

The Tar Heel Van

THIRD QUARTER 2017



RIDE THE WAVE
TO SUCCESS

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

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NEXT WEEK!!!

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

We've got room at the meetings; the hotel has availability—just not at our group rate.

Look inside for information about our amazing speakers.

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!

NCMA Board of Directors

President—Brett Plummer, All American Relocation, Raleigh, NC

Vice-President—Kathy Cox, Horne Moving Systems, Goldsboro, NC

Secretary/Treasurer—Dru Burgin, Sells Service, Statesville, NC

2017 Directors: Robert Farnum, Gentle Giant Moving, Charlotte, NC; Travis Few, Few Moves, Wilmington, NC; Steve Rhodes, Nilson Van & Storage, Fayetteville, NC;

2018 Directors: Jerry Hare, A+ Moving and Storage, Fayetteville, NC; Mike Mather, Mather Brothers Moving; Matt Sharpstene, A Few Good Men Moving & Storage; Rick Thornton, Fayetteville Moving & Storage, Fayetteville, NC

2019 Directors: Todd Campbell, Two Men and A Truck of Asheville; Tony Harris, Fidelity Moving & Storage, Jacksonville, NC; Josh Oliver, Marrins' Mooving, Morrisville, NC

Ex-Officio: Tripp Moore, Two Men and Truck of Charlotte, Charlotte, NC



President Brett Plummer, All American Relocation; Secretary-Treasurer Dru Burgin, Sells Service, Mike Mather, Mathers Brother Moving; Felicia Lunsford, The Open Box Moving Solutions; Travis Few, Few Moves; Vice-President, Kathy Cox; Rick Thornton, Fayetteville Moving & Storage; Tony Harris, Fidelity Moving & Storage; Jerry Hare, A-1 Moving & Storage; Steve Rhodes, Nilson Van & Storage; Matt Sharpstene, A Few Good Men Moving & Storage; Tripp Moore, Two Men and A Truck of Charlotte

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

From the President

I hope that everyone is having a profitable 2017 in their respective companies. Statistics say that the NC market continues to grow and outpace most areas of the country. We should be thankful and hopefully take advantage of this for many years to come.

I have had the pleasure to serve as your President for the last two years and I must say the time has gone by very quickly. Our Annual convention in Carolina Beach is Oct 19-21. We will install a new Executive Board of Directors. Kathy Cox with Horne Moving will be our new President, Dru Burgin with Sells Service will be our Vice President and Mike Mather of Mather Brothers Moving will be Secretary Treasurer. I feel very confident that our new Board of Directors will provide a great team and keep the momentum that we have as an Association.

I want to thank Pam Stanley our Executive Director for all of her efforts in keeping the Board on task and her 23 years of experience that has proven to be invaluable when dealing with the Public Staff and the NC Utilities Commission. I want to thank Tripp Moore as well for his time and efforts as ex Officio and his contributions to the Association over the years. I also want to thank our loyal Vendors and Sponsors who have contributed and allowed us to celebrate our 63rd annual convention. These Vendors provide the goods and services that allow us to provide professional moving and storage services.

The big news is we have House Bill 732 currently in the NC General Assembly that has been approved by the House and is awaiting Senate approval. This will be a big help to our industry in enforcing the illegal mover problems that we all faced in our state for many years. We have come a long way to get to this point and I am excited to see us moving forward with this challenge.

Thank you for the opportunity to serve the NC Movers Association and I look forward to seeing you at our annual convention in Carolina Beach.

Thanks,

Brett



Brett Plummer
NCMA President
All American
Relocation
Raleigh, NC

brett@aacorp-usa.com



Quiz : Speed and Stopping Distance for CMV Drivers

Name: _____

Date: _____

1) Speed limits posted for curves, ramps and interchanges are meant for passenger vehicles. CMVs must **reduce speed even further** to assure safe passage.

- A. True
- B. False

2) CMVs are involved in about _____ of all work zone fatalities.

- A. 10%
- B. 15%
- C. 20%
- D. 25%

3) Accumulations of motor oil combine with moisture to create particularly slick conditions during _____.

- A. Torrential hail
- B. The first rain after a long period of dry weather
- C. White-out blizzard conditions
- D. Persistent fog

4) In low visibility conditions, you must adjust your speed to assure that your stopping distance does not exceed _____.

