

Cyber Noise and the Decisions We Regret

Running a moving company, you already know the feeling: the phone rings, a customer texts a photo of damage, dispatch is ping-pong about a late crew, a broker email comes in, and someone forwards an “urgent” cyber alert you don’t have time to read. That constant stream is cyber noise, digital inputs that compete for your attention and push you toward fast, fragmented decisions.



In our world, cyber noise isn’t just social media. It’s overflowing inboxes, group texts with no owner, multiple dispatch tools, vendor portals, PSA/TMS notifications, and security pop-ups, plus the pressure to answer customers instantly. The problem isn’t that information exists; it’s that it arrives non-stop, through too many channels, with too little clarity about what truly requires a decision.

Noise narrows the mind

Most costly mistakes in moving don’t

come from a lack of effort; they come from broken focus. When your attention is split, you miss details that matter, access issues, shuttle needs, valuation coverage, COI requirements, tight delivery windows, or a customer red flag you would have caught in a calmer moment.

Every interruption has a price. When you stop mid-quote to handle a driver call, then jump to a claims email, then back to the estimate, you’re more likely to mis-key a date, forget a special instruction, or approve a schedule that doesn’t pencil out. Cyber noise increases “decision leakage,” small errors that create big downstream problems: overtime, re-schedules, chargebacks, unhappy reviews, and avoidable claims.

In short, noise steals the second look, and the second look is where good judgment lives.

Speed becomes a value, even when it shouldn’t

(CYBER NOISE continued on page 7)



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CHAIRWOMAN'S CORNER

By: *Jeanette Homan*

Last month, I had the opportunity to attend the American Trucking Associations Moving and Storage Conference in Nashville, Tennessee. It was an extremely productive meeting filled with valuable information, meaningful discussions, and great networking opportunities with industry professionals from across the country.

During the conference, I was invited to participate in a panel titled Dueling Perspectives, where the West Coast team debated the East Coast on a variety of industry topics. Representing the West Coast alongside me was Justin Hart, owner of Just-In Time Moving. The East Coast team was represented by Stefan Cordeiro of Stewart Moving and Jason Moyer of Moyer & Sons Moving Company.

I'm proud to say that the West Coast team came out on top—we took home the gold medal! It was a fun and engaging experience, and a great reminder of the strength, knowledge, and passion that exists across our industry. It was also especially meaningful to have Steve Weitekamp in attendance supporting the West Coast team. Having his support in the audience while I was on the panel meant a great deal to me.

As I reflect on this experience and the many opportunities I've had throughout this past year, I am incredibly grateful to Steve Weitekamp and the entire CMSA Board for having the faith and confidence in me to serve as your Chairwoman for the 2025–2026 term. It has truly been an honor to represent this association, and I will always appreciate the support, encouragement, and trust that were extended to me.

At the same time, I would be remiss if I did not acknowledge just how challenging fiscal year 2025 has been for our industry. The struggles were felt not only within the military sector but also across the civilian market, as the slowdown in the housing

(CHAIRWOMAN'S CORNER continued on page 4)

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PRESIDENT'S COMMENTS

By Steve Weitekamp

This month, I want to extend my sincere thanks to Chairwoman Jeanette Homan for her outstanding leadership over the past year. Her dedication, steady guidance, and commitment to our organization have helped make this truly a successful association year, and we are grateful for the foundation she has strengthened. Her expertise in the area of moving for the Department of War (DOW) has been vital, as the military has transitioned from the failed Global Household Goods Contract (GHC) to the Personal Property Activity (PPA) program. As we express our appreciation, we are also excited to welcome incoming Chairwoman Griselda Gonzalez. Griselda brings energy, vision, and a deep commitment to our members, and we look forward to the leadership and momentum she will bring in the year ahead.

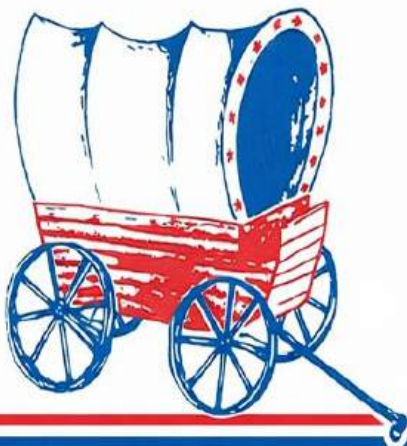
In preparation for our convention and the celebrated Saturday Awards Luncheon, several chapters recently conducted successful fundraising events, a testament to member engagement and support. Chapter activity over the last 30 days included: the San Diego chapter golf tournament, LA Day at the Races at Santa Anita Park, the North Bay Bocce tournament and silent auction, as well as the Mid Valley Bowling tournament. Thanks to the efforts of these and other chapters' events, CMSA will be awarding 28 scholarships totaling \$57,000 to young people from within our association this year. We will also award the Southern California Special Olympics and the Alzheimer's Association \$5000 each of our annual charitable giving.

