

The Tar Heel Van

SECOND QUARTER 2017



RIDE THE WAVE TO SUCCESS

OCTOBER 19-21, 2017 | COURTYARD BY MARRIOTT | CAROLINA BEACH, NC

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IT'S ALMOST CONVENTION TIME!

This year's convention will be back at the Courtyard by Marriott at Carolina Beach—October 19-21, 2017.

The Convention Committee is hard at work with the finalizing the details. So far, our speakers will be a Cyber Security expert and an Electronic Logging Device expert.

Packets for member can be found [here](#).

Packets for sponsors can be found [here](#).

We're looking forward to seeing you at the beach this October!

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Not Pictured: Todd Campbell, Two Men and A Truck of Asheville; Robert Farnum, Gentle Giant Moving and Josh Oliver, Marrins' Mooving

From the President

Happy Peak Season in the moving and storage business! I hope that everyone has found their stride this summer as we work our way through the busy season. We tend to “earn our keep” during this time of the year but we also have to be cognizant of that fact it will be over before you know it and we have to keep looking for that work that will fill our jars for the rest of the year. For those of you who have been in this industry as long as I have it’s a viscous cycle but we are very fortunate to live in the state of NC where the markets are fairly consistent with growth and other opportunities for business.

We had a great meeting on April 6 with the NC Utilities Commission, Public Staff and NC Highway Patrol. Commissioner Beatty of the NCUC and Sgt. Ingold of the HP reported on their meeting \ presentation regarding the Illegal Mover issues at the Annual NC District Attorneys conference. This was a big step for us as the Highway Patrol is working to get legislation passed to amend the current law so it can be enforced by all law enforcement agencies not just the Highway Patrol.

Convention time is right around the corner and will be held Oct 19-21 at the Courtyard By Marriott at Carolina Beach NC. We had our convention there a few years ago and it is a great venue for us. I want to thank those of your who consistently attend our Convention and encourage those of you who have not to try it out this year. Our theme is Ride the Wave to Success and we should have some really good content to share with you and hopefully help your business grow. The event allows us to network with our fellow Movers and Sponsors and share best practices with one another.

The next Board meeting will be September 16 in Charlotte. I encourage anyone who is a member of our association to attend the meeting. If you have any comments or suggestions regarding the role of the NC Movers Association please feel free to reach out to me or Pam at anytime. We appreciate the participation of our Board of Directors and our sponsors. If you know of a mover or vendor who you think might benefit by being a member of our Association please forward the information to Pam or any Board member so we can get them the proper info.

I look forward to seeing you at Carolina Beach in October.

Thanks,

Brett



Brett Plummer
NCMA President
All American
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Raleigh, NC

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Driver Fatigue

Objective: To improve recognition of the common symptoms of driver fatigue and to provide tips for drowsy driving prevention

The National Highway Traffic Safety Administration (NHTSA) estimates that driver drowsiness and fatigue is one of the **main causes** of police-reported road crashes each year. Precautions are needed from both employees and employers to assure safety on the road.

Symptoms of Driver Fatigue

- A burning sensation in the eyes
- Eyelids feeling heavy
- Twitching or muscle tension
- Wandering, disconnected thoughts
- Sensations in limbs (e.g., a feeling of heaviness, light tingling, or numbness)

Contributing Factors

- Long shifts
- Many accumulative days of long shifts
- The time of day
- Changes in the time of work that disrupt the body's "internal clock"
- Scheduling that does not allow for sufficient rest and recovery between shifts
- Human factors, such as age, physical fitness, and health status
- The consumption of heavy meals or insufficient nutrition
- The use of medications that cause drowsiness, such as cold or allergy medicines



Driver Fatigue

Employee Solutions

- **Healthy sleep patterns:** Get plenty of rest.
- **Proper nutrition:** Eat a well-balanced and healthy diet. Avoid heavy and greasy foods.
- **Regular exercise:** Maintain a balanced program to improve stamina.
- **Fitness:** Excessive weight is taxing to the body and may increase fatigue. Establish a weight control plan that includes proper diet and exercise.
- **Effective sleeping environment:** Make your sleep environment comfortable, e.g., reduce noise and lights and adjust the temperature and ventilation to fit your needs.
- **Relaxation time:** Schedule time to relax and do things you enjoy.
- **No smoking:** Nicotine creates dependency and is incompatible with good health.
- **Limited caffeine intake:** Caffeine is a drug that may over-stimulate the body and mind, interfering with sleep and increasing anxiety levels.
- **Limited alcoholic beverages:** Alcohol depresses bodily functions, causing lethargy and fatigue. Consumption close to bedtime can disturb sleep and cause emotional distress.

