

THE CARRIER >>



MICHIGAN MOVERS ASSOCIATION
SPRING 2015

MANAGING SOCIAL MEDIA IN THE WORKPLACE

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THE CARRIER»

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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.

MPSC RESOURCES

The Motor Carrier Advisory Board 2015 Meeting Schedule is:

March 19
May 21
July 16
September 17
November 19

Effective November 12, 2014, the MPSC Motor Carrier Division office moved from the 6546 Mercantile Way building in Lansing to a new permanent work facility at :

7109 West Saginaw Hwy, 1st Floor, Lansing, Michigan.

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:
MICHIGAN PUBLIC SERVICE COMMISSION
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 Fellow Michigan Movers and Suppliers! For those of you who attended our 93rd annual convention at Firekeepers Casino & Hotel, thanks for making it such a success! It was great to catch up with everyone and meet some of our first time attendees. If you have any suggestions on how we can add ROI to the convention next year, we would love to hear from you. All ideas will be considered. I am really looking forward to seeing everyone next year at the Amway Grand Plaza in downtown Grand Rapids! As I mentioned in my acceptance speech, I am honored, and proud, to be the President of the Michigan Movers Association for the next two years. I can't thank Johnna Struck, Past President, enough for leaving the association in such great shape. I am also looking forward to working with Morrie Stevens Jr. as Vice President, Nate Corrigan as Secretary, Andrew Androff as Treasurer, and of course, Donn Eurich, from Eurich Management Services, who I hope will do most of the work. :-)

Being an active member of an association such as the MMA, is an interesting dichotomy. Why would pure competitors want to spend time together? Some would say, "Keep your friends close and your enemies closer!" What do we all have to gain from each other? What do we have to lose? This question can be asked of any trade association. The value that I have seen over the years from so many other trade associations, including the International Franchise Association (IFA), the American Moving and Storage Association (AMSA), the Michigan Chamber of Commerce, and the like, is the power of one group working together toward the common good. In all of the above associations with which I have worked, the common good usually comes out of political action, and philanthropy. Our goal should be to make our business environment, our state, and our communities better. Bringing this to the forefront of the Michigan Movers Association is my goal for the next two years.

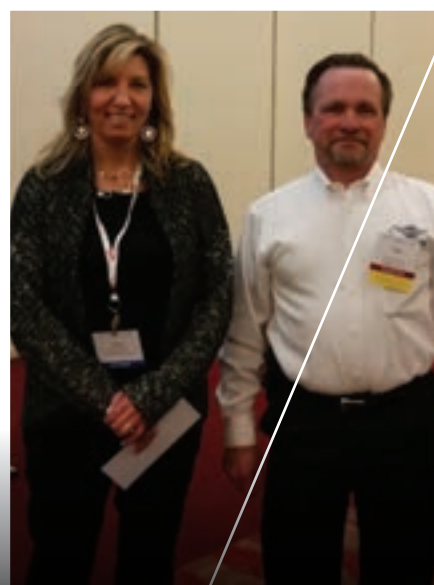
On the political front, at the National level, we are already seeing individuals positioning for Presidential candidacies. We are hearing about national security, protecting our borders, energy, audit the fed, etc... The big issue right now in state politics is our crumbling roads, bridges and infrastructure. On May 5 we will be voting on a bill to increase sales tax by 17.5% in order to fund our infrastructure. Though there is no argument that we need to fund our roads and bridges, the debate is on how we fund this. Some would argue, Just Fix the Roads! Some are concerned with the small print in this bill and how much of our tax dollars will actually go toward fixing our roads. NFIB of Michigan (National Federation of Independent Business) is against the bill. BLM (Business Leaders for Michigan) is in support of the bill. The Michigan Chamber of Commerce, at this point, has decided to sit this one out and stay neutral. We vote on this bill on May 5. Many are predicting, because the bill is so "loaded with special interest pork," that it will go down in flames. Please make sure you do your civic duty for Michigan and get out and vote!

As for philanthropy, I am excited that we currently have \$8,000 in our scholarship budget for this year's winners! Application deadline is June 30! Get those applications in! More info is available in this addition of *The Carrier*.

In closing, happy spring everyone! The busy season is right around the corner! Time to get those trucks cleaned up, get staffed up and be ready to deliver world class service to our Michigan citizens!

Kind regards, Jon
President, MMA

93RD ANNUAL CONVENTION & MEETING WRAP-UP





EXHIBITORS

Vanliner Insurance | Ayres-Rice Insurance | CDS Moving Equipment | Wheaton-Bekins Van Lines | Custom Movers Services
Kentucky Trailer | Shumaker Technology Group | LSISource | MSS, Inc. | Seal-Tec, Inc. | B & P Manufacturing | Victory Packaging
Johnston Lewis Associates | Masterbid, Inc. | Alliance Relocation Services | InPro Insurance Group | Hawk insurance Agency

SPONSORS

Vanliner Insurance | Ayres-Rice Insurance | CDS Moving Equipment | Wheaton-Bekins Van Lines | Custom Movers Services | Kentucky Trailer

HAS YOUR BUSINESS ADAPTED ITS INTERNET AND SOCIAL MEDIA POLICIES TO NEW CHANGES?