Our Military Breakout session between 2 pm and 4 pm Friday at our convention is turning out to be another not to be missed events In addition to a program recap by International Association of Movers (IAM) vice president and resident government expert Dan Bradley and a panel discussion by in-

(PRESIDENT'S COMMENTS continued on page 9)

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(CHAIRWOMAN'S CORNER continued from page 2)

market had a direct impact on our agencies. From my perspective, the level of business and net profit we experienced was the lowest I have seen since the late 1990s. In speaking with many movers and CMSA members across the state, the struggle was very real. Some companies were faced with the difficult decision of whether to keep their doors open, while others made the sacrifice of going without paychecks themselves in order to retain their employees.

As many of you know, retaining qualified crews and office staff continues to be one of the greatest challenges we face. As owners, we are often required to make personal sacrifices because we understand that retaining that experience is critical to building and sustaining a strong organization.

I would also like to take a moment to recognize the recent passing of John Lance, who was truly a pillar in our industry. John brought a wealth of knowledge to all of us, both in the military and COD markets, and his experience and contributions will not be forgotten. My prayers are with his wife, Ber-

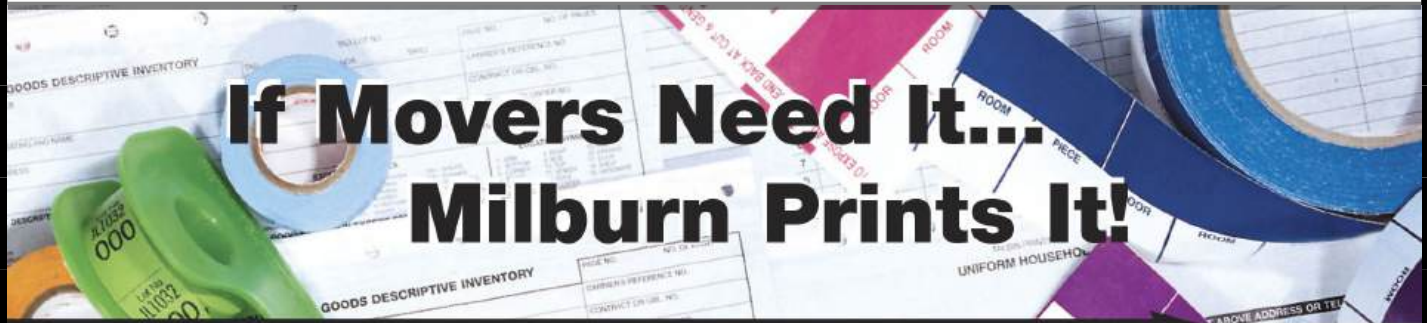
nadette, and his family during this difficult time.

Even through these challenges, our industry has proven its resilience. We continue to find ways to be innovative, to evolve, and to embrace new technologies that help us operate more efficiently and competitively. While labor will always remain an integral part of what we do, it is this balance of experience, adaptability, and forward thinking that will carry us into a stronger future.

I also encourage everyone to attend the upcoming CMSA Convention in Rancho Mirage, California. There is so much valuable information to be gained, and now more than ever, as our industry continues to face financial challenges, it is critical that we come together to support one another. The collective experience and knowledge within this association are incredibly powerful, and often, we help each other in ways we don't even realize.

I would also like to warmly welcome Griselda Gonzalez as our Chairwoman for the 2026–2027 term, with Andrea Skiff right

(CHAIRWOMAN'S CORNER continued on page 5)



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(CHAIRWOMANS CORNER continued from page 4)

behind her. Together, we are proud to recognize this as the first “trifecta” of women leaders for CMSA, a meaningful and exciting milestone for our association.

