



THE MEATHEAD STORY

MAKING THE FIRST MOVE



It all started in 1997, when a friend's parents asked me to help them move across town. I was in high school, looking for a way for my brother and I to make money between wrestling practices and homework. The promise of a solid workout, a little cash, and maybe a pizza made it an easy yes. I had dreams of wrestling in college and beyond, but that one move would change everything.

The first day, it was just me, my brother, and some friends with Tupac on the radio, sweat on our backs, and the kind of hustle we knew from the mat. It was hard work, and it felt right.

Word spread, one move led to another, and before long, we were hiring friends and building a business. We called ourselves "Meatheads": a weight-room label we wore with pride, lovable athletes who jogged between loads and treated every box like our own. What started as a side gig run from a pager and a pay phone quickly grew into a full-fledged company.

NO DAYS OFF (BEFORE IT WAS A HASHTAG)



The early years were equal parts momentum and mischief. Long hours, burned CDs, and friendly rivalries shaped the all-in culture that still defines us today. We were scrappy, but we knew our work mattered. The community needed a moving company it could trust to do things differently, one that showed up with respect and integrity, and made moving, dare we say, "fun."

In 2001, we won what felt like Olympic gold: our first *Best Moving Company* award from *New Times San Luis Obispo*. That recognition put us on the map, and before we knew it, things really took off.

Growth brought new opportunities and new challenges. As the company grew into the largest independent mover in California, so did the weight of responsibility. More clients meant more trust to earn, more teammates to lead, and more obstacles to overcome. We faced a hard season. Then another. And countless more after that. Each one tested us, but never our belief in what we were building. Through the years, we learned to take the hits, get back up, and keep pushing forward. As a result, we've set a new standard for the moving industry—imitated by many, but replaced by none.

WE RISE BY LIFTING OTHERS



Moving was never just about boxes and trucks; it's always been about people. Early on, we got a call that changed us. It wasn't for a routine move, but from someone who needed help getting out of a dangerous situation. We didn't hesitate. We showed up.

That experience opened our eyes to what real strength means: serving others. Since then, we've made it our mission to move survivors of domestic violence free of charge. We partner with eight different shelters and provide hundreds of moves annually, at no cost to survivors fleeing abuse inside their home. Most importantly, we treat them with the same dignity, respect, and service level as we would any paying customer.



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BUILT DIFFERENT

Since day one, we unknowingly raised the bar for what a mover can be: strong athletes trained to bring precision, speed, and care to every job; professionals polished enough for a styled living room but tough enough for heavy lifting, all day long.

Today, we employ hundreds of Meatheads throughout California who go through a rigorous onboarding process, including graduation from Meathead University, our military-inspired program built around discipline, consistency, and character. But the training doesn't stop there. We're equally invested in helping our people unpack their full potential, developing leadership, communication, and teamwork skills that last long after their time with us. We've often been called the ultimate stepping stone job for our hard-working employees.



THE MEATHEAD LEGACY

More than 25 years later, we're still 100% family-owned and just as driven as the day we started. What began as a couple of high school kids chasing a workout and a few bucks turned into a tradition of athletes built on grit, teamwork, and heart. Walk through our headquarters and you'll see it for yourself: awards and newspaper clippings, team photos, and the Meathead Hall of Fame honoring those who've gone on to lead in athletics, business, public service, and everything in between.

But our true legacy lives outside these walls. It's carried by everyone who puts on the Meathead uniform and shows up smiling, ready to help those in need. The faces change, but the spirit doesn't. It's the same athleticism and drive that's been moving California and beyond since day one.

Through every setback and every comeback, we've stayed true to what got us here: **good energy**. And that's exactly what will carry us into the next chapter.

To be continued...

AARON STEED

FOUNDER AND CEO OF MEATHEAD MOVERS

SAN LUIS OBISPO • VENTURA COUNTY • ORANGE COUNTY • FRESNO • BAKERSFIELD • TEMECULA • SAN DIEGO • BAY AREA

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