

THE PORTAL



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JULY/AUGUST 2009

The IAM Member Needs Survey



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TERRY R. HEAD
IAM President

Ask and You Shall Receive

Acting on the recommendation of the Association's professional staff and with the full support of the IAM leadership, we recently undertook a momentous and aggressive program to solicit direct input from IAM members. Using an independent third party, we surveyed the full membership in an effort gain insight on how you perceive the value of your membership, and how we might enhance our benefits and services. Closely following the organization's recent name change, the "Member Needs Survey," as well as the resulting analysis of data gained through the process, was considered critical to ensure that IAM is properly responding to the needs of the membership and industries we support and for which we advocate.

I, for one, am generally very reluctant to participate in surveys, particularly if I don't see the benefit for me and, more important, if no one cares to share the results. So let me take this opportunity to thank all of you who took the time to participate in our phone interviews, as well as the electronic survey that was distributed to our 2,000 member companies.

There is more detailed information on how the survey was conducted and its outcome in our Focus section beginning on page 11 of this issue. I believe you will find the respondents' feedback interesting, but from my perspective the findings are also very actionable. We have already begun to answer you by initiating several near- and long-term changes in our staffing, policies, and procedures.

As you no doubt are well aware, networking and business development have been a big focus of our Annual Meetings, but you told us you want even more opportunities to connect with your colleagues and potential trading partners. Thus, we've expanded the schedule, adding one full day at the beginning of the conference for opening the Exhibit Hall and Network Central. You also signaled that you want more educational opportunities during the Annual Meeting, so this year, we will introduce a new "Learning Lab" situated adjacent to the Exhibit Hall area. Over the course of the four days, the Learning Lab will provide a variety of short sessions on current topics and issues facing IAM members and industry. Look for a schedule and a list of presenters and their subjects in the next issue of **The Portal** and on the Annual Meeting Web site.

We've expanded the reception for new members to include those attending the Annual Meeting for the first time, regardless of how long they have been in the industry or worked for an IAM member company. In addition, the YP-35 group will host its own "Welcome Reception" on the first night, just prior to the Opening Reception, to allow that segment of our membership to immediately start networking and building new relationships.

Looking to the longer term, your survey responses have prompted us to move forward to expand our staff and outreach to IAM members. Very soon we will have on board a new person in the role of Program Manager to oversee and enhance our various programs, such as the Receivable Protection Program (RPP), online Shipper and Port Guides, and customs/security information. This new staff person will assist me and our volunteer leaders in coordinating the International Shippers Association (ISA), the Alan F. Wohlstetter Scholarship Fund, and the IAM Hall of Honor program.

We are also now recruiting an experienced association person to manage and further develop our communications venues, including our various publications and electronic newsletters. You told us you like and read IAM publications and newsletters; however, you want to see more member profiles, information on technology available to the industry, and business development opportunities.

More important, this new staff person will work with me and the rest of the staff to enhance and expand our online capabilities. Our membership and accounting databases need to be improved and enhanced to handle the volume of business we now conduct, allow IAM members direct online access to make updates to their own listings, and provide access to the listing of our global membership.

Perhaps the single most important possible outcome of the Member Needs Survey is that we have identified the potential for revamping our membership and governance structure and the relating qualifications for belonging to our current and future categories of membership. The Executive Committee discussed this in detail when it recently met, and has tasked me with developing final recommendation for their approval for ultimate consideration and approval by the membership when we meet in Orlando this fall.

I am always intrigued by the variety of activities, causes, and projects in which our members are involved. I urge you to carefully read this issue of **The Portal** to see what fashion shows, racehorses, fish brood stock, and the Baseball All-Star Game have to do with IAM members. Maybe we should have changed our name to be the "International Association of Movers—of Anything."

Survey: IAM on the Right Track

By Joyce Dexter, Portal Editor

Earlier this year, IAM members were asked to participate in a survey to track the current and future needs of each segment of our membership as well as measure and assess the value that IAM membership delivers.

IAM's 2000 members (Active, Associate, and YP-35 members) were invited to participate in the electronic survey, which yielded a 30% overall response rate (517 complete responses and 80 partial responses were received); in addition, 25 members (7 Active, 14 Associate, 4 Vendor/Supplier Associate) were interviewed by telephone. Some 24% of the respondents are Active members, and 66% Associate members.

The responses we received suggest that IAM continues to deliver solid value to its members, with 96% of survey participants saying they are "very satisfied" or "somewhat satisfied" with their IAM membership. Particularly important to respondents are the Annual Meeting, which throughout the Association's history has provided important business development and networking opportunities for its global constituencies, and the Annual Membership Directory. In addition, the Receivable Protection Program (RPP) is increasingly considered a reliable resource and a solid membership benefit.

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Key Takeaways: The VERY Top Line

- **Member respondent satisfaction is high**
 - Survey respondents are very likely to recommend IAM membership to a colleague or peer. This personal recommendation is a measure of loyalty to an organization.
- **IAM's value proposition is clear**
 - Active and Associate respondents place tremendous value on the business development and networking that is conducted through IAM vehicles such as the Directory and Annual Meeting, with Associate respondents identifying these as their primary benefits.

Active respondents also said they value the advisory role IAM serves, through legal guidance and IAM staff representation at industry meetings.

Here are some other key findings from the survey:

- 78% of all respondents believe the benefits they receive from IAM are equal to or greater than the cost of membership.
- More than half of all participants said they would recommend IAM membership to a colleague or peer.
- One-half of Active participants value the industry and US military information IAM provides.
- A substantial majority—82%—of YP-35 members find primary value in networking.
- Active members are slightly more concerned than Associates about the future of their businesses, citing declining military traf-

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Telephone Interviews: Key Takeaways

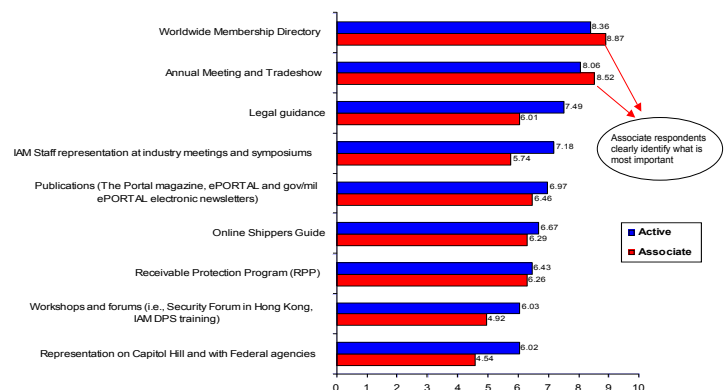
- **IAM provides a forum for networking and developing business opportunities**
 - IAM's Annual Meeting and Worldwide Directory are two of the most valuable business development vehicles for member companies
- **IAM is a reliable resource**
 - IAM is viewed as an inclusive, important, international organization
 - IAM distributes relevant and timely information
 - Receivables Protection Program (RPP) is essential to providing member security

IAM continues to deliver solid value to its members, with 96% of survey participants expressing satisfaction with their IAM membership.

- There is significant interest in additional industry news and information, including best practices.
- The IAM Membership Directory is a valuable resource in fostering business relationships, with 61% saying they access the Directory both online and through the hard copy.
- 96% of respondents said they are "somewhat" or "very" satisfied with the Annual Meeting, with Associates suggesting a need to facilitate more formal networking and business meetings, and Active members expressing a desire for more educational workshops. Many respondents want to expand on the traditional venues for Annual Meeting sites, to include locations outside the United States.
- Only a small percentage (9%) of respondents said they participate

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IAM Benefits and Services: Importance



IAM Benefits and Services: Importance

- Top 5 important IAM benefits and offerings

How important are the following IAM benefits and offerings to you and your company: 10=Extremely important, 1=Not at all important	Active Importance Score
Worldwide Membership Directory	8.36
Annual Meeting	8.30
Legal guidance	7.49
IAM Staff representation at industry meetings and symposiums	7.18
Publications	6.97

How important are the following IAM benefits and offerings to you and your company: 10=Extremely important, 1=Not at all important	Associate Importance Score
Worldwide Membership Directory	8.87
Annual Meeting	8.52
Publications	6.46
Online Shippers Guide	6.29
Receivable Protection Program (RPP)	6.26

Active and Associate respondents place the greatest importance on the Worldwide Membership Directory and the Annual Meeting. From there, their priorities differ.

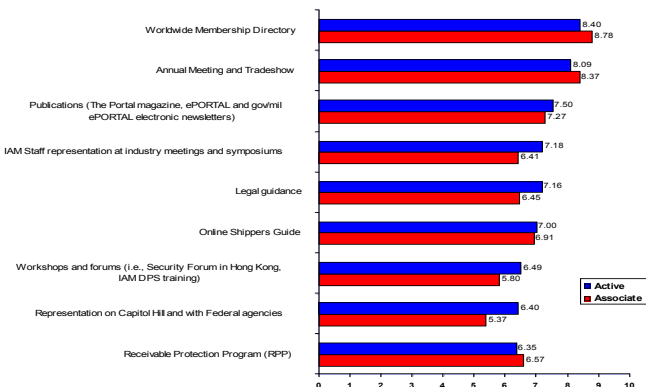


in YP-35, primarily because they do not have staff under the age of 35 or they are not aware of the benefits or value of the program.

- The International Shippers Association also has attracted the participation of a relatively small number (14%) of respondents, with 72% saying they were not aware of ISA. However, more than half said they would be interested in seeing ISA expand its offerings to provide rates for commercial shippers.
- Most respondents (61%) said they receive the right amount of information from IAM about areas of interest to them. At the same time, they expressed interest in getting more information about foreign, as well as, US customs regulations, global industry trends and information, profiles of other members, and information on the latest shipping technology. IAM members also see opportunities to enhance the IAM Web site and thus its value to them, by including customs forms for specific countries, region-specific information (e.g., new regulations, quarantine rules, protocol changes), online courses and professional development offerings, and online discussion forums for members.
- Increasingly, the IAM Web site is seen as the “go-to” place for essential information. Respondents use it most often to access the Membership Directory, Annual Meeting information, the Ports and Shippers Guide, and industry links.

The survey explored ways IAM can further enhance its value to members. Most of the respondents favored changing the Active

IAM Benefits and Services: Satisfaction



member category to include more information and member involvement related to commercial moving and shipping. Associate members place more emphasis on tangible benefits, such as the Online Shippers Guide and the RPP.

McKinley Marketing, which conducted the survey, offered several suggestions to add value to IAM membership:

- Redefine the membership categories by offering benefits and services that meet each segment’s needs, with dues scaled according to the benefits offered to each segment.
- Expand the global perspective of the organization, perhaps by sponsoring a mid-year international event focused on a current topic.
- Improve the Annual Membership Directory by adding to its online search capabilities; enabling users to update their information and post helpful elements, such as a map of the region they serve; and instituting a user-rating system so that users can rate business partners on a set of criteria.
- Update the Website with additional industry information on data and trends, best practices, and case studies.
- Enhance the Annual Meeting by offering a Web-based program to help them schedule meetings.
- Invest in succession planning in order to develop future IAM

IAM Benefits and Services: Satisfaction

- Satisfaction with most important IAM benefits and offerings

How would you rate your satisfaction with the same list of benefits and offerings: 10=Extremely satisfied, 1=Not at all satisfied	Active Satisfaction Score	Associate Satisfaction Score
Worldwide Membership Directory	8.40	8.78
Annual Meeting	8.09	8.37
Publications	7.50	7.27
IAM Staff Representation at Industry meetings and symposiums	7.18	6.91
Legal guidance	7.16	6.57

- **Active participants rank satisfaction with services as high, while Associate members rank satisfaction of more tangible benefits like the Online Shippers Guide and Receivable Protection Program higher.**



Perceptions of IAM

- **More than one-half of all participants are likely to recommend IAM membership to a colleague or peer**
 - “Definitely” likely to recommend IAM membership to a colleague or peer (responded with a 9 or 10)
 - 55% of all members
 - 59% of Active members
 - 58% of Associate members
 - 53% of YP-35 members

How likely are you to recommend IAM membership to a colleague or peer? Rate on a scale from 1 to 10, with 1=Definitely not likely, 10=Definitely likely	Mean (Average) Score
All respondents	8.40
Active members	8.52
Associate members	8.52
YP-35	8.47



Annual Meeting

- **Majority (78%) of respondents have attended the Annual Meeting between one and three times in the last three years**
 - 78% of Active members
 - 81% of Associate members
- **Motivations for attending differ slightly for Active and Associate participants**
 - Primary reasons to attend - Actives
 1. Networking with other members (69%) ←
 2. To obtain Military and Government Affairs information and updates (20%)
 - Primary reasons to attend - Associates
 1. Networking with other members (87%) ←
 2. To network with exhibitors to build relationships and learn about new products / offerings (5%)

leaders through online forums, mentorship programs, special YP-35 events throughout the year, and developing a list of the “Top 35 Under 35” young industry stars.

- Develop communications channels to ensure that IAM members have access to the most current information and industry updates.

Turning Threats into Opportunities

By Eran Drenger and Mark Kedem

The downturn in the economy is truly global—not one country, not one currency, not one region but several countries, currencies and regions. And no country or industry is immune, including the relocation industry. When the economy tightens, decision making changes and corporations look for ways to orchestrate moves that are more efficient, to create programs that are leaner, relative to benefits available to those being transferred, and to be sure that there are compelling reasons relocation is warranted. Moves must be imperative rather than discretionary.

The global economic crisis that is currently affecting many industries and has not skipped over our industry has caused companies throughout the world to change business strategies, cut costs and look for new avenues of revenue—literally reinventing themselves in order to survive the storm.

Despite the downturn, this is no time to be standing still and this was the resolute message coming from Israel when Ocean Global Relocation Solutions organized Israel's first-ever international relocation conference. This was the time to transform textbook theory into practice and corroboration with the Business School of Tel Aviv University yielded positive results.

“This crisis had one aspect that previous crisis lacked: its global nature,” says Eran Drenger, CEO and President of Ocean Global Relocation Solutions, the major sponsor and initiator of the conference.

The Relocation 2009 Conference examined the ways that the global economic climate has changed the face of the relocation industry and how this has placed challenges on the management of global mobility. More so than ever before, there is the need for companies to remain competitive—cut costs on the one hand but maintain premier service on the other. In the light of the current economic climate the issues of vendor selection, procedure cost containment, best practices and return on investment (ROI) have become central issues for companies.

One of the sessions of the Conference related to the affects of the economic downturn on the global mobility practices of corporations. Relocation and human resources professionals are coping with a massive number of issues in managing their global expatriate staff. For many, increased pressure from their procurement departments and reduced budgets are leaving them no other choice than to persuade some of their expatriate employees to return home early or worse yet, initiating forced repatriations or transition them into early localization. Many of the assignees have children settled in schools in their host country and are reluctant to leave, or are not ready or willing to be localized, making it difficult to maintain staff motivation and

morale. Managing a downturn is a challenging task and when the economy turns stormy, relocation professionals can help the organization weather the slowdown by maximizing core strengths, minimizing weaknesses and having plans ready.

A panel on “Best Practices in Relocation to Difficult Locations” related to how the relocation business has matured in the last 20 years.

It's not just final destinations that are difficult. It's managing the expatriation that is challenging. In these tough times, it's easy to cut relocation costs; not cutting the right services is trickier because they often involve what HR consider “soft” options such as mentoring, cross cultural training, spouse career support, coaching for the workplace and the repatriation support program.

But these are not really soft options—these are essentials to making an assignment succeed. When people talk about extreme locations, they include the potential for danger, geography; family issues, medical factors and cultural awareness—and the core running through all of these are the so-called soft options.

Another trend that shows that despite the downturn, it becomes even more vital to make sure the families who are being relocated are chosen with care and well taken care of post-arrival. Few companies are willing to risk the success of a global relocation that is so costly, and rather than face the risk of a failed assignment and a negative ROI, companies are still choosing to provide the “soft services” to their assignees such as spousal support, destination services and cross-cultural training.

During the course the Conference discussion focused on strategic planning in light of the economic crisis — an example of how outside forces that can severely impact your company's growth and success. Some thoughts on how to prevent the threat from happening included:

1. Reduce exposure to the threat
2. Assure early detection
3. Develop contingency plans
4. Hedge against the threat

There is no doubt that our industry has changed and evolved over the past 12 months and companies have been threatened and challenged, some succeeding and others not. When a company evaluates the threats, be sure to look for ways to turn your threats into opportunities rather than simply analyzing ways to mitigate the risk. A glass half empty must also be seen to be half full and by looking at the long-term scenario rather than focusing on the harsh present, one might see that dealing with the threats might actually have a positive effect on the company.

Eran Drenger (an AMMB representative for Region 5) and Mark Kedem of Ocean Global Relocation Solutions were members of the consultative Steering Committee that organized this Conference at Tel Aviv University.

EU Officials Propose Plan for Preventing WMD Terrorism

The executive branch of the European Union has moved to bolster the coalition's capabilities to prevent and respond to potential terrorist strikes involving weapons of mass destruction, Agence France-Presse recently reported.

A set of proposals from the European Commission are intended to block criminals from acquiring sensitive material, tracking such substances before they can be put to bad uses, and minimizing damage if such a weapon is ever employed.

The plan calls for improving mechanisms used to keep tabs on hazardous material, as well as bettering information-sharing by EU states and training for their emergency responders. It includes 130 separate measures that would be integrated over 3 years.

"Terrorist groups acquiring weapons of mass destruction, including CBRN (chemical, biological, radiological and nuclear) materials is the most frightening scenario," said EU Justice Commissioner Jacques Barrot.

Although it would be difficult to deploy a weapon of mass destruction, Barrot warned, "The seriousness of the potential consequences for our societies is such that we cannot be complacent."

SOURCE: *EUBusiness.com*

Report Questions US Cargo Scanning Procedures

The United States must alter how it scans incoming freight shipments for nuclear- and radiological-weapon materials to meet a 2012 cargo-scanning deadline, three analysts said in a report presented recently.

The current system advanced by the United States involves singling out a handful of "high-risk" freight containers for radiation scanning, according to the report, *Estimating the Operational Impact of Container Inspections at International Ports*.

"We find that the current inspection regime being advanced by the U.S. Department of Homeland Security and widely supported by the international community can only handle a small percentage of the total load," states the report, presented to the Institute for Operations Research and the Management Sciences.

A congressional mandate requires that all US-bound cargo containers be scanned for radiation by 2012.

"An alternate inspection protocol that emphasizes screening (a rapid primary scan of all containers, followed by a more careful secondary scan of only a few containers that fail the primary test) holds promise as a feasible solution for meeting the 100 percent scanning requirement," the report says.

The report recommends more widely adopting cargo-scanning techniques experimented with under the Secure Freight Initiative, supplanting practices used under the Container Security Initiative.

"The CSI inspection process is geared exclusively towards U.S.-bound containers, it begins 24 hours in advance of a container's lading onto an ocean-going vessel, and it uses information contained in the shipping manifests to decide whether or not specific containers require intensive nonintrusive inspection (NII). The SFI protocol uses drive-through portals to scan every container as it enters a port termi-

nal, and the results of these scans in addition to shipping manifest data can trigger the need for more intensive NII," says the report.

"Unlike a long-range missile, the millions of shipping containers that are used to transport goods in ocean-going vessels provide terrorists with a way to hide a nuclear device destined for U.S. shores," the report adds. "By using a container, terrorists can potentially achieve mass disruption to global supply chains by creating widespread public anxiety that other containers may have nuclear devices."

A nuclear attack might ultimately lead to between \$55 billion and \$220 billion in economic losses, according to one analyst (Institute for Operations Research and the Management Sciences).

SOURCE: *Global Security Network*

Study: Costs of War on Piracy Will Escalate

Shipping and international commerce face what amounts to a piracy tax to keep trade flowing off East Africa, according to a study drawn up for the Lloyd's insurance market.

In the report on the twin threat to international business of global recession and political instability, Lloyd's gives a stark prognosis for the spread of piracy and mounting costs for shipowners, shippers and consumers.

The Lloyd's 360 Insight report, *Global Recession: The Magnifying Glass for Political Instability*, said: "**Somali piracy looks set to migrate from a chiefly business transaction towards a militarized conflict**, with a possible increase in violence, bringing new human and financial costs for shipping companies."

