

The Tar Heel Van

FOURTH QUARTER 2016

CONVENTION 2016

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2016 NCMA Award Winners

Mover of the Year—2015 Winner
Steve Rhodes with 2016 Winner Dru
Burgin of Sells Service of Statesville

**James T. Dorman Distinguished
Service Award Winner**—2015
Winner Tom Hunnicutt, Jr. with
2016 Winner Tripp Moore of Two
Men and A Truck of Charlotte

**Bill Trimble Vendor Service Award
Winner**— Keith Quinn of Milburn

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; Felicia Lunsford, The Open Box Moving Solutions, Asheville, 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: Noe Avellaneda, New World Van Lines, Burlington, NC; 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: Noe Avellaneda, New World Van Lines; Todd Campbell, Two Men and A Truck of Asheville; Robert Farnum, Gentle Giant Moving and Josh Oliver, Marrins' Mooving

From the President

December 22, 2016

NC Movers Association Members

I hope that the Holiday season finds everyone looking forward to spending time with their families and celebrating 2016 and looking forward to a prosperous and healthy New Year. I've been in the moving and storage business over 30 years and it has always been very challenging not only from a competitive perspective but we are also challenged with variables such as a changing workforce, driver shortages and legal ramifications that may affect our companies in ways that we never plan for. The NC Movers Association has been around for over 62 years and we should be thankful that we are members of an association that offers support to all its members and even though we are all competitors I am thankful that I have generated some long lasting friendships over the years.

We had a great convention in Charlotte this past November and we are looking forward to heading somewhere toward the coast next year. Thanks to all our Sponsors who continue to support our cause. We could not have our event without you.

I am encouraged with the headway we have made with our Legal \ Legislative committee and the efforts that are being done to help fight the illegal movers.

We will be in touch with you with various MRT, Seminar training events and I encourage you to send your folks for training. Our first Board meeting is scheduled for February 11 in Raleigh. Association Members are welcome to attend the board meetings. Please call me or Pam Stanley our Executive Director of The NCMA to help with any questions or concerns you may have with policy, procedures and ideas to make us better serve you.

I want to thank you for your membership and look forward to seeing or hearing from you soon.

Merry Christmas and Happy New Year!

Brett Plummer



Brett Plummer

NCMA President

All American

Relocation

Raleigh, NC

brett@aacorp-usa.com



NCMA / NOVEMBER MONTHLY REPORT

FOOD COLLECTED AND DELIVERED

MONTHLY	YEAR TO DATE	ALL TIME
4,259 lbs. 3,549 meals	46,041 lbs. 38,367 meals	279,429 lbs. 232,857 meals

TOP AGENTS OF THE MONTH

1. Gentle Giant Moving Company Charlotte – 2,164 lbs. = 1,803 meals
2. City Transfer & Storage Co. – 1,867 lbs. = 1,555 meals
3. Horne Moving Systems – 155 lbs. = 129 meals
4. Excel Moving and Storage – 73 lbs. = 60 meals

AGENTS IN ACTION

- Excel Moving and Storage – [Click Here](#)
- Gentle Giant Moving Company Charlotte – [Click Here](#)
- Horne Moving Systems – [Click Here](#)





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Matt Sharpstene with Amy Brosnahan



Mike Mather with Trenton Waitley

2016 Scholarship Winners

The NCMA awards two scholarship annually—one for students attending a four-year college and one for students attending a two-year college.

Pictured above left is Amy Brosnahan with Matt Sharpstene, Scholarship Committee Co-Chairman. Amy won the four-year scholarship. She is the daughter of Frank and Audra Brosnahan. She was sponsored by All American Relocation in Raleigh, where her father is the Vice President of Sales. Amy is currently attending Campbell University where she is studying Political Science, with a goal of being an international lawyer.

Pictured above right is Trenton Waitley with Mike Mather, Scholarship Committee Co-Chairman. Trenton won the two-year scholarship. He is the son of Heather Waitley and was sponsored by Martin Movers in Rockingham. Trenton is studying at Sandhills Community College where he is enrolled in their nursing program.

The NCMA has been awarding scholarships since 1985. We have awarded over 40 scholarships with a value of over \$75,000. Look for the application for the 2017 scholarship on our website in January. Employees, spouses, children and grandchildren of employees are all eligible to apply. You do NOT have to be a high school senior. The four-year scholarship is for \$1,000 and can be renewed three times. The two-year scholarship is for \$500 and can be renewed once.



