Pennsylvania OnLine Messenger Association

Pennsylvania Licensing Professionals

Service • Quality • Commitment

November 2018
Volume 2, Issue 4

Jo Naccarato
Email: jo@paautolicensebrokers.com
Phone: 717-691-6720
Fax: 717-691-7329

Carol Flament
Email: carolflament@hotmail.com
Phone: 724-323-3093
Fax: 724-258-4496

PAOLMA Newsletter

Published By Al Fazio, Fazio Tag Service, Inc.

Everyone at PAOLMA sends you and yours warmest wishes for this Holiday Season and all the best for a healthy and prosperous New Year.

With the New Year approaching, it's a great time take a moment to tour our website www.paolma.com and confirm your account and contact information.

Our mission for 2019 is to continue our persistent efforts for all Association members so we may grow our businesses and thrive in this ever changing economy. Additionally, through our combined efforts of advocacy and education, we hope to help all of our members achieve success in the coming New Year.

We welcome your feedback, questions or ideas and look forward to 2019!

Inside this issue

Your Online Presence …. 2-3
This Month Featuring Jo Naccarato.....5
For Your Information.....6-11
DCNR Death Procedure.....12
From the Desk of Robert Taylor.....13-15
Comedy Corner.....16

Special points of interest

- Your Online Presence
- Return a DL after Death
- DCNR Death Procedures
- PAOLMA Advocate Update

Your Online Presence

By Todd Rehrig, A&S Katz, LLC

In some ways, it seems like only yesterday when we were still using phone books and encyclopedias. If you mention these two items to younger people today, you may get a blank look in return. Like it or not, the internet is the secret to running a successful business today. If you don't have a strong online presence, your potential customers and even your current clients may never know you exist.

I'm not an expert by any means, but I've learned quite a bit over the last few years. I could never cover all relevant topics in this article and hope that anyone reading this who has more advice to share will do so. At our recent PAOLMA meeting, Jill Goetz and Jason Fidishun did a wonderful job in explaining some social media ideas, and hopefully the organization can provide more experts on this topic in the future. In the meantime, I wanted to share some of my knowledge on the subjects of your search rankings and the importance of reviews.

I've seen some small changes to our website or our social media posts make a huge difference in the number of phone calls and customers we get.

Inside this issue

Building a Winning Team 2-4
This Month Featuring Jill Goetz.....3
For Your Information.....4
Did You Know?.....5
Real ID Update.....6
Fuel Decals.....7-9
From the Desk of Robert Taylor.....10-11
Comedy Corner.....12

Special points of interest

- Building a Winning Team
- Real ID Q & A
- Fuel Decals
- PAOLMA Advocate Update

I've also discovered the importance of consistency and reviews in maintaining a good spot on search engines such as Google. If you're not checking on your results on a routine basis, you may be losing a lot of customers who want to use your business but aren't finding you.

Google is the primary search engine and maintaining a good ranking with Google is key to gaining customers. One problem, however, is thacit Google is constantly changing the algorithms they use in ranking businesses. Even experts are at times hard pressed to keep up with them. However, there are some factors that can get you listed near the top of any searches.

Google uses a lot of other sites to determine how important your business is to customers who are searching. There are dozens of sites, called aggregators, who collect your information. Citysearch, Kudzu, Yellowbot, and Judy's Book are a few. Google looks for consistency on these sites when deciding if your business is relevant enough to list in a search. They look to see if the name is identical, if your address and phone numbers match and even your office hours are the same. Minor differences can hurt your ranking. This is vital because almost all people choose a business whose name displays first or near the top. Nobody scrolls through a list and chooses someone from the second page.

The way to correct this is to surf to these sites and verify your information. Make sure the name is spelled exactly the same every time and that all of your information is accurate. You may have to send emails or make phone calls for some sites. Some will verify that you are authorized to make these changes, while others aren't so picky. Furthermore, you may have to check back with these sites annually, because the information can sometimes change. I'm not sure why or how it happens, but I've seen it done.

