W W W . T H E C M S A . O R G

FEBRUARY 2020



Join Us in Kauai to "Make Memories in Flip Flops!"

If you haven't done so yet, please make plans to attend the 102nd CMSA Annual Convention being held April 14-19, 2020 at

the Kauai Marriott Resort in Lihue, Hawaii on the island of Kauai. So far, we have seen a record number of reservations at the resort! Rooms were sold out from our room block quickly. If you tried to make a reservation in late January, you were probably out of luck. Fortunately,

CMSA was able to negotiate additional rooms with the resort for our Convention. The CMSA group rate cut-off date is March 16, 2020. However, we may run out of rooms before that date, so don't wait! (Cancellation Policy: Cancellations within 7 days prior to arrival will be charged

one night's room and tax charges.)

We are expecting a great turnout and want to make sure that everyone makes the

most of their time in Kauai. We are going to have focused Committee & Board Meetings, General Business & Military Affairs Breakout Sessions, and Luncheons, so you have time in your schedule to enjoy paradise!

There are also leisure events planned

such as the Golf Tournament at the Ocean Course on Hokuala, the Exhibitors Welcome Reception, the Smith's Family Luau & Fern Grotto Cruise and the Chairman's Reception/Ball. This year marks the sixth time that CMSA has had a convention in Hawaii. Five CMSA Chairmen have been installed

(MAKE MEMORIES continued on page 6)



Only 2 months away!

102nd CMSA Convention Kauai Marriott Resort & Spa April 14-19, 2020

Visit the convention kiosk at:

http://bit.ly/CMSA2020Convention



CHAIRMAN'S CORNER by Thomas McCarthy

This month I will make my last two chapter visits in Santa Barbara and Los Angeles; and my tour as Chairman will be complete. I now fully understand the commitment and time involved that

comes with going through the chairs.

First, you start off as Secretary-Treasurer with the task of keeping meeting minutes, which everyone that has preceded you, gladly passed over to you. But on the other hand, this also provides you with your first seat at the head table at the convention.

Next you move up to Vice Chairman, which means you no longer have to take meeting minutes, but you are involved in the board meetings, you speak at the convention and move your way up the head table.

Then comes your Chairman year, which comes a lot faster than you think. You have a party to host at the convention, you get to

give a speech telling everyone about how you got to where you are, recognize who helped you get there and do your best to keep it short and PG. The convention feels like you never stop running. I was lucky to have great support from my wife who helped me put it all together to make it look seamless.

Then comes the hard part of going out to visit all the Chapters. CMSA President Steve Weitekamp and I got together to plan our year of travel and figure out the where and the when. We looked at meetings and other conventions we might be attending as well as holidays. It worked out that we saw the first 10 chapters before the year end. Now in the home stretch, I am thinking about how great it has been so far. I have two more chapters and more fellow movers to visit, and a convention to plan for as I get to move down the table one last time to Senior Chairman.

During all this CMSA travel, work still must go on and this has been a crazy year with both AB5 and the GHC. I am seeing more and more on the news about how

(CHAIRMAN'S CORNER continued on page 4)





PRESIDENT'S COMMENTS
By Steve Weitekamp

A colleague recently introduced me to a gentleman working for the Better Business Bureau (BBB) on the national level. He is conducting studies on common frauds that people see

every day in both the United States and Canada. Of course, one area of interest for him is internet-based moving scams. In preparation for a call, I sent him some of my initial thoughts, from the 10,000 ft. level, on the issue. I shared:

- The online purchase of products has given the consumer a false sense of security in the purchase of services.
 - The fact that you can conveniently purchase your favorite dog food online has no connection to a complicated and personal service like a cross country move. Is it really prudent to hand over all your worldly possessions to someone who you have only met on the internet? They load up all your goods then close the truck doors and drive away and frequently the only point of contact the consumer has received consists of a website and a cell phone.