BY KARL W. BUTTERER
FOSTER SWIFT BUSINESS & CORPORATE LAW REPORT

CHANGES IN TECHNOLOGY AND THE LAW REQUIRE SOME EMPLOYERS TO REVISE INTERNET AND SOCIAL MEDIA POLICIES

If your business has a policy which regulates the use of the internet and social media by your employees, then congratulate yourself for taking this proactive step to maintain sound business practices and to help avoid liability. If your policy is more than a few years old, it is time to update your policy to reflect new changes in technology and the law. This article will touch briefly on three changes: the explosion of new devices and information systems, recent activity at the National Labor Relations Board (NLRB), and Michigan's Internet Privacy Protection Act.

CHANGES IN TECHNOLOGY

Older policies regarding the use of technology by employees were likely written when employees almost exclusively used company owned desktop computers and internet services while at their workstations. Many employers wrote these policies to discourage employees from viewing non-work related or inappropriate websites. Employees now typically use a much wider variety of devices and information systems such as smart phones, voice-mail, text messaging, digital cameras, pagers, PDAs and thumb drives. With the advent of these and other new devices and information systems, employers should consider incorporating all or some of these devices and information systems into its policies.

An updated policy should define which specific devices and information systems the employer intends to regulate.

In the not too distant past, employees primarily used company computers during work hours. Today employees often have continuous and instantaneous access to the internet, company networks, and text messaging through the use of smart phones, tablets and laptops. Employees often use these devices at home and work, for personal use and work use, during regular work hours and after hours. More employees now work from home and/or have flexible work schedules, which may blur the line between work time and personal time. **Employers should review their policies to determine when their internet or social media policies apply to their employees.** If the employer intends to regulate use at all times, then it is critical that the employer make clear to the employee that he has no expectation of privacy with respect to any information on the employer's information system or devices, whether the employee is using it at work, home, for personal use, during business hours, or during free time.

LABOR RIGHTS

The rise of social media, like Facebook and Twitter, prompt-

ed many alert employers to adopt policies aimed to discourage employees from posting certain types of information about the employer, fellow employees and customers. These policies also typically prohibit the posting of proprietary, confidential, discriminatory, or slanderous content. According to the NLRB and its legal counsel, some employers' social media policies have gone too far. Policies which use overly broad or ambiguous language may be interpreted by employees to unlawfully restrict employees' right to discuss wages and conditions of employment with third parties as well as each other. The NLRB's legal counsel found each of the following social media policy examples to be so ambiguous as to violate these labor rights under the National Labor Relations Act:

EXAMPLE 1

"You should never share confidential information with another team member unless they have a need to know the information to do their job."

EXAMPLE 2

"If you engage in a discussion related to [Employer], in addition to disclosing that you work for [Employer] and that your views are personal, you must also be sure that your posts are completely accurate and not misleading . . ."

EXAMPLE 3

"[O]ffensive, demeaning, abusive or inappropriate remarks are as out of place online as they are offline."

EXAMPLE 4

Employees may not post "disrespectful" or "critical" comments about the employer. The NLRB and its counsel encourage employers to use more detailed examples in social media policies to better distinguish between legitimate employer restrictions and unlawful encroachments on labor's right to discuss the terms and conditions of their employment. For instance, broad language which instructs employees to be "respectful" "fair" and "courteous" when posting on social media can be ambiguous. But, if the policy also provides examples of legitimate restrictions, such as prohibitions on posting content which is threatening, obscene or intimidating, then the policy is more likely to be found lawful. The differences between a lawful and unlawful policy may be frustratingly nuanced. Nevertheless, employers should revise their social media policies to better clarify the meaning of broad or ambiguous language which could lead employees to believe that they are not free to discuss the terms and conditions of their employment.

INTERNET PRIVACY PROTECTION ACT

In December 2012, The Michigan Legislature passed the Internet Privacy Protection Act. The Act was designed to discourage employers from gaining access to employees' or applicants' social media sites. The Act generally prohibits employers from asking an employee or job applicant to provide access to, allow observation of, or disclose information that allows access to or observation of "personal internet accounts" like Facebook. An employer who violates the Act is subject to both civil lawsuits and criminal penalties. Significantly, the Act creates several exceptions important to employers.

- An employer may still lawfully request or require that an employee provide access to an account or service which is provided by the employer, obtained by virtue of the employment relationship, or used for the employer's business purposes.
- An employer may still lawfully prohibit an employee from accessing websites while using a device or network paid for by the employer.
- The employer may also lawfully monitor data stored on an employer owned device or employer network.
- In limited situations, an employer may conduct an investigation into an employee's personal internet account. Before doing so, an employer should consult legal counsel to ensure compliance with the Act.

