephens joined me for a visit to the office of Senator Diane Feinstein and then Jeanette, Rhonda and I met with congresswoman Linda Sanchez while John and Chris met with Sacramento congressman Ami Bera. As a group we also made several successful cold calls on congressional offices where we shared concerns including: issues with Military Base access, preserving the tax deduction for moving, protecting personal information on international moves.

Several CMSA members including former chairmen Tim McCarthy and PJ Welch and current Vice Chairman Alan Freese and Military Affairs Committee Chair Jeanette Homan joined us at the US Military PPF and Hot Wash. There were two days of program review and discussion, with day one an open forum and day two a meeting of Associations and Military personnel and representatives. The issues of specific concern to

*(PRESIDENT'S COMMENTS continued on page 5)*



CA License #0H18156

## DISCOVER THE MANY BENEFITS OF WORKING WITH CHAMPION RISK.

With decades of experience advising our clients in the moving and storage industry, Champion Risk is proud to be **CMSA's endorsed employee benefits consultant.**

But there's more to Champion Risk than health and wellness. Turn to us for all your business insurance needs.

- Property
- General Liability
- Warehouse Legal
- Motor Truck Cargo
- Auto
- Crime
- Surety Bonds
- Umbrella
- Workers Compensation
- International Cargo
- Independent contractor coverage
- Captive Programs

**Champion Risk**  
& Insurance Services, L.P.



*An Affiliate of Wood Gutmann & Bogart Insurance Brokers*

Phone: 858-369-7900 | Web: [championrisk.net](http://championrisk.net)

the way this state is growing. I hope our government figures out a way to fix this problem soon, as it will only get worse. Don't get me wrong my friends, I love this state and always have, but something has to give. Anyways, if you want to be in the moving business, California is the place to be.

Did you know how walking can change your life? Walking can do more for your life than just improve your health. Here are a few additional advantages of putting one foot in front of the other for 20 minutes a day.

**IDEAS:** They will slowly swirl up from your subconscious, boosting your creativity for problem solving and organizing. Walking puts you into a meditative state that encourages deep thoughts in a way that other forms of exercise don't.

**FEELINGS:** You might be experiencing great happiness or sadness, or even anxiety. Walking helps you work through feelings and reduce cortisol levels, helping you feel greater calm and control.

**SIGHTS:** When you walk, you see things that can spark new ideas, solutions, or per-

spectives. It's helpful to walk in a beautiful place and notice the beauty, because seeing beauty lifts the spirit and lowers stress hormones. (We all need this in the peak of summer in the moving business!)

**PEOPLE:** You might encounter other humans as you walk. Those people might think differently than your usual crowd, giving you new perspectives and even friendships.

**HORMONE HEALTH:** You know that walking helps you lose weight, improve your heart rate, and lower stress hormones. But did you know that it will also increase healthy hormones, such as testosterone and progesterone?

Now that I have given you my latest health report, go take a nice long walk. OH, don't forget to take your pooch with you as they need exercise as well.

Most chapters have already planned their fundraising events that will take place from now through April. It is important that we all try and support each other's chapter events as time and travel permits. Our chapter presidents work hard in planning these events. Any support they get is greatly appreciated

(CHAIRMAN'S CORNER continued on page 5)



TransGuard Insurance is the trusted name in moving and storage. For over 40 years we focused on the needs of the industry; we have done everything there is to do in the business and have solved every problem there is to solve.

With over 40 years of experience, we offer unparalleled knowledge and service.

Contact Moving & Storage Programs  
**800.252.6725**



A Member of the **IAT** INSURANCE GROUP

[www.transguard.com](http://www.transguard.com)



(CHAIRMAN'S CORNER continued from page 4)

and it's a great way of networking with one another.

I start my travels with President Weitekamp in a couple of weeks from now. I am looking forward to visiting with all of you as we attend your chapter meeting. We have companies that we will be dropping in on to visit so this will be exciting for me to see how other people operate.

**FREEDOM IS NOT WORTH HAVING IF IT DOES NOT INCLUDE THE FREEDOM TO MAKE MISTAKES.**

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

**SAFETY  
FIRST**

**BE CAREFUL  
BE AWARE  
BE SAFE**

(PRESIDENT'S COMMENTS continued from page 3)

CMSA and its Military Affairs Committee continue to be related to base access. The first being reasonable compensation for excessive waiting time at the gate for carriers that are eventually cleared for base access. The other issue is the request for standardization of fitness standard for access. Carriers are frequently frustrated when an individual is granted access one day and then denied the next day at the same installation.

SB 19(Hill), the California Public Utilities Commission Governance, Accountability, Training, and Transportation Oversight Act of 2017, was voted in by the Legislature in the final hours of the legislative session and on October 2, 2017 (quicker than anticipated) was signed into law by Governor Jerry Brown. If you have read our letter to the Governor (cover article) you know that now the real work begins.



*Happy Halloween*

## MoversSuite EWS



**MAKE THE MOVE TOWARDS...**

**By Movers. For Movers.**  
**Affordable. Cloud Based. Hassle-free.**

**Increased visibility** for improved performance and decision making.

**Standardized processes** for consistency and accountability organization-wide.

**Online accessibility** means no expensive upfront hardware costs, automatic backups, and available from anywhere, all the time.

**U.S based product support**  
for one-on-one help every step of the way.



Learn why MoversSuite is the software choice for Movers on the move.



[WWW.EWSGROUP.COM](http://WWW.EWSGROUP.COM)



970-256-1616

legislature recognized the tremendous potential of abuse to the moving public by illegal operators and, therefore, sought to bring all movers within the scheme and oversight of regulation. To date, this effort has been disappointing and, in several large markets, a clear failure.

The regulated industry will optimistically look forward to the new path provided in SB 19, and particularly the agreed-to commitment that with the bill's passage the DCA will conduct administrative public workshops and the subsequent formal rulemaking addressed in the bill. We plan to participate fully in those public discussions; specific topics we believe merit further discussion include, but are not limited to: 1) Unlicensed movers in general and how to effectively and efficiently regulate them; 2) Whether to expand regulatory enforcement over other business entities that perform transportation of used household goods and fit within the definition of "household goods carrier"; 3) Whether or not a 30% cost recovery (related to Carrier's Liens) is appropriate; 4) Whether or not

Commercial Code subdivision (b) of Section 7210 is an appropriate mechanism to enforce a carrier's lien; 5) Whether or not to establish a "minimum rate"; and, 6) Whether or not to codify CPUC Decision 92-05-028 that established a protocol for exceeding maximum rates.

