

TAB Member Profile: ANCHOR MOVING SYSTEMS



THE ALTERNATIVE BOARD
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Anchor Moving Systems is a full-service moving and storage company located in Menomonee Falls, Wisconsin, providing moving and storage solutions to the 48 contiguous states. The company, which has been in business for over 46 years, has been a family affair, with three generations of Forresters actively involved.



Anchor Moving Systems was founded by Bill Forrester Sr. along with two partners, in 1964. The business was very successful by the time Bill bought out his partners in the early 1970's. Bill Forrester Jr. learned the company by working as driver, warehouseman and dispatcher. Bill Jr. purchased the thriving company from

his father in 1978. He is the current owner and president of Anchor Moving Systems. He is both the chief operating officer and chief financial officer.

In 2000, Bill Jr.'s son Mike Forrester started sweeping the warehouse floor. He has worked his way up much like his father did, and currently heads the business relocation department.

Anchor Moving Systems has 15 office staff as well as 65 driver/helpers, all working out of the Menomonee Falls location where the administrative and corporate offices are located, along with two secured 25,000 square foot warehouses. Anchor provides business relocation, household relocation, home deliveries and mobile storage.

Like other businesses, Anchor Moving Systems was affected by the recession during the last three years. Bill Jr. made a number of changes to get his business through this time. He transferred some of his employees into revenue-producing positions. He did not hire any more office staff, and he also held off on any major purchases for the business.

Bill Jr. says that his 41 years of experience helped him weather the recession. He got assistance and advice from his banker, who is also a good friend, as well as his TAB coach, Alan Wallach. His TAB membership continues to be helpful.

Bill notes, "Alan keeps our group thinking about various ways of looking at situations that present themselves at our respective companies. He has speakers come into our meetings when they are relevant. At the other meetings our group brainstorms our own issues with Alan conducting the conversation."

Hearing the opinions of other proven business owners is very valuable to Bill. He says, "Whether we agree or not, a lot of ideas get put on the table."

During this time, Bill made some significant changes to the business. The training program for drivers and helpers was rewritten. He also looked very closely at Anchor's marketing strategies to try and maximize their effectiveness.

He is looking forward to the future, the end of the recession and an increase in available jobs. That, he says, "...will get businesses and people moving again."

His company is ready to help anyone move. They offer, "Quality at a competitive price." The people at Anchor Moving Systems know the industry well, and have service levels for all pricing levels. Bill says they can provide, "Full service pack & relocation, just the relocation, do-it-yourself mobile relocation and/or storage, all done with a quality touch."

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