

Being the best requires commitment

At the Saturday general business session of the 2005 annual conference in Vancouver, votes for director candidates were being tabulated when then president Jeffrey Kennedy requested I make any announcements of importance to registrants in the session. He also suggested I make any other comments I desired.

Taking advantage of the opportunity I spoke briefly about the importance of a company's being aware of its image, of providing exceptional service to customers, maintaining or using the latest technology, employing good business practices and observing the latest successful methods being used by others – especially their competition. I even read a few examples from a book entitled *The Fred Factor*. There were several reasons why.

Businessmen and women join together to attain certain goals that may be achieved more easily and fully through group action rather than by individual action. That is why the International Association of Structural Movers (IASM) was formed. This space (see Volume 22, No. 3, September & No. 4, December, 2004) in each issue will be used to alert, inform, encourage, lead and even cajole structural movers everywhere, IASM members and non-members, to be the very best they know how; and, to use their personal influence and monetary contributions, to help IASM to become the most effective organization possible representing this industry.

Where can we start? By insuring that our companies, our employees and we will practice, initiate or increase actions described in paragraph two above. One of the most effective, convenient and least time consuming ways is to attend educational opportunities at the annual conference. The educational committee has scheduled at the 2006 conference in Columbia, South Carolina, what is believed to be the best and most extensive education program ever assembled for IASM. This program includes outstanding topics on personal development, in addition to technical equipment topics. More so than equipment, informed employees and company management enhance the likelihood of increased productivity and safety for their



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companies. Companies that use better business practices are perceived to be more successful.

In Columbia, Al Walker (see the annual conference schedule on page 40) will be discussing extensively "Thinking Big & Living Large," "Getting to Know Yourself and Others," and "A World Fit to Live In." Here is a list of some excellent additional publications for your consideration on the subject:

- *The 21 Indispensable Qualities of A Leader, The Winning Attitude, Developing the Leaders Around You, Becoming a Person of Influence*, all by John C. Maxwell.
- *Full Price: Competing on Value in the New Economy*, by Thomas J. Winninger.
- *Practical Business Genius: 50 Smart Questions Successful Businesspeople Ask*, by Craig R. Hickman.

John C. Maxwell indicated in his book *Your Bridge to a Better Future* that Abraham Lincoln once said: "The best thing about the future is that it comes only one day at a time." Don't allow the future to intimidate you. Meet each day with the best you have. And Thomas Jefferson said "It is wonderful how much can be done if we are always doing."

We can grow this association's membership in the future "one day at a time" but only with members that want IASM to become the best. Inspiration and motivation are nice, but there is no substitute for just getting started. The US Marines has a slogan: "A few good men." IASM is also looking for a few good members who will "Commit for IASM to be the best."