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COVID May Keep Us Apart But UNITY Binds Us TOGETHER!

51st Annual Convention VIRTUAL
November 11-12, 2020 - 11am – 1pm Each Day



Join us in November as we continue to help strengthen relationships amongst our valued members, share valuable insights that will help your business grow!

Table with 2 columns: Registration details and Total cost. Rows include Attendee Fee (\$50.00), Scholarship Fund Donation, and Total Amount Due.

Company:

Names of all attendees:

Tel: Email:

Mailing Address:

Important Industry Updates on:

- ◆ Military
◆ Industry Legislation
◆ New Jersey Legislation
◆ DCA Violations & Enforcement Activity

Topics Include:

- ◆ You're Not ONLY in the Moving Business
◆ Virtual Sales & Marketing
◆ Interactive Discussion About the State of the Moving Industry



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“Strength Is Unity”

AGENDA - NJWMA 51st Annual Convention - Virtual

We kick the convention into high-gear Wednesday through Thursday with our keynote speakers, networking and more.

November 11, 2020 – Wednesday

Military Update

CHARLES “CHUCK” WHITE, President, International Association of Movers (IAM)

Charles “Chuck” White has been involved in the moving industry since 1994 when he went to work for Executive Moving Systems in Woodbridge, VA. Previous to that Chuck worked as a high school teacher and football coach in Maryland and Northern Virginia.

During his time serving as Director of Sales & Marketing at Executive he was elected to a volunteer position on the Executive Committee of the International Association of Movers, formerly known as the Household Goods Forwards Association of America (HHGFAA). He served on that Committee for four years and in 2005 he joined the IAM staff as their Director of Government & Military Relations.

He held that position for 10 years and in 2015 Chuck was promoted to the position of Senior Vice President for the organization.

In January 2019, Chuck became the President of IAM.

Chuck has worked on a variety of issues while on the IAM Executive Committee and as a staff member. Just a few of those include:

- The initial Families First, Business Process Working Groups (BPWG)
- Implementation of the Electronic Billing & Payment process for DOD personal property
- Implementation of Full Replacement Valuation (FRV) in the DOD personal property program
- The full rollout of the Defense Personal Property Program (DP3), re: Families First
- Chuck was also involved as the IAM liaison to GSA for the CHAMPS program (government non-DOD moving program)
- Involvement in all of IAM’s lobbying efforts on Capitol Hill

Chuck holds a B.S. from the University of Maryland – College Park and a Masters of Education (MEd.) from George Mason University. In 2013 Chuck earned the designation of a Certified Association Executive (CAE).

Chuck is married to Becky and currently resides in Springfield, VA. He has two daughters – Breiana, 29 and Mikayla, 27.



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Industry Legislative Update

Katie McMichael,

American Trucking Association Director of Moving & Storage Conference

Katie McMichael is the newly appointed Director of the Moving and Storage Conference at the American Trucking Associations. Prior to joining ATA, Katie McMichael worked for the American Moving and Storage Association (AMSA) as the Director of Government Affairs for two and a half years. Her advocacy work was focused on transportation, Department of Defense, and workforce policies, while also managing their political action committee. She previously advocated for the Aircraft Owners and Pilots Association (AOPA) on behalf of general aviation pilots nationwide. In addition to her diverse legislative portfolio, she coordinated activities for AOPA’s political action committee. McMichael’s previous experience also includes serving on the staff of former U.S. Representative John L. Mica (R-Fla.) as a district office representative and liaison to federal agencies. Mica was the former chair of the U.S. House Committee on Transportation and Infrastructure.



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November 11, 2020 – Wednesday

New Jersey Legislative Update

Anthony Russo, President, Commerce & Industry Association of N.J. CEO/Publisher – *COMMERCE* Magazine

Anthony Russo is president of the Commerce and Industry Association of New Jersey (CIANJ), a business association representing the interests of more than 900 companies. In this capacity, Mr. Russo is responsible for all aspects of the association. Mr. Russo is also the CEO and publisher of *COMMERCE* Magazine. *COMMERCE* magazine is a business to business magazine with a readership of more than 40,000 professionals.

Prior to his current position, Mr. Russo served as Executive Vice President of Government Affairs and Communications for CIANJ as well as Deputy Executive Director of the National Lime Association in Washington, DC representing the interests of mining companies producing calcium oxide (aka lime) at the federal level.

Mr. Russo started his career at the New Jersey Department of Environmental Protection as a senior engineer issuing water quality permits. He then spent 5 years as an environmental consultant working for two firms, GES and ERM. He began his government affairs career when he served as Director of Regulatory and Legislative Affairs for the Chemistry Council of NJ, representing chemical and pharmaceutical companies in Trenton on legislative and environmental matters.