Tru-Pak Moving Systems Inc donates truckloads of furniture to Discovery High

Tru-Pak Moving Systems, Inc. in Conover, NC has outfitted multiple classrooms in Newton-Conover's Discovery School with like new executive furnishings with plans to outfit many more; thanks to the contributions of a generous client.

Allyson Siegel, Executive Vice-President of Tru-Pak Moving Systems, Inc, wanted to donate the furniture from a client of hers who has requested not to be identified.

Margaret Tallent, an employee of Tru-Pak, suggested Newton-Conover City Schools, specifically Discovery High School, because her granddaughter goes there and knew there was a need. Allyson is a licensed Mental Health Counselor who has done much work in education, so the suggestion was a perfect.

When choosing Newton-Conover City Schools to donate the furniture, Siegel learned more about their needs through Nichole Sigmon, Discovery High's Data Manager and Treasurer, who answered our call about the donations. She started the ball rolling for finding and accepting six tractor trailers loads of desks, comfy office chairs, training work tables, file cabinets, bookshelves.

"I didn't know what school that I wanted to donate to—I just knew that I wanted to give the furniture to the district. I actually didn't know about Discovery High School until we got into it. I found out that there was a real need for classroom furniture," Siegel said.



Gentle Giant at the Novant Charlotte Marathon



Gentle Giant North Carolina was involved with the Novant Charlotte Marathon this past weekend! It went extremely well, and the feedback from the event coordinators was that "Gentle Giant led the charge!"

We started off the festivities Friday (11/10) at the "Health and Wellness Expo" at the Charlotte Convention Center in Uptown Charlotte.

A group of Giants, as well as Marathon Volunteers, met at the Gentle Giant warehouse at 3am to drive our pre-loaded trucks to setup water stations, runner relay stations, mile markers, and generators. Like last year, we were done a little after 7am, and we came full circle to form a convoy to follow racers and pick up the inventory after we passed each checkpoint.

As a part of our relationship with the marathon, we were invited to add an additional booth at the finish line. We configured the booth the same way as the night before, and Chris and I had a great time meeting with either runners or friends/family of runners outside on a beautiful day with live music playing.

I should also mention that we had 2 Giants in the race this year. Both Joe Guns and Alex Knight raced and completed the Half-Marathon!

Something else that was different than last year is that we had a GG truck acting as a baggage check station.

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Jimmy Newcomb, dispatcher at Horne Moving Systems in Goldsboro passed away December 20. He will be missed!



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New Board members getting sworn in by Ex-Officio Tripp Moore. Left to right Josh Oliver of Marrins' Mooving, Noe Avellaneda of New World Van Lines, Tony Harris of Fidelity Moving and Robert Farnum of Gentle Giant Moving



Adam Campbell of A+ Moving and Storage accepting his award from NCMA President Brett



The NCMA has been a proud partner of Move for Hunger since 2011. 25 NCMA members have become Move for Hunger partners. Move for Hunger has grown to mobilize over 650 moving companies across America to fight hunger in the communities they serve. Together, they have delivered enough food to prove over 6 million meals to individuals in need.

Each year, Move for Hunger recognizes moves that go above and beyond in helping to feed their communities. They considered the following criteria when making the decision: the amount of food they have collected; how often their customers are donating food; if they participate in food drives or events; if they raise money for Move for Hunger; if they display Move for Hunger on their website and on their truck; how long they have been involved and if they talk about Move for Hunger on social media.

The NCMA members that were recognized for their commitment to Move for Hunger and their communities for 2016 are:

A+ Moving and Storage—nearly 17,000 pounds delivered

Excel Moving and Storage—Over 3,400 pounds delivered

Redi-Care Movers—nearly 600 pounds delivered.

If you'd like to become a part of this great organization, just go to [Move for Hunger](http://MoveforHunger.org) and they'll get you set up!

The following Training Short
is brought to you by...

Influencing Attitudes for Safety



Do attitudes matter?

Attitudes have a great deal to do with how employees perform their daily tasks. Positive attitudes are conducive to safety performance and productivity, while negative attitudes can lead to accidents and injuries.

Negative attitudes: Certain attitudes towards safety can put people at risk.

- **Over-confidence:** The belief that experience and skill can replace the need for safety precautions.
- **Under-confidence:** The belief that you are unable to influence your safety environment. Possible underlying beliefs include:
 - That safety is a matter of chance, fate, or destiny, rather than personal action.
 - That the nature of your job requires overlooking safety practices.
 - That your organization does not really care about safety, and they will not listen to your concerns.
 - That making safe choices will have a negative impact on how you are perceived by coworkers, because it will slow you down.