Federal and state law is adapting to developments in workplace technology and how we use it. The employment and labor lawyers of Foster Swift can help your business adapt to those changes by revising your employment policies and practices to avoid liability and encourage sound business practices.

The following page represents a sample social media policy you are welcome to copy and tailor to your company's needs. We recommend you consult with your legal or Human Resource specialist to ensure you are in compliance with your current policy and practices.

SAMPLE SOCIAL MEDIA POLICY

At [Employer], we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all associates who work for [Employer], or one of its subsidiary companies in the United States ([Employer]).

Managers and supervisors should use the supplemental Social Media Management Guidelines for additional guidance in administering the policy.

GUIDELINES

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with [Employer], as well as any other form of electronic communication.

The same principles and guidelines found in [Employer] policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of [Employer] or [Employer's] legitimate business interests may result in disciplinary action up to and including termination.

KNOW AND FOLLOW THE RULES

Carefully read these guidelines, the [Employer] Statement of Ethics Policy, the [Employer] Information Policy and the Discrimination & Harassment Prevention Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

BE RESPECTFUL

Always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of [Employer]. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

BE HONEST AND ACCURATE

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about [Employer], fellow associates, members, customers, suppliers, people working on behalf of [Employer] or competitors.

POST ONLY APPROPRIATE AND RESPECTFUL CONTENT

- Maintain the confidentiality of [Employer] trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a “tip” on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.
- Do not create a link from your blog, website or other social networking site to a [Employer] website without identifying yourself as a [Employer] associate.
- Express only your personal opinions. Never represent yourself as a spokesperson for [Employer]. If [Employer] is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of [Employer], fellow associates, members, customers, suppliers or people working on behalf of [Employer]. If you do publish a blog or post online related to the work you do or subjects associated with [Employer], make it clear that you are not speaking on behalf of [Employer]. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of [Employer].”

USING SOCIAL MEDIA AT WORK

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Company Equipment Policy. Do not use [Employer] email addresses to register on social networks, blogs or other online tools utilized for personal use.

RETALIATION IS PROHIBITED

[Employer] prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

MEDIA CONTACTS

Associates should not speak to the media on [Employer's] behalf without contacting the Corporate Affairs Department. All media inquiries should be directed to them.

FOR MORE INFORMATION

If you have questions or need further guidance, please contact your HR representative.



USING SOCIAL MEDIA IN YOUR MARKETING STRATEGY

We've all been there thinking, "How am I going to keep my business growing?" or "Our company should be expanding across the state, why can't we connect with more customers?" and the classic, "Why is what we are doing not working?!" Well, you can always rely on listening to the word on the street -- but unfortunately, the word on the street is no longer on the street, it's on your phones, on your computers, and all over the web. Yup, you've got it right; we're talking Social Media and the role it plays in every industry, in every city.

Utilizing social media for your company can be overwhelming at times but if your company is able to successfully post content on the platforms you decide to use, the possibilities are endless. Typical advertising requires you to pay for timeslots, article space, and bargain for prime slots. Social media is for the most part, free. Sending flyers, putting out commercials, and buying ad space guarantees your content will be delivered, but once it is sent you and the advertising channel have no control over who will pay attention to it and whether consumers will respond or not, positively or negatively.

Social media is a different story; the method of advertising is creating content you are able to deliver to your consumer in a convenient platform, and the value you are able to add to their everyday life with your moving service. Building a strong following on social media can be tricky so we have included some tips and tricks of how your business can capitalize with social media sites. Firstly, define what you are aiming to achieve.

Knowing where you are going is very important for consistent and successful social media presence. When your goal is clarified you know have a direction for your posts. Across every social media

**INITIATING MORE CONVERSATIONS WITH
YOU CUSTOMERS?**

INCREASING YOUR BRAND AWARENESS?

**GATHERING A HIGHER NUMBER OF
MOVING LEADS?**

SECURING MORE BUSINESS ACQUISITIONS?

platform it is key to know the culture for the users on that site – for example if you choose to utilize Instagram you should know it is a crowd of individuals looking for unique, creative, and artsy posts relevant to their interests; to utilize this you must create content streamline to what your customers (and potential customers) are interested in and subtly work in your business message.

PICTURE THIS. Every platform allows your business to post some type of visuals. The more visuals your posts incorporate, the more attention your followers will pay to your content. The human brain finds visuals four times more memorable than text.

FLAUNT IT IF YOU'VE GOT IT. When you are creating a network of followers, the individuals who choose to follow you have a reason for doing so, whether it is because they've done business more with you, they receive value from your posts, or they simply support your business. It is not perceived negatively to share your company's earned media coverage. The more credible content you provide, the higher the impact you have on your buyers.