CMSA believes, with vast evidence to back it up, that illegal movers and members of the so-called "underground economy," do damage to consumers, undercut permitted industry, and shortchange the taxpayers of California. Illegal movers regularly bait-and-switch, over charge consumers, hold goods hostage, provide no insurance (cargo, liability, or workers' compensation), fail to comply with labor laws, and evade taxes and fees. Meanwhile, permitted carriers frequently then take the heat for an illegal operator's malfeasance after the burned customer must redo their move. Illegal movers can undercut a legal mover's pricing because they do not have the fixed costs associated with regulatory compliance. Yet, before the completion of an illegal move, the unpermitted mover frequently ends up charging more

(SB 19 LETTER TO THE GOVERNOR continued on page 7)

## PUT THE CMSA SPONSORED WORKERS' COMPENSATION PROGRAM TO WORK FOR YOU.

### Take Advantage of CMSA's Group Buying Power

- The longest running and largest program available
- Financially Strong
- Competitive Rates
- Superior Customer Service
- On-Line Claims Handling and Review
- Industry-specific Loss Control Services

**800-852-1968**  
**paulhanson.com**

Doing business in California as SPG Insurance Solutions  
License # 0864567



Auto Liability • Auto Physical Damage • Cargo Legal Liability • Warehouse Legal Liability • Property • Commercial General Liability  
Crime • Surety Bonds • Umbrella • International Cargo • Independent Contractor Work Injury Program



than what a legal mover would have charged under the MAX 4 tariff. Finally, illegal movers cheat the state by failing to pay taxes and legitimate regulatory fees.

We look forward to a new agency and its departments that will vigorously enforce all household goods moving consumer protections, with a particular emphasis on illegal operators. We hope that DCA proves to be an effective regulator willing to find creative solutions to enforcement (e.g. sting and field work) and leverages partners like CMSA with its constantly updated list of violators to control costs and reduce redundancy. Fortunately, the laws are already on the books providing for stiff fines, vehicle seizures, and even criminal penalties for unpermitted carriers flouting the law; we just need regulators to use the existing tools. In addition, we would also look to regulators to drive traffic to the legal industry via public service announcements, press releases, consumer friendly webpages, and outreach with industry trade groups.

Our Association has a long history of

supporting regulation. Our experience is that the regulated industry is healthiest and enforcement is the most efficient and robust when industry and regulators are communicating. Historically, regulator-industry active engagement has been particularly productive at times when lawmakers and regulators are developing new laws, regulations, rules, or programs. While the lawmaker or agency may take the lead regarding stating the objective and architecture of the new law, industry insight is invaluable for crafting sensible provisions and implementing policies that will work in the real world. Inevitably, such collaboration enhances enforcement and increases industry compliance. To that end, we respectfully suggest that we immediately begin a series of meetings between CMSA (including other industry stakeholders if identified) and representatives from each department or bureau within DCA that will be taking over current CPUC regulatory functions. CMSA is certain that investing this time will facilitate a much more effective and well-conceived transfer of regulatory authority from CPUC to DCA.



**PACK IT...**



**MOVE IT...**



**WRAP IT...**



**HAUL IT...**



**Victory  
Packaging**

We are *Architects* of Packaging Solutions



Formerly known as Golden State Container

**The nation's leading  
supplier to the Moving  
and Storage industry.**

Our full line of van  
equipment and  
products, ongoing  
innovation, and  
unmatched network of  
locations provide the  
solutions movers need.

The "standard  
equipment at best  
value" is just another  
reason to work with  
**Victory Packaging!**



**CONTACT  
VICTORY PACKAGING  
TO LEARN MORE:**



Northern CA 800.817.5581  
Southern CA 800.288.5100  
[www.VictoryPackaging.com](http://www.VictoryPackaging.com)



**Send Us an Email**  
[moversales@victorypackaging.com](mailto:moversales@victorypackaging.com)

# Labor Commissioner Fines Contractor for Wage Theft of Subcontractor

For the first time, the Labor Commissioner has held a general contractor responsible for wage theft by its subcontractor by issuing citations under AB 1897 (Section 2810.3 of the Labor Code), which took effect on January 1, 2015.

The Labor Commissioner fined a general contractor nearly \$250,000 for wage-and-hour violations committed by its drywall subcontractor, and a hearing officer recently upheld those fines.

AB 1897 holds business entities responsible for wage-and-hour violations of their subcontractors, staffing agencies or other labor contractors that supply workers.

## **‘Client Employer’ Liable**

In brief, if a labor contractor fails to pay its workers properly or fails to provide workers’ compensation coverage for those employees, the “client employer” can be held legally responsible and liable.

In this case, a general contractor hired a drywall and framing subcontractor for a hotel construction project in Southern California. According to the Labor Commissioner, the subcontractor shorted its workers, not paying them for four weeks.

The wage theft came to light after several of the subcontractor’s workers walked off the job and filed wage claims with the Labor Commissioner for non-payment of wages. The Labor Commissioner’s investigation revealed that the subcontractor paid the workers from an account with insufficient funds and skipped several pay periods for the majority of the workers.

Investigators also learned that the subcontractor failed to pay overtime wages to many of the workers, who worked up to two overtime hours per day.

## **Citations**

The Labor Commissioner’s Office issued citations against both the general contractor and the subcontractor for unpaid overtime and minimum wages, waiting time pen-

ties, rest period premiums and civil penalties for work performed over little more than a one-month period.

The subcontractor did not challenge the citations, but the general contractor contested its liability for the subcontractor’s wage theft.

On May 16, however, the hearing officer affirmed that the general contractor was responsible as a “client employer” and owed \$249,879 for overtime and minimum wages, liquidated damages, waiting time penalties and civil penalties.

Under AB 1897, a client employer may be liable for the subcontractor’s owed wages, damages and penalties, as well as workers’ compensation violations. When workers are paid less than minimum wage, they are entitled to liquidated damages that equal the amount of underpaid wages plus interest.

