

The Tar Heel Van

FIRST QUARTER 2018

Kathy Cox Installed as President of NC Movers Association



Kathy Cox, President of Horne Moving Systems in Goldsboro, was elected President of the NC Movers Association at our annual convention in October. Kathy was unable to attend the convention due to a death in her family. She was installed at the January Board of Directors meeting. Pictured above is Pam Stanley, Executive Director of the NCMA, issuing the oath of office to Kathy Cox. For those who didn't know, Kathy and Pam are sisters.

Cox said "I'm looking forward to working with the Board of Directors to provide more benefits to our membership." She encourages all members to become more engaged with the association.

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TMT Hero

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From the President

At long last, spring is here! Trees are budding out, daffodils are blooming, the weather is getting warmer and the days get longer. For those of us in the moving industry, we can almost smell “the busy season”. Ready or not, it will be here before we know it. I would love to hear how your company gets ready and how you get your employees ready to work such long, hard and hot days. I saw this quote not long ago and thought it was worth passing on. I printed it and put on my wall at work so I will see it daily. My goal this year was to make sure that every day I do this. “Appreciate everything your employees do for the business. Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise. They are absolutely free and worth a fortune – Sam Walton. And that is one way I plan to motivate our employees this year at Horne Moving.

After the busy season, we will have our annual convention. Please plan on attending this year. I guarantee you will have fun, make new friends and learn something new. We will be at Wrightsville Beach. The convention committee is hard at work securing speakers, picking out menus, organizing golf and other fun activities. If you have ideas about new or different things you would like to see at convention please let Pam Stanley or me know. This is your convention and we want it to be fun and informative. We want you to be excited about coming every year!

So, email me and let me know your best motivational busy season secret or how we make the convention better. My address is kcox@hornemoving.com. I am eagerly awaiting your response and will share them with everyone in the next issue. In the meantime, get out and enjoy the wonderful NC spring weather!!

Kathy Cox

President



Kathy Cox

NCMA President

Horne Moving

Systems

Goldsboro, NC

kcox@hornemoving.com

Wheaton Van Lines announced their X-Factor awards for January/February 2018.

Mike Collins, Sales, **Mather Brothers Moving Company**, Garner
Scott Conner, President, **Move-Mark Relocation**, Columbia, SC
Desmond Miller, Driver, **Mather Brothers Moving Company**

Bekins Van Lines announced their X-Factor Awards for January/February 2018

Billie Jo McCullens, Sales, **Bekins Moving Solutions**, Goldsboro
Donald Parks, Crew, **Bekins Moving Solutions**, Goldsboro
CONGRATS to all for this honor!

United Van Lines recently announced their 2018 Heart of Quality Award Winners:

Maggie Smith, **Armstrong Relocation**, Charlotte, NC

Mayflower Transit recently announced their 2018 Heart of Quality Award Winners:

Joni Wiles, **All American Relocation**, Raleigh. (two –time winner)

The Heart of Quality Awards were created to recognize move coordinators who consistently provide customers with exceptional service. The move coordinator serves as a key point of contact for the customer and service providers to make the moving experience successful from preparation through final delivery. With thousands of move coordinators in the system, this is certainly the highest honor. CONGRATS!



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Two Men Mooresville Wins Awards



Pictured above: TMT President Randy Shacka, Co-CEO and one of the original two men Brig Sorber, TMT Morrisville General Manager Terry Little, Franchisees Joe & Katie Windemuller, TMT Co-CEO & VP Jon Nobis, and the other original two men, Jon Sorber

Two Men and A Truck of Mooresville location recently won three awards at the annual Two Men and A Truck meeting in Orlando. They were honored with the Safety Award, ranked #1 out of the 275 franchises in the US. They also received an award for breaking \$1 million in revenue in 2017. They were #10 in Two Men and A Truck's Awards in Excellence program. Franchises receive points for various activities during the year such as customer service, sales, training and charity work. The top 14 franchises win a trip. This year it will be in Maui, HI.

Congrats to Joe and his staff for these honors!