Another factor in improving your Google ranking is to have a useful website. Tags, metatags and relevant updates are used by Google when they evaluate your site. I suggest finding an expert to help you with these items because I don't understand all of them myself. Google also wants to see that people value your site. If you have a lot of traffic coming to your website, Google feels you must be important and they'll display your business sooner in searches. One means of driving this traffic to you is to link your page in your social media posts. If someone likes you on Facebook and clicks on your site from an article you share, it will be noticed and help your ranking.

Another factor that has some importance to Google but is critical to your customers is your online reviews. Younger people especially like to see a good ranking on the 5-Star system and will often click and read the comments your customers are posting. If your business is listed third in a search, but you have a 4.6 rating and the businesses listed above you have worse, you stand a good chance of stealing those clients. Furthermore, the number of people who have left reviews is important.

A business with a perfect 5.0 rating based on 1 review looks suspicious. People will more likely trust a 4.7 rating with 50 reviews because it looks more authentic.

Over the last year, I push my employees to ask for reviews from all satisfied customers, and if possible, to have them do the review immediately. If not prompted, typically people only give reviews if they're upset. They want to hurt the business because you didn't provide them with what they wanted. Very few people give reviews when you do a good job unless you ask them to. Instruct your staff to say something like, "Can you please leave a review on your experience so my boss knows I did a good job?" This will not only help your business but also encourages your employees to do a better job keeping the customers happy. I've even given gift cards to employees who get the most reviews in a month.

If you want more customers to find you and use your business, you need to stay up to date on your internet presence and your Google ranking. This is not an easy job but could possibly be the biggest factor in keeping your phones ringing and your doors opening. There are companies who will do this for you. Before hiring someone, do your research because not all of them are reputable. I've been using a company for about two years now and they've helped tremendously. I'm sure other members of our group may have similar companies to recommend if asked. If you tackle your ranking, you'll see your customers increase. If you do nothing, so will your customers.

Get To Know Your Board Members

This Month Featuring Jo Naccarato

As told to Jo Naccarato

How and when did you get started in this business?

I started out working for several other messengers in the messenger room in 1976. In 1987 I decided to go in business for myself and opened my first office to the public in 1989.

What was your best business decision?

Controlled growth. I now have four stores and it took approximately 3 years for each one to become profitable. I waited out that three years each time before opening another store.

What was your worst business decision?

I trusted an acquaintance about contracting for a VOIP phone system and was stuck with the worlds worst phone system for two years.

From your years of experience in the business what would be your advice to other messengers?

The most difficult thing for me is to gather enough information to make an intelligent decision regarding anything business related. My advice would be to gather all the information you can before making those business decisions. (See #3 above)

What are your favorite leisure time activities?

Traveling: I have been lucky enough to travel extensively. My favorite places are Venice, Italy and New Zealand. My favorite place to just flop and relax are the all-inclusive resorts in Mexico.

Reading: I read 2 to 3 books per week.

What are your goals for this Association?

I want this Association to be recognized by the public and state officials as being an excellent influential organization worthy of trust.

Training

Submitted by Jo Naccarato
PA Auto License Brokers

The main item that came out of the round table discussion at the fall meeting was the need to properly train employees. It was desired by some of the members that a training module be put on the PAOLMA website. That is not feasible. We do not have nearly enough volunteers or enough money to achieve that goal. I can tell you what I do. I have what we call our "Black Books". I have 5 of the huge 3 ring binders full of PennDOT information. I have separate smaller books full of information for the Department of Revenue, DCNR, Pa Fish and Boat, Department of State. There is usually a wealth of information on their websites, forms, manuals they give out etc. It takes time to get all these together but they are invaluable. The trick is to get all information labeled so anyone can find it. I sometimes label one important item several different ways. I feel PennDOT does a good job of keeping us informed. With the following and a little training about how to use the "black books" employees should be able to find 95 % of the information they need. My first question to any of my employees when they are asking most questions is "Did you read the back of the form"? My second question is "Did you look in our Black Books".

Print out all PennDOT fact sheets. These can be found on their website.
Look at and print out all Driver and Vehicle Services Updates that you feel contain any little bit of useful information.
Print out all PennDOT forms including the instructions.
Save any little bit of useful information from this newsletter, questions that you ask and the answers you receive from any government entity etc. No matter how minor or obscure I think it is at the time, it all goes into my "Black Books".

