

CONVENTION 2015

In This Issue

From the President	2
Board of Directors	3
Speakers	4
Golf Tournament	6
Scholarship Winners	9
East Coast Moving	10
Bill Trimble Vendor Service Award	11
New Associates	13
Pictures	
Small Business Marketing	21



2015 Mover of the Year
Steve Rhodes of
Nilson Van and Storage

President Tripp Moore with
2015 James T. Dorman
Distinguished Service Award
Tom Hunnicutt, Jr. of
Gasperson Transfer &
Storage



President Tripp Moore with the
2015 Bill Trimble Vendor Service
Award Winner Tony Pagrabs of
Wells Insurance



NCMA Mission Statement

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.

**North Carolina Movers
Association, Inc.**

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From the President—Brett Plummer

Merry Christmas and Happy New Year!

I am really looking forward to serving as President of the NC Movers Association for the next two years. My time on the Board has been very rewarding from a personal and professional standpoint. I want to thank Tripp Moore for his years of service and leadership to our Association. Tripp has done a great job for us and it has been appreciated.

It was great to see the attendance and participation at our 61st 2015 Annual Convention in Raleigh, NC . I want to thank all of the Members and Associate members for taking the time out of your busy schedule to attend this years event. We had very positive feedback from many of you and look forward to your participation in the future . We are very fortunate to have vendors sponsor our events so that we can continue to contribute to our Scholarship fund.

A special thank you for all of the Past Presidents who continue attend our event to support our organization and to our Mover of the year Steve Rhodes, Distinguished Service Award winner Tom Hunnicutt, and Vendor Service Award winner Harold Wells Insurance Company. I also want to thank my wife Leslye for her Emcee duties and creativity that hopefully help made the convention enjoyable .

We are always looking for new members so if you have any company that you feel would benefit from our group please contact Pam Stanley or any NCMA Board member.

We will have three Board meetings this year January 23 in Raleigh, April 30 in Asheville and Sept 17 in Wilmington. I encourage you to attend these events as they are always open to our membership.

I want to Thank Pam Stanley our Executive Director for her years of dedication to our Association and every member of our Board for their time and commitment to keep us going .

Thank you for allowing me to serve and please feel free call me at anytime.

Brett



Brett Plummer
NCMA President
All American
Relocation
Raleigh, NC

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

2016 Directors: Jeff Brown, Smart Move USA, Charlotte; Todd Campbell, Two Men and A Truck of Asheville; Todd Eberhardt, Two Men and A Truck of Wilmington; Tony Harris, Fidelity Moving & Storage, Jacksonville, NC;

2017 Directors: Robert Diaz, Affordable Moving Solutions, 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

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



2015-2016 NCMA Board of Directors

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-I 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: Jeff Brown, Smart Move USA; Todd Campbell, Two Men and A Truck of Asheville; Robert Diaz, Affordable Moving Solutions and Todd Eberhardt, Two Men and A Truck of Wilmington

SPEAKERS



Left: Commissioner Bryan Beatty of the NC Utilities Commission welcomed the membership to Raleigh.



Above: Mallory Wojciechowski, Chuck Draffin and Steve Fromme Better Business Bureau of NC

Nick Jeffries of the NC Utilities Commission updated the membership on the Commission's activities this year.



Panel: John Potts, Jamie Hubert, Travis Few & Felicia Lunsford



Cynthia Smith of Public Staff of the Utilities Commission explained everything has happened in the industry.

Cynthia Taylor of Postcard Mania helped make sense of how to market in today's world.



NCMA COMPUTER SOFTWARE

Have you wondered if the NCMA Computer Software would work for you? You can now try it out for free. Joe Echol, our programmer, has provided a test site. You are able to use the software 10 times. The software costs \$275. Annual maintenance fees are \$100. Go to our website: <http://www.ncmovers.org/online-store/> and click the link to install the demo.



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The Winners:
Mark Southerland
Dean Barrett
Scott Lassiter
John Bilton



NCMA Golf Tournament Sponsored by CMS

Second Place:
Coastal Carrier Guys



Third Place: NCMA Historical Team





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NCMA SCHOLARSHIP WINNERS



Harrison Koonts



Katherine Murphy with
2014 winner Ryder Burgin

This year the Board of Directors voted to award two scholarships—one for a student attending a two-year college and one for a student attending a four-year college.