CUSTOMERS ARE YOUR BUSINESS. Whether you are the largest moving company in the nation, or own a truck and some business cards – your business doesn't exist without your customers. Your communication strategy is largely influence by your social media presence. Why? Because your followers see the new content you post more often than any advertisement channel in existence. The focus should shed more light on your audience than your company. Day-to-day content should in one way or another focus more on your audience, and less on your company.

CALLING ALL MOVERS. One of the best attributes of successful content is interaction. The higher number of responses, likes, shares, comments, etc. the more reach your posts have. Social Me-

dia platforms such as Twitter and Facebook tend to glorify posts with lots of interaction from their followers over posts with minimal acknowledgment. Make your posts interactive. Insert a call to action. These can be done with contests, polls, surveys, trivia, and whatever else you can dream up. The stipulation is not going overboard and asking too much from your followers.

Social Media is filled with endless opportunities for businesses. To really knock your presence out of the park, be creative, be fun, and don't be afraid that 'informal' content will ruin your reputation – customers don't care to see the same old boring content transferred to a Facebook page, or their Twitter feed. Do something different, be intuitive, and the stage will be yours.

ON-HIGHWAY RETAIL DIESEL PRICES

AVERAGE ALL TYPES, DOLLARS PER GALLON, INCLUDING ALL TAXES

	02/16/15	02/23/15	3/02/15	CHANGED FROM	
				WEEK AGO	YEAR AGO
U.S.	2.865	2.900	2.936	▲0.036	▼-1.080
East Coast (PADD1)	2.960	3.005	3.083	▲0.078	▼-1.072
New England (PADD1A)	3.084	3.173	3.291	▲0.118	▼-1.098
Central Atlantic (PADD1B)	3.084	3.160	3.293	▲0.133	▼-1.061
Lower Atlantic (PADD1C)	2.841	2.853	2.880	▲0.027	▼-1.082
Midwest (PADD2)	2.792	2.826	2.850	▲0.024	▼-1.169
Gulf Coast (PADD3)	2.783	2.795	2.796	▲0.001	▼-0.997
Rocky Mountain (PADD4)	2.770	2.762	2.779	▲0.017	▼-1.204
West Coast (PADD5)	2.997	3.065	3.097	▲0.032	▼-0.941
West Coast less California	2.817	2.889	2.934	▲0.045	▼-1.009
California	3.142	3.208	3.229	▲0.021	▼-0.890

FROM THE EXECUTIVE MANAGER'S DESK



BY DONN EURICH
EXECUTIVE MANAGER

JUST A REMINDER that dues statements have been emailed and USPS mailed to every member. If your dues payment is postmarked by March 31, you may deduct 10% from your invoice. It is now easier to pay your dues via credit card. Look for the credit card completion grid on your dues invoice.

THE MMA IT COMMITTEE will be meeting soon to create a template to permit us to add a profile of each member's services to the MMA website. Have a special skill or service such as military moving, pianos, cars, lift truck, boats etc.? We will be able to add your information to your on line profile permitting shippers who are seeking a specific service to locate you! More to follow this Spring.

SCHOLARSHIP FUNDING was set at \$8,000 for the 2015-16 academic year by the MMA Board of Directors. Visit the MMA site at www.mimovers.org and download an application! Funds will be

used up quickly from this popular and ever growing MMA service to our industry. Apply on or before June 30, 2015. Any immediate family member of a 2015 MMA member is eligible.

ARE YOU A MICHIGAN PROMOVER? Most major van lines have worked out an arrangement with AMSA to bring their agents under the AMSA ProMover banner. But what if you don't have a van line affiliation? Applying for the Michigan ProMover designation is easy and helps bring credibility to your company and gives you an edge on the competition. Find an application online at www.mimovers.org. Click on the Michigan ProMover logo.

NEED TO BUY MMA FORMS? Go online to www.mimovers.org. Click on "Members" then "Forms" to download the order form and see depictions of forms which are available. You are welcome to mail or fax your order form with payment to the office or scan and email to donn@mimovers.org.

SHARE YOUR GOOD NEWS!

"The MMA wants to share your success with our membership. Did your company or an employee receive special recognition? Have you championed a drive for a local charity? Movers are good citizens and we want to share your story with our members and with the public on our website. Simply email your success story to Donn@mimovers.org."

SOCIAL MEDIA PLATFORMS

BY CODY THELEN

MICHIGAN STATE UNIVERSITY | SHUMAKER TECHNOLOGY GROUP

SOCIAL MEDIA, noun; 1. Websites and applications that enable users to create and share content to participate in social networking 2. Valuable addition to your company's communication strategy

WHAT IS SOCIAL MEDIA?

By now everyone has heard the buzz of social media. We hear our family and friends talk about it, we watch it on television, and most likely utilize it in our lives one way or another – whether we like it or not. Social media is a form of communication stemmed from web and mobile platforms. These platforms inept users to share information, make connections, drive new business, and maintain a connection with current customers. Social Media comes in many forms: blogs, micro-blogs, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, virtual worlds, and more.

