

The Communicator

T H E C A L I F O R N I A M O V I N G & S T O R A G E A S S O C I A T I O N

CMSA Officers Invite Members to Attend Convention



**Chairman
Jay Casey**
Casey Moving Systems
Ceres, CA



**Vice Chairman
Patrick Longo**
Andy's Transfer & Storage
Glendale, CA



**Secretary/Treasurer
Robert Fraser**
Redwood Moving & Storage
Healdsburg, CA

"Our Convention is right around the corner and a great place to see old friends and meet new ones. It's been a great year and I can't think of a better place to celebrate our successes.

Our theme this year: 'Charting A Course to Excellence.' This Convention will be a great place to talk with fellow agents and associate members to find out the latest and greatest on what we can do to better our operation and sales team while improving customer service along the way.

This year, we are staying at Paradise Point Resort & Spa in beautiful San Diego. I'm looking forward to hearing from our van line panel on their predictions of the upcoming peak season as well as listening to some of motivating guest speakers. Be sure to schedule time to meet our Associate members at their booths, to lean in on what they have to offer to make our jobs easier. So, please join me and my family at the 97th CMSA Convention. I'm excited on learning the best way to chart our course to excellence. Thank you for your support and I'm looking forward to seeing you and your team."

"Can you believe in only a short time, we will be holding our 97th Annual CMSA Convention? Time is moving at warp speed, and it is extremely important that we step back and take some time to relax and enjoy spending time with our industry brothers and sisters. General sessions, golfing, Friday night dinner at MCAS Miramar and, of course, the Saturday night Chairman's Ball is a great way to accomplish this.

Beautiful Paradise Point Resort & Spa will be our destination this year. This family-friendly Mission Bay Island resort offers many water activities on property, is just minutes away from downtown and is adjacent to the famous Sea World Adventure Park. The resort has California Beach-style bungalows and known as one of the top San Diego meeting facilities.

We are 'Charting a Course' to excellence this year. The industry is starting to really turn the corner in the right direction, and it is important that everyone pulls together and has a plan to take their business to the next level.

Look forward to seeing you in San Diego on April 30."

"How are you planning to navigate your business through the challenges and changes that are sure to arise in what is shaping up to be another busy moving season? To ensure customer satisfaction and profitability, why not join us in 'Charting a Course to Excellence' at the 97th Annual CMSA Convention?"

If you've never been to a CMSA Convention, I would highly encourage you to pack up (no pun intended) the family and head on down for what is sure to be an educational, enlightening, motivational, rewarding and FUN time. We've got Associate members sharing their wares and innovative ideas to help keep your business sailing along. We've got motivational speakers to keep you focused and grounded. We've got a military breakout session and a van line panel to keep you on the cutting edge. We're sure to have plenty of sun, water and good old Southern California fun for you!

Please register today for all of the programs and events. Do not miss this year's Chairman's Ball. You should even find time to splice the mainbrace with Chairman Casey (look it up). Fair Winds!"



Chairman's Corner

By: Jay Casey

Just recently, I attended the Ceres Chamber awards ceremony at my local community center. The room was full of active businesses, involved citizens and community service clubs. Everyone, all 450 or so attendees, had one thing in common: commitment. These people and businesses were nominated because of the great things they do to make the community a better place.

When you get that many people in the same room for the same reason, you hear some strong, inspirational messages. Every accep-

tance speech acknowledged the other nominees as winners. They all had similar messages, dedication to community service and loving their family and God. All of it was due to the fact that no matter what, it was the right thing to do.

I think we can all be inspired by the people in our lives. Whether they are good friends, family or just acquaintances, if we just slow down and listen, there are life lessons to be learned. Personally, this year of my chairmanship, my life has changed for the better. I have traveled the state and learned what other movers are doing. I have seen firsthand the commitment and drive of our CMSA members. I am proud of your accomplishments and look forward to seeing the future where we all take commitment to the next level.

Want to get more involved in the CMSA community?

Check out the Calendar of Events on Page 20 for upcoming events!

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President's Comments

By: Steve Weitekamp

Peak season 2015 is quickly approaching, and based upon recent visits and conversations with members, California movers are preparing for what hopefully will be another busy moving season. This summer will also be the midpoint of the decade. It seems cliché to say the 2010s have been a time of ever increasing change at an ever more rapid pace, yet it doesn't make it any less correct. Our world is ever more interconnected, and events in areas far outside our sphere of influence can have a dramatic impact on national, regional or even local markets.

Our industry has seen significant change in the last few years. Methods of service change. These changes include electronic engagement and paperwork and the ever-broadening use of containerization are examples of adapting to the wants and expectations of a segment of the marketplace. Regardless of the methods of ser-

vice, successful operators are in tune with their customers and are willing to adjust to provide the services they desire. Technology and social media result in the expectations of the market changing at an ever increasing pace. Positive and negative impressions can impact the success of an operation, a network or even an industry.

CMSA's leadership, both on the Board and in the chapters, is working to ensure that our Association remains forward-thinking and a resource for our membership. One of our core values is recognizing the importance of being engaged in discussions and the exchange of ideas with others in our Association. Sharing best practices and the free exchange of ideas is an important part of a strategy to adapt and grow.

Our upcoming Convention is a valuable opportunity to gather with colleagues from around the state and vendors and van lines from around the country. Be a part of your Association's annual Convention: Register today by calling the CMSA office at (562) 865-2900 or by visiting the 2015 CMSA Convention kiosk at <http://www.thecmsa.org/html/convention/2015-97th-paradise-point/default.htm>.



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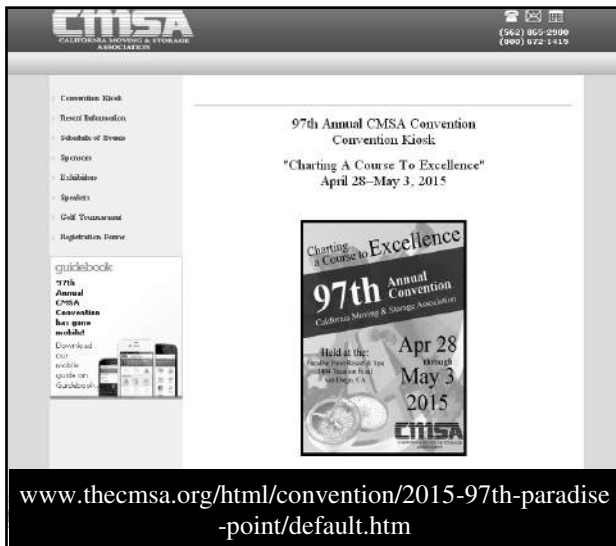
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Have you signed up for the 2015 CMSA Convention in San Diego?



www.thecmsa.org/html/convention/2015-97th-paradise-point/default.htm

Call CMSA at (562) 865-2900 to register today or visit our Convention kiosk online!