Clive Washbourn, chairman of the London market's influential Joint War Committee, said: "Things are going to get worse before they get better. I do not see the piracy crisis off Somalia improving when conditions onshore are so unstable."

Shipowners face an increasing toll for maintaining global supply routes, from the extra fuel and time-related expense of re-routing around the Cape of Good Hope to security and insurance costs.

SOURCE: *Lloyds List*

Japan, US Sign Trade Security Pact

Japan and the United States signed a pact recently to mutually recognize their respective trade security and facilitation programs.

The pact was signed in Brussels, the Belgian capital, by top officials of the Japanese Finance Ministry's Customs and Tariff Bureau and US Customs and Border Protection, the Japanese ministry said.

Since the Sept. 11, 2001 terrorist attacks in the United States, customs administrations around the world have been developing trade security and facilitation programs, called Authorized Economic Operator programs, in line with the World Customs Organization's Framework of Standards to Secure and Facilitate Global Trade.

Under these programs, companies complying with the supply chain security standards are granted AEO status and speedier and simpler customs procedures.

Japan introduced the AEO program in 2006. More than 200 Japanese exporters have so far been granted AEO status, including Toyota,

Sony and Nintendo.

The US trade security and facilitation program is called the Customs-Trade Partnership Against Terrorism program, or C-TPAT.

“Under the mutual recognition agreement between Japan and the U.S., export cargoes by Japanese AEO companies will be given certain preferential customs treatment in the U.S., making bilateral trade even more secure and smoother,” the Japanese Finance Ministry said in a statement.

As the C-TPAT program applies only to imports, the mutual recognition agreement is not effective for US exports to Japan, the ministry said.

According to the ministry, the mutual recognition agreement is the second of its kind for Japan and the fifth of its kind in the world. Japan also signed such a pact with New Zealand in May 2008. The US also already signed such pacts with New Zealand, Canada and Jordan.

Japan will proceed with talks with such trading partners as the European Union and Canada on concluding mutual recognition agreements, the ministry said.

SOURCE: Journal of Commerce Online

House Panel Approves DHS Budget

The US House of Representatives Homeland Security Appropriations Subcommittee recently unanimously approved an FY10 spending bill for the Homeland Security Department. The legislation will provide the department with about \$42.6 billion in discretionary spending for next fiscal year, which is about 6.5% more than current year spending and about 1% less than the Obama administration requested. Notably, the bill would reauthorize the E-Verify program until 2011. E-Verify enables employers to verify the Social Security number and legal status of a worker online. On other fronts, the bill includes funding for DHS’ National Cybersecurity Division and for US Customs and Border Protection’s fencing, infrastructure and technology.

SOURCE: FCW.com

GAO Report Criticizes Nuclear Detectors

According to a new US Government Accountability Office review, the Department of Homeland Security spent 3 years pushing for a costly nuclear detection system that does not work as billed, while neglecting to upgrade existing equipment that could have helped improve security. New technical tests last year found that the machines, known as Advanced Spectroscopic Portal monitors, detected potential nuclear threats slightly better under limited circumstances than existing gear at ports and border crossings. But the new monitors cost \$822,000 each, more than twice as much as the equipment now in use, the GAO said.

The report focused on another round of testing showing that the new devices perform better than existing equipment when the radioactive material is lightly shielded in something such as a cargo container. That advantage decreased when more substantial shielding such as lead was used, as likely would be the case if a terrorist were trying to import the material.

SOURCE: GAO.gov

Editor’s Note: This item is noteworthy since household goods are considered by DHS as “high-risk” containers.

DP3 Update

By Charles White, IAM Director of Government & Military Relations

On July 1, Association leaders from IAM and AMSA met with the Commander of SDDC, Maj. Gen. James Hodge. The meeting held at SDDC Headquarters, Scott AFB included members of the General's staff and representatives from a number of divisions within US Transportation Command (Transcom), as well as JPMO HHGS.

The most pressing issue from the Association's perspective was the need to immediately reduce the volume of shipments being awarded to TSPs through DPS. The system has experienced a myriad of problems this summer and we asked that SDDC request the Military Services to instruct their PPSOs to cut back on the shipment volume they are currently moving through DPS, until the end of the peak season. We suggested a reduction to 10% of the total number of shipments each PPSO awards as a viable number.

At the end of the meeting Gen. Hodge asked that each of the associations forward to him a list of prioritized concerns so that he would have those issues in writing. On July 7 those lists were provided via e-mail to the general. IAM has posted that prioritized list to the "Alerts" section of the IAM Web site.

One week after providing our list of concerns to Gen. Hodge, the Association received feedback from him indicating that "I think your stated position of reducing DPS shipments is happening naturally. Since the current numbers are very near your requested percentage, there won't be a need to issue specific guidance to the Services to target a specific number.... Further, as we are able to deliver improvements based on your priorities, DPS will be better able to handle volume increases." Regarding the list of prioritized concerns, the general stated, "My staff is working through them and will update you as they make progress. I think we are moving forward on a number of fronts to improve the program, and your inputs helped focus us on what is truly important to your members."

Suffice it to say we were hoping for a more concrete response from the general. We had hoped that he would offer specific guidance

to the military services to reduce the number of DPS shipments being awarded at the individual PPSOs to a level not to exceed 10% of their total volume. While we have seen a "natural" reduction in the volume moving in DPS due to "Short Fuse" shipments moving back to TOPS and the normal reduction in shipment volume as we move toward the end peak season the June numbers still indicated that 18-20% of all DOD personal property shipments moved through DPS. The numbers on the international side are decidedly higher!

We would like to see those numbers cut at least in half for the remainder of the peak season because we fear that there may an "end of peak season surge" in the offing. Right now we do not believe that DPS is ready for such a surge in volume. We also have the specter of the Short Fuse shipments being reintroduced to DPS as well as the possible the launch of the Personally Procured Move (PPM) capability into the system in August. The initiation of the PPM capability in DPS would make many more Domestic moves eligible to move in DPS. These factors make the reduction in shipments to a more manageable level critical for the industry.

SDDC and JPMO HHGS have recently been making great efforts to enhance the performance of DPS. However, until that time it can be proven that the system is capable of handling the increased load that an end of peak season surge, reintroduction of Short Fuse shipments and the addition of the PPM functionality will bring, the Association will continue to push for a reduction in DPS volume.

The Latest DP3 Shipment Numbers

As of 4 July 2009:

- 113 (of 123) GBLOCs participating
- 55,503 members counseled
- 46,130 shipments awarded
- 14,936 shipments delivered
- 42% domestic, 34% international, and 24% unaccompanied baggage
- Over 14,000 invoices paid

How Much Does DPS Cost?

Regarding efforts of the Obama administration to increase transparency in government spending, a recent article focused specifically on their efforts to highlight government spending on IT projects through a newly created Web site, the Federal IT Dashboard (<http://it.usaspending.gov/>).

The Web site has many charts and graphs. A section of the Web site (<http://it.usaspending.gov/?q=content/data-feeds>) allows users to download feeds of raw data that has been filed with the Office of Management and Budget for IT projects. A data feed for an "Exhibit 53" report contains data on over 2500 IT projects for the DOD alone, including the DPS system.

Here are some of the data for DPS in that data feed (in millions of dollars):

Defense Personal Property System

Description: A next generation fully integrated best-of-breed centralized Web-based system for the management of personal property shipments for the Department of Defense. It is a key quality of life program for service members and their families.

Total investments prior year: 29.767

Total investments calendar year: 20.065

Total investments budget year: 20.511

It appears that from 2008-2010, DOD will spend over \$70 million on implementing and maintaining the DPS computer system. If DPS spending prior to 2008 is included, it is clear that the government has a significant investment in this computer system.

Other DOD IT Project Costs

From the Federal IT Dashboard Web site, here are the 3-year costs for some other DOD programs (all costs in millions of dollars):

TOPS

Description: Transportation Operational Personal Property Standard System automates and standardizes personal property movement storage and management functions for all DOD and Coast Guard Personal Property Shipping and Processing Offices worldwide.

2008 Cost: 3.158

2009 Cost: 0.835

2010 Cost: 0.0

Smart WEBMOVE

Description: SWM allows a customer to receive their mandated HHG counseling, arrange for household goods pickup and delivery, and provide an on-line reference library 24 hours a day, 7 days a week, without ever visiting a "brick and mortar" (PPSO).

2008 Cost: 0.456

2009 Cost: 0.401

2010 Cost: 0.35

Defense Transportation Payment System

Description: The Defense Transportation Payment System (DTRS) provides a standard center level vendor pay system for the payment of commercial transportation payments. DTRS automates vendor pay processes in accordance with the DoDFMR.

2008 Cost: 1.79

2009 Cost: 1.594

2010 Cost: 0.734

Transportation Support System

Description: TSS is a government Bill of Lading payment system and transportation information management system for processing Navy transportation bills.

2008 Cost: 0.372

2009 Cost: 0.396

2010 Cost: 0.411

Customs Process Automation

Description: The Customs Process Automation program ensures Department of Defense shipments move efficiently and expeditiously through the Defense Transportation System and commercial systems via electronic means without unnecessary delays or additional costs.

2008 Cost: 2.736

2009 Cost: 5.985

2010 Cost: 2.81

Wide Area Workflow

Description: Wide Area Workflow (WAWF) is a web-based system for electronic invoicing receipt and acceptance. WAWF is the system that allows DOD to reach its e-invoicing goals.

2008 Cost: 9.312

2009 Cost: 7.019

2010 Cost: 8.932

SOURCE: Federal IT Dashboard (<http://it.usaspending.gov/>), and Daycos (<http://web2.xrsnet.com/blog/daycosnews.php/2009/07/14/how-much-does-dps-cost>)

2009 Partnership Awards

Editor's note: The following is excerpted from the presentation ceremony in June, when US Bank/PowerTrack presented awards to its trading partners, including IAM, at its annual forum in Minneapolis, Minn.

As a collaborative payment tool, PowerTrack offers trading partners the opportunity to leverage our Web-based payment network to drive efficiency in the financial supply chain. Collaboration and partnership are at the core of what we do [and] coordinating policy and processes is the key to success.

The Department of Defense chose PowerTrack to pay their household goods carriers as an integral aspect of improving the overall relocation experience for military service members across the world. The goal of the Defense Personal Property Program, or DP3, was to provide the best moving experience possible for our nation's dedicated men and women serving in our nation's armed forces. Psychologists have noted that moving is one of life's most traumatic experiences, so easing the experience through best in class service and processes, is paramount in providing world-class relocation services to our nation's military heroes.

Beginning with the launch of CWA in 2004 and years of joint collaboration between the military services and industry, it is only fitting that we recognize the significant milestone achieved this year by our DP3 partners in the Defense Personal Property System, DPS.

As a multi-phased program, the worldwide launch of the DPS system was a significant achievement for DoD and each of the military services, the Defense Finance and Accounting Service, DOD



Pictured from left to right: Brandon Day, Daycos; Ken Soderlund, DFAS; Cheryl Garcia, vice president, government services, U.S. Bank PowerTrack; Jeff Cousins, director, client management and services, U.S. Bank PowerTrack; LTC William Carberry, JPMO HHGs; Rob Abele, president, U.S. Bank Corporate Payment Systems; Rick Langer, general manager, U.S. Bank PowerTrack; Rod Callewaert, Office of the Secretary of Defense (OSD); Charles White, IAM.

TRANCOM SDDC's JPMO HHGs (Military Service Deployment and Distribution Command's Joint Program Management Office for Household Goods [JPMO HHGs]), and every single member of the household goods industry.

While much work remains ahead, it is important to recognize how much this partnership has achieved in moving a labor-intensive paper process to an electronic 21st century process, and we'd like to recognize the incredible partnership that each of you are a part of.

Agility Does Some Heavy Lifting For the US Army

Agility Defense & Government Services, an IAM member, has been awarded a one-year option on the US Army's Heavy Lift VI contract to supply heavy equipment transport and flatbed trailers to support the Army in Iraq and Kuwait. Agility DGS will continue to provide transportation services for military personnel, supplies, and equipment through June 30, 2010. The value of the extension is estimated to be up to \$91 million.

Agility DGS, the public sector arm of Middle Eastern logistics giant Agility, provides supply chain management, logistics services and commodity services to defense and government customers from more than 550 offices in 120 countries.

SOURCE: defenseindustrydaily.com

Study: Worldwide Arms Spending Up

World governments spent \$1.46 trillion on upgrading their armed forces last year despite the economic downturn, with China climbing to second place, behind the United States, as the top military spender, reported the Stockholm International Peace Research Institute, a Swedish research group. Global military spending was 4% higher in 2008 than in 2007, and 45% higher than a decade ago, the group said.

SOURCE: New York Times

DoD Tech Procurement Method Must Change

By Jason Miller

The way the Defense Department buys weapons systems is deliberate and, in many ways, it has to be. But this same approach is used to buy information technology systems, and it doesn't work.

"The DoD acquisition process is too slow and ill-suited to buy IT," Tim Harp, the deputy assistant secretary of Defense for command, control and communications, intelligence, surveillance, reconnaissance and IT acquisition, told House lawmakers recently. "The fundamental concept of large IT programs with distinct beginnings and ends is in question as we learn more about the inherent modularity of IT and become more dependent upon commercial hardware that is evolving due to factors out of the control of the program manager."

Harp says too often IT project failures are blamed on requirements creep and funding instability. But he says requirements creep may not be the problem. Instead, DoD may need to begin a project with the expectation that the requirements will change during the development.

"Given Moore's law, the technology changes faster than the requirements process, faster than the budget process and faster than the acquisition milestone decision process," he says. "We often need to update programs soon after they have been baselined, and should change them several times between the milestones as defined within the existing process."

The Defense Science Board detailed in specific terms the affect the DoD acquisition process has had on IT systems.

The board's task force on policies and procedures for IT acquisition listed in an April 2009 report DoD's shortfalls:

- 16% of all IT projects are completed on time and on budget;
- 31% are cancelled before completion;
- 53% are late and over budget;
- The typical cost growth of those projects is 89% of the original estimate;
- Of those IT projects completed, the final system includes only 61% of the originally specified functions.

This data and the assorted stories of DoD's failures prompted the House Armed Services Committee to look at changing IT acquisition in the military.

Rep. Rob Andrews (D-NJ) is leading a committee panel looking at all parts of DoD acquisition. His latest hearing focused on IT acquisition specifically.

Andrews says there is a "systemic problem" in the way DoD buys IT. He says there needs to be a balance between buying things quickly and haphazardly, and taking too long to get a final product or system. To that end, the panel is holding hearings and plans to develop recommendations to be included in the 2011 DoD authorization bill next spring.

In the meantime, the Armed Services Committee included a provision in the 2010 DoD authorization bill to let the military conduct 10 pilots to buy technology systems using alternative acquisition approaches. Hart says DoD is looking forward to running the tests. He says the pilots likely would focus on how they buy commercial hardware and software.

"I would take a larger system, identify modules of that system and identify standards that exist for those modules to talk to each other and approach each module as if it were a separate release or separate part of the system," Hart says. "We could test and release individual releases in an agile fashion rather than waiting for the entire thing to be completed. Often times we will have several modules under development in parallel and we can't get to the final test until we've completed the final module."

Andrews says he would like to see DoD build upon and replicate public and private sector success stories. He points to the Navy's use

The Defense Science Board is recommending ways to improve IT procurement across the military.

of commercial software in submarines as one such example.

DoD and lawmakers also are taking a close look at the Defense Science Board's recommendations from its April report for how to improve the acquisition process.

"A key finding in the DSB review board is that there is a need for a unique acquisition system for IT," says Ron Kerber, the co-chairman of the board's task force that developed the report. "Such as process must be designed to accommodate the rapid evolution of IT, their increasingly critical position in DoD warfare systems, warfare support systems and business systems and the ever evolving and often urgent IT needs of the war fighter."

The DSB promotes the use of modular or spiral development as well as freezing requirements at certain stages of development, knowing that more functions will be added in the near future.

Kerber also says the DoD chief information officer needs more authority, including authorizing that all IT acquisitions are consistent with the department's architecture, and certifying that all enterprise systems and capabilities do not introduce new or additional vulnerabilities.

The committee was scheduled to meet in July on managing services contracts. Andrews says the panel still in the fact-finding stage, and would not move into the recommendations phase until later this year.

"We want the panel to have full input into recommendations and we want to test these ideas under scrutiny," he says. "We don't want to act quickly, we want to act right. This has been a problem that has metastasizing over a number of years so we want to look carefully what solutions will be before we rush to implement one."

Jason Miller is executive editor at FederalNewsRadio (WFED).

Court Overturns FMC Agent Ruling

The US Court of Appeals for the District of Columbia overturned a Federal Maritime Commission ruling that companies acting as agents for licensed ocean transportation intermediaries must themselves be licensed.

The appeals panel said June 26 the plain language of the Shipping Act requires freight forwarders and non-vessel-operating common carriers to have licenses, but agents of such companies are not included. If an agent is not holding itself out as an OTI in its own right, it does not require a license.

The case began in November 2006 when NVOCC Landstar Global Logistics asked the FMC general counsel for an opinion on the question of licensing agents. The general counsel said such licensing was not required.

The commission reversed the general counsel's ruling 3-1, with Commissioner Rebecca Dye dissenting, and require agent licensing. The majority said that if agents were not explicitly included, it was in the spirit of protecting the public from unscrupulous operators to require them to be licensed. Landstar appealed the case to the court of appeals.

Writing for the three-member appeals panel, Circuit Judge Brett Kavanaugh acknowledged "legal creativity" that FMC attorneys used to square the commission's decision with the Shipping Act, but "neither courts nor federal agencies can rewrite a statute's plain text to correspond to its supposed purposes."

SOURCE: Journal of Commerce Online

Report: US Import Cargo Volumes Remain Down

Container volumes at US ports edged up in April compared to March, but remained well below the volumes recorded in April 2008, according to the monthly Port Tracker, published by the National Retail Federation and IHS Global Insight. The second half of 2009 appears to be trending the same way the first half progressed, with containerized imports creeping up compared to the month before, but down noticeably from the same month last year. Containerized imports in April increased 2% over March, but were down 22 percent compared to April 2008, according to Port Tracker. April was the third lowest month since 2004 and marked the 22nd month in a row of year-over-year declines in volume. These developments are reflected directly in the cargo volumes moving through the eight major US container gateways covered by Port Tracker.

SOURCE: Logistics Management

Top Ocean Carriers Suffer 35% Revenue Decrease

By Bruce Barnard

Revenue of the biggest ocean container carriers plunged by 35% overall in the first quarter of the year compared with the same period in 2008 in what is shaping up to be the worst year in modern liner shipping history.

The total revenue of 11 of the top twenty carriers that reported results for their liner shipping operations fell to \$14.45 billion in the first 3 months of 2009 from \$22.4 billion a year ago, according to Alphaliner, the Paris-based container shipping consultancy.

All of the 11 carriers, which control around 45% of global container capacity deployed, were hit by tumbling cargo volume and freight rates, with an average 20% drop in traffic and a 15% decline in rates.

Of the 11 carriers surveyed, the two Chinese lines, CSCL and COSCON, suffered the steepest falls in dollar revenue, down 56% and 53% respectively. Maersk Line, the world's biggest ocean carrier, performed best, with revenue down 28% in the quarter, followed by OOCL at 31%. Zim's revenue was off 40%; APL's by 36 percent and Hapag-Lloyd's revenue was 33% lower.

London-based Drewry Shipping Consultants forecasts the container shipping industry will lose a combined \$20 billion before interest and tax in 2009, compared with a \$5 billion profit in 2008. Drewry expects world ocean container volume to contract by 10.3% this year compared with 2008, nearly double its previous estimate of 5.7% just 3 months ago.

SOURCE: The Journal of Commerce Online

MSC Golden Gate Service Enhanced

Mediterranean Shipping Company will expand its Golden Gate Service between Asia and the US East Coast to provide connections to and from India via Singapore and Salalah.

The Geneva-based carrier said the service will connect the trade from Nhava Sheva (Jawaharlal Nehru) and Mundra to New York in 21 days; Baltimore, 23 days; Savannah, 26 days; Port Everglades, 28 days; and Freeport, 30 days.

Cargo originating from Tuticorin, Cochin, Mangalore and Vizakhapatnam will be routed via Colombo on the India-Subcontinent-Europe Service, jointly operated with the Shipping Corp. of India, to Salalah for connections on the Golden Gate.

