A BI-MONTHLY PUBLICATION OF NEW JERSEY WAREHOUSE & MOVERS ASSOCIATION

ON THE MOVE

"Strength is Unity"

December 2024



New Jersey Warehouse & Movers Association & NJ Movers Tariff Bureau founded in 1969

2025 NJWMA Events

Save the Date

Jan 15	Women Moving Women - Virtual Navigating Challenges Together	11:00am
Feb 19	Chapter Meeting Lunch Cranbury Inn, Cranbury, NJ	1:00pm
Apr 22	Professional Packing & Best Practices Workshop Midland Park, NJ	10:00am
May 8	34th Annual Scholarship Golf Outing Cream Ridge Golf Club, Cream Ridge, NJ	12:00pm
May 13	Professional Packing & Best Practices Workshop Jamesburg, NJ	10:00am
Sept 24 & 25	56th Annual Convention Golden Nugget, Atlantic City	7:00pm

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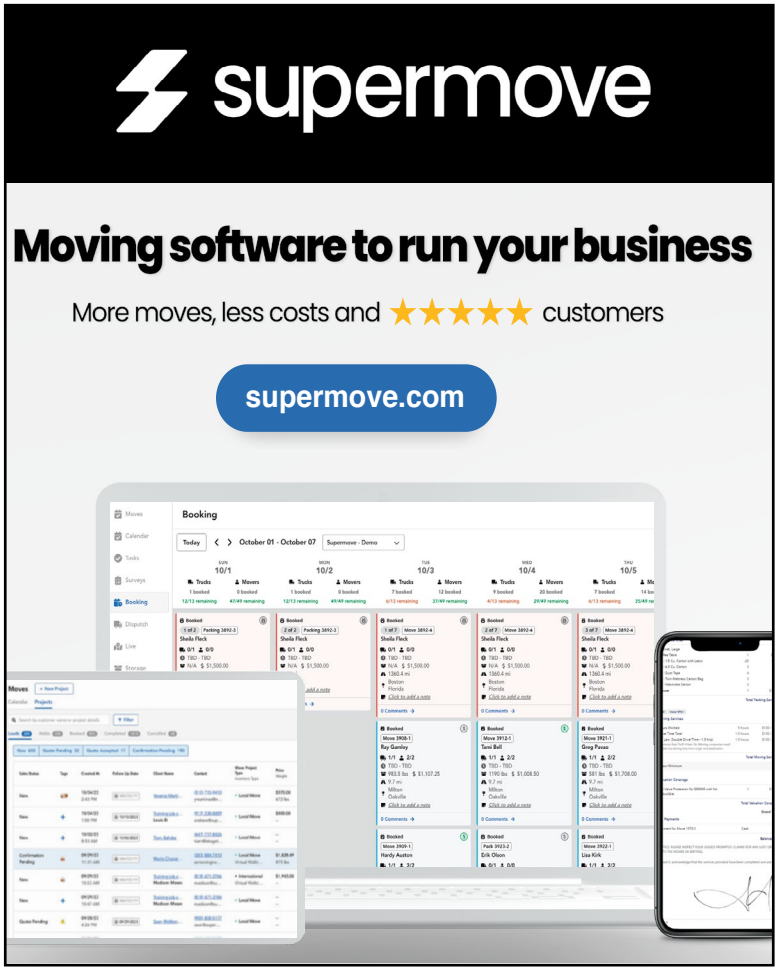
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ADMINISTRATION

Tracy Brito Denora, Executive Director
tracy@njwma.org Call/Text 732-341-3934

New Jersey Warehouse & Movers Association
& NJ Movers Tariff Bureau
founded in 1940





President's Views & Comments



The year in review - much like 2023, this year was not without its challenges, but there were triumphs, too!

Tracy and the board continue to work on your behalf for the betterment of our industry. We continue to have productive conversations regarding the enforcement of unlicensed movers with both the DCA and the Attorney General's office, and we collaborate with legislative leaders to ensure our voices are heard, especially when regulations can negatively impact our industry. These are just two examples of the myriads of ways we help to support you, our valued members.

