

THE CARRIER



MICHIGAN MOVERS ASSOCIATION
FALL 2015



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THE CARRIER»

MICHIGAN MOVERS ASSOCIATION

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EDITORIAL INFORMATION

The Carrier is a quarterly newsletter published by the MMA. MMA is a membership organization that promotes the interests of Michigan Movers Association through, interaction, education, information and legislative advocacy. Advertising opportunities are available. Acceptance of advertising does not imply endorsement or approval of the product or services advertised. The MMA Board of Directors reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principles of the association. We accept unsolicited manuscripts but reserve the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect views of the MMA or Eurich Management Services. Please send address changes, membership inquiries, and advertising requests to MMA, 3721 W. Michigan, Suite 102, Lansing, Michigan 48917. Phone: (517) 327-9207, Fax: (517) 321-0495, Email: donn@mimovers.org.

PRODUCTION SPECS

Trim size is 8.5x11. Live copy should be at least 1/2" from trim edge. Bleeds may be included on full page ads and must extend 1/4" beyond trim size on all four sides. Preferred file formats: High resolution PDF or TIF. Those retaining graphic design services should note that proofs will be submitted via email and should be returned to MMA within 24 hours with all corrections noted on proof.

CVED RESOURCES

The Motor Carrier Advisory Board 2015 Meeting Schedule is:

November 19

We have a new name! From now on the MPSC will be known as the Commercial Vehicle Enforcement Division (CVED) and will be a division of the Michigan State Police.

All Motor Carrier Division staff telephone numbers and email addresses remain the same. Call the Motor Carrier Division's main line at 517-284-8110 if you have any questions.

Office hours are:
Monday - Friday (closed on State Holidays) 8:00 a.m. to noon 1:00 p.m. to 5:00 p.m.

Note: Transactions filed after 11:30 a.m. may be processed after 1:00 p.m. of the same day. Transactions filed after 4:30 p.m. may be processed the next work day.

MOTOR CARRIER DIVISION'S MAILING ADDRESS:
COMMERCIAL VEHICLE ENFORCEMENT DIVISION
MOTOR CARRIER DIVISION, P.O. BOX 30221, LANSING, MI 48909

PHONE LISTING

Contact numbers are provided to help in identifying personnel dealing with your specific concerns.

Director, Motor Carrier Division	(517)284-8110
Executive Secretary to the Director	(517)284-8110
Division General Inquiry Line	(517)284-8110
Division Secretary	(517)284-8110
Motor Carrier Regulation Safety & Compliance Section	(517)284-8120
Authority Applications	(517)284-8122
Safety Reviews	(517)284-8118, 8119
Complaints	(517)284-8120
Moving Company Rates, Tariffs & Annual Reports Concerns and Complaints	(517)284-8113
Motor Carrier Credentials & Customer Service Section	(517)284-8110
Decal Processing	(517)284-8123, 8124
Intrastate Authority Renewals	(517)284-8110
Insurance Processing	(517)284-8123, 8124
Unified Carrier Registration	(517)284-8110
Intrastate USDOT Number Application	(888)464-8736
Motor Carrier Division FAX	(517)284-8127



PRESIDENT'S MESSAGE

JON C SORBER

TWO MEN AND A TRUCK INTERNATIONAL, INC.

Hello Michigan Movers! Well, another busy season is behind us! I hope it was a very fruitful one!

It is time to learn from the past and plan for the future! What can you improve upon for next summer? Did you have enough equipment? Was it in good running condition? Is your signage (on your trucks and buildings) clean and in good repair? Did you have enough quality staff? Did your business grow as planned? As for the future, do you need to budget to upgrade or add new equipment for next summer? Are your facilities in great condition, and the right size, moving forward? Do you have the proper credit lines set up with your bank to pull you through the winter if needed? The best time to increase your credit line is when you have money in the bank. Is YOUR moving company the only moving company that you would want to move your grandma? If not, what can you do to make sure you are the best?