Waiting time penalties are imposed when the employer fails to provide workers their final paycheck after separation. This penalty is calculated by taking the employee’s daily rate of pay and multiplying it by the number of days the employee was not paid, up to a maximum of 30 days.

“This case addresses the pervasive problem of wage theft in subcontracted industries,” said Labor Commissioner Julie Su in a statement. “Businesses at the top of the contracting chain that profit from workplace violations can no longer escape legal liability by hiding behind their subcontractors, even if they did not control the work performed or know about the violations.”

Source: California Chamber of Commerce, *Alert*





# What Does Your Customer Really Value?

By Mark Hunter “The Sales Hunter”

Sell to the customer's value expectations, not to your value propositions.

We've all heard the rule of listening to what the customer has to say, and there's not a salesperson who thinks they don't listen to the customer. Reality, however, is quite the opposite.

I find time after time when I'm working with salespeople across any number of industries that the failure to listen is a huge issue.

Too many salespeople believe because they know the products they represent much better than the client, they know exactly what the customer will see as real value. It's as if because we're in sales we have been proven to be smarter than our customers and, therefore, we're entitled to tell our customers what they want.

I find that so offensive for one reason – it's the customer's money, not ours! Yes, you as the salesperson are going to have a general indication of what a typical customer wants. However, when it comes to interacting with a specific customer, you can't rely on a “general indication” of value.

The only way you are going to know what a customer will place value in is by asking them and getting them to tell you what they're looking for. Sounds simple enough, and yet so many salespeople don't do it.

If you don't believe what I am saying, then let me share about the situation my wife found herself in while buying a car. The car she was looking at was an SUV with all the amenities of what people expect when looking for an SUV (4-wheel drive, ability to handle rugged winter driving, etc).

The salesperson continued to press my wife on the value of these features of the SUV. The problem was that my wife wasn't particularly interested in those features. Yes, we wanted an SUV, but my wife — the

primary driver of the vehicle — was looking for an amazing sound system and heated, comfortable seats.

I can't tell you the number of salespeople who lost the sale because they failed to understand what my wife's value expectations were with regard to the car. We could easily have been sold on an SUV other than the one we bought, had the salesperson listened and put aside their pre-conceived notions of what a “typical buyer” of an SUV might be most interested in.

The most amazing thing about the process was the speed with which the salesperson would immediately start talking about cutting the price and making us a special deal. They were doing this solely based off of the hesitation my wife was showing with regards to the vehicle they were trying to get us to buy. It's as if each salesperson had the “cut the price” disease and they would come down with a major case of it if we didn't show interest in buying fast enough.

I share this example so that you can see how easy it is to fall into the trap of thinking you know what the customer is looking for based on your assumptions or what other customers have told us. Too bad, because the only thing that happens is not only are sales lost, but others are done at a discount, both of which don't need to happen.

The learning from all of this is really quite simple: Listen to what the customer is saying.

Let them guide you to what they're looking for. They will tell you what their needs are when you ask them the right questions. This means not only do you need to ask the right questions, but you also need to hear what the customer is telling you and then ask them a follow-up question on what they just told you.



(VALUE continued on page 12)



# SUCCESSFUL MOVES TAKE A STRATEGIC PARTNER

**At New Haven, our primary focus is on you and doing everything  
it takes to help ensure you and your company's success.**

For over a century, we have been committed to building enduring relationships with our customers, designing high quality and innovative products that cater to the extensive needs of Local, Long-Distance and International Movers and providing you with the finest customer service and expert support.

Visit us at one of our two fully stocked, California locations for friendly service and prompt deliveries, call us in San Leandro at (800) 624-7950 or Los Angeles at (800) 421-8700 for outstanding phone support, or visit us at our online Webstore and view our comprehensive selection of

**Corrugated, Furniture Moving Pads, ECRATES®, Cargo Control, Ramps, Dollies,  
Hand Trucks, Floor Protection, Carts, Piano Moving Equipment & More**



**[www.newhaven-usa.com](http://www.newhaven-usa.com)**







GREETINGS FROM LARRY, MARK &  
ROB, ON BOARD THE USS TEXAS, A  
BATTLESHIP SIMILAR TO THE  
DREADNOUGHT WHICH INSPIRED NEW  
HAVEN'S LOGO OVER ONE CENTURY  
AGO

This past month, New Haven was excited to host NFL great & Green Bay Packer legend Jerry Kramer at our Leadership Conference on board the USS Texas, the only battleship to have served in both World Wars. In his inspirational talk to our managers and salespeople, Jerry spoke about the importance of focusing on making a meaningful difference in the lives of our customers and families. Jerry's message is at the heart of what we strive to do every day in our California offices: to make a difference in the professional lives and businesses of movers through providing outstanding customer support and the highest quality products.

Visit us online or call us in our San Leandro (800 624-7950) and San Fernando (800 421-8700) fully-stocked locations for prompt delivery and exceptional service..



[www.newhaven-usa.com](http://www.newhaven-usa.com)





## CMSA Members Lobbying in Washington, D.C. at AMSA's Day at the Hill



(L-R) CMSA Board Member John Chipman Jr., Former CMSA Chairman Chris Higdon, CMSA Military Affairs Committee Chair Jeanette Homan, CMSA President Steve Weitekamp and CMSA Member Rhonda Stephens

(VALUE continued from page 9)

Asking the follow-up question is key, because the vast majority of time, the customer will share with you much better insights when you show interest and involvement in what they're telling you.

Taking the time to ask follow-up questions allows the customer to share more in-depth about what they want. Plus, when you allow them to do the talking, they come away with the impression you're not only a salesperson, but a human being who actually listens.

The amazing thing about taking the time to ask follow-up questions is it is incredibly easy to do (if you've been listening in the first place, that is). You simply need to ask them to explain more about what they just shared with you.

Once a person feels the other person is truly listening, it's only natural for the quality

(VALUE continued on page 13)



Vanliner is there for you with immediate, outstanding service if a loss occurs. But did you know that Vanliner has made loss prevention a top priority since day one? Our consultants know what it takes to reduce your exposure and protect your employees and the public from increased risk of loss. With our loss prevention tools, competitive rates, unique coverage options, years of financial stability, and industry-specific expertise, it's easy to see how we earned our A.M. Best Rating of A Excellent.