Employer Responsibilities

- Assure regular ride-alongs and on-the-road assessments.
- Provide a means of regular communication or contact.
- Allow time for sleep, assuring they can get at least 7 hours of continuous sleep per 24 hours.
- Operate flexible schedules, allowing for short breaks or discretionary sleep.
- Stick to a schedule, minimizing irregular or unfamiliar work shifts.
- Provide drivers sufficient notice of work, allowing them time to plan for adequate rest.
- When changing between night and day shifts, allow time for drivers to alter sleep patterns.
- When drivers return from leave, give them time to adapt and minimize night schedules.
- Provide training for drivers, supervisors, schedulers, and any employee whose actions may affect road safety on fatigue causes and controls.

WHAT DOES THE “DUTY TO DEFEND” PROVISION IN YOUR INSURANCE POLICIES REALLY MEAN?

by Carole Boettcher, Move-Pak Consulting

Most liability insurance policies – including your cargo and warehouse legal liability policies – contain this Duty to Defend provision. Mostly this means that if you get sued, your insurance company will defend you. Frankly, other than paying claims, this is one of the most important reasons that you buy insurance. However, there are a few things you need to understand about this duty:

- Once the limit of liability has been paid or offered to be paid, the insurance company’s obligation to defend you may be over – they may no longer be obligated to provide you legal defense.
- If the insurance company determines that coverage under the policy does not apply, they are not obligated to provide you a defense.
- Most of the time the expenses involved in providing you legal defense (investigations, lawyer’s costs, court costs) is not limited, and is in addition to the limit of liability provided by the policy. However, this is not always the case!

Make sure you read and understand the duty to defend provisions in your policies.

Did You Know?

Do you have the right insurance to pay for damage to a Shipper’s premises?

If you damage a Shipper’s property – the property that you have been hired to move – coverage is normally provided by your cargo insurance policy. So, what coverage applies if you damage the walls, scratch the hardwood floors, or damage an elevator in the course of the moving job?

Most insurance companies consider this part of the loading and unloading extension of your commercial auto liability policy. If you have a commercial auto liability policy, you should have the correct coverage.

Then what happens when you are hired to move a customer from the second floor to the twelfth floor of an apartment or office building? No autos are involved in this moving project – how can this be an auto claim? Some insurance companies will still consider this an auto claim, but other companies might see this as a general liability claim. Do you have a general liability policy? Will it cover this kind of claim?

If your company ever conducts these on-premises/no trucks involved kinds of moving jobs, be sure to have the conversation with your insurance representative to *make sure* you are completely covered.

Carole Boettcher is a consultant to the industry who has been around the moving and storage insurance business for several decades, Carole is a fountain of knowledge with regard to all your insurance questions and has published several manuals for movers and their insurance agents. She no longer places insurance so can be relied upon as an independent consultant who will tell you like it is. Visit her website at www.movepakconsulting.com or [213-760-7444](tel:213-760-7444).



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For complete specifications and pricing, contact Don Mosely, The Mover Truck Guy.

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How Are You Marketing?

*By Elizabeth
Barnhardt*

TWO MEN AND A TRUCK®
Charlotte

As we head into the summer months, it is time to think about what is your message and how are you getting information to prospective consumers. There are three different ways to communicate to the public about who you are and what services you provide. Some are free, some cost money, but all are worth it – if you put the time, effort and coordination into your plan.

Marketing – Marketing is focused on putting your name and brand out to the consumer through your own efforts. It is your logo on a notepad or your name on the side of your trucks. Branding your business and staying consistent is important so that you remain top of mind with potential customers when they are ready to use your services. Marketing requires a little bit of footwork – attending events, calling on prospective clients, and meeting with decision-makers who can connect you with future moves. Marketing is keeping your brand in the public eye.

Public Relations – Public Relations is focused on promoting your name through public channels. This one is a little less in your control, but often adds credibility. Public Relations allows you to brag on your accomplishments, convey your moving expertise, and educate the public on the importance of working with a certified mover. Work with local media contacts to write a guest article for the local newspaper or be a guest speaker on a radio program. Pitch the idea of how to move safely and what to be ready for.