As I type this, I am preparing to fly out to DC for AMSAs Moving Day on the Hill. There, we will have a Welcome Reception on Wednesday night. Thursday morning, we have a ProMover Brand Oversight Committee (PBOC) meeting. From there we have Moving Day on the Hill where we meet with our elected officials (WHO WORK FOR US) for the rest of the day. Thursday night we have an AMPAC (American Moving Political Action Committee)

event for contributors to AMPAC. On Friday morning we have a Government Traffic/Government Affairs meeting, then, an early afternoon AMSA Board of Directors meeting. Right after that, I fly back home. It's a busy two days, but great exposure for our industry and a great learning opportunity. I am always honored

to represent our industry, and represent Michigan! I hope you can all make the trip someday. I frequently run into Jeff Palmer, Dave Morse, Morrie Stevens (Sr and Jr), and David and Mike Corrigan just to name a few. I'm thankful for their involvement. Please remember, politics, at all levels, is NOT a spectator sport. You need to get involved to protect the freedoms that we all have.

**PLEASE REMEMBER,
POLITICS, AT ALL LEVELS, IS
NOT A SPECTATOR SPORT.
YOU NEED TO GET INVOLVED
TO PROTECT THE FREEDOMS
THAT WE ALL HAVE.**

And finally, I want to congratulate our 16 scholarship winners! I am so excited for your futures! I am so thankful that you are continuing your education to better our communities! And finally, finally, I want to remind all new movers to take the next MPSC Tariff class. It was first offered on September 16th and had a great turnout. Next time it is offered, please sign up. You will be glad you did. The MPSC is doing a great service to our movers and to our customers by offering these classes.

Have an awesome fall!!

Kind regards, Jon
President, MMA

THREE POINTS TO ENSURE THE SUCCESS OF YOUR WEBSITE

BY JACOB BURGER

VICE PRESIDENT, SHUMAKER TECHNOLOGY GROUP

MOBILE FRIENDLY

As of April 21st of this year, Google's algorithm has officially begun to take into account whether or not a website that it reviews is mobile friendly. This means that if a website does not pass certain tests, its ranking takes a hit and this could result in a lower place in Google Search results. See <https://www.google.com/webmasters/tools/mobile-friendly/> to test your Website.

When performing its tests to see if a website is mobile friendly or not, Google takes a few things into account. For readability purposes, Google wants your text to change size based on the type of screen that is viewing it, so that if you look at a site on a phone, you're not straining your eyes trying to read all of that site's content. It wants your website's main form of navigation to be large and easily targeted by a touch, so that a user doesn't have to worry about mis-clicking a link. Google also wants everything to adhere horizontally to the size of the screen that is viewing it, meaning that you don't have to scroll to the right to see content of the website that would have otherwise appeared on the main screen.

For sites developed in a Content Management System, this may be as simple as purchasing

an upgrade to your current theme. If your site is a custom design that doesn't adhere to these rules, it may be time for an overhaul. There are a number of web technologies like Bootstrap or JQuery Mobile that can aid in making a functional and stylish mobile friendly website.

APPROPRIATELY REPRESENTED IN SEARCH LISTINGS (GOOGLE BUSINESS)

On the web, there are a number of ways users try to discover your business, chief among these are search engines like Google and Bing. Both of these services will try to discover and represent your business as best they can, but if they can't find certain information on your website, they will not list it. For example, both search engines try to find a listing of your standard business hours as well as a possible phone number to list, but if these aren't clearly defined on your website in a way their crawlers can understand, it will not be listed on its own.

Both of these services offer the ability to take control over your business listing, and it is highly recommended that you do so. By taking over your listing, you can add logos

and pictures to go along with your business listing, define a company description, your standard hours of operation, as well as methods of contact. This gives your business listing a much more professional feel and guarantees that all of the information people will see when trying to find your business is up to date and accurate.

MONITORED PERFORMANCE

It is pretty standard business practice in this day and age that if you have a company, you'll need to have a website to publicly list your company's services. A very common problem with companies that set up websites, however, is that they set up that site but don't put into place any tools to see how well it is performing or what kinds of audiences they are reaching.

Having access to these kinds of statistics not only lets you know what markets you're reaching and how much traffic your website is getting, it can also help you strategize when and how to market, as well as analyze the success of marketing campaigns. Over time, you will likely notice trends in your website activity. For moving companies, there is likely

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16 STUDENTS EARN MMA ACADEMIC SCHOLARSHIPS



Thanks to the generosity of numerous movers and associate members, the MMA Academic Scholarship Fund was able to award \$8,000 in college funding this fall to students who are part of the moving industry.

The MMA Scholarship Committee reviewed the applications of 16 students at various levels of their college experience and awarded each applicant with \$500 toward tuition and books. Each recipient will be invited to attend the evening banquet at our upcoming Convention in January at the Amway Grand Plaza Hotel in Grand Rapids.

