

Staff Executive/ Editor's Comments



N. Eugene Brymer

How Is Business?

A question I always ask a member, whether in person or by phone, is "How's business." Answers vary. "I'm so busy I can't get to all the work," says one. "We're working 24/7, but please don't mention it, I don't want anyone else to know," says another. Conversely, there also comes a response, "We haven't moved anything in three months." Or, "We're getting by but it's tough."

What causes such a disparity of conditions to exist in the same industry simultaneously? Geography is one but there are other reasons as well.

Some movers may not be aware but everyone has a marketing plan. For some it's waiting for the phone to ring. For others it's continuing to do the same things the same way their company has always operated. Some have methods of tracking upcoming projects, and manage to book a significant percentage. Still others are constantly attempting to find new ways of expanding their expertise, developing different methods or acquiring new technology. Others have aggressive advertising programs.

It can be easy to blame a lack of work on "today's terrible economic conditions" and become discouraged. It can be equally as easy to become less aggressive or hesitate to take on projects that may not be "sure winners." But, "structural movers are different," I've been told.

How to Promote Your Company and Its Work

Jeff Crilley, an Emmy Award Winning Reporter from Dallas, TX, has written a book entitled *Free Publicity*. Among the many good pointers he offers is that qualities of great stories are timeliness, must impact people, be unusual and possibly controversial. "In short, news is just about anything that will hold someone's interest.

Do you promote jobs your company does? In 2004 IASM teamed up with Windfall Films of London, England and 44 Blue Productions of Los Angeles, CA to make films about the unusual structural moving industry. The shows have been highly successful in gaining more exposure to the industry than anything

previously. Today, millions watch IASM movers relocating structures of all types.

In almost every issue of this publication an ad is included encouraging members of the association to Promote your company in a future issue of *STRUCTURAL MOVER* through the publishing an article about a project your company has done. Sadly very few members do so. It is utterly amazing a company will ignore an opportunity to have positive publicity published about them. I simply can't explain it. You'll find the ad, again, in this issue on page 68.

In October 2008, IASM directors established a policy for the association to undertake a program for governments at all levels to consider relocation first, versus demolition. Think of the opportunities to find work by using this program to speak with government officials in your area. Take a look at President Joshua Wendland's Message on page 3. How many economic development officials do you know in your town, city or state? This program is an automatic way to speak with someone who probably has funds for such projects. Or may know of other pending projects. And the association has even produced the material you will need to present to the officials.

What about historic preservation? Have you heard any leaders of your community talk about the need or desire to relocate a precious structure but lacked the funds? There are all types of organizations that are interested in saving historic structures and often they have the funds and influence to make it happen. Maybe they just need a company like yours to show them it can be done. Take a look at the article on page 40 about two historic structures that were rescued by IASM member Davie Shoring, Inc., of Kenner, LA.

The association is the only source of a booklet entitled *Moving Historic Buildings*. The price is only \$15 to IASM members. It is a perfect tool to use when approaching potential customers about moving historic structures. Do you have copies at your company?

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2009 Meetings of Structural Mover Organizations

Minnesota Building Movers Association Monthly Meeting

■ *The First Wednesday night of each month*

Barnacle Bill's Restaurant
Brooklyn Center (Suburb of Minneapolis) Minnesota

For information contact:

Larry Stubbs, Secretary, 612-282-1139

North Carolina House Movers Association Fall Meeting

■ *Friday-Saturday, October 23-24, 2009*

Hilton Garden Inn Outer Banks/Kitty Hawk, North Carolina

For information contact:

N. Eugene Brymer, Staff Executive, 803-951-9304

New England Association of Structural Movers Annual Conference

■ *Friday-Sunday, September 11-13, 2009*

Expert House Movers of Maryland, Sharpton, Maryland

For Information Contact:

Diann Jordan, Secretary, 207-584-5000

Saskatchewan Building Movers Association Annual Conference

■ *Friday, April 17, 2009*

Seven Oaks Motor Inn, Regina, SK, Canada

For information contact:

Michael Laycock, President, 306-744-2412

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In 1992 a structural engineer from Norton, Massachusetts, Peter Paravalos, published a book entitled *Moving a House with Preservation in Mind*. In a section on the Investigation Phase he stated, "The best place to start your search is with the International Association of Structural Movers (IASM) at www.iasm.org. This site breaks down movers by state to help you find a mover near you. It is important to find a local mover specifically in terms of the required permitting and utility work associated with your project." He goes on with more. "Many movers often have their own websites depicting past moves and providing contact information. The IASM website lists movers in the United States and Canada." [The site actually shows information about movers in another 10 countries than mentioned.]

In chapter 10 IASM companies referenced extensively are: Ron Holland House Moving, Inc., Forrest City, IA, Deitz House Moving Engineers, Inc., Muskegon, MI, Nickel Bros. House Moving, Ltd., Victoria, BC, Canada, Edwards Moving & Rigging, Inc., Shelbyville, KY, Modern House & Building Movers, Inc., Orlando, FL, and International Chimney Corporation, Williamsville, NY. Do you have any structural engineers in your PDA? Did you introduce yourself to the new member, Bracken Engineering, that exhibited at the annual conference in Virginia Beach in February?

The book was published through the auspices of The American Association for State and Local History, a not-for-profit educational organization dedicated to advancing knowledge, understanding and appreciation of local history in the United States and Canada. The organization is located in Nashville, Tennessee but has an Editorial Advisory Board of individuals from coast to coast.

A civil engineer, David C. Fischetti, from Cary, North Carolina published a book earlier this year entitled *Structural Investigation of Historic Buildings*. It is a case study guide to preservation technology for buildings, bridges, towers and mills. On page 43 he writes, "In several cases, we [his company] have specified that the specialty contractor be a member of the International Association of Structural Movers. Members of IASM are well versed in shoring bracing, jacking and cribbing and the effects on buildings and their components."

Having publications like these using their words about your abilities as a professional structural mover and a member of IASM, are excellent tools to use when marketing your company's expertise while seeking projects.

If your company does not have all the work you would like, why not conduct a serious review of your marketing strategies? Members outside your work area will be happy to share ideas with you. Don't forget the excellent Business Library reports on the association's website, www.iasm.org.