

## 2023-2024 Chairman Jesse Chabot Formally Installed at the 2023 CMSA Convention in Rancho Mirage, CA

The 105th Annual CMSA Convention was held May 16-21, 2023 at the Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, California. The temperature outside may have been in the warm 90s, but the resort provided the perfect desert oasis for the convention with its spacious rooms, delicious food, and comfortable air conditioning!

The convention started on Tuesday afternoon with the Executive Committee members meeting to discuss CMSA agenda items and prepare for the next day's committee and board meetings.

In the evening, CMSA board and committee members, chapter presidents, convention panelists/speakers, and invited special guests attended the Movers & Shakers Dinner.

**DEWITT CO./Royal Hawaiian Movers** was the reception partner and **Transguard Insurance Company of America** was the dinner partner for the event.



*(L-R) 2023-2024 CMSA Chairman Jesse Chabot of Golden West Moving Systems receives the CMSA gavel from 2022-2023 CMSA Chair Shiree Hammer of California Relocation Services during the 2023 CMSA Convention held at Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, California.*



*(CONVENTION continued on page 7)*



## CHAIRMAN'S CORNER

by Jesse Chabot

As we wind down from a great convention and start to ramp up for the moving season (hopefully), I'd like to take a second to reflect on this year's convention. I would like to

thank everybody that helped make this convention a great one, **CMSA President Steve Weitekamp**, his staff, all the speakers, and especially all the event partners and exhibitors.

I think a lot of us went into this Convention excited to get some new information on the GHC and having multiple days scheduled with **Home Safe Alliance** was a great idea. I thank **Steve Weitekamp** and **Chuck White** for their hard-hitting questions, unfortunately, I think we left with a lot more questions than answers.

Once again, as I look at the GHC, I think the value of the CMSA is very apparent. As our staff and members look to continue to

be a voice for the boots at the curb and the brick-and-mortar moving companies that support them, we need to develop a communication channel to share our concerns and look for solutions. I believe that because of our association's size and active membership participation, we have that ability.

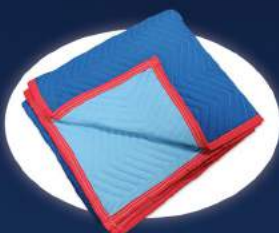
I think **Ryan Bowley** of the **ATA MSC's** presentation, and the Van Line panel were very eye-opening about where we sit as an industry.

I would like to say a special thank you to all my friends and family that helped out as Sovann and I hosted the reception in our room. It was great to have all of our friends, Chairmans from the past, and their spouses reminiscing on stories from past conventions. Thank you to everybody that came out, obviously, there was a very tall surprise guest that everybody got to take pictures with and have a little fun with. As we jumped into cars and headed to the front, I heard a movie star even showed up at my reception.

(CHAIRMAN'S CORNER continued on page 4)



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## PRESIDENT'S COMMENTS

By Steve Weitekamp

This issue of *The Communicator* details the success of the recent 105th annual **California Moving and Storage Association's (CMSA)** convention in Rancho Mirage. Additionally, we do

our best to celebrate the event in pictures. I won't use this column to elaborate, only to say that if you missed it, you missed a terrific event at a great value. We thank, now Senior Chair **Shiree Hammer** for her successful year as chair of the CMSA Board and welcome the 2023-2024 Chairman **Jesse Chabot** and offer him all our best wishes for the year ahead!

One of my goals for the 2023-2024 year is to ensure that CMSA and its members have the best possible opportunity to communicate with the Global Household Goods (GHC) contractor, **HomeSafe Alliance**. To that end we worked with **HomeSafe Alli-**

**ance**, adding them as Association members and securing their participation in our convention. Subsequent to our convention with the support of our CMSA Board of Directors, we sent a letter to **Matt Dolan, HomeSafe Alliance** president, and members of his leadership team. The goal of the letter was to identify potential issues at the 10,000-foot level and open a line of communication. We shared that our members have made it clear that they want CMSA to continue to be a voice for the boots at the curb and the brick-and-mortar moving companies that support them.

**Matt Dolan** responded to our letter in a very timely fashion and stated that **HomeSafe Alliance** looks forward to working with us to help CMSA members succeed. The road ahead may be long, but we have taken our first step. **HomeSafe Alliance** is clear, they have more that needs to be shared with movers, including fundamental items such as pricing and service requirements. As we move forward, we look to you for issues, concerns, and even successes and compliments related to the

(PRESIDENT'S COMMENTS continued on page 6)

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(CHAIRMAN'S CORNER continued from page 2)

It was great talking to everybody again in the reception line and then a few moments later, being led into the room by the scary guy and all the past chairmen, these are all guys I've looked up to over these past many years and it was great being led in by them. I got a lot of great feedback on my speech, but I did want to say that if anybody was of-

fended by the words that were used, I sincerely apologize; it could have been a little bit of nerves or a little bit of talking in front of people and I sincerely apologize. After that, we finally got to cut loose, do some dancing, and end the evening back in my room.