Listed below are profiles of each student:



SARAH MARKLEY

Sarah graduated from Lakeland High School in 2015 with a GPA of 4.24 GPA on a 4.0 scale. She will be attending Western Michigan University this fall and plans to major in Aviation Flight Science. Her considerable extra curricular activities include basketball, volleyball and swimming. She volunteers at a local retirement home and is a member of the National Honor Society. She is affiliated with DMS Moving Systems where her father works

and she also worked part time as a packer.



HALIE MARMALICK

Halie graduated from Gladstone High school in 2012 and is currently a junior at Northern Michigan University with a 4.0 GPA on a 4.0 scale. She is majoring in Athletic Training and plans to continue her education by pursuing a Masters of Science in Athletic Training. Her extra curricular activities include Student Senate Treasurer, working with the Great Lakes Training Association, hiking, fishing and camping. She is affiliated with Guindon Moving and Storage in Escanaba where her mother works.



BRANDI STRASSER

Brandi graduated from Livonia Churchill High School in 2015 with a GPA of 3.146 on a 4.0 scale. She will be attending Schoolcraft College this fall and plans to major in Accounting. Her extra curricular activities include considerable community service and she has a passion for cooking. She is affiliated with DMS Moving and Storage where her mother works.



JAMES CROWLEY

James graduated from Walled Lake High School in 2007 with a 3.0 GPA on a 4.0 scale. He is currently a senior at the University of Michigan – Dearborn this fall and is a Business major. James is a member of the American Advertising Federation Student Organization and enjoys computer programming and web design. He is affiliated with Professional Movers.com where his father works.



OLIVIA IFEZUE

Olivia graduated from Mohegan High School in 2009 with a 3.8 GPA on a 4.0 scale. She has been attending Macomb Community College part time for the past 5 years and will continue her education at Wayne State University this fall. Her GPA at MCC is 3.0 on a 4.0 scale. Olivia is the mother of 2 and enjoys going on family trips. She works in sales and as a packer for Movers R Us where her husband is owner.

16 STUDENTS EARN MMA ACADEMIC SCHOLARSHIPS, CONT.



SPENCER PAARLBERG

Spencer graduated from Holland High School in 2014 with a GPA of 4.131 on a 4.0 scale.

He is currently attending the University of Michigan, Ann Arbor and carries a 3.51 GPA on a 4.0 scale in the College of Engineering. He played baseball and football in High School and was active in numerous youth groups. He was part of the Hillel Hockey Club at UM his freshman year. Spencer worked as a driver and mover for Boer's Transfer and Storage in Holland where his father also works.



MEGAN TROOST

Megan graduated from Livonia Churchill High School in 2015 with a GPA of 4.0 on a 4.0 scale. She

plans to attend Western Michigan University this fall and will major in Performing Arts. She one day hopes to perform on Broadway. She enjoys singing, dancing, acting writing and reading. She is affiliated with Rose Moving and Storage where her mother works.

JULIANNE PAUL

Julianne is a graduate of West Catholic High School in 2015 where she earned a 3.746 GPA on a 4.0 scale. She plans to attend The University of Detroit – Mercy this fall to study nursing with the ultimate goal of becoming



a Physicians Assistant. She has won the Christian Science Award in 2015 for providing over 70 hours of community service. She

participated in 4 plays and musicals while in high school and was a member of the volleyball team. She is affiliated with Two Men and a Truck - Kalamazoo where her mother works.



HANNAH GAYDEN

Hannah graduated from Livonia Churchill High School in 2015 with a 3.0 GPA on a scale of 4.0. She plans to

attend Schoolcraft Community College for one or two years then apply to the Kendall College of Art and Design so she can pursue her Bachelors Degree in Graphic Design. Her hobbies include music, art and computers. She and her mother volunteer to help the homeless and she has been involved with a local youth group since the second grade. She is affiliated with Corrigan Moving Systems in Farmington Hills where her mother works.

KATHRYN MCLEAN



Kathryn graduated from Annapolis High School in 2014 with a GPA of 3.0 on a 4.0 scale. She has completed one year at Adrian

College where she holds a 3.0 GPA on a 4.0 scale in Business Management and hopes one day to own her own business. She enjoys playing tennis and the Greek life on campus. She is affiliated with Morse Moving & Storage where she works as a receptionist.