To all of the women who will be attending the convention in May, I encourage you to join us for the Women on the Move breakout session. It is always an uplifting, supportive, and insightful experience as we come together to encourage one another and continue to grow as leaders in what has traditionally been a male-dominated industry.

I would like to close with a special thank you to our President, Steve Weitekamp. His unwavering passion, not only for CMSA but for each and every one of its members, is truly remarkable. The time and effort he puts into attending events, advocating for our industry, and continuously learning is inspiring. I would also like to recognize Gale for her dedication and hard work in supporting both Steve and CMSA. Their commitment does not go unnoticed and is deeply appreciated.

Thank you for the honor of serving as

your Chairwoman—this year has meant more to me than words can express.

As I write this, Steve Weitekamp and I are preparing to attend a Personal Property Forum at Scott Air Force Base, home of US-TRANSCOM and PPA headquarters. This is an invitation-only meeting, where higher-ranking officials from select TSPs have been asked to participate. With only a few weeks’ notice, we quickly made arrangements to attend, even if it meant adjusting to other commitments. As always, Steve never misses a beat. We look forward to hearing from General Curtis and gaining insight into the future of military moving and what lies ahead for our industry.

As a move manager, I will be very candid with General Curtis and the PPA about what our industry endured this past year. When the Global Household Goods Contract failed so many service members, it was our industry that stepped in. We picked up the pieces, literally and figuratively, for families who were left with missed pickups, delayed deliveries, and without their beds and household

(CHAIRWOMANS CORNER continued on page 7)

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(CHAIRWOMANS CORNER continued from page 5)

goods. We did what we have always done: we showed up. But we did so without proper compensation, without recognition, and in many cases at a financial loss.

The reality is, the conditions created placed many of us in what felt like a sweatshop environment, forcing impossible decisions—whether to continue operating at a deficit or shut our doors entirely. That is not a sustainable model for any industry, let alone one that supports our nation’s service members.

While I do believe the future is beginning to look slightly brighter, especially with “rate reasonableness” not as spent as it was in 2025, there is still a great deal of work to be done. Meaningful changes must happen, particularly in how partnerships are structured with DOW moving forward. I am ready to be as vocal as necessary to ensure our industry is heard, respected, and treated as a true partner in the process.

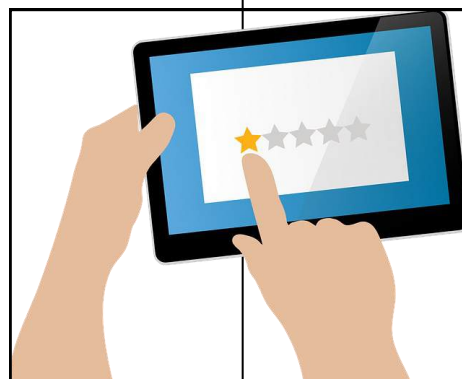
(CYBER NOISE continued from page 1)

Cyber noise also trains us to decide too quickly. In a competitive market, we feel pressure to respond first, first to call back, first to send a quote, first to “confirm” a date. Speed matters, but speed without verification is how you accept the wrong job at the wrong margin.

When everything feels urgent, we default to shortcuts: reusing last month’s pricing, skipping a site visit, taking a customer’s inventory at face value, or booking crews before confirming building rules and parking. We also over-trust the loudest signal, an angry email, a late-night text, a dashboard number, while under-weighting the quiet basics: safety, training, preventative maintenance, and cash-flow discipline. A practical rule: if a decision affects safety, liability, or margin, it deserves a pause, no matter how fast the message arrived.

Risk perception gets distorted

Cyber noise distorts risk because it amplifies what is recent and emotionally charged. One bad review, one viral complaint, or one scary phishing warning can dominate your attention, even when your bigger risks are quietly sitting in your process: incomplete paperwork, inconsistent valuation explanations, weak photo documentation, or informal subcontractor arrangements.



When the environment feels loud, we overcorrect. We may discount too deeply to “save” a lead, make a policy change based on one incident, or chase every rumor about regulations or insurance. The better approach is boring and effective: track trends, not anecdotes; review claims and callbacks monthly; and separate customer service urgency from operational risk.

If you can’t write down the risk in one sentence and name the next step, it’s probably noise, not a decision.

Choice architecture is quietly making choices for us

A lot of cyber noise is actually “choice architecture” software and workflows that nudge you toward certain actions. Defaults in your estimating tool, checkboxes in claims portals, auto-renewing vendor contracts, and “recommended” settings in email security products all make decisions feel automatic.