The consumer's desire for instantaneous online purchases has played right into the hand of the scam operator. Lastminute demands for service are frequently challenging for legitimate movers who have the goal of providing the services and pricing that they promise the consumer. A scam operator has no



compunction about making unrealistic promises of service and price since they have no intention of honoring either.

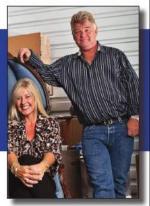
- Consumers have an inaccurate perception of consumer protections.
 - Bad actors are attracted to this industry because of the opportunity for cash transactions and historic lack of effective federal enforcement.
 - What little federal enforcement that exists is far more interested in Truck Safety (very important) than Consumer Protection (also important, but more difficult to assess).
 - Even federal licensing is confusing

(PRESIDENT'S COMMENTS continued on page 5)



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(CHAIRMAN'S CORNER continued from page 2)

many people are upset with this new law and potential new lawsuits against it. In the paper last weekend, (yes, someone in our office still gets the paper) there was a big article about AB5 and how while the intentions may have been to help the worker, it does more harm than good for our gig economy and does not represent those workers who want the freedom to be independent. While talking with different movers, some think that this will all just go away since it's already in the courts. However, just like CARB and the hopes and wishes there, everyone should be paying attention.

With regards to the GHC, from what I have heard the government is down to just four contenders who have been invited back to discuss their bid. If the timeline stays the course, while we are in Kauai at our convention, the government will announce the winner of the bid. This convention will be historic as we will remember back to this convention as the one we were at when the announcement was made.

I hope you have registered for the con-

vention and got your rooms because it has been selling out and CMSA had to book more rooms. On top of all this traveling, all the meetings that we have to do to put our companies in the best possible position for success to keep the train going, it seems like a break never comes. While it's a good thing to be busy and on the run, you have to find balance. Something that I suck at! My wife, Ayme, very gently reminds me that I need to turn off sometimes so I can recharge, and she is right. Make sure to spend time with your families and get out there and do some fun stuff too.

I am grateful that Tim Helenthal, CEO or National Van Lines and Chairman of the International Association of Movers, was in town last week and came by to visit us. As he had some extra time planned in his schedule to visit us, we snuck out on the golf course and had a great time. I came back the next day recharged.

I leave you with this: "Balance your thoughts with action. If you spend too much time thinking about a thing, you'll never get it done." – Bruce Lee.



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(PRESIDENT'S COMMENTS from page 3)

to consumers. Not simple enough to validate a legal interstate mover or even understand what that means.

- Lack of regulatory accountability, particularly evident in the broker model.
- Models used by scam operators.
 - Business identity theft, actually stealing the name and sometimes the web presence of a legitimate mover.
 - Identity confusion, using a name similar to a known name or very generic name.
 - Presenting themselves as an Association or group of concerned movers. These are frequently syndicates or single operators representing themselves as multiple and unique companies with the goal of creating a false impression to the consumer that they are doing their homework and establishing market rates and business standards.
 - Extremely personable in the move set-up, no request is too difficult, and pricing is far better than expected.

Once you book and start to see service failures and dramatic price changes you will never be able to speak with that person again.

Grateful for the insight, the investigator had several follow-up questions, one of which allowed me to share a shining light at the end of the tunnel, and no it wasn't an oncoming train! He asked what about moves in California? What is the state doing to protect consumers? I was very pleased that I had positive news to share. Does this problem exist in California for intrastate moves? Of course it does! However, the California requlators, the Bureau of Household Goods and Services (BHGS) has answered the call. Even on the interstate side. BHGS has been able to reconnect over 30 families with their belongings being held hostage as part of internet-based bait and switch scams! In the last 30 days, the Bureau has conducted two field actions to stop unlicensed activities in Southern California resulting in several fines and investigations, with more to follow. We congratulate BHGS on their successful efforts to address unlicensed operators.



(MAKE MEMORIES continued from page 1)

in Hawaii, starting with Jack Macy in Waikiki in 1982. Following Jack were James Shurr in 1986, Steve Weitekamp in 2001, David Simoni in 2004 and Tim McCarthy in 2009. You won't want to miss as John Chipman Jr. joins this select group as our 2020-2021 Chairman, the sixth installed in the Aloha state.