Harrison Koonts, winner of the two-year scholarship, is the son of Wes and Teresa Koonts. Teresa works for Ray Moving & Storage in Greensboro. Harrison graduated from Page High School with a 3.14 GPA. He was in the concert, symphonic and marching bands. Harrison was also very active in the Boy Scouts of America, was a bowling champion and volunteered in the youth programs at his church. He is currently attending Guilford Technical College where he is enrolled in the College Transfer Program.

Katherine Murphy, winner of the four-year scholarship is the daughter of Doug and Karen Murphy. She is the granddaughter of Darrell and Anne Horne of Horne Moving Systems in Goldsboro. Katherine graduated from St. Joseph's Academy in Brownsville, TX with a 98.25 average. She was president of the National Honor Society and a member of the student council. Katherine was a delegate to the Texas Bluebonnet Girl's State and the Hugh O'Brien Leadership Conference. She was awarded the Presidential Award at her high school graduation, the highest honor of her school. Katherine also lettered in swimming, cross country and basketball. She is presently attending the University of Texas in Austin, where she is studying Business.

Due to changes in the college enrollments of the 2013 and 2014 scholarship winners, their renewals have been awarded to the second place winners. The 2013 renewals have been awarded to Sarah Hopson, daughter of Allen and Debbie Hopson of Weathers Brothers. The 2014 renewals have been awarded to Sarah Hall, daughter of Darin and Pat Hall of All American Relocation.



**Carrie Partello of
East Coast Moving,
LLC in**

Shallotte was named
the 2015 Affiliate of the
Year by the Brunswick
County Association of
Realtors.

**Congratulations
Carrie!**



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Servicing the East Coast with Packaging Supplies & Equipment



Bill Trimble, Allvan Corp., Earlena Hinson, President of the North Carolina Movers; John Alley, Gran Alley Co.

Bill Trimble Vendor Service Award



Won James T. Dorman
Distinguished Service
Award in 2014 – Only
Vendor to win this award



The Board of Directors voted to rename the
Vendor Service to honor long-time NCMA
Sponsor Bill Trimble.





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Wilmington Box Company, founded in 1986 and located in Burgaw, NC, is a locally owned and operated corrugated box manufacturer.

We are a versatile converting operation with a diverse customer base throughout North Carolina. Our goal is to offer dependable cost-effective packaging solutions to all of our customers. Excellent customer service, just in time delivery, competitive pricing and quality products are the cornerstones of our business. In early 2014, WBC expanded its operations with the addition of our new division, Packaging 151. This expansion has allowed us to increase our product offerings from mainly just corrugated products to include custom wood and foam products, packaging supplies and fulfillment/kitting services.

We are proud as a NC manufacturer to support the NC Movers Association and to provide its members with boxes, crates, and supplies necessary to make your business successful.

Please call or email us today at [910.259.1682](tel:910.259.1682) or customerservice@wilmingtonbox.com for more information! We look forward to working with you!

Thanks!

The Wilmington Box Company and Packaging 151 Team

Capital Restoration provides a full range of wood repair services to the moving industry. Services include:

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Contact information for Capital Restoration:

John Allen
[Capital Restoration](#)
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Raleigh, NC 27613
[919-539-2737](tel:919-539-2737)
www.capitalrestorationnc.com





SPONSORS

Clockwise from upper left: Maynard Kline-Advantage Truck Sales; Jason Sheets-Aegis Insurance Services; John Allen-Capital Restoration; Amanda Setzer-Milburn Printing; Hobbs Goodwin, Ashely Thornton, Jeff Denny and Trey Ford-Wilmington Box Company; Chance White-Kryosphere; Jeff Newcomer and Conrad Swanson-Arpin Van Lines





Clockwise from upper left:
 Sue Fuchtmann-Daycos;
 Mark Southerland-CMS;
 Toney Senator-
 MoversSuite by EWS;
 Steve Ranz-J. E. Kelleher;
 Mike Hammond-
 NorthAmerican Van Lines;
 Larry Scott-Kentucky
 Trailer and Ted Edwards-





Clockwise from upper left: John Bilton-The Quarles Agency; Mark Dziergowski-TransAdvantage; Paul Ellsworth-Stevens Van Lines; Amy Kline and Caleb Mixon-Suddath Government Services; Jamie Mattingly, Josh Sumpter & Ron Mallon, TMM; John Rye-United Brokerage;; Tony Pagrabs-Wells Insurance; Don Hubert & Christie Sprayberry-Trak & Trace