- A. 100 yards
 - B. Your range of visibility
 - C. Your perception time
 - D. 75 yards
-

Answer Key

- 1. A
- 2. D
- 3. B
- 4. B



Krishna Rajeev was named Director of the Transportation Rates Division of the Public Staff of the North Carolina Utilities Commission on October 3. Krishna replaces the recently retired Cynthia Smith.

Kris graduated from the University of Iowa with a Bachelor's Degree in Business Management with a focus on Entrepreneurship. He joined the Public Staff in 2011 and the Transportation Rates Division in 2013.

Kris has worked hard to learn the moving industry and has become a asset to the Public Staff. Join me in welcoming him to his new position!



Logistics Volunteers wanted for Wreaths Across America

Wreaths Across America is a growing program to honor our fallen service members at Christmastime by placing fresh wreaths at their grave sites.

Hauling opportunities are being offered now and offers to help in other ways (receiving sites for wreaths distribution, etc.) are needed, too. Coordination with local service clubs, Boy Scout troops, etc., provide a positive way to show your community that you're one of the "good guys" in moving.

For more information, [click here](#) or contact dedicated volunteer Don Queeney at Hampton Roads Moving & Storage in Suffolk, Virginia at 757-761-5710.

DO YOU KNOW what may not be covered for premises claims?

by Carole Boettcher, Move-Pak Consulting

A shipper is claiming that jewelry disappeared during a moving project – what coverage might apply?

In most cases movers do not accept responsibility for jewelry as part of a shipment. If you DO accept liability for loss or damage to high value items such as jewelry, your cargo coverage might apply to such a claim. However, if jewelry is not part of the shipment, most insurance policies have “employee dishonesty” exclusions. So, *what can you do?*

Some insurance policies have limited coverage for jewelry, some insurance policies with crime coverage might apply to this claim. Since some policies would have *no coverage* for this type of claim, have a conversation with your insurance provider to find out what coverage you might have. Also, your pre-move walk-through should make sure that no valuables are exposed.

What about damage that occurs AFTER the moving project? Water damage from ice makers, coffee systems, or washing machines; pictures that fall off the wall, furniture that falls over, beds that come apart, even boxes that cause fires... These are called “completed operations” losses and should be included in your general liability policy. Some general liability policies *do not include* the products/completed operations section – again, check with your insurance provider to be sure that you DO have this coverage. These claims don’t happen very often, but can be very difficult especially when children are injured by anything that movers leave behind.

Courtesy of MOVE-PAK CONSULTING – 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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Marketing Checklist

*By Elizabeth
Barnhardt*

TWO MEN AND A TRUCK®
Charlotte

Do you have a marketing checklist? What marketing efforts work best at what time of year? You don't have to throw a lot of time and effort at a lot of different marketing channels and hope that something sticks. Strategically planning different efforts at different times of the year will be the best use of your time and resources.

Social Media – Facebook, Instagram, and Twitter... is a year-round resource of keeping your company name in the minds of current and previous clients as well as creates a “web-history” when future clients are searching for your company. This marketing tool is FREE – however takes time and attention. Social media is also a place for people to share comments – both positive and negative. Your posts and responses, even to the complaints, is a reflection on your professionalism.

Advertising – Advertising is expensive, you want to budget both funds and time. Purchasing advertising is both a long-term name recognition strategy as well as a short-term appeal to customers that need your services now. Advertising during the slower season will be a wise investment to get into the mind of our clients, but also possibly boost sales when you have truck and manpower availability.

“Door to Door” and “Cold Calls” – Both of these terms can put off folks that don't enjoy this type of face to face sales and marketing tool. However, know who you are calling and contact businesses and individuals that are likely to need your services in the future. Apartment complexes, real estate professionals and storage facility know people who are on the move.

Memberships and community activity – Get out of the office and network! Join your local chamber of commerce, volunteer at a local non-profit or sponsor a local little league team. Put a face to your company. Meet people and let them know who you are and what you do for a living. Referrals will come if people know who you are!

TWO MEN AND A TRUCK® Charlotte Celebrates Satellite Office Opening Run by Local Veteran



TWO MEN AND A TRUCK® of Charlotte, a home and business moving company, recently held the grand opening of its newest office in Gaston County.

The opening of the satellite office is necessary due to the franchise's substantial business growth of 13% year-to-date, 12% higher than the industry average. The sizable growth has prompted the purchase of three new trucks and hiring ten new employees for the Gaston County location.