There are always those things that pop up that even I, after 40 years in this business, have no definitive answer and those I just email or call someone at PennDOT to try to get an answer. If no answer is forthcoming, I just go with gut instinct and common sense.

Procedure to return Drivers License after death

Submitted by Jo A Naccarato

PROCEDURE TO RETURN DRIVERS LICENSE AFTER DEATH

Complete DL125 stating to please change record type to DC to prevent any activity on the record.

Attach license or if no license give explanation.

Attach Death certificate, funeral announcement or newspaper obituary.

There is no output produced when placing a deceased on the record. You will be able to inquire on the record to see that it was processed.

Reprinted from Notary Notes
Courtesy of PAN

Determining Heirs ... Pennsylvania's Order of Succession

The notation *joint tenants with right of survivorship* on a motor vehicle title "refers to a vehicle titled to more than one person, where on the death of one owner, the vehicle goes to the surviving owner(s)." This notation automatically applies when a spouse is listed as the co-owner.

If there is no notation on the title, *tenants in common* "refers to a vehicle titled to more than one person, where on the death of one owner of the vehicle, the deceased owner's interest in the vehicle will go to his or her heirs or estate." (See Fact Sheet – Instructions for Completing Form MV-4ST) at **www.dot.state.pa.us/public/dvspubs forms/BMV/BMV%20Fact%20Sheets/fs-mv4st.pdf**.

A will may specify the individual(s) the deceased owner named to inherit his or her interest in the vehicle. When there is no will, or there is a will that has not been probated, the Pennsylvania Department of Transportation (PennDOT) follows an order of succession codified in law to determine who are the deceased's heirs:

- a surviving spouse and any children or, if none,
- the deceased's parents or, if none,
- the deceased's brothers and sisters or, if none,
- the deceased's grandparents or, if none,
- the deceased's aunts and uncles (blood relatives only), their children and grandchildren or, if none,
- the Commonwealth of Pennsylvania.

Reference: Title 20, Chapter 21, Section 2103 - Shares of others than surviving spouse at **www.legis.state.pa.us/WU01/LI/LI/CT/HTM/20/00.021..htm**.

Yes Jo has a form for Everything!

Submitted by Jo A Naccarato

I as an employee of PA Auto License Brokers acknowledge that I have read and understand theattached memo.

Subject of memo: _____

Date of Memo: _____

( ) Teah
( ) Heather
( ) Karen
( ) Jo
( )Tracey
( ) Itamar

Notes from the ROC
Submitted by
Jill Goetz and John Hartman

BIRTH CERTIFICATE APPLICATIONS (see new form on next page)

Instructions for Birth Certificate Assembly

Messenger number and date must be stamped on the BOTTOM of the form and all attachments. It must be clear and legible. There are several Birth Certificates laying in the messenger room that came back without messenger numbers on them, either because there was no messenger number on them when submitted or they were illegible. It is strongly suggested that you copy the applications and keep a copy in your office.

H P PLACARD APPLICATIONS

It is strongly recommended that you copy all these applications and keep the copy in your office. These applications submitted to the bureau sometimes go astray.

DCNR

DCNR is now located inside the ROC. There is a bin inside the messenger room and it is emptied several times a day. Please be advised that you must call 1-800-932-4600 to contact the unit processing the paperwork. There will be a notepad created and addressed in a timely manner. This is what the memo from Renee Dean, who is the supervisor of the DCNR unit stated. We are trying to verify whether we as issuing agents should be calling the PennDOT call center or whether there will be a separate phone number for us to call. Snowmobiles and ATV's are governed by the Motor Vehicle Code Chapter 77. We recommend a review of the 30 pages of information in the vehicle code book.

Notes from the ROC
Submitted by
Jill Goetz and John Hartman

FYI
For Your Information

pennsylvania

BIRTH

Application for a Birth Certificate
Print or Type

INTERNAL USE ONLY
Date: Initials:
Delivery: P PC M
S h A

PART 1: APPLICANT

My (current legal name)

Street: Mail address:

City: State: ZIP Code: Daytime phone:

MY RELATIONSHIP TO PERSON NAMED ON BIRTH RECORD:

Applicants must be 18 years of age or older or an emancipated minor to apply.