That’s helpful when the defaults match your strategy, and dangerous when they don’t. If your CRM pushes “fast follow-up” above qualification, you’ll book poor-fit jobs. If you only manage what a dashboard shows (leads, close rate, trucks rolling), you may miss what it doesn’t (crew fatigue, damage rates, chargebacks, cancellations, and customer expectations set at the front

(CYBER NOISE continued on page 9)

NEW MEMBER SPOTLIGHT



RunBuggy delivers on-demand, transparent vehicle transportation for Moving and Storage companies, replacing manual broker processes with instant digital pricing, real-time tracking, and vetted carrier access. The platform reduces delays, lowers claims risk, improves customer visibility, and enables movers to bundle vehicle logistics seamlessly into relocation services at scale nationwide reliably door to door.



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end).

Make your systems earn your trust: review defaults, tighten permissions, and decide, on purpose, what “good” looks like.

Group decisions get noisier, too

Cyber noise also breaks team alignment. Owners, sales, dispatch, and crews can end up working from different information because updates live in too many places: an email thread, a text chain, a CRM note, a whiteboard, a driver app message. Then the job goes sideways, and everyone swears they were told something different.

The fix isn’t more messages, it’s fewer, clearer ones. Decide what channel is for what (operations vs. customer comms vs. emergencies), name an owner for each decision, and set an escalation rule: “If it affects today’s jobs, call; if it affects tomorrow, post it in the dispatch system; if it affects policy, log it for the weekly review.”

What we can do about it

Here are a few practical, low-cost ways to reduce cyber noise and protect decision quality in a moving business.

- **Set notification rules (owner and managers):** Turn off noncritical alerts on your phone. Create two response windows a day for non-urgent emails. Use VIP notifications only for dispatch, safety, and key accounts. If everything buzzes, nothing is urgent.

- **Create a “single source of truth” for each job (ops and dispatch):** Pick the system where final job instructions live (dispatch board/TMS/CRM) and make it the rule that changes must be logged there. Pair it with simple checklists: pre-move confirmation, day-of-move checklist, and claim documentation checklist.

- **Build decision checkpoints into the week (company-wide):** Hold a 10-minute daily huddle for today’s exceptions and a weekly review for pricing, claims, safety, and customer issues. Keep cyber hygiene simple: MFA turned on, backups verified, and a clear rule that wire/payment changes are confirmed by phone.

None of this requires a new platform. It requires fewer inputs, clearer lanes, and the discipline to slow down for the decisions that can hurt you.

In moving, the “cyber noise” bill shows up as rework: a missed instruction, a preventable claim, a crew sent to the wrong access point, a margin that disappears in overtime, or a phishing click that locks up your office for a day. Protecting your attention, personally and as a team, isn’t a luxury. It’s part of running a reliable, profitable operation.

As an association, we can help by sharing what works: your best dispatch communication rule, your cleanest checklist, your simplest cyber policy.

industry experts, we will have a presentation and discussion with Movers for America (MfA) executive director Katie McMichael and representatives of the Personal Property Activity (PPA) team. The PPA’s mission is: To provide global household goods and privately owned vehicle shipment, storage-in-transit, and non-temporary storage services to Department of Defense personnel and their families, delivering a high quality, reliable, and efficient personal property program that enhances force readiness and improves quality of life.

All of this positive progress will culminate in a highlight we eagerly anticipate each

year, our 108th Annual CMSA Convention. We are pleased to convene once again at the always popular Omni Rancho Las Palmas Resort in Rancho Mirage, CA., a setting that perfectly complements the spirit of connection, collaboration, and celebration that defines our organization.

We look forward to gathering together to share information, strengthen relationships, and build enthusiasm for the important work ahead.





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123 Moving & Storage joins Bekins Van Lines

Los Angeles and Torrance-area moving service signs with fourth largest U.S. relocation company

LOS ANGELES —123 Moving & Storage has joined Bekins Van Lines' agency network as an interstate agent. Previously an independent mover, the moving and storage company joins more than 300 Bekins agents across the country in providing top quality services for families and businesses.

The Southern California moving company's general manager, Jason Cohen, got his start in the moving business when he took on moving as a side job while a college student. He realized it paid

more than what his degree would offer, so he decided to dig into the industry.