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

Following Distance



Objective: To assure that employees understand the importance of a safe following distances and how to maintain a safe distance

In the rush and anxiety of everyday driving, following distance is often sacrificed for getting somewhere faster. However, when you do not allow enough following distance, you not only put yourself at risk, you fail to save time and may cause further slowing of traffic.



Determining a Safe Following Distance

1. **Determine an appropriate distance from the car in front of you, using one of the following methods.**
 - To use the **three-second rule**, select a fixed object along the roadway, and assure that it takes at least three seconds for your vehicle to pass it from the time the vehicle in front of you passes it.
 - To use the **car-length method**, maintain a distance of at least one car-length for every 10 mph.

2. **Create an additional cushion of space between your vehicle and the vehicle in front of you.** The benefits of having a **safety cushion** include:
 - Giving drivers time to recognize and react to changes or emergencies on the road
 - Allowing cars to change lanes and make turns without interrupting the flow of traffic
 - Keeping traffic moving

3. **In certain conditions, add additional distance:**
 - In wet, slick, or other inclement weather conditions
 - At night or in other low-visibility conditions
 - When following a motorcycle
 - If being followed by a bus or semi
 - If pulling a trailer
 - If being tailgated

STORAGE-IN-TRANSIT AND PERMANENT STORAGE

Lately I have been asked about Storage-In-Transit (SIT) and Permanent Storage (long-term storage or non-temp storage). SIT is a transit or cargo issue, but storage is a warehousing issue.

What is the problem if a moving & storage company has both cargo and warehouse coverage? But what coverage applies if the shipment is SIT under your van line's Bill of Lading? Or another moving company's Bill of Lading? Your cargo coverage would not apply to such a SIT claim, but would your warehouse coverage apply? Different insurance companies might have different answers.

Let's deal with a shipment that is completely under your control -- If your Bill of Lading shows the origin address as the shipper's old residence and the destination address as the shipper's new address, the period of time the shipment is in your warehouse is definitely SIT. Be sure to know the length of the SIT period allowed under your tariff or regulation – 90 days, 120 days or longer.

If your Bill of Lading shows the destination address as your *warehouse*, there is no SIT period – the shipment should be converted to permanent storage when it is delivered into your warehouse.

If the ultimate destination address or delivery date is unknown when a shipment comes into your warehouse as SIT, many movers automatically convert such a shipment to permanent storage. This may not be a requirement, but it is recommended to avoid problems. If such a shipment sits in your warehouse as SIT past the number of days allowed (90, 120, 180) without being converted to permanent storage and there is a claim for loss or damage, there could certainly be an insurance coverage problem! Cargo coverage no longer applies and without a warehouse receipt the warehouse coverage might not apply.

Remember, properly executed documents protect you!

Courtesy of MOVE-PAK CONSULTING – www.movepakconsulting.com or [213-760-7444](tel:213-760-7444).

Thanks,
Carole Boettcher
Move-Pak Consulting
[213-760-7444](tel:213-760-7444)

www.movepakconsulting.com



SIT and PERMANENT STORAGE—INTRA NC RULES

SIT on your moves within North Carolina is subject to a 180-day limit. All SIT moves within North Carolina must be weighed and inventoried—according to the Maximum Rate Tariff. All charges that apply to SIT are per cwt—(See Page 61 of the tariff).—and that includes the pick-up and delivery. Pick-up and delivery for less than 35 miles would be Item 14 on Page 61; if the distance is greater than 35 miles, then Section III—Weight/Distance rates would apply.

Permanent Storage is NOT regulated by the Maximum Rate Tariff. Your company can set their own charges for Permanent Storage (which is storage that is in your warehouse for more than 180 days). However, the move into your warehouse and out of your warehouse ARE regulated moves—either hourly or weight/distance based on the mileage involved. Perm Storage requires THREE sets of paperwork—a bill of lading for the move in, with the warehouse being showed as the destination; your company’s invoice for the charges while in Perm Storage; another bill of lading for the delivery out, with your company’s warehouse being showed as the origin.