Past CMSA Scholarship Recipient Becomes Licensed Therapist



Ashley Danner received a CMSA Scholarship in 2005 and attended the University of San Diego (USD). She finished her studies at USD with a bachelor's degree in Psychology.

Danner continued her education to earn her master's degree in Marriage and Family Studies at USD. While attending USD, Danner also worked with young adults in the juvenile justice system and their loved ones.

She is now a senior staff clinician and marriage and family therapist at the Hanblecya Treatment Center, a treatment center for adults suffering from mental illnesses.

Congratulations, Ashley, on all your success!



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Speakers Charting the Winning Course for CMSA Members at the 2015 Convention

CMSA members will be “Charting A Course to Excellence” by attending the 97th Annual CMSA Convention in San Diego, California! Held at the Paradise Point Resort & Spa, this year's Convention will be jam-packed with valuable information for the summer season ahead. This year's theme will review recent complex industry issues with which CMSA members must navigate and will receive industry tips on how to avoid going against the tide for a successful year.

Kicking off the Convention is the CMSA's Executive Committee meeting on Tuesday afternoon. In the evening, the invitation-only Movers and Shakers Reception and Dinner will be held in honor of this year's CMSA leadership: all Board members, Chapter Presidents and Committee members. The Movers and Shakers Reception will be sponsored by **Gateways International Inc.**, and the dinner will be sponsored by **TransGuard General Insurance Company of**

America.

The Insurance Committee, Government Affairs Committee, Membership Committee and Military Affairs Committee meetings will convene on Wednesday morning. After a brief lunch break, the Association's outgoing Board of Directors and incoming Board of Directors will convene their meetings. As always, attendees are welcome and encouraged to sit in during all committee meetings to learn about industry news and issues.

For members just arriving at Paradise Point that day, the Convention registration desk will be available in the Paradise Foyer, just outside the Paradise Ballroom, for attendees to pick up their registration packets and event tickets.

On Thursday morning, golf enthusiasts can tee off at the Riverwalk Golf Club for the Convention Golf Tournament. The golf tournament, sponsored by **Pioneer**, will start with its

(2015 Convention cont. on page 6)



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(2015 Convention cont. from page 5)

modified shotgun at 8:30 a.m. with a \$10,000 hole-in-one prize on the eighth hole, sponsored by **TransGuard General Insurance Co. of America**. The hotel's Paradise Ballroom will be open 8 a.m. through 4 p.m. for exhibitors to set up their booths for the Thursday night Exhibitors Welcome Reception.

The highly anticipated Exhibitors Welcome Reception, sponsored by **New Haven Moving Equipment**, is another highlight of the CMSA Convention. The event allows moving company management to connect with the Association's Associate members for potential services and products in the market. The event will have an ongoing photo slideshow of past CMSA events as well as hors d'oeuvres and beverages served throughout the night.

The Paradise Point Breakfast, sponsored by **CardConnect**, will start the day's activities in the Paradise Ballroom. Following breakfast, the

Friday General Business Session master of ceremonies and 2000–2001 CMSA Chairman **Chris Higdon of California Moving Systems**

will conduct the yearly roll call to welcome this year's attendees. Then, the 2015 Convention keynote speaker, **Alvin Law**, will grace the stage to give a presentation on how to overcome personal and professional challenges.

Law was one of more than 13,000 babies who suffered physical deformities in the early 1960s because of a morning sickness medication called Thalidomide: He was born with no arms. His birth mother had given him up for adoption in the hope of a family who was prepared to give him a better life. His foster mother, Hilda Law, nursed him back to health and helped him learn to use his feet for day-to-day tasks.

Encouraged by his foster mother and his supportive teachers, **Law** learned that he had a



**2015 Convention
Keynote Speaker**
Alvin Law

(2015 Convention cont. on page 7)

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**MOVER'S
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gift for music. With hard work and discipline, he graduated high school, graduated college and became an award-winning musician and disc jockey in FM radio. In 1981, he took a hiatus from his disc jockey career and pursued motivational speaking. His storytelling inspires his audience to reach their goals, even in the face of adversity.

The 2014–2015 CMSA Chairman **Jay Casey** of **Casey Moving Systems** will take the stage next to share his experiences from the past year visiting chapters with CMSA President **Steve Weitekamp** and a few anecdotes of lessons he learned while involved in industry issues. He will also show a few photos of his journey with **Weitekamp** that are the most memorable of his year.

Following **Casey**, CMSA President **Steve Weitekamp** will review the Association's progress in legislative matters in 2014, including meetings with the CPUC regarding further actions against illegal operators.

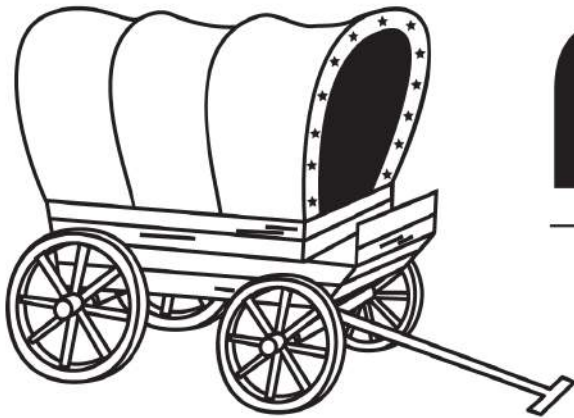
Finishing the General Business Session, Federal Motor Carrier Safety Administration officials will speak to delegates about their an-

nouncement for the agency's new campaign to target illegal operators performing interstate moves and what licensed operators can do to help in the program.

The Mission Bay Luncheon, sponsored by **Paul Hanson Partners Specialty Insurance**, will follow the morning general business session. Our luncheon speaker will be American Moving & Storage Association (AMSA) President & CEO **Scott Michael**. He will discuss the national moving trends and what CMSA members can expect in business for the 2015 summer season.

After lunch, the Military Affairs Breakout Session will start with the International Association of Movers (IAM) President **Terry Head** giving a short update on the current policies of the DP3 program and what moving companies can expect to see in the upcoming summer season. Following **Head's** presentation, the Military Affairs Breakout Session will take place with the top military move specialists discussing capacity and customer issues that lie ahead. Convention delegates can ask panelists questions after their discussion on other aspects of the military move market.

(2015 Convention cont. on page 8)



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(2015 Convention cont. from page 7)

After a day of professional talks and industry discussions, relax and enjoy the Friday night's off-site dinner event at the Marine Corps Air Station (MCAS) Miramar, with shuttle transportation sponsored by **Dewitt Move World Wide/Royal Hawaiian Movers.**

Special Note: Photo ID is required. Only attendees registered for the event are allowed on base. Giving your ticket to someone not registered for the event could result in the cancellation of the event! No tickets for this event will be sold at the Convention. Due to high security measures, all attendees must use the motor coach transportation arranged by CMSA to attend the event as no privately owned vehicles are allowed on base. There will be a behind-the-scenes tour of the Marine Corps base as well as a catered dinner for members to enjoy. The off-site event is sponsored by **Kentucky Trailer, Andy's Transfer & Storage, Arpin Van Lines Inc., Atlas Van Lines Inc., UniGroup Inc., National Van Lines Inc., North American Van Lines, Stevens Worldwide Van Lines Inc.** and **Wheaton | Bekins.**

The Island Sunrise Breakfast kicks off the Saturday morning during the Convention. After breakfast, the Saturday General Business Session will start off with International Association of Movers (IAM) President **Terry Head**, who will present the state of the international relocation market and the global migration trends of 2014.