"Our companies are incredibly well-matched as partners looking to offer an excellent customer experience," said Jim Gaw, CEO of Bekins Van Lines. "While Bekins offers Jason and his team the brand name recognition our long history in the moving industry offers, the 123 Moving & Storage team has a history of taking care of their customers, which we prioritize in our agent network."

The people at the Southern California ar-

ea moving service are the main reason for its success.

"Our team is full of experienced movers, and to ensure that our movers meet our high standards of service, we regularly train our guys and have refreshers to make sure they are providing the stellar service we are known for," Cohen said. "Our staff is not only dedicated and trustworthy, but they are people who also give back to their local community."

The 123 Moving & Storage team is involved in its community

through offering relocation services for the less fortunate and often offer services to those in real need at no charge. In addition, staff volunteer regularly at schools and churches.

The company can be found by phone at (310) 618-8120, online at www.123movingandstorage.com, or in person at:

- 13401 S Main Street, Los Angeles, CA 90061
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Local moving company 123 Moving & Storage with locations in Torrance and Los Angeles, Calif., is now an interstate agent for Bekins Van Lines, Inc.

MEMORIAL BULLETIN

It comes with great sadness and heavy hearts that the Lance Family shares the passing of a beloved husband, Father, and grandfather (John), Jonathon Kevin Lance Sr.

Jonathan Kevin Lance Sr. passed away on March 26th, 2026, after a long, hard battle with cancer. He is survived by his wife of 43 years, Bernadette Lance, his 4 children, Angela Hittle, Jonathan Lance Jr, Jarrod Lance, and Jennifer Lance. He also leaves behind 4 siblings, 5 grandkids, 4 great-grandkids, and his beloved dog, Cali.

Jonathan Kevin Lance Sr. was born on April 3rd, 1959, in Glens Falls, New York. He later moved to the San Fernando Valley and spent most of his teenage years there. At the age of 14, he got his first job in the moving industry as a packer/helper, and then the rest is history.

In May of 1986, he started driving for Northridge Moving & Storage as a prime fleet driver for Atlas Van Lines. Then in 1993, he partnered with his friend Roger Babbit and opened up the branch office for Northridge Moving & Storage, where John became Vice President, running the Oxnard branch for over 40 years. John Lance Sr.



JONATHAN KEVIN LANCE SR.
April 3, 1959 - March 26, 2026

achieved many awards and was recognized nationally for his influence on the moving industry. John has been a member of the CMSA (California Moving & Storage Association) since 1986. John served on the CMSA board for 18 years and was Chairman of the Board 2017 - 2018. During his time at CMSA, he made some life-long friends.

If John Lance wasn't working, lol... he spent most of his free time with his family. He also loved watching sports, being out on the lake, good old classic rock and roll, gardening, westerns, and hanging out with his dog, Cali.

Jonathan Kevin Lance Sr. was one-of-a-kind and will be greatly missed. For anyone who knew him, he left a print on their heart forever.



Movers Scrutinize Military Shipment Award Process Reforms

Leaders Cite Gains in Objectivity but Warn of Survey Subjectivity Risks

NASHVILLE, Tenn. — The U.S. military can further improve its process for which companies are rewarded shipments within the moving and storage industry, according to a panel discussion March 16 at American Trucking Associations' Moving & Storage Conference Annual Meeting.

The Best Value Score 2.0 is a quality rating the Department of Defense uses to determine the volume of shipments a moving company receives. The rate score — based on value relative to competitors — accounts for 30% of the total. The performance score makes up the remaining 70% and is based on on-time pickup and delivery, as well as a customer satisfaction survey.

"BVS 1.0 was the customer satisfaction survey," said Michael Wilson, president at National Forwarding Co. "I think people adapted to it. The difficulties that we have today existed then with survey response rate. But the move managers were accustomed to reaching out, providing resources to attract customers, to take their customer satisfaction survey."

BVS 2.0 increased the focus on service quality when it replaced the earlier version in 2023. It reduced the weight of customer surveys and added objective performance measures. The earlier performance score was weighted much more heavily toward the surveys.



From left: M. Dyer Global's Anthony Shipp, SGS Move Management's Jamie McDaniel, National Forwarding Co.'s Michael Wilson and DN Van Lines' Oded Carmi

"They were trying to get to a point where they can increase the quality of the move for the transferees, and so they put in additional criteria," said Anthony Shipp, president at M. Dyer Global. "In 2018, that year was a pretty bad year. I think that sort of became a catalyst for the need for some sort of change to put different metrics in place in order to improve the quality."