Contact the Association Office if you need more information about properly charging for SIT and Perm Storage

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4 Ways to Lower Your Rate when Processing Credit Cards

What is the Best Rate?

While there are many things that separate one credit card processor from another, pricing is a huge factor that has an immediate impact on you, the merchant. However, with over 1200 separate interchange rates, the age-old question of “What rate do you offer?” requires a much more detailed response. Several factors affect the actual cost of accepting payment with a credit card – industry, customer card type, processing method, settlement time, etc. Many variables impact what your customer’s card actually costs you. So, how do you lower your rate when processing credit cards?

4 Ways to Lower Your Rate

Just because there are over 1000 different rates, and numerous factors that impact the cost of accepting any given credit card, doesn’t mean you are helpless in reducing your costs. There are definitely best practices that can help you reduce costs, and improve your bottom line. Here are 4 ways to lower your rate when processing credit cards.

1. **Swipe or Dip** – If you have a customer in front of you, swiping or dipping the card will get you a lower rate than manually keying in the same card. Interchange rates are closely related to risk – the more risk a transaction holds, typically the more expensive it is. By keying in a card manually, the card-brands (Visa, MasterCard, Discover, American Express) see that as card-not-present. Any time a card is considered to be away from the point of sale, higher risk is implied, thus a higher cost for that transaction. Long story short: if you can see the whites of their eyes, swipe or dip the card. Do everything you can to avoid manually keying in a transaction.
2. **Data, Data, Data** – If you operate in a card-not-present world (e-commerce or mail / telephone orders), the more customer information you can provide, the lower your rate will be. With every transaction, providing the AVS information, which is the customers’ street address and zip code, will help qualify your transactions at the lowest possible rate. Even greater savings can be achieved with Level III interchange. This is unique to business and purchasing cards. Lowering the rate to this level requires a substantial amount of data to be submitted, usually from a specialized gateway like the one offered by BASYS Processing.
3. **Settlement Times** – Setting your terminal up for auto-settlement is a quick update to any piece of equipment and can help improve your situation immediately. Many merchants have not been taught that leaving transactions un-settled in a terminal for more than 24 hours actually makes those transactions cost more! Except for very unusual circumstances, your processor should set your equipment to auto settle at the same time every day.
4. **Right Tool for the Job** – While the credit card terminal is still the standard means to accept a card payment, there are numerous other solutions, frequently unique to an industry. There are systems designed to accept credit cards specifically for e-commerce businesses, and systems that are designed just for restaurants. Other systems are designed to operate in a business-to-business (B2B) environment, or for companies whose primary sales are recurring monthly payments. Just because the terminal you’ve been using for the last 5 years technically works, that doesn’t mean it’s the best fit for you right now. We recommend continually working with your credit card processor to learn what options are available to you, and ensure you’re using the solution that can offer you the lowest rate qualifications and other helpful functionalities.

Before you make your next MOVE, talk to Mickey about keeping your trucks looking and working like new. Any truck. Any condition.



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Stay Engaged

While these are some general way you can lower your rate and control your costs, the most important thing is to stay engaged. Just because you've always paid certain fees, doesn't mean those are fees you should still be paying.

BASYS Processing would be happy to provide you with a FREE SAVINGS ANALYSIS to show you how we can drive down your rates, ensure you are using a processing system that is the best fit for your business, and improve your overall credit card processing experience.

If you have any questions about the credit card industry – lowering your rate, EMV chip card acceptance, chargebacks, PCI Compliance, mobile processing – please reach out to us. We can be a tremendous resource for your business. To speak with us, simply call (800) 386-0711 and ask for Derek Wiedenmeyer. Or send an email to savings@basyspro.com.

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City Transfer & Storage recently took part in the Raise the Woof fundraiser, benefitting Retired Canine Officers, Davidson County Animal Alliance, GO FAR and Back Pack Beginnings. Entrants built dog houses that were voted and auctioned off. *Pictured from left: Justin Lassiter with the office dog Saddie Lassiter, Antonio Ingram, Kelly Rankin, Janice Taylor, Jodi Hammonds, Janine Acuff, Penny Chapman, Steve Seibel and Ronald.*



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CMS won the **Bill Trimble Distinguished Vendor Service Award** at the 2017 convention. Only Mark Southerland was able to attend. We wanted to make sure that we recognized the people who helped. Thanks to all CMS has done for the NC Movers!