Combine business and pleasure! Bring the whole family and let's make memories in flip flops!



Fun Facts About Kauai

- Kauai is the 4th largest island in Hawaii after Hawaii, Maui, and Oahu.
- Over 97% of the land is used for conservation and agriculture.
- Kauai has more beaches, rivers, streams, and waterfalls than any of the other Hawaiian islands.
- Kauai's official island color is purple, and its official flower is the mokihana (green berry).
- Kauai has the largest protected population of the Nene Goose, Hawaii's state bird.
- Kauai has the only navigable rivers in the state, with the longest being the Wailua River at 19.2 miles.
- Kauai has the largest coffee plantation in the United States.
- Waimea Canyon, which is 14 miles long, 1 mile wide, and over 3000 feet deep, is called the "Grand Canyon of the Pacific."



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Is That Email Really From "The Boss?" The Explosion of Business Email Compromise (BEC) Scams

If your boss sends you an email, would you ignore it? Scammers know you probably won't, and that has helped them bilk businesses and other organizations out of \$3 billion since 2016 through email scams and attempt another \$23 billion.

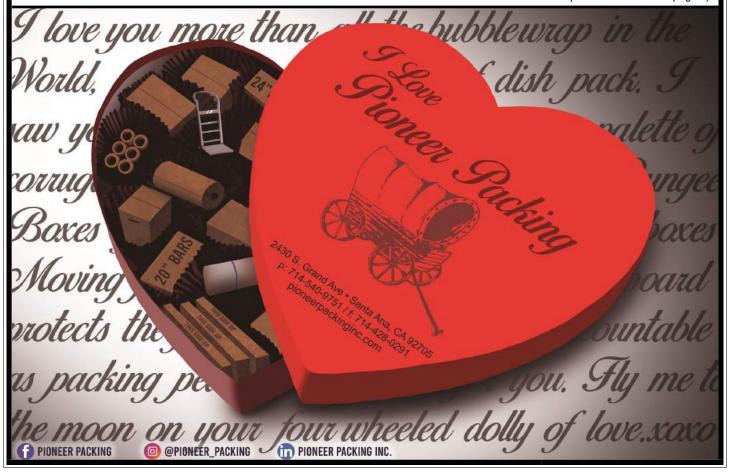
Business email compromise (BEC) fraud is an email phishing scam that affects both big and small organizations. The scammer poses as a reliable source, such as the chief executive officer (CEO), who sends an email from a spoofed or hacked account. The email asks them to wire money, buy gift cards or send personal information, often for a plausible reason.

BEC fraud has resulted in more losses than any other type of fraud in the U.S, according to the Federal Bureau of Investigations (FBI). This serious and growing fraud has tripled over the last three years and jumped 50% in the first three months

of 2019 compared to the same period in 2018. In 2018, 80% of businesses_received at least one of these emails. To thwart scammers, businesses need to improve internet security, employee training and general awareness. The FBI has made significant efforts to prosecute those behind this fraud. In August of 2019, 80 defendants, most of whom were Nigerian nationals, were indicted in Los Angeles on BEC fraud. Other arrests have been made around the world which seized nearly \$3.7 million in assets.

"Over the last several years, business email compromise (BEC) has quickly become one of the most profitable forms of cybercrime in the world," says Ronnie Tokazowski, Senior Threat Researcher at Agari, an email security solutions provider. "As we continue to study and understand it, threat actors will continue to evolve, and

(SCAM continued on page 8)



(SCAM continued from page 7)

we must adapt to their changes faster in order to be successful in combating this ever-evolving threat." In the U.S. alone, over 12,000 complaints were filed in 2016 which resulted in \$360.5 million in losses. In 2018, over 20,000 complaints were made resulting in \$1.3 billion in losses.

