

The Tar Heel Van

FOURTH QUARTER 2018

Movin' On Movers Helps Hurricane Florence Victims



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Christmas came a little early to some people in Eastern North Carolina. On December 7, Danny Wilson, Owner of Movin' On Movers, delivered three truckloads of donated furniture, including 100 new beds, from his warehouse in Apex to the NC Baptists On Mission Donation Center in Red Springs.

Since Hurricane Florence hit in September, destroying so many homes in the eastern part of the state, Movin' On Movers has been collecting furniture and household goods for the victims. After Danny visited the area and talked with several community leaders, he learned that the #1 need for people was beds. Danny, with the help of Julian and Tony from Mattress Firm in Cary, purchased, at a reduced price, 100 mattress and bed frames for the relief effort.

As employees were unloading trucks, the expression and tears of gratitude were apparent from the dedicated volunteers working at Baptist on Mission receiving center. Wendell Hunt, Assistant Coordinator said, "It will be a great Christmas to people who no longer have to sleep on floor or on air mattresses." A huge "thank you" to Danny and Movin' On Movers for their kindness and generosity.

Danny says to remind everyone that there is still a great need for more beds!

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From the President

My fellow movers,

I cannot believe it has been one year since my term as president began. But, yet here we are again in the “slower” season. I know here at Horne Moving, we are already working on ways to improve the level of service we provide, cleaning out warehouses, making lists of what we need for next year and continuing with our off season training for all of our employees. I am sure you all have your own laundry list of projects to complete this winter.

The board of NCMA starts off the New Year with a meeting on January 12th at The University Club in Raleigh. Pam can give you easy directions. We start at 9 and are usually finished by lunch. Please join us. We love to have guests!

This year has been very eventful for me. My daughter, Stephanie (many of you will remember that she was a recipient of the NCMA scholarship) and her husband, Ashton, made me a member of the grandparent club in November. Sweet Addison was born on the 11th and has filled a spot in my heart that I did not know was missing. I am including a picture so you can all see what a precious baby she is.

At this joyous time of year, I am thankful for each of you. I wish you each abundance, happiness and peace in a new year filled with hope.

Merry Christmas my friends!

Kathy



Kathy Cox

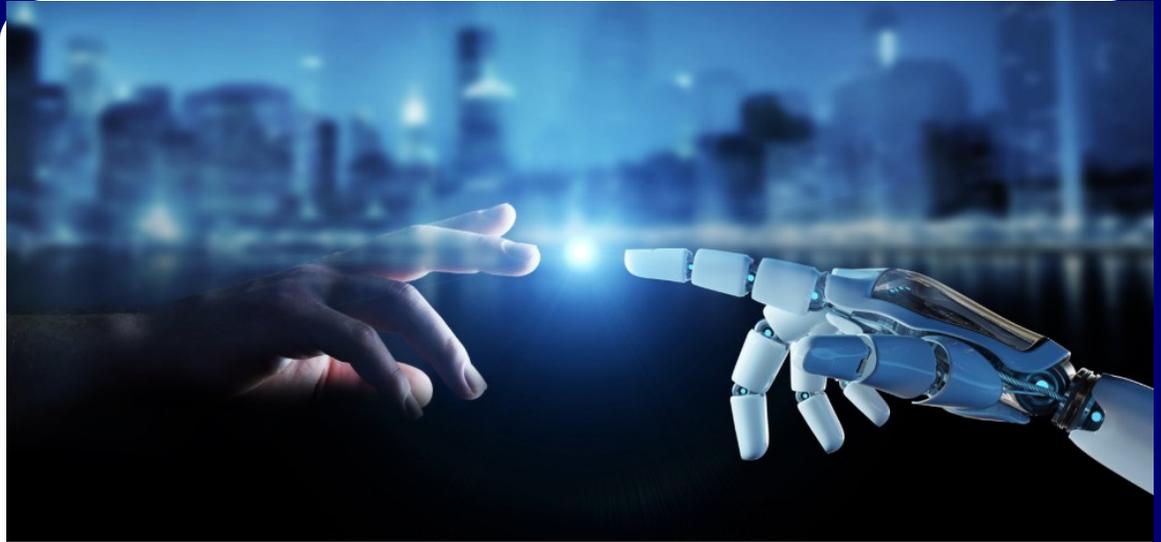
NCMA President

Horne Moving
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Goldsboro, NC

kcox@hornemoving.com





By Richard Garvey, Marketing Manager for Move HQ

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Ever since Skynet caused a nuclear fallout in Terminator, a lot of people have viewed technology as the enemy. Maybe it wouldn't end the world, but it will certainly be the end of their businesses. But, were they right? Well, the short answer is no. However, it can get a little more complicated if you really dig into it.