On a personal level, these platforms let you stay connected with your friends and family, browse through popular media, develop interests, and stay entertained. On a professional level, social media allows you to strengthen your professional network amongst many industries, as well as broaden your views and knowledge on relevant topics. For a company, social media allows you to interact with your customers and increase your brand's identity. Ultimately, the effect of positive social media use can increase your businesses awareness for potential customers and alert you to honest feedback about your services.

So what now? New Social Media sites are launched every year, narrowing in on which platforms are right for your moving busi-

ness can be overwhelming. As a business affiliate, it's important to know what sites are out there so you are able to identify employees using them, and more importantly, correctly decide which platforms to utilize for your organization. While there are many social media sites to consider for the organization, not all sites will be conducive to your branding and marketing goals.

SOCIAL MEDIA PLATFORMS



Facebook

Description: Social Media Site to stay in-touch and informed from friends, family, organizations, clubs, and more. Brands have the largest sharing opportunities on Facebook. Communication with consumers is done in a non-abusive way. Facebook allows advertising for your business focalized on key demographics and geographic regions.

No. of Users: 1,369,245,000

Content: On Facebook you can Fan Pages, Business Pages, Events, and Groups. Quality content includes posts relevant to your business, popular trends relevant to your industry, company, community, or followers. Every post should either contain educational or entertaining content. Posts can include pictures, links, videos, polls, and much more to keep your followers involved and informed.



LinkedIn

Description: Business oriented social networking site. Participating brands give potential and current associates a place to network

and connect. LinkedIn powers 50% of the world's hires. Keeping relevant account information is important for LinkedIn users who are doing research on your brand and company.

No. of Users: 332,000,000

Content: Noteworthy tips, trends, and business advice are good posts to share on LinkedIn. While many brands choose not to post consistently, posts often are associated with the culture of the company, what one could expect from working with, or for, their company, and the overall environment the brand wants to convey to the business world.



Pinterest

Description: Social site used for discovery. This female dominated sites allows you to create virtual themed 'boards' and pin your pictures, articles, posts, and links onto them.

No. of Active: 60,689,000

Content: Largest opportunities are décor, crafts, DIY, health, fashion, and cooking. Brands successfully use this platform by sharing creative and unique ways to use their products and services.



Twitter

Description: Share quick tidbits of information with followers. Great for keeping up with what's going on in the world – breaking news, events, celebs, etc. You can choose to keep

your tweets private, or have a public account. Updates appear immediately.

No. of Active: 291,170,000

Tweets sent per day: 500,000,000+

Content: Each post is limited to 140 characters, forcing posts to be short and to the point. Quality posts reveal educational or entertaining information about your industry, company, employees, products, and services. Posts containing images, links, and ties to other media sites enable your network to further interact with your profile.



Instagram

Description: Users snap, edit, and share photos and 15-second videos – publicly or with a network of followers. Instagram utilizes sharing, seeing, and commenting on photos. Optional filters and effects can be applied to your photos, making

them look high-quality and artistic. User can "Like" your photo, the more Likes the 'better the post'.

No. of Users: 300,000,000

Pictures posted per day: 153,000,000+

Content: Many brands participate using #hashtags and posting pictures consumers can relate to or find interesting. Quality posts can offer a 'behind the scenes' view of your company to help increase the transparency and ethics of your brand.



Snapchat

Description: Messaging app that allows users to put a time limit on the material they send before it disappears (up to 10 seconds for a picture or 15 for a video clip). Snapchats load

fast and fully absorb the viewers' attention because the image can only be seen once before it disappears.

No. of Users: 100,000,000

Snapchats shared per day: 400,000,000+

Content: Snaps can contain any variety of content – there are no restrictions to what it sent and received. Brands utilize Snapchat if your audience is young and on the move, offering quick tidbits of information or entertainment. This material could even include limited time special offers and coupons.



Tumblr

Description: A cross between a blog and Twitter. A streaming scrapbook of text, photos, video, and audio clips. Users create short "tumblelogs," that can be seen by anyone on-

line if made public. Posts can easily, and often are, copied and shared.

No. of Users: 220,800,000

Tumblr posts per day: 152,000,000+

Content: Tumblelogs with funny memes and gifs often go viral on-line. Brands are able to use Tumblr to share longer articles of information, which may not be appropriate in length to post on other sites. The mixture of longer blog posts and pictures, videos, and links allows users to read or scroll and still receive value. Links to your Tumblr posts can be copy and pasted to other sites, often accompanied by a short exert or catchy phrase to get your followers to click the link and view the full post.



Google Plus

Description: Many aren't too wild about Google Plus yet. Allows users to separate friends into "Circles" -- i.e. work, family, school, sports team, etc. Real time video chats are available in Google Hangout, as well as Google Docs utilizing file sharing.