One study found that the average loss involving wire transfers is \$35,000, while the average loss via gift cards is \$1,000 to \$2,000. Perhaps the largest known BEC fraud was perpetrated on Google and Facebook, which collectively lost more than \$100 million before the fraudster was arrested in 2017.

Why does BEC work?



from the person whose name is in the sender line and focus our attention on getting through the dozens of emails received daily.

While this fraud employs many clever techniques to identify key employees and send emails directly to them, what really makes it work is "social engineering," a euphemism for deception. The emails are

carefully crafted to look believable, and they almost always claim a sense of urgency. They may come when the send is out of the office, therefore, not being able to be disturbed. They are also commanding which makes employees nervous about bothering the sender, such as a CEO.

These fraudsters do their homework. They know who is in charge and who possibly controls the money. There is a great deal of information online which provide them with much needed information.

(SCAM continued on page 9)

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Normally, there is no reason to closely examine an email received from a superior. If

there is nothing that immediately causes

suspicion, we tend to believe the email is

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(SCAM continued from page 8)

Efforts like those of the Anti-Phishing Working Group track the volume and trends of such emails. Over 80% of these attacks are aimed at the U.S. One study found that 25% of such emails evaded spam filters and were tagged as clean by Office 365 Exchange Online Protection. Some types of fraudulent emails contain harmful malware, however, these tactics happen infrequently with BEC fraud.

Different Kinds of BEC Fraud

When fraud relating to employee tax information is made, criminals can file bogus tax returns for individuals, claim refunds, and have refunds deposited into bank accounts they control. According to the IRS, in 2016 there were about 100 reports of this type and in 2017 that rose to nearly 900. The volume dropped in 2018 to about 150 and in 2019 the scam has virtually disappeared due to various measures the IRS took to combat this.

Direct deposit fraud occurs with an email from an "employee" to Human Resources indicating a bank account change. Often a

voided check is attached for the new account and a request made to deposit future checks there.

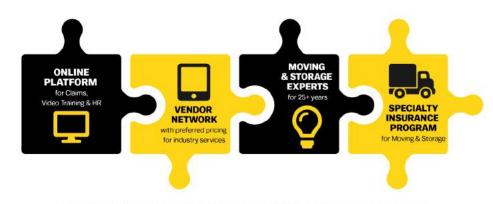
Gift card requests are exploding but involve smaller sums than frauds involving bank-to-bank wire transfer. In the U.S., the most common gift cards used by fraudsters are iTunes and Google Play cards, Walmart, Target and Home Depot. The fraudsters don't need the physical cards as they often ask the victim to send the codes on the back of the cards. Agari reports that a gift card can be redeemed, converted, and placed in a bank account in Lagos, Nigeria in less than four hours. An alert issued by IC3 on October 24, 2018, noted a recent explosion in reports to them where people were asked to buy gift cards. Average losses were \$900. IC3 also reports that gift card BEC losses continue to grow rapidly and increased 61% in the first five months of 2019 over the same time period in 2018.

By C. Steven Baker, International Investigations Specialist, Better Business Bureau, Sept. 2019