Thank you to everybody for spending your time with me, I really appreciate it. Here's to a successful summer.



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(PRESIDENT'S COMMENTS continued from page 3)

contract. Potentially, some issues will be out of the control of even the prime, but even related to those, we will do our best to provide as clear an answer as possible.

June started with a quick trip to Omaha, NE to lead the National Council of Moving Associations (NCMA) meeting. Participants, besides CMSA, included IAM, ATA MSC, the Canadian Moving Association, and a number of State Associations. The purpose of the informal gathering is to share issues and best practices related to our Associations, with our members always top of mind. As one might imagine the GHC was an important topic with reports from IAM VP of Government Affairs **Dan Bradley** and Daycos President **Brandon Day**. Daycos will serve a supporting role to **HomeSafe Alliance** in the new program, and their participation in our discussion was of real value. At the conclusion of our meetings, I was reelected as NCMA Chairman.

I wrote this column as I was flying back from Omaha, there was a US Navy Sailor in dress uniform sitting close to me on the

flight. As we prepared to land in Phoenix, the pilot came over the passenger address system and stated that our plane had the honor of transporting the remains of a fallen service member to his final resting place. He advised that we would remain in our seats until the casket had been removed from the plane and received by his waiting escort. It definitely puts things in perspective.



NCMA Meeting (June 2023) in Omaha, NE.

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Committee meetings started bright and early on Wednesday. The Insurance Committee met first, followed by the Government Affairs Committee, Membership Committee and then the Military Affairs Committee. After a short break for lunch, the Outgoing **CMSA** Chair **Shiree Hammer** met with board members to wrap up old business and a photo was taken of the 2022-2023 **CMSA** Board of Directors. Incoming Chairman **Jesse Chabot** then met with his 2023-2024 Board of Directors and discussed new business.

After a full day of meetings, committee and board members had the evening off to enjoy, relax and get ready for the non-stop, back-to-back events of the next three days!



Thursday began with golf onsite at the Omni Rancho Las Palmas Golf Course. Golfers enjoyed a nice sunny day at the course. Event Co-Partners **Champion Risk Insurance Services L.P.** and **Vanliner Insurance Company** checked-in golfers at the registration desk. **Transguard Insurance Company of America** sponsored the

\$10K hole-in-one contest and greeted golfers at Hole #8.



Later in the afternoon, the CMSA Young Professionals Group (YPG) Co-Chairs **Jesse Chabot** of **Golden West Moving Systems** and **Dustin Sandoval** of **CDK Relocation Services** led the meeting. The group is made up of members under 45 years old (or young at heart)! YPG members heard from CMSA leadership and socialized with one another. It was a great way for members that may be just starting out in the industry or new to the association to connect with other members.



The Associate Members had their meeting immediately following the YPG. Associate Board Representative **Casey Myers** of **Champion Risk & Insurance Services L.P.**, who is now serving the second year of her two-year term, discussed this year's new booth bingo game that incorporated attendees using social media to post selfies with exhibitors. She also introduced CMSA

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(CONVENTION continued from page 7)

leadership to Associate members and opened the floor to any questions or concerns.

Then came the big event of the evening—the always popular, Exhibitors Welcome Reception partnered by **New Haven Moving Equipment Corp.** The reception was very well attended and CMSA sold 45 exhibitor booths!



gates could eat and stroll around the booths and talk with exhibitors they may have missed from the night before. **Oncue** was the event partner for the breakfast.



Friday General Session opened to a crowded room. The Master of Ceremonies was newly-elected Board Member **Dustin Sandoval** of **CDK Relocation Services**, who is also the current Sacramento/San Joaquin Valley chapter president.

**Joe Hammer Sr.** of **California Relocation Services** lead delegates in a patriotic Pledge of Allegiance. Incoming Secretary/Treasurer **Jeanette Homan** of **Lambert Enterprises** did the invocation and paid respect to CMSA members who passed away during the past year.

The Annual Roll Call followed with everyone in attendance standing up one-by-one to introduce themselves. This has always been a highlight of the Friday General Session and a great way to put a face to a name.



Delegates enjoyed delicious food, visiting booths, catching up with friends and meeting new people.

