



# Tar Heel Van

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THIRD QUARTER 2024



**68th Annual Convention  
And Trade Show  
October 24-26  
Aloft Wilmington**

# NCMA Board of Directors

## NCMA Board of Directors

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## From the President

I am writing this letter to you all with a heavy load on my mind and heart thinking about our friends and the families in western North Carolina, northwest South Carolina and eastern Tennessee. They are in a tremendous battle and while our thoughts and prayers are comforting, they need our assistance. We all know people and organizations that are circling the wagons to assist in all that needs to happen. Don't hesitate to assist in any way you are called to help our fellow North & South Carolinians and Tennesseans as they mourn the loss of life and property because of this horrific storm and the aftermath. If you cannot go, below are a few sites you can donate to for relief.

Samaritan's Purse - [Samaritan's Purse](#)

American Red Cross - [Red Cross® Disaster Relief - Hurricane Helene](#)

NC Disaster Relief Fund - [nc.gov/donate](#)



David Rushing

NCMA President

Vice-President & General  
Manager

All American Relocation

Charlotte, NC

[drushing@aarelocation.com](mailto:drushing@aarelocation.com)

704-927-0310

October is a month that we celebrate the coming of fall, the end of the busy season, Pro and College football, and the cooler weather. We also look forward to our annual convention at the end of the month. Hopefully you have received your registration packets, made your reservations and are joining us for a great time together in Wilmington. We are looking forward to being with all of you throwing cornhole bags, hitting the golf ball and learning more about our sponsors and the current events in trucking and moving. We will also be supporting Move For Hunger by making Meal Kits while we are there. Please keep a look out for way to assist in this very important effort to keep people fed! Last, but not least, we will be awarding two scholarship winners this at the convention.

Please help us continue to fund this great cause for our members and their families by contributing to the scholarship fund directly or through the 50/50 raffle we will have at the convention. We are looking forward to seeing you October 24-26 at the Aloft at Coastline Center in downtown Wilmington!

In other news, we recently held an MRT Training class on September 19 in Concord, and it was well attended and a success. Our next class is scheduled for October 10 in Cary at Wake Technical Community College. Please keep an eye out for further details. These classes are crucial for continuing education in our industry.

The NCMA is here to support its members, the movers of North Carolina and the consuming public. Please don't hesitate to reach out to Pam, myself, or any board member if you need anything. God bless.

Sincerely,

David Rushing

## 68th Annual Convention and Trade Show

We are Rolling Down the Riverfront again this year for our 68th annual convention. Attached please find information about our upcoming Convention and Trade Show. It will be held October 24-26 at the ALoft Wilmington at Coastline Center - we're back on the Riverwalk in downtown Wilmington.

### SPEAKERS AT THE CONVENTION:

:We've got a great lineup for speakers this year.

Ben Greenberg, President & CEO of the NC Trucking Association

Dan Bradley - IAM's VP of Government & Military Relations

Travis Weathers - on Marketing Efforts that Movers can take on their own

Peter Agiovlassitis o Bridging the Gap: Unlocking the Power of Collaborations Between Generations

Krishna Rajeev - Director, Transportation Rates Division of the NCUC Public Staff

Michelle Matthews on 7 Steps to Building a Rock Solid Reputation Management Program

At the banquet Friday night, in addition to our banquet and awards presentations, we've got a great comedian lined up.

I have finally found a golf tournament that will give us a SHOTGUN START!!! I know that has all the golfers excited. Olde Point Country Club is going to be a great location

We are also partnering with Move for Hunger. We will be assembling meal bags that will be donated to the local Food Bank. Donations to the cause would be greatly appreciated. Read more about this event later on in this issue.

We will also be holding our fifth annual Tony Harris Memorial Cornhole Tournament on Thursday evening. This year, we are allowing you to pre-register and sign up your team. If you don't have a team, don't worry – we'll partner you up with someone. You can avoid running around looking for a partner. Cost is \$10 per person.





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## BEKINS' CHARLOTTE AGENT MAKE A MOVE RECOUNTS POWER OF SILVER CERTIFICATION



Shane Rozzi of Make a Move, an interstate agent for Bekins Van Lines, has seen more priceless artifacts in the homes of his older adult clients than in any museum. He credits the van line's Silver Certification program as the foundation for building relationships with senior move managers, other community partners, and the subsequent referrals to their abundance of older adult clients.

Make a Move has been all-in on working in the longevity market for quite awhile and earned the Bekins Silver Certification qualification five years ago. The team considers Silver Certification to be "more than just a credential; it's a testament to our dedication to older adult moves, which are central to our services. This certification reassures customers and senior move managers that we are committed to the highest standards of professionalism. Most importantly, it highlights our genuine care for our clients and their unique needs during this important transition."

While the moving company's sales team worked with some senior move managers and partners even before Make a Move earned its Silver Certification, the team saw the certification as a way to grow those relationships, allowing them to build a robust network of support.