The NJWMA board will continue to strive to earn your respect and trust by delivering the most informative meetings and articles, advocating for licensed movers, and sharing best practices learned from speaking with the ATA/MSC and other State Associations throughout the country.

Next year, we will roll out more robust communications and strategic planning initiatives that will have an even greater impact on our industry.

We look forward to connecting with you and hearing more about how we can help support you and your business!

Thank you once again for being with us in 2024. We look forward to an even brighter 2025!
May you and your families have a safe, healthy, and happy holiday.

Sincerely,
Karen Mantzouranis, karenm@mainstreetmovers.com
NJWMA President & Main Street Movers Co-Founder, 973-732-3700 x102

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FROM YOUR EXECUTIVE DIRECTOR



Closing the Year with Hope and Opportunities Ahead

As we approach the end of another year, it's a perfect time to reflect on where we've been and look ahead with optimism. While the industry economy has been challenging, brighter days are on the horizon. Rates are beginning to drop, and soon, people will start moving again. Let's leave the struggles of the past behind and focus on seizing new opportunities as they arise.

I invite you to join us for our Chapter Meeting Lunch on February 19th at 1:00 PM at the Cranbury Inn, Cranbury. This event promises to be informative and impactful! We're excited to welcome back Tony Russo, President of the CIANJ, who will provide essential legislative updates directly affecting our industry. In addition, Oscar Mejia, Supervising Investigator from the NJ Division of Consumer Affairs, will share invaluable insights into best practices and strategies for navigating the complex regulatory landscape. His expertise has left a lasting impression on many of our members, and this is an excellent opportunity to gain actionable knowledge for your business.

Don't forget to check out our 2025 calendar of events on the front cover. Mark your calendars now and take full advantage of the resources and opportunities we've planned for the year ahead.

As the holiday season begins, I hope you take time to rest, celebrate, and enjoy meaningful moments with loved ones. Whatever holiday you observe, I wish you peace, joy, and a wonderful celebration.

I want to take a moment to express my heartfelt gratitude to our President, Karen Mantzouranis, for her incredible leadership during her term. Stepping into the role unexpectedly, Karen led with remarkable strength, wisdom, and passion, guiding us through challenges and opportunities with grace and dedication. While her term as president has come to an end, we are thrilled that Karen is not leaving us, and her continued presence will undoubtedly inspire and strengthen NJWMA moving forward. Thank you, Karen, for your outstanding service and commitment!

Lastly, remember that I'm here for you. Whether you have questions, need assistance, or would like me to visit your office, I'm always happy to connect with our members.

Let's step into 2025 together with confidence and determination!

I am available anytime via call or text 732-341-3934.

Tracy Brito Denora tracy@njwma.org

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Tackling Labor Shortages in the Moving Industry

The moving industry faces significant labor challenges, impacting operations from packing to driving.

Key factors include:

- **Aging Workforce:** Retirements outpace younger entrants.
- **Industry Perception:** Viewed as physically demanding with limited growth.
- **Competing Industries:** Sectors like logistics offer better pay and benefits.
- **Seasonality:** Peaks in demand make workforce stability difficult.
- **Regulatory Hurdles:** CDL requirements and compliance add barriers.

Solutions for Addressing Labor Shortages

- **Boost Recruitment:** Highlight career benefits, partner with schools, and leverage social media for outreach.
- **Invest in Training:** Offer paid programs and CDL sponsorships.
- **Enhance Compensation**: Provide competitive pay, bonuses, and flexible perks.
- **Leverage Technology:** Use AI tools for scheduling, logistics, and virtual surveys.
- **Improve Workplace Culture:** Create an inclusive environment and recognize achievements.
- **Plan for Seasonality:** Build a pool of on-call workers or partner with temp agencies.
- **Diversify Recruitment:** Target underrepresented groups and offer mentorship.
- **Automate Processes:** Use tools like dollies and digital scheduling to reduce strain.
- **Focus on Retention:** Offer career advancement paths and address employee concerns.