AARON MOYER

Aaron graduated from Livonia Churchill High School in 2013 with a 3.73 GPA on a 4.0 scale. He has completed

two years at Schoolcraft College, earning a 3.8 GPA on a 4.0 scale. He plans to transfer to Eastern Michigan University and study History. He enjoys literature and outdoor activities and hopes to expand his role in the moving industry, possibly making it a career. He is affiliated with Corrigan Moving Systems in Farmington Hills where he is an officer worker.



ADAM WINGER

Adam is a graduate of Flat Rock Community High School where he earned a 3.3 GPA on a 4.0 scale. He

has completed two years at Schoolcraft College, earning a 3.89 GPA on a 4.0 scale, majoring in Criminal Justice. He plans to major in law enforcement through the police academy at Schoolcraft College. He enjoys hockey and automotive performance. He is affiliated with Corrigan Moving Systems in Dearborn where his father works.



MADISON KWIATKOWSKI

Maddie graduated from Hudsonville High School in 2014 with a GPA of 4.159 on a 4.0 scale. She has

completed one year at Saginaw Valley State University where she holds a 4.0 GPA on a 4.0 scale. She is studying human science and wants to enroll in the nursing program at SVSU in the winter of her second year. She enjoys reading, volunteering and cheerleading, and coached 1st and 2nd grade cheerleaders. She hopes to work in a pediatric hospital upon completion of her education. She is affiliated with Corrigan Moving Systems, Grand Rapids, where her father works.

BRANDON BECKER

Brandon graduated from Garber High School in Essexville with a 3.74 GPA on a



4.0 scale. He has completed 2 years at Saginaw Valley State University where he has earned a 3.148 GPA on a 4.0 scale. He is majoring in Business Management. Brandon enjoys camping, boating, biking, photography and hunting. He is affiliated with Corrigan Moving Systems in Farmington Hills where his mother works.



KATHLEEN MOON

Kathleen is a 2015 graduate of Heritage High School in Saginaw where she earned a 3.7 GPA on a 4.0 scale. She is attending Saginaw Valley State University this fall and plans to study to become a physical therapist. She is an active volunteer, serving at the Saginaw

4.0 scale. He has completed 2 years at Saginaw Valley State University where he has earned a 3.148 GPA on a 4.0 scale. He is majoring

soup kitchen, her church and a physical therapy clinic. She is affiliated with Stevens Worldwide Van Lines where her mother works.



BAILEY STEVENS

Bailey graduated from Comstock Park High School in 2015 where he earned a 3.85 GPA on a 4.0 scale. He

plans to attend Michigan State University this fall and major in Chemical Engineering. He was a 4 year high school wrestler, and enjoys attending sporting events. He is affiliated with Corrigan Moving Systems in Grand Rapids where his mother works.

Watch the Spring issue of The Carrier for the 2016 scholarship application. It will also be online and can be downloaded at www.mimovers.org.

Congratulations Scholarship Winners!



SAVE THE DATE!

**94TH ANNUAL MMA CONVENTION & MEMBERSHIP MEETING
2016 JANUARY 27 & 28 AMWAY GRAND PLAZA HOTEL**

HELP US FIGHT HUNGER NATIONWIDE



About Move For Hunger

Move For Hunger is a non-profit organization established to support the efforts of our communities' food banks. As you know many people throw out a good deal of "stuff" when they move. Unfortunately, a lot of this "stuff" is food that could be delivered to a family in need rather than thrown away.

That's where we come in. Our movers offer to pick up unopened, non-perishable food items during the moving process and deliver it to their local food banks.

Our Network

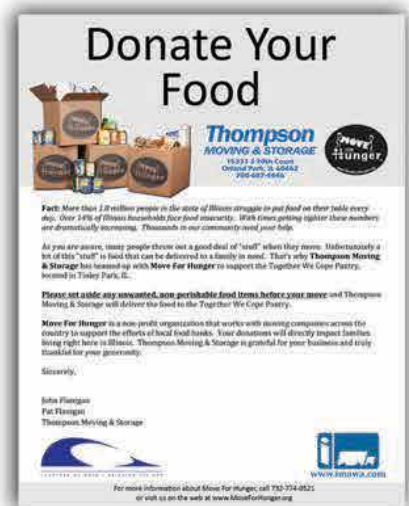
Move For Hunger now works with over 450 moving companies and over 1,600 real estate professionals

across North America. Together we have delivered over 1,200,000 pounds of food to food banks. This is enough food to provide over 920,000 life saving meals for those in need

JOIN US!