Advertising – Advertising is focused on paid avenues to reach consumers. When do people think about hiring a moving company? On their drive to work, watching TV, reading the newspaper? Paid advertising can be an effective means of getting your message in front of prospective movers before they even know they are going to be moving. It pays to advertise.

Don't forget – Always put your name and phone number on any Marketing, Public Relations or advertising materials. Don't go to all this effort and not give the consumer a way to get in touch with you.

Rachel Raven Named General Manager Of Two Men and a Truck® in Charlotte

Charlotte, NC, June 28, 2017 — TWO MEN AND A

TRUCK® Charlotte, a local home and business moving company, is pleased to announce the promotion of their new General Manager, Rachel Raven, for the Charlotte franchise.

Rachel Raven, 33, of Concord, was recently promoted to General Manager and will oversee the daily operations of the Charlotte franchise. The Charlotte franchise is the Hub location to its satellite Fort Mill and Lowell locations. Her role will ensure the continuation of upholding the TWO MEN AND A TRUCK® value, brand and reputation of service in the Greater Charlotte area.

Raven has been with the local franchise for 13 years, previously being the Quality Control Manager for three years and a Customer Service Representative for 10 years prior.

Franchisee Tripp Moore states: "We are excited to announce Rachel Raven as the General Manager of our Charlotte location! During her 13 years of being a part of the TWO MEN AND A TRUCK® family, she has performed all duties within the business and this is a perfect match for her strengths and skills. Our company has such a diverse group of employees from all backgrounds and points across the country. It's a great feeling to have our first female General Manager running the operation, we are fortunate to have her on our team!"

Outside of the office, Raven enjoys spending time with her husband of six years and two children.



of



Cynthia Smith, Director of the Transportation Rates Division of the NC Public Staff, retired on July 31. She is shown with Chris Ayres, Executive Director of the NCUC Public Staff, presenting her with the Order of the Long Leaf Pine. Cynthia has been invaluable in all work she has done for the moving companies over the past decade. Her efforts to combat illegal movers have been most appreciated. We will miss her immensely and wish her the best.



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TWO MEN AND A TRUCK® Wraps Up ***Movers for Moms Drive to Help Mothers in Shelters*** *Community-Supported Program Aids Moms in Crisis on Mother's Day*

Charlotte, NC, June 1, 2017 — On the second Sunday in May, moms across the country are deservedly showered with attention on Mother's Day. Unfortunately, while most moms are being treated to breakfast in bed or flower deliveries, tens of thousands of women spend their Mother's Day living in shelters due to homelessness or domestic violence.

As a way to show love and appreciation to mothers this Mother's Day, **TWO MEN AND A TRUCK® Charlotte** recently hosted its [Movers for Moms®](#) collection drive to provide critical gifts to local women staying in community shelters.

This year, the Charlotte moving company worked with local businesses to collect essential and comfort items. More than 10,000 donations were collected and delivered to Safe Alliance and Florence Crittenton Services. Safe Alliance is a non-profit organization that provides hopes and healing for people in crisis. Among its many services, Safe Alliance provides shelter for survivors of domestic violence.

"The donations we received from Movers for Moms are greatly appreciated. The items will allow us to supply basic everyday needs for the clients we serve at the domestic violence shelter. We also set up a free pop-up market with the clothing items and our clients really enjoyed shopping for clothes and shoes. We love **TWO MEN AND A TRUCK®** and look forward to our continued partnership!" —Tenille Banner, Volunteer Manager at Safe Alliance

This spring marked the 10th anniversary of **Movers for Moms®**. Since its introduction, the program has expanded nationally to all 39 states and more than 300 franchises. Last year was the program's most successful year to-date, with more than 285,000 items collected for donation to hundreds of shelters across the country. This year, **TWO MEN AND A TRUCK®**'s goal was to collect 350,000 items for moms in need across the country.

Heartbreaking statistics from the [Domestic Violence Resource Center](#) state that one in every four women will experience domestic violence in her lifetime, and an estimated 1.3 million women are victims of physical assault by an intimate partner each year. According to a national study from the [New York State Office for the Prevention of Domestic Violence](#), approximately 25 percent of homeless women are homeless because of violence in the home.

Follow **Movers for Moms®** online at www.twomenandatruck.com/moversformoms, www.facebook.com/MoversforMoms, or [@MoversforMoms](#) for more information.