Next, Van Line Panel moderator **Brian Larson** of **Mother Lode Van & Storage Inc.** will introduce this year's panelists to discuss industry trends, capacity improvements they implemented in their companies and what their expectations are for interstate moves this year. The audience will have an opportunity to ask any burning questions they may have regarding the interstate industry at the end of the discussion. Following the Van Line Panel, **Alan Jobe** of the Claims Prevention and Procedure Council will give a "Claims 101" presentation and **Adam Lowy** of Move for Hunger will comment about how much impact CMSA members have had on the organization since Move for Hunger and CMSA joined forces last year.

The Convention continues on with its Excellence Awards Luncheon, sponsored by **Champion Risk & Insurance Services, L.P.**

(2015 Convention cont. on page 10)



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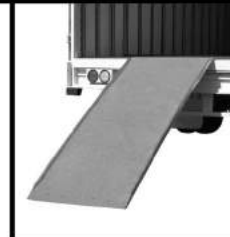
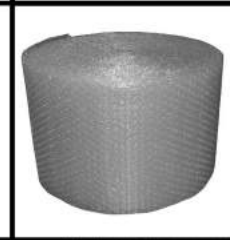
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(2015 Convention cont. from page 8)

and **Vanliner Insurance Company**. A highlighted event at the Convention, it is a time for the Association to recognize its leadership in help raising funds for its Scholarship Fund and the Special Olympics. Chapter Presidents will be recognized for their efforts during the year and will receive an award for their dedication to the CMSA. This year's scholarship recipients will have a chance to attend the event and say a few words to thank the membership and describe their education aspirations. This year, scholarships will be handed out to college and vocational students as well as a \$7,500 donation will be given to the Southern California Special Olympics. The additional \$2,500 to the Association's annual \$5,000 Special Olympics donation is due in part to some CMSA members who have made extra contributions to the fund in memory of 1997–1998 CMSA Chairman Sue Geissel, who passed away in November 2014.

The Saturday night Chairman's Reception

and Dinner/Ball, sponsored by **CDS Moving Equipment Inc.**, is the final highlight of the 2015 Convention. Attendees will first be introduced to the 2015–2016 CMSA officers and their significant others as well as the 2015–2016 CMSA Chairman **Patrick Longo** of **Andy's Transfer & Storage**, who will be escorted by former CMSA Chairmen.

Senior Chairman **Jay Casey** of **Casey Moving Systems** will receive the honorary CMSA lifetime membership and pass the gavel to Chairman-elect **Patrick Longo**. Delegates will dance throughout the night in celebration of the newly installed CMSA Chairman.

Join us in "Charting A Course to Excellence" at the 97th Annual CMSA Convention in San Diego! Full registrations that are paid by February 28 will be entered in a \$50 cash raffle! Register today by calling the CMSA office at (562) 865-2900 or visit the Convention kiosk on the CMSA website at <http://www.thecmsa.org/html/convention/2015-97th-paradise-point/default.htm>.

International Association of Movers Names Charles L. White Senior Vice President

The International Association of Movers (IAM) is pleased to announce that Charles L. "Chuck" White has been promoted to the position of Senior Vice President.

Since joining the association 10 years ago, White has served as director of government & military relations, representing IAM's member companies as liaison to the U.S. Department of Defense Personal Property Program, the U.S. Department of State and the U.S. General Services Administration as well as advancing advocacy efforts on Capitol Hill. He will continue his involvement in these important areas while taking on a greater role within the association.

"Chuck's aptitude and his contributions to the [a]ssociation's mission, its membership and the moving industry as a whole have been invaluable," said IAM President Terry R. Head. "His expanding role will continue to enhance IAM's strategic direction and growth, and ensure the leadership stability the organization has bene-

fited from since its humble beginnings some five decades ago."

Charles White has been involved in the moving industry since 1994, when he began work for Executive Moving Systems in Woodbridge, Virginia. During his time there as director of sales and marketing, White became active in IAM (then known as the Household Goods Forwarders Association of America) and served in an elected position on the association's governing board for four years. In 2005, he joined the IAM staff.

White holds a bachelor's degree from the University of Maryland—College Park, a masters of education (M.Ed.) from George Mason University, and is a Certified Association Executive (CAE), the highest professional credential in the association industry. His previous experience includes teaching high school biology and coaching football in Maryland and Northern Virginia.



Where is America Moving?

Atlas Van Lines Announces 2014 Migration Trends

EVANSVILLE, Indiana — According to one of the nation's leading movers, the 2014 Atlas Van Lines Migration Patterns study found that seven U.S. states experienced a shift in their migration status in 2014. The study also found that 25 states registered as balanced, meaning that moves in and out of the states were roughly equal. Additionally, the data showed the overall number of moves was down slightly compared to 2013. Atlas has conducted the study since its origination in 1993 to track the nation's interstate (or between states) moving patterns year to year as reflected in moves handled by Atlas.

In 2014, 25 states remained balanced, 11 states remained outbound and seven states, plus Washington D.C., remained inbound. Formerly inbound state Montana became balanced. And after spending 2013 as balanced states, Missouri, Vermont and West Virginia became outbound while Florida, Mississippi and Washington became inbound.

For the third consecutive year, the highest number of moves involved California, Texas and Florida. Coming in at the top for 2014 is California with 13,967 moves, followed by Texas with a close second of 13,137 moves and then Florida with 10,226 moves. For the second consecutive year, North Dakota had the highest percentage of inbound moves, with 64 percent of all moves being inbound. The state of New York experienced the highest percentage of outbound moves totaling 61 percent, coming in just above Illinois and Delaware.

"It is vital for not only the moving industry, but also our nation, to track migration patterns and better understand why and where individu-

als are relocating," said Jack Griffin, president and COO of Atlas World Group. "Our annual study produces tangible insights for people, companies and industries that may help influence business or personal growth."

In 2014, the total number of interstate and inter-provincial moves reached 76,979, slightly down from 77,308 in 2013. In addition, regional trends show changes occurred in the West, Northeast, South and Midwest. The most significant changes took place in the Canadian Provinces.

place in the Canadian Provinces.

Northern States

The Northern states saw one major change from 2013 to 2014, with Vermont going from a balanced to outbound state. The remainder of the states did not undergo any status change in 2014. New York and New Jersey have been outbound for more than 12 years, while Washington, D.C., remains the only location in the area to be inbound

over that same time span.