What you receive:

- Program Letter, personalized with your logo, area-related hunger statistic, and designated food bank's logo
- Searchable on our "Find a Mover" page on our website
- Move For Hunger Box labels for your use
- Use of Move For Hunger's logo
- One complementary Move For Hunger truck decal



Each mover receives a customized Move For Hunger - Program Letter

MOVE FOR HUNGER LEADERBOARD



Is your company signed up to participate in Move For Hunger? Movers across the country are signing up to provide this valuable and simple-to-implement service to assist both their shippers and people in need in their local communities. Participating in Move For Hunger is a great way to promote your company, provide your community a valuable service and raise your level of professionalism to its maximum level.

Got questions or are you ready to sign up and help people in your community? Call 732-774-0521 to learn more.

MMA ENROLLED LOCATIONS

COMPANY NAME	POUNDS
CORRIGAN MOVING SYSTEMS- AUBURN HILLS	220
DMS MOVING SYSTEMS- BESSEMER	301
DMS MOVING SYSTEMS- CANTON	408
PALMER MOVING & STORAGE	776
PREFERRED MOVING & STORAGE, INC.	669

COMPANY NAME	POUNDS
ROSE MOVING & STORAGE CO, INC.	2,367
UNIVERSITY MOVING & STORAGE- FARMINGTON HILLS	5,613
UNIVERSITY MOVING & STORAGE- GRAND RAPIDS	1,560
WHITE STAR MOVERS	560
TOTAL:	12,474

ASSOCIATION	ENROLLED MOVERS
CALIFORNIA (CMSA)	50
SOUTHWEST MOVERS (SMA)	46
ILLINOIS (IMAWA)	37
FLORIDA (FMWA)	29
NEW JERSEY (NJWMA)	24
NORTH CAROLINA (NCMA)	24
NEW YORK STATE (NYSMWA)	16
OHIO (OAM)	13
PENNSYLVANIA (PMSA)	12
MICHIGAN (MMA)	11
LONG ISLAND (LIMSAS)	7
MARYLAND (MMTA)	7
MINNESOTA (MTSA)	5
MISSOURI (MMA)	5
INDIANA (IHMWA)	3
WISCONSIN (WMA)	2

ASSOCIATION	REGULAR POUNDS
NEW JERSEY (NJWMA)	38,009
SOUTHWEST MOVERS (SMA)	37,209
CALIFORNIA (CMSA)	30,519
ILLINOIS (IMAWA)	30,510
PENNSYLVANIA (PMSA)	12,196
NORTH CAROLINA (NCMA)	8,726
MARYLAND (MMTA)	7,809
NEW YORK STATE (NYSMWA)	7,731
OHIO (OAM)	7,137
FLORIDA (FMWA)	5,735
LONG ISLAND (LIMSAS)	4,457
MICHIGAN (MMA)	3,455
INDIANA (IHMWA)	1,337
MINNESOTA (MTSA)	1,277
MISSOURI (MMA)	449
WISCONSIN (WMA)	0

ASSOCIATION	EVENT POUNDS
PENNSYLVANIA (PMSA)	891,718
CALIFORNIA (CMSA)	547,926
SOUTHWEST MOVERS (SMA)	410,675
ILLINOIS (IMAWA)	401,585
FLORIDA (FMWA)	363,882
NEW JERSEY (NJWMA)	355,697
NORTH CAROLINA (NCMA)	210,670
MINNESOTA (MTSA)	119,228
OHIO (OAM)	94,036
NEW YORK STATE (NYSMWA)	37,645
MARYLAND (MMTA)	36,492
LONG ISLAND (LIMSAS)	30,814
MISSOURI (MMA)	14,955
MICHIGAN (MMA)	9,019
INDIANA (IHMWA)	6,864
WISCONSIN (WMA)	89

BECOME A MICHIGAN PROMOVER



By now you are likely familiar with AMSA's ProMover Program which recognizes and identifies quality professional moving companies for the benefit of consumers. The AMSA ProMover logo represents certification for interstate moves. We are proud to announce that the

Michigan Movers Association is partnering with AMSA to bring a Michigan ProMover certification to movers who represent excellence in local and intrastate moves.