BVS 2.0 also added a claims score measure aimed at addressing how the old system impacted a company's ability to receive shipments based on how it handled claims. Shipp noted the data collection periods were shortened.

"What I really didn't like about BVS 1.0 is that there wasn't consistency," said Oded Carmi, president at DN Van Lines. "You could look at yourself as an asset and service providing agent, and you look one year and your average score was one way, and the next year it's another."

The Best Value Score 2.0 is a quality rating the Department of Defense uses to determine the volume of shipments a moving company receives. (Dimensions/Getty Images)

Carmi stressed his opposition to how much the survey is weighted toward a subjective measure, especially since the newer customer survey replaced the 12-point score with sad-to-happy face icons to rate experiences with moving companies. He

(MOVERS SCRUTINIZE continued on page 14)

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(MOVERS SCRUTINIZE continued from page 12)

pointed out that, essentially, multimillion-dollar business decisions could be influenced by what smiley face the customer likes.

“They’ve broken down the criteria of that [BVS] to make it more reflective of actual service provided,” SGS Move Management CEO Jamie McDaniel said. “There’s 20% that’s still the customer service score — which, we’re still battling that naysayer bias and the low return rate that they have there — 20% is now claims, and this is something they’ve been trying to figure out for a while.”

McDaniel noted the survey initially had several criteria for evaluating claims — which he saw as impossible to live up to — but the number of criteria was reduced in the new survey.

“I know that for the people that aren’t really into this, that sounds like the most boring thing in the world,” Carmi said. “I can tell you that knowing the rules allows us to be a better provider. It allows us to do a better job for the move managers, which, in turn, makes them want to work with us more. So

knowing this stuff is important.”

Patrick Brennan of Cox Fleet talks about the common missteps that fleets make in planning for future maintenance and operational needs. Tune in above or by going to RoadSigns.ttnews.com.

Carmi said that within the performance score, the pickup score has additional criteria, with 50% based on whether the pickup occurred within a designated seven-day load spread. The score also is based on whether the pickup happened within two government business days before its scheduled loading. The last major part is updating the Defense Personal Property System.

“It’s communication, especially during the summer, during peak season,” Carmi said. “Some of these things, you need buy-in from the [Joint Personal Property Shipping Offices], and you email them, and it just goes in a black hole. ... Those are for the type of exceptions where you do need to pick up a shipment outside of the spread, or there is a situation where you don’t want to lose points. I think that’s the biggest challenge.”

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| Thurs., April 30 | Northern Region Chapter Meeting |
| Fri., May 1, | Sacramento Chapter Golf Tournament |
| Fri., Oct 2 | Monterey Bay Chapter Cardinale Classic Bocce and Golf Tournament |

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NOR-CAL Moving Services seeks a proven HHG Consumer Sales Professional with strong closing results and solid Moving & Storage industry experience.

Highly computer literate, disciplined, and performance-focused. Competitive Draw + Commission with strong income potential and exceptional operational support. Submit resume and letter of interest to:
HR@nor-calmoving.com

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

Blue Chip Moving and Storage, is seeking an experienced Office/ Commercial salesperson - great support benefits.

Please e-mail Mike Sarro at:
Michael@bluechipmoving.com



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Association Leaderboard Report

CA Leaders for the Month		Total
1	All-Ways Moving & Storage, Inc.	106 lbs
2		
3		

CMSA Report Food Collected and Delivered

Monthly	Year to Date	All Time
106 lbs.	2,307 lbs.	2,695,951 lbs.
88 meals	1,993 meals	2,246,625 meals

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108th Annual CMSA Convention Registration Form

May 12 - 17, 2026



EARLY REGISTRATION DEADLINE: MARCH 31, 2026
FULL registrations paid by MARCH 31, 2026 are eligible for the drawing to win \$350 credit towards 2027 Conv. Registration

First CMSA Convention? (Y/N) _____
 Interested in joining the CMSA Young Professionals Group? (Y/N) _____

Register the following company's representatives.