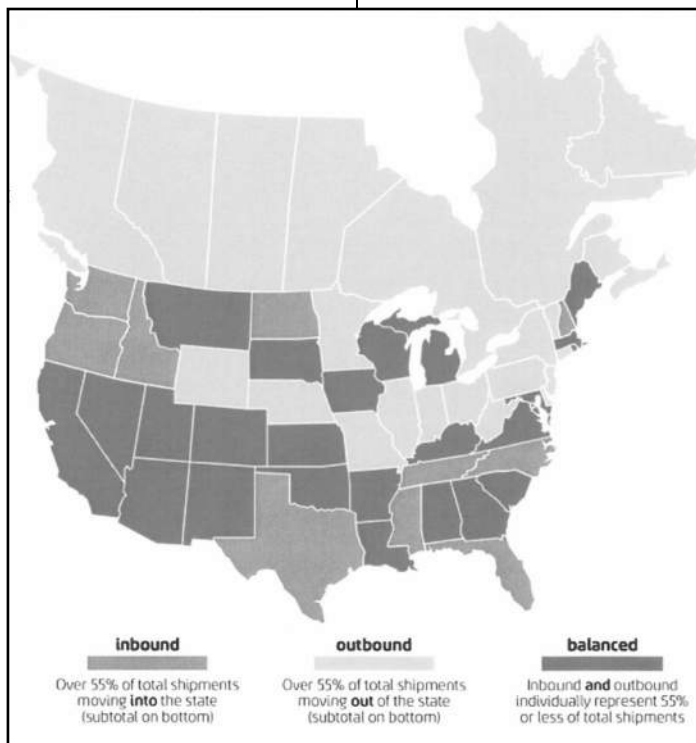
Southern States

The Southern states had three status changes, with Florida and Mississippi going from balanced to inbound states. West Virginia also shifted from balanced to outbound. Once again, Florida ranks in the top three states with the highest number of moves.

Midwestern States

The Midwestern states remained the same in 2014, with the exception of Missouri going from balanced to outbound. Similar to 2013,

(2014 Migration Patterns cont. on page 12)



(2014 Migration Patterns cont. from page 11)

North Dakota was the only state in the region to register as inbound.

Western States

The Western states registered two changes: Montana went from being inbound to balanced while Washington changed from balanced to inbound in 2014. Similar to 2013, the majority of the western United States remained balanced.

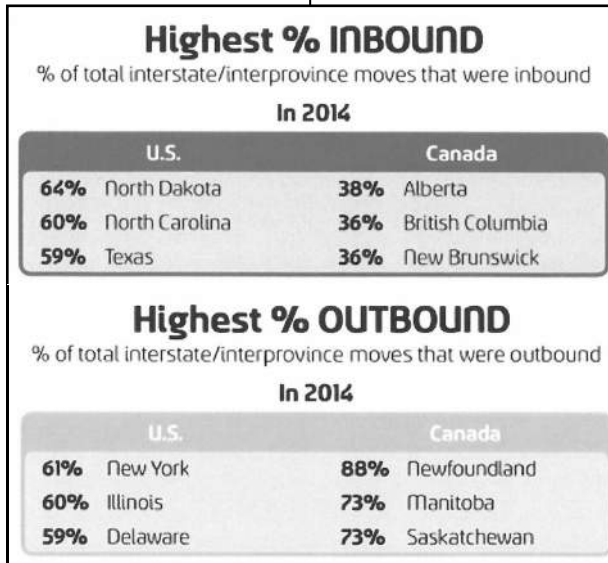
Canadian Provinces

The most significant change for 2014 occurred in the Canadian Provinces where five provinces changed status: Alberta and New Brunswick went from being balanced to outbound; Newfoundland and Prince Edward Island went from being inbound to outbound; and Northwest Territories went from outbound to inbound. In addition, the Yukon Territory be-

came outbound.

How Status is Determined

Each state's or province's status is determined by its threshold value, which is the total number of shipments multiplied by 0.55 (i.e., in a state with 100 moves, at least 55 must be outgoing to be considered outbound). All other states or provinces in which outbound or inbound numbers don't exceed the threshold are classified as balanced. Shipments noted for Canada are cross-border to the U.S. or from the U.S. (not inter-provincial).



To view full results of the 2014 migration patterns, a map and annual

histories for each state, visit www.atlasvanlines.com/migration-patterns/. For an infographic on the results, visit www.atlasvanlines.com/infographics/2014-migration-patterns/.

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Governor Outlines Agenda for Final Term in Office

Fixing Roads and Bridges, Cutting Carbon

Governor Edmund G. Brown Jr. on Monday was sworn in for an unprecedented fourth term and combined his inaugural address with his annual State of the State speech.

In a review of accomplishments from his previous term, the Governor highlighted the bipartisan support for and voter approval of Proposition 1, the bond measure to fund water infrastructure, and Proposition 2, establishing the rainy day fund.

He also noted that local schools have received substantial increased support and touted the new system of school funding, the Local Control Funding Formula, which allows more funding decisions to be made at the local level.

Turning to his vision for his upcoming term, the Governor highlighted two major priorities: infrastructure funding and the next phase of climate change policy.

Transportation Funding

On infrastructure funding — including water

delivery infrastructure and the need to improve roads, highways and bridges — the Governor recognized that there are inadequate resources for upkeep and maintenance of the latter.

He estimated that the state has deferred maintenance and upkeep needs of \$59 billion. “Each year, we fall further and further behind,” he warned, “and we must do something about it.”

Climate Change

The Governor spent a significant amount of time talking about the need to reduce carbon and announced three ambitious goals to be accomplished in the next 15 years:

- Increase from one-third to 50 percent electricity derived from renewable sources.
- Reduce today’s petroleum use in cars

(Governor’s Agenda cont. on page 14)



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(Governor's Agenda cont. from page 13)

and trucks by up to 50 percent.

- Double the efficiency of existing buildings and make heating fuels cleaner.

He voiced one caveat: that in working toward these goals, California "must demonstrate that reducing carbon is compatible with an abundant economy and human well-being."

Budget

Governor Brown's other priority for his final term is fiscal responsibility for the state budget, which was scheduled to be announced on Friday, after *Alert* went to print.

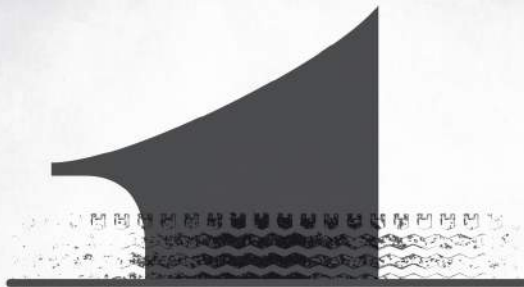
The California Chamber of Commerce will provide a recap of the Governor's proposal via the web and the new version of the CalChamber Alert App. To receive the update, download Version 2.0 at www.calchamber.com/mobile. Due to the app's move to new publishing platform, even users who previously downloaded the app will need to download it again.