Shipments moving from Chennai and Kolkata/Haldia as well as Chittagong in Bangladesh will be relayed at Singapore.

MSC said with both its ISES and IPAK services calling Salalah, it is in a position to offer twice-weekly transshipment options from Nhava Sheva and Mundra, two major gateway hubs for India's vast northwestern hinterland region.

The first sailings from Nhava Sheva and Mundra to connect to the Golden Gate at Salalah will be the MSC Belavia on the ISES, departing from Nhava Sheva on July 30 and Mundra on Aug. 1, and the MSC Confidence on the IPAK, departing from Mundra on Aug. 2 and Nhava Sheva Aug. 4.

SOURCE: Journal of Commerce

Maersk to Merge Logistics, Forwarding Arms

The AP Moller-Maersk Group will have two independent activities merged under one brand—the supply chain management services, currently undertaken under Maersk Logistics brand, and freight forwarding business, currently under Damco brand. These will be merged and the merged entity will function under Damco. According to company sources, Damco will continue to offer its customers a broad range of logistics services, covering forwarding, time-sensitive reefer logistics to advanced supply chain solutions and consultancy. In the interim period between June and September 6, the supply chain services will continue to be delivered under Maersk Logistics and the freight forwarding services under Damco.

SOURCE: Sea News

Evergreen to Retire Part of Fleet

Evergreen Marine Corp. is withdrawing 31 aging ships from its fleet to cope with slumping demand. Asia's largest container line also said it would raise rates on Asia-US routes in the next month or two, after an alliance of major container shipping lines reached a deal in early July. Evergreen is scheduled to dismantle one-sixth of its 180 ships through 2013, officials said. Under the plan, the company is to return some chartered ships to their owners when their leases expire and dismantle other ships more than 26 years old and sell them as scrap metal.

SOURCE: Reuters.com

SEARCH ENGINES FOR OCEAN CONTAINER ROUTES AND SCHEDULES

<http://www.jocsailings.com>

<http://www.linescape.com>

Need to know which ships are sailing this month from Rotterdam to Hong Kong? Do you need information about a specific container ship? Consult JOCSailings (<http://newsletters.fita.org/ct.jsp?uz663502Biz8214832>), a new Web site from the Journal of Commerce. It offers worldwide shipping schedules, vessel background information, such as date of construction and country of registration, and other quick reference for shipping.

Another similar Web site is Linescape (<http://newsletters.fita.org/ct.jsp?uz663502Biz8214830>), an independent search engine for finding container shipping schedules from vessel-operating ocean container carriers, short-sea operators and feeder lines.

This item is copied from the newsletter Really Useful Sites for International Trade Professionals, a free, biweekly e-mail publication of FITA—The Federation of International Trade Associations.

MTA's Anne Ferro Named to Head FMCSA

President Obama has nominated Maryland Motor Truck Association President Anne Ferro to head the Federal Motor Carrier Administration.

Prior to becoming MMTA's president in 2003, Ferro was administrator of the Maryland Motor Vehicle Administration, starting in that post in 1997.

At MMVA, she "established a strong record in highway safety, regulatory compliance and agency leadership," the White House said.

Rose McMurray has been serving as FMCSA administrator since the Obama administration took office. FMCSA is part of the Department of Transportation and is the lead federal agency that regulates trucking safety issues and US movers.

Ferro has extensive experience in driver and vehicle safety, having led the Maryland agency's efforts to establish a graduated licensing program for new drivers as well as a model for older driver research, the White House said in a statement.

Ferro, who serves on several regional advisory committees relating to freight planning, highway safety and transportation funding, was named Maryland's Port Woman of the Year in 2008.

Her nomination must be confirmed by the Senate.

West Coast Ports Seek Piece of Highway Bill

West Coast ports want Congress and the Obama administration to look beyond highways and bridges and include more funding for seaports in the next surface transportation act.

Top executives from major West Coast ports came to Washington June 23 and 24 to lobby for a more port-friendly, intermodal and freight-oriented surface transportation bill and for more access to federal funding for port-related infrastructure projects.

"We've been a casualty of past highway bills," said Richard D. Steinke, executive director of the Port of Long Beach in Southern California. This time, however, "we will work with other freight stakeholders to make sure freight doesn't take a back seat. Our West Coast ports are in need of dedicated infrastructure funds, and we have a perfect opportunity in the surface transportation bill."

It's an unprecedented step by six West Coast ports—Los Angeles, Long Beach and Oakland, Calif., Seattle and Tacoma, Wash., and Portland, Ore.—to win a bigger share of federal infrastructure spending. It's also a harbinger of greater cooperation among ports feeling the heat of competition.

Traditionally, the bulk of that multi-year bill's funding—perhaps as much as \$450 billion this year—goes to federal-aid highways, bridges and transit authorities. The ports are calling for a dedicated freight movement program in the bill and funding that they could dip into as well as discretionary grants for port infrastructure projects. Existing programs don't meet port needs, said the port executives, claiming ports receive little assistance even from those programs under which they are eligible for funding.

"In this reauthorization we have to keep the pressure on," said Steinke.

Pressure is mounting from all sides on Congress, which must pass a surface transportation bill by Sept. 30 or extend the current law. Transportation leaders in the House want to press ahead with a bill they are working on, while the Obama administration wants to extend the current law by 18 months. Whichever route Congress and the White House take, "We want to make sure it's a good bill and has the elements the West Coast ports want in it," said Steinke.

The port leaders also want to knock down modal barriers at the Department of Transportation and give DOT a more intermodal focus. "We don't want to get lost in the discussion" of intermodal priorities, said Omar R. Benjamin, executive director of the Port of Oakland, Calif. Benjamin favors creating an intermodal office at DOT with an intermodal under secretary, as mandated by the House bill. "That person would give us more prominence" in the debate over funding and strategic transportation goals, he said.

The port leaders also want a more systematic approach to transportation planning, management and marketing at the federal level and stronger federal, state and regional partnerships. For an example, they reached across the US's northern border.

"Canada has a systematic approach to goods movement," Steinke said. "The federal government, the provincial governments, the railroads and the ports are all involved, and when they market the Port of Prince Rupert, they go out and do it together. We're here to impress on our federal government that we need to do the same."

Freight Up, but Outlook Still Down

While US freight tonnage increased 3.2% for May, experts do not see a rebound in the trucking industry. "I am hopeful that the worst is behind us, but I just don't see anything on the economic horizon that suggests freight transportation is ready to explode," said Bob Costello, chief economist for the American Trucking Associations. On a year-over-year basis, freight tonnage dropped 11% for May.

SOURCE: *FleetOwner.com*

Maersk to Set Up National Chassis Pool

Maersk Line is setting up a nationwide chassis pool in the United States that will make its fleet of chassis available for lease by drayage companies, ocean carriers, marine terminals and railroads. The first phase of the nationwide rollout will begin in the third quarter in the Port of New York and New Jersey region, where Maersk will offer a fleet of over 5,000 chassis to industry users.

As the program rolls out, the US subsidiary of the Danish carrier will make its total US fleet of 90,000 chassis available through Maersk Equipment Services Corporation, the maintenance and repair management group that has been providing chassis to Maersk Line.

MESC, in turn, will provide leasing and pool management services through a new division, Direct ChassisLink.

The company will charge a daily fee for the use of its chassis, but is still developing the fee structure for the new pool, which will be issued in July, said Maersk Vice President Andy Chinigo. Trucking companies that lease Maersk chassis will be required to sign a contract under which they assume liability for the equipment and provide coverage through their own insurance policies, just as they are required to do for the cargo they transport.

Chinigo said Maersk Line will not contribute its chassis to the six regional chassis pools that have been set up in recent years by Consolidated Chassis Management, a subsidiary of the Ocean Carrier Equipment Management Association. Maersk equipment will only become part of other chassis pools where the port authority requires it, such as in the Port of Virginia.

The company estimates that the program will cut carbon dioxide emissions by over 4,000 tons a year when the program is rolled out nationwide.

“Truckers will be able to utilize the same chassis for multiple moves at different terminals, and for different lines, driving out inefficiencies...,” said Chinigo. “When fully implemented, it will improve port air quality and reduce port area congestion. The present chassis model has outlived its time.”

Under the new program, trucks will not have to wait in slow-moving lines on marine terminals to pick up a chassis, resulting in fewer emissions, according to Bill Williams, Maersk Line’s vice president of health, safety and environment. He said the chassis pool will increase the reliability of equipment because “When a driver holds a chassis longer, there will be less wear and tear on the equipment compared to the current practices in which chassis are connected and disconnected from trucks constantly. Marine terminals will see safety benefits from less congestion; they won’t have to store large quantities of chassis on terminals, and reduced congestion contributes to better traffic flow.”

The US Environmental Protection Agency’s SmartWay Transport Partnership recommends the use of common chassis to reduce the environmental impact of drayage. Lee Kindberg, Maersk Line’s environmental director, said drayage trucks using pooled chassis could save up to 0.8 gallons per trip, reducing nitrogen oxide and particulate matter emissions.

The EPA’s DrayFLEET model estimates that if all drayage nationally switched to this model, the carbon footprint of drayage would be reduced by 50,000 to 70,000 tons per year, or the equivalent of saving over 5 million gallons of gasoline.

SOURCE: Journal of Commerce

ATA: Toll Hikes on Highways Undermine Recovery

By John D. Schulz

The trucking industry is ramping up its opposition to expanded use of highway tolls. Once exclusively reserved for building highways and bridges, tolls have been expanded recently to help cash-strapped states balance their budgets. With the 24.4-cent-per-gallon fuel tax unchanged since 1993, and the costs of highway and bridge maintenance skyrocketing, increased tolling has become a popular method to raise money in states reluctant to raise their own fuel taxes.

Politicians reluctant to use the word “tax” seem to have no problems raising tolls, which fall under the category of “user fees,” not taxes. The problem, from the trucking industry’s viewpoint, is this is actually a form of double taxation. “These are taxes we’ve already paid to build these roads,” said Charles “Shorty” Whittington, the chairman of the American Trucking Associations (ATA) who also heads Indiana-based Grammer Industries. “Now they are taxing us again to use them.”

Some politicians are listening. The ATA is supporting the “Freedom from Tolls Act.” Introduced by Sen. Kay Bailey Hutchison (R-TX), the bill (S.1115) would limit the spread of tolling on federal highways and prohibit states, private entities and private-public partnerships from adding tolls on existing federal highways, bridges or tunnels built with federal funding.

In 2006, the US trucking industry paid \$37.4 billion in federal and state highway taxes—nearly \$8,000 per truck, or 36.5% of the total amount paid while trucks represent only 12.5% of the vehicles on the road. In addition, the trucking industry paid \$17.8 billion in federal highway-use taxes and \$19.6 billion in state highway-use taxes.

S.1115 does not prohibit tolls on new construction. It also exempts the conversion of HOV lanes to toll lanes from the prohibition.

ATA is supporting continued reliance on fuel taxes as the primary means of funding much needed strategic investments in highway freight transportation. But the threat is coming from the decline in vehicle use and depletion of the federal Highway Trust Fund, which needed an \$8 billion bailout last summer to remain solvent.

Truckers are actually pushing for a higher tax on diesel fuel. But Transportation Secretary Ray LaHood has said it would be unwise to raise taxes as the nation struggles to emerge from a deep recession.

Many in Washington say there is no realistic way to pay for this year’s scheduled reauthorization of a massive highway spending bill that could cost up to \$450 billion without increasing the fuel tax.

With Congress scheduled to be in session less than 50 days before the scheduled expiration of the highway bill on Sept. 30, it’s entirely possible it will just vote for an extension of current spending levels for the next 6-12 months.

John D. Schulz is a contributing editor at Logistics Management, from which this article was adapted.



Class I Rails Cut Jobs to Decade Low

Class I railroad operations in the US shed an additional 2,727 employees from mid-April to mid-May, putting rail employment at the major lines down to the lowest level in this decade. The May cuts amount to the sharpest monthly reduction in rail employment so far this year, according to a report carriers file with the Surface Transportation Board. It is also the most severe monthly cut in rail payrolls since the recession got under way.

Train and engine crews, which comprise the largest group of rail workers, lost 4.14% of their total during the month, to end with 56,370. Railroads shed 1.05% of their equipment maintenance workers to 29,303, as carriers continued to lay up unneeded equipment amid low freight demand. But they slightly increased the number of track maintenance workers, up 0.18% to 35,442.

SOURCE: The Journal of Commerce Online

Air France-KLM, British Airways See Cargo Improve

Air France-KLM, Europe's biggest cargo airline, said freight traffic was stable in June for the second month after falling sharply since the final quarter of 2008.

Cargo traffic, measured in revenue ton kilometers, was down just 0.4% last month from June 2008, an improvement on the 1% year-

Year-over-year volume declines have been less severe, a sign of "stabilization," airlines say.

on-year decline in May. But excluding Martinair, the Dutch cargo and charter airline that joined Air France-KLM in January, Air France-KLM's freight traffic fell 17.2% in June from a year ago.

Capacity, including freighters, was reduced by 15.4%, resulting in a 1.4% decline in the load factor, or capacity utilization, to 64.1%.

"These figures confirm again the trend towards a stabilization of the cargo activity, with a progressive adjustment of capacity to demand," the Franco-Dutch carrier said.

At the height of the slump, Air France-KLM's freight traffic crashed 23.2% in January from the previous year.

Including Martinair, cargo volume in the Americas region slipped 10.6% in June on a 14% reduction in capacity. Asia/Pacific traffic fell 15.4% on a 20.1% cut in capacity.

The Middle East/Africa network remained buoyant with traffic surging 35.8% in June, following a 45% rise in May.

British Airways cargo volume declined 9.8% in June from the same period in 2008 but revenue rose 5.3%, reflecting improved yields. BA trimmed capacity by 2.5% in June, leaving the load factor 2.2 points lower at 73.4%. BA's freight traffic fell 9.5% year-on-year in May and by 14.8% in April. BA said it will focus on boosting premium cargoes in a bid to improve its yields, following a relatively strong performance in specialized markets such as pharmaceuticals, perishables, livestock and mail.

Airlines Add Fees on Top of Fees

Airlines, in a seemingly never-ending bid to supplement their revenues, are adding yet again to an already dizzying array of fees. This summer, both US Airways and United Airlines will charge passengers a \$5 service fee if they choose to check their bags and pay the checked baggage fee at the airport instead of online. This is in addition to the \$15 both charge for the first bag a passenger checks, and the \$25 charged for a second bag.

This fee-on-top-of-a-fee has been in effect since June 10 at United and since July 9 at US Airways.

Other airlines are adding baggage fees as well. Starting July 1, Alaska Air will charge \$15 for the first bag checked. And, starting July 1, Delta and Northwest added a \$50 charge for a second bag checked to Europe.

Fees have become important revenue streams for airlines that have been struggling as a result of the economic recession. For ex-

ample, United expects to take in \$1 billion in fees during 2009.

Baggage is just one area in which airlines are adding fees. A USA Today survey of 14 major airlines revealed 28 different types of fees, ranging from charges for seats with more legroom to fees for drinks and snacks.

Several business travel organizations have expressed concern that the range of fees is misleading consumers about the actual costs of flying. In a survey of 320 corporate travel managers conducted last fall, the National Business Travel Association reported that 76% of respondents believe that "airlines are in fact misleading the public with their 'low' and 'advertised' fares by adding substantial fees."

While many travelers resort to carry-on bags to escape the added costs, US Rep. Dan Lipinski (D-IL) introduced a bill on June 15 that would, if passed, standardize the size of carry-on bags.

The proposed legislation would ban all carry-ons larger than 22 inches by 18 inches by 10 inches, and calls for the Transportation Security Administration to set up templates limiting carry-ons to those dimensions.

Currently, each airline sets its own standards for carry-on bags. At 50 linear inches, the dimensions in the proposed legislation appear to be smaller than the guidelines set by most airlines.

In other airline news, American Airlines, which offers only food-for-purchase in its main cabin, has stopped taking cash to buy food onboard, and now only accepts debit or credit cards. It joins United, which stopped accepting cash in late April, and Southwest, which has accepted only credit and debit cards since September 2008.

SOURCE: MeetingNet.co

DHS Begins Outbound Fingerprinting at Atlanta and Detroit Airports

Effective May 28, 2009, the US Department of Homeland Security (DHS) began collecting biometric digital fingerprints from non-United States citizens departing the United States. It appears that DHS is underway to test the system and to implement it throughout other points of departure from the US within one year.

The outbound fingerprinting is part of a pilot to test program implemented at this point only at Hartsfield-Jackson Atlanta International and Detroit Metropolitan Wayne County Airports. Non-US citizens leaving the United States from Detroit and Atlanta airports should expect to have their biometrics collected before boarding their flights. US Customs and Border Protection (CBP) officers will collect biometrics at the boarding ate from non-US citizens departing from Detroit; US transportation Security Administration (TSA) officers will collect biometrics at security checkpoints from non-US citizens departing from Atlanta.

The rationale behind outbound fingerprinting is that it would allow DHS "to determine faster and more accurately whether non-US citizens have departed the United States on time or remained in the country illegally," according to DHS Secretary Janet Napolitano. It is not clear what measures, if any, DHS would take if, upon outbound fingerprinting, it recognizes that a traveler has overstayed his or her visa or has otherwise engaged in an immigration violation.

EU Rules Bring Lower Cell Call Rates for Travelers

Under new price caps that have forced down roaming rates, EU consumers could save as much 60% when they use their mobile phones while traveling abroad.

European holidaymakers can expect a lower bill for using their mobile phones while abroad in Europe this summer because new EU regulated price caps recently took effect across the 27-nation bloc.

The European Commission, which has led the drive to force down roaming rates, estimates that EU consumers could save as much 60% when they use their mobile phones while traveling abroad.

"In a Europe where you can travel without borders, it is essential that you can also use your mobile phone without borders," said Monique Goyens, director general of the BEUC European consumers association.

Under the new limits, the price of making a call while abroad in the European Union will fall to 43 euro cents (61 US cents) per minute, excluding sales tax, from a previous maximum of 46 euro cents.

The price of receiving calls abroad will drop to 19 cents from 22 cents.

The lower caps are part of an ongoing EU campaign to reduce the cost of using mobile phones across European borders, known as roaming fees, after regulated limits were first imposed in 2007.

The new rules will require mobile operators to bill customers by the second from the 30th second of a call in order prevent them from rounding up to the highest minute, a practice which can cost consumers dearly.

The regulated prices are also being extended, for the first time, to cover sending text messages and surfing the Internet via phone.

"From today, all Europeans making calls or sending texts with their mobiles can experience the EU's single market without borders. The roaming ripoff is now coming to an end," said EU Telecoms Commissioner Viviane Reding in a statement.

Under the new rules, sending a text message from abroad in the EU will cost a maximum 11 cents, excluding sales tax, little more than a third of the previous EU average of 28 cents.

In order to reduce the cost of surfing the Internet from hand-held devices, the new rules will also limit the price operators charge each other for transferring a megabyte of data while a user is on the road to a maximum of 1.00 euros.

"I call on the mobile industry to pass these savings on to data roaming customers swiftly," Reding said.

"The (European) Commission and national regulators will monitor data roaming charges very carefully and assess next year whether the roaming market is finally becoming competitive."

SOURCE: AFP/Expatica

Ex-Im Bank, Indian Chambers Sign MOU

The US Export-Import Bank and the Federation of Indian Chambers of Commerce and Industry recently signed an agreement committing them to work together to expand trade relations between the two countries.

"Despite the credit crisis, the India market continues to see solid economic growth, and offers enormous opportunities for US exporters large and small in expanding exports and maintaining US jobs," said Bank President Fred P. Hochberg. Hochberg said the Indian government "recognizes that continued investment in critical infrastructure is the clear path to modernization. Ex-Im Bank stands ready to support this development by financing the export of high-quality US equipment, technology and services to Indian buyers."

India's Ministry of Finance estimates more than \$500 billion will be needed to achieve this modernization. The MOU calls on Ex-Im Bank and the Indian chambers federation to exchange information on business opportunities for US exporters and Indian buyers, and to cooperate on workshops and other initiatives to widen understanding of their respective programs.