Intended use of birth certificate: Travel/passport School Driver's license
Social security benefits Legal interest Other

PART 2: BIRTH CERTIFICATE BEING REQUESTED Please complete as much information as possible.

NAME AT BIRTH

ART NO.# DATE OF B TH

SEX Male Female

TYPE OF BIRTH CERTIFICATE

PLACE OF BIRTH
Birth in Pennsylvania

FATHER/PARENT'S NAME

MOTHER/PARENT'S NAME

PART 3: ACCEPTABLE FORMS OF IDENTIFICATION

Please indicate (✓) the type of one of the following:

A valid driver's license or other government-issued photo ID that has the applicant's address. If applying by mail, the address on my ID or on the mailing address must be the same. Expired IDs cannot be accepted.

I do not have a valid photo ID and I have provided two current documents that verify my name and current address from the list of acceptable documents (e.g., bank statement, mortgage/lease/rental agreement). See www.health.pa.gov/myhealth/vitalrecords/Certificates for further information.

PART 4: FEE

Make check or money order payable to "VITAL RECORDS."

Certificate cost: $20.00
Quantity: Y
Total:

See note: Relative of a U.S. armed forces member killed in action requesting the certificate for [illegible]

I am a new surviving legal spouse (includes widow/widower) of a veteran killed in active service or who honorably discharged from service.

Armed forces member name:

Service number:

Rank and branch of service:

PART 5: SIGNATURE OF APPLICANT

By my signature below, I certify that I am the person whose legal name appears on the birth record, or I am the parent, guardian, or legal representative named in Part 2 of this form. I understand that I am required to provide proof of my identity and relationship to the person named on the birth record. I understand that misrepresenting myself to obtain a birth certificate is a violation of [illegible] and that I may be subject to fines and/or imprisonment for up to 7 years for each offense. I have read and understand the [illegible] and agree to abide by them.

Signature Date

Signature must agree with the name listed in Part 1 of this form.

HOW TO APPLY

Order from PA's only authorized online provider at www.vitalchek.com or by phone at 855-717-1788 (credit cards accepted).

Order in person at a Pennsylvania Vital Records branch office in state, [illegible] New Castle, PA (check hours before visiting). Delivery ranges from same day for [illegible] to 2 business days.

Order by mail: Send application, [illegible] and payment to:
Department of Health
Division of Vital Records
PO Box 2528
New Castle, PA 16103

555555
NOV – 5 2018

pennsylvania
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

DCNR Death Procedures

DCNR Death Procedures for Snowmobiles or ATVs

Effective October 1st, 2018, the DCNR Snow/ATV section is now operated by PennDOT. The PennDOT call center is servicing DCNR phone calls. Sandy Kurtz is the manager of the Snow/ATV section.
If you have a situation other than those listed below, please call 1-866-545-2476.

General Information

- No additional forms are required with a death procedure (ie: MV-39, T-8)
- You will need to complete the DCNR Title Application
- You will always need a copy (original not required) of a death certificate, even if we are using a short certificate
- These may be processed on SAMS as long as there are fees due. If there is no fee, you must send the paperwork to DCNR for processing.
- When someone is signing on behalf of the deceased, please indicate their role behind their name such as surviving spouse, executor, informant, heir, etc.

Scenarios

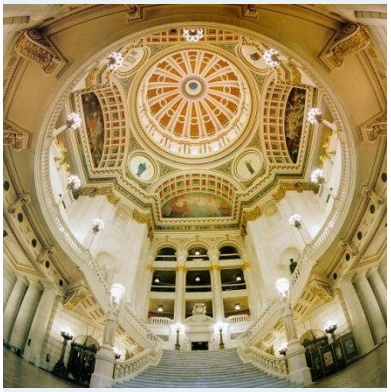
- Surviving spouse taking ownership (regardless of whether they are/are not a co-owner)
  - Need the title
  - Need a photocopy of the death certificate
  - The title does need to be reassigned and the spouse will sign for the deceased
  - Fees
- No title fee
- Registration fee – Only if an initial registration or renewal

- Surviving spouse selling (regardless of whether they are/are not a co-owner)
  - Need the title
  - Need a photocopy of the death certificate
  - The title does need to be reassigned and the spouse will sign for the deceased
  - All normal fees are due