How to Handle The Irate Caller

Anyone working in the people business will tell you that occasional upset, angry, irate customers simply come with the territory. Nancy shares an effective four point plan for calming irate customers and maximizing your chances of retaining their business.

Watch this [one minute Video Blog](#) and see for yourself.



CSA under fire: Researchers recommend major reforms to DOT carrier safety program

By James Jaillet, Commercial Carrier Journal

A group of researchers from the National Academies of Science has issued a Congressionally mandated report recommending the U.S. DOT overhaul its Compliance, Safety, Accountability carrier rating system to make it more fair and accurate in its assessment of motor carriers' safety risk.

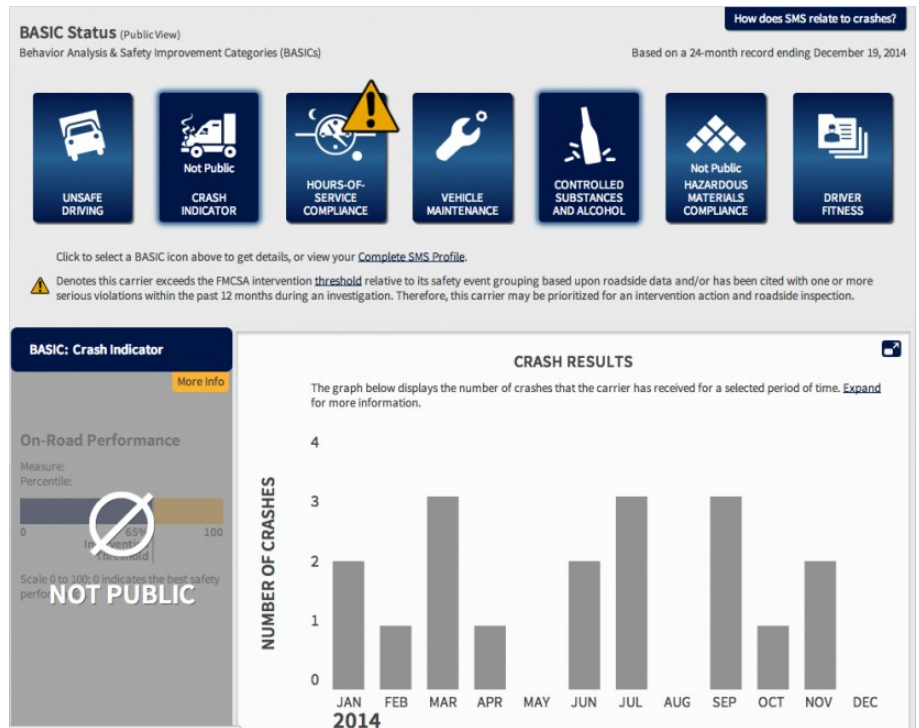
Key recommendations from the NAS, who made the report public Tuesday, include:

(1) Reconfiguring the underlying statistical model under CSA's Safety Measurement System (the percentile ranking categories used to target carriers for intervention) with a so-called item response theory (IRT) model to more accurately target at-risk carriers;

(2) making the scoring system more transparent and easier for carriers to replicate and understand; and

(3) departing from using relative metrics as the sole means for targeting carriers.

The NAS urged further study of the impact of the public display of SMS rankings and said the data used to create the rankings is in need of "immediate attention." Researchers recommend [FMCSA](#) better collaborate with state partners and other data providers to collect more data and higher quality data, specifically related to crash reports and to car-



The FAST Act of 2015 pulled carriers' CSA SMS rankings from public view and required the National Academies of Science to study the program and issue recommendations to FMCSA to fix it before the SMS can be made public again. The NAS report was made public Tuesday.

riers' operations (miles traveled, number of power units and more).

The report, dubbed Improving Motor Carrier Safety Measurement, was called for by Congress in [the 2015 FAST Act highway bill](#). The FAST Act [also pulled](#) the SMS' BASIC percentile rankings from public view. The law stipulated that the NAS must issue recommendations on how the Federal Motor Carrier Safety Administration can fix the data and methodology issues that have plagued CSA since its 2011 onset — and that FMCSA adopt the recommendations — before the SMS can be made public again. It's unclear yet how the agency intends to act on the report's recommendations or the timeline on which it plans to adopt any [CSA reforms](#). FMCSA confirmed it has received the report and says it will issue a response to Congress within the 120 days allotted by

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the FAST Act. An agency spokesperson says it is “reviewing the findings.”