Tags sold at the reception for the CMSA Convention Raffle sold out within the first hour! Proceeds from the raffle go towards supporting CMSA endeavors.



On Friday morning, a delicious breakfast was served in the ballroom, where dele-



**BHGS Bureau Chief Justin Paddock** spoke next to give delegates a regulatory

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update and answer questions regarding the BHGS. Both our organizations share a mutual interest in weeding out illegal movers and providing safe, quality service to consumers.



The next part of our program featured speakers **Paul Wallace** and **Bill Hughes**

from **HomeSafe Alliance** and **Chris Saad** from **MoveHQ**. **HomeSafe Alliance** is the exclusive move management provider to the U.S. Armed Forces, Department of Defense (DoD) civilians, and their families as a result of the Global Household Goods contract award from the U.S. Transportation Command. **MoveHQ**, is the IT partner that is developing **HomeSafe Alliance's** online platform. **Chris Saad** gave an overview of how the platform would be used by movers. Delegates had a lot of questions! Thankfully, the three gentlemen were also scheduled to speak at the Military Breakout Session later in the afternoon.



The attendees took a break for lunch, which was partnered by **HUB International Insurance Services, Inc.** During the lunch **CMSA** President **Steve Weitekamp** acknowledged the new 2023-2024 **CMSA** Board of Directors.

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**Matt Robinson of Shaw Yoder Antwih Schmelzer & Lange (SYASL)**, the CMSA legislative advocacy firm, gave delegates a legislative update on bills affecting the moving industry.



After lunch, a large crowd gathered for the Military Breakout Session. The first part of the session featured a military discussion panel, which included **Dan Bradley** of the **International Association of**

**Movers (IAM)** as the moderator; and panelists—**Jeanette Homan** of **Lambert Enterprises Inc.**, **Michael Wilson** of **National Forwarding Co.**, **Ron Mallonee** of **TMM**, and **Mark Lundgren** of **Interstate Van Lines**. Bradley started with a brief overview of the current status of military moves and provided prompts for the panelists to provide insight on various issues.



The second part of the session brought back the speakers from **HomeSafe Alliance** and **MoveHQ**. With **HomeSafe Alliance's** online platform set to go live September

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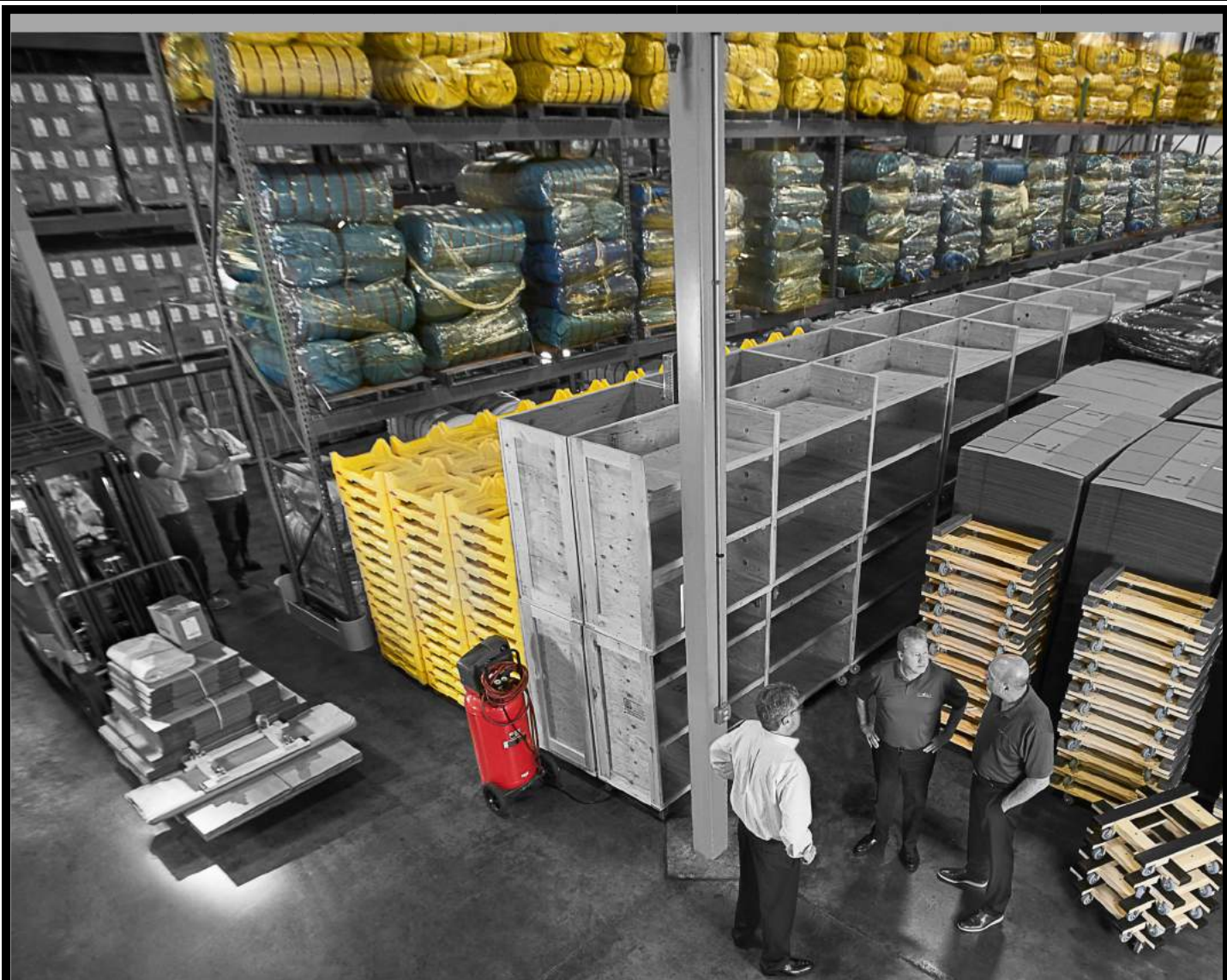


