

# SAN FERNANDO VALLEY BUSINESS JOURNAL

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Seventh Annual  
*Women In  
Business*

2008 Honoree

Trailblazer Award



**LAURA MCHOLM**

*Co-Founder &  
Director of Marketing  
NorthStar Moving Corp.*

Laura McHolm's moving company is no ordinary moving company. NorthStar Moving Corporation is the "movers to the stars."

"Every item on the property was handled with extreme care and precision from \$100,000 pieces of art to a \$50 lamp," raved the production supervisors of hit reality TV show "America's Next Top Model," in a letter to McHolm and her staff. Jon Voigt, Marlon Wayans and Angelina Jolie are also on McHolm's eager-to-complement client roster.

But some of the clients she serves are never charged a penny.

"That started when a battered women's shelter called to become a regular commercial account," McHolm said. "I said: there's no way we're going to charge you." Since then, her crews have facilitated many a harrying late-night escape from a violent oppressor for women and children across the Southland. "We have some really great guys who put themselves in some tough situations."

Laura McHolm bills herself as one of the few female CEOs in the moving business, but admits she actually knows of no other. "Although you'd think I would have run into one by now being in this business for as long as I have," McHolm laughs. "But I still haven't met her."

In 1994, she started NorthStar Moving Corporation. Every year since then, NorthStar has been the darling of companies that award other companies for providing customers with red-carpet service, having secured recognition as Best Mover of 2007 by CitySearch, continuous "N" ratings from the Better Business Bureau, and making Angie's List Super Service Awards.

"Whatever success I've had is the result of having been a fortunate person," Laura says. "That's about having had parents who didn't let us watch TV, as well as an expectation---not a hard-driving expectation---but a belief that there was only one grade to get: an A"