Let the pros at Vanliner secure and protect your business

Want to learn more? For additional information, including the name of the Vanliner representative in your area, please call our marketing department at 1-800-325-3619, or visit us on line at [www.vanliner.com](http://www.vanliner.com)

A.M. BEST RATING OF  
A EXCELLENT

  
**VANLINER.**  
INSURANCE COMPANY

UNIQUELY QUALIFIED. CONSISTENTLY BEST.

|                    |                          |                                         |                       |                                        |
|--------------------|--------------------------|-----------------------------------------|-----------------------|----------------------------------------|
| COMMERCIAL<br>AUTO | WORKERS'<br>COMPENSATION | MOVERS' AND<br>WAREHOUSEMEN'S LIABILITY | UMBRELLA<br>LIABILITY | INDEPENDENT OWNER<br>OPERATOR PROGRAMS |
| GENERAL LIABILITY  | COMMERCIAL PROPERTY      | BENEFITS PROGRAMS                       | SPECIALTY COVERAGES   |                                        |



(VALUE continued from page 12)

of the conversation to become more real and engaging.

By asking the follow-up questions, the salesperson will learn what the customer's value expectations are. The salesperson can then finally work to close the sale to the customer's expectations. This happens because the customer is saying in their own words exactly what they're looking for.

When salespeople do a great job of listening to the customer and letting them drive the discussion, not only is there a very high likelihood the salesperson will close the sale, they will be able to do so at a higher margin. The customer sees more value in what they're buying.

Now back to the example regarding the SUV we purchased. If you're wondering if we paid more for the vehicle, that's hard to tell. What I do know is my wife loves her car and the two biggest reasons she loves her car are the heated seats and the great sound system. For both of us, that's all that counts. If we like the vehicle and it meets the

needs we set out to have satisfied, then the price becomes secondary.

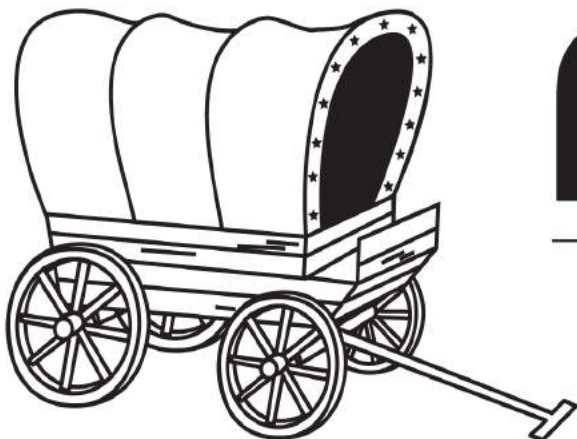
Mark Hunter, The Sales Hunter, is a consultative selling expert committed to helping individuals and companies identify better prospects, close more sales, and profitably build more long-term customer relationships. To find out more, visit his website at: [www.TheSalesHunter.com](http://www.TheSalesHunter.com).

## AMERICAN AUCTIONEERS

LIQUIDATORS - APPRAISERS - AUCTIONEERS

Highest dollar realized  
Largest buyer base  
Sold by the vault or piece  
Experienced Auctioneers

800-838-7653



# PIONEER

NOR CAL - LIVERMORE • 800-472-2546  
SO CAL - SANTA ANA • 714-540-9751

- MOVING BOXES • PACKING SUPPLIES • TRUCK SUPPLIES • JANITORIAL SUPPLIES •
- RENTAL PROGRAMS • TRUCK/VAN & WAREHOUSE EQUIPMENT •
- CUSTOM WOODEN CONTAINERS •

Livermore, CA ★ Lathrop, CA ★ Santa Ana, CA ★ Seattle, WA ★ Denver, CO ★ Phoenix, AZ ★ Chicago, IL  
(800) 472-2546 (800) 472-2546 (714) 540-9751 (253) 872-9693 (800) 275-1467 (602) 528-4140 (630) 227-1500

**FOR ALL YOUR MOVING AND PACKING NEEDS**

# Pay Stub Best Practices Pay Off

Your company's pay stub is more than just a piece of paper. For California employers, the pay stub (referred to as a wage statement) is an important legal requirement.

When California employers pay wages, they must provide employees with an accurate, itemized wage statement, either as a pay stub or a separate written document. Failure to comply may result in penalties or lawsuits.

The California Labor Code requires employers to include nine categories of information on wage statements, as well as information on paid sick leave (Labor Code Sections 226, 246) Piece-rate employers also have additional pay stub requirements (Labor Code Section 226.2).

Your company ultimately will be responsible for any inaccuracies. If you use a payroll company, don't simply assume that the wage statements your provider prepares are accurate. Review the wage statement for

completeness and accuracy. It's also good practice to check in with your payroll company to make sure that all legal requirements are met.

The *What's In Your Wage Statements?* white paper is available for download for non-California Chamber of Commerce members. CalChamber members can download the white paper from HRCalifornia (log-in required).

CalChamber members also can use the SmartStub, an interactive tool to help determine what information must be on your wage statements.

| Deductions              |                   | Earnings         |                   |
|-------------------------|-------------------|------------------|-------------------|
| Item                    | Amount            | Item             | Amount            |
| Health Insurance        | \$100.00          | Regular Pay      | \$1,200.00        |
| Life Insurance          | \$50.00           | Overtime Pay     | \$300.00          |
| Retirement              | \$75.00           | Sick Pay         | \$150.00          |
| Other                   | \$0.00            | Total            | \$1,550.00        |
| <b>Total Deductions</b> | <b>\$225.00</b>   | <b>Total Pay</b> | <b>\$1,550.00</b> |
| <b>Net Pay</b>          | <b>\$1,325.00</b> |                  |                   |

## STAY CONNECTED WITH CMSA!



<https://twitter.com/cmsa1>



<http://on.fb.me/1jmX52R>



<http://www.thecmsa.org>

## 2018 Hino 268A 26ft Movers Truck



### FOR LEASE

**Lease It!**  
**\$1,339.<sup>55</sup>\***  
 per month + tax



- Twin Side Doors Both Sides of Truck
- Translucent Roof
- Loaded with Tie Downs
- Attic Storage
- Loading Ramp
- Air Ride Suspension
- 5 Year/250K Mile Engine Warranty
- More Photo's online #H929