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2023, delegates had a lot of questions for them.

Refreshment partners for the Military Breakout Session included **National Van Lines**, **TMM** and **HomeSafe Alliance**.

After a busy morning and afternoon, attendees got to blow off some steam at the Desert Starry Night Dinner held at the rooftop terrace of the resort. Delegates enjoyed a yummy taco buffet, an oldies-but-goodies DJ, a fun photo booth, candy jar guessing games, and the always fun pinata busting!

**Jesse Chabot** and **Dustin Sandoval** paraded the bandit mover pinatas to help get the crowd excited. **CMSA President Steve Weitekamp** was the master of ceremony and gave the play-by-play for each person swinging at the pinata. A great time was had by all who attended!



(CONVENTION continued on page 14)

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(CONVENTION continued from page 12)

The Friday night dinner partners included: **Kentucky Trailer, Milburn Printing, Valley Relocation Moving & Storage, Sterling Van Lines, Advantage Moving & Storage, Golden West Moving Systems;** Van Lines: **Allied, Atlas, Interstate, National, North American, UniGroup, and Wheaton | Bekins.**

Saturday morning started bright and early with a hearty breakfast partnered by **Lambert Enterprises, Inc.** The breakfast was again held in the ballroom and attendees were able to meander through the booths.



CMSA Board Member & Northern Region Chapter Co-President **Griselda Gonzalez** of **CG Moving** was the master of ceremonies for the Saturday General Session.

The first speaker up was **Charles "Chuck" White** of **IAM**. He gave an overview of the state of international moving and current challenges facing the industry.



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- Loss of consciousness

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- 3 >> **STAY WITH THE WORKER UNTIL HELP ARRIVES**



Watch for any other signs of heat illness and act quickly. When in doubt, call 911.

If a worker experiences:

- Headache or nausea
- Weakness or dizziness
- Heavy sweating or hot, dry skin
- Elevated body temperature
- Thirst
- Decreased urine output



Take these actions:

- >> Give water to drink
- >> Remove unnecessary clothing
- >> Move to a cooler area
- >> Cool with water, ice, or a fan
- >> Do not leave alone
- >> Seek medical care if needed

(CONVENTION continued from page 14)

Next came the Van Line Discussion Panel, which included well-respected leaders in the industry—**Steven McKenna** of **Allied Van Lines**, **Jack Griffin** of **Atlas World Group**, **Mark Doyle** of **National Van Lines**, **Kevin Murphy** of **North American Van Lines**, **Heather Paraino** of **UniGroup** and **Roger Wise** of **Wheaton | Bekins**. Former CMSA Chairman **Rick Hosea**, president of **OneRelo Worldwide** moderated the discussion.



**ATA MSC** Executive Director **Ryan Bowley** spoke about the state of interstate moving and how various issues were affecting the industry.

**CMSA** President **Steve Weitekamp** followed and gave his wrap up of the challenges and accomplishments made by CMSA over the past year and what things still lay ahead.



A video from **Move For Hunger (MFH)** was played next. **MFH** Manager of Transportation Networks **Taylor Heideman** gave a program update to delegates and announced **All Ways Moving & Storage** as the **MFH** Mover of the Year!

