



| [The IOMI Experience](#) | [Midwest Moving & Storage](#) |



MARCH 22 -27, 2006 ELK GROVE VILLAGE, IL - Quality starts at the top and at [Midwest Moving & Storage, Inc.](#) that's Luis Toledo, company president.

His philosophy is simple: Even though Midwest is one of Chicago's largest and most successful office movers, Toledo still keeps a hand in operations. It's not unusual to find him overseeing the loading of one of his many moving vans or making sure movers don't cut corners when it comes to protecting office buildings. He also insists managers stay tuned in to the front lines.

"To ensure we render the service that our sales people present in their proposals, managers and

leaders work a move several times a year. That way they see what's really happening and make changes if necessary," said Toledo.

After three intense days of training with [Ed Katz](#) of the [International Office Moving Institute](#), Toledo is ready to take Midwest to a new level of excellence.

Toledo learned the moving business from the ground up, working on the back of a truck as a mover for someone else. Today, Midwest is the only [Certified Office Mover](#) with unionized labor that can work in any office building in metropolitan Chicago. And only Midwest offers the ["boxless" move](#).



To a moving company, a real hall of fame gets through an office move without damage. Here, Luis Toledo, right, inspects Midwest's "hall of no claims" which features Masonite-covered floors, Koroflex on the walls, and [Mat-A-Doors®](#) protecting the double entrance doors on both sides of the lobby as well as the lobby side of the passenger/swing elevator. When working in an office building, Midwest Moving behaves as a guest that wants to be invited back. Therefore, they go to great lengths to minimize the risk of damage to floors, walls, doors and elevator entrances.



Movers carefully prepare a sensitive copier for transport. Midwest President Luis Toledo makes sure that every monitor, CPU, and printer is wrapped with two layers of anti-static bubblewrap before being placed in his custom-made computer crates. Most movers choose to take a shortcut and up the risk of damage by wrapping only the keyboard, mouse, and cables in a bubblepack bag and simply blanket-wrapping monitors, CPUs and printers.



Luis Toledo, (left), president of Midwest Moving & Storage, with his dad, "Mr. T", who is also an employee.



After three days of intensive classroom training led by [Ed Katz](#) of the [International Office Moving Institute](#), Midwest Moving & Storage earned its Certified Mover diploma.

### Comments from Attendees

*This seminar has helped me gain the confidence I needed to perform my job to the fullest.*  
Mike Jackson, project manager

Thank you very much for all your help, I have seen your training come out in many ways from the movers to the salespeople to the inside marketers, I hear your voice and idea's come from there mouth, that is validation!  
Bill Owens, operations manager

*I feel that I can now take my company to a new level of excellence after taking Ed's seminar.*  
Luis Toledo, president

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