Mr. Russo is a graduate of the New Jersey Institute of Technology (NJIT) with a degree in mechanical engineering.



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November 11, 2020 – Wednesday

You're not ONLY in the Moving Business

Tim Helenthal, Chairman & CEO, National Van Lines

Long-time National Van Lines executive Tim Helenthal assumed the company's top leadership role at the start of 2020, becoming CEO & Chairman of National Holding Co., the parent company of National Van Lines and National Forwarding Co.

Tim oversees National Van Lines' corporate direction and strategy by combining industry expertise with visionary thinking. Focusing on developing his leaders, he champions an employee team dedicated to maintaining the reputation of a trusted company that values its customers.

Tim's scope extends beyond NVL's corporate boundaries. He was the International Association of Movers' Vice-Chairman before his 2017 election to Chairman and two subsequent re-elections. He's on the Board of Directors for the American Moving & Storage Association and serves on that organization's Government Traffic Committee. In the military sector, Tim serves on the newly formed Personal Property Executive Working Group created by the United States Transportation Command.

Emphasizing the strengths of a boutique van line, Tim prides himself on the close relationship he's built with NVL drivers, agents, and employees over the 25 years he's worked at National.

“The biggest differentiator between us and our competition is that we truly operate on the basis of small-company values with big-company resources,” Tim said. “I know our drivers on a first-name basis. If folks want to get in touch with me, they can. My door's always open.

“We want to have that open-door policy throughout the company. I think that helps makes us a lot closer to our customers, so we can hear them and reach them when they need help.”

With the transportation industry's reliance on machines and technology, it might seem the human element is at risk of getting lost in the shuffle. However, Tim fully understands the value people bring to the moving-and-storage world.

“Human capital is a tremendously important part of the business. I think we're in a great position to offer folks an opportunity to be a part of the company, to be an employee-owner. “I'm extremely collaborative. I want folks' ideas,” Tim said. “I don't want to rush into any kind of a decision without going to the people who are the subject-matter experts. At National Van Lines, we give people a great opportunity to think on their own and not have a top-down, ‘this is the only way things are going to work’ approach.”

An ardent supporter of the hunger-battling organization Move For Hunger, Tim and his daughter, Lauren, set a Move For Hunger fundraising record by generating \$6,721 in donations during the 2016 Rock 'n' Roll Chicago Half Marathon.

Tim lives in suburban Chicago with his wife, Danielle, and has three daughters. He eagerly cheers for the St. Louis Cardinals—despite being severely outnumbered at the NVL HQ—particularly when they're playing against the Chicago Cubs. He also enjoys running, reading and family time.

He attended Eastern Illinois University in Charleston, IL where he received a B.A. in economics in 1990 and an M.A. in economics in 1991.



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November 11, 2020 – Wednesday

Virtual Sales & Marketing

A.J. Schneider, Executive Vice President,

The Wheaton Group (Wheaton World Wide Moving | Bekins Van Lines | Stevens Worldwide Van Lines | Arpin Van Lines)

A veteran sales and marketing communications practitioner, as well as a Customer Experience champion, Schneider spent nearly 15 years working with a variety of corporations and clients in a host of industries – from technology and engineering to recruiting and state government. He helped build their brands ensuring that sales and service were aligned.

He learned the household goods relocation services industry by developing programs for some of the largest domestic moving companies in the U.S. while working for public relations, marketing communications and branding firms in the Midwest.

Schneider entered the relocation services industry full-time in 2007 by going to work for Wheaton Van Lines, Inc., the parent company of Wheaton | Bekins | Stevens | Arpin, the fourth largest van line group in the country. In 2014, Schneider became Executive Vice President where he's responsible for Sales and Marketing, Agency Development, Customer Service, the Military and the company's FF&E division as well as the company's strategy to improve customer experience and loyalty.

Schneider also is a member of the company's Board of Directors and he's on the Board of Directors of the American Moving and Storage Association (AMSA).

Schneider earned his bachelor's degree in Journalism from Indiana University.



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November 12, 2020 – Thursday

Interactive Discussion About the State of the Moving Industry

BEN CROSS, Senior Certified Relocation Professional

Ben Cross, SCRP has worked in the moving industry for 14 years and currently serves as the Vice President of University Moving & Storage and the host of LOVE + RELO, which is the only daily talk show for the relocation industry. This year he received the American Moving and Storage Association's Young Professional Model of Excellence Award as well as Move For Hunger's Mover of the Year Award. Ben was recognized with the Distinguished Service Award by Worldwide ERC and the Young Executive of the Year by the National Defense Transportation Association. However his proudest accomplishment is raising \$75,000 for Move For Hunger while being a husband, and dad to his two little boys.



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