Name _____ Badge First Name _____
 Name _____ Badge First Name _____
 Name _____ Badge First Name _____
 Company _____ Phone (____) _____ Email _____
 Address _____ City _____ State _____ ZIP _____

Date of Arrival _____ **Date of Departure** _____

REGISTRATION FEE:

	Before <u>April 13</u>	After <u>April 13</u>
CMSA MEMBER or GUEST (13+ yrs.)	\$675.00	\$775.00
CHILDREN'S PRICE (up to 12 yrs.)	\$510.00	\$530.00
NON-MEMBERS (each)	\$852.00	\$952.00

Sponsors & Exhibitors—Please use appropriate forms to ensure proper handling of complimentary registrants.

Dietary Restrictions (e.g. vegetarian, gluten-free, vegan, etc.): _____
We will notify you whether or not your requests can be accommodated and if any additional fees are necessary.

Enclose registration fees with this form. Make checks or money orders payable to **CMSA** or use your **Credit Card**. Credit card registrations may be e-mailed to giwashita@thecmsa.org,
 () Visa () MC () AMEX () Check enclosed Amount \$ _____

Name on Card _____ Card # _____ Exp. Date _____
 Card Billing Address _____
 CVV Number _____

****CANCELLATIONS:** *Cancellations made before **April 13, 2026** will be subject to administrative fees plus any incurred costs. After **April 13, 2026**, we will be unable to give refunds. Substitutions will be accepted, but we need to know at least one week in advance.*

ROOM RESERVATIONS: Call Omni Rancho Las Palmas at 1-800-843-6664 to make reservations and reference the following group code **CMSA** to receive the special group rate. You can also use this link to make your reservation online. <http://bit.ly/429avqT>. Reservations must be made by **April 20, 2026** to guarantee the special group room rate. All major credit cards are accepted for deposit. Special CMSA rates apply to extended stay three days before and after the convention dates based on availability, so make reservations ASAP!

RETURN COMPLETED FORM TO: CMSA, 10900 E. 183RD ST., STE 300, CERRITOS, CA 90703
 OR EMAIL TO: giwashita@thecmsa.org

2026 CMSA Convention Schedule

Omni Rancho Las Palmas

Rancho Mirage, CA

TUESDAY, MAY 12

3:00 p.m. – 5:00 p.m.

Executive Committee Meeting (Lavender Room)
(Executive Committee Members Only)

6:00 p.m. – 10:00 p.m.

Movers & Shakers Reception/Dinner
Mandatory RSVP event. (Sunrise Terrace)

WEDNESDAY, MAY 13

8:30 a.m. – 5:00 p.m.

Registration Desk Open

9:30 a.m. – 3:30 p.m.

Board of Directors Mtgs (Salons 6-8)

9:30 a.m. – 10:00 a.m.

Insurance Committee Mtg (Salons 6-8)

10:00 a.m. – 11:00 a.m.

Government Affairs Committee Mtg (Salons 6-8)

11:00 a.m. – 11:30 a.m.

Membership Committee Mtg (Salons 6-8)

11:30 a.m. – 12:30 p.m.

Military Affairs Committee Mtg (Salons 6-8)

THURSDAY, MAY 14

7:30 a.m. – 8:30 p.m.

Registration Desk Open

8:30 a.m. Check-in

Golf Tournament – Rancho Las Palmas Golf Course

10:00 a.m. – 11:30 a.m.

Women on the Move (Begonia Room)

8:00 a.m. – 5:00 p.m.

Exhibitors Setup (Las Palmas Ballroom)

4:00 p.m. – 5:00 p.m.

Young Professionals Meeting (Salons 6-8)

5:00 p.m. – 6:00 p.m.

Associate Member Committee Mtg (Salon 5)

6:30 p.m. – 9:00 p.m.

Exhibitors Welcome Reception (Las Palmas Ballroom)

FRIDAY, MAY 15

8:00 a.m. – 11:00 a.m.

Registration Desk Open

8:30 a.m. – 9:30 a.m.

Desert Bloom Buffet Breakfast (Salons 5-8)

9:30 a.m. – 12:00 p.m.

General Business Session (Las Palmas Ballroom)

12:15 p.m. – 1:30 p.m.

Canyon Breeze Luncheon (Salons 5-8)

2:00 p.m. – 4:00 p.m.

Military Breakout Session (Las Palmas Ballroom)

EVENING FREE

SATURDAY, MAY 16

8:00 a.m. – 11:00 a.m.

Registration Desk Open

8:30 a.m. – 9:30 a.m.