From left: Mark Southerland, Rochelle, Rose Shultis, Dean Barker, and Guy Lambert



by Bobby Albert, bobbyalbert.com

Recently, I have been reading about the founding of our nation and the actions of young Col. George Washington during the French and Indian War.

In 1755, Col. Washington led a group Virginians along with British troops into battle, and they suffered enormous losses.

Remarkably, George Washington was the only mounted officer not shot down off his horse, and he had been quite vulnerable to injury, since he bravely rode back and forth along the front lines, *engaging* his troops.

After arriving back at Fort Cumberland, he described what had occurred in battle – that when he had removed his jacket at the end of the battle, he discovered it bore four bullet holes but not a single bullet had touched him. The story of the divine protection of Washington spread across the colonies.

I've been writing about one of the best ways for you, as the leader, to take that first step toward a process of *engaging* your employees. It involves a *participative leadership style* that I call **Engage2Lead** and employs the **1-2-3 leadership tool**.

The 10 Benefits of Engagement

Every leader can enjoy ten distinct benefits from engaging their employees:

1. *Employees feel good about themselves* because they have a sense of achievement and enjoy receiving recognition for their accomplishments.
2. *Employees really appreciate being appreciated!* They feel useful, and they welcome the opportunity to *participate* in any decision related to their operations. They enjoy being respected as useful professionals whose opinions are important. They are excited to be respected as valuable “thinkers” as well as “doers.”

3. *Customers appreciate being dealt with respectfully* and are delighted because delighted employees enthusiastically serve them!
4. *Employees become truly inspired* and enhance the organization's chances for success by virtue of their input.
5. *Morale and teamwork increase*, which leads to improved performance and optimum results. The leaders' impact is multiplied, not merely added.
6. Because employees are involved in the decision-making process, *there is buy-in and ownership*. Through their early *participation*, people gain informal pre-training (knowledge and perspective) that helps them effectively implement the decision. It's no wonder such folks become cheerleaders of the decision.
7. *Employees who are invited to engage* in the process are likely to *gain a better understanding of the results they are expected to achieve* and "why" it is important to achieve these results.
8. *Employees who are part of the process feel their opinion is valued* and are more likely to be committed to working within the team to achieve the results.
9. *Employees come to work on time daily*, have a good attendance record, work for a higher purpose, and give a full day's work for their pay.
10. As all of these factors come together, *organizations experience both highly motivated employees and high-performance teams*.

"You can buy someone's time, you can buy someone's physical presence at a given place, you can even buy a measured number of skilled muscular motions per hour or day. But you cannot buy enthusiasm; you cannot buy initiative; you cannot buy loyalty; you cannot buy devotion of hearts, minds and souls. You have to earn these things."

• **Clarence Francis**

Will You Win the War?

When you *engage* your employees, could I encourage you to focus on "doing the right thing" (like Col. George Washington engaged his troops at the front-line) in the day-to-day "battle" of running your business? Eventually, you will build a culture where people thrive and profits soar, and you will win the war!

GMA's New Chairman: We Are a Piedmont Triad Market

Reprinted with permission from GMA Trends



Bart Lassiter, a vice president at City Transfer & Storage is GMA and FirstPoint chairman for 2018

The man who will serve as the Guilford Merchants Association's chairman for 2018 helps lead a business with High Point roots that go back to 1908.

Bart Lassiter is a vice president at City Transfer & Storage, which was founded by his grandfather. It's a heritage that gives him and other family members a deep sense of pride.

His passion for High Point and moving that city forward is matched only by his enthusiasm for building up the Piedmont Triad and taking a regional approach to business development.

"I want to expand GMA's membership throughout the Triad," Lassiter says, "because we are a Triad market. If we just focus on the markets we are physically in – such as Greensboro or Burlington or Kernersville – we are leaving a lot of opportunity on the table."