No. of Users: 892,770,000

Content: Similar to Facebook, Google+ allows videos, photos, links, and other media to be shared. Content can be protected so only certain circles can see your posts. For example you could post a video only your employees need to see, and 5 minutes later post to your whole network.



Vine

Description: Social Media app that allows users to post and watch looping six-second video clips. The Twitter-owned service has a unique community that is often creative and funny -- and sometimes thought provoking.

No. of Users: 100,000,000

Vine Loops Played per Day: 1,000,000,000+

Content: Vine is a very, very creative platform. A good post will make followers laugh, amazed, or impressed. Brands that have successfully used Vine have content spread to other platforms through followers 'sharing' their content, often using celebrities, athletes, or creative individuals. Moving companies looking to increase their brand on a national level have no competition on this platform and it is ripe for the picking.



Kik Messenger

Description: An app-based alternative to standard texting. It is free but has lots of ads. Kik is very fast and has no message limits, character limits, or fees in the basic version.

No. of Users: 200,000,000

Content: Text Messages, many brands do not use this platform



YouTube

Description: The world's largest video sharing site.

No. of Users: 1,000,000,000

Video Views per Day: 4,000,000,000+

Content: Videos are uploaded to YouTube every second of every day. To successfully post content on YouTube, the videos should contain some piece of value to your end user. Videos should rarely be longer than 2 or 3 minutes to keep the attention of your audience. Popular content for brands could focus on quality, services, culture, or an overview of your organization.

WHERE TO START WITH SOCIAL MEDIA

If your business is planning to add social media into your communication strategy, or revamp what already exists, this will assist in making sure you build a solid structure to build upon. Before you start, make sure your organization does not already have a social media account on the sites you plan to use. If there is a pre-existing account, do not create another one. Instead, contact the creator of the account and tailor the login information or permissions as need be.

The best form of learning is doing. Before the decision is made to launch an account for your company, try the platform on a personal level. Creating an account for yourself gives you a first perspective insight on whether your company can use the site productively. Use the personal account to study how individuals and companies use the site. Become aware of the type of content that is posted and which posts are the most popular. Take note on how often other users, companies, and your competition are posting.

Once you are comfortable and fully capable of using the site, decide if your that platform could be a useful asset to your company. Not every social media site is for every company, spreading your brand across too many social media sites could dilute your social strategy, preventing your from using any of them effectively. Instead, focus on the social media sites that allow you to share your content with the appropriate audience.

Sources:

<http://expandedramblings.com/>
<http://www.internetlivestats.com/>
<http://www.statista.com/>
<http://www.usf.edu/>



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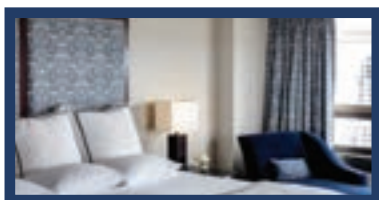
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SAVE THE DATE!

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

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

2015-16 ACADEMIC SCHOLARSHIP TO A UNITED STATES DOMICILED ACCREDITED COLLEGE OR UNIVERSITY

FOR MEMBER COMPANY EMPLOYEES AND THEIR DEPENDENTS:

Drivers, dock workers, mechanics, office personnel and other dedicated moving industry employees are among the thousands of people each day who contribute to a strong, efficient moving industry in Michigan.

Many of these workers are or have dependents who are pursuing studies toward a higher education. The Michigan Movers Association Academic Scholarship Fund (MMA-ASF) would like to help some of these students in their efforts by providing some financial aid to Michigan Movers Association (MMA) member company employees or their dependents.

Several Annual Scholarships ranging from \$500 to \$1,500 may be awarded. Recipients will be selected on the basis of their academic achievement, community involvement and financial need. The Fund will provide financial assistance for college and trade school students. These funds may be used to meet such expenses as tuition, books, and housing.

The MMA Academic Scholarship Fund (MMA-ASF) is funded by MMA financial reserves, consisting of dues and other financial resources as received from member movers for membership and other related activities. The ASF has been specifically structured to support higher education among moving family members who are part of the MMA.

ELIGIBILITY: Applicants must be high school seniors or college students. They must be an owner, employee or a dependent of someone employed by a company with membership in the Michigan Movers Association. Scholarships are available to all MMA member movers and Associates.

APPLICATION: A student seeking a scholarship should complete the attached application form and send it to the MMA-ASF along with a recent photograph, a certified copy of their transcript (last mid-term is acceptable), two or three letters of recommendation and an accompanying letter of intent. This letter should include information on current and planned studies, career goals, interest, and the reason for applying for the scholarship.

SELECTION: Recipients will be chosen by the members of the MMA-ASF Committee. The funds will be sent directly to the recipient's school.

DEADLINE FOR APPLYING: Applications must be received by Wednesday, June 30, 2015, for scholarships to be awarded for the 2015-2016 Academic Year. Winners will be notified in early August.