Implementing these strategies can strengthen the workforce and showcase the unique opportunities within the moving industry.

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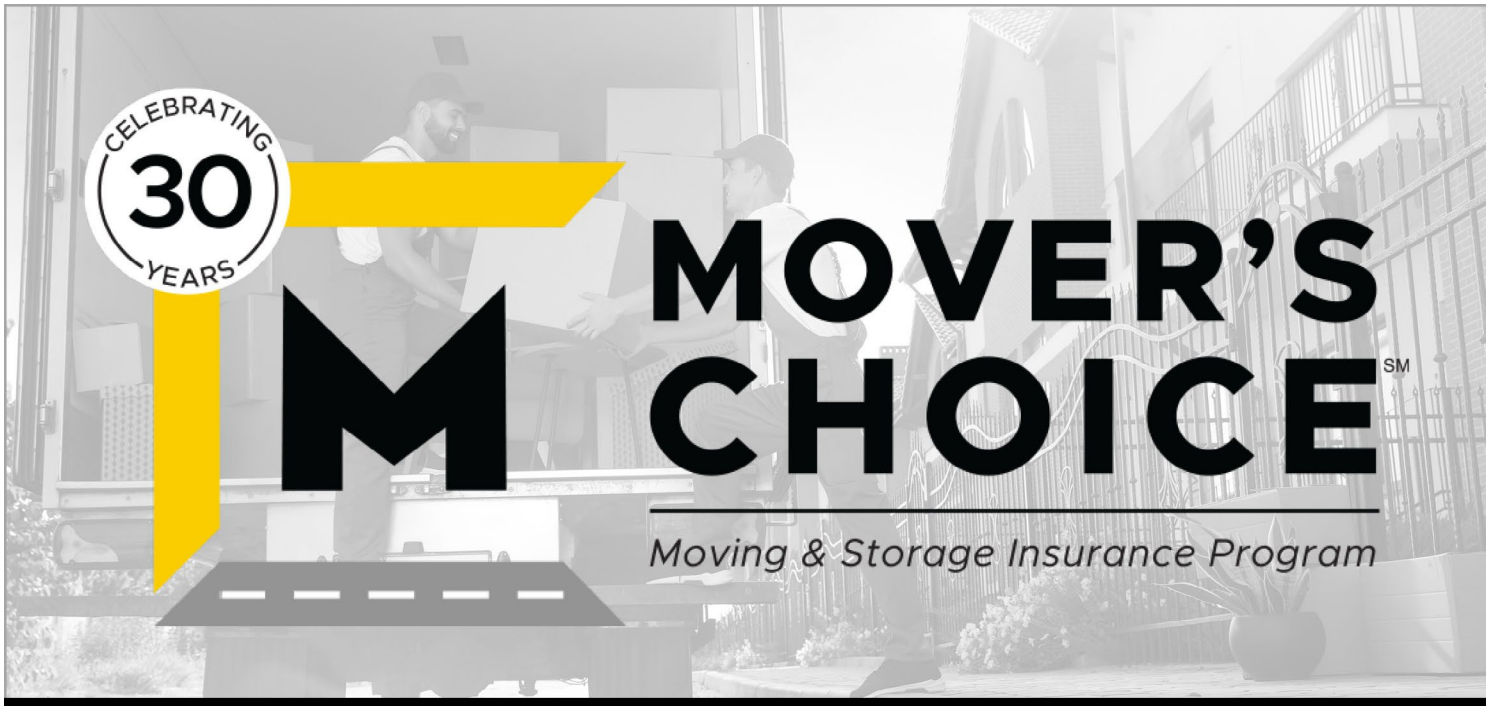
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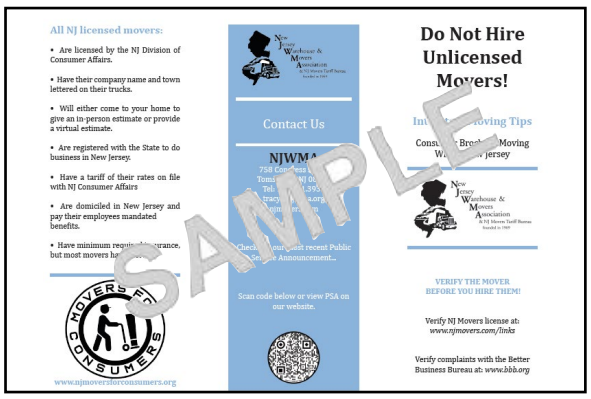
These are great brochures to give to potential clients advising them of the changes to the Public Movers Act.