[www.monarchtruck.com](http://www.monarchtruck.com)

Hwy 101/McKee Rd.  
 195 N 30th Street  
 San Jose, CA 95116  
**Call Bob Padilla**



**1-408-275-0500**

\*Based on 60 months @ \$1,339.55 month + tax. Lease end residual \$21,550.00, 5.76% APR up to 60 months, subject to credit approval. Lease startup \$8,723.82 includes first payment, security deposit, admin fee, and governmental fees. Expires 12-30-2017, 702897



## August Association Leaderboard

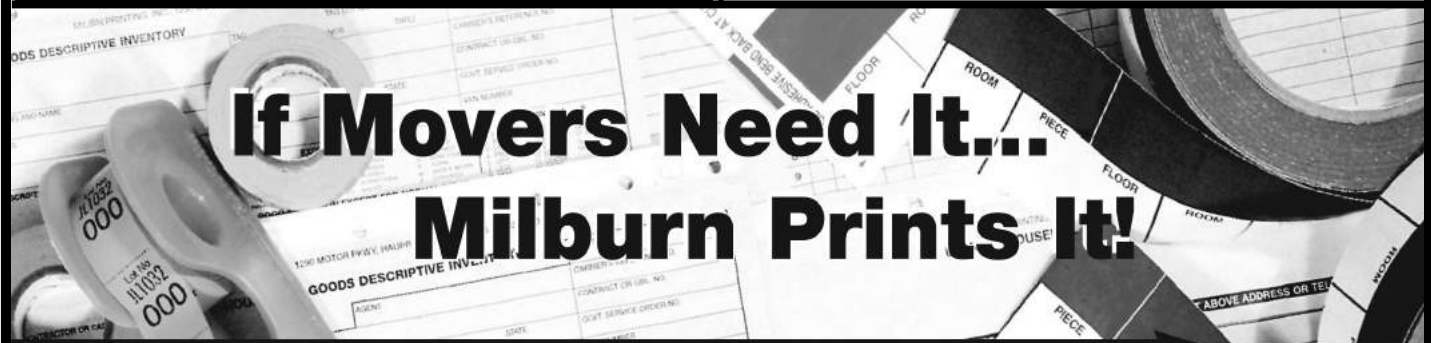


| Association              | Enrolled Movers |
|--------------------------|-----------------|
| 1 California (CMSA)      | 64              |
| 2 Southwest Movers (SMA) | 55              |
| 3 Illinois (IMAWA)       | 41              |
| 4 Florida (FMWA)         | 32              |
| 5 New Jersey (NJWMA)     | 25              |

| Association              | Total Lbs. |
|--------------------------|------------|
| 1 Pennsylvania (PMSA)    | 1,100,886  |
| 2 Illinois (IMAWA)       | 1,071,434  |
| 3 Southwest Movers (SMA) | 886,648    |
| 4 California (CMSA)      | 803,961    |
| 5 New Jersey (NJWMA)     | 714,962    |



Alexander's Mobility Services partnered with the Los Angeles Chargers, The Dingman Group, Albertson's Companies, and Pepsi to hold a massive supply drive. Alexander's delivered two truckloads -- **55,000 pounds** -- of water, food, diapers, toiletries, and cleaning products to the Houston Food Bank



***It's simple, one call to us and your job is done.***

- Our Knowledgeable Staff is always ready with **Real Answers** to Your Questions!
- **Decades of Experience** Servicing the Moving & Storage Industry
- Membership in **all Moving & Storage Associations**
- 24 Hour Ordering at **[www.milburnprinting.com](http://www.milburnprinting.com)**
  - Inventory Tape • Container & Baggage Seals
  - All California Forms: Combination Agreement for Moving Service and Bill of Lading, Estimated Cost of Services, Change Order for Service, Important Notice To Shippers, Shipper's Consent to Use of Electronic Documents and Electronic Signatures
  - Interstate Bill of Lading, Estimate, Order for Service and Consumer Booklets

**800.999.6690**  
**[www.milburnprinting.com](http://www.milburnprinting.com)**

**MILBURN**  
 PRINTING

# CMSA LEGACY

*LOOKING BACK  
OVER THE LAST 100 YEARS*

**By Carol Boettcher**

**1992 - 1994 CMSA Associate Board Member**



Based on the plaque that hangs on my office wall, I was the first Associate Member on the Board of Directors from about 1992 to 1994. Concerns of associate members and exhibitors at the convention were brought directly to the CMSA Board. I'm proud that during my time on the Board, the CMSA Scholarship program was reactivated – to raise money at the convention, associate committee members sold those numbers from that board for the first time while I was on the Board. Since that time, I have been an active and sometimes outspoken Associate Member.

I had been active in CMSA chapter meetings and conventions for quite some time, but being on the Board gave me a whole new perspective on the important work of the Association. I believe that it was during this time that major negotiations were ongoing with the PUC about tariff changes (that doesn't ever seem to change!)

Doug Hill took me to my first National Council of Moving Associations meeting during that time – a group that I still support and have long-time friendships from attending those meetings.

I have been involved with the moving & storage business since the late 1970s – so most of my career and my adult life! I have been fortunate to be associated with this group of people.

**By Mark Hildreth**

**2014-2016 CMSA Associate Board Member**



Below are a few of my favorite memories with The California Moving & Storage Association.

When I was on the board of directors, one of my responsibilities was to reach out to the new associate members and welcome them to our association. I truly enjoyed making these calls, it was inspiring to share about the CMSA and its benefits. I remember saying that not only is this a wonderful way to meet new potential customers, but also, you'll undoubtedly make some friends for life.

When I was the treasurer for the northern region chapter and Sharon Hildreth was the chapter president and we won back to back, chapter of the year. It was truly amazing!! We wanted to bring real value to the meetings. We did things like a marketing panel that included Google, Yelp, the Contra Costa times & more, we put together an amazing annual holiday crab feed each year. We gave it our all.

*(CMSA LEGACY continued on page 17)*



This memory took place when Fred Wallace & Maribeth Wolf were co-presidents... together they were a powerhouse & they did an outstanding job!!! At our holiday party Fred would dress up as Santa Claus and hand out the gifts and let people sit on his lap & tell him what they wanted for Xmas...it was hilarious!! Such a fun time, there were so many raffle prizes that it took us all night to raffle them all.