The Indian chambers federation has a nationwide membership of more than 1,500 Indian companies and more than 500 chambers of commerce and business associations.

Recent Ex-Im Bank financing of US exports to India has included a \$2.1 billion long-term loan guarantee for National Aviation Co. of India Ltd. to buy Boeing planes, a \$400 million long-term loan guarantee to support US exports for India's onshore and offshore oil and gas exploration and production, and support for US small business exports such as photovoltaic fabrication equipment.

Ex-Im Bank's current exposure in India totals \$3.9 billion.

SOURCE: American Shipper, www.americanshipper.com

Only Half of Companies Considering 'Swine Flu' Contingency Plans

Approximately two in five employers (41%) do not have an HR policy in place for health-related emergencies, yet many acknowledge they have employees in areas where cases of Influenza A (H1N1) or "swine flu" have been confirmed, according to a Mercer snapshot survey conducted this spring.

"With the continued increase of reported cases of Influenza A, it is important for employers to develop a plan for dealing with the myriad HR issues that can arise in the event of a pandemic or other health care emergency," said Danielle Dorling, a consultant in Mercer's HR effectiveness consulting business. "In particular, organizations with a global workforce and decentralized HR units need to have a coherent procedure in place for employee care in the event of a health emergency."

The Mercer survey provides an understanding of how organizations are reacting to the spread of the virus and what plans and procedures are being implemented. While 24% of the surveyed companies were taking no special action, over half (53%) were considering whether to create contingency and back-up plans of some description.

Other companies planned to restrict or cancel business travel (43%) and cancel meetings or conferences (21%). A fifth of companies were planning to screen staff/visitors who return from travel.

Almost a quarter (24%) of companies planned to adopt a policy of enforced quarantine on employees judged to be at risk, while slightly more (27%) planned to allow voluntary quarantine for employees exposed to risk. Allowing employees to work from home was being considered by 41% of companies.

Other actions being considered were reviewing health or insurance plans (10%) and requiring medical check-ups (12%).

Employees who are on international assignment may require more support from their company in the event of a health-related emergency. Language barriers may mean that locally disseminated information is not received or understood. Also, limited knowledge of local health systems may cause difficulties in accessing the correct care and expats may well express a strong desire to return to their home location, which can be costly to the company in terms of immediate expenses as well as long-term overall assignment costs and productivity.

"Business continuity plans should be standardized and employers must be able to communicate in a streamlined, swift and decisive fashion," said Dorling. "Ad-hoc reaction can lead to confusion, unnecessary panic and expensive global inconsistencies that can expose the organization to significant financial risk."

Mercer's survey, which includes more than 400 mid-size and large organizations worldwide, includes responses from employers located in the US, Australia/New Zealand, Canada, Mexico, the UK, Hong Kong, Brazil, Vietnam, Switzerland, China, Argentina, South Korea, Singapore, the Russian Federation, the Philippines and Belgium.

SOURCE: Mercer/Expatica/Anna Richie

Pandemic: NO PANIC!

The world is facing a flu pandemic. The World Health Organization raised the level of alert to phase 6, the highest phase. What does that mean?

In general people returning from foreign countries, who develop a fever of at least 38.5 degrees within four days, should contact their doctor immediately, so that the flu variant can be diagnosed quickly.

This is the first time in 41 years that alarm phase 6 has been reached. The last flu pandemic was during the Hong Kong flu outbreak in 1968, in which around a million people died. Mexican flu is considered to be a much milder virus.

There's still a lot of uncertainty about the new flu variant that has appeared in Mexico. But people still want to know what precisely is happening and what can be done about it. Here's a selection of Frequently Asked Questions, and the answers.

1. What is swine flu?

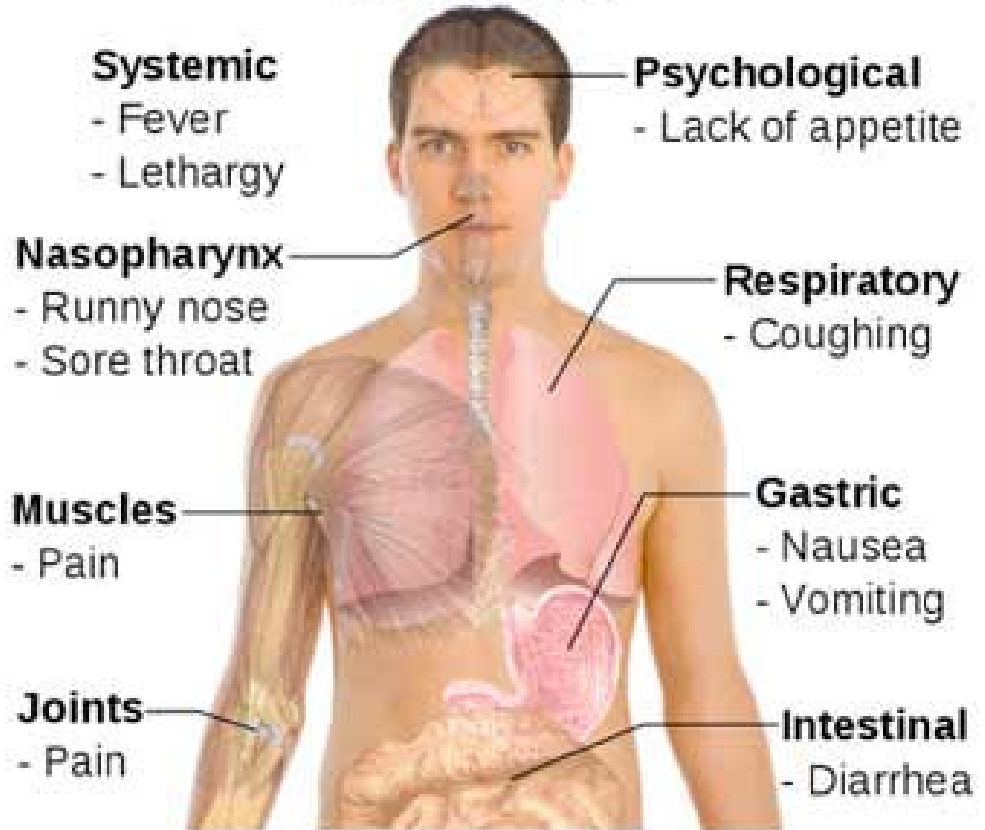
Mexican flu would be a better name for this disease. The new virus is a mixture of influenza viruses from birds, pigs and humans. As a species, pigs constitute a big reserve of flu viruses. Because pigs are genetically very similar to humans, viruses are often exchanged between these two mammals. Now that the virus has spread from human-to-human, it is a "human virus". The virus that caused the Spanish flu epidemic around the end of the First World War originated in birds and spread to humans via a swine variant. Strangely enough, the current swine flu virus affects only humans.

2. Can people get swine flu?

A bird or swine flu virus generally will not cause symptoms in humans. There are exceptions, however—usually people who have intensive contact with these animals. This was the case recently with the few individuals who became ill—some died—after infection with the bird flu virus. As a result of mutation, the virus evolves in such a way that it not only causes illness in humans but also passes from person to person. This probably happens the same way as with "normal" flu: through people coughing and sneezing when in close proximity to others.



Symptoms of Swine flu



Symptoms of swine flu

3. What are the human symptoms of swine flu?

The symptoms are the same as for “normal” flu: a high temperature (38.5 degrees Celsius or higher), muscle aches, tiredness, loss of appetite and coughing. Without treatment, it may develop into pneumonia, which, in turn, may prove fatal. Medical services are advising people to contact a doctor—preferably by telephone in the first instance—at the first sign of flu symptoms. Laboratory tests can be carried out to determine what variant of the flu virus is causing the symptoms.

4. Is this a new virus?

Yes, according to the WHO, it’s a strain of virus that has not been encountered before. So, humans are unlikely to have built up a resistance to it. The flu jab that many ‘at risk’ people in richer nations receive each year also provides no protection. Therefore it’s important that a doctor determines what form of flu is involved. In the case of an attack of ‘normal’ flu, people normally recover without any assistance since they have already built up a natural resistance to the known viruses.

5. Why are people between the ages of 20 and 45 the only ones getting ill so far?

That’s one of the mysteries of this virus. Normally, young children, the elderly and the chronically ill are the groups most vulnerable to flu viruses. It could be that older people still have some resistance from a previous outbreak, but that somewhat contradicts the observation that this is a totally new virus. The Spanish flu of the early 20th century also hit hardest among people who were in the prime of their lives. There might possibly be some kind of overreaction involved on the part of the immune system, which is fully developed in people in this age category. Such an overreaction might be fatal even when there are no extremely serious symptoms such as pneumonia.

6. Can Mexican flu be treated?

So far, the anti-flu medicines Tamiflu and Relenza seem to be effective against new flu variants. Both medicines lessen the effects of the flu symptoms. But ultimately, each flu infection has to run its course. Moreover, Tamiflu and Relenza are not vaccines. So there's no sense in taking them in the hope they will ward off the flu. In the United States, they're currently working on a flu vaccine that officials hope will offer real protection. But the development of this vaccine will take at least 5 months.

7. Is it safe to eat pork?

Yes, the virus can be found in the bronchial tubes of pigs, and not in its blood or in the organs. Even if the virus were in the meat, it would be killed during cooking. A ban on importing pork would have absolutely no effect on the spread of the virus.

8. The WHO is raising the level of alert. What does that mean?

The preparations for a worldwide flu epidemic are divided into six phases. The recent outbreak of the bird flu virus had already brought the level up to phase 3, which means there's a chance that a new virus will become transferable from human to human.

Phase 4 means that a new virus has indeed mutated in such a way that makes it communicable between humans. The phase 4 alert means the authorities need to dust off their emergency plans for dealing with a pandemic. It does not mean there will be a pandemic.

Phase 5 indicates that human-to-human transfer has taken place in at least two countries in a WHO region (in this case Mexico and the United States). The threat of a pandemic is closer and all countries have to tie up any loose ends in their emergency plans.

Phase 6 is the highest alert. This means there is an actual pandemic, when the epidemic has spread across whole continents or even worldwide. This is the first time in 41 years that Phase 6 has been reached. The last time there was a flu pandemic was during the Hong Kong flu outbreak in 1968. Mexican flu is considered to be a much milder virus.

9. I have just been to a country where there is a flu epidemic. Is there anything I should do?

People who have just been to these countries should be on the alert even if they are not sick. The incubation period—that is to say, the time between becoming infected and actually developing symptoms of flu—is short. The virus can be transmitted to others during this period. People who have returned from epidemic regions since 17 April and have developed a fever of at least 38.5 degrees Celsius within four days of their return are advised to stay at home and contact their GP (family doctor). Those who become ill as a result of

the new virus should alert those with whom they have been in recent contact.

10. What can I do to protect myself and others?

In areas where the flu virus occurs, the sensible thing to do is to avoid large groups or gatherings of people in order to avoid becoming infected.

Also avoid shaking hands and kissing. After all, most people say “best stay away from me” when they have an ordinary head cold. Basically, it's best to do the same with this new form of flu.

Be careful about hygiene: Wash your hands more often than you might normally do, using soap or a disinfecting agent.

Simple face masks may provide a feeling of protection, but will not ward off the flu virus in the longer term. Laboratory masks are the only ones that offer any real protection.

11. Is a flu virus hype being generated by the media?

Most people affected have experienced mild form of flu and get better without medication. Even in normal circumstances, around 500,000 around the world die each year as a result of having influenza. The current outbreak is exceptional only inasmuch as it involves a new strain of the flu virus. There have been many new strains of influenza in the past, too, but rarely have they resulted in a pandemic. Compared with 30 years ago, when the last major flu outbreak occurred, there is now greater medical and medicinal know how about how to treat the disease and how it spreads. However, people also travel much more than they did then. There is, therefore, enough reason for people to be cautious and careful (about things such as hygiene), but there is no reason for panic.

12. When can I be vaccinated against H1N1?

That is not yet possible. Various governments have taken out an option with influenza vaccine manufacturers for the production of a vaccine for their own populations. The Dutch government has taken an option for three weeks of production with the vaccine manufacturer Solvay in the central town of Weesp. That should ensure that there is sufficient vaccine available to protect the Dutch public.

An order for developing an H1N1 vaccine has not been given by the Dutch health authorities. Developing a vaccine would place additional demands on manufacturers, which could jeopardize the production of the annual winter flu vaccine. When the H1N1 vaccine becomes available, high-risk groups, such as the chronically ill and small children, will be vaccinated first.

Developing countries are worried: rich countries may have laid too great a claim on the production capacity of vaccine manufacturers; which could mean that poor countries will get too little vaccine or they will get it too late. The WHO has called on Western countries to make at least 10% of production capacity available for developing countries.

SOURCE: Willemien Groot, Radio Netherlands



Managing Global Careers

Developing leaders who can manage the increasing complexity of running global organizations is the number one human resource priority for many chief executives and other leaders. While organizations will recruit in talent at higher levels, ensuring a pipeline of internal talent is a key priority to further consistency and in-depth understanding of the business.

There are many paths to acquire the global mindset, cross-cultural experiences and business insights that are needed to belong to the leadership team of a multinational organization and to contribute to its success. International mobility, however, is seen by most global firms and individuals as a key element in this journey. An expatriate cycle made up of strategic planning, selection, preparation, adjustment, performance management and repatriation are all stages that human resource department in international firms think about when managing their global talent.

Selection of talent concentrates mostly on the existing, domestic track record of candidates, their potential and their language capabilities. The process and criteria are often informal and characterized by a 'coffee machine' approach. Yet, personal traits, such as inter-cultural adaptability, desire to learn or the ability to challenge own cultural norms and values, as well as job-related factors, such as the degree of similarity of the new position, are rarely taken into account. This is puzzling as these factors have a strong influence on performance within the host environment.

While most international firms have sophisticated assignment policies in place, they know much less about the actual expectations and wishes of their assignees. For instance, while the policies and communication in a food organization concentrated on showing what competencies assignees could gain, the expatriation candidates were predominantly worried about what would happen to their social networks. Being away from their power base at head office was perceived to be the biggest threat—consequently, many expatriates would spend much effort in the last year abroad on securing a new job in their home base.

Adjustment to the host environment is a key factor that allows individuals to be productive abroad. Personality, job and wider factors determine the speed and extent of adjustment. Factors that facilitate adjustment are the desire to adjust, technical / managerial competence, interpersonal skills orientation, tolerance for ambiguity, self-confidence and expectations that prove to be realistic. Previous foreign work experience, good pre-departure preparation and discretion in one's role are also important.

Effective performance measurement is plagued by issues such as goal clarity of the assignment and the possible divergence between

objectives that were agreed in the head office and local needs the assignee encounters when in the host environment. Most assignees go through a performance review with their immediate—predominantly local—superiors, often supplemented by some central input. Since the local and global needs and perspectives are likely to diverge, many companies register tensions.

Repatriation is the area of highest dissatisfaction of expatriates with respect to organizational policies. International assignees hope for a holistic process which gives them an early indication of their next position and an adequate prospect of further career advancement. Because these expectations are very frequently not fulfilled, surveys show that more than two thirds of expatriates are not content with the

Developing talent is one thing; keeping it is another. And companies face many challenges facing as they send valued employees off on international assignments.

repatriation approach of their firms.

We know much about what competencies are seen as successful for performance on international assignments. Based on these insights, sophisticated selection, preparation and review processes could be designed to manage this group of executive talent. However, the available data indicates that about a third of expatriates either leave during or shortly after their international assignments. This is unacceptable for many organizations—especially if the key aim is to create the global leaders of the future.

What is needed is a shift from regarding international mobility predominantly as a one-off process to seeing it as one of the stages in which individuals acquire the necessary set of capabilities for a global leadership position. To do this, it is paramount for companies to understand what their group of talented people want from their careers. A useful starting point would be to look at the career capital high potentials strive to acquire — the set of skills and abilities, social contacts and inner values that drive them to excel in their working lives. Only then can organizations design flexible approaches that meet the expectations of their most valuable individuals.

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Fewer Expats Sent Abroad Due to Crisis

For the staff of multinational companies, an overseas posting used to seem like an inevitable step on the career path. But with the world in the grip of an economic crisis, a spell abroad is no longer something they can take for granted.

A survey of 180 managers by London-based Brookfield reveals that **more than two thirds of the major multinationals are expecting to post fewer employees abroad this year.**

Nannette Ripmeester of the Dutch consultancy Expertise in Labor Mobility sees two possible responses to the crisis: either send fewer employees abroad, or economize by cutting back on housing allowances for expats or air tickets for trips back home.

However, spokespersons for Shell, Philips and Akzo Nobel won't be skimping on perks for expats. "They're set down in the collective labor agreement—they're agreed beforehand so you can't change them," said a Philips spokesperson.

Companies are approaching the matter of overseas posting with a critical eye. These days they think more carefully whether it is really necessary to send someone to an office abroad. Philips policy is already to use local personnel if possible. However, this strategy dates from before the economic crisis.

Shell says it would be very unwise to make major cutbacks in the number of expats working in the Netherlands, where about 1800 expats work for the company. Sending them back would create a boomerang effect, with overseas offices responding likewise.

Tim van der Zanden of Akzo Nobel is also cautious about the findings of the survey. "Posting staff overseas is a well-considered policy and certainly not an area to suddenly make drastic cutbacks," he said.

The fact remains that the crisis has put the position of expats under pressure. Because of unemployment and more protectionist policy, for example in the United States, it's harder for expats' partners to find jobs abroad.

What's more, it's no longer so routine for expats to be guaranteed the same job on their return. In times of rising unemployment, this makes an overseas adventure a riskier prospect than it once was.

SOURCE: Expatica/Radio Netherlands

Calming an Angry Person

To calm a very angry person, gesture to him or her (open hand waving down) to lower his voice and, if possible, sit down. Suggest that he take a long, deep breath and start from the beginning to explain the problem. Offer to get him something to drink and leave him for a moment. Without a target for his anger, it should wane a bit.

Acknowledge that you can see how upset he is and that you will do what is possible to work things out, but first he must calm down.

*SOURCE: John Ryder, PhD,
a New York-based psychologist.*

Tips for E-mail Marketing Success: Quality over Quantity

Ten years ago, the subject line was the key qualifier to determine which messages would get your attention. Today, a decent open rate can boil down to whether your audience perceives value or credibility in your From/Sender line. With in boxes full of mass e-mails, spam and downright invasive and irrelevant communications, the general public has lost faith in what's being sent and from whom. Thanks to the delete key, we can manage our overflowing in boxes with a simple, quick glance at the From: and Subject: lines, without a second thought.

One piece of advice that stands the test of time is that Quality wins over Quantity, every time.

All too common is an e-mailer's sentiment, "E-mail is cheap! We can touch our customers and prospects many more times at a much cheaper cost than direct mail, social media, public relations or

Back in 1999 e-mail marketing was all the rage. Today, it is getting a lot of attention again but for much different reasons.

advertising. With budgets so tight, we'd be crazy not to put it all into e-mail!"

Wrong, wrong and wrong! **E-mail can be a very expensive proposition when done wrong.** You can lose customers, prospects, credibility, not to mention that you can easily get blacklisted by major ISPs (Internet Service Providers) and corporate networks. E-mailing irrelevant, inferior and inappropriate messages over and over again to compete for your audiences' attention can cause permanent damage to your company's brand reputation. The road to recovery will be long and arduous, guaranteed, and you may never earn the attention of your original audiences again.

At the turn of the century, I wrote extensively on the topic of e-mail marketing. And even with the social media explosion these past few years, I can confidently give one piece of advice: For your e-mail marketing efforts to be effective—successful from a business, marketing and sales perspective—your communications must entertain, inform, educate and then, sell.

As e-mail expert Ken Magill points out: "The biggest problem with the e-mail-is-cheap-let's-mail-more marketing philosophy, though, is people will opt out and hit the 'report spam' button, resulting in a shrinking, less-responsive file and possibly resulting in delivery troubles if enough people complain and the ISP starts delivering the mailer's messages to recipients spam folders, or worse, blocking the messages altogether."

And what good is your e-mail marketing initiative if it causes a mass exodus by your target audiences?

