



# Staff Executive/Editor's Comments

For the past four years a greatly needed, steady, quiet, positive, and effective effort has been underway, spearheaded by courageous and unselfish officers and directors, committed to making IASM the progressive and aggressive industry trade association it should be to effectively represent its dues paying members. The efforts have begun to show positive results.

An increasing number of new, younger and eager movers are seeking membership and attending the annual conference. Business related educational topics have replaced some sessions that previously were almost exclusively technical in nature. The sessions are now being scheduled so members and their employees can plan for multi-year education. Much like a "Specialized Educational Curriculum for Structural Movers."

In 2003 in Sacramento, CA, when this effort began, the business topics were: Contracts: Important Documents For Financial Security and Is Your Image Costing You Money? Technical sessions included: Hydraulic Principles and The Unified Jacking System. A human-interest session was The Life, Times & Moves of Pete Friesen. In 2004 the business topic was: Keeping the Family Business In the Family. Technical sessions included: Advantages of the PermaLock Jacking System, Contamination Issues In Outdoor Hydraulic Systems and Hose Technology and Safety for Hydraulic Jacking Applications. A human-interest session was The Changes Frank Leonard Has Seen Over Sixty Years.

In 2005 the business topics were: Who Moved My Cheese, Character Is Destiny and How to Lower Insurance Costs. Technical sessions were: Barge Loading and Unloading, Steel, Strength and Performance and Using the Right Dolly. The human-interest presentation was An Incredible Journey. This year, 2006, the business topics were Thinking Big & Living Large, Understanding Yourself & Others, A World Fit To Live In and Crisis Management. Technical sessions were: Drive Train Development and House Moving 102. Al Walker's presentations were, in fact, human-interest material.

Of course site visits were provided all four years, as were products & services expositions, both of which could be added to the technical side, with some business education coming from insurance and banking exhibitors. So, looking back, the topics and material made available to attendees would amount to at least a year of college courses. The problem is, no college or university offers such technical courses with a degree toward structural moving. And no

technical school offers such business courses necessary for a structural mover to gain business knowledge for running a company. So IASM, through its educational programming, can and has effectively become the technical and business school for structural movers through its annual conferences. The conferences are combinations of education, social exposure, networking with other movers, travel and leisure, when mini family vacations are scheduled in conjunction with each conference. Programs of interest for spouses, designed by spouses, are always provided.

A new committee is compiling data for developing industry guidelines with an emphasis on safety. New fundraising efforts through truck raffles will add to the legal & utilities and scholarship funds. Additional informational materials are being developed to further enhance the association's image. Internal policies and procedures have already been greatly improved and strategic planning is underway. An industry's trade association has a major responsibility for the perpetuation of the industry and the livelihood of its members. IASM is doing just that by working, planning and enacting new and exciting opportunities for structural movers who choose to become involved in the programs and efforts of the association. Members not actively involved are encouraged to do so. Non-member companies in the industry are missing out on excellent benefits available to them. They need only to join. The association's membership committee and staff are continually seeking new members. IASM members can also help by committing to sign up a minimum of three new members annually. When numbers grow, influence follows, which makes the association's effectiveness increase.

Call or write and let me know how you wish to become involved.



N. Eugene Brymer