Lassiter long has been a proponent of looking at the Piedmont Triad as a single market and creating relationships that bridge real and perceived boundaries between the various communities in the Piedmont Triad.

Lassiter was active in the High Point Merchants Association and helped make for a smooth transition when that organization merged with GMA in 2008.

(Continued on page 17)

“The merger was a good thing for us and High Point, and I think it was a good thing for GMA,” he says.

Lassiter emphasizes that his interest in increasing GMA’s Triad-wide footprint simply is continuing on a path set by his predecessors and GMA leadership.

“The wheel I’m about to take over is not broken,” he says. “Mark Prince and his team have taken the ball and run with it.”

Lassiter, who is more comfortable in shirtsleeves than a coat and tie, likes to maintain a collegial atmosphere in the workplace.

“I’m a team builder,” he says. “I like to get involved with everybody. I want to be a part of the team at GMA, too.”

Lassiter’s grandfather used a team of mules and a wagon when he launched City Transfer & Storage 110 years ago. Today the company depends on a fleet of trucks, is an affiliate of Atlas Van Lines, and has offices in Winston-Salem as well as High Point.

“You call, we haul,” is the company’s long-standing motto.

Over the decades, the company has expanded to provide a range of specialized moving and storage solutions for household clients as well as business customers. The company maintains about 75 employees year-round. That number may rise to 100 during the summer, which is peak season in the moving business.

“We are a very diversified company,” says Lassiter, who went to work full-time with the company upon graduating from Appalachian State University in 1975. “We do commercial distribution, warehousing, office moving, custom packing and storage, and records storage.”

City Transfer is “a total relocation company that serves the Triad and the whole world,” he says.

City Transfer also provides crane and riggings services. Its mobile cranes are able to lift extremely heavy loads, such as air conditioning equipment, and set them in place on office tower rooftops.

Lassiter is positive about the coming year in terms of the economy and business throughout the Piedmont Triad.

“I think 2018 will be good.” he says.

TMT RDU David Woods Wins TMT Ultimate Hero Award

Reprinted from the Cary Citizen

Morrisville, NC – David Woods, supervisor for the Two Men and a Truck franchise serving the Morrisville area, has helped boost customer satisfaction to its highest level in years and earned himself the company's prestigious Ultimate Move Hero Award in the process.

Woods supervises drivers at Two Men and a Truck, a moving and storage company with hundreds of locations across the United States and Canada. Here, Woods earned the company's Ultimate Move Hero Award, which recognizes employees who have gone above and beyond.

"The award's meant to capture things you've done not only at work but in the community. It's for stepping out of your comfort zone and making a change," Woods said. "It means a lot. It shows that the owners all the way down see and appreciate everything you do."

To better prepare and look after drivers, Woods said he finds ways to connect and engage with them, which has led to the site's best customer service ratings in years.

"I have my desk by the door. I want to make sure drivers see me when they get here and I shake their hand and see how they're doing," Woods said.

Woods has also found ways to spark conversation, either through talking about sports or with a whiteboard with daily riddles and puzzles on it. While these seem small, Woods said the results speak for themselves.

"It gets the drivers to talk, to laugh, to share. It puts them into a better mindset," Woods said. "Then they know they have a job to do. When they're out with customers, they're focused, they're relaxed and they have a smile on their face. They're more enthused to do their best work."

A big part of Woods' approach to engaging and supporting drivers at Two Men and a Truck is understanding what they need in a workplace environment.

"Coming into a job can be hard," he said. "They're there to make their livelihoods but you also want it to be a welcoming place."

By taking steps to talk and laugh with drivers, Woods said he is trying to create that welcoming feeling. He said this comes from leadership skills he learned from his 22 years in the U.S. Navy.

"There, I learned to provide not only leadership but mentorship," he said.

Woods also takes cues from the workplace environment that existed at Two Men and a Truck when he started there.