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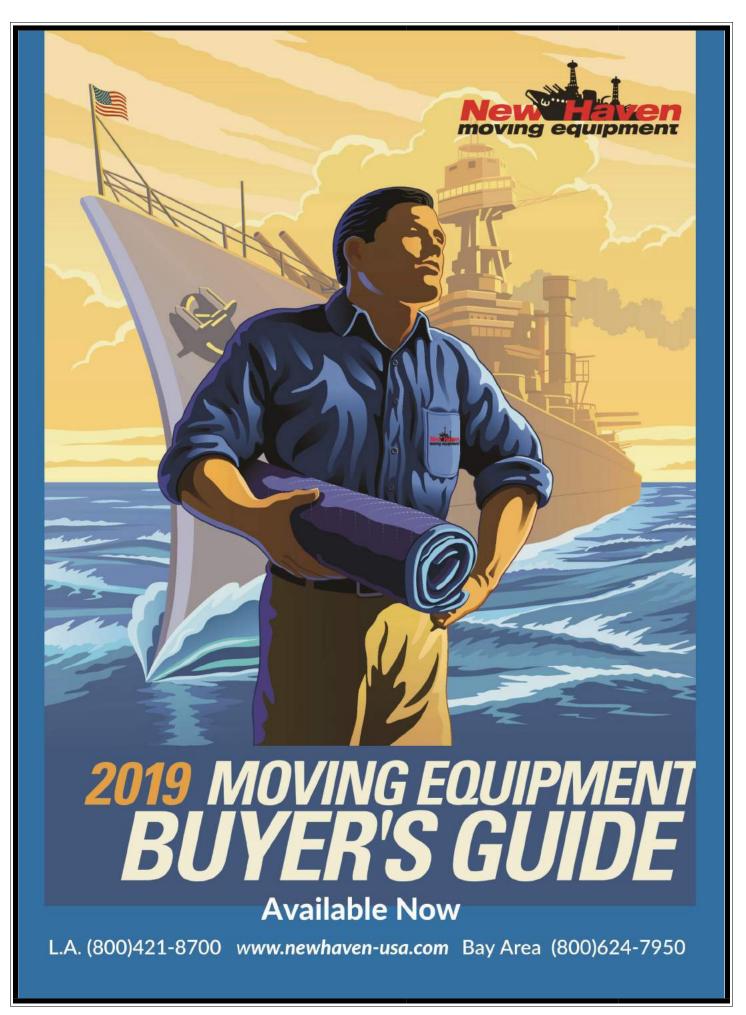
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Proper Mattress Disposal Matters Many Options Besides Illegally Dumping Them Are Available

Looking to get rid of an old mattress but not sure how? Whatever you do, don't just dump it. Dumping a mattress on the street, in an alley, or even a dumpster isn't just an eyesore, it's illegal and can result in hefty fines—as much as \$10,000—and/or jail



time. There are alternatives. Bye Bye Mattress offers consumers several options to discard their unwanted mattresses. Bye Bye Mattress is a program of the Mattress Recycling Council. It was created by the International Sleep Products Association to develop and implement mattress recycling programs

for states such as California, Connecticut, and Rhode Island, which have all enacted mattress recycling laws. You can log on to https://byebyemattress.com/ to find a mattress collection site, recycling facility, or collection event near you.

WHY RECYCLE?

When you consider nearly 50,000 mattresses are tossed into landfills every day in

America, that adds up to a lot of garbage. Plus, most of the materials that mattresses are made of, such as synthetic fabrics, foams, and metals, can take forever to break down, which ultimately can harm the environment. Almost 80 to 90% of these materials can be recycled.

USES FOR RECYCLED MATTRESSES

- Foams and plastics: They can be washed, shredded, processed, and recycled for applications like carpet padding.
- Cotton flock and wool: These materials can be cleaned, processed, and used as yarn or recycled textiles.
- Lower-grade fabrics: These are often processed and sold for use in vehicle matting and interiors.
- Metals: The frames and springs are melted and used in several alternative products.
- Wood: It can be chipped and used as

mulch or burned as fuel. There are other ecofriendly ways to dispose of mattresses. If you're buying a new one, most retailers are required to offer the option to pick up your old mattress when delivering it to you at no additional cost. In addition, some thrift stores

accept gently used mattresses and may offer free pickup.



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2020 Standard Mileage Rates

The 2020 standard business mileage rate for transportation or travel expenses is 57.5 cents per mile (down from 58 cents per mile in 2019) for all miles related to business use.

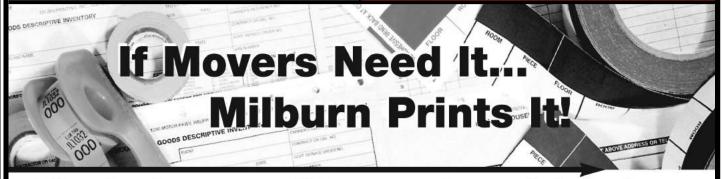
The 2020 standard medical and moving mileage rate is 17 cents per mile (down from 20 cents per mile in 2019) for use of an auto (1) for medical care described in Code Sec. 213; or (2) as part of a move for which expenses are deductible under Code Sec. 217(g).

