



Staff Executive / Editor's Comments

Heretofore the heading of this space has been titled *Editor's Comments*. Hereafter I propose the new title above. Writing a column for an association/industry publication can serve several purposes. Many are fraught with varying degrees of risk. There are good reasons. The primary purpose for the publication is to serve as a vehicle of information for members of the association. A secondary purpose is to serve as a source of knowledge for the industry in which the association functions.

Staff Executive: Association members pay dues to know what is going on in their association. For example, when and where is the next meeting? Who are the directors and how do you contact them? What is the telephone number of a vendor? Where are the forms to register for the Awards Competition? When is the cut off date? How do you obtain the forms to apply for a scholarship? What are the name, telephone number and e-mail address of the hotel where the next annual conference will be conducted? What educational topics will be discussed at the next conference? How does one qualify to run for a director's position? Is there a list of the award winners from the last competition? When will I receive my membership renewal certificate? How much are the dues for the upcoming year? How can I get in touch with ...? And, the list goes on.

Answers to all of the above questions are the responsibility of the Staff Executive of the Association. In addition to newsletters and facsimiles, e-mails and personal correspondence the Staff Executive uses the association's "official" publication to convey this internal information to the paying membership. A risk of the purpose is how much internal information is contained in order to satisfy the membership. Another is how much external information is provided in order to serve the industry that includes non-members and governmental entities.

Editor: The structural moving industry publics include primarily individual customers, governmental regulatory agencies, (especially transportation officials), utilities, suppliers, historical societies, city councils, state legislatures governors, members of Congress or corresponding bodies within Canadian Provinces and the public at large. It is the responsibility of the Editor to determine how much internal information of the association to reveal to these industry publics.

Association: Professional structural movers are good at what they do: conduct business safely and profitably.



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When such companies operate within adopted laws they should be left to the business of commerce. If association members or non-members do not always operate within the law and in the interest of the public good, then violators of such policies and principles should reap the penalty of their actions. Violators should never get a free pass. Whether they are government officials, structural movers of any stripe and, yes, even association members. And when there is an inequity it should be corrected for the common good of society and the industry. The unsuspecting customer should be protected first by the business ethics of the provider and then, if necessary, by the appropriate government entity. Members of the recognized trade association representing an industry should see to that. A truly professional organization should have no fear of defending its actions.

Governance: Information reported to the membership about the association and its activities, as well as the industry, is determined by policies established by the Editorial Advisory Board of this publication. *Structural Mover* is owned by the association and is governed by directors elected annually by the membership. *Structural Mover* magazine will continue to serve as the "official" colorful and informative information vehicle for the membership and the industry as it has since 1983. Articles and photographs of interest are solicited and welcomed. See page 24.