I'm truly proud of our association, from the support we give each other to the wonderful fundraisers we hold to the leadership at the CMSA that helps guide our mover members.



## CALENDAR OF EVENTS



**Fri., Oct. 6,**      **Monterey Bay Chapter Golf & Bocce Tournament**

Tues., Oct 17      North Bay Chapter Meeting

Wed., Oct 18      San Diego Chapter Meeting

Wed., Oct 18      Northern Region Chapter Meeting

Thurs., Oct 19      Sacramento Chapter Meeting

**Tues. Oct 24,**      **OC/Beach Cities Chapter Golf Tournament**

Thurs., Oct 26,      Los Angeles Chapter Meeting

Nov 1 - 30      CMSA/Move For Hunter Food Drive Campaign

Tues., Nov 7      Twin Counties Chapter Meeting

Wed., Nov 8      San Diego Chapter Meeting

Thurs., Nov 9      OC/Beach Cities Chapter Meeting

Tues., Nov 14      Mid Valley Chapter Meeting

Tues., Nov 14      Central Valley Chapter Meeting

Wed., Nov 15      Monterey Bay Chapter Meeting

Thurs., Nov 16      Central Coast Chapter Meeting

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





*Our hearts go out  
to those that were  
affected by the  
tragic events in  
Las Vegas.*

**Low Cost  
High ROI**

# **moversville**

*Outbound Marketing That Actually Works!*

**Significant Increase In  
Repeat & Referral Business**

### **Email "Drip" Marketing For Movers**

- \* Consistent Referrals From RE Agents & Business Partners
- \* Tap Into The Power of Your **Forever Growing List**
- \* Full Service Content Creation - No DIY Hassle
- \* Custom Branded Monthly Email Newsletters
- \* Responsive Mobile Friendly Designs

**www.moversville.com  
650-212-6497**

**Retain Customers  
For Life**

## **Industry Panel at the Personal Property Forum**



*(L-R) CMSA President Steve Weitekamp, Uni-Group Director of Government Transportation John Johnson, IAM Sr. Vice President Chuck White, and AMSA Director of Military Policy John Becker*



**Reputation.  
Dedication.  
Excellence.**

**Stevens is The Way to Move™**



**Stevens Worldwide Van Lines is committed to our agents' success  
by assisting them in building their local and interstate business.**

**Stevens Agent Advantages include:**

- Stevens Realty Partnership Program
- International growth opportunities
- Outstanding Military business opportunities
- Stevens Sales Edge Program
- Dedicated agency development team
- Financial and corporate stability



*Proud supporter of the National Breast Cancer Foundation, Inc*

**STEVENS®**  
**worldwide van lines**  
*The Way to Move. The Way to Care.*



For more information on becoming a  
Stevens agent, contact Nick Madsen at:

**[nick.madsen@stevensworldwide.com](mailto:nick.madsen@stevensworldwide.com)  
888.458.9277**

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

USDOT 72029





## 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.

### 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.

*It pays to advertise!*

### 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

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

### EMPLOYMENT OPPORTUNITY

Award winning Marin County moving company looking for EXPERIENCED household goods salesperson. Computer literate and experienced in van line sales required. Email resumes to: mario@jdmovers.com OR call (415) 491-4444 and ask for Mario.

### EMPLOYMENT OPPORTUNITY

Rebel Van Lines is looking to hire an experienced and aggressive residential Household Goods Salesperson/Estimator for Los Angeles and Orange County areas. Email resume to: nan@rebelvanlines.com.

### EMPLOYMENT OPPORTUNITY

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

### EMPLOYMENT OPPORTUNITY

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

### 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 – ABC Moving Systems.



**KENTUCKY TRAILER**  
A Servant Leader Company

## 138 Years In The Making



## Kentucky Trailer Custom-Built Truck Bodies

*Tough. Safe. Dependable. That's what you need in a truck body, and it's what we put in every vehicle we've built since 1879. No one builds a better truck body than Kentucky Trailer. No one. Each is custom made, and every one is*  
**"Built KT Strong"**

**CONTACT US:**  
To order your  
Custom-Built Truck Body.  
**"Built KT Strong"**

Contact:

# 888-598-7245

**kytrailer.com**



As the CMSA closes in on its 100th year, join us in looking back down memory lane at these wonderful historical pictures. If you have any pictures you would like to share, please email them in JPEG format to: [information@thecmsa.org](mailto:information@thecmsa.org).



*CMSA Executive Board Retreat - Santa Ynez, CA - August 25 & 26, 2017  
(L-R) Chairman John Lance and his Executive Board, Ben Geissel, Karl Anderson, Bob Fraser, Steve Weitekamp, Thomas McCarthy and Alan Freese*



**DEWITT  
MOVE WORLDWIDE**  
A DEWITT COMPANY

**YOUR ONE STOP CONNECTION**  
to Hawaii, Alaska & Guam

## OFFERING WEEKLY CONSOLIDATIONS



**Royal Hawaiian Movers**  
A DEWITT COMPANY

### HAWAII

We offer twice weekly service to all islands. Our rates include fuel surcharges and delivery services up to 50 miles from the port of **Oahu, Maui, Hilo or Kona.**



**ROYAL ALASKAN MOVERS**  
A DEWITT COMPANY

### ALASKA

Our all in rate includes fuel surcharges and delivery services up to 50 miles from the port of **Anchorage, AK.**



**DeWitt Guam**  
A DEWITT COMPANY

### GUAM

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

**CONTACT US FOR A QUOTE TODAY**

[www.DeWittMove.com](http://www.DeWittMove.com)  
[info@DeWittMove.com](mailto:info@DeWittMove.com) | 858.560.1621