These sales aids provide consumers with important details of the dangers of using unlicensed and uninsured "movers"!

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CHAPTER MEETING
FEB. 19, 2025
JOIN US FOR LUNCH!

CIANJ
What's Good for Business.

Tony Russo, President of the CIANJ, will provide a New Jersey legislative update on issues affecting our industry.

Oscar Mejia, Supervising Investigator of the NJ Division of Consumer Affairs, offers invaluable insights into best practices and strategies for your business.

THIS IS A FANTASTIC OPPORTUNITY TO STAY INFORMED AND CONNECT WITH FELLOW MEMBERS!

REGISTER NOW!

Cost: $80.00

Time: 1:00 p.m.
Wednesday, February 19, 2025

The Cranbury Inn
21 S Main St, Cranbury, NJ

You must register no later than February 10, 2025

Email: tracy@njwma.org or Call/Text: 732.341.3934

Summary of New Jersey's Advanced Clean Truck (ACT) Program

Applicability and Effective Date
The ACT program applies to manufacturers of new on-road vehicles over 8,500 pounds GVWR starting with model year 2025 for vehicles sold in New Jersey from January 1, 2025, onward.

Alignment with California's ACT Program
New Jersey has adopted California's ACT standards with minor differences:

- New Jersey begins with model year 2025, while California started in 2024.
- Early credit generation is allowed from model year 2022 (California began in 2021)

Exemptions

- Emergency vehicles (e.g., ambulances) and military tactical vehicles are exempt.
- Other vehicles like snow plows and tow trucks are not exempt but are not required to be zero-emission vehicles (ZEVs).

Dealer and Fleet Responsibilities

- Dealers and fleet owners/operators have no compliance obligations. The program regulates vehicle manufacturers only.
- Dealers may sell ZEVs to out-of-state buyers, and manufacturers may earn credits if vehicles are designated for New Jersey customers.

Used Vehicles
The program does not apply to used heavy-duty vehicles.

Compliance Determination
Manufacturers comply by producing and delivering heavy-duty ZEVs for sale in New Jersey. Placement in service is not required, as per planned updates to California's regulations.

Enforcement and Penalties
Penalties apply only to manufacturers for non-compliance, such as failing to meet reporting requirements or improperly claiming ZEV credits. Penalties range from $500 to $30,000, depending on the violation.

This program ensures progress toward cleaner transportation by regulating manufacturers while allowing flexibility for compliance and maintaining alignment with California standards.

https://dep.nj.gov/stopthesoot/advanced-clean-trucks-rule-fleet-reporting/

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How Can AI Help Moving Companies?

Artificial Intelligence (AI) has rapidly become a transformative tool across industries, and moving companies are no exception. As the moving industry evolves, integrating AI into your operations can help you stay ahead of the competition, streamline processes, and enhance customer satisfaction. Here's how AI can support your moving business:

1. Optimizing Operations
AI can help with route optimization, ensuring your drivers take the most efficient paths to reduce travel time and fuel costs. With real-time traffic updates and predictive analytics, AI-powered systems can help you avoid delays and plan better.

2. Improving Customer Experience
AI-driven chatbots can handle customer inquiries 24/7, providing quick responses to questions about quotes, services, and scheduling. This allows your staff to focus on more complex customer needs, improving overall satisfaction.

3. Accurate Estimations
AI tools can analyze customer data and provide more accurate moving estimates based on the size of the move, distance, and other factors. This reduces the likelihood of discrepancies and builds trust with customers.