The session ended with a number of exhibitors coming up onto the stage to announce lucky winners from their booth raffles.

Immediately after the General Session, it was time for the Saturday Awards Luncheon partnered by **Total Military Management (TMM)**.

**CMSA** Secretary/Treasurer and Central Valley Chapter Co-President **Jeanette**

**Homan** served as emcee for the luncheon.

The program started with the introduction of **Special Olympics'** Athlete **Greg Kozlowski** and Assistant VP of Development **Brandon Tanner**. Kozlowski talked about his amazing experience competing in the Special Olympics' World Games and what being an athlete has meant to him. They were presented a ceremonial check of \$5K.



This year's Chairman's Choice Charity, **Ronald McDonald House Charities Southern California (RMHCSC)**, was chosen by CMSA Chair **Shiree Hammer** and approved by the board. **RMHCSC** Development Director **Ruth Wu** was also presented

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(CONVENTION continued from page 15)

a ceremonial check for \$5K. RMHCSC helps families stay close when their child needs treatment for a serious medical condition.



The 2023 CMSA Scholarship winners were announced to the delegates. Many of the scholarship winners were fortunately able to attend the luncheon and thanked the CMSA members for their scholarship personally. Scholarship winners (chosen by an

independent third-party judge) receive \$2K each, with the best essay receiving the **CMSA Outstanding Essay Award in Recognition of Doug & Beck Hill** for \$3K.



**CMSA** chapter presidents were recognized for their service to the association and presented a certificate of achievement. Each chapter president or representative announced their chapter's donation to the **CMSA**.

The Chapter of the year went to two chapters—**San Diego/Imperial Counties Chapter** and **Sacramento/San Joaquin Valley Chapter**! **Andria Skiff of Republic**

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Casey Myers, CRIS • Steve Weitekamp, CMSA  
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# THANK YOU, CMSA!

(CONVENTION continued from page 16)



**Moving & Storage** accepted the award on behalf of the **San Diego/Imperial Counties Chapter**. **Dustin Sandoval** of **CDK Relocation Services** accepted the award on behalf of the **Sacramento/San Joaquin Valley Chapter**. Both chapters were praised for their member participation and enthusiasm!

Retiring CMAA Board Members **John Chipman Jr.**



of **Chipman Relocation & Logistics**, and **Karl Anderson** of **Anderson Bros. Movers** were given a plaque to recognize and thank them for their service to the CMAA. (Also recognized were **Brian Larson** of **Mother Lode Van & Storage** and **Eric Ortiz** of **Ortiz Bros. Moving & Storage**, who were unable to attend the luncheon.)

A special recognition plaque was also given to retiring **IAM President Chuck White** for his dedication to the moving industry and his professional friendship to the **CMAA**.

Drawings were held for the inaugural Social Media Booth Bingo Contest with the win-



(CONVENTION continued on page 18)



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ner receiving \$400, and two Scholarship Board Tag winners receiving \$500 each.

The luncheon concluded with a "Pie in the President's Face," an event led by **Jane Carole Bunting** of **Daycos** to raise money for ALS in support of **John Becker**, a long-time moving industry leader that passed away from ALS last year. CMSA Members donated more than \$2K for ALS! **Chuck White** of **IAM** received the honors of getting to put a pie in **CMSA** President **Steve Weitekamp's** face.



After lunch, delegates quickly got ready for an informal reception held in incoming Chairman **Jesse Chabot's** room, where he had a special surprise! A tall, fiendishly handsome man on stilts helped greet guests who came to wish him well in his new

role as CMSA chairman.

The party later moved to the ballroom for the formal Chairman's Reception and Dinner/Ball partnered by **CDS Moving Equipment**. The dinner began with the



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**CMSA** officers and their spouses making their entrance into the ballroom with delegates waving their white table napkins in the air. Once on stage, **CMSA** Vice Chairman **Mike Sarro** of **Blue Chip Moving & Storage** announced **Jesse Chabot** of **Golden West Moving Systems** as the 2023-2024 **CMSA** Chairman. Former **CMSA** Chairmen escorted **Chabot** to make his grand entrance into the ballroom.

Outgoing Chair **Shiree Hammer** was thanked for her service and given a chairman's gavel plaque, honorary lifetime membership certificate, and a gift of appreciation from the **CMSA**.

Incoming Chairman **Jesse Chabot** was introduced to the delegates by his mother,

**Denise Chabot Walker**, and his son, **Jacob Chabot**. They talked about how **Jesse** was able to take over the family business and help it grow to what it is today. Both were extremely proud of **Jesse** and what he has accomplished.