From the Desk of Robert Taylor – PAOLMA Advocate

Pennsylvania's Incumbent Democrat Governor Tom Wolf won a landslide re-election vote on Election Day to return to Harrisburg for 4 more years. Wolf, who enjoyed comfortable polling margins throughout the summer and fall of 2018, defeated fellow York County businessman and Republican candidate Scott Wagner by a roughly 57%-41% margin. Wolf, who outspent and outraised Wagner, spent hundreds of thousands of dollars in the closing weeks of the campaign to assist down ballot Democrats. The investment had a huge impact for Democrats in Southeast Pennsylvania where Republicans saw the only statewide vestiges of a "Blue Tidal Wave"-but it was powerful there.

Governor Wolf ran on a ticket with the Democrat Mayor of Braddock, PA, John Fetterman, who will now become the next Lt. Governor of Pennsylvania. Fetterman surprised the Pennsylvania political world in May, 2018 when he upset sitting Democrat, Lt. Governor Mike Stack, in the primary election. Wolf and Stack never really got along as a team, and Stack ended up in various controversies which led to his surprising ouster in the Spring.



United State Senator Bob Casey defeated Congressman Lou Barletta for re-election to his Senate seat by a 57%-43% margin. The Casey victory, like that of Governor Wolf, will no doubt be viewed as a repudiation of President Donald Trump as both Barletta and Scott Wagner fashioned their campaigns after the 2016 Trump for President campaign, endorsed most Trump policies, and welcomed Trump and Vice President Mike Pence to the Commonwealth to campaign for them during 2018.

The 2018 decision by the PA Supreme Court to expunge the existing district maps for congressional seats wherein the Court drew new maps had a huge impact on the results of congressional races in Pennsylvania. Prior to Election Day 2018, Republicans had a 13-5 edge in control of Pennsylvania's 18 congressional seats. In January, 2019, Democrats and Republicans will each hold 9 seats. Newcomers will include Madeleine Dean (PA-4), Mary Gay Scanlon (PA-5), Chrissy Houlahan (PA-6), and Susan Wild (PA-7). This is where the "Blue Wave" hit hardest as each of these four seats was previously held by a Republican congressman, and 3 of the 4 seats sit in southeast PA (Wild won the Charlie Dent seat in the Lehigh Valley). In western PA, Republican Congressman Keith Rothfus was the sole PA incumbent to lose election as he was defeated by "wunderkind" Congressman Conor Lamb. Lamb had won a tightly contested Special Election in western PA in May, 2018 in an old seat. He was then forced to run against his colleague Rothfus as a result of the redrawn Supreme Court maps.

The General Assembly in PA continues to be controlled by Republicans although the margins are much narrower. The Senate Republicans now hold a 29-21 advantage (down from 34-16)-a net loss of 5 seats. The House Republicans return in January, 2019 with a majority of 110-93 after holding a majority of 121-82 in the 2017-18 session.

Senate Republicans lost 4 seats in southeast PA due to the "Blue Wave" (McGarrigle, Rafferty, Greenleaf, and M. Quinn). They also lost a Pittsburgh-based seat (Vulakovich).

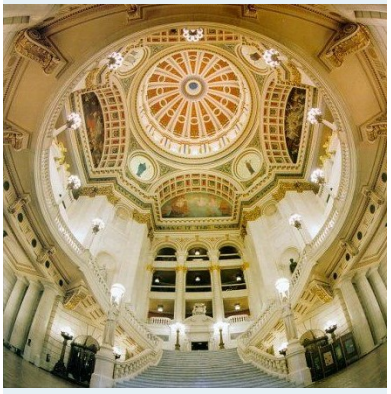
House Republicans won 3 seats previously held by Democrats (Barbin, Hanna, Tai). But the GOP wasteland in southeast PA cost them dearly. Incumbents losing included Santora, Kampf, Corbin, Milne, Roe, Quigley, Harper and Charlton. Re-

From the Desk of Robert Taylor – PAOLMA Advocate

Republicans also lost 6 open seats on the ballot previously held by retiring members Godshall, Lewis, Corr, M. Quinn, Micarelli, and John Taylor. At this writing, GOP Representative Bud Cook in Westmoreland/Washington counties leads his opponent by 27 votes and recounting will continue.