4. Predicting Market Trends
AI can analyze market data to identify trends and predict customer demand. For example, it can help determine peak moving seasons or shifts in customer preferences, allowing you to adjust pricing and services accordingly.

5. Enhancing Marketing Strategies
AI can analyze data from social media, websites, and ad campaigns to determine what marketing strategies are working and where adjustments are needed. This ensures you're targeting the right audience with the right message.

6. Fleet Management
AI-powered fleet management tools can monitor vehicle performance, schedule maintenance, and even predict potential breakdowns before they happen, saving time and money.

7. Workforce Efficiency
AI can assist in workforce management by analyzing employee performance and schedules to optimize labor allocation, ensuring you have the right team available for each job.

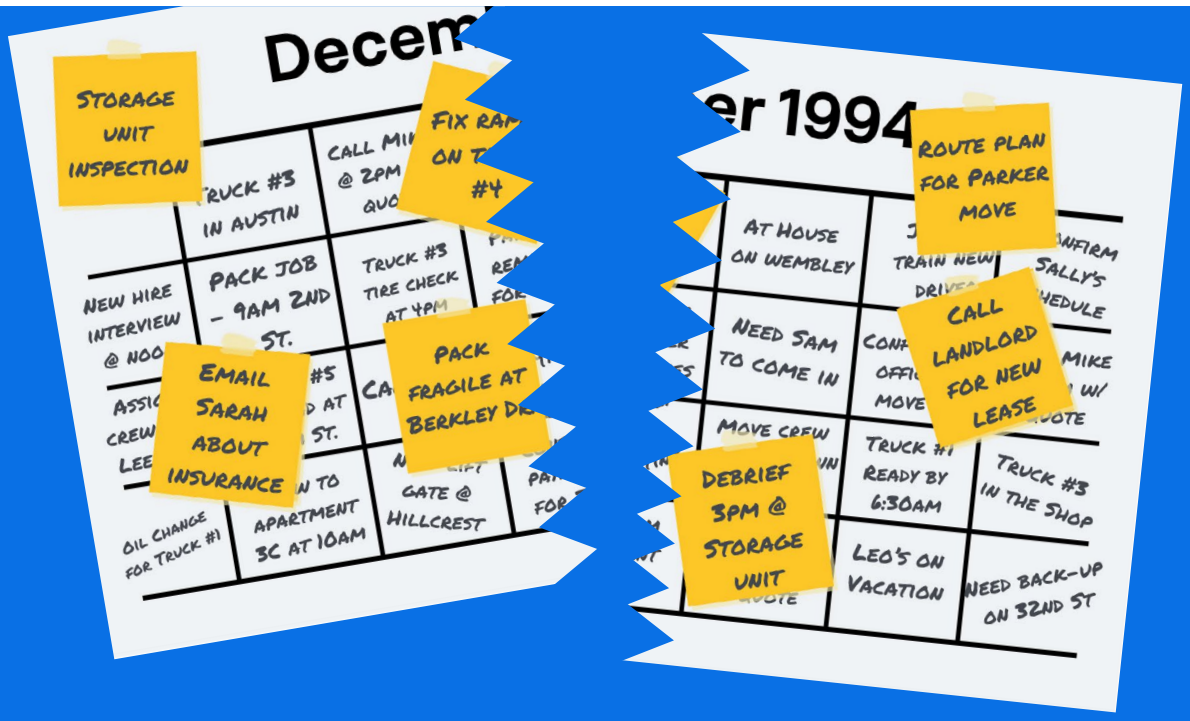
8. Fraud Detection and Security
AI systems can help identify potential fraud or suspicious activities in contracts, payments, or customer data, ensuring your business operations remain secure.

A Tool, Not a Replacement
While AI offers incredible potential, it's important to remember that it's a tool meant to enhance—not replace—human expertise. The personal touch that movers provide, from packing and transportation to customer care, will always be at the heart of this industry.

By embracing AI technologies, moving companies can improve efficiency, reduce costs, and provide an enhanced experience for both employees and customers. It's an investment in the future that can pay off in multiple ways.