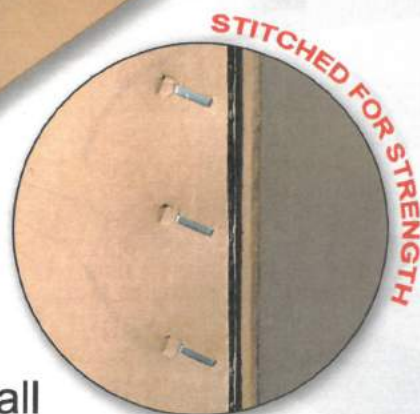
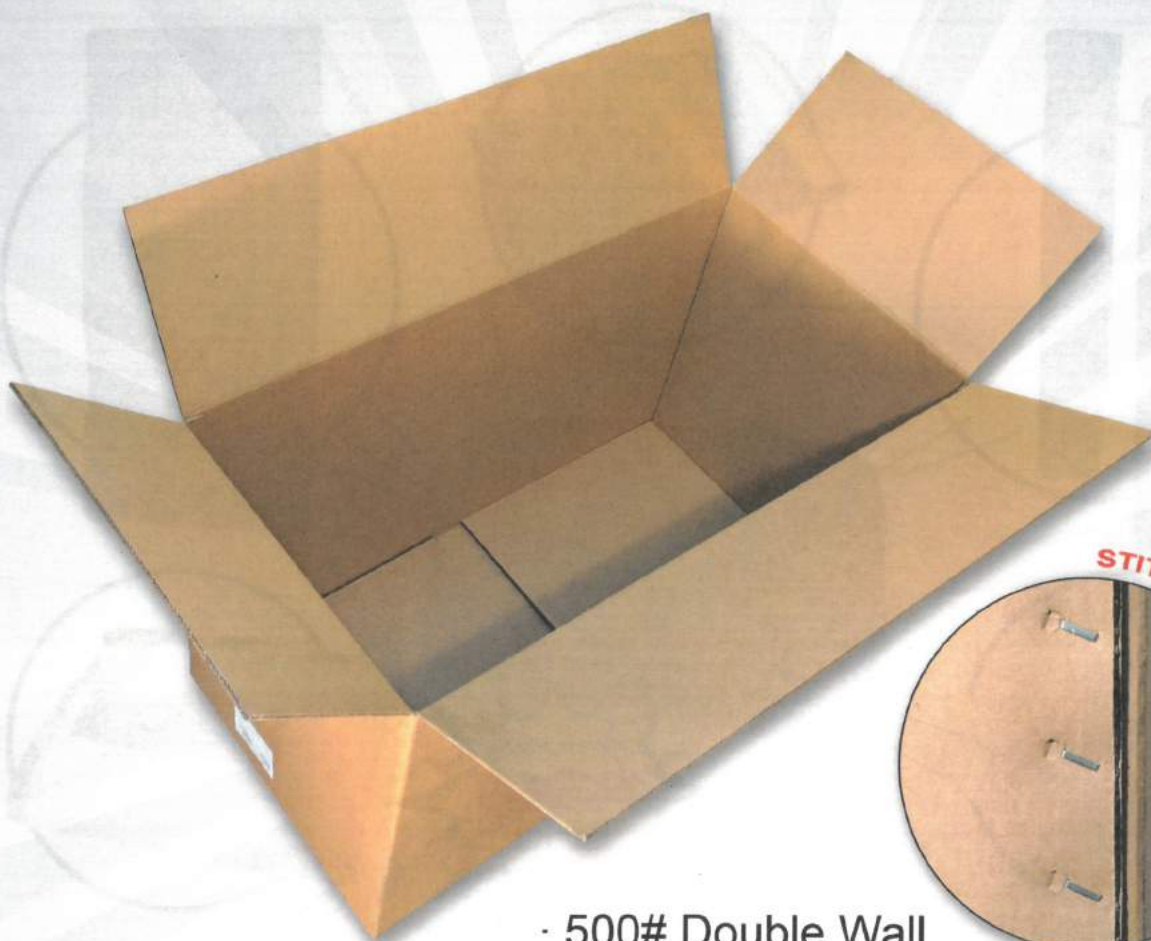




**MOVING  
EQUIPMENT, INC.**

# COMMERCIAL BIN

*Think SPEED PACK that you can close and stack!*



**\$21.22** each  
Part# .CB-1

- 500# Double Wall
- 48" x 24" x 28"
- Partial Overlap Top 3"
- Partial Overlap Bottom 21"
- 75 per skid

Los Angeles  
800-225-3659

San Francisco  
800-323-6559

Sacramento  
800-439-3934

Las Vegas  
888-323-6559

Chicago  
888-795-0199



**CDS MOVING EQUIPMENT**  
cds-usa.com

# PROFESSIONAL HOME PROTECTION KIT



## KIT INCLUDES:

- 1** - Heavy Duty Cargo Bag · **2** - 20 ft. Blue Neoprene Floor Runners
  - 1** - Door Protector Pad · **1** - 20 ft. Cover Grip Canvas Runner
  - 1** - 30" x 200' Carpet Shield · **2** - Door Jamb Protectors
- (Custom Embroidery Available on Cargo Bag)*

