



PRESS RELEASE

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LARSON NAMED 2010-2011 CHAIRMAN OF CMSA

(CMSA, Cerritos, CA) – Brian Larson, Vice President of Sales for Mother Lode Van & Storage of Rancho Cordova, California, was named Chairman of the California Moving and Storage Association (CMSA) on April 24, 2010, during the CMSA 92nd Annual Convention held in Lake Tahoe, Nevada.

Larson joins a distinguished group of leaders in the moving and storage industry that includes his father, Ronald Larson, President and owner of Mother Lode Van & Storage, who served as CMSA Chairman in 1987. Brian Larson's years of work within the industry and his consistent dedication to the values of the CMSA made him a clear choice for the chairmanship.

Mother Lode Van & Storage has been a part of the CMSA since 1989. Throughout Mother Lode's more than twenty years as a CMSA member, they have been one of the most active companies in the association. Mother Lode employees have worked to arrange meetings and fundraisers for the Sacramento Chapter, as well as participated in the Board of Directors.

Brian Larson officially accepted the position with the passing of the CMSA's ceremonial Gavel from exiting Chairman Tim McCarthy, President of McCarthy Transfer & Storage. The passing of the gavel took place during the Chairman's Ball, where Larson gave his acceptance speech in front of his family and CMSA members, including CMSA President Steve Weitekamp, who expressed confidence in Larson's ability to fulfill the duties of Chairman.

The CMSA is a non-profit trade association representing over 450 licensed and insured movers operating in California. The CMSA also includes more than 140 associate member companies. Established in 1916, the CMSA is comprised of 12 Chapters strategically located throughout California.



2009-2010 CMSA Chairman Tim McCarthy hands off the ceremonial gavel to Brian Larson, 2010-2011 CMSA Chairman, shortly after Brian's acceptance speech.



2010-2011 CMSA Chairman Brian Larson gives his acceptance speech in front of CMSA members at the Chairman's Dinner at the 92nd Annual Convention.