The criteria to become a MMA ProMover in Michigan are similar to the qualifications required by AMSA for interstate ProMover approval. MMA membership is required to become a MMA ProMover in Michigan.

To apply for MMA ProMover in Michigan status and receive certification for your intrastate and local moving excellence, please log on to www.mimovers.org and click on the Michigan ProMover Logo. You can download and complete the Michigan ProMover Signatory Agreement and mail it to the MMA office with the appropriate application fee. The Michigan ProMover Agreement re-news every September 1 so applications received through August, 2015 will provide program enrollment through August 31, 2016.

APPLICATION FEES*

Members of both MMA and AMSA \$210
Member of MMA only \$300

** This does not include either MMA or AMSA membership dues.*

CONTACT DONN EURICH AT THE MMA OFFICE FOR MORE INFORMATION OR VISIT WWW.MIMOVERS.ORG AND CLICK ON THE PROMOVER LOGO.

CARRIER IS A MEMBER OF MMA ONLY	CARRIER IS A MEMBER OF AMSA ONLY	CARRIER IS A MEMBER OF BOTH AMSA AND MMA
ELIGIBLE FOR PROMOVER CERTIFICATION FOR LOCAL, INTRASTATE SHIPMENTS UNDER AUSPICES OF MMA.	ELIGIBLE FOR PROMOVER CERTIFICATION FOR INTERSTATE SHIPMENTS UNDER AUSPICES OF AMSA.	ELIGIBLE FOR PROMOVER CERTIFICATION FOR BOTH INTERSTATE AND LOCAL, INTRASTATE SHIPMENTS.
MMA WILL PROVIDE QUALIFYING CARRIERS WITH MMA PROMOVER LOGO DESIGNED FOR INTRASTATE CARRIERS ONLY.	AMSA WILL PROVIDE QUALIFYING CARRIERS WITH AMSA PROMOVER LOGO DESIGNED FOR INTERSTATE CARRIERS ONLY.	QUALIFYING CARRIERS WILL BE PROVIDED WITH SEPARATE IDENTIFYING PROMOVER LOGOS BY MMA AND AMSA.
ELIGIBLE TO USE AMSA ARBITRATION PROGRAM FOR INTRASTATE SHIPMENTS.	ELIGIBLE TO USE AMSA ARBITRATION PROGRAM FOR INTERSTATE SHIPMENTS.	ELIGIBLE TO USE AMSA ARBITRATION PROGRAM FOR BOTH INTER AND INTRASTATE SHIPMENTS.
ELIGIBLE FOR AMSA MOVE.COM WEBSITE REFERRAL SERVICE.	ELIGIBLE FOR AMSA MOVE.COM WEBSITE REFERRAL SERVICE.	ELIGIBLE FOR AMSA MOVE.COM WEBSITE REFERRAL SERVICE.
NOT PRESENTLY ELIGIBLE FOR FUTURE STAR LEVEL PROGRAM.	ELIGIBLE FOR FUTURE STAR LEVEL PROGRAM FOR INTERSTATE SHIPMENTS.	ELIGIBLE FOR FUTURE STAR LEVEL PROGRAM FOR INTERSTATE SHIPMENTS.

SERVICE DIRECTORY

2015 ROSTER OF MMA ASSOCIATE MEMBERS

WE ENCOURAGE YOU TO LOOK TO THEM FIRST WHEN SEEKING
SERVICES FOR YOUR COMPANY

Aegis Insurance Services, Inc.

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770-667-8348 fx

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jim.walsh@alliancerelocation.com
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www.arpin.com
info@arpin.com
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410-536-9019 fx

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skuiper@ayres-riceinsurance.com
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269-679-2306 fx

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bpreusse@cds-usa.com
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313-963-7425 fx

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626-529-7144

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Rocky Mountain (PADD4)	2.562	2.567	2.554	-0.013	-1.304
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HR CORNER

FMLA – DOES DEPRESSION QUALIFY?

QUESTION: An employee has requested a leave due to depression. I advised her to seek medical advice and provided her with FMLA. Is depression usually considered a valid reason to be off work under the FMLA guidelines?