Positive attitudes: People play an active role in their own safety when they believe that they can and should do so. Positive beliefs include:

- Accidents have causes, and they can always be prevented.
- Accidents interfere with production; therefore, safe work is efficient work.
- Working safely shows care for family and loved ones.
- Organizations want safe working environments.
- Coworkers will respect good judgment and safe choices.
- Working safely is a mark of skill and positive professional conduct.
- Contributing to an organization's positive safety record is important.



Create a culture of safety:

- **Attitudes are contagious:** Creating a good environment for safety practices and ideas makes everyone more likely to accept them.
- **Attitudes are influenced by example:** Set an example by working safely and working for safety. Others will be influenced by what they see.
- **New hires are impressionable:** They are strongly influenced by the behavior of the veteran workers and supervisors. Be sure new hires are given the correct direction and safety instruction right from the start.

Positive safety attitudes will spread throughout the work culture if each employee takes an active part in the discussion of how accidents can be prevented.

Convention Speakers



Above: Scott Michael,
President and CEO American
Moving and Storage

Left: Chuck White,
Senior Vice President
International
Association of Movers



Below: Joe Menzer,
FOX Sports Newscaster



Above: Alyssa Gutierrez,
Director of
Communications, Better
Business Bureau



Left: Michael Bennett,
CHRL, H3R Human
Resources, Inc.



Sales vs. Marketing

By Elizabeth Barnhardt, Two Men and A Truck of Charlotte

In the moving industry, it is sometimes hardtop tell the difference between sales and marketing. While they go hand and hand, a solid marketing plan should support your sales team and increase revenue.

Marketing
<p><u>Brand Management</u></p> <p>Keep you logo, printed material, and internet images consistent and up to date is important. This sounds easy, but it takes organization and diligence to keep your brand secure. From there, it is up to you to manage the people using your brand to help market the company.</p>
<p><u>"Cold Calls"</u></p> <p>Introducing your company to new customers is important. What used to be known as "pounding the pavement" is now a organized marketing plan of planting the seed for customers who need your services in the future.</p>
<p><u>Advertising</u></p> <p>The most direct way to spread your brand is through paid advertising – radio, television, newspaper, internet ads... There are hundreds of ways to advertise and it can get expensive fast! Targeting, who your audience is and when they are actively listening to your message is important. Reviewing online analytics and media demographics will help you strategic decisions to spend your money wisely.</p>
<p><u>Social Media and Internet-based campaigns:</u></p> <p>Bragging about a job well done is not arrogant, it is smart marketing. Online searches are all about what were other people's experiences and how did your company handle a negative experience. Make the most of positive reviews and respond quickly and accurately to negative comments. Accidents happen; reacting respectfully demonstrating your responsible approach.</p>

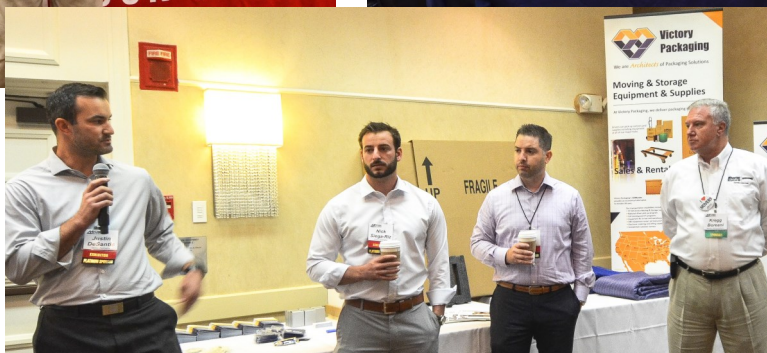
Sales
<p><u>Brand Management</u></p> <p>If your logo and company information is being distributed to potential customers, the reputation of your company should proceed any sales call. Your sales team must maintain the company's reputation by maintaining the brand and "staying on message."</p>
<p><u>"Cold Calls"</u></p> <p>If the marketing plan is being implemented correctly, cold calls should be easy. Instead of introducing yourself for the first time, you should be able to introduce yourself as a trust provider of moving services.</p>
<p><u>Advertising</u></p> <p>Advertising should drive sales. The moving industry has highs and lows when it comes to sales. Using advertising to drive sales to your business is how marketing and sales can team up together drive up revenue. During the slower months, use analytics to place advertising that reach key constituencies that you know move all year round.</p>
<p><u>Social Media and Internet-based campaigns</u></p> <p>Use social media and online rating sites such as Yelp to drive up sales and views to your website and social media accounts. Offering incentives, having contests and providing online coupons to future customers peaks their interest encourages the next step in the competitive internet marketplace.</p>



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Thanks to Victory Packaging for
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Congratulations to Wayne Ray's Team for winning!











