

*Register Now to Attend*

Make your plans now to attend the  
**International Association  
of Structural Movers**  
**28th Annual Conference**  
Sandestin, Florida • 10-14 February 2010  
Hilton Sandestin Beach Golf Resort & Spa



**International Association  
of Structural Movers**  
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# 2010 IASM CONFERENCE SCHEDULE & EDUCATIONAL OPPORTUNITIES

## WEDNESDAY, FEBRUARY 10

1:00–5:00 PM

### Registration

1:00 PM

### Meeting of Directors

*Wednesday evening is open for dinner with customers or friends*

## THURSDAY, FEBRUARY 11

9:00–10:00 AM

### Selling “Your” Style

Southerners are prone to certain doings, sayings, having and beings that are used in the sales process. Al is from the southern part of the USA so that’s where he starts but he quickly moves on to and encourages the listener to look for their own “prone to’s” with their prospects and clients. He discusses how anyone can adapt themselves to their culture, no matter where they are in the world, if they want to build relationships and sell successfully.

*Presenter: Al Walker, Al Walker & Associates, Inc., Chapin, SC*



10:00–11:00 AM

### General Business Session

Reports and nominations for directors

11:00 AM–5:00 PM

### Products & Services Exposition

12:00 AM–1:30 PM

### Travelers Insurance Lunch

1:00 PM

### Proven Ways to Market Structural Moving on the Internet

Are you on the web? When potential customers look for a house or structural mover in their area, do they find you in Google, Bing or Yahoo? If they do, does your website impress them of your professionalism? Most importantly are you getting and closing high-paying customer leads from the web? Customers use the Internet to find structural movers. If you’re not there, they will not find you. Getting a custom website up and running is too simple and too important to not do so. This session alone can bring you business.

*Presenter: Kevin Riley, My Life of Riley LLC, Austin, Texas*



2:00 PM -5:00 PM

### Helping Structural Movers Build Businesses That Work

Owning or managing a successful structural moving business requires more than just knowing the proper zones, building cribs, turning radiuses or operating multiple versions of jacks. Additional abilities include attracting the right employees, maintaining adequate cash flow, setting goals, developing possible successors, establishing relationships, locating new customers and expanding service abilities. This time period has been designed to provide three one-hour sessions that, collectively, provides a year’s study in one afternoon.

**You Can’t Get Rich With Your Head In A Ditch**  
A Blueprint for Success

### On-Purpose... On-Target

How to Balance Your Business & Personal Life to Get What You Want

### Effective Leadership

How Leaders Achieve Bottom-Line Results through People

*Presenter: George Hedley, CSP, Business Building Programs, Costa Mesa, CA.*



6:30 – 8:30 PM

### Maguire Agency

### President’s Reception

Visit with IASM President Joshua Wendland and First Lady Susie Wendland for a *Margaritaville Evening*



## FRIDAY, FEBRUARY 12

8:00 – 9:30 AM

### Products & Exposition Services

8:30 – 9:30 AM

### How to Lift From or onto Foundations

This session will show you how to lift structures off slab foundations without using bracing, using toe jacks, wall jacks and corner stands. Two story structures up to 75 feet long are routinely moved successfully using a unified system. Moves are also easily done using non- unified jacks. This is a time-saver session you will not want to miss.

*Presenters: (top) Bob Covey, C&S, Inc., Housemovers, Washington, NC and (bottom) Gator Dodson, Dodson House Moving, San Antonio, TX*





# February 10-14, 2010 • Hilton Sandestin Beach Golf Resort & Spa • Destin, Florida

**9:30 AM**

**Depart hotel for a visit to Ducky Johnson House Movers, Inc, Grand Ridge, FL**

**11:00 AM**

Arrive at Grand Ridge

**Restoration and Adaptation of Unified Systems Using Power Packs**

Learn how Warren modifies previously used unified systems for use with Power Pack Systems. These refurbished systems are very flexible and affordable. If you have wanted to use a unified system on your moves, but have not purchased a system because of the cost, you will be surprised how affordable these "second life" systems can be. Don't miss this session.

*Presenter: Warren Davie, Davie Shoring, Inc., Kenner, LA*



**12:00 Noon**

**Lunch**

**1:00 PM**

**Driving/Backing Contest**

Want to prove how good you are at spotting a structure? Here is your opportunity and you may even come away a big winner. Charlie has planned a contest for "real men house movers." Contestants will each have one pull forward and one backup with a house on a trailer. The driver coming closest to a predetermined spot will receive a \$200 cash prize from Ducky Johnson House Movers, Inc.



**Crib Toss**

How strong are your muscles? How far can you throw a crib? Never even tried it? Here is your chance to challenge an associate or competitor in friendly competition. Be the premier winner of the IASM Paul Bunyan Award. In addition to a trophy for your office to prove your manlihood the winner will receive a \$200 cash prize, compliments of Davie Shoring Inc., and Ducky Johnson House Movers, Inc.

**4:00 PM**

**Depart Ducky Johnson Yard for Return to Hotel**

Arrive at the Sandestin Hilton approximately 5:30 PM

*Friday evening is open for dinner with customers or friends*

## SATURDAY, FEBRUARY 13

**9:00 -10:00 AM**

**Service That Sells**

This program takes a look at what it really means to provide an exceptional customer experience at every encounter and the kind of service that builds customer loyalty. Participants examine ways in which they can get buy-in to the power to outstanding service among their associates.

*Presenter Al Walker, Al Walker & Associates, Inc.*



**10:00 -10:30 AM**

**Relocation vs. Demolition.**

Persuading local, state and national agencies to adopt a policy of relocating structures instead of demolishing them would be a tremendous increase in business for structural movers. That's why IASM directors adopted a program to encourage such a nationwide policy. The program is modeled after the Iowa Solid Waste Alternative Program. This session is designed to encourage action by IASM members in their respective areas. The program is assigned to the Critical Issues Committee. Be present at this session to learn how you can help yourself in your home area.

*Presenters: (top) William Johnson, Anderson Building Movers, Prince Albert, SK, Canada & Chair, IASM Critical Issues and (bottom) Jeremy Nickel, President, Nickel Bros, Port Coquitlam, BC, Canada*



**10:30-11:00 AM**

**Election of Directors**

**11:00 AM – 4:00 PM**

**Products & Exposition Services**

**12:00 AM-1:30 PM**

**Lunch**

**5:30 – 6:00 PM**

**Cash Bar Reception**

**6:00-9:00 PM**

**Recognition Dinner & Awards Ceremony  
Directors & Officers Installation**

## SUNDAY, FEBRUARY 14

**8:30 AM**

**Meeting of Directors**



**International Association  
of Structural Movers**

MAKING A DIFFERENCE . . .  
FOR STRUCTURAL MOVERS EVERYWHERE

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