

# WHAT'S NEW AT **AMSA**

## MSI Honors Scott Ogden

LONG CAREER WAS DEVOTED TO THE MOVING INDUSTRY

By John Bisney

For 40 years, K. Scott Ogden was involved in supporting, molding, leading and improving all aspects of the moving and storage industry. He began his career in 1972 as a junior lawyer on the Global Van Lines staff in Southern California, shortly after graduating from the University of California Hastings College of the Law. Ogden cut his teeth on tariff interpretation and compliance and making improvements in the claims and risk management departments. Over the next few years, he was promoted to mid- and senior-level management positions.

Adept at building consensus, both at the corporate headquarters and within the Global Van Lines agency family, Ogden quickly became the go-to person for help, information and leadership. He was named president of Global Van Lines, where he was a key to the successful change to agent ownership. He also emerged as a sought-after public speaker with a quick, engaging wit.

Ogden joined Bekins Van Lines in 1994 as legal counsel and senior vice president of agent services. With several years of successful agent recruitment and cost reduction savings in risk management and insurance negotiations, he made an immediate impact in these areas. Always ready, willing and able to accept additional responsibility and accountability, he was promoted to president of Bekins in 1997.



Colleagues of Scott Ogden describe him as a dedicated and tireless supporter of the moving industry.

Due to the conditions and economics of the industry at that time, van line ownership continued to change quite frequently. Consolidation was the norm, and several van lines eventually followed the path to agent ownership.

The country and the industry had to face serious worldwide political changes and terrorist alerts after September 2001, which dramatically changed the size and scope of the moving business. Employment, the stock market, housing, fuel costs and security issues played havoc on the industry, but Ogden kept a strong hand on the helm at Bekins and was a key component of the headquarters team that worked closely with the agent board of advisers to make agent ownership a reality in late 2001. Ogden later was a vital and trusted leadership figure in the successful divestiture of the Home Direct USA division of Bekins in 2005.

He moved to the agent side of the business in 2007, joining Bekins' largest agent, Bekins A-1 Movers, as senior vice president and general counsel. Ogden later rejoined the Bekins Van Lines corporate staff as acting president in 2009 and ultimately began working with the Bekins board of directors, the Bekins senior management team and the Wheaton Van Lines staff on the

van line acquisition that finally came to fruition in 2012.

Ogden was a member of AMSA and its predecessor organization for decades. He participated in or led several standing committees and was a member of the AMSA Board of Directors for much of the time, eventually serving as chairman. Ogden was continually asked to address national and state organizations at annual meetings and served as emcee for many events, including annual fundraising events.

Ogden wrapped up his career in 2013 on AMSA's staff as its compliance consultant. He gave virtually his entire working career to help and develop the moving industry we know today. On March 5, 2013, Ogden was honored as the 29th recipient of the Moving & Storage Institute's Lifetime Achievement Award for Distinguished Service at AMSA's annual Education Conference & Expo in Atlanta.

"Scott truly transcends all company party lines in the respect and admiration that he has earned during his career," said Bob Dalaskey, a long-time friend and Bekins colleague now at A. Arnold World Class Relocation. "He has been a dedicated and tireless supporter of the moving industry." ■