Clockwise from upper left: Dorothy Timma-Gateways International & Sue Fuchtmann-Daycos; Dr. Johnson Wu-LookChina; Jamie Hubert, Debbie Spanley & Melanie Brown-Vanloiner; Josh Hovis & Justin DeSantis-Victory Packaging; Mark Dziergowski, Larry Scott, Ted Edwards and Beth Gockel; Kregg Boreani, Wheaton Worldwide





Left: Brett Plummer being installed as President by Anne Horne; Below: Dru Burgin Secretary/Treasurer and Kathy Cox Vice President



**Jerry and Mary Hare
Move for Hunger
Movers of the Year**



**Wayne Ray
being hon-
ored for his
service on
the Board
with Brett
Plummer**



**Incoming Board Members:
Matt Sharpstene, of A Few
Good Men Moving & Storage
Rick Thornton, of Fayetteville
Moving & Storage; Mike
Mather of Mather Brothers
Moving and Jerry Hare of A+
Moving & Storage**



Thursday Night—BBB Fitness Check-up Station





Small Business Marketing: A Crash Course

People will always need moving companies, but the days of flipping through the yellow pages to find one are long gone. Movers have to proactively market their businesses, through both traditional and digital platforms, if they want to bring in new customers.

It may sound like a daunting — and expensive — task, but it doesn't have to be. Honest! Here are three steps to ensure your company gets its share (and then some!) of those families that need a moving company.

Step 1: Target Those in Need of a Mover with Postcard Mailings

Some stat on how many people list their homes each year and something about how they need a moving company. Then go into telling them to mail to people who list their homes for sale each month in their service area. And talk about setting up a campaign in advance with a postcard company who will be able to mail to all new listings for them each month. And say that they want to hit each listing at least 3 times with a card

- Determine your target market. These are the people who are most likely to be interested in your services — homeowners with an income of \$40k or more, for example.

Then you'll want to purchase a good mailing list — one that has been updated within the last month and is guaranteed to be 90% deliverable. If you want to target specific neighborhoods or households with that \$40k income, you can do that. Or you can send out your postcards via Every Door Direct Mail (EDDM), which means every single residence on a carrier's route will get your mailing. With EDDM, you can blanket an entire area and save on postage!

- Make sure your postcard is built for success. At PostcardMania we use a checklist of 10 essential elements every postcard must have, like a bold headline, colors that pop and an enticing offer (something that's valuable but doesn't sound too good to be true, like \$100 off).

Your postcard needs to include the benefits of doing business with you, rather than the features you offer. What does that mean? Well, rather than telling prospects your movers are careful and conscientious, tell them what that does for THEM: their belongings will make it to their destination safely!

So, you've sent out well-designed postcards to your target market. Now what?

Step 2: Your prospects are online. You had better be, too!

Some of the recipients of your postcard are going to reach out to you right away. Some will hold onto your card until they need it. Some will simply throw it away (sorry, that's just how it works!).

(Continued on page 22)

But of the people who are interested, a whopping 95% of them are going STRAIGHT to your website.

It's 2015, and your website IS your business. It should clearly and immediately communicate what you're offering and [market your business](#) — not just to the people who got your postcard, but for people who are searching online for movers. And you should be doing everything possible to make sure those people FIND YOU.

Search Engine Optimization: No matter how beautiful or functional your website, if it's not optimized for search engines, they won't find it! Use Google Adwords — it's FREE — to find out what keywords people are using to find movers and incorporate them into your URL, page titles and text.

Google Analytics: If you haven't signed up for Google Analytics, you should. (Sign up at www.google.com/analytics.) Google Analytics will tell you how your website is performing — how many people visit your site, which pages they stay on the longest — so you can make improvements and make the best use of your most-visited pages. It's also free!

Pay per click (PPC) ads: Want to make sure your website appears on Page 1 of Google? This is how you do it. There are different types of PPC ads, but the ones we're talking about are at the top and the side of the Google results page — you've seen them. [You only pay when your ad gets clicks](#). (Pay. Per. Click. Get it?)

Step 3: Follow up. Follow up again. Then follow up some more.

People respond to repetition. It's a fact. Did you know that 80% of sales are made on the 5th to 12th contact? Only 2% of sales close on the first contact. TWO PERCENT!

This is why repetitive mailings and follow up are VITAL.

Your website can be a great follow up tool. Your most popular pages — especially your landing page — should include a web form where visitors can give you their contact information in exchange for something of value (a free estimate, for example). Once you have their information, you can reach out to them via phone call, email or newsletter until they become your customer.