Some industries tend to be a bit more stubborn than others, and the moving industry would certainly fall into that category. But that understandable, for thousands of years, moving hasn't changed much. However, over the last decade, more and more customers are demanding easier, faster, and more convenient moves. Small, app-based startups are beginning to creep into the industry and the question that needs to be answered is, where is the moving industry heading?

The answer is that the consumers drive the market where they want it to go, which is almost always in a more convenient direction. And while it's difficult to build, and sometimes painful to implement, technology is designed to make the end user's life easier.

While there are hundreds of ways that technology can help your business, we have whittled it down to the top 7 kinds of technology that can jump-start your moving company and help you keep pace with the evolving industry.

(Continued on page 5)

1. A CRM system

Imagine how fast your company could grow if you converted twice as many leads as you currently do. Well, with a moving company CRM, that reality is [closer than you think](#).

When all of your customer information is easily navigable, the entire organization runs more smoothly. There is no such thing as a missing folder when you have a CRM system. A good CRM is a collection of tools that improve the efficiency of your business, like eSignatures, document generators, lead management tools, virtual surveying, and more. **Basically, A CRM helps your company communicate more effectively, organize information, and target customers more effectively.**

2. Mobile Driver Apps

Mobile driver apps make life easier for everyone involved in the moving process. Drivers don't need to haul around piles of paperwork and painstakingly fill out form after form. Using a mobile driver app, like [HQ Driver](#), makes the process of getting from point a to point b much simpler.

With features like electronic signatures, paperless documents, integrated imaging, full support for barcode scanners and more, mobile driver apps give movers true piece level tracking from start to finish. By eliminating paper, you also eliminate the time it takes for moves to process through accounting. That means you can get paid in minutes, not days or weeks.

3. Accounting Software

Speaking of getting paid, the accounting industry has been digital for years and is only getting better! The first real breakthrough came in 1983 when Intuit launched the Quicken line of software, the first one built for individual use. You can still pay for all of your billing and accounting to be done by a pro, but new technologies have made traditional accountants less and less needed (sorry if you're an accountant).

Slight errors in billing/accounting can result in big problems, but the software industry's foundation is built on the back of tackling small business problems. **As long as you have a solid bookkeeping system, forgoing the traditional fees associated with accountants is definitely something that can boost your bottom line.**

(Continued from page 5)

4. Social Media

In marketing and sales, you want your product where the people are, and that is definitely on social media. In the United States alone, around [80% of the population](#), or 200 million people, use social media. That's a lot of potential moves!

Major social media platforms like Facebook and Twitter have become incredible marketing and advertising tools because they have a vast amount of rich data on all of their users. Let's ignore any ominous thoughts that the idea of social media knowing everything about us may have triggered for a minute and think about how it can help your moving company! That data can be used to hyper-target your ads to maximize your returns and generate leads.

Facebook knows who is moving, so they can put your moving company in front of the right people, at the right time.

5. Email automation tools

Email is an incredibly powerful weapon in the marketer's arsenal if it's used correctly. We have all experienced the endless wave of spam emails pushing some questionable products or services, but that isn't what email services we are talking about here. Email automation can be a salesperson's best friend.

Imagine having the ability to send hundreds or thousands of follow-ups to potential customers by creating one or two templates, then simply clicking a button. With email tools like [MailChimp](#) or [Marketo](#), not only is that possible, but it's much easier and less expensive than most people think.

MailChimp's "growing business" plan, for example, offers you 500 users and unlimited emails for only \$10 dollars per month. It doesn't take a mathematician to work out that the ROI on sending hundreds of emails out could cover the cost easily. Not only can you save time and effort, but you also get the added bonus of being able to track all of your emails in these tools.

Think how much more effective your sales team could be when they know

(Continued on page 7)

(continued from page 6)

exactly what a customer is interested in before they even speak to them for the first time. Like social media, we are diving into the realm of being a little creepy with data, but again, use it to your advantage! The more you know about a customer, the more likely you are to seal the deal.

Email automation tools enable your company to vastly expand your reach and open your sales team up to focus on more value driving tasks than constantly following up with cold leads.

6. Ticketing Systems

If you run any sort of business that deals with people, you are going to get complaints. And if you run a moving company, you are going to get a lot of complaints! Even the best moving companies can't execute every move perfectly: a picture frame will get cracked, a table will get scratched, a driver will be late... these things happen. **That's why you need to be ready to handle complaints quickly. Automated ticketing systems can tackle those unhappy customers much more effectively than you can alone.**

Companies like [Zendesk](#) and [Help Scout](#) can assist you in your customer service needs. These companies provide a system to organize and tackle customer complaints as they come. If you want to use templated responses, an in-depth FAQ center, live chat, an AI chatbot, or a number of other means, most software companies will have you covered. This software can be implemented at a relatively small monthly cost that is absolutely worth it. Losing customers or developing a bad reputation will end up costing your moving company much more in the long run.