"They've been welcoming since I walked in the door," he said. "It's a pleasure and honor working here. It makes me strive to do better and they've guided me and let me stretch my wings."

(Continued on page 19)

For business leaders not in the moving industry, and even leaders outside of business, Woods said these skills can still be applied. One of the biggest skills is patience.

“Without patience, you can miss little details,” he said. “And when you start to miss details, you won’t see problems developing until it’s too late.”



David Wood of TMT Raleigh and his award. Congrats!



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The American Moving and Storage Association (AMSA) is excited to welcome the newly formed Independent & Small Movers Committee, whose goals are to help develop your business through education and networking, and provide independent and small movers a greater voice within AMSA. The committee looks forward to providing you with tools you need to help strengthen your company. If you are attending the [AMSA 2018 Education Conference & Expo](#), join the Independent & Small Movers Forum on Sunday, April 8, from 3-5 p.m. Topics will include “How to Strengthen Your Company,” “Alternative Streams of Revenue,” “Marketing Strategies” and “How Do You Define Success.” To learn more or join this committee, contact [Samantha Ha](#). Join our [Facebook group](#) to engage with us on topics important to you and your business.



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UPCOMING MRT SEMINARS

March 27—Raleigh

April 19—Concord

<http://www.ncmovers.org/training-seminars-mrt-drivers/>

Cuteness alert to the right: my grandson Ellis Starkey at 5 months!





NCMA / FEBRUARY MONTHLY REPORT

FOOD COLLECTED AND DELIVERED

MONTHLY	YEAR TO DATE	ALL TIME
332 lbs. 276 meals	480 lbs. 400 meals	521,303 lbs. 434,419 meals

TOP AGENTS OF THE MONTH

1. A+ Moving and Storage – 332 lbs. = 276 meals

ASSOCIATION LEADERBOARD

FEBRUARY MONTHLY REPORT

	ASSOCIATION	TOTAL LBS.
1	PENNSYLVANIA (PMSA)	1,141,117
2	ILLINOIS (IMAWA)	1,139,865
3	SOUTHWEST MOVERS (SMA)	1,061,355
4	NEW JERSEY (NJWMA)	842,880
5	CALIFORNIA (CMSA)	820,865
6	FLORIDA (FMWA)	622,505
7	NORTH CAROLINA (NCMA)	521,303
8	NEW YORK STATE (NYSMWA)	359,852
9	MINNESOTA (MTSA)	266,109
10	LONG ISLAND (LIMSA)	157,580
11	OHIO (OAM)	124,356
12	MARYLAND (MMTA)	82,061
13	WISCONSIN (WMA)	50,136
14	MICHIGAN (MMA)	41,552
15	MISSOURI (MMA)	17,913
16	INDIANA (IHMWA)	13,472

	ASSOCIATION	ENROLLED MOVERS
1	CALIFORNIA (CMSA)	70
2	SOUTHWEST MOVERS (SMA)	52
3	ILLINOIS (IMAWA)	47
4	FLORIDA (FMWA)	34
5	NEW JERSEY (NJWMA)	25
6	NORTH CAROLINA (NCMA)	23
7	NEW YORK STATE (NYSMWA)	21
8	MICHIGAN (MMA)	18
9	PENNSYLVANIA (PMSA)	14
10	OHIO (OAM)	14
11	MARYLAND (MMTA)	10
12	INDIANA (IHMWA)	7
13	MINNESOTA (MTSA)	7
14	LONG ISLAND (LIMSA)	6
15	WISCONSIN (WMA)	6
16	MISSOURI (MMA)	5



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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.

LEA

2018 NCMA Calendar

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|---------------|---|
| April 8-10 | AMSA Education Conference & Expo
Greater Ft. Lauderdale/Broward County Convention Center
Ft. Lauderdale, FL |
| April 21 | NCMA Board of Directors Meeting
Comfort Inn & Suites
Kannapolis, NC |
| September 16 | NCMA Board of Directors Meeting
Winston-Salem, NC |
| October 11-13 | 64th Annual Convention & Trade Show
Holiday inn Resort
Wrightsville Beach, NC |