**Join us on September 24-25, 2025, for our annual convention focused on AI in the Moving Industry.
Discover how cutting-edge technology can transform your business operations,
improve efficiency, and enhance customer experiences.**

Stay tuned for more details—this is one event you won't want to miss!



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Source: Capterra

Cari Fais Confirmed as First Latina Director of the NJ Division of Consumer Affairs

Attorney General Matthew J. Platkin announced the confirmation of Cari Fais as Director of the Division of Consumer Affairs. Confirmed by the New Jersey Senate, Fais, who has served as Acting Director since April 2022, becomes the first Latina to lead the Division.

Under her leadership, the Division has prioritized protecting vulnerable consumers, enhancing data privacy, and holding corporations accountable. Key initiatives include:

Consumer Protections: Combating predatory lending, protecting elderly investors, and addressing deceptive practices by national retailers.

Data Privacy: Taking action against social media companies and securing reforms from tech firms on data security.

Transparency in Drug Pricing: Proposing rules to increase clarity in prescription drug pricing.



Regulatory Enforcement: Addressing unregistered securities, targeting consumer complaint-heavy industries, and acting against medical professionals engaging in misconduct or overprescribing opioids. Targeting enforcement actions in industries that generate a high number of consumer complaints, including home improvement contractors, auto sales, and public movers; and

Governor Phil Murphy commended Fais for her strong leadership and commitment to promoting a fairer New Jersey. Attorney General Platkin praised her for setting a national standard in consumer protection.

As Director, Fais oversees a 500-member agency regulating over 750,000 licensed professionals and 60,000 businesses, ensuring consumer safety through enforcement and regulation.

Prior to this role, Fais served as Chief of the Opioid Abuse Prevention Unit at the U.S. Attorney's Office in New Jersey, where she led investigations into fraud, kickbacks, and opioid diversion. A graduate of George Washington University and Columbia Law School, Fais has a distinguished career in public service and advocacy.



"I am honored to lead the Division and work with our dedicated team to protect New Jersey consumers," said Fais.

Preparing Your Trucks for Winter

Winter weather brings challenges for your fleet, but proper preparation can keep your trucks safe and efficient.

Here's a streamlined checklist:

Tires and Brakes

- Check Tread and Pressure: Ensure tires have adequate tread and maintain proper PSI. Consider snow tires if needed.
- Inspect Brakes: Ensure pads, rotors, and calipers are in top condition for slippery roads.

Fluids and Batteries

- Engine Oil: Use winter-grade oil if recommended.
- Coolant and Washer Fluid: Top off with antifreeze and winter washer fluid.
- Test Batteries: Replace weak batteries to avoid cold-weather failure.

Heating and Visibility

- Heaters and Defrost: Ensure these systems are working for driver comfort and safety.
- Wipers and Lights: Replace wipers and check all lights for visibility in winter storms.

Emergency Kits

Equip trucks with essentials like jumper cables, blankets, ice scrapers, snacks, and sand for traction.

Winter Driving Tips

Train drivers on winter safety techniques, including braking on ice and maintaining safe distances.

Undercarriage Protection

Apply undercoating to prevent rust from road salt.

Pre-Winter Inspection

Schedule a mechanic checkup to address any potential issues before temperatures drop.

By preparing your fleet now, you'll ensure smoother, safer operations all winter long.

CIANJ

The Commerce and Industry Association of New Jersey is the leader in free enterprise advocacy in New Jersey. We foster through education, legislative vigilance and membership interaction, an economic climate that enhances the business potential within the Garden State and beyond.

Advocating for NJ Business Since 1927

As a member of CIANJ you will have access to the brightest minds across professional disciplines in the key areas that affect every business in the state. From finance and healthcare to human resources and the environment, there is always something to learn and share in our association.

Learn more at www.cianj.org





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CALL TO ACTION - WE NEED YOUR HELP!