Source: California Chamber of Commerce, *Alert*

Congratulations to Gold Medal Moving and Storage for winning their Stevens Van Lines awards!



Alex Uribe (second from left) and Robbie McKee (center) of Gold Medal Moving and Storage in Orange County receive their 2014 Agents Awards from Morrie Stevens Sr. (far left), Morrie Stevens Jr. (second from right) and Roger Wise at the Stevens Agents Convention & Trade Show at the Westin Resort in Ft. Lauderdale, Florida.



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The Northern Region Chapter Crab Feed Another Success at the Spinnaker Yacht Club

The Northern Region Chapter held its 6th Annual Crab Feed Fundraiser benefiting the CMSA Scholarship Fund and the Special Olympics on Friday, December 5, 2014.

Held again at the Spinnaker Yacht Club, the Northern Region Crab Feed was fully supported by chapter members and even enjoyed a few supporters from other chapters. Sold out at 80, the event had a very festive atmosphere.

The crab was superb this year! Sweet, succulent, and plentiful – just the way we like it! There is just something about the family-style feed that just makes people relax and enjoy.

Once again, one of our CMSA members, Dennis Jenkins of Lulu's Hauling and Lulu's Cyclery, donated not one but two beautiful cruiser bicycles. You can believe lots of cheers occurred as the winning tickets were called. The Chapter can't thank you enough, Dennis, for this most generous donation. Congratulations to the winners!

The crab feed had a record number of spon-

sors this year, even a double sponsor! We all know how very important our sponsors are – so make sure and show your continued support to them throughout the year!

Thank you to our event sponsors: **Box Brothers, Dewitt Move World Wide/Royal Hawaiian Movers** (double sponsor), **Enterprise Commercial Trucks, Golden State Container Inc., J & S Paper Company, Lulu's Hauling and Cyclery, Paul Hanson Partners Specialty Insurance, Pioneer Packaging, R.L. Liquidators, Ship Smart Inc.,** Custom Packaging & Shipping, **Stevens Worldwide Van Lines Inc., TransGuard Insurance Company of America and Vanliner Insurance Company.** A huge thank you to all of you for not only this contribution, but to the many contributions you make to the Chapter throughout the year.

This year, the Chapter was able to again provide television monitors which allowed the

(Crab Feed continued on page 16)

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(Crab Feed continued from page 15)

Chapter to show tailored presentations from the vendors. This was an added bonus from the venue. Once again, the music tech, Eddie, was able to work his magic and get this up and running smoothly all night long.

The emcee and DJ for the evening, Ronda

Najera, kept the music moving all night at the event!

We look forward to seeing you all next year. No date is set yet – but the Northern Region Chapter leadership knows where you are and will be sure to let you know!

Thanks again to all who made this event a great success.

Stay Updated on the 2015 CMSA Convention!



Check out the 2015 Convention App on Guidebook!

To get the guide, choose one of the two methods below:

- 1) Download 'Guidebook' from the Apple App Store or the Android Marketplace. While in the Guidebook app, scan the QR Code to the left with your mobile phone.
- 2) Visit <http://guidebook.com/getit> from your phone's browser and download the app. While in the Guidebook app, scan QR Code to the left.

The guide will be listed under the "Download Guides" section of the application.

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What Twitter Founder, Jack Dorsey, Teaches Us about Marketing

By: Mark Wayshak, *Sales Strategist and Best-Selling Author*

As a teenager, Jack Dorsey developed dispatch routing software for taxi cabs. During this time, he was intrigued by the way taxis could briefly update others on their whereabouts. Soon, he began to contemplate developing an online program that would allow everyday people to send short messages to others in their online community. Just a few years later, he and co-founders Biz Stone and Noah Glass started Twitter.

Twitter has become an integral part of our lives, and the mindset that led to its creation is

just as critical to those looking to market their organizations. Dorsey speaks passionately these days about creating a “user narrative” when developing a product that tells a story of the user’s day-to-day life. This allows his companies, like Twitter and Square Reader, to create products that are built with the sole intention of filling a particular need.

This same mindset can also be applied to marketing. All too often, businesses market themselves without the prospect in mind. But successful marketers of the future will begin to align all marketing efforts with a prospect narrative. **Creating a prospect narrative is an easy and powerful way to put yourself into your prospect's shoes** — and ultimately increase the effectiveness of your marketing.

Here are five questions to consider when developing a prospect narrative for your company's next marketing campaign:

- **What is your prospect doing during his/her day?** Most organizations create their marketing materials without considering what a prospect will be doing when he or she receives a marketing message. Prospects are busier than they have ever been in history. In fact, they are spending over a quarter of their day just responding to emails. In order for your campaign to break through the clutter, you must consider how your ideal prospect is spending his or her time.
- **What is keeping him/her up at night?** Usually, a company centers the majority of its marketing efforts around the company itself or the features and benefits of a specific product. However, prospects don't care about us, our company or our offerings. All they care about are the issues they are dealing with right then and there. What are the challenges that your ideal prospect takes home with him or her each night? If you want your marketing to

(Marketing Strategies cont. on page 18)

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(Marketing Strategies cont. from page 17)

elicit a particular behavior, then spend some time matching your message to the challenges your prospect cares most about.

- **What will catch his/her attention?** Most organizations are so focused on broadcasting how great they are that they don't think about what will most effectively catch the attention of the intended prospect. Most commercials, for example, are generic and unmemorable. So, in order for yours to stand out, you need to develop a message that is so appealing or jarring to your prospect that he or she has no choice but to react to it.
- **What action will he/she most likely take?** So many marketing campaigns are solely focused on increasing awareness of an organization, rather than encouraging a prospect to take some action. This is tantamount to burning cash in a barrel. Think about what action your prospect would most realistically take after absorbing your message. Would he most likely

go to a website, send a text, pick up the phone, send something through the mail or find you on Twitter? Once you know which medium a prospect is most likely to use, then you can develop a call-to-action that aligns with it.

- **How will you keep him/her engaged?** Rarely do companies develop marketing campaigns that create long-term engagement. However, those that do receive dividends over and over again, all from that initial investment. Therefore, the question great marketers want to answer is, given the prospect's narrative, what are realistic ways to engage him/her in the long run? This will be the difference between developing a one-time customer and a long-term fan.

By formulating answers to these five questions, you begin to create a story of what your prospect is doing and what he or she is thinking about. After the prospect narrative is created, your marketing team should channel Dorsey by fitting campaigns precisely into that narrative.



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▶ **Los Angeles/Fontana**
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Fontana, CA 92335
(909) 823-0100



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Where Do We Go From Here with CARB?

By: Sean Edgar, *CleanFleets.net*

This article summarizes the California Air Resources Board (CARB) regulations affecting the moving and storage industry in 2015. The checklist below is provided to assist in the flawless execution of the CARB mandated programs by CMSA members.