Entertain, educate, inform and then sell

The e-mail method to entertain, educate, inform and then sell can take a variety of formats and frequencies, like quarterly e-newsletters, monthly e-promotions, and weekly e-alerts. The key to the effectiveness (success) of any e-mail communication can be boiled down to three criteria:

1. Relevancy
2. Right Timing
3. Response

Relevancy: A non-existent or overly-complex offer can depress response. The reason isn't that the prospect has read and rejected the e-mail, rather it is that the message never passed his/her split-second screening process. Direct marketing response—including e-mail marketing—happens more on impulse than on contemplation.

Right timing: When possible, your e-mails should incorporate a test of messages/offers and message/offer positioning. For example, one version of the e-mail would build on known winning approaches. A test offer then would be pitted against that approach, with a goal of increasing response. Testing several offers also can demonstrate trends related to seasonality, an expiration date or other time-based factors.

Response: Your message/offer cannot succeed fully if you don't create a foolproof way for your target audience to respond. In fact, you may need to consider providing more than one way to respond. There are two critical points to remember when strategizing how your audiences will respond. First, make it absolutely clear what you want your prospect to do. Make it easy for him to respond. Second, be ready to fulfill!

After responding to an e-mail message/offer, your audience expects prompt action on your part. Be careful to acknowledge when and how requests will be fulfilled, to prioritize the responses and, most importantly, to outline how your service/sales team will move the inquiry from lead to sale.

Today we have unprecedented access to information thanks to the Web. What we are seeking is knowledge. To get there you need to have a process, plan and goals that will allow for testing—both of subject and from lines, as well as content. Make the e-mails you send valuable to the recipients.

Strategy and planning

No matter what form of e-mail marketing you choose, every campaign should start with a strategy to:

Set clear objectives

Just as a direct response program requires strategic planning, an e-mail campaign does too. The plan should identify what you want to accomplish and how to implement your program to meet your objectives. Unlike traditional direct response, however, an e-mail program can be executed very quickly, usually within 24 to 48 hours or less. This offers a huge advantage over traditional mail methods, allowing a marketer to react quickly to events, situations and circumstances... nearly instantly.

Plan for constant improvement

E-mail marketing allows you to test your programs continually, hourly or more often, offering a huge advantage over traditional direct response testing. The components of an e-mail campaign that are testable include the subject line/teaser copy, headline, body copy, call-to-action, creative style, format, offer, your list and the timing of your program. The nature of electronic marketing allows you to put the results of your tests into action immediately.

Create an effective subscription page

Getting people to subscribe to your e-alert or e-newsletter isn't easy, but it is critical. If you request too much information on the subscription page or the e-alert/e-newsletter description is weak, you'll lose potential subscribers. Many Web sites solicit a visitor's e-mail address without providing a description of what the e-alert/e-newsletter will offer. Remember to include a brief, benefit-oriented description of your e-mail communication and how often you'll send it.

Produce appropriate editorial content

E-mail alerts and newsletters alike should always include a valuable offer. An e-promo or e-alert can promote a special price for a particular product or category of products, for example. Or perhaps a free value-add—free shipping or two-for-one offer. E-newsletters will offer valuable information, tips, guidelines, advice, etc. Finding good quality offers and content that is highly targeted to your audience(s) is often difficult. That's where working with a direct marketing expert will become invaluable to the success of your e-mail marketing efforts.

To generate a higher quality e-mail campaign, be organized and plan each e-mail, with enough time to develop your offers and prepare the content.

Other things to plan for:

- **CAN-SPAM compliance:** Handling opt-in e-mail marketing correctly is a necessity.
- **E-mail template design:** Strive for professional-looking HTML e-mail templates that are customized specifically for your marketing initiatives. That means, your brand identity come across, including campaign-related graphics to coordinate with related marketing efforts such as direct mail, microsite marketing, advertising, etc.
- **E-mail tracking and reporting:** Measure the success of your e-mail campaign with real-time e-mail tracking and easy monitoring of key campaign success metrics including open rates, forward-to-a-friend, bounces, click-throughs, and detailed message level user actions.
- **Database management:** Focus on ongoing e-mail communications that build on one another, rather than one-off blasts. Take advantage of the technologies available to enhance your lists, maintain contact information and enable your subscribers to update their own contact profile.

As with direct mail, the majority of your e-mail success lies within the quality and accuracy of your e-mail list.

Remember it's not about the marketer, it's about the recipient. Your target audience is in control, and they have the power today to determine how they receive e-mails, from whom and whether they want to open the messages they receive. Quality, not quantity, is paramount to the success of an e-mail marketer.

Grant A. Johnson is CEO of Johnson Direct.

On Jan. 1, 2009, HHGFAA became the

International Association of Movers

**Download the IAM logo and the
Users Guide for the rules and instructions
for its use on letterhead, advertising,
and other marketing tools at**

www.IAMovers.org/logo.html

Q: Should you sign a confidentiality agreement?

A: Confidential disclosure agreements (CDAs) — also known as nondisclosure agreements or confidentiality agreements — are contracts to protect private information. When businesses or individuals must share sensitive data with a consultant, supplier or other professional, they often insist that this person or company sign a CDA. If you are asked to sign a CDA, try to restrict the agreement.

- Make sure the CDA includes exceptions for prior knowledge... information in the public domain... and information that you might later acquire from outside sources. Without these exceptions, it might be difficult to do future work in the sector.
- Insist on time limits appropriate to the sector and type of information. Cutting-edge technology in a fast-moving field might be totally out of date in a year or two. You should not have to worry about protecting this information any longer than is necessary.
- Get details about what precisely must be protected. More specificity means less room for misunderstanding. Perhaps all confidential documents can be marked “Confidential” before they are given to you.
- Ask for a residual or retained information clause. This allows you to use the information you acquired during this project in the future, so long as you do not divulge specific secrets.

SOURCE: BottomLine Secrets

INTERNATIONAL vs. GLOBAL MARKETING

www.marketingteacher.com/Lessonstore.htm#international_marketing

Did you know there is difference between international and global marketing? If you'd like to brush up on what international marketing is and how you can use it, this might be the Web site for you. Marketing Teacher's Free Lesson Store explains concepts of international marketing and how to implement them.

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While trying to find new business opportunities, have you considered looking at international organizations' projects? For example, the United Nations has many projects in cooperation with development banks, governments and other organizations. Visit the UN's Development Business to get informed. The Business Directory online can be useful for locating partners or companies that may be moving people in support of the projects or contracts they are awarded.

These items are copied from the newsletter Really Useful Sites for International Trade Professionals, a free, biweekly e-mail publication of FITA—The Federation of International Trade Associations.

Small Businesses Most Likely to Lead Economic Recovery

By Brian Headd

During the last year the media have begun to play close attention to the role small business plays in job generation. Amid the mountain of previously disappointing economic statistics, small businesses provide some interesting contrasts. While recent job losses are widespread, small businesses' historical overall rate of net job creation makes them a key player in solving our labor market woes. And the number of newly self-employed, whether by choice or not, still offer glimmers of hope.

Unless your age is measured in the single digits, you probably have direct knowledge that the labor market has had its ups and downs. The US Bureau of Labor Statistics (BLS) reports that non-farm, private sector employment peaked in December 2007 at 115.8 million, then fell to 109.5 million by May 2009. During that period, job losses from mass layoffs (more than 50 layoffs from one location) numbered 3.6 million, up 66% over the preceding 18 months. The loss of over 6 million net jobs is a problem that needs a solution.

Where will the new jobs come from? There may be clues in the recoveries from the two most recent economic downturns, in 1991 and 2001.

When considering small business employment, remember that there are two kinds of small businesses: those without employees (or non-employer businesses) and those with paid employees (or employer businesses). The Office of Advocacy estimates that in 2008 there were 23.1 million nonemployer and 6.1 million employer businesses.

When the economy struggles, the number of nonemployers tends to increase at higher rates, while the number of employer businesses stagnates or declines. For example, when the economy was humming along during the late 1990s, nonemployers had annual increases in the 2-3% range; as the economy limped along from 2007 to 2008, they increased an estimated 8.1%, or 1.7 million. The change in the number of employers is not nearly as sharp. Employers have tended to have annual increases of 0.75% to 1.5% when the economy has done well and negative to flat when the economy struggles. Employer firms contracted by -0.5% during the 1991 downturn and grew 0.1% in the 2001 period.

Nonemployer growth is not simply a response to economic factors; many personal factors cause people to go into business for themselves too. For instance, self-employment rates increase with age, income, and generally with education. The number of employer business startups is affected by the economy, but again, probably less so than one might guess. BLS's Business Employment Dynamics data show that the business startup rate (percent of businesses that were new in the quarter) for the first three quarters of 2008 averaged 2.8%, versus 3.0% in 2007 and 3.2% in 2006. But new businesses are only part of the job creation story. Employment created by startups (minus the job losses from firm exits) accounted for 30% of the private sector net employment increase from 1993 to 2007, while continuing businesses provided the remaining 70%.

The 1.7 million increase in nonemployers is a lifesaver for many individuals and families. But since a large portion of nonemployers

work less than full-time, when we talk about expanding the job market, we are most interested in employer firms. In the aftermath of the 1991 downturn, firms with 20 to 499 employees led the employment expansion, while the smaller and larger size classes struggled. During the 2001 downturn, larger firms (500 or more employees) experienced the greatest net employment losses, followed by firms with 20 to 499 employees. The smallest firms, with fewer than 20 employees, weathered the storm.

The current downturn is shaping up more like 1991 than 2001. Data from the BLS attributed 35% of the net job loss during the first

The current downturn is shaping up more like 1991 than 2001.

three quarters of 2008 to firms with fewer than 20 employees, whereas in 2001 through 2002 they accounted for less than 1% of the net loss.

So a labor solution is more likely to be found by studying the 1991 downturn rather than the 2001 dip. Our best hope for job creation may shape up to be expansion of existing firms with 20 to 499 employees.

Brian Headd is an economist at the US Small Business Administration.

Advocacy Blog Features Capitol Hill Updates

Do you need to know what's happening on Capitol Hill that may affect small business? The Office of Advocacy's blog, The Small Business Watchdog, now gives you this information all in one place. This new feature will allow you to find the Webcasts of important small business-related congressional hearings and committee mark-ups, updated weekly.

To see the latest Capitol Hill Connection, visit The Small Business Watchdog at <http://weblog.sba.gov/blog-advo>.

Stimulus Loans Likely to Go Fast

Small-business owners should act fast if they want to seize cash from the federal stimulus plan, suggested a panel made up of bankers and officials from the US Small Business Administration at a workshop in Tucson set up by Rep. Raúl Grijalva (D-AZ).

"The road to recovery for our country is really going to go through small businesses," Grijalva said. "This is the free-market arm for this economy to stand on its own two feet like we all want it to."

Congress allocated \$730 million in stimulus funds to loosen up the credit market. Of particular interest to business owners were American Recovery Capital, or ARC, loans—SBA-backed loans in which viable businesses can get up to \$35,000 for up to 6 months to make payments on qualifying debt.

The \$255 million in interest-free money is available until Sept. 30, 2010, but it's likely to run out before then.

SOURCE: Arizona Daily Star

Study: Economic Damage Long-Lasting

The economic slowdown in the 30 member nations in the Organization for Economic Co-operation and Development is bottoming out, but the recovery is likely to be weak and fragile, according to the OECD's latest *Economic Outlook*. The report says the decline will create long-lasting economic and social damage, and sees continued downward pressure on inflation over the next 2 years but little risk of sustained deflation outside Japan. OECD says governments must implement stimulus measures promptly and fully, and not withdraw stimulatory tax breaks and spending measures too quickly.

The report is the first in 2 years to offer upward projections in its earlier forecasts for economic growth in the US and the large emerging nations. However, its new forecasts for the euro area are worse than the OECD's previous projections published in March.

According to the OECD, the US GDP is expected to fall 2.8% this year, compared with the OECD's March forecast of a 4% decline. The report warns that as the impact of the Obama administration's stimulus measures fades, growth will be restrained by corporations' efforts to increase their savings, and by consumers' efforts to reduce their indebtedness. Unemployment will rise to around 10% over 2 years.

Outside the United States, China will be the strongest performer. China's GDP growth is forecast at 7.7% in 2009 and at 9.3% in 2010. Brazil's GDP is forecast to fall by 0.8% in 2009 but to rebound to 4% growth in 2010. Russia's is forecast to drop by 6.8% in 2009 and to climb by 3.7% in 2010. In India, growth is predicted at 5.9% in 2009 before accelerating to 7.2% in 2010. Japan's GDP is forecast to fall 6.8% in 2009 and to rise 0.7% in 2010. In the euro zone, GDP is expected to contract 4.8% this year and to show 0% growth in 2010.

SOURCE: *Journal of Commerce*

China Now the Top Expat Destination

China is ranked as the top destination for international assignees in the annual *Global Relocation Trends* report from Brookfield Global Relocation Services. In second place was the United States, followed by the UK, Singapore, and Switzerland.

China was also ranked as the top emerging destination, followed by India and Russia.

Paradoxically, China was seen as presenting the greatest challenges to both international assignment managers and assignees due to the difficulty in finding suitable homes and schools, accessing medical care, immigration formalities, tax compliance, communication and knowledge of international regulations, the remoteness of the destinations and increasing costs. India ranked second and Russia third in terms of presenting the greatest relocation challenges.

The survey of 180 multinational firms reveals a significant move by companies to control costs, with the number one relocation challenge being the overall cost of assignments, followed by finding suitable candidates and controlling policy exceptions.

Companies now are sending older and more experienced employees on international assignment because they present a lower risk of assignment failure. Only 9% of companies were reassigning employees in the 20–29 year age bracket, giving the lowest percentage of younger expats on the job in the survey's 14-year history.

SOURCE: *Expatica*

Netherlands Economy To Shrink 5.4% in 2009

Declining exports is leading the Dutch economy into a deeper recession than expected, with unemployment set to rise to 2.8% of the workforce.

The Dutch economy is expected to contract 5.4% this year, the central bank said recently.

De Nederlandsche Bank predicted that the Gross Domestic Product will shrink by 5.4% this year — sharper than any recorded decline and nearly 5% more than forecast 6 months ago.

In December, the bank had predicted a contraction of just 0.5% for 2009. The central bank also predicted unemployment would climb from 2.8% of the workforce to 8–9% in 2011 — about 850,000 individuals — and that some 160,000 jobs will be lost in 2009.

Exports, a mainstay of the Dutch economy, were expected to drop 12.7% in 2009, while the budget deficit would rise to about 7 or 8%, said the central bank.

In March, the Bureau for Economic Policy Analysis, which advises the government, said it expected the economy to contract 3.5% this year. A 4.5% decline was reported in the first quarter.

Before the global economic crisis reached its peak, the government itself had projected a 1.25% economic growth figure for 2009. It had also planned for a 1.2% budget surplus for 2008 and 0.8% for 2010.

SOURCE: *AFP / Expatica*

EU, Canada Open Trade Talks

EU trade commissioner Catherine Ashton and Canadian trade minister Stockwell Day initiated negotiations for a Comprehensive Economic and Trade Agreement that could provide as much as \$28.2 billion in additional benefits to the two economies.

Ashton and Day agreed that the first full round of formal negotiations for the CETA, at senior official level, will take place in October. The comprehensive agreement will cover trade in goods and services, foreign investment, public procurement, and the protection and enforcement of intellectual property rights.

Bilateral EU-Canada trade in goods and services amounts to \$98.8 billion annually.

Canada's exports to the EU include chemicals, transport equipment, metals, minerals, machinery, paper products and processed foods. EU exports to Canada include machinery and equipment, chemicals, motor vehicles and parts, transportation equipment, petroleum, beverages and processed foods.

Transportation, travel and business services are the main services traded between the EU and Canada. The EU is Canada's second-largest source of foreign investment. In 2007, the EU's direct investment stock in Canada reached \$225.9 billion, while Canada's investment stock in the EU was worth \$152.5 billion, making the EU Canada's fourth-largest source of foreign investment.

"We are convinced that the ultimate prize justifies the effort as we seek to trade our way out of the economic downturn," said Ashton.

"The importance of trade is front and center as we go through this global economic downturn. That is why our governments are working together to reduce trade barriers and open doors for business," said Day.

SOURCE: *JOC.com*

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EU, W. African Groups to Ink Trade Pact

The European Union has agreed to conclude a regional trade agreement with West African regional organizations by October 2009.

EU trade chief Catherine Ashton met recently in Brussels with leaders of the two regional organizations: the Economic Community of West African States (ECOWAS), and the West African Economic and Monetary Union (known by its French initials, UEMOA). The meetings reaffirmed earlier commitments to move forward in building a lasting partnership between the EU and West Africa.

The agreement between the EU and the entire West African region will cover trade in goods, some trade rules, and development cooperation.

“This will support regional integration: regional markets that attract investment and sustain jobs and regional governance that can address problems which individual countries can no longer solve on their own. This is much needed during difficult times—such as the present financial crisis,” said Louis Michel, European commissioner for development and humanitarian aid.

Last year bilateral trade between the EU and West Africa amounted to about \$60.5 billion. Of that total, more than half consisted of EU-Nigeria trade, mostly in the oil sector. The most important EU exports to West Africa were industrial goods, especially machinery (23%), and vehicles (7%). Aside from oil from Nigeria (which amounted to 55% of West African exports to the EU), the region’s main exports to the EU were cocoa (11%), iron (8%) and rubber (6%).

Fewer People Emigrate from Netherlands

Just over 123,000 people left the Netherlands in 2007, 9,000 less than in 2006. This is the first decline in emigration since 2000. Emigration primarily dropped among first generation immigrants, according to figures published by Statistics Netherlands (CBS).

The fall in emigration in 2007 follows on 7 years of persistent increase. The number of 123,000 is still far above the average in the 2001–2005 period, when 103,000 people left the country each year.

Two in three emigrants are of foreign descent. Last year 64,000 first generation immigrants decided to leave the country, more than 7,000 fewer than a year earlier.

SOURCE: Expatica News + ANP 2008

Dutch Expats Exempted From Emigration Tax

The Dutch Supreme Court has ruled that the Treasury may not impose an emigration tax when people move abroad. The court argues the man owes no taxes over his retirement pay as pensions are taxable only in the country of residency. Only Dutch nationals who emigrate to Belgium and Portugal have to pay an emigration charge. The Dutch emigration tax aims to prevent people from cashing their tax-free pension build-up abroad. The finance ministry fears the Supreme Court’s ruling will result in the loss of billions of euros in tax revenue.

SOURCE: Radio Netherlands / Expatica

Economic Crisis, Climate Warming Top Swedish EU Priorities

The global economic crisis, soaring unemployment in Europe and climate change top Sweden’s agenda as it took over from the Czech Republic the European Union 6-month presidency in difficult conditions on July 1. Sweden will have to steer the EU through a sea of upheaval and uncertainty.

A new European parliament has just been elected and is in the process of settling in, a new Commission will be installed, and the bloc’s institutional framework may be altered depending on the outcome of a referendum in Ireland in October.

Swedish officials expect Sweden’s presidency to be “quite difficult.” Nonetheless, “There is general confidence in this presidency and there is consensus on the priorities,” a European diplomat said.

Sweden, which is not a member of the euro zone, wants to see the EU emerge stronger from the economic crisis and lay the foundations for “a new growth strategy” to help the millions of unemployed Europeans. Sweden also wants to get the EU to sign up to a new UN global warming treaty that would replace the Kyoto Protocol on cutting carbon emissions that expires in 2012.

The Swedes also want to improve security and individual rights, combat international crime, and establish a more efficient asylum and migration policy.

Sweden borders the Baltic Sea and wants the 27-member bloc to adopt a strategy “to manage the urgent, serious environmental problems of the Baltic Sea ... and transform the region into a stronger engine for growth and development.” It called pursuing the bloc’s enlargement is also of “strategic importance.”

Absent unexpected international crises, Sweden plans to host some 3,000 meetings over the next 6 months. Summits with Russia, China, the United States, Brazil, Ukraine, India and South Africa are also planned.

SOURCE: AFP/Expatica

Is Your Business Operating Without a Safety Net?



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International Association of Movers' Receivable Protection Program (RPP) is designed to protect you against monetary loss as a result of bankruptcy or other terminal financial insolvency when conducting business with another IAM member.



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Initiation fee required. Limits to RPP coverage pertain to participant location. Details at iamovers.org/rpp.html.