The TWO MEN AND A TRUCK® Gaston County office will be run by local Army veteran of 27 years, Ron Freeman. Ron has been with the Charlotte franchise for more than four years. He has worked his way up through the company starting out as an on-site estimator, sales manager, general manager and now has made the brave choice to lead a new office in a more defined territory. Ron has received amazing support along the way from the TWO MEN AND A TRUCK® team as well as his wife and three kids.

In addition to moving and packing services for local and interstate moves, the new office will provide customers with a variety of boxes and packing materials.

To contact the new office, call 704-879-9800 or visit www.twomengastoncounty.com



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AMSA Moving Day On The Hill



Top: AMSA Moving Day on the Hill—over 70 AMSA members met with members of Congress

Left: Steve Rhodes of Nilson Van & Storage, Rep. Richard Hudson and Charlie Cook of Victory Packaging

Right: Adam Burdette and Chase Garvey of United Brokerage with Pam Stanley of NCMA We met with an aide to Senator Richard Burr

Items discussed included the Hours of Services revision to get our trucks off of shipper's property, moving expense tax deduction, and protecting consumer's Personally Identifiable Information.



Resiliency: A Key Service Mentality

No matter if customer service is delivered face-to-face, online or over the phone, resiliency is a critically important service mentality. Resiliency is defined as having the ability to bounce back from adversity.

We've all heard the adage, "You can't control what happens to you in life, but you can control how you react." This is especially true for anyone in the customer care business. Client-facing team members regularly must serve as the lightning rod for customers who need to vent their frustration. Being aware of the importance that resiliency plays is the first step to changing behavior.

Watch this 3 minute [Video Blog](#) and see for yourself.

VIDEOS TO HELP YOU!

[7 Habits of Highly Effective People—Book Summary](#)

[Three Ways to Protect Your Items While Moving](#)



All American Relocation of Raleigh won the 2017 President's Quality Award for Mayflower Van Lines. The award was presented at Unigroup annual conference held in Seattle, WA. This is the **fourth** time All American has won this award. Congratulations to John Potts, Brett Plummer and their employees on this honor!

Darrell Horne, Chairman of Horne Moving Systems in Goldsboro, was recently honored the Unigroup annual conference in Seattle, WA. Darrell had been a member of Unigroup's Board of Directors for 18 years and this was his last convention as a director.



Being editor of this newsletter, doesn't come with a lot of privileges, but this is one of them. I am very proud to announce the birth of my grandson, Ellis Woodrum Starkey—born October 3 to Beth and Eric Starkey. It is only fitting, since Beth's birth was announced in the Tar Heel Van and then her marriage to Eric! Everything you've heard about being a grandparent is true—it's wonderful! You can expect Ellis updates in the future!

FEATURED CONVENTION SPEAKERS



Jenna Weinerman

Head of Marketing atUpdater

Jenna's presentation will be
Marketing: Inspiration, Tips and
Tricks for 2018



Randy Reeves

Senior Account Executive

Wells Insurance

Randy's presentation will be
about Cyber Security



Dan Gerlach

President

Golden Leaf

Foundation



Dennis Whitaker

Director of Safety

Wheaton World-wide Moving

Dennis' presentation will be all
about Electronic Logging Devices



Congratulations to **Dean Barrett** and **Belinda Kerr Barrett** on their wedding on September 23! Dean is a past president of the NCMA and works at Steele and Vaughn in Greensboro. Enjoyed spending time with the couple—along with Scott Lassiter and Susan Sain of City Transfer, Tom Hunnicutt of Gasperson Transfer and Adam and Mackenzie Burdette of United Brokerage. Wonderful day for a great couple!



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.

Please like us on Facebook:



Follow us on Twitter



Or connect on LinkedIn



And we'll do the same for you!

SAVE THE DATE!

NCMA Annual Convention & Trade Show

October 19 –21

Courtyard at the Marriott

Carolina Beach, NC



P O Box 61210

Raleigh, NC 27661

phone: 800-325-2114

mobile: 919-215-6112

fax: 919-556-8520

email: pstanley@ncmovers.org

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

- | | |
|---------------|--|
| October 19-21 | NCMA 63rd Annual Convention
Courtyard by Marriott
Carolina Beach, NC |
| November 2 | MRT Training Seminar
3900 Wake Forest Road
Raleigh, NC |
| December 7 | MRT Training Seminar
3900 Wake Forest Road
Raleigh, NC |