During 2015, CMSA members should implement:

- **Truck and Bus Regulation:** Fleets should ensure they are meeting the minimum compliance percentages for their fleet size and that mileage tracking and reporting to CARB is accomplished at the end of 2015.
- **Flat Floor Trailers (53 feet and longer):** CARB received federal approval last fall for this regulation. Both the trailer and the tractor that pulls it on California roads must meet the aerodynamic requirements by adding Smartway approved aerodynamic devices and/or tires. Only fleets that applied to CARB back in 2011 or 2012 can be running a portion of their trailers non-compliant. Big enforcement expected in 2015;
- **Opacity Testing:** All diesel truck owners of two or more trucks greater than 6,000 lbs. GVWR must have the opacity test or state Smog Check inspection performed to cover the December 31 compliance deadline. Make sure you have an opacity test result for each truck. CleanFleets.net performs this testing should it not be completed yet during 2015.
- **Propane Forklifts and Sweeper:** The little known Large Spark Ignition (LSI) Regulation affects owners of four or more propane or gasoline forklifts and sweepers. There were fleet average targets to meet between 2009 and 2013 and facilities that do not know if they met the targets may call Cleanfleets.net for advice.
- **Keeping Documentation:** Ensure that you have clear records of what you own, how much you use and make the CARB-required disclosures when selling trucks. CleanFleets.net has already assisted dozens of CMSA members. You may email Service@CleanFleets.net with any questions related to this article or call 916-520-6040, ext. 102.

CLASSIFIED ADVERTISING

CHARGES: 1-5 lines \$15; \$2 each additional line. CMSA box number \$5. Special heading/setup extra. Replies to ads noting box numbers to be sent to: CMSA Communicator, 10900 E. 183rd St., #300, Cerritos, CA 90703. Call Brianna Wahlstrom at (562) 865-2900 to place your advertisement.

BUSINESS WANTED

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

EMPLOYMENT OPPORTUNITY

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

EMPLOYMENT OPPORTUNITY

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

EMPLOYMENT OPPORTUNITY

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

EMPLOYMENT OPPORTUNITY

Rebel Van Lines is looking to hire an experienced/certified installer for our O&I/Install division. Please email resume to: nan@rebelvanlines.com.

EMPLOYMENT OPPORTUNITY

Salesperson for COD and National Account sales for Ventura and Santa Barbara Counties. Salary plus commission, fuel and benefits. Send resumes and letters of inquiries to Bob Smith at bobs@wwmsinc.com.

Calendar of Events

Tues., February 17 Ventura/Santa Barbara Chapter Meeting

Tues., February 17 North Bay Chapter Meeting

Wed., February 18 Greater Los Angeles Chapter Meeting

Wed., February 18 San Diego Chapter Meeting

Thurs., February 19 Central Valley Chapter Meeting

Thurs., February 19 Sacramento Chapter Meeting

Tues., February 24 Northern Region Chapter Meeting

Wed., February 25 **O.C./Beach Cities Chapter Bowling Tournament**

Tues., March 3 **Twin Counties Chapter Golf & Bocce Tournament**

Thurs., March 5 **Sacramento Chapter Golf Tournament**

Sat., March 14 **Central Coast Chapter Reverse Drawing Fundraiser**

Wed., March 18 **San Diego Chapter Golf Tournament**

Tues., March 24 **Mid Valley Chapter Spaghetti Dinner**

Sat., March 28 **North Bay Chapter Bocce Ball Tournament**

Sun., March 29 **Greater LA Chapter Day at the Races**

Sun., April 12 **Ventura/Santa Barbara Bowling Tournament**

2015 CMSA Convention

April 28–May 3

Paradise Point Resort & Spa in San Diego

Fri., October 2 **Monterey Bay Chapter Golf & Bocce Event**



Link: [link] noun
A relationship between two things or situations, especially where one thing affects the other.
A connecting element; a tie or bond.



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You're Invited to the California Moving & Storage Association's 97th Annual Convention!

Meet your California colleagues in San Diego, Calif., April 28–May 3, 2015 and learn about issues affecting both the California & National Moving Industry. Check out the convention room rate!

CMSA ROOM RATE: \$194 Per Night + Tax*

**Call toll-free 800-344-2626 and request the group rate for
"California Moving & Storage Association."**

The rate is for Paradise Point Resort & Spa, 1404 Vacation Road, San Diego, CA 92109. The above rate also applies three (3) days before and after the CMSA official convention dates based on availability if you decide to extend your stay.

*Hotel rate is for single or double occupancy and subject to the prevailing state and local taxes (currently 10.5% and 0.065%) or applicable service, or hotel fees in effect at the time of check-in.

We have an informative and fun-filled schedule of events planned for the Convention.

The San Diego area also offers many nearby activities and sites to explore during your free time such as the San Diego Zoo, SeaWorld, Legoland, local wineries and breweries, beaches, shopping and more! Don't forget to sign up for CMSA's Annual Golf Tournament being held Thursday, April 30, 2015.

Convention Registration Fee - \$475

Check our website for Convention and Exhibitor Registration at: www.thecmsa.org

CMSA 97th Annual Convention Registration Form

April 28–May 3, 2015

EARLY REGISTRATION DEADLINE: FEBRUARY 28, 2015
FULL registrations paid by February 28, 2015 are eligible for the drawing to win \$50 CASH on April 30, 2015!

IMPORTANT: All those attending the Friday dinner at the MCAS Miramar must bring a photo ID. Due to high security, ID must match name on attendee list. There will be no last-minute ticket sales for this event. Giving your ticket away to someone not on the attendee list could result in cancellation of the entire event!



Register the following company's representatives.

Check here if this is your first CMSA Convention: _____

CMSA Member _____ Badge First Name _____

Spouse/Guest _____ Badge First Name _____

Other _____ Badge First Name _____

Company _____ Phone (____) _____ Email _____

Address _____ City _____ State _____ ZIP _____

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

REGISTRATION FEE: (See reverse side)

	Before	After
	<u>Feb. 28</u>	<u>Feb. 28</u>
CMSA MEMBER or SPOUSE (each)	\$475.00	\$575.00
CHILDREN'S PRICE (up to 12 yrs.)	\$325.00	\$350.00
NON-MEMBERS (each)	\$625.00	\$725.00

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

Special Food Requests (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 **Visa**, **Discover** or **MasterCard**. Credit card registrations may be faxed to (562) 865-2944.

() Visa () DIS () MC () Check enclosed Amount \$ _____

Name on Card _____ Card # _____ Exp. Date _____

Card Billing Address _____

Three-Digit CVV Number _____

Please mail this form with payment, to **CMSA**, 10900 E. 183rd St., Suite 300, Cerritos, CA 90703.

