

The CMSA Pinnacle Award

The Pinnacle Award will be presented by the California Moving and Storage Association (CMSA) to one mover member. This award is designed to honor an outstanding company whose commitment to ethical business practices help to portray the Moving and Storage Industry in a positive light within the community.

The Pinnacle Award criteria are broken into four categories that closely correlate with the CMSA Code of Ethics. A company should demonstrate its commitment to high ethical standards of behavior and provide documentation in all categories:

1. **Management Practices.** Demonstrate your company's commitment to encourage and develop the highest levels of industry service quality, and to promote the lawful best interest of our industry, association and craft. Also demonstrate your commitment to operate as a responsible employer and to encourage your employees to behave honorably and responsibly as they represent our industry and our companies. Examples of items you may wish to include are:
 - Pertinent sections from an employee handbook or company manual showing how quality and ethics policies are communicated to employees.
 - Information about office policies and training programs (formal or informal), which communicate ethics policies and practices to employees.
 - Employee benefits, such as health and profit sharing plans, bonuses, employee of the month programs or any "family friendly" workplace practices such as picnics or barbeques.
2. **Marketing, Advertising and Sales Practices.** Demonstrate your company's commitment to participate in advertising that only portrays your services in an honest and fair manner. Examples of items you may wish to include are:
 - Yellow page advertisements, copy of company website, coupons or brochures.
 - Sales practices and training that ensure customers clearly understand what they are purchasing and that your sales practices are honest and ethical.
 - Company practice for rectifying customer complaints.
3. **Customer and Vendor Relations.** Demonstrate how you work with customers, vendors and trade associates in only the most honorable ways. Examples of items you may wish to include are:
 - Complimentary letters or evaluations from customers.
 - Customer service policies that ensure customer satisfaction and demonstrates accountability to your customers and vendors.

- Examples of action by your company to correct a mistake discovered by you or your staff. Examples of action that have been “beyond the call of duty” to fix a problem in the service provided by your company.
4. **Community Service.** Demonstrate how your company works within the community to promote the moving and storage industry in a positive light. Examples of items you may wish to include are:
- Articles in trade or industry publications that reflect your reputation as an ethical business.
 - Awards or recognition for charitable and/or community service projects.
 - Complimentary letters from industry peers or community leaders.

The four criteria will be judged equally, each assigned a maximum point value of ten, for a total of 40 points. The judges will be objective industry leaders from outside the moving and storage industry.

Please call the CMSA office at 800-672-1415 to request an entry form or visit our website at www.thecmsa.org. Submit the entry form with information about your company as well as a binder or folder documenting each of the four categories for the award.

The deadline for entries is February 17, 2012 with the award to be presented at the Awards Luncheon during the CMSA Annual Convention, April 14, 2012 in Sparks, Nevada.