**Chabot** was formally installed with the passing of the giant ceremonial gavel from 2022-2023 **CMSA** Chair **Shiree Hammer**.

Delegates enjoyed the rest of the night dancing to music by **DJ Master Kim** of **SLK Entertainment**.



Thank you to all the delegates that attended the convention! Mark your calendars for the 106th **CMSA** Annual Convention being held April 30-May 5, 2024 at the Hilton Waikoloa Village on the Big Island of Hawaii.

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Cactus Flower Luncheon  
**HUB International Insurance  
Services, Inc.**

Oasis Awards Luncheon  
**Total Military Management (TMM)**

Chairman's Dinner  
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## Silver Level Events

Movers & Shakers Reception  
**DEWITT Co./Royal Hawaiian  
Movers**

Rancho Mirage City Breakfast  
**Oncue**

Desert Starry Night Party  
**Kentucky Trailer, Milburn Printing,  
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Desert Sunrise Breakfast  
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## Bronze Level Events

Military Breakout Session  
**HomeSafe Alliance  
National Van Lines  
TMM**

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Max Cron, David Jensen



**CDS Moving Equipment**  
Pat Higgins, JR McAuley, Rick Bruns, Pete Geisler, Steve Dooley, Andy Smith, Jon Wenger



**Champion Risk & Insurance Services**  
Casey Myers, Shane Medlin



**Compumove Systems Corp.**  
Sam & Dana Triantis



**Custom Movers Services**  
Cliff Biermann



**Dave Hester Auctioneer**  
Kamila Tontz, Dave Hester

(EXHIBITORS continued on page 22)

# Please Support Associate Members that Support CMSA!

(EXHIBITORS continued from page 21)



**Daycos**  
Jane Carole Bunting



**DEWITT CO./Royal Hawaiian Movers**  
Jeff Nadeau, Michelle Hardwick-Yuill,  
John Burrows



**Enterprise Database Corporation**  
Sandra Clary



**eTransport Solutions, Inc.**  
Harry Harrison, Bob London



**GenVault Transport Services**  
Patrick Snediker



**HUB Int'l Insurance Services, Inc.**  
Tricia Smith-Bermudez, Larry McPhail Jr.



**Interwest Insurance Services**  
Will Lawrence, Taylor Wallace



**Johnson International**  
Morrie Stevens

(EXHIBITORS continued on page 23)

# They Play a Vital Role in Supporting the Moving Industry.

(EXHIBITORS continued from page 22)



**Kentucky Trailer**  
David Smith



**Kinedyne LLC**  
Joseph Vergel de Dios, Rudy Romero



**Milburn Printing**  
Lisa Quinn



**moveauto**  
Alexander Pelka, Justin Baron, Elliot Schaffer



**Mover's Choice**  
Brandon Laam



**MoversSuite by EWS**  
Mike Marxer, Alisha Alexander



**MSS, Inc.**  
Michael Cordaro



**National Van Lines**  
Michael Wilson, Angela Beusse, Tim Helenthal,  
Paul Gregory, Mark Doyle

(EXHIBITORS continued on page 24)

# Associates Provide Products and Services that Movers Need.

(EXHIBITORS continued from page 23)



**New Haven Moving Equipment Corp.**  
Mitch Snelson, Brandon Carroll, Rob Longo, Alma Jimenez, Karen & Larry Levine, Mark Hildreth



**Pioneer Packing**  
Gary Blower, Jeff Blower



**Rainier Overseas Movers, Inc.**  
Danise Arroyo, Rebecca Valentine



**Reindeer Auto Relocation**  
Greg Thomas



**Relo Solutions Group**  
Billy Donlon



**Relocation Insurance Group**  
Gadi Binness



**Remedy Payment Solutions**  
Shane Lettiere, Alex Dimitracopoulos



**Robinson Oil Corp.**  
Ali Mortezaei

(EXHIBITORS continued on page 25)

# It's a Win-Win Relationship!

(EXHIBITORS continued from page 24)



## **SendTo Mx**

Sergio Garza Cantu, Gustavo Gonzalez Guzman,  
Sergio Garza Padilla



## **SmartMoving Software**

Edward Sanchez, Tobe Thompson,  
Michelle Matthews



## **Sterling Van Lines**

Tony Najera, Jay Clitheroe



## **Storage Auction Experts**

Chris Holsombach, John & Donna Cardoza



## **Supermove**

Ryan Marsh, Sean McMonagle, Davin Tan



## **Trans Advantage**

Tim Siner



## **TransGuard Insurance Co. of America**

Danny Murray, Bobbie Goldie, Tawnee Moss



## **Vanliner Insurance Company**

Kelli Johnson, Melanie Brown

(EXHIBITORS continued on page 26)

# Thank You to Our Convention Exhibitors!

(EXHIBITORS continued from page 25)



## **Victory Packaging**

John Kay, Richard Scheevel, Wyland Lafave

We appreciate  
all your  
support!