House Leadership Elections for the 2019-20 Session are scheduled to occur on November 13, 2018 in Harrisburg. The Senate will conduct Leadership Elections on November 14, 2018. Committee chairmenship will be discussed and decided between now and early January as will rank-and-file committee assignments. The 2019-20 General Assembly session begins with swearing-in on Tuesday, January 1, 2019 for the PA Senate and House. Governor Wolf and Mr. Fetterman will be inaugurated on January 22, 2019.

The election results will have an impact on public policy and legislative considerations in the 2019-20 Assembly Session. The chairmen of both the House and Senate Transportation committees will be gone as Chairman Taylor has retired and Senate Chairman Rafferty was defeated in an upset. Also, the membership of both committees will change with many current legislators leaving and a new progressive brand of membership entering the General Assembly in January. Expect changes in many of the executive branch agencies and the Governor's staff as some appointees may decide to resign and move on to other career job opportunities. There is much speculation about the future of PennDOT Secretary Leslie Richards' plans, and some Deputy Secretaries may also move in what will no doubt be a series of personnel shuffles.



The issue of returning registration stickers to license plates in Pennsylvania will need to receive a clear vetting in Harrisburg next year. Education will be required, particularly for new members and staff in the General Assembly. We must now assess whether a stand-alone sticker for registration only, or a 2-in-1 sticker for inspections and registrations, is the best course to pursue. Those conversations must occur soon so that a legislative remedy can unveil early in the new year.

Until 1982, vehicle registrations and inspections were essentially occurring simultaneously. The law was changed that year. To now enact a 2-in-1 sticker will require putting registration renewals and inspections for each consumer together on the same due date. Likewise, there is some speculation that PennDOT will need to automate its inspection process which will add cost to their budget and force inspection stations to obtain the technology necessary to comply-also a cost for these small businesses. These types of issues will have to be resolved in order to avoid staunch opposition to the 2-in-1 sticker. Clearly, cost and consumer convenience are the two issues that will be debated by PennDOT as a change is considered.

Finally, law enforcement will need to engage in this debate and support the return of the stickers in whatever form possible. Without the aggressive and passionate support of the State and local police, the district attorneys, and others in law enforcement, it will be difficult to argue for the public safety as a reason to return to stickers on the license plate.

A fascinating year is coming and the strategy for success will need to be comprehensive. We will need to build a coalition of support for returning the stickers to

From the Desk of Robert Taylor – continued

A fascinating year is coming and the strategy for success will need to be comprehensive. We will need to build a coalition of support for returning the stickers to the plates so other groups including the PA On-Line Messengers Association will have to be involved. Most importantly, we will need the effort of EVERY member of the OLM Association to participate, attend meetings, contact elected officials, and much more. The goal of returning the stickers to the plates will not occur if it is left to a few members of the Board of Directors and Officers of the Association. Every Member (and non-Members as well) will need to be deeply engaged. We hope we can rely on your support, assistance, help and energy to achieve what we believe is a VERY attainable goal.

HAPPY HOLIDAYS!!! ALL THE BEST FOR A PROSPEROUS 2019!!!!!

Comedy Corner

Submitted by Jo A Naccarato

TOTO AND I REALLY MISS KANSAS

Disclaimer: The information contained in this newsletter is for general information purposes only. The information is provided by the Pennsylvania Online Messenger Association, it's volunteers and invited government entities and while we endeavor to keep the information up to date and correct, we make no representations or warranties of any kind, express or implicit, about the completeness, accuracy, legality, reliability or suitability with respect to the information, forms or services contained in this newsletter. Any reliance you place on such information is therefore strictly at your own risk. It is therefore the responsibility of each receiver of this newsletter to verify the information provided and/or seek professional guidance/advice before taking any actions on information in this newsletter.

In no event will Pennsylvania Online Messenger Association or it's volunteers or presenters/contributors be held responsible if inaccurate information is unintentionally given in this newsletter. In no event will Pennsylvania Online Messenger Association be held liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of profits or any incidents arising our of or in connection with, any use of the information in this newsletter.