VOCATIONAL SCHOLARSHIP APPLICATION

The Vocational Scholarship was initiated primarily for the applicant looking to further their education in trades associated with the moving industry. Annual grants of \$500 to \$1,000 for vocational scholarships will be awarded by the MMA-ASF to eligible students who are related to an employee of a current MMA member.

Vocational Scholarship – Diesel Mechanics & Truck Drivers Mechanics: Diesel mechanic training is a two-year program at most vocational schools with the year divided into four quarters and the month of September being vacation time. Eligible students must have completed high school or the GED equivalent, or be enrolled in a vocational school.

[CONT'D ON PAGE 22]

A scholarship from the MMA-ASF will be awarded in consideration of an applicant's academic achievements, community involvement and financial need. It is awarded for one year in an amount determined by the ASF Committee. It is valid for the academic year it is awarded and cannot be held over without the approval of the ASF Committee.



APPLICATION FOR MMA-ASF SCHOLARSHIP

APPLICANT MUST:

1. Be an owner, employee or dependent of a MMA member company in good standing
2. Maintain full time student status (12 semester hours)

PERSONAL DATA

Name _____

Present Address (street, city, state, zip) _____

Telephone Numbers: Home _____; Cell _____

E-mail address: _____

Permanent Mailing Address (if different from Present address) _____

Social Security #. _____ Date of Birth _____ Age _____

☐ Single ☐ Married No. of Dependents _____

SCHOOL HISTORY

High School: _____

Year of High School Graduation _____ Cumulative Grade Point Average _____ on a _____ scale

ACT score _____ or SAT score _____

Name of College, University or Trade School _____

Years of College Completed _____ Grade Point Average _____ on a _____ scale (if applicable)

Activities, Awards and Honors (list on a separate sheet if needed) _____

ADDITIONAL INFORMATION

Hobbies and recreational interests _____

Your affiliation with the moving industry: Name of Relative: _____

Relationship: _____ OR: If an employee, your position: _____

Name of MMA Member Company; City, State, Telephone Number or email address: _____

EMPLOYMENT RECORD: (LIST MOST RECENT EMPLOYER FIRST)

Date: _____

Employer's Name: _____

Address: _____

Supervisor: _____

Job description: _____

Date: _____

Employer's Name: _____

Address: _____

Supervisor: _____

Job description: _____

Date: _____

Employer's Name: _____

Address: _____

Supervisor: _____

Job description: _____

Your income last year _____ Spouse's income _____

Father's Name: _____ Father's Occupation _____

Father's Address _____

Mother's Name: _____ Mother's Occupation _____

Mother's Address _____

Number of Dependents (other than applicant) at home _____

Estimated combined annual family income (include non-custodial parent, if applicable) \$ _____

Other financial resources, assets and savings your family may have in addition to their yearly income _____

List the type and amount of any financial aid you may be receiving: _____

Should you be awarded a scholarship, please provide name, phone number and address of the college/ university where the funds should be sent:

SUBMISSION CHECKLIST:

☐ COMPLETED APPLICATION

☐ RECENT PHOTOGRAPH

☐ LETTER OF INTENT

☐ OFFICIAL TRANSCRIPT - LAST MIDTERM IS ACCEPTABLE

☐ TWO OR THREE LETTERS OF RECOMMENDATION

☐ AWARDS, RECOGNITIONS, GRANTS

SEND TO: MMA ACADEMIC SCHOLARSHIP FUND

3721 W. MICHIGAN AVE SUITE 102, LANSING MI 48917 | (517) 327-9207 | DONN@MIMOVERS.ORG

DEADLINE: JUNE 30, 2015

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.

Scott & Barbara Stevens
5755 North Point Parkway #44
Alpharetta, GA 30022
www.aegis-online.com
bstevens@aegis-online.com
770-360-5565 ph • 770-667-8348 fx

Alliance Relocation Service

Jim Walsh
2059 Limber Pine Circle
Manlius, NY 13104
jim.walsh@alliancerelocation.com
877-242-0455 ph

Arpin Van Lines, Inc.

Kathleen Frazier
P.O. Box 1302
East Greenwich, RI 02818-0998
www.arpin.com
info@arpin.com
800-343-3500 ph • 410-536-9019 fx

Ayres-Rice Insurance, Inc

Scott Kuiper
452 North Grand
Schoolcraft, MI 49087
skuiper@ayres-riceinsurance.com
269-679-4918 ph
269-679-2306 fx

CDS Moving Equipment

Brian Preusse
2636 S. Clearbrook Dr.
Arlington Heights, IL 60005
bpreusse@cds-usa.com
847-437-9334 ph

Daycos, Inc.

Tami Pick
1305 13th Street
Norfolk, NE 68701
www.daycos.com
tami@daycos.com
402-379-1440 ph • 402-379-3574 fx

Hawk Agency, Inc.