Advanced Clean Truck Regulations

Legislation has been introduced in both the NJ Senate and General Assembly which would delay the start of the NJDEP's Advanced Clean Truck (EV) regulation until January 1, 2027. Senate Bill 3817 is sponsored by Senator Patrick Diegnan (D-Middlesex) and Assembly Bill 4967 is sponsored by Assemblyman Clinton Calabrese (D-Bergen).

This is positive but we are a long way from this becoming law. And the only way it will become law is if the trucking industry – both fleets and dealers – fully engage.

Engagement takes many forms – public relations, political action committee support, and grassroots outreach.

Now is the time for your letters and outreach.

Women Moving Women NJWMA

Navigating Challenges Together:

Women Moving Women Open Forum

Join us for an open and empowering discussion on the everyday challenges we face in the moving industry. Share your experiences, solutions, and insights as we learn from one another and strengthen our network. This meeting is all about collaboration, problem-solving, and supporting each other through real-world scenarios. Let's navigate the path to success together!

Register Now

Scan QR Code to register or email tracy@njwma.org

JAN 15
11am

How to Become Mover of the Year

Q. How does a member become Mover of the Year?
A. The Mover of the Year award is a prestigious honor available to any member who actively participates in the association and operates a high-quality moving company. Although many companies may be eligible, only one is selected each year as the best among the nominees. This award not only recognizes excellence but also enhances the reputation of the company and benefits its customers.

Minimum Requirements for Mover of the Year:

- Active NJWMA membership in good standing
- Valid Public Movers License
- Minimum A- rating with the Better Business Bureau (BBB membership not required)
- Compliance with NJWMA's Code of Ethics
- Attendance at or involvement in association meetings
- Active participation in association programs
- Promotion of NJWMA through advertising or program sponsorship

Additional Considerations

We seek companies that embody quality through:
- Internal training programs
- Mission statements emphasizing service and quality
- Involvement in local community services
- Company promotion and consumer referrals
- High standards for vehicle appearance and maintenance
- Employee standards such as uniforms, background checks, drug testing, and ProMover status with ATA/MSC

We also review internal and public records to ensure there are no patterns of complaints and verify compliance with DCA and FMCSA regulations.

Nomination Process

Each summer, we invite members and Board members to submit nominations for companies that demonstrate outstanding business practices, such as:
- Referring business to fellow members
- Maintaining ethical sales practices (e.g., avoiding negative remarks about other members)
- Proper advertising practices in directories and online

A list of eligible companies is presented at a Board meeting, where each Board member votes on the most qualified company among the nominees. The Board's decision is final.

A Special Offer for NJWMA Members!

Do you struggle dealing with moving damage claims and inspections?

CPPC (the Claims Prevention & Procedure Council) is the leading national organization representing damage claims and prevention in the moving and storage industry. One of the key components of our organization is matching moving companies, carriers and van lines with repair professionals, appraisers and inspectors who deal specifically with moving damage claims. Our members have access to a robust search directory where claims adjusters can find repair firms based on a variety of search criteria, including: location (by zip search), keywords, repair specialties and geography served.

For a limited time, CPPC would like to offer a sampling of our search directory to NJWMA members! Simply visit www.claimsnet.org and sign up as a site user via the Log In link on the upper right of the homepage. When registering with your name and email, be sure to include the tag "NJWMA" on your first or last name, so you can be identified as trial user.

Once approved, you and/or your claims adjusters will be able to sample the search directory to find repair firms and inspectors.

NOTE: This trial period is limited to verified members of the NJWMA is valid for a period of two months. If, upon completion of the trial period, you find the directory valuable and of use in your claims processing, we hope you'll consider a membership in the CPPC.

All new members receive HALF-OFF their member dues in the first year of membership. You can read more about CPPC membership here:
https://www.claimsnet.org/membership

CPPC is proud to be partner and support organization of the New Jersey Warehouse & Movers Association.

Please share this special offer with the claims managers in your company and try out our directory today!

Jeff Shelton
Executive Director

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Procedure Council
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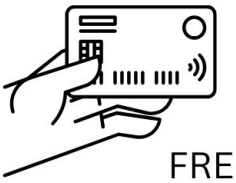
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