7. Move Management

The moving process is chaotic with so many different groups of people that need to organize and communicate activities on a daily basis. To bring a method to the madness, tech companies like MoveHQ have been building solutions to make moving seamless for both the moving company and the customers.

While we happen to think that [MoveHQ](#) is the best in the bunch, there are a few other move management software companies that offer services to help with the logistics involved with a move for both local and long-distance.

If you have any questions about how a move management system can help your business, you can reach out to us directly [here](#)!

City Transfer & Storage Hosts Fifth Food Drive

By Jenna Bruno, Move for Hunger

We always look forward to the fall season here at Move For Hunger. The leaves change color, Thanksgiving approaches, and the summer heat finally subsides. This time around, we were a little extra excited for fall after hearing that [City Transfer & Storage](#) was bringing back their annual food drive!

The [Atlas Van Lines](#) agents have dedicated their November to their community for the past 4 years. Once again, the food drive was held at both of their offices in High Point and Winston Salem, NC. Employees, clients, and members of the community were all encouraged to donate items, such as pasta, cereal, peanut butter, and other nonperishables. Even after already collecting over **3,800 pounds of food** in previous years, City Transfer & Storage's desire to give back still grows strong. Their 5th time around absolutely proved this, because they collected another **740 pounds lbs. of food!**

City Transfer & Storage collected enough food to provide more than **600 meals** to North Carolina families in need. After the food is delivered to the [Second Harvest Food Bank of Northwest North Carolina](#), it will go straight to the **315,000 people, including 1 in 5 children**, in the Northwest of the state who are food insecure. Thank you so much to City Transfer & Storage for all of your hard work and dedication to your community this fall. We hope to do it again in 2019!

Looking to host your own food drive but are not sure where to start? [Click here!](#)

North Carolina: Assumed Business Names Law Change

If your company has an assumed business name (or a "doing business as" DBA) on file with the local register of deeds in your county, you may need to re-file. As of December 1, 2017 the NC General Assembly revised the assumed business name laws. The new law requires that all assumed business name filings filed in the local register of deeds' offices must be compiled into a statewide centralized online searchable database at the NC Secretary of State's Office. To ensure that all assumed business name information is contained in the statewide database, the law allows a 5-year transition period to give all businesses using an assumed name adequate time to re-file their assumed business information before the old filings expire on December 1, 2022. If you filed your assumed business name before December 1, 2017 you must file a new one before December 1, 2022. [Forms can be found online here.](#)

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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.

This form documents that the training specified above was presented to the listed participants. By signing below, each participant acknowledges receiving this training.



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

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Office: 404-366-5121
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Don Mosely - dmosely@arrowtruck.com
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CONVERTING STORAGE-IN-TRANSIT (SIT) TO PERMANENT STORAGE

Now that the busy season is winding down, it's time to look at some important paperwork issues that may have fallen to the bottom-of-the-pile while you were focused on handling your customer's needs.

The SIT conversion process is important because if you don't have the correct paperwork on file, your insurance may not provide coverage in case of a loss.

Besides insurance, there are a few other reasons that a Bill of Lading stapled to inventory sheets (instead of a real Warehouse Receipt) might get you into trouble:

- Without the proper Warehouse Receipt, you are legally unable to foreclose on unpaid storage lots and auction them to cover your unpaid charges;
- You might not be able legally collect storage fees once the SIT period has expired unless you have a Warehouse Receipt and/or Storage Contract.
- If the shipment came into your warehouse under a van line Bill of Lading, how do you advise the customer of the change? What is the van line's continuing responsibility?

What should you do?

- You should have a standard letter (or email) and procedure in place advising the customer of the change, confirming the same valuation option, presenting the new Warehouse Receipt/Storage Contract, and billing for the new monthly storage charge.
 - If there was no set delivery-out date when the shipment came into your warehouse, convert to permanent storage as soon as possible.
 - When there is a designated delivery-out date, confirm with customer at least 30 days prior.
- See some sample forms at movepakconsulting.com at the bottom of the educational material section. Contact me with any questions.

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
www.movepakconsulting.com



POLLUTION COVERAGE IN AUTO LIABILITY POLICIES

What is pollution coverage? Why do you need it? And how do you get it?

Pollution coverage provides funds to deal with bodily injury or property damage resulting from the discharge or release of pollutants. In the standard auto coverage forms Pollution is a specific exclusion (Exclusion 11), so this coverage is not generally included in policies issued to moving & storage companies. However, the clean-up costs of fuels or liquids spilled in an accident **is covered**.

So, if fuel spills are covered, why do you need pollution coverage? Well the standard coverage only applies to things that leak from the vehicle – not from the cargo. Used household goods generally do not pose an environmental risk if spilled out of the truck. Other types of cargo, however, might damage the environment.