The agency has already undertaken an effort to improve crash reporting around the nation through its Post Accident Report Review Subcommittee of its Motor Carrier Safety Advisory Committee, tasked with making recommendations to improve crash-report utility and standardization.

The NAS, established by Congress in 1863 as a private institution, intends to provide nonpartisan and objective research to lawmakers and regulators to help steer policy decisions. Congress funneled the funding for the new study through FMCSA.

The NAS report on CSA and its underlying data reaches an oft-heard conclusion: While the premise behind CSA’s SMS is sound, FMCSA’s execution of the program was flawed from the ground up. CSA relies on in some ways inadequate data, NAS researchers conclude, which is then funneled into a scoring system that has not been “sufficiently empirically validated,” researchers argue. Findings in other ways reiterate conclusions reached by [CCJ in recent years in its CSA’s Data Trail series](#), which was one among many analyses of CSA’s flaws and their impact on motor carrier businesses that prompted action on reworking the CSA program.

The report notes the chief criticisms of the CSA program: Some BASICs lack correlation with crash risk, data insufficiency, use of relative rankings, use of non-fault or nonpreventable crashes, state variations in inspections and violations, lack of consistency in violation coding, a lack of transparency of the SMS algorithm and the public availability of SMS rankings.

“Conceptually, SMS is structured reasonably,” the NAS report concludes. “However, too much of the detail of what is done is ad hoc. Instead, it would be better to make use of the appropriate statistical model, which will help address many of the issues that have been raised in a natural way and interpretable way.”

The report doesn’t go into depth about its recommendations for a new statistical model to replace the SMS model, but it touts the IRT model as one that has been proven to work in other fields, such as healthcare and education, to achieve outcomes similar to those sought by the SMS. IRT models are used in healthcare to assess the quality of care given to patients and in education to assess teachers’ performance. In both fields, IRT models are used to target poor performers for intervention, just as FMCSA does with the SMS rankings.

NAS’ principal recommendation is that FMCSA develop an IRT model over the next two years and then implement it in place of the SMS “if it [demonstrates] to perform well in identifying motor carriers for alerts.” Transitioning to an IRT model, the study’s authors believe, would in part help soothe some of these problems. It would make violation weighting more data-focused (less reliant on severity weights), provide better transparency, account for holes in data and more.

Other NAS recommendations seek to tackle SMS flaws, too. FMCSA needs to work more closely with states to homogenize data reporting and collection, researchers recommend, and find new sources to assess carriers’ safety risk, such as analyzing driver turnover rates and driver pay methods.

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The agency should also build a more “user-friendly version” of the Motor Carrier Management Information System (the data well that feeds CSA) and make its scoring methodology more accessible, NAS says. Such changes would make it easier for carriers to understand how they’re being scored and learn how to improve their scores and, hence, their safety practices.

Before going public with a revamped SMS, the agency should also further analyze the ramifications of publicly displaying the SMS rankings. Shippers and brokers have to varying degrees used the rankings to deny carriers business, while insurers in some cases used the system to charge higher premiums.

Researchers also recommend FMCSA find a way to implement an absolute scoring metric into the SMS algorithm to select carriers for intervention, rather than relying solely on relative rankings. Relative ratings can be a moving target for carriers trying to boost their safety culture.

NAS will provide the roughly 130-page report to FMCSA and to Congress.



The North Carolina Movers Association is proud to be a state partner of Move for Hunger, a nonprofit dedicated to working with moving companies to help fill the pantries of our nations’ food banks. Over 20 NCMA members are already a part of the Move for Hunger family. Click on their logo to go to their website and find out more information about this program.



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NCMA On Social Media

The Board of Directors is working to increase our presence across social media. The more we are linked together, the better we can get the message about the moving industry and the good movers who are members of the NC Movers Association.

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SAVE THE DATE!

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The mission of the North Carolina Movers Association is to provide guidance to our members concerning rates, tariffs, rules and regulations as prescribed by the NC Utilities Commission. Most importantly we provide support for our members and sponsors so they can supply quality service to the moving and consuming public.

2017 NCMA Calendar

August 16	MRT Training Seminar Raleigh, NC
September 14	MRT Training Seminar Concord, NC
September 16	NCMA Board of Directors Meeting Charlotte, NC
October 19-21	NCMA 63rd Annual Convention Courtyard by Marriott Carolina Beach, NC