"Most senior move managers and other partners reach out to me directly on my personal phone, fostering a strong line of communication," Rozzi said. "To benefit our customers, we often coordinate our schedules to meet as a group (customer, myself or Make A Move staff, and the move manager). If we can't meet in person, we ensure there's open communication throughout the process. We aim to have one point of contact which simplifies things for our customers. Plus, since many move managers are already familiar with our processes, we often let them lead the communication."







The training process Silver Certified agents undergo to earn the qualification gets owners, sales teams, drivers, and crews thinking about the process of working with older adults and their adult children or other loved ones. Each certified agent can create a service line business plan with Wheaton | Bekins' Director of Business Development, Todd Emrick.

"Beyond the esteemed reputation that the Wheaton | Bekins name provides, I truly value the robust networking opportunities and relationships we've cultivated within and beyond the van line," Rozzi said. "This network has not only facilitated our business growth but also provided us with a wealth of trusted resources and a community of individuals willing to support one another, even if we've never met. I believe our shared commitment to quality and excellence aligns closely."

Contact Kregg Boreani  
 (kregg\_boreani@wvlcorp.com | 317-558-0771)  
 with any questions about becoming an agent for  
 Wheaton | Bekins.



## FINDING TREASURES IN OLDER ADULT MOVES

One particularly memorable move involved a client who was an avid military historian and collector. After being referred by a senior move manager, I arrived at a modest looking home, only to discover an extraordinary collection within.

Every room showcased artifacts from military conflicts spanning the last 250-300 years, including helmets, uniforms, flags, regalia, and more. He had arms, shells, instruments, rations, and more. Countless priceless artifacts from hugely significant moments in history. There was an impressive library housing approximately 10,000 books, along with stunning artwork and numerous signed photographs.

The wealth of history in that 3,000-square-foot home was astonishing—more than I had seen in any museum. What was intended to be a brief survey turned into hours of engaging conversation about his collection and service. He had dedicated nearly 40 years to gathering these items with a close-knit group of fellow collectors. As the last of his group, he cherished the time we spent together.

Although he was downsizing to a nearby senior community and could not take most of his treasures, he remained optimistic, knowing that his collection would be donated to museums worldwide. Most importantly knowing that his memories of 40+ years of collecting with his best friends would be handled with care. This experience underscored the profound stories often hidden within seemingly ordinary homes.

-- Shane Rozzi



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**CONTACT**  
Nathan Lee  
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- 315 lbs fully assembled
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- Also ideal for domestic shipping and storage
- Quick, hassle-free assembly

**DURABLE CONSTRUCTION**

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- **Ends and Tops:** 9mm plywood
- **Base:** 12mm plywood nailed to 2 x 4 LVL framing

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MOVING & STORAGE

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- Inside dimensions: 57 3/4" x 81 3/4" x 83 1/4"
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- **Top:** 9mm (3/8) plywood, framed using 1 x 4 LVL with bump strips
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October 10, 2024

Western Wake Community College

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## ***Bridging the Gap***

### ***Unlocking the Power of Collaboration Between the Generations***

In this evolving world characterized by technological advancements, social change, and diverse perspectives, collaboration has never been more crucial.

Using his signature blend of humor and information, Peter Agiovlassitis provides a clear understanding of the generational divides and offers strategies for effectively managing and working with people across the generations.

This presentation explores establishing clear cultural values and the skills necessary to inspire, motivate, and unite various teams.

P.S. - I am so looking forward to seeing all of you in Wilmington on October 26th. It's going to be a blast.



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Tom Collins



Kasey Marvin

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## CONTACT US



To call or contact our Sales Manager,  
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tomcollins@newhaven-usa.com

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**Compass Moving Solutions, Raleigh, NC**

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Hunter Edward Rushing



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## 2024 NCMA Calendar

October 24-26—NCMA 69th Annual Convention  
And Trade Show, ALoft Wilmington at  
Coastline Center

*Contact the Association Office for details*



The mission of the North Carolina Movers Association is to provide guidance to our members concerning rates, tariffs, rules and regulations as prescribed by the NC Utilities Commission. Most importantly we provide support for our members and sponsors so they can supply quality service to the moving and consuming public.



### **GUIDE: 10 Steps Towards a High-ROI Marketing Strategy for Your Scaling Moving Company**

In this guide, we're sharing a step-by-step guide to help you build, execute and measure your marketing strategy to ensure increased revenue ROI. Let's dive in!

Link: <https://hubs.la/Q02NSVKQ0>

### **GUIDE: 9 Steps to Create a Powerful Referral Machine for Your Moving Business**

In this guide, we'll share proven steps for creating a referral program that consistently brings you quality moving leads so you can stop putting all your coins in the Google jukebox and start getting better, more profitable jobs.

Link: [https://hubs.la/Q02NSW0\\_0](https://hubs.la/Q02NSW0_0)

### **BLOG: Marketing for Scaling Moving Companies: 12 Key Strategies for 2024**

Whether you're finetuning your current strategy for better returns or just getting started with your moving company marketing, we've got 12 essential marketing tactics to help you make the most of it.

Link: <https://hubs.la/Q02NSWhb0>