After a very busy summer moving season, this fall has been no different for the employees of City Transfer & Storage's High Point, NC and Winston Salem, NC offices.

Once again City Transfer and Storage's High Point office location was the recipient of the **2016 Milton M. Hill Quality Award** from Atlas Van Lines.

The *Milton M. Hill Quality Award* was established in 1996 in honor of the late Milton M. Hill, who was the driving force behind the quality programs – called the "Atlas World-Class Commitment" – that have been instituted throughout the Atlas family of agents.

Winners of the *Milton M. Hill Quality Award* are selected based on stringent criteria, including customer satisfaction measures, and must demonstrate superior warehouse management, excellence in hauling and high performance standards in a dozen key areas.

City Transfer and Storage's High Point location is one of only 41 agents in the North American Atlas Van Lines family to receive this award in 2016. The winning companies are the top performers in a corporate network of agents known for their high standards. These agents represent the best of the best.

Beginning on October 24, 2016 – November 11, 2016, employees collected donations for our annual Move For Hunger food drive at our locations in Winston Salem, NC and High Point, NC. This year we set a goal of 1,500 lbs. Our owners, Bart, Scott and Ron Lassiter challenged us all to meet our goal, and if we did, they would treat us all to a company-wide pizza party – we surpassed that goal and collected 1,867 pounds of non-perishable food items and other non-food items, all of which were delivered to Second Harvest Food Bank of Northwest NC on November 18, 2016! Our donation was enough to provide 1,555 meals to our local community. The food drive this year was headed up by Karen Rankin & Lisa Paschal from the Winston Salem office and Nikki LaRue & Jodi Hammonds from the High Point office. Of course, they were assisted by ALL of the employees of City Transfer. Time Warner Cable News 14 also conducted an interview with Karen the first day of the food drive and was aired on their station periodically during the food drive. The High Point Enterprise newspaper also included an article the weekend prior to the start. We also made the Top 5 fall favorite food drives of the Move For Hunger!

Samantha Seip-Bayes, Operations Administrative Assistant, conducted a toy drive for Operation Christmas Child through Samaritan's Purse Ministries from November 11 – November 18, which employees were asked to donate new, unwrapped toys and pack them in shoe boxes. We collected 22 shoe boxes, which were delivered to the local drop off location in High Point, NC on November 21. For more information about this worthwhile cause, please visit their website www.samaritanpurse.org.

Move For Hunger also asked that we donate boxes for a food drive held at Ferguson Enterprises in Winston Salem, NC from December 1 – December 16. The employees there collected and we delivered 118 pounds of food donations to Second Harvest Food Bank of Northwest NC on December 19, 2016.

December 14 was City Transfer day ringing the Salvation Army bell at the Walmart Supercenter on North Main Street in High Point, NC. Employees from both offices manned the red kettle in one hour shifts from 9:00 a.m. to 6:00 p.m. Those participating this year from City Transfer's High Point office were Samantha Seip-Bayes, Justin Lassiter, Janice Taylor, Malinda Spencer, Wendy Wood, Debbie Rinaldi, Jodi Hammonds, Nikki LaRue, Penny Chapman and her daughter Megan, Bart and Barbara Lassiter and from the Winston Salem office, Karen Rankin, Charles Watson and Lisa Paschal and former City Transfer employee, Jim Weant. The goal this year was \$60,000 for this area and if the way we were collecting was any indication, then we feel certain the goal was met.

Everyone at City Transfer and Storage would like to wish all members of the North Carolina Movers Association a Merry Christmas and joyous and profitable Happy New Year!!



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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

February 11	NCMA Board of Directors Meeting North Hills Club Raleigh, NC
May 6	NCMA Board of Directors Meeting Greensboro, NC
September 16	NCMA Board of Directors Meeting Charlotte, NC
October 19-21	NCMA 63rd Annual Convention Courtyard by Marriott Carolina Beach, NC