If a moving company has interstate hauling authority, the MCS-90 endorsement form must be attached to the mover's auto liability policy. This endorsement mandates coverage for *Environmental Restoration* for any pollution resulting from property transported by a motor carrier. Make sure that this endorsement is attached to your policy – DOT auditors often ask to see this form when inspecting your premises.

If a moving company does not have interstate authority or wants the broadest pollution coverage available, ask your insurance representative to attach the *CA 99 48 Pollution Liability-Broadened Coverage for Covered Autos* form to your policy. There is no standard charge for this endorsement and not all insurance companies will agree to put this on your policy. If you are concerned about your pollution exposure, ask your insurance representative before renewal if the coverage is available.

Pollution coverage for any event occurring on your property will generally require a separate pollution policy.

Thanks,
Carole Boettcher
Move-Pak Consulting
213-760-7444
www.movepakconsulting.com

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



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Job profitability

If you are involved with an industry that is highly competitive and faced with increasing pressure on profit margins, such as the **moving and storage** business, it behooves you to know your job costs and carefully measure your job profitability. Expenses such as labor, vehicle costs and supplies are part of every job, and measuring them is essential in both quoting a price and determining actual profitability.

Two questions need to be answered:

1. What was the profit margin on a particular job?, and
2. What *should* it be?

Very few people know the answers to either question, and the result is that jobs are mainly quoted based on what the competition is doing instead of what makes sense. If everyone regularly measured job profitability, everyone would make more money.

Fortunately, thanks largely to Allen Hopson, a former CEO of a moving company, we have a tremendously valuable Excel-based tool that will allow you to easily determine what a job quote should be based upon a selected profit margin, and then measure actual profitability once the job is completed. We now have a new and improved version of the job costing template that we have had for several years. Download this (and five other powerful workbooks) by clicking on the following link:

[Software download](#)

Scroll down until you see "Moving and Storage Specific Templates."

If you are not in the moving and storage business, download it anyway to see a great example of how you might measure costs and profitability for your products or services. Knowing these two things is the only way that you are going to be able to ensure that you are pricing your products or services properly.

Also note that there are some very cool workbooks for general business, not the least of which is **Business Mastery**, which makes it easy to both analyze and forecast your financial statements. Check them out!

When I ask "How much did I make on that job?" what I hear is "I have no idea! "
Don't let this be you!

I love your feedback or suggestions, and welcome your questions.

Email me at dave@60minutecfo.com.

Sincerely,

Dave Duryee

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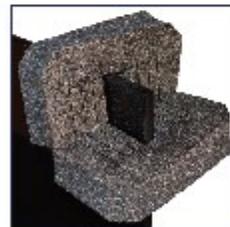
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Enjoy an action-packed 2019 AMSA Safety & Operations Conference at the [Fairfield Inn and Suites by Marriott Uptown](#) in Charlotte, NC, January 21-22, 2019.

The Safety Planning Committee has lined up a power packed list of speakers and topics that every safety manager will need to know. The 2019 lineup will include:

- Frank Acuna, a retired Federal Motor Carrier Safety Administration (FMCSA) inspector with best practices for post-event reporting and distracted driver policies
- Bob Henry of Scopelitis, Garvin, Light, Hanson & Feary will review employee vs. independent contractor guidelines, including the 2018 California ruling

Plus so much more!

Who Attends

This is the premier event for senior and mid-level safety and operations personnel in the moving and storage industry

Registration Fees

\$350 for AMSA members; \$500 for non-members.

If you are not a member of AMSA, but are a member of the NC Movers Association and would like to attend, please contact [MaryScott Tuck](#), if you are unable to register on the website.



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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. 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.

Cuteness alert! My grandson Ellis Starkey (and you will continue to get updates until he's old enough to tell me to stop!)



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NCMA / NOVEMBER MONTHLY REPORT

FOOD COLLECTED AND DELIVERED

MONTHLY	YEAR TO DATE	ALL TIME
5,833 lbs. 4,860 meals	66,443 lbs. 55,369 meals	587,266 lbs. 489,388 meals

TOP AGENT OF THE MONTH

1. Hampton Roads Moving & Storage – 5,000 lbs. = 4,166 meals
2. City Transfer & Storage Co. – 740 lbs. = 616 meals
3. A+ Moving and Storage – 93 = 78 meals



NCMA Annual Convention – October 10-12, 2019
Holiday Inn Resort, Wrightsville 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.

LEA

2019 NCMA Calendar

- 1/12/19 NCMA Board of Directors
University Club
Raleigh, NC
- 1/21-22/19 AMSA Safety & Operations Conference
Charlotte, NC
- 3/24-26/19 AMSA's 100th Education Conference &
Expo, Houston, TX