Tim Kirkham
7131 N. Knoxville Ave, 61614
Peoria, IL
tkirkham@hawkinsurance.com
309-690-9800

Howey & Associates Insurance

Skip Howey
22333 Allen Road
Woodhaven, MI 48183
www.howey-insurance.com
showey@howey-insurance.com
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Foster Swift Collins & Smith, P. C.

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Farmington Hills, MI 48334
www.fosterswift.com
Pmillenbach@fosterswift.com
248-539-9900 ph • 248-851-7504 fx

Johnston Lewis Associates

Dan Wilhelm
575 E. Maple Road
Suite A
Troy, MI 48083
service@johnstonLewis.com
248-528-2400 ph • 248-528-2410 fx

[CONT'D FROM PAGE 18]

If the scholarship candidate is already enrolled in a vocational school, the candidate should ask the school to provide the MMA-ASF Committee with a list that includes vocational achievements, class attendance, and professional aptitude and citizenship ratings. The Committee will award Vocational scholarships based on that criteria plus financial need.

Truck Drivers: There are several truck driving schools in the region and each class is approximately six months long. If

the candidate is already enrolled, please ask your school to provide the Scholarship Committee with a statement of progress to date.

All applications must be received at the MMA office no later than June 30, 2015.

The Scholarship Committee will review the applications in August, and recipients will be announced on or about August 1, 2015. Recipients of Vocational Scholarship Awards may use funds to attend accredited colleges or universities, community colleges, or vocational institutions.

Kentucky Trailer

Louisville - KY
MaryBeth Tomes
7201 Logistics Drive, 40258
502-637-2551
mbtomes@kytrailer.com

LSI Source, LLC

Sue Doeden
12722 Tonkel Road
Fort Wayne, IN 46845
www.lsisource.com
sue@lsicource.com
877-321-6541 • 260-469-2522

Scopelitis, Garvin, Light, Hanson & Feary, PLC.

Michael Tauscher
535 Griswold, Suite 1818
Detroit, MI 48226
www.scopelitis.com
mtauscher@scopelitis.com
313-237-7403 ph • 313-963-7425 fx

Vanliner Insurance Co.

Mike Lucas
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www.vanliner.com
mike_lucas@vanliner.com
800-325-3619 ph • 636-305-6977 fx

Vanliner Insurance Co. - OH

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Richfield, OH 44286
330-659-8900

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csmi@victorypackaging.com
1-800-331-2089

Wheaton-Bekins Van Lines

Mike Harvey
8010 Castleton Road, 46250
Indianapolis, IN
mike_harvey@wvlcorp.com
317-558-0771

WANT YOUR COMPANY LISTED HERE?

Join MMA as an Associate Member and your company will be listed here and on the MMA website.

HR QUESTION of the month



Can you pro-rate pay for an exempt employee, who worked a partial week upon separation?

Question: We have an exempt employee that separated in the middle of a workweek. We prorated his salary that week to reflect only the days he worked. He is coming back now stating that he had worked 40 hours that week before he left. Does that have any bearing on the pay, or are we ok with leaving it as is?

Response: Exempt employees generally must be paid their full weekly salary for all workweeks in which they perform any work. There are, however, certain limitation exceptions to this rule. Specifically, if an exempt employee starts or ends employment mid-workweek, the employer may prorate the employee's salary accordingly. As for calculating the deduction, the Fair Labor Standards Act (FLSA) does not mandate one specific method for prorating an exempt employee's salary in situations where deductions are permitted. Rather, 29 C.F.R. § 541.602(c) says that an employer may "use the hourly or daily equivalent of the employee's full weekly salary or any other amount proportional to the time actually missed by the employee." Thus, there are a number of methods the employer may utilize. To that end, it is certainly permissible for an employer to calculate a day rate and then multiply by the actual number of days worked, regardless of the number of hours actually worked. In other words, the number of hours do not have any bearing on the pay if the method you used to prorate the employee's salary was the daily (rather than hourly) equivalent of the employee's full weekly salary. For the full text of the statute, please see <http://www.gpo.gov/fdsys/pkg/CFR-2012-title29-vol3/pdf/CFR-2012-title29-vol3-sec541-602.pdf>

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EDUCATION PROGRAMS

MMA offers an annual convention in mid-winter, and periodic seminars on the Tariff and related topics to help members obtain professional continuing education.

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.

FORMS

MMA members can purchase forms specific to the moving industry and the MMA Tariff. Take advantage of discounts on items like Bills of Lading to log books.

CREDIT CARD PROGRAMS

Now you can save money on credit card processing! NDMS can provide affordable in-the-field credit card processing and payment capture for gift cards, debit cards and other electronic payment methods. MMA members get a special discounted rate! For more information call David Lopez at 310-359-9091 or visit www.ndmscorp.com.

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.



MEMBERSHIP BENEFITS & SERVICES