Survey: Fewer Workforce, Benefit Cuts Later in 2009

Deep workforce and benefit cuts show signs of moderating in the last half of 2009, but European companies show the least signs of reducing layoffs. There are signs that deep workforce, pay and benefit cuts are moderating as businesses budget for the remainder of 2009, according to Mercer's latest *Leading Through Unprecedented Times* global survey.

The survey, conducted in May, includes responses from more than 2,100 organizations with employees and operations in more than 90 countries. The findings summarize challenges related to talent, compensation, benefits and investment strategy that organizations are facing as a result of the current economy.

While the findings reveal that actions continue to be taken by companies to relieve costs during the economic downturn — workforce reductions, salary freezes, reduced contributions to retirement plans and increased costs for health benefits — equally notable is that organizations are generally not taking more extreme actions like cutting pay and eliminating benefit programs altogether. Among the key findings:

- **Two thirds of organizations surveyed worldwide have reduced staff over the past 6 months;** 58% expect to make workforce reductions during the remainder of the year.
- The projected decrease in workforce cuts is smallest in European companies.
- Fewer companies plan deep cuts (more than 10% of staff) for the remainder of 2009.
- Most organizations surveyed are unlikely to reduce contributions or change the investment strategy for their retirement plans.
- Companies are considering adding cheaper medical plan options or shifting additional costs to employees, rather than eliminating benefit programs.

Some 58% of organizations worldwide plan some cuts to their workforce in of 2009, compared to 66% that had implemented workforce cuts in the 6 months prior to the survey. However, only 5% of these organizations plan deep cuts (more than 10% of staff) in the remainder of the year, compared to 13% that made such cuts in the 6 months preceding the survey.

The percentage of companies planning layoffs in the next 6 months varies by region, with the least change expected in Europe from the prior six months. Some 71% of European respondents said their companies made workforce cuts in the prior 6 months and this pace is expected to hold steady at 70% in the remainder of the year. But in Europe, as in other regions, the number of companies planning substantial cuts (more than 10% of the workforce) is expected to drop to 10% from the 16% that had made such cuts in the prior six months.

Most US companies also said they had made at least some workforce cuts in the prior 6 months (74%), but fewer companies (64%) plan cuts by the end of the year. Some 59% of Asian companies made cuts in the prior 6 months and are also less likely to make cuts in the next 6 months (45%). The number of Asian companies planning significant cuts of more than 10% fell sharply from the number that made such cuts in the prior 6 months: from 14 to 4%.

About 76% of manufacturing and technology/computer services companies reduced staff this year compared to firms in finance/banking (69%) and professional services (67%). Manufacturing firms (68%) and technology/computer services firms (67%) are most likely to reduce their workforces in the remainder of the year.

Despite the impact of the weak economy, many companies remain focused on their most valuable employees. More than one third of organizations globally (37%) say they will continue to hire key talent, even as they reduce their workforce overall. Approximately another third of organizations (35%) plan to hire talent to replacement levels only, while 15% expect overall workforce reductions and 12% expect to expand their workforces in 2009.

Mercer's study also shows that organizations are beginning to use or consider alternative work arrangements to control workforce costs. Ten percent globally have already instituted voluntary reductions in work hours with a corresponding reduction in pay, while 12% have instituted such a program on a mandatory basis. A roughly equal number of organizations are considering similar actions in the remainder of 2009. The popularity of these programs varies by industry. Almost a third (29%) of manufacturing firms have instituted mandatory reduced hours, compared to 13% of technology/computer services firms and 3% of finance/banking firms.

Across the globe, organizations are almost equally divided on whether their 2009 base pay budgets will be more than their 2008 budgets (31%), equal (33%) or less (36%).

They have been more likely to freeze pay levels or defer pay increases than to implement pay cuts. In the past 6 months, 51% froze salaries at 2008 pay levels for at least part of their employee population; 32% froze pay company-wide. Just 30 percent deferred 2009 pay increases and even fewer (13%) decreased salaries from 2008 levels. Interestingly, more than half of organizations (54%) in the technology industry froze pay company-wide, while only 28% of finance/banking firms did. For the remainder of 2009, most organizations plan to freeze salaries at 2008 levels or make 2009 pay increases as planned.

Regarding annual bonus payments, 57% of organizations globally awarded smaller bonus payouts for 2009 (based on 2008 performance) compared to 2008 awards (based on 2007). Only 20% granted higher bonuses in 2009 compared to 2008.

“As a result of the economic downturn and current labor market conditions, organizations are moving away from pay based on market competitiveness and are, instead focusing on internal affordability,” said Steve Gross, worldwide partner in Mercer's human capital consulting business. “Companies need to be careful not to stray too far from market rates of pay or they may find themselves at a significant disadvantage when the economy improves and the labor market becomes more balanced.”

CRM, Vietnam, Launches Web Site

Crown Records Management has launched a new interactive Web site, in Vietnamese: crownrms.com.vn.

The company serves large and small corporations worldwide. With the addition of this Web site, Crown Vietnam can now provide detailed information on its management centers in Ho Chi Minh City and Hanoi, details of security features, storage capacity, local staff and other information about the Crown group, to the Vietnamese market.

One unique feature of the site, the Customer Center, provides clients with a variety of ways to request retrieval of records in storage and to access information about those records, 24 hours per day. Clients can view the number of records in storage, where records are in their retention cycle, which records have been retrieved and also access invoices, all in Vietnamese.

Jamie Rossall is country manager, Crown Vietnam.

Bonus Uses for a Cell Phone

Are you making the most of your cell phone? Here are five creative ways you can use it...

- **Flashlight:** The display light can help you find a keyhole or locate something that fell under a car seat in the dark.
- **Photographic memory:** Use the camera in the cell phone to take a picture of where you parked in an airport parking lot, or of anything else you need to remember.
- **Clock:** Your cell phone will tell you the time and date, and many have an alarm clock.
- **Portable address book:** Keep names and full contact information in it.
- **Media player:** Many phones can download and play music and videos.
- **Calculator and computer:** Phones can function as calculators, provide Internet access and have general computer functions, so make the most of yours.

SOURCE: BottomLine Secrets

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These items are copied from the newsletter Really Useful Sites for International Trade Professionals, a free, biweekly e-mail publication of FITA—The Federation of International Trade Associations.

Is Twitter Part of Your PR Activities?

Twitter (<http://twitter.com/>) is a great way to build buzz about your products and services. But if you are using it for media relations activities, here are a few tips to keep in mind:

1. **Keep it professional.** Although you want to reach out to followers on a personal level, keep it professional and provide valuable information. Your followers really don't care what you had for breakfast, that you are on the way to the doctor's office or that you have to pick your kids up from school.
2. **Provide value.** Use your Tweets to share interesting news and offer benefits to the reader. Link to pertinent blog posts, other Tweets, discounts, and information your followers want to know about. You will build credibility, and your followers will start to look forward to what you have to say.
3. **Respond quickly.** Check your account on a regular basis, and respond to direct messages and followers who ask questions and provide suggestions. Give feedback on a timely basis to show that "you are home," and that your business cares about its customers.
4. **Be responsible.** While many media members use Twitter, this is not necessarily the right place to pitch a story idea. If you already have a relationship with the person, and are communicating through Twitter, it's fine. But if you are just pitching your client or a new product or service out of the blue, this medium is not the right choice. Instead, call the media member and introduce yourself or send a message via e-mail. This way, you can provide the right information and the right time without being limited to space. After all, you want to make a good, first impression.

Time to Tweet!

Twitter is a great communication tool to meet new customers, share information and build credibility. But to be an effective part of your public relations efforts, **plan what you are going to Tweet in advance and think about what your followers want. Otherwise, you'll waste time and effort... and even hurt your business reputation.**

SOURCE: Startup Nation Blog

TRADE SHOW MARKETING BLOG

Avoid Trade Show Mistakes

www.trade-show-marketing-blog.com

Done right, maintaining a presence at the IAM Annual Meeting and Trade Show can be profitable and reap numerous benefits. You can establish new relationships, highlight your company's brand, reach new buyers, make a sale on the spot or promote a new product or service launch. The Trade Show Marketing Blog offers tips that will maximize your trade show experience. On this blog you will find some really useful advice on how to get visitors to your booth, how to control the cost of exhibiting at a trade show, and much more.

This item is copied from the newsletter Really Useful Sites for International Trade Professionals, a free, biweekly e-mail publication of FITA—The Federation of International Trade Associations.

O'Neil Software Launches New Website

O'Neil Software, headquartered in Irvine, Calif., recently announced the launch of a newly designed Web site, providing their customers, potential customers and those interested in getting into the records management business, with information on the industry and the features and benefits of the company's products and services.

"A common misconception many companies have regarding their Web sites is that if they put one up, people will visit it. Not necessarily so," noted Ian Thomas, vice president of business development at O'Neil. "The Web is a dynamic, interactive and rapidly changing communications environment that your business Web site should reflect. It has to be well-organized, constantly updated and offer something more than an 800 number. Visitors may come to your Web site once, but to keep them coming back, you've got to provide them with something of value, such as timely industry and product information set in an attractive design and consistent format."

O'Neil's newly designed Web site has a definite and distinct focus, immediately revealed in titles, headings and crisp, clean graphics, always on point: the business of records management, said the company. The tone is active, energetic and informative. Practically all the text is linked and every link is relevant, important and useful.

The Web site offers a blog with commentary from Ian Thomas; press releases that announce to the news media the company and product/service developments; magazine articles that are published and appear in various trade publications; case studies that present accounts of customers' experiences regarding the use of the company's offerings; strategic partner conference news; and the company's e-newsletter, which provides industry news, tips, and ideas to help clients run a better records management business. In addition, the Web site offers a User Forum.

IAM's 47TH ANNUAL MEETING
Orlando, Florida • October 10–13, 2009



Find everything you need to know and register for the meeting at www.IAMmeetings.org

For room reservations: www.swandolphin.com/groupres/iam/

6th Annual Charity Run

Santa Fe Relocation Services will sponsor the 6th Annual Charity Run on Oct. 9, in Orlando, Fla., site of IAM's 47th Annual Meeting. All proceeds will go to Johns Hopkins Medical International, directed toward research and treatment of breast cancer. Santa Fe, a founding member of the Johns Hopkins Research Fund, contributes \$10 for every move it handles and has contributed US\$750,000 since launching the fund in 2002.

- When:** Friday, Oct. 9, 2009, run start time 3:00 pm.
Where: Orlando Florida, meet lobby (exact location TBA) at 2:15 pm.
Registration: To register, visit www.santaferelo.com and click the link "Santa Fe's 6th Annual Charity Fun Run — Orlando 2009" on the company's homepage. You can also sign up in person at the registration desk in the Dolphin & Swan hotel lobby on Oct. 9 from 9:00 a.m. to 2:15 p.m.
Fee: US\$50 per participant.

Lucky Draw

If you would like to donate a gift or prize for our lucky draw (minimum value US\$100) please go to JHSCharityRun@santafe.com.hk. Donors will be recognized at the company's cocktail reception, as well as in the November/December issue of **The Portal**.

Honoring Alan F. Wohlstetter

In recognition of IAM General Counsel **Alan F. Wohlstetter**, and in appreciation for his nearly half-century of dedicated service to the International Association of Movers, IAM leaders will honor him at a special reception during our Annual Meeting in Orlando, Fla., on Monday, Oct. 12, at 5:45 p.m. He will also be honored at the luncheon earlier that day.

Mr. Wohlstetter will retire at the end of this year, and the Orlando gathering will cap his distinguished career at the Association. One of the founding members of what was then known as the Household Goods Freight Forwarders Association of America, Inc., he was inducted last year into the association's Hall of Honor.

His retirement offers a unique opportunity for IAM members to honor his service, by making a generous contribution to the scholarship fund that bears his name. The inspiration for an enduring legacy in the form of the Alan F. Wohlstetter Scholarship Fund came from Mr. Wohlstetter's wife, Joyce, who passed away in 2005. Since the fund was established, it has supported 13 students, who have received scholarships of \$2000 or \$4000 each to help finance their studies in transportation, physical distribution, logistics, information technologies, business, accounting and finance. Scholarships are available to students worldwide who work in the industry or who are dependents of industry employees.

All 2009 Silver donors (\$1000) and above will receive two invitations to the Oct. 12 reception. Additional tickets may be purchased in advance of the Annual Meeting for employees of Silver, Gold, and Platinum donors. Tickets will be limited, and are available on a first-come, first-served basis.



IAM General Counsel Alan F. Wohlstetter, pictured here with his wife, Joyce, who passed away in 2005, will retire this year after nearly a half-century of service to the Association.

To make a donation, please contact any member of the 2009 Fundraising Committee for the Alan F. Wohlstetter Scholarship Fund (shown below) for details, or visit www.YP-35.org or at www.afwscholarship.org.

2009 Alan F. Wohlstetter Scholarship Fund — Fundraising Committee

Sandy Maier, Jet Forwarding (s.r.maier@jetforwarding.com)
Monica Paoli, The Pasha Group (monica_paoli@pashanet.com)
Sheila Carden, S&E Transportation (sheilac@setrans.us)
Christiane Crown, All American Moving Services
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Jeff Bell, Senate Forwarding (jeff@avlgroupp.com)
Dave Beere, Matson/Pasha (fax 503/625-9863)

IAM 47TH ANNUAL MEETING

Orlando, Florida • October 10–13, 2009

Tentative Schedule

Friday October 9	Sunday October 11	Monday October 12	Tuesday October 13
<p>2:00pm-6:00pm Exhibit Set-up</p>	<p>7:30am-5:00pm Registration Open</p>	<p>7:00am-7:45am Hall of Honor Select Committee Business Session</p>	<p>7:30am-12:00 noon Registration Open</p>
<p>Saturday October 10</p>	<p>7:30am-9:30am Breakfast</p>	<p>7:30am-5:00pm Registration Open</p>	<p>7:30am-10:00am Breakfast with Exhibitors</p>
<p>7:30am-11:30am Exhibitor Set-up (Continued)</p>	<p>7:30am-8:30am AFW Scholarship Board Breakfast</p>	<p>7:30am-9:30am Breakfast</p>	<p>7:30am-12:00 noon Network Central and Exhibits Open</p>
<p>9:00am-11:00am AMMB/YPMB/ Executive Committee Breakfast Meeting</p>	<p>9:00am-5:00pm Network Central and Exhibits Open</p>	<p>7:45am-8:45am Hall of Honor Honoree Breakfast</p>	<p>9:00am-Noon Active Member Meeting</p>
<p>11:00am-4:30pm Executive Committee Meeting</p>	<p>9:30am-11:30am Claims Workshop</p>	<p>9:00am-12:30pm Network Central and Exhibits Open</p>	<p>12:00 noon-2:00pm Exhibit Teardown</p>
<p>11:30am-6:00pm Registration Open</p>	<p>11:30am-1:00pm Exhibitors' Reception</p>	<p>9:30am-10:30am Associate Membership Meeting</p>	<p>1:30pm-4:00pm Special Program (TBD)</p>
<p>11:30am-5:00pm Network Central and Exhibits Open</p>	<p>12:00 noon-2:00pm ISA Board Meeting and Luncheon</p>	<p>11:00am-12:30pm Exhibitors' Reception</p>	<p>6:30pm-7:30pm Closing Reception</p>
<p>1:00pm-2:00pm Executive Committee Luncheon</p>	<p>1:00pm-2:00pm YP-35 Board Meeting</p>	<p>12:30pm-3:00pm Luncheon and Hall of Honor Inductions</p>	<p>7:30pm-9:30pm Closing Dinner and Entertainment</p>
<p>5:15pm-6:15pm New Members' and First-Time Attendees' Reception</p>	<p>2:00pm-3:30pm YP-35 Membership Meeting</p>	<p>3:15pm-5:00pm Network Central and Exhibits Re-Open</p>	<p>9:30pm-11:30pm Post-Dinner Entertainment</p>
<p>5:15pm-6:15 pm YP-35 Welcome Reception</p>	<p>2:30pm-3:30pm ISA Membership Meeting</p>	<p>3:30pm-5:30pm Military and Government Affairs Workshop</p>	
<p>6:15pm-8:15pm Opening Reception</p>	<p>4:00pm-5:00pm ISA Board Meeting</p>	<p>5:45pm-7:00pm AFW Scholarship Fund Reception <i>By Invitation Only</i></p>	
		<p>9:00pm-11:30pm YP-35 Social Mixer <i>YP-35 Members Only</i></p>	



Aha! Packing Made Simple

Does the stress of packing ruin the excitement of your trip? Do you always end up packing way too much — or, even worse, forgetting something?

Turn a simple over-the-door clothes/robe hanger into a stress-free packing experience. Simply label 7 plastic over-the-door hangers (2 for \$1.68 at Target) with the days of the week and as you decide what to wear for each daily event just hang it up. Attach a small zip bag to each day to hold accessories. See everything you're taking all at once. Get a clear view for mixing and matching and eliminate over-packing. Shoes, socks, purses are placed right below. Pack and go!

--Diane Groger

A MESSAGE FROM OUR CHAIRMAN

Dear YP-35 Members,

It's that time of year again — we are in the peak season of our business, which also means that we look forward to another Annual Meeting coming up in a few months.

Everybody knows Orlando, Florida, and there is plenty to do for young and old. Therefore, IAM is expecting a big attendance this year. Last year we were in beautiful Hawaii exploring the beaches during the little free time we have during the Annual Meeting.

Hopefully this year some of us will have the opportunity to explore the various different theme parks before or after the meeting, with or without family, friends, or industry colleagues.

We also hope to see many of our YP-35 members. If you have not registered yet please visit www.IAMmeetings.org. All information is listed.

As you can see on the schedule, we added on Saturday a Welcome Reception for YP-35 Members only as a new event. In the past, most of our members first got together during the Membership Meeting. With this social event we plan to bring our group together at the beginning, so it will be easier to find one another during the meeting.

The reception will be on Saturday from 5:15 to 6:15 p.m. We can then go as a group to the Opening Reception, which will start at 6:15.

The YP-35 Board Meeting will be on Sunday from 1:00 to 2:00 p.m., followed by the Membership Meeting from 2:00 to 3:30 p.m.

Our mixer is scheduled for Sunday evening, starting at 9:00 p.m. at a location outside the hotel. We are still exploring some options but we will make sure we have a better location than last year because we have more options to choose from.

Finally, I would like to encourage all of you to visit our Web site, www.YP-35.org. Please check to ensure that your details and contacts are correct, and if not please let us know as soon as possible. Networking is very important to us, and this begins with correct information.

Contact me at StephanJr@govlog.be or Paula Colmenares at pcolmenares@portan.com.

I look forward to seeing you all in Orlando, Florida, in October.

Very best regards,

Stephan Geurts Jr.
YP-35 Chairman

ATTENTION YP-35 MEMBERS: Please check your contact details and e-mail address on the YP-35 Web site (www.yp-35.org) and let us know if any corrections need to be made so that we may properly contact you and keep you informed. Make sure that your birth date is listed! If you have difficulty accessing the Web site, or if you have questions or ideas concerning YP-35, or to supply your updated contact information, please e-mail pcolmenares@portan.com.

Is Your YP-35 Contact Information Up to Date?

Please make sure that we have your current information so that it appears correctly in the IAM Directory, the YP-35 Web site, and other venues.

You can access the form at the YP-35 Web site (www.YP-35.org) and submit all of the information requested via e-mail to the addresses shown.



Attention YP-35 Members

Are your contact details listed in the IAM Directory correct?
Are you getting noticed?
Do you want more mileage for membership?
Kindly send us your details in the below format
so that we can update your information in the
IAM Directory, YP-35 Web site, mailing list, YP-35 Facebook page, and more.

First Name	
Last Name	
Company Name	
Address	
ZIP	
Country	
Phone No	
Fax No.	
Email Address	
Date of Birth	
Send your completed form to	pcolmenares@portan.com stephanjr@govlog.be ajil@globemoving.net



Is someone in your company attending college?

BECAUSE EDUCATION IS THE CORNERSTONE OF OUR INDUSTRY,

The International Association of Movers
and the "Young Professionals"(YP-35) Group of IAM,
through the auspices of the

Alan F. Wohlstetter Scholarship Fund

offers to qualifying individuals

5 Annual Scholarships

in the areas of academic study relating to

**Transportation • Physical Distribution
Logistics • Information Technologies
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Available to Students Worldwide

For more information, visit www.afwscholarship.org
Or www.YP-35.org

Help to Support an Enduring Legacy

You can honor Alan F. Wohlstetter upon his retirement with a contribution to the Scholarship Fund established in his name.

