



Editor's Comments

While parts of the following information appeared in the April, September and December 2004 issues, several questions have arisen, again, over the past few months, regarding intent, content, policies and governance of this publication. Hopefully a compilation of the information in one issue will sufficiently address all issues.

The Structural Mover exists solely for promotion of the International Association of Structural Movers (IASM) to governmental entities, law enforcement agencies, utilities, the public at large, potential member companies and member of the association and their employees. An Editorial Advisory Board governs content of the magazine.

All members receive two copies of each issue via First Class Mail as a benefit of membership in the association. Members, only, may purchase additional copies for \$10.00 each, plus postage of \$4.50 for a single copy. Costs for additional postage will be required for purchase of multiple copies. Members may send copies to public officials of their choice through an annual subscription, including postage, of \$50.00. Governors and Transportation Secretaries of each state in the United States and officials of equal status in Canada receive a copy of each issue.

While association directors have established a non-subscription policy (non-members may not subscribe), legitimate public and/or private libraries and civic organizations may purchase copies for specific purposes.

In strategic planning terms, IASM is on the front and bottom side of the Bell Curve Formula, describing the Association is young as an organization. The first two decades in the life of the association, 1983-2001, saw incorporation, name changes, establishment of basic organizational policies, annual events, and governance procedures, etc., resulting in the official creation of an organization to represent the structural moving industry. While there is still a lot to do as the association enters its third decade, many necessary improvements have been accomplished over the past three years.

Members are responding more timely; Finances have improved; Governance has become more effective; Cooperation among members has increased; Quality of educational sessions has risen; Annual conferences flow more smoothly and effectively; There has been an increase in member companies expressing a desire to financially support the association through sponsorship; Advertising revenue in Structural Mover has increased; Members have expressed the appearance and content of the magazine have improved; Members now receive four issues of Structural Mover with increased color instead of three; More media outlets are contacting the association seeking statistical, trend and general information, a direct result of the redesign of the



association website; New features have been added to the site, including The Business Library; Statistical research is being undertaken by the Legal & Utilities Committee; Three new products are now available; Being able to renew membership, register for conferences, and purchase products by credit cards online is a huge benefit. There will be more improvements.

What can you do to assist the growth of the association? Sign up a prospective member by taking them an application or instruct them how to download an application from the association website under "Join Us."

Introducing two directors to the membership in each issue, beginning with this one, is a new feature. Annually highlighting the incoming president and his company is a new feature. A feature on the "State of and Outlook for Insurance in the Industry" is planned for each March issue (See the article on page 6). The June issue will highlight the Annual Conference in Vancouver and announce winners of Awards Competition and Scholarships. An "Alternative Lifting" feature is being scheduled for the September issue. Vendors are being solicited to provide announcement or introduction of new and improved products and services. The IASM News column (when there is newsworthy information) will continue to alternate with the IASM Newsletter to keep members informed about the association and industry. Member companies receiving a Runner Up designation, in the 2005 Awards Competition, and possibly other, will also continue to be featured in the September and December issues, as will information and registration forms for the 2006 Annual Conference scheduled for 8-12 February at the Marriott Hotel in Columbia, South Carolina.

If you would like to have an article about a project performed by your company in a future issue of Structural Mover then contact this editor for details.