****CANCELLATIONS:** *Cancellations made before **March 28, 2015** will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). After **March 28, 2015**, we will be unable to make refunds. Substitutions will be accepted, but we need to know one week in advance.*

ROOM RESERVATIONS: Call Paradise Point Resort & Spa directly at 1-800-344-2626 to make reservations and ask for the group rate for **California Moving and Storage Association**. A reservation link can also be found online by visiting www.thecmsa.org and clicking on the Convention Calendar webpage. Reservations must be made by **March 28, 2015** to guarantee the special group room rate. All major credit cards are accepted for deposit.

2015 CONVENTION EVENTS

ALL GENERAL SESSIONS AND PANEL DISCUSSIONS ARE FREE TO ATTEND

Thursday, APRIL 30

EXHIBITORS WELCOME RECEPTION

Food, Beverage, Latest in Industry Products and Service Technologies

Friday, MAY 1

PARADISE POINT BREAKFAST

CMSA GENERAL SESSION—Free Admission

MISSION BAY LUNCHEON

MILITARY DISCUSSION PANEL—Free Admission

MCAS MIRAMAR (OFF-SITE DINNER)

PHOTO ID REQUIRED. Due to high security, ID must match name of registrant. Giving your ticket to someone not registered could result in cancellation of event.

Saturday, MAY 2

ISLAND SUNRISE BREAKFAST

CMSA GENERAL SESSION—Free Admission

VAN LINE PANEL DISCUSSION—Free Admission

EXCELLENCE AWARDS LUNCHEON

CHAIRMAN'S RECEPTION & DINNER/BALL

2015 CMSA CONVENTION - INDIVIDUAL EVENT TICKET FEES:

		<u>Adult</u>	<u>Child</u>
Thurs., April 30	Exhibitors Welcome Reception	\$150.00	\$100.00
	Golf Tournament Registration (USE GOLF FORM)	\$115.00	\$115.00
Fri., May 1	Paradise Point Breakfast	\$35.00	\$25.00
	Mission Bay Luncheon	\$60.00	\$42.00
	MCAS Miramar (Off-Site Dinner)*	\$100.00	\$50.00
Sat., May 2	Island Sunrise Breakfast	\$35.00	\$25.00
	Excellence Awards Luncheon	\$60.00	\$42.00
	Chairman's Reception & Dinner/Ball	\$150.00	\$100.00

***PHOTO ID REQUIRED. Due to high security at MCAS Miramar, ID must match name of registrant. Giving your ticket to someone not registered could result in cancellation of event.**

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 March 28, 2015 will be subject to administrative fees plus any incurred costs (not to exceed 50% of the fees paid). After March 28, 2015, 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 fax to: (562) 865-2944. For questions, call Renee Hifumi at (562) 865-2900.

Exhibitor Registration Form

97th CMSA Annual Convention
EXHIBIT DATES: April 30–May 2, 2015

IMPORTANT!: Global Experience Specialists (GES) will be the official exhibit services contractor. All work performed in the Exhibit Area is under union jurisdiction and under safety jurisdiction. GES Show Rules & Regulations provided upon request.

STEP 1: RESPONSIBLE PARTY INFORMATION

1. _____
Full Name of Attendee Responsible for Booth

First Name to Appear on Badge

Company Name to Appear on 7" X 44" Booth Sign - Single Line Only

Telephone Fax

E-Mail Address (Registration Confirmation will be sent via E-mail)

Special Food Requests: _____

CMSA reserves the right to reject registration from exhibitors deemed inappropriate by the CMSA President and/or the CMSA Board of Directors.

STEP 2: ADDITIONAL ATTENDEES

2. _____
Full Name

First Name to Appear on Badge

E-Mail Address

Special Food Requests: _____

3. _____
Full Name

First Name to Appear on Badge

E-Mail Address

Special Food Requests: _____

USE ADDITIONAL SHEET TO LIST MORE ATTENDEES.

STEP 3: ASSESS EXHIBITOR FEES

Booth registration **includes** one (1) convention registration. A six-foot draped table, two chairs and wastebasket is provided.

Booth Registration	
<i>Before March 28, 2015 @ \$1,200</i>	\$ _____
<i>After March 28, 2015 @ \$1,500</i>	
Booth Electricity—\$65 per booth	\$ _____
Additional Attendee(s):	
Members \$475 ea./Non-Members \$625 ea.	\$ _____
Grand Total:	\$ _____

\$20 from each exhibitor's booth fee will be included in the CMSA Scholarship Fund Donation & Booth Bingo Raffle!

Refunds for any cancellations done before March 28, 2015 will be subject to administrative fees plus any incurred costs (not to exceed 50% of total fees paid). No refunds will be made after March 28, 2015.

STEP 4: CHOOSE YOUR BOOTH

Priority will be given according to seniority and date registration form was received. See booth diagram for choices.

RESERVE BOOTH # (s) _____ FOR MY EXHIBIT.

In case your first choice is taken, please list alternate booth #s.

2nd Choice (s) _____ 3rd Choice (s): _____

Companies you don't want to be next to: _____

STEP 5: SELECT METHOD OF PAYMENT

Check Enclosed Charge to Credit Card

CREDIT CARD INFORMATION:

VISA MasterCard Discover Card

Name on Credit Card

Credit Card Number

Exp. Date

Billing Address

Billing Zip Code

3-Digit Code on Back of Card

Authorized Signature

Date

STEP 6: RESPONSIBILITY AGREEMENT

By registering to be an Exhibitor at the CMSA Convention, you are agreeing to the terms below:

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Paradise Point Resort, its owners or managers which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the California Moving & Storage Association, Paradise Point Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, Paradise Point Resort or any part thereof. The Exhibitor understands that the Paradise Point Resort does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

Exhibit Dates: April 30—May 2, 2015

Early set-up available after 3pm on Wed., April 29, 2015.