Sacramento  
800-439-3934

S. F. Bay Area  
800-323-6559

Los Angeles  
800-225-6959

Las Vegas  
888-323-6559

Chicago  
888-795-0199



Complete form and sign below. Corrections needed: Yes ☐ No ☐

## CMSA ROSTER & WEBSITE UPDATE - 2018

|                                                                                                                                                                                                                       |                    |                                                                                          |                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------|------------------|
| Company Name:                                                                                                                                                                                                         |                    |                                                                                          |                  |
| Main Office Street Address:                                                                                                                                                                                           |                    |                                                                                          |                  |
| City:                                                                                                                                                                                                                 |                    | State:                                                                                   | ZIP:             |
| Published Mailing Address:                                                                                                                                                                                            |                    |                                                                                          |                  |
| City:                                                                                                                                                                                                                 |                    | State:                                                                                   | ZIP:             |
| Phone #:                                                                                                                                                                                                              |                    | Toll-Free #:                                                                             |                  |
| FAX #:                                                                                                                                                                                                                |                    | Published Website Address:                                                               |                  |
| Published Email Address:                                                                                                                                                                                              |                    |                                                                                          |                  |
| Name of Principal Company Officers / Position Title:                                                                                                                                                                  |                    |                                                                                          |                  |
| (Check (✓) one person to receive postal mailing. All names listed with email addresses will receive emails regarding chapter notices, link to online Communicator and announcements. Use additional sheet if needed.) |                    |                                                                                          |                  |
| <input type="checkbox"/> Name:                                                                                                                                                                                        | / Title:           | Email Address:                                                                           |                  |
| <input type="checkbox"/> Name:                                                                                                                                                                                        | / Title:           | Email Address:                                                                           |                  |
| <input type="checkbox"/> Name:                                                                                                                                                                                        | / Title:           | Email Address:                                                                           |                  |
| Branch Offices: (\$5 additional fee per month for each branch listed. <b>DO NOT</b> include main office.)                                                                                                             |                    |                                                                                          |                  |
|                                                                                                                                                                                                                       |                    |                                                                                          |                  |
| Address:                                                                                                                                                                                                              |                    | Phone #:                                                                                 |                  |
| City:                                                                                                                                                                                                                 | State:             | ZIP:                                                                                     | FAX #:           |
| Manager Name:                                                                                                                                                                                                         |                    | Email:                                                                                   |                  |
|                                                                                                                                                                                                                       |                    |                                                                                          |                  |
| Address:                                                                                                                                                                                                              |                    | Phone #:                                                                                 |                  |
| City:                                                                                                                                                                                                                 | State:             | ZIP:                                                                                     | FAX #:           |
| Manager Name:                                                                                                                                                                                                         |                    | Email:                                                                                   |                  |
| (Use additional sheet if needed.)                                                                                                                                                                                     |                    |                                                                                          |                  |
|                                                                                                                                                                                                                       |                    |                                                                                          |                  |
| <b>IF YOU ARE A HOUSEHOLD GOODS MOVER, PLEASE ANSWER THE FOLLOWING:</b>                                                                                                                                               |                    |                                                                                          |                  |
|                                                                                                                                                                                                                       | <u>Main Office</u> | <u>Branch #1</u>                                                                         | <u>Branch #2</u> |
| 1. Name of van line affiliation if any.                                                                                                                                                                               |                    |                                                                                          |                  |
| 2. Do you have a warehouse?                                                                                                                                                                                           |                    |                                                                                          |                  |
| 3. If yes, give square footage.                                                                                                                                                                                       |                    |                                                                                          |                  |
| 4. Do you have a public scale?                                                                                                                                                                                        |                    |                                                                                          |                  |
| 5. If yes, state capacity in pounds.                                                                                                                                                                                  |                    |                                                                                          |                  |
|                                                                                                                                                                                                                       |                    |                                                                                          |                  |
| (Note corrections or additions in <u>any</u> public scale listing in current ROSTER on page 2.)                                                                                                                       |                    |                                                                                          |                  |
|                                                                                                                                                                                                                       |                    |                                                                                          |                  |
| Did you check your Roster? Yes <input type="checkbox"/> No <input type="checkbox"/>                                                                                                                                   |                    | Did you check the CMSA website? Yes <input type="checkbox"/> No <input type="checkbox"/> |                  |
| Signature:                                                                                                                                                                                                            |                    | Position:                                                                                | Date:            |
| Please return to: CMSA, 10900 E. 183 <sup>rd</sup> St., Suite 300, Cerritos, CA 90703, or FAX to: (562) 865-2944                                                                                                      |                    |                                                                                          |                  |
| Email: <a href="mailto:information@thecmsa.org">information@thecmsa.org</a> Phone #: (562) 865-2900                                                                                                                   |                    |                                                                                          |                  |
| <b>RETURN BY NOVEMBER 30, 2017</b>                                                                                                                                                                                    |                    |                                                                                          |                  |
| (ASSOCIATE MEMBERS PLEASE SEE PAGE 2)                                                                                                                                                                                 |                    |                                                                                          |                  |

IF YOU ARE AN ASSOCIATE MEMBER - Please mark the appropriate box(es) below.

**One category listing is free. Additional category listings cost \$20 per category per year.**

|                                         |                          |                                      |                          |
|-----------------------------------------|--------------------------|--------------------------------------|--------------------------|
| Attorneys                               | <input type="checkbox"/> | Mobile Storage                       | <input type="checkbox"/> |
| Auctioneers                             | <input type="checkbox"/> | Moving Equipment Rentals             | <input type="checkbox"/> |
| Citation Prevention                     | <input type="checkbox"/> | Nevada Movers                        | <input type="checkbox"/> |
| Claims Adjusting Service                | <input type="checkbox"/> | Paper Products / Packing Materials   | <input type="checkbox"/> |
| Computer Services                       | <input type="checkbox"/> | Payroll Services                     | <input type="checkbox"/> |
| Consultants                             | <input type="checkbox"/> | Printing Services                    | <input type="checkbox"/> |
| Crates / Containers                     | <input type="checkbox"/> | Recycling Services                   | <input type="checkbox"/> |
| Custom Trailer Manufacturer             | <input type="checkbox"/> | Repairs, Sales, Truck, Trailers      | <input type="checkbox"/> |
| Document Destruction                    | <input type="checkbox"/> | Telephone Services                   | <input type="checkbox"/> |
| Drug / Alcohol Testing                  | <input type="checkbox"/> | Third Party Specialty Services       | <input type="checkbox"/> |
| Freight Forwarders                      | <input type="checkbox"/> | Truck Sales / Rentals                | <input type="checkbox"/> |
| Furniture Rental                        | <input type="checkbox"/> | Uniforms / Apparel / Design          | <input type="checkbox"/> |
| Independent Contractors                 | <input type="checkbox"/> | Van Line Companies                   | <input type="checkbox"/> |
| Insurance / Financial Services          | <input type="checkbox"/> | Vehicle & Boat Relocation            | <input type="checkbox"/> |
| Leasing – Employee Equipment            | <input type="checkbox"/> | Warehouse Racking / Rental Equipment | <input type="checkbox"/> |
| Manufacturer – Commercial Vans / Trucks | <input type="checkbox"/> | Other: _____                         | <input type="checkbox"/> |

\*\*\*\*\*

**NOTE ANY CORRECTIONS OR DELETIONS IN PUBLIC SCALE LISTING (IN BACK OF ROSTER) BELOW:**

|               |       |          |
|---------------|-------|----------|
| Company Name: |       |          |
| Address:      | City: | State:   |
| County:       | ZIP:  | Phone #: |
|               |       |          |
| Company Name: |       |          |
| Address:      | City: | State:   |
| County:       | ZIP:  | Phone #: |
|               |       |          |
| Company Name: |       |          |
| Address:      | City: | State:   |
| County:       | ZIP:  | Phone #: |