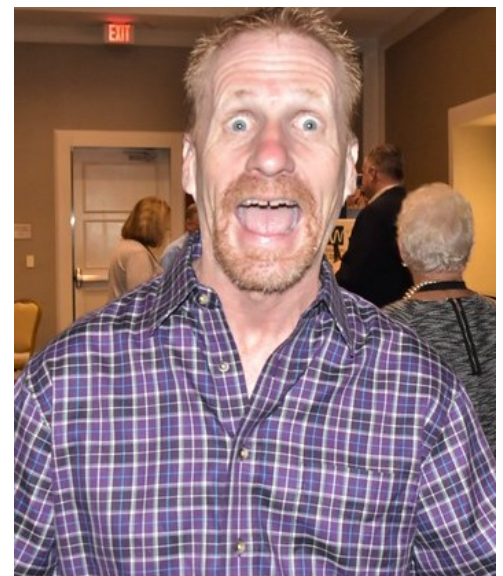
Another effective follow up tool is [DirectMail2.0](#), an integrated direct mail marketing program from PostcardMania. (Other vendors can offer it too, if you're loyal to one — just have them call us!)

Along with mail tracking (so you know when your postcards hit) and call tracking (so you can see how many calls you're getting from them), DirectMail2.0 multiplies your return on investment by adding Google follow up ads. Here's how it works: When a prospect visits — and then leaves — your website, they start seeing your ads on thousands of sites around the internet, making it seem like you're *everywhere*!

Whether you use DirectMail2.0 or other follow up methods, FOLLOW UP. Or else you're leaving a TON of money on the table.

So there you have it — you're ready to start marketing your business! For more tips, download our FREE [Small Business Owners Complete Marketing Checklist](#) or call one of our marketing consultants at 800-628-1804.

All American Relocation came to see Brett Plummer be installed as President!





Since moving companies are almost always family-owned companies, families are always an integral part of our convention. Here's some that attended this year!



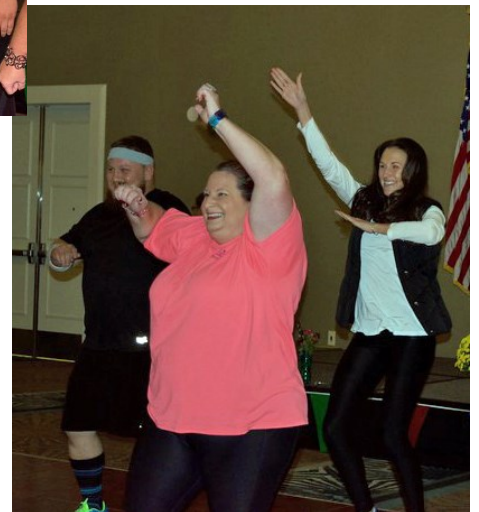
The Tar Heel Van





Saturday Night—Fun, Games & Zumba!





Want to see more pictures? There's only 763. Here's Amanda's website.
<https://amandaleimbach.smugmug.com/Other/NCMA-Convention-2015/>



Tripp
Moore

The phrase has always been, there's nothing more ex than an ex-President. This picture of our President for the last two years, Tripp Moore, expresses this sentiment exactly. Tripp is walking off the stage at the convention after receiving his plaque honoring his term as President. I can't thank Tripp enough for all his hard work since he came on the board in 2007. He has served the association faithfully, working extremely hard in the battle of the illegals. Thanks Tripp for all your hard work. It has been a pleasure serving with you!



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THANKS
FOR
YOUR
HELP!



Conventions don't just magically appear. They take lots of hard work. I would be remiss if I didn't thank a few of the people who helped make it possible. Starting bottom middle—John Potts-the Ticket man; Paula Potts and Kim Woods at the registration desk (also assisted by Anne Horne and Sandra Fincher); Amanda Leimbach our fantastic photographer and last, but certainly not least, the amazing Leslye Plummer who has the ideas and makes it all come together! Thank you so much for all you did to make this year's convention such a success!

Being editor of a newsletter has very few perks. However, I'm exercising editorial privilege to celebrate my own family. My parents had three of their six daughters at the convention this year to celebrate their granddaughter Katherine Murphy winning the four-year scholarship. Indulge me in being proud!



NC Movers Association

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Upcoming Industry Events

- | | |
|--------------|---|
| January 23 | Board of Directors Meeting
North Hills Club
Raleigh |
| March 20-23 | AMSA Education Conference
New Orleans, LA |
| April 30 | Board of Directors Meeting
Asheville, NC |
| September 17 | Board of Directors Meeting
Wilmington NC |



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