## Special Recognition

### **Fred Wallace, One Big Man & One Big Truck**

Thank you for bringing the staff flowers at the convention and brightening up the registration desk!

### **Kara Yamashiro & Rene Yamashiro**

Thank you for assisting the CMSA Staff at the registration desk, collecting tickets at events, taking photos, and managing our audio/visual at the convention. We greatly appreciated your time and commitment you put into making this convention successful!

An advertisement for Dave Hester Auctioneer. It features a photo of Dave Hester, a man in a black shirt and cap, holding a fan of cash. The text reads: "AUCTIONEER FOR HIRE", "1% COMMISSION", "For First Time Customers only", "• Bonded &amp; Insured Since 1992", "• As Seen on Storage Wars", "1-714-271-2770", "If You Hire Dave Hester You Get Dave Hester", "CALL TODAY!", "@davethemogul", ".com/storagewarrior", and "www.davehesterauctioneer.com".



**CMSA**

**106th Annual Convention  
Hilton Waikoloa Village  
Waikoloa, HI (Big Island)  
April 30 - May 5, 2024**

## Wanda & Arlan Mallery of Lassen Transfer & Storage to be Honored as Fair Parade Grand Marshals



*Photo of longtime CMSA Members Wanda and Arlan Mallery of Lassen Transfer & Storage at the 2022 CMSA Convention.*

Long-time Honey Lake Valley residents Arlan and Wanda Mallery will be honored as the Lassen County Fair Parade Grand Marshals this July, leading the annual parade from the top of Main Street to the fairgrounds.

"Arlan was born and raised in Lassen County and Wanda moved to Lassen County when she was just four years old," explains Lassen Fair Director Kaitlyn Midgely.

"Both Arlan and Wanda Mallery graduated from Lassen High School. Arlan showed both beef and sheep at the Lassen County Fair while growing up and continues to be an official weigh master for the County Fair livestock animals and has done this for over twenty years."

"Wanda was a local 4-H leader for over a decade helping local youth to grow and raise their own livestock."

Over the last fifty years, according to Midgely, the Mallerys have supported the youth in this county in many ways, including purchasing livestock animals at the Junior Livestock Auction.

Their business, Lassen Transfer and Storage, has been a continual supporter of

entertainment at the Lassen County Fairgrounds supporting the Lassen Transfer stage for more than thirty years.

The Grand Marshal Award is a century-old tradition based on accomplishments and contributions to the community. The winners are selected based on their contributions to the quality of life in Lassen County through civic/and or social services; humanitarianism; personal achievements in the areas of arts, sports, etc.; or based on the distinction that he/she has brought to Lassen County resulting from achievements elsewhere.

"Congratulations to our winners and look for them during the Lassen County Fair parade!"

### **2023 Lassen County Fair Parade**

The Parade starts at 10:00 am on Saturday July 22, 2023. Starting at the top of Main and Lassen St. proceeding down Main St. ending on Fair Drive.

<https://lassencountyfair.org/>

# Challenges Seen for California's Advanced Clean Fleets Rule

Charging Infrastructure, Impact on Small Operators Among Top Issues

PORTLAND, Ore. — Clean transportation advocates are in a race to transform the trucking industry in California as the state moves closer to a mandate requiring zero-emission vehicles by 2035.

The [Advanced Clean Fleets](#) rule, enacted by the [California Air Resources Board](#), will transform the state's sizable ports industry — which supports more than 30,000 drayage trucks traveling more than a billion miles annually — away from diesel power toward electric mobility.

The regulation [has been criticized by a number of trucking stakeholders](#), including American Trucking Associations, who say the regulation's timelines are unrealistic.

Rewiring an industry on this scale will take the collaboration of dozens of local and state leaders spanning utilities, labor and community groups and truck makers. One looming challenge will be the equitable transformation for small operators, who will also have to phase out their fossil fuel vehicles for new models, with new operational abilities, said [Matt Leducq](#), CEO of [Forum Mobility](#), a provider of heavy-duty vehicle charging services.

