



# Staff Executive/Editor's Comments

## Recognition for members is on the upswing

**F**avorable recognition is a goal most every legitimate organization seeks in most instances. While there may be exceptions, one would probably not want to be patronizing such entities. Seeking positive public and governmental reaction to the structural moving industry has long been sought by those engaged in this industry, and for good reasons. The industry as a whole is small. Often special interest groups seek to prevent the necessary relocation of structures for the overall good of a community. And while governmental agencies are charged with public safety concerns and are required to provide timely and necessary permits for the movement of structures, it is not unusual for some individual employees to obstruct timely movements through unnecessary delays and belligerent attitudes. To counteract such action every issue of *Structural Mover* magazine is provided to all state governors, secretaries of transportation and state permit officers. The association is seeking lists of corresponding officials in Canada.

While the movement of structures has been occurring for centuries the structural moving industry in the United States did not formally organize until 1982, less than a quarter-century ago. Even so the organization, IASM, is now recognized as the largest such entity worldwide representing the industry. There is a heavy haulage division of the Road Haulage Association in Great Britain but, to my knowledge, there is no house or structural movers division. In New Zealand, thirty-five members of the Heavy Haulage Association have been identified as house movers. There is a Road Transport Association in Australia but, again, to my knowledge, no heavy haulage division and certainly no structural or house movers division exists. No such group like IASM exists in Europe or Asia.

Previous to 2002 IASM had approximately 250 paid members in Australia, Canada and New Zealand and the United States. That list now includes the additional countries of Brazil, Great Britain, Peru, Sweden and The Netherlands. Membership Committee Chairman John Matyiko reports 2006 Membership to be at an all time high of 360 members and growing. Three of the current sixteen Directors are domiciled in Canada, one of which is the Prime Minister (translate President for Americans who have a problem with PM). One of the sixteen is an insurance company vice president. So, administrative representation has broadened and international exposure has increased. And now, the visibility of "structural movers" has taken a giant leap with one and two-hour "Mega-Movers" segments being shown weekly on The History Channel. (See Letters on page 10).

In 2004 IASM invited Windfall Films of London, England to attend the annual conference in Orlando, Florida. In 2005 Windfall Films and 44 Blue Productions of Studio City, California were invited to attend the annual conference in Vancouver, British Columbia, Canada. These efforts resulted in Windfall Films producing three segments (there may be additional segments underway) and 44 Blue Productions

produced 12 one-hour and one two-hour segments that have been broadcast in Great Britain, Canada and the United States. The History Channel has also renewed a contract with 44 Blue Productions, an IASM member and exhibitor, to produce another series of Mega Movers for 2007. While IASM members, former members and non-members have all been featured in the segments, thereby gaining exposure, the structural moving industry as a profession has been the overall winner with that all elusive "favorable recognition."

IASM is also attempting to work with House & Gardens Television (HGTV) on developing segments of unusual structures that have become primary residences and with WagTV for The Discovery Channel to develop segments on "How Do They Do It?" While structural moving may be the largest and oldest recycling industry in the world, as IASM proudly proclaims, moving structure of the dimensions IASM members do daily is also extremely interesting. The association staff will continue to seek ways to bring to the attention of the peoples of the world just what it is you do and how well professional movers do it.

Why don't you help IASM help you? Let us know of that next big job you will be doing. And, if in your mind it is not that "big", let us know anyway. It may just be another job to you but it may be unusually interesting to others for a number of reasons. Call IASM or call Aaron Kass at 44 Blue Production. (See page 6).



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