Oasis Morning Buffet Breakfast (Salons 5-8)

9:30 a.m. – 12:00 p.m.

General Business Session (Las Palmas Ballroom)

12:30 p.m. – 2:30 p.m.

Booth Tear-Down (Las Palmas Ballroom)

12:30 p.m. – 2:30 p.m.

Sands of Opportunity Awards Luncheon (Salons 5-8)

6:00 p.m. – 7:00 p.m.

Chairman's Reception (Las Palmas Ballroom)

7:00 p.m. – 11:00 p.m.

Chairman's Dinner/Ball (Las Palmas Ballroom)

CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

Omni Rancho Las Palmas
41000 Bob Hope Drive
Rancho Mirage, CA 92270
(760) 568-2727

THURSDAY, May 14, 2026
9:00 A.M. SHOTGUN START
(Golfers should arrive at course by 8:30 a.m.)



Dress Code:

Acceptable Attire: Men—collared shirts, slacks or golf shorts.

Women—dresses, skirts, slacks, mid-length golf shorts.

Unacceptable Attire: Men—tee shirts, tank tops, denim, cut-offs or swimsuits.

Women—halter top, tee shirts, tank tops, denim, cut-offs, or swimsuits.

Soft-spikes or spike-less shoes are required for both men and women.

**EVENT PARTNERS: CHAMPION RISK & INSURANCE SERVICES, L.P.
and VANLINER INSURANCE COMPANY**

ENTRY FEE — \$135.00 per person / Includes: green fee, shared cart, and range balls

Primary Contact:

Golfer 1: _____ Company: _____

Phone: _____ Email: _____

List golfers in your foursome. (Foursomes will be formed by CMSA unless listed below.):

Golfer 2: _____ Company: _____

Golfer 3: _____ Company: _____

Golfer 4: _____ Company: _____

Refunds are subject to a \$25 processing fee. No refunds for cancellations after April 15, 2026.

Enclose golf fees with this form. Make checks payable to **CMSA**, or use your Visa or Master Card.

() Visa () MC () Check enclosed Total Amount: _____

Name on Card: _____ Card #: _____

Exp. Date: _____ Three-Digit Code: _____

Billing Address & ZIP Code: _____

Phone: _____ Email Address: _____

GOLF CLUB RENTAL FEES ARE PAID DIRECTLY TO THE PRO SHOP—NOT CMSA.

If you would like to reserve a set of golf clubs, please provide a count below so that the pro shop will be sure to have enough on hand and ready for you to pick up. Golf club rentals are available at the pro, price TBD per set.

Enter # of Rental Sets: ___ Men's RH ___ Men's LH ___ Women's RH ___ Women's LH

Please mail this form, with payment to: CMSA, 10900 E. 183rd St., Suite 300, Cerritos, CA 90703
or email to: giwashita@thecmsa.org

2026 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:

Thurs., April 24	Exhibitors Welcome Reception	\$225.00
	Golf Tournament Registration (USE GOLF FORM)	\$135.00
Fri., April 25	Desert Bloom Buffet Breakfast	\$70.00
	Canyon Breeze Luncheon	\$100.00
Sat., April 26	Oasis Morning Buffet Breakfast	\$70.00
	Sands of Opportunity Awards Luncheon	\$100.00
	Chairman's Reception & Dinner/Ball	\$210.00

Additional Ticket(s) Order Form:

ATTENDEE NAME	EVENT	FEE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
GRAND TOTAL:		_____

Special Food Requests (e.g. vegetarian, vegan, etc.): *We will notify you whether or not your requests can be accommodated and if any additional fees are necessary.*

TICKETS WILL BE COLLECTED AT THE DOOR PRIOR TO ALL FOOD FUNCTIONS!

Tickets will be included in your registration packet. Cancellations made before April 13, 2026, will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After April 13, 2026, no refunds will be given.

Contact Name _____ Company _____
 Phone _____ Email _____

() Visa () DISCOVER () MC () Check Enclosed Amount \$ _____

Name on Card (if different) _____

Card # _____ Exp. Date _____ Three-Digit Code on Back of Card _____

Card Billing Address _____ Card Billing ZIP _____

Return completed order form and payment to: CMSA, 10900 E. 183rd St., Ste. 300, Cerritos, CA 90703
 OR EMAIL to: giwashita@thecmsa.org For questions, call Gale Iwashita at (562) 865-2900.