For details, see page 69 of this issue, or visit www.YP-35.org
or www.afwscholarship.org.

ALAN F. WOHLSTETTER SCHOLARSHIP UPDATE

The Alan F. Wohlstetter Scholarship Fund is the cornerstone of the IAM Scholastic Assistance Program, which is aimed at promoting and supporting (giving levels) to the Alan F. Wohlstetter Scholarship Fund received in the last 12 months are as follows:

Platinum (\$5,000 or more)

Gosselin Group N.V.
*Gridiron Forwarding Co., Inc. (in honor of Jay L. Goldberg)
Hilton Hawaiian Village Beach Resort & Spa
National Van Lines, Inc. and
National Forwarding Co., Inc. (in memory of F. L. McKee Sr.)

Gold (\$2,500–\$4,999)

*ABBA International
*Daycos
*R. D. Simmons & Associates, Inc. (in memory of Robert Smmons)
The Pasha Group

Silver (\$1,000–\$2,499)

*AAAA Forwarding, Inc.
ABBA International
All American Moving Group, LLC
*Aloha Worldwide Forwarders, Inc.
Approved Forwarders, Inc.
*Arrowpak Intl. UK
Arven Freight Forwarding, Inc.
Cartwright International Van Lines
DeWitt Companies
Gateways International, Inc.
Great American Forwarders, Inc.
*Jet Forwarding, Inc.
P&F Safepac Company, Ltd.
*Perfect Pak Company
*S&E Transportation, LLC
*Tri Star Freight System, Inc.
*True North Relocation, LLC

Bronze (\$500–\$999)

Blonde International Services, Inc.
Dell Forwarding, Inc.
*Foremost Forwarders, Inc.
Logistics International, Inc.
S&E Transportation, LLC

In Kind or Other

Jackie and George Agner (in memory of Cheryl Baker)
Jackie and George Agner (in memory of Chuck Fuller)
Jackie and George Agner (in memory of Ken Garrison)
Claims Adjustment Technology, LLC (in memory of Mary Reeve)
*Douglas Finke
*Jones & McIntyre, PLLC
The Trilogy Group

*Denotes contributions made since the previous issue of **The Portal** was published.

Join this prestigious list of contributors by sending your contribution TODAY! For more information on how to donate, please go to www.afwscholarship.org. Make checks payable to Alan F. Wohlstetter Scholarship Fund.

Alan F. Wohlstetter Scholarship Fund
5904 Richmond Highway, Suite 404 • Alexandria, VA 22303
Phone: (703) 317-9950 • Fax: (703) 317-9960

The Board of Directors of the Alan F. Wohlstetter Scholarship Fund urges you to consider a contribution or donation to the Scholarship Fund as part of your year-end tax strategy or as you formulate your company budgets for this year. Please advise your employees that scholarships are available to qualified candidates of any IAM company worldwide. For further information, visit www.afwscholarship.org.



A Horse of a Different Color

By Ainur Sapargali

As one of the leading removals and relocation companies in the ACIS and the Middle East, **Globalink Logistics Group** recently proved once again why it enjoys the reputation that it does.

Whether handling massive and time-sensitive office moves or complex international moves, providing comprehensive local relocation management services as well as pet moves, Globalink has always come through for its customers. The result was no different when Globalink was contacted for this particular request. While not your average household pet, this one was truly a horse of a different color. Two high-spirited thoroughbred racing horses were being sent as a gift to the Emir of Qatar by the President of Tajikistan. Tajikistan is well known in the equestrian world for breeding fine horses for work, sport, and pleasure, and these two magnificent steeds (which were the best of the best) had to be handled extremely delicately, as delays of any kind could have been catastrophic.

Globalink Dushanbe's removal team took care of all export formalities, including the required veterinary certificates, and all were done in record time. Once these formalities were handled, an Ilyushin 76 long-range air freighter, specially chartered for carrying the horses



to their new home, was ready and waiting. Additionally, our Dushanbe team also made arrangements for a groom to accompany the horses on the long flight so that they could be cared for and fed and watered. Needless to say, the horses arrived in excellent condition and we wish them all the best in their racing careers. Yet another example of the dedication and commitment to delivering a superior service that our Removals & Relocation Team exhibit in all that they do.

YP-35 members who assisted in this activity were Diana Kurenkeeva and Asem Dandybayeva.

Ainur Sapargali is marketing manager at Globalink Dushanbe.

Diversify to Survive and Thrive

By Barbara Savelli

At a time when every moving company is concerned about developing business and that the “payback period” be kept as short as possible with respect to its investments, **Italian Moving Network** has decided to increase the diversification of the services provided during the past years, implementing Archive Record Storage Management and creating a fully new department run by RM Sales Manager Claudia Izzo.

This particular business sector has not suffered as the moving industry has among the economical downturns every company has experienced recently. Nowadays, many companies are focused on a “paperless” handling of documents through optical archiving solutions and disaster recovery.

As was the case some years ago for the relocation services sector, we have noticed as well the general tendency of movers to create and improve their record storage management capabilities as part of the services offered to their internal and overseas customers.

For this reason, Italian Moving Network recently applied for membership with the PRISM trade association (the equivalent of the IAM for movers), and despite being a relatively new member, we have been selected by PRISM to host the record management facility tour during their next conference in Rome, Sept. 14-16. For more information, please visit www.prismintl.org.

Barbara Savelli is international sales manager at Italian Moving Network in Rome, Italy.



A look at people and events shaping IAM member companies



Stephenson



Maudet

Bekins Van Lines has named **Michael Dammer** as its new director of military services.

Dammer has extensive household goods industry experience, and has held many senior and front line management positions. Most recently, he served as director of operations for one of the best-known high-quality corporate-focused household goods van lines in the industry, New World Van Lines. Dammer was responsible for ensuring high-quality operational services to corporate accounts, military, GSA, and international clients.

Dammer also served as vice president and general manager of one of United Van Lines's most recognized, high-quality agents, Fry Wagner, in St. Louis, Mo. In large part to Dammer's efforts, Fry Wagner ranked in the top 4% of United agents in overall quality performance. He has a deep understanding of household goods operations, warehousing, record storage, customer service, and other areas.

A former Marine Corps captain, Dammer will address improved internal military processes and overall execution of Bekins' quality military initiatives, including priority dispatch for military shipments, better and more agent representation, quick claims settlement and a customer service process designed to capture higher customer service scores for reporting purposes which will result in better quartile rankings for Bekins and its managed companies.

Glenn Stephenson has joined **TMI**. Stephenson, a 32-year veteran of the household goods industry, has worked at a major van line, at moving and storage companies, and a well-known relocation firm. He attained the distinction of TRAXX! Master User while in the relocation business as he oversaw the software needs of more than 70 TRAXX! users.

Franck Maudet has rejoined **Interdean**



Ellerman



Hinchliffe

International Relocation as director, sales and relocation for Interdean Germany in Frankfurt.

Maudet brings considerable expertise in developing relocation programs for German global organizations, the company said. His experience in relocation will serve to help Interdean continue to solidify its relocation capabilities in the region.

Maudet has worked in the relocation industry for 14 years. Prior to rejoining Interdean, he held senior roles at some of the industry's premier relocation services companies. Maudet is responsible for managing Interdean's German sales team and developing relocation programs to meet the needs of its corporate clients.

Also at Interdean, **Dirk Ellermann** has rejoined the company and has been named managing director of Interdean Germany.

Ellerman previously was a director at Interdean and left in 2002. With more than 20 years' experience in moving and relocation services, Ellerman is an influential figure in the global relocation market, said the company. Prior to rejoining Interdean, Dirk held the position of managing director and board member for another major relocation company in Germany. As managing director of Interdean Germany, he will be responsible for the strategic development of the company in Germany.

Ellerman's predecessor, Peter Schleicher, has assumed a strategic management role within the Interdean Group. Ellerman is tasked with continuing the company's growth plans in Germany as a key component of its pan-European service coverage and global relocation program.

Stephen E. Peeler has been named vice president of membership of the **American Moving & Storage Association (AMSA)**. Peeler had served since 2007 as director, marketing and membership at the Indepen-



Xie



Sharma

dent Office Products & Furniture Dealers Association, and previously as the regional sales director in the Washington, D.C., area for the Greater Phoenix Convention and Visitors Bureau. His previous experience includes consultative sales positions with the City of Milwaukee and Marriott International.

The **AGS Group** has announced several appointments.

Ebb Hinchliffe was appointed branch manager of subsidiary **AGS Four Winds Indonesia**. Hinchliffe grew up in Texas, and worked in the manufacturing industry for 22 years in the United States, China, and the Philippines. In 1998, he joined Four Winds Philippines as country manager, and during that time he successfully secured contracts with the US Embassy, the ADB (Asian Development Bank) and various other corporate accounts, while an additional branch was opened in Cebu. After leaving Four Winds Philippines in 2000, he returned home to the United States, where he worked for a petroleum company as a consultant. He then joined an American group as the Asia regional manager, working for three years in Taiwan and Kuala Lumpur.

Hinchliffe has travelled extensively throughout Asia, and in addition to English, he is conversant in Japanese, Mandarin, and Spanish.

Theresa Xie has been named branch manager at **AGS Four Winds Chengdu**. Xie has 6 years' experience in the removals industry and joined the AGS Shanghai team in 2006 as a deputy manager. She was involved in all aspects of the business, from operations, sales and administration to management.

Nitin Sharma is the new branch manager at **AGS Four Winds Chennai**. After attending Bombay University, he embarked on



Picciarelli



Williams



Douthat

his career at a travel agency as a sales manager, a position he held for 7 years. Thereafter, he served in a number of managerial posts at various reputable companies in the removals, banking, and technology sectors. Sharma is fluent in French, English, and Spanish.

❖
Sherry Koepke Williams, who began her international moving career as general secretary of LACMA, will take on a similar post with the **Pan American International Movers Association (PAIMA)**, effective Aug. 1.

After 14 years with LACMA, Williams spent an additional 5 years heading up the International Section of the American Moving & Storage Association (AMSA), where she was also responsible for managing its successful RIM quality program. She then decided to spend a couple of years in the private sector in San Juan, Puerto Rico, where she managed the Household Division at Capitol Transportation, Inc.

Williams has joined PAIMA at a time when its membership is growing rapidly, requiring additional benefits and services for its members, the organization said.

❖
Executive Moving Systems, Woodbridge, Va., has hired **Gary Douthat** as director of sales. He will implement sales strategies for both international and domestic relocations for COD, corporate, government, and diplomatic accounts. He brings to Executive over 20 years of sales and management experience.

EXPANSIONS



Left: Interdean's new facility in Sofia, Bulgaria. Above: General Manager Veselin Takov.

Interdean has announced details of its new warehouse and relocation service centre in Sofia, the capital of Bulgaria.

Effective June 1, all moves and relocations are now handled through Interdean's new state-of-the-art office and warehouse facility in Sofia.

Veselin Takov, an experienced manager in the global moving and relocation industry, has been named Interdean Bulgaria's general manager. Takov previously worked as a project manager for AG Capital, where he was responsible for establishing and managing their partnership network within EMEA and APAC.

❖
Ontario-based **PIR-Parry International Relocations Ltd.** has announced the formation of a new commercial freight forwarding division. **PIR-International Freight Forwarding** will be managed by **Bill McEachran**, a veteran freight forwarder with over 35 years of industry experience.

McEachran's responsibilities will include sales, marketing, and operations supervision for sea, air, and road transport for both overseas and trans-border shipping.

❖
AGS recently held a groundbreaking ceremony for the construction of a new £5.5 million office and warehouse facility in London. **Mario Amato**, managing director of **AGS Four Winds London**, took the ceremonial spade and dug the first earth for the foundations.

The new site is located at Uxbridge in the London Borough of Hillingdon, ideally located 4 miles from Heathrow Airport, and within the M25 London ring road for easy access to the motorway network and UK port systems.

The warehouse will be 35,000 square feet, built to a height of 12 meters, and will accommodate both steamship containers and conventional storage vaults, stacked four high.



AGS Four Winds London.



The construction will include 6,000 square feet of new office space. The building will benefit from the latest developments in both IT and security systems, and the headquarters offices of AGS Four Winds London will be relocated from Park Royal to Uxbridge.

AGS Group Chairman Alain Taieb commented: "The AGS Group is a multinational moving and storage organization, trading from 126 locations worldwide. The UK, and more specifically the London Metropolitan area, is one of the world's leading market areas for our niche activity. Our investment strategy is mid- to long-term, and even in these difficult economic times we are continuing with a positive and proactive investment strategy as we plan for the future. The AGS Group is also working on similar projects throughout our overseas networks in Africa, Asia, Western Europe, Central and Eastern Europe.

The new facility is environmentally friendly, with over £400,000 invested in 32m² of photovoltaic panels on the southern elevation. Photovoltaic panels use direct solar radiation and convert this to useable electricity, and are thus classified as a renewable onsite energy source. The electricity produced will be utilized in priority to grid-supplied electricity, with grid electricity supplementing the photovoltaic systems when necessary. As a result, carbon emissions at the site are greatly reduced, particularly as electricity is an energy source with the highest CO² emission factor, the company said.

The company has also invested in air source heat pumps, which extract heat externally from the air, which can then be used to heat buildings. This cycle can also be reversed to expel air from a building into the atmosphere, thus cooling the building. Air source heat pumps have high coefficients of performance that result in a relatively small amount of energy used. This high efficiency will lead to a large reduction in the buildings carbon emissions, when compared with standard heating and cooling systems. The use of air source heat pumps at the AGS unit is a step forward in helping the UK to meet its carbon reduction targets under the Kyoto Protocol, and is a key part of the carbon reduction strategy for the site.

Through the use of both air source heat pumps and photovoltaic panels, significant reductions in carbon emissions will be made throughout the site that will benefit not only AGS, but also the local community.

The company expects its new London facility to be completed toward the end of 2009, and hopes to be operational at the site by early November 2009."



Left to right: JK Executive Vice President, Steve Kuhn with Habitat for Humanity ReStore Manager, Tim Gammon and Potomac Flooring, Inc. Executive Vice President, Gerry Swift.

JK Moving & Storage, Inc. Supports Habitat for Humanity

Loudoun Habitat for Humanity opened their new ReStore facility in Purcellville, Va., in April with the help of **JK Moving & Storage, Inc.**, located in Sterling, Va., and several other local businesses.

Through ongoing sustainability and reuse programs coordinated among their current customers, JK donated more than a third of the products up for sale at Habitat's ReStore.

JK Executive Vice President **Steve Kuhn** had outlined a space plan for Habitat and asked if they'd like some of the company's reused goods. The answer was a resounding yes, he said. "We gave them a tremendous amount of racking and a lot of products they can sell, including construction materials - all part of our recycling services." JK also donated a large inventory of furniture as well as trucks and workers to transport all the goods.

Both JK's Executive Vice President Steve Kuhn and Potomac Floor Covering Inc. Executive Vice President Gerry Swift said the support for the Habitat effort came about through "a friend of a friend" word-of-mouth contact. Not only did the two companies end up donating a slew of materials, but they also started doing some business together as a result of the contact.

Crown Services Support Spouses

Crown Relocations has introduced its Global Career Partner Support Program. “Family issues” have consistently been a main driver in the success or failure of an international assignment. The issue of whether or not trailing spouses are able to remain active in their careers after relocating led to Crown developing the program.

Crown’s Global Career program assists Crown’s clients whose trailing spouses wish to continue their careers in their host countries. This program was launched in February 2009 under Crown’s Global Mobility Services (GMS) umbrella. Global Career is currently offered in Hong Kong and will be available in Australia and other international locations in the near future.

Jo Latimer, mobility consultant, Crown Hong Kong, has been responsible for coordinating and developing the program. She has over 10 years of recruitment experience in the UK, with the most recent 6 years focused on international recruitment. Latimer has a wealth of information on the recruitment industry and is able to focus on each individual client’s requirement and translate it into a personalized version of Global Career.

The program includes access to a career consultant, support and advice for CV or resume preparation, interviewing techniques, business card creation, introduction to employment agencies and career alternatives, and a library of information. All services are tailored, through a comprehensive needs analysis, to meet individual needs and key concerns.

On Jan. 1, 2009, HHGFAA became the International Association of Movers



Download the IAM logo and the Users Guide for the rules and instructions for its use on letterhead, advertising, and other marketing tools at

www.IAMovers.org/logo.html



Gerry Lane of Indian Tigers Lane Indonesia addresses the crowd.



The happy recipient of a Tigers gift pack.

Strengthening Ties with the Dutch Business Community

Indonesia will soon be celebrating its 64th year of independence from The Netherlands. Throughout the years, their relationship with each other has been vastly improving, making way for an abundance of business and social opportunities.

Asian Tigers Lne Indonesia recently sponsored the Indonesia-Netherlands (INA) cocktail where business men and women from mostly Dutch and Indonesian companies shared an evening of camaraderie and strengthened alliances.



Suddath International Crew Leader Goes the Extra Mile

Moving a 35,000-pound international household goods shipment is no small feat. Moving this size shipment with no power in the middle of an ice storm takes the challenge to a whole new level. But **Anthony Primavera**, crew leader for **Suddath's** New York facility, didn't let any obstacle stand in his way.

As an experienced crew leader, Primavera is an expert in delivering exceptional customer service. When he was called to the home of a repeat VIP client moving from Connecticut to Dubai, he thought it would be just another normal day on the job.

While he and his crew began to carefully pack, however, an ice storm made its way toward the area. Hoping to pack and load the shipment before the storm arrived, the crew began to work double-time and even called in extra team members to help. As they worked hard, the snow began to fall and the team realized they would need to take creative measures to get the shipment packed on time.

As the storm made its way through the area, Primavera knew what lay ahead over the next few days. He knew there would be ice on the roads and the long, winding driveway to the residence would be nearly impossible to drive if the roads were iced. In true "take care

of it" fashion, Primavera — who wasn't about to let the ice and snow delay the move — came prepared with his own bags of salt to help clear the driveway.

Despite the below-freezing temperatures and a power outage, he and his crew continued to pack and load. Because the ground was slick, Primavera wanted to ensure the crew's safety. He created a makeshift sled to slide the goods from the house to the shuttle. One trip after another, they loaded the van until everything was packed.

Despite all the obstacles the team faced, they worked together and got the job completed on time. The customer was thrilled knowing that Suddath took care of them for their third move, going above and beyond to deliver excellent service.

"As an experienced crew leader, Anthony has done an excellent job servicing the Suddath's international business in the New York market for many years," said Suddath International President Stephen Crooks. "He and his crew embody the Suddath 'We Take Care of It' attitude. We frequently have customers asking for Anthony by name and are proud to have him on our team."



Agent 007 was the inspiration for figures and art at the BWA fashion show in Jakarta.

Asian Tigers Lane Indonesia: Licensed to Thrill

The British Women's Association in Jakarta, Indonesia, recently held its much-anticipated fashion show, entitled "Licensed to Thrill," themed after Agent 007, James Bond. This event, highly anticipated for months before and discussed long afterward, is a singular event on the Jakarta calendar.

Asian Tigers Lane Moving & Storage has for 24 out of the 27 years of the fashion show supported the event by helping to design and create several pieces of the production's artwork. This year was no exception, as Sutodi (in photo) and his team put their artistic talent to work to construct the famous gun barrel as a stage backdrop, the catwalk, larger-than-life-size martini glasses, sultry Bond character silhouettes, and more.

Susan Whistler, BWA chair, noted that this year the organizers raised a record amount of money for BWA social welfare efforts.



Sudoti at work.



Successful USAID Project in Iraq

In May, **Move One Logistics** completed the successful delivery of 12,400 carp brood stock to two fish farms in Iraq for a United States Agency for International Development (USAID) project. This was an incredibly successful live haul shipment: From Tiszaszentimre, Hungary, the live carp fingerlings were moved to receiving hatcheries in Babil province within 32 hours with less than 0.002% mortality.

The mission was a part of USAID's Inma Agribusiness Program aiming to re-establishing the fish farming industry in the country. Due to decades of conflict and sanctions, many fish farms in Iraq fell into disrepair and disuse. Even though central Iraq boasts more than 70% of the country's fish farms, by 2007 only a fraction of them were operating, and those that were, were operating significantly below capacity.

