



PRESS RELEASE

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FOR IMMEDIATE RELEASE

CMSA 2009 PINNACLE AWARD WINNER

(CMSA, Cerritos, CA) – The California Moving & Storage Association (CMSA) President Steve Weitekamp presented Vincent Cardinale of Cardinale Moving & Storage in Castroville, Calif. the 2009 CMSA Pinnacle Award at the CMSA 91st Annual Convention during the Awards Luncheon on Saturday, April 25, 2009.

The Pinnacle Award was established 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.

Applicants were judged on four categories that closely correlate with the CMSA Code of Ethics, which consisted of: Management Practices; Marketing, Advertising and Sales Practices; Customer and Vendor Relations; and Community Service.

Highlights of Cardinale's Moving and Storage's noteworthy business practices include: a commitment to quality service to the Monterey Peninsula; positive comments from staff about Cardinale Moving & Storage being an environment where employees are respected and valued; company has a written service pledge that is shared with employees and customers and is even posted on their internet home page; and an ownership team involved in leadership of community and national organizations and charities including Rotary, Kiwanis, American Cancer Society, Red Cross and community youth sports programs.

Cardinale Moving & Storage has been an active member of CMSA for 37 years. Vincent Cardinale has served as the CMSA Monterey Chapter President twice and has been on

the CMSA Board of Directors for more than 10 years. He was most recently CMSA Chairman of the Board for the 2008-2009 year. His company is located at: 11360 Commercial Parkway, Castroville, CA 95012-3204. To contact the company, call (831) 632-4100 or (800) 995-1602.



(L to R) 2008 Pinnacle Award winners Patrick & Jill Longo of Andy's Transfer & Storage; Current 2009 Pinnacle award winners: Dorey Cardinale, Vincent Cardinale, Sal Cardinale, Angie Cardinale (in front) of Cardinale Moving & Storage; and CMSA President Steve Weitekamp.