The standard charitable mileage rate remains at 14 cents per mile for use of an auto in rendering gratuitous services to a charitable organization under Code Sec. 170.





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A new law that took effect on January 1, 2019, requires virtually all California employers to provide sexual harassment pre-

vention training to all employees. Specifically, by January 1, 2021, employers with **five or more employees** must provide one hour of sexual harassment prevention training to nonsupervisory employees and two hours of such training to supervisors. In order to comply with the January 1, 2021 deadline, all employees must be trained

during the calendar year 2020. Employees who were trained in 2018 or before will need to be retrained. This new requirement reflects an expansion of the prior harassment training law that has been in place for over a decade, which requires employers with 50 or more employees to provide sexual har-

assment prevention training to all supervisors in California. Training must take place within six months of hire or promotion and

every two years thereafter.
Under the new law, beginning January 1, 2021, seasonal and temporary employees or employees hired to work less than 6 months, must be trained within 30 calendar days after hire or within 100 hours worked, whichever is earlier. An employer with a multi-lingual workforce should take addi-

whichever is earlier. An employer with a multi-lingual workforce should take additional steps to make sure the training is clearly and effectively communicated to employees who speak a language other than English. An employer should make sure to translate policies and communicate them in



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Supermove

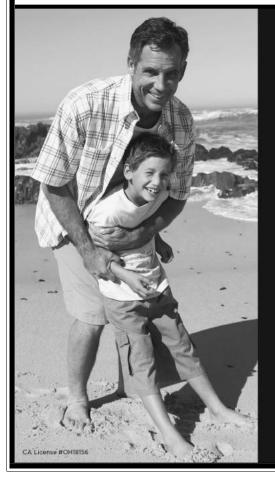
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We keep you legally compliant under AB5 and our digital documents are certified by the BHGS.



Association Leaderboard Report

	Association		Enrolled Movers	Association To		Total Lbs.		
1	California (CMSA)	69	1 Illinois (IMAWA)		1,889,489		
2	, ,		50			1,000,400		
				2 Pennsylvania (PMSA)		1,353,533		
3			41	3 California (CMSA)		1,299,469		
CMSA Report				4 Southwest Movers (SMA) 1,298,56		1,298,568		
	Food Collected and Delivered			5 Florida (FMWA) 1,057,762				
	Monthly	Year to Date	All Time	Top Agents of the Month				
	10,258 lbs.	285,290 lbs.	1,299,469 lbs.	Beltmann Relocation Gr Leandro		oup—San		
	602 meals	190,994 meals	1,082,890 meals	2. 3. 4.	NorthStar-Los Angeles Bringpro NorthStar Moving-San Francisco			



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CALENDAR OF EVENTS Tues., Feb. 11 North Bay Chapter Wed., Feb. 26 Legislative Day Sacramento, CA Meeting Wed., Mar. 4 San Diego Chapter Tues., Feb. 11 Golf Tournament Ventura/Santa Barbara **Chapter Meeting** Sat., Mar. 14 Ventura/Santa Barbara Wed., Feb. 12 **Greater Los Angeles** Chapter Spaghetti **Chapter Meeting** Dinner Wed., Feb 12 San Diego Chapter Sun., Mar. 29 Greater LA Chapter "Day at the Races" Meeting **April 14-19** Wed., Feb. 19 OC/Beach Cities 102nd CMSA **Chapter Bowling** Convention Tournament Kauai Marriott



Wed., Feb 19

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- Excellent computer and communication skills;
- Ability to work with existing customers to ensure timely adherence to deadlines;
- Ability to sell services to new customers/prospects.

Please send resumes to eclare@pacificstorage.com.



HISTORICAL PHOTO



Jack Macy (seated bottom right) was the first Chairman to be installed in Hawaii in 1982 at the Sheraton Waikiki.