"It's easy to make mandates. It's harder to make them equitable," Leducq said on a May 17 panel at the [Forth Roadmap conference](#) in Portland, Ore. "We can't just do mandates and say, 'thou shalt do it.' It's got to be done in a way that is equitable. It's got to be accessible to the people who move our goods. And it takes a lot of work."

The state has partnered its mandates with a range of incentives like the [Carl Mo-](#)



*NFI plans to deploy and operate Freightliner eCascadias and Volvo VNR Electric trucks for port drayage service in California. (NFI)*

[yer Memorial Air Quality Standards Attainment Program](#), which provides grant funding for small operators to make the transition.

Groups like the [Los Angeles Cleantech Incubator](#) have been working with communities, utilities and operators to devise a plan for placing charging infrastructure, a capital investment that will top \$280 million in Los Angeles County alone. (That investment is tripled when considering the truck recharging needs in neighboring Riverside and San Bernardino counties.)

"The concerns are not only where do you want to alleviate pollution in the near-term, but also, where do you want trucks to not be driving because of safety concerns, coming through residential areas," said [Jack Symington](#), senior program manager for transportation at LACI, during the panel.

Meanwhile, the [South Coast Air Quality Management District](#) has been involved with the [Joint Electric Trucks Scaling Initiative](#) (JETSI) in Southern California to deploy 100 drayage trucks, complete with charging infrastructure. The project includes partner-

(CONVENTION continued from page 18)

ships with [Daimler Truck North America](#) and [Volvo Trucks North America](#), and also includes the development of microgrids, DC fast chargers and more.

"We know the technologies work. They're commercially available. So basically, how can we help these fleets to basically make that next step up?" said Patricia Kwon, program supervisor for technology demonstration with the South Coast Air Quality Management District.

The demonstration project began in late 2021, with both sites still in active construction. The trucks are expected to be operational by mid-June, said Kwon, speaking on a panel exploring electrified medium- and heavy-duty vehicles.

"This is not just a technology project. It's also a community and stakeholder outreach project. It's a workforce development project. There are a lot of kind of equity and scale priorities," she added.

"California's got a lot of carrots," said Leducq, pointing to the dozens of incentive programs and other initiatives the state has developed to make this transition a reality. "It's a complicated thing to get access to these things."

"I would say we really just need to focus on doing this well, and right," he added. "And making sure that the drivers of those fleets

and those carriers have more money in their pocket the next year than they did the year before."

Source: *Transport Topics*

***"California's got a lot of carrots," said Leducq, pointing to the dozens of incentive programs and other initiatives the state has developed to make this transition a reality.***

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## Memories Made at the 2023 CMSA Convention



**More Convention Photos on Page 20.**



## Association Leaderboard Report

**CMSA Enrolled  
Movers: 89**

CA Leaderboard		Total	CMSA Report Food Collected and Delivered		
1	Daly Movers	32,555 lbs.	Monthly	Year to Date	All Time
2	Alexander's Mobility Svcs - Tustin	10,500 lbs	44,296 lbs.	73,457 lbs.	1,470,913 lbs.
3	Ace Relocation Systems - Los Angeles	6,849 lbs.	36,913 meals	61,214 meals	1,225,761 meals

## JOIN THE MOVE FOR HUNGER

Visit: <https://moveforhunger.org/join>

Contact Taylor Heideman at (732) 774-0521 x216 or email: [taylor@moveforhunger.org](mailto:taylor@moveforhunger.org)

## CALENDAR OF EVENTS

**Fri., Oct. 13 Monterey Bay Chapter  
Golf & Bocce Tournament**

**Mark Your Calendar!**

**106th Annual CMSA Convention  
Hilton Waikoloa Village  
April 30-May 5, 2024**

## CLASSIFIED ADVERTISING

**CHARGES:** 1-5 Lines \$15; \$2 each add'l line. CMSA box number \$5. Special heading/setup is extra. To place your ad, contact Renee Hifumi by email at: [rhifumi@thecmsa.org](mailto:rhifumi@thecmsa.org) or call (562)865-2900.

**REACH YOUR TARGET AUDIENCE. ADVERTISE IN THE COMMUNICATOR!**

### **BUSINESS WANTED**

We are interested in purchasing all or a part of your business. We are able to provide quick cash for certain assets. We can assist in an exit strategy. Major CA markets are desired. Discussions will be in strictest confidence. Send information to CMSA, Box J1, 10900 E. 183rd St., #300, Cerritos, CA 90703.

### **EMPLOYMENT OPPORTUNITY**

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

**PLACE YOUR  
AD HERE!**

## Convention Photos Continued...



**More Convention Photos in Next Month's Issue!**



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