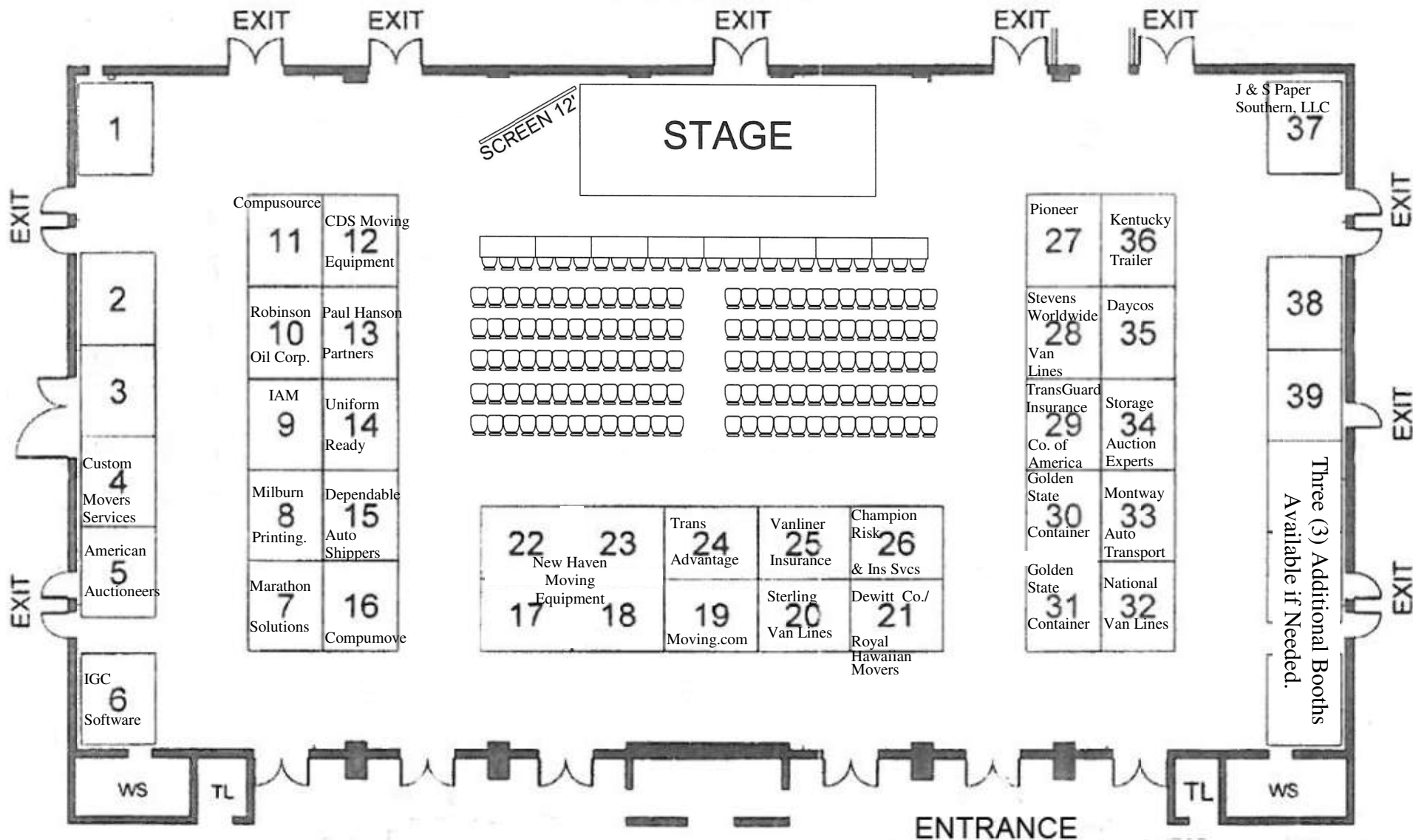
CMSA, 10900 E. 183rd Street, Suite 300, Cerritos, CA 90703; Fax: (562) 865-2944; Email: information@thecmsa.org

California Moving & Storage Association

97th Annual Convention—Booth Diagram

Paradise Point Resort in San Diego, CA

Exhibit Dates: April 30–May 2, 2015



CMSA ANNUAL GOLF TOURNAMENT REGISTRATION FORM

RIVERWALK GOLF COURSE
1150 Fashion Valley Road
San Diego, CA 92108
(619) 296-4653

THURSDAY, April 30, 2015
8:30 AM MODIFIED SHOTGUN
(Golfers should arrive at course by 8:00 a.m.)



SPONSORED BY: PIONEER • CO-CHAIRS – LEN GOLLNICK & GARY BLOWER

Entry fee -- \$120.00 per person / Includes: green fee, shared cart, range balls & box lunch w/ soft drink.

Primary Contact:

Golfer 1: _____ Company: _____

Phone: _____ Email: _____

List golfers in your foursome. (Foursomes will be formed by golf co-chairs unless listed below.):

Golfer 2: _____ Company: _____

Golfer 3: _____ Company: _____

Golfer 4: _____ Company: _____

HOLE-IN-ONE CONTEST (Presidio Hole #8)

Sponsored by: **TRANSGUARD INSURANCE CO. OF AMERICA**

Refunds are subject to a \$15 processing fee. No refunds for cancellations after April 10, 2015.

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

Visa MC DISCOVER Check enclosed 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. Club rentals are available at the pro shop at a special CMSA rate of \$45 per set. (Regularly \$55!)

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 fax to: (562) 865-2944.**

CMSA CONVENTION SPONSOR/ADVERTISING/DOOR PRIZE FORM

EVENTS AVAILABLE FOR SPONSORSHIP

1. Tues. Apr 28 Movers & Shakers Reception *
2. Tues. Apr 28 Movers & Shakers Dinner ♦*
3. Thurs. Apr 30 Golf Tournament ♦
4. Thurs. Apr 30 Exhibitors Reception ♦
5. Fri. May 1 Paradise Point Breakfast
6. Fri. May 1 Mission Bay Luncheon ♦
7. Fri. May 1 Transportation to Off-Site Event
8. Sat. May 2 Island Sunrise Breakfast
9. Sat. May 2 Excellence Awards Luncheon ♦
10. Sat. May 2 Chairman's Reception/Dinner ♦

Sponsors

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- TransGuard Insurance Co. of America
- Pioneer
- New Haven Moving Equipment
- Marathon Solutions, Inc.
- Paul Hanson Partners
- Dewitt Co./Royal Hawaiian Movers
- AVAILABLE**
- Champion Risk & Ins Svcs/Vanliner Ins.
- CDS Moving Equipment

* Invitation Only Event / ♦ Sponsorship of Major Event (includes 2 Free Registrations) - \$2,600 /
 All Other Sponsorships (includes 1 Free Registration) - \$1,600

Event # _____ Amount \$ _____

PERSON CLAIMING FREE CONVENTION REGISTRATION(S):

Name _____ Badge First Name _____

♦Name _____ Badge First Name _____

Company _____

Phone _____ E-mail Address _____

Special Food Requests (e.g. vegetarian, gluten-free, vegan, etc.): _____

We will notify you whether your requests can be accommodated and if any additional fees are necessary.

For any additional persons registering, be sure to use the Convention Registration form.

Convention Advertising Opportunities (*does not include free registrations*):

_____ Half-Page Ad (4.5" x 3.25")	\$175	_____ Badge Lanyards (2-Yr Price)	\$2,200
_____ Full-Page Ad (4.5" x 7.5")	\$325	_____ Flyer Insert*	\$400
_____ Program Inside Cover Ad	\$450	Total Amount	\$ _____

Sponsors receive 20% off Convention Advertising! Ads are printed in black and white.

*Company must supply and ship inserts at their own expense.



Make checks payable to CMSA or use your Visa, MasterCard or Discover Card.

() Check enclosed () Visa () MasterCard () Discover

Name on Card _____ Card # _____

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

Billing Address _____ Billing ZIP _____

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 YES, I want to support CMSA with a door prize.

Contact Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Door Prize(s) \_\_\_\_\_

**Return with payment and/or door prize(s) to CMSA, 10900 E. 183<sup>rd</sup> St., #300, Cerritos CA 90703  
 or fax form to: (562) 865-2944. For questions, call Renee Hifumi at (562) 865-2900.**