RESPONSE: It can be. The U.S. Department of Labor's Compliance Guide summarizes the definition of a serious health condition for FMLA purposes as follows:

“Serious health condition” means an illness, injury, impairment, or physical or mental condition that involves:

- any period of incapacity or treatment connected with inpatient care (i.e., an overnight stay) in a hospital, hospice, or residential medical care facility; or
- a period of incapacity requiring an absence of more than three calendar days from work, school, or other regular daily activities that also involves continuing treatment by (or under the supervision of) a health care provider; or
- any period of incapacity due to pregnancy, or for prenatal care; or
- any period of incapacity (or treatment therefore) due to a chronic serious health condition (e.g., asthma, diabetes, epilepsy, etc.); or
- a period of incapacity that is permanent or long-term due to a condition for which treatment may not be effective (e.g., Alzheimer's, stroke, terminal diseases, etc.); or,
- any absences to receive multiple treatments (including any period of recovery therefrom) by, or on referral by, a health care provider for a condition that likely would result in an incapacity of more than three consecutive days if left untreated (e.g., chemotherapy, physical therapy, dialysis, etc.).” See <http://www.dol.gov/whd/regs/compliance/1421.htm>.

[dol.gov/whd/regs/compliance/1421.htm](http://www.dol.gov/whd/regs/compliance/1421.htm).

Thus, depression may be a serious health condition under the FMLA if it meets one or more of the criteria listed above. We also wish to point out that whether or not depression qualifies as a serious health condition under the FMLA, it may qualify as a disability under the federal Americans with Disabilities Act (ADA), which may entitle the employee to time off as a reasonable accommodation. This is addressed specifically by the U.S. Equal Employment Opportunity Commission in its guidance on psychiatric conditions and the ADA which is available at <http://www.eeoc.gov/policy/docs/psych.html> and which we encourage you to review.



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THREE POINTS TO ENSURE THE SUCCESS OF YOUR WEBSITE, CONT.

likely to be an increase in traffic during the warmer seasons where moving is easier and more common. With this knowledge, you would be able to plan to put information that you want users to see on your site during those busy seasons so that they get more visibility. Alternatively, if you have noticed some trends of slower web traffic but want to encourage people to go to the site during those times, you can send out blast emails with links back to articles on your website, and using the reporting tools you will be able to track the success of those campaigns.



Web monitoring can also help you prevent unwanted traffic. If your website is getting 2000 visits a week but 1500 of those visits are out of India, and you're a Michigan based company, those extra 1500 aren't doing you much good, so it might be best to try and block the regions that are flooding you with views, and are likely producing false leads on your website.

About The Author: *Jacob Burger is Vice President of The Shumaker Technology Group where he helps to maintain the Websites for the*

Michigan Movers Association, the Indiana Movers Association, as well as sites for individual moving and storage companies. He can be reached at Jacob@shumakergroup.com.

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INSURANCE PROGRAMS

MMA can help you find the lowest rates regardless of your needs. For business insurance contact Skip Howey at Howey & Associates Insurance, 734-676-6600. For a complete listing of all insurances please see the MMA website and Michigan Movers Directory.

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TARIFF REGULATION

As an MMA member, your moving company can participate in the MPSC 4000 Tariff, which the MMA administers. We are also available to help you file independent actions.

MEMBERSHIP DIRECTORY

Each year, the MMA produces a Membership Directory for distribution to all MMA members. This directory contains the MMA by-laws, all MMA member moving companies and our partner service providers, upcoming MMA events, and scales located throughout Michigan.

MMA WEBSITE – WWW.MIMOVERS.ORG

Interactive member website invites shippers to find you by city, zip code, and now, by service. This spring, the MMA will invite each member to create a custom service profile on the site to list the services you provide. Shippers will now be able to search by requesting providers of various special services and find you even more often! All associate members are also listed, and can enter a 50 word description of their products and services. Associates may also advertise on the site.

MMA ACADEMIC SCHOLARSHIP FUND

The MMA offers scholarships to college entry and trade students who are employees, family members of employees or otherwise directly related to an MMA member mover. The scholarships are awarded each fall and the application to apply can be found at www.mimovers.org.

THE CARRIER NEWSLETTER

MMA produces a quarterly newsletter complete with industry news, legislative updates and information on our services and events. Associate members are welcome to write articles for inclusion and advertising is available.

FUEL SURCHARGE UPDATES

Each month the MMA computes the new fuel surcharge and emails the new rate to every member. Current and past fuel surcharge rates can also be found on the MMA website. Associate members are welcome to sponsor these email blasts.