The shipment was collected from the Tiszaszentimre fish farm in Hungary, and flown to the Middle East Fish Farm (MEFF) in Iskandaria, and the Euphrates Fish Farm (EFF) at Al Hilla. Both fish farms are located in the Babil province in Iraq. Move One Logistics ensured that the on- and off-loading of the pallets containing the brood stock went immaculately, in addition to assisting with the clearance and providing the necessary trucks.

Inma staff were present and oversaw the process, from the packaging of live fish brood stock in Hungary, to the placement in live tanks at the Iraqi receiving hatcheries. On site assistance, when required, was provided to ensure that the movement and time line projected were completed, as well as verifying count, time and method of packaging of live fish for importation.

The importation of the new carp brood stock was a major undertaking, involving elements from USAID, USDA, Borlaug Institute, Szent Istvan University of Hungary, the US Military, the Iraqi Police, the Iraq Ministry of Agriculture, the Iraqi Customs and the Inma Agribusiness Program.

Robert Hass, Move One's county manager in Iraq, was delighted with the operation. "This was a tremendous team effort, to which the smooth movement flow and time line from off load at the BIAP to receiving hatcheries testifies," he said. "Both receiving hatcheries were highly pleased with the quality of the fish and impressed with our operation, as were the five Iraqi Minister of Agriculture veterinary representatives."

A-Mrazek Pinch-Hits for All-Star Festivities

What does it take to pull off an event like the All-Star Game? Just ask St. Louis-based United Van Lines agent **A-Mrazek Moving Systems**. For a week recently, an A-Mrazek crew worked with the St. Louis Cardinals' staff to prepare Busch Stadium for the many activities surrounding the event.

A-Mrazek supports the Cardinals' staff by serving as a distribution center - storing and delivering everything from folding chairs to trash cans. The company's off-site storage service allows the Cardinals' staff to declutter Busch Stadium.

"You never really know what it takes to pull off an event like the All-Star Game until you're in the middle of it," said **David Sabada**, president of A-Mrazek Moving Systems. "Our crew is honored to serve the St. Louis Cardinals as the country turns to St. Louis for this legendary event."

A-Mrazek has a long-standing relationship with the St. Louis Cardinals as the organization's official mover. The company has also used its expertise for the St. Louis Rams and Pope John Paul II.

Crown Establishes Licensed Immigration Team

In its effort to support its corporate clients, **Crown Relocations** has assembled a fully licensed immigration team for its Auckland office.

In May, New Zealand law began requiring all individuals who advise on immigration matters to acquire a license from the Immigration Advisers Authority. As a result Crown Relocations is now the only relocation company with its own in-house team of licensed advisers.

James Logan, country manager, **Crown New Zealand**, said the team's focus is advising and guiding corporate clients throughout New Zealand and to later provide similar services, through the establishment of a dedicated Web interface, to private clients. The team includes **Caren Donald**, visa specialist; **Cherie Baird**, relocation services coordinator; and **Mandy Mitten**, national relocation services manager.

True North Relocation, LLC Receives GSA Authority

Seattle-based **True North Relocation** recently announced that it has earned international General Services Administration (GSA) authority. "It was a difficult process, but a worthwhile endeavor," said True North President **Heather Engel**. "We're looking forward to filing rates for the first time and hope to receive help and guidance from the IAM community." True North has been handling corporate and commercial international household goods shipments for over 5 years.

ISO NEWS

Interconex, Inc., a US-based international moving company, recently earned FIDI FAIMISO certification for its Norwalk, Conn., facility, which services the New York metro area.

MILESTONES

AE Worldwide: 45 and Still Going Strong

This year, as **AE Worldwide** celebrates its 45th year of service to the relocation industry, the company acknowledged the relocation community for making AE the oldest service company of its kind in the industry.

AE was started in 1964 by **Gordon Graham** as a local service company in northern New Jersey with a handful of service technicians providing the basic appliance disconnect and reconnect services. AE, under the tutelage of Graham and now his son, Todd Graham, president, has expanded over the past 4-1/2 decades to providing services wherever its clients need them, with a network of over 14,000 service technicians providing a full range of origin and destination services, from appliances to plasma televisions and everything in between.

AE Worldwide is very proud of its length of service and contributions in a demanding and ever changing industry. During the past 45 years AE has witnessed and participated in an industry that has matured from move-it-yourself, to individual corporate transferee packages, to centralization of services through third party relocation companies representing corporate accounts. All of these changes within the relocation industry required AE, as a provider of specialized services, to be innovative and responsive to the demands of a competitive marketplace.

“The sophistication of this industry is evident by viewing the growth experienced by the American Moving and Storage Association (AMSA), the Employee Relocation Council (ERC) and the International Association of Movers (IAM), just to mention a few,” observed Gordon Graham. “The complexity of the issues each of the organizations handle include influencing government regulations and compliance, and developing innovative solutions for those managing and supporting global relocation and other workforce transitions.”

AE Worldwide, throughout its 45 years, has actively participated with these professional organizations in shaping the excellent reputation of the relocation industry. All of the AE staff are AMSA Certified Moving Consultants (CMC), and several have earned the ERC Certified Relocation Professional (CRP) designation. AE also has field technicians who have earned the designation of Certified Relocation Technician (CRT), having completed a minimum service level and passing an in-depth AE Worldwide written exam that demonstrates their technical knowledge and understanding of the industry.

“AE has a direct influence on the real and perceived value the transferee receives during the relocation process because of our one-on-one interface with the transferee,” said Graham. “AE Worldwide’s success, leadership role and longevity in this industry can be attributed to staying focused on one basic commandment: The customer is always right.”

Taylor Moving & Storage Marks Golden Anniversary

Stories of companies not only surviving but also thriving and growing for 50 years are unique in this day and age. But this year, Burlington, Ontario (Canada)-based **Taylor Moving & Storage** celebrates its 50th anniversary.

In 1959 **Allen Taylor** started a small moving company in Burlington that saw rapid growth in a short period of time. In 2002, he decided to retire and sold the business to his sons, **Rick** and **Russ**. By that time Taylor Moving & Storage had become a Burlington landmark with its trademark Taylor truck perched high on the roof for all to see.

When they bought the company both brothers knew all aspects of the household goods moving business, having grown up working alongside their father and the other members of the Taylor team. In fact, Allen wanted to make sure his boys understood every facet of the business so both worked as packers, movers, and drivers.

Rick and Russ attribute their success to a number of factors. Throughout the years, Taylor Moving & Storage has evolved and refined its processes to ensure that its clients receive a service that can effectively move them across the street or around the world.

The heart of the Taylor Moving process is its focus on customer service and its dedication to quality. Moreover, a company-wide spirit of philanthropy thrives and both national and local charities have been beneficiaries.

However, the main reason they feel the company has been able to succeed despite recessions, unpredictable housing markets, and stiff competition is their employees.

“We understand that without our team,” said Russ Taylor, “Taylor Moving & Storage couldn’t have become what it is today. We hire people from the community and we take care of them. In turn, we have a really loyal and hardworking group, from the front office right through to the drivers, who always go above and beyond for our clients. Taylor Moving has always looked after the people who work here. It’s an element of our company that hasn’t changed in 50 years.”

Rick and Russ Taylor are intent on ensuring the company their father started so many years ago continues to succeed. Their formula, they explained, is to “provide a high-quality service at a competitive rate and people will choose you time and again. We’ve had relationships with many of our clients over decades. Taylor Moving & Storage Ltd. is one of the top five corporate movers in Canada, and we continue to grow thanks to our loyal clients.”

HONORS AND AWARDS

Selected out of thousands of area businesses, **JK Moving & Storage, Inc.**, of Sterling, Va., has been named one of the top 50 “Best Places to Work” in the Greater Washington area by the *Washington Business Journal*.

The award recognizes the company’s achievements in creating a positive work environment that attracts and retains employees through a combination of employee satisfaction, working conditions, and company culture.

Awards were presented during a breakfast program on June 11.

According to poll results from JK employees, extra perks and benefits offered by the company (including wellness/stress management programs, discounts or reimbursement for off-site fitness, outside vendor discounts and/or company products or service discounts, and a formal telecommuting policy) coupled with a strong, diversified business model gave employees a sense of security and happiness in their work.

Employees also said:

“I have been in this industry for about 27 years. The pride and passion in a job well done is more prevalent here at JK than any other company I have ever been associated with. I would never leave this company for the promise of a brighter day.”

“This company has had extraordinary leadership through tough economic times. It’s reassuring to work for a company that has grown in a diminishing market. JK Moving & Storage has done an excellent job!”

To read the full *Washington Business Journal* article and view the entire list of top 50, visit: <http://washington.bizjournals.com/washington/stories/2009/06/08/tidbits2.html>.



❖
Canal Movers & Logistics Corp. in Panama City, Panama, recently was afforded its FAIM re-certification with 100% marks.

❖
The Singapore branch of **Crown Relocations** recently was named the “Preferred Relocation Firm” for 2008 by *Human Resources* magazine in Singapore.

Winners of the 2008 awards were announced in the magazine’s Special Annual Edition 2008. The article notes that Crown Relocations is adapting to an ever-changing industry with tools such as social networking, intercultural training, and new technologies.

Paul Sullivan, Crown’s regional managing director for Southeast Asia, noted that Crown is responding to a change in the profile of the typical expatriate. “We see more singles, more females and younger professionals going on international assignments.” Sullivan says that the company is organizing new social events to help these expatriates meet others like them. “While assimilating into Singapore, developing a social network helps improve the success rate of assignments.”

Sullivan added that intercultural training has evolved into a series of sophisticated programs designed to help human resource and relocation professionals manage culturally competent teams. “Crown offers a unique intercultural training program and a new Web site to further support it. As relocation professionals have been seeking more standardization, Crown has responded by improving its software and administrative functions to provide clients with customized reporting and real-time access.”

❖
Kerrie LaPlante, manager of agency development and relations for **Arpin Van Lines**, has been named Arpin’s Positive Performer of the Year for 2009.

As manager of agency development and relations, LaPlante is responsible for overseeing new agent recruitment, contracting and agency partnerships. In addition, she performs several other roles as a member of the safety committee and IT development subcommittee.

During her 20 years of service with Arpin, LaPlante has worked her way up through numerous positions of responsibility, originally starting as a quality assurance administrative assistant.

LaPlante holds other awards, including the 2005 Superior Customer Service Award as well as the Positive Performer of the Month citation for June 2008. She has been recognized with a plaque for her 20 years of dedicated service.

❖

Diggins & Rose Moving Systems, an agent for United Van Lines in Manchester/Nashua, N.H., has been selected for the 2009 Best of Medford Award in the Packing & Crating Service category by the US Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that it believes have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2009 USCA Award Program focused on quality, not quantity. Winners are determined based on both the information gathered internally by the USCA and data provided by third parties.

*

Techmate International recently honored **Charles Mallari** with its quarterly customer service award. The company said Mallari distinguished himself through his case-handling and direct user feedback. He has received a cash prize in recognition of his achievement.



Mallari

*

Humboldt Storage and Moving Company, Canton, Mass., has been recognized as United Van Lines' Agent of the Month for May 2009. The agency was selected from among more than 475 United Van Lines agencies eligible for the distinction.

Christofferson Moving and Storage, Beloit, Wis., was named runner-up for the honor.

United's Agent of the Month program recognizes agents that rank best in the areas of customer service, vehicle safety, low claims experience and operational performance.

*

Total Relocation Services, Inc., Green Bay, Wis., has been recognized as Mayflower Transit's Agent of the Month for May 2009, according to Steven J. Dawkins, executive vice president of Mayflower, which is one of the nation's largest household goods movers. The agency was selected from among more than 440 Mayflower agencies eligible for the distinction.

Dircks Moving Services, Inc., Phoenix, Ariz., was named runner-up for the honor.

Mayflower's Agent of the Month program recognizes agents that rank best in the areas of customer service, van hauling performance, and sales growth.

AROUND THE STATES

The **Michigan Movers Association**

recently alerted its members that in order to enhance compliance with the Unified Carrier Registration (UCR) program, the Michigan State Police (MSP) Traffic Safety Division would launch aggressive statewide enforcement efforts beginning on July 12. Failure to register under the UCR is a misdemeanor with a fine of up to \$500 and/or 90 days in jail.

The UCR program replaced the Single State Registration System (SSRS) in 2005. All interstate and international motor carriers, including brokers, freight forwarders, and leasing companies (who were exempt from the SSRS), are required to register. The fees collected under the UCR program are used for commercial vehicle safety and enforcement programs.

To register under the UCR program, Michigan commercial motor vehicle carriers can contact the Michigan Public Service Commission at (517) 241-6030 or via www.ucr.in.gov.

Officials warned of zero tolerance for carriers failing to register.

❖

Art Delaney, president of **Delaney Moving & Storage**, a United Van Lines agent, has been re-elected as president of

the board of directors of the **New York State Movers & Warehousemen's Association**. Delaney previously served on the board in the late 1990s. The company has been an NYSMWA member for 20 years.



An Ode to Woody DeWitt

By Mike DeWitt

Growing up in a family of movers can have its perks. For example, as a kid you seem to have an endless supply of cardboard boxes for making forts and break dancing on. Your dad always seems to have these strange two-color blankets in the trunk of his car, but they come in handy whenever you go to the beach or have a picnic. Dad can pretty much fix any thing with packing tape and he really knows how to pack a suitcase, but you never take a vacation during the months of May, June, July, or August. You also think that your dad might be a spy, as he is always talking in some sort of secret language; he is always referring to codes 4,5 and T and DPM this and NTS that. What does it all mean?

Growing up I dismissed many of these things as commonplace; however, now that I work in the industry, it all makes sense. I am the fourth generation in a family of movers. Our family story began when my great grandfather came to California during the Great Depression in search of a job. He started out with one truck and a pair of strong hands; he would meet his potential customers at the Los Angeles Train Depot. In those days if you were moving, you would travel by train and only your most prized belongings would make the journey with you. Waiting at the train depot with sign reading “North East Los Angeles,” my great grandfather would help the passengers on the train move their belongings; he’d pack their prized possessions with care onto the back of his truck and move them from the depot in downtown Los Angeles to Glendale, Pasadena, Highland Park, and Eagle Rock. Since those first local moves in Los Angeles, the family has been hooked on moving.

Only a few years after starting in the moving business, my great-grandfather, Robert DeWitt, suffered an untimely death from a heart attack and left behind a wife and eight children. With no savings and a single truck as the only family assets, things were looking bleak, to say the least. If they sold the truck they would have only enough money to live off for a short time. Instead, someone needed to put the truck to work to help support the family. My grandfather, Woody DeWitt, and his brother, Oscar, rose to the challenge, and with that, my family continued on in the moving business.

Woody and his brother decided they needed to maximize the use of the truck, so they came up with an ingenious plan. During the day, Oscar would use the truck to perform local move jobs; at night, Woody would use the truck to carry newspapers to drop sites

around Los Angeles for distribution by paper boys the next morning. Woody had had a paper route as a kid, and distributing the paper to drop sites around the city was a step up. Also, the nighttime hours worked out best for Woody, since he was only 16 years old and still in high school. Woody’s workday did not stop there. After distributing newspapers into the wee hours of the morning, Woody would then head to Franklin High School before classes started, and work in the school cafeteria so that he could earn his lunch for the day. He and his brother did all this to help support his mother and younger siblings.

It began with one truck and a tenacious work ethic, and snowballed from there. Woody would go on to found multiple DeWitt companies, including freight operations, port operations, a nationwide hauling operation, one of the largest US mail haulers in the nation,

IN MEMORIAM

and numerous military contracts. Woody was also one of the founding members of the International Movers of Association (formerly the Household Goods Forwarders Association of America).

My father, Richard DeWitt, took Woody’s lead and continues on in the family tradition with all things moving-related. Richard opened up his first physical operation, Royal Hawaiian Movers, in 1982. Over the last two decades this operation has grown tremendously. Having begun with only one office on the island of Oahu, Royal Hawaiian Movers is now the only mover in the state to have physical operations on all four of the major Hawaiian Islands: Kauai, Oahu, Maui, and the Big Island of Hawaii. With over 200 employees and one of the largest fleets in the state, we are well equipped to handle any move-related need.

In addition to the Hawaii business, my father also started DeWitt Moving and Storage in Guam in the early 1980s. This operation has also expanded and diversified. Not only do we provide moving and storage services in Guam, we also provide records management, document shredding services, and recycling services.

Continuing on his father’s legacy, Richard has diversified into the commercial freight business with Approved Freight Forwarders. Approved provides consolidated freight services from the US mainland to Hawaii and Guam. With a warehouse in the Los Angeles area and physical operations in Hawaii and Guam, we are able to provide door-to-door freight services. In addition to commercial freight forwarding, we’re also a military forwarder under the Department of Defense and State Department.

Recently, my Grandpa Woody passed away at the age of 93. He died peacefully in his home in Newport Beach, Calif. As our family mourns this loss, we reflect on the legacy he left and the lessons he taught us. Woody was an extremely hard worker and until the day he died he would always ask me how the business was going. He always wanted to know how many trucks were dispatched and what type of tonnage we were doing.

As with any business, we can learn much from those who came before us. I am lucky that my teachers have been my Grandpa Woody and my father, Richard. They and their generation have pretty much seen it all before. They have ridden the economic highs and buckled down during the lows. They’ve seen their share of new government programs over the years and have adapted their business to fit the



Four generations of DeWitts: Mike, Max, Woody, and Richard.



Above: DeWitt Transfer & Storage (c. 1930s–1940s).

At left: Woody DeWitt and son Richard DeWitt.

government's needs. But at the end of the day, a mover is still a mover and a truck is still a truck. If my family has taught me anything it is to work hard, provide excellent customer service, and maintain your integrity at all times. Woody, you and your smile will be missed, but you will live on in our minds and hearts forever.

Mike DeWitt, a YP-35 member, works at Royal Hawaiian Movers Inc. in Honolulu, Hawaii.

EDITOR'S NOTE: Woody DeWitt was inducted into the Association's Hall of Honor at its 46th Annual Meeting in 2008.



**Have You Registered for IAM's
47th Annual Meeting?**

www.IAMmeetings.org

IN MEMORIAM

Bryan Ward, vice president business development, Greater New York Region, for TheMIGroup, passed away on June 30 after a year-long battle with cancer. Mr. Ward, who was 60, leaves behind a wife, six children, a grandson, and a brother and sister. He also leaves behind a great number of friends both at TheMIGroup and throughout the industry.

Mr. Ward was born on May 26, 1949 in Stevenage, England. In 1972, he married Magdalena Schubert of Ingelheim, Germany, and they moved to the United States. The couple had three children, whom they raised together in Ringwood until Magda died in 1991. On June 19, 1993, Bryan married Sandra Sedgwick of San Jose, Calif.

A devoted father, husband, brother, friend, coach, mentor, and community leader, he helped establish the Ringwood Rovers Soccer Club, served as a Deacon at the Community Presbyterian Church,



**Bryan Ward
1949–2009**

and was a member of the Lakeland Board of Education for over 10 years. In his last year, Mr. Ward and his family were thankful and honored by all of the love and support from his friends and the community.

Mr. Ward, who started his career with

TheMIGroup in 1991, was a constant and well-respected member of TheMIGroup's team at ERC conferences and tradeshows; he was very popular with anyone who had the good fortune to meet and get to know him. His magnetic personality was a boon at any industry function; the booth was never quiet when he was around!

As one colleague noted, "All of us who had the good fortune to know and work closely with Bryan could not help but be affected by his infectious personality and his willingness to go the extra mile in everything that he did both at work and at play. We will all miss Bryan. He brought a cheerful personality and boundless enthusiasm to everything that he did. His endlessly optimistic approach to life stood him in good stead, especially over this past year as he bravely fought, but was eventually overcome, by this most unmerciful of illnesses."



Randall Groger
AirLand Forwarders,
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IAM Chairman

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P.O.C: Mr. Greg Lindstrom

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Middletown, NJ 07748
Tel: (732) 796-0968
Fax: (732) 796-0969
E-mail: jturner.wismove1@verizon.net
Website: www.wisenterprisesinc.com
P.O.C: Ms. Janet Turner

CORRECTION to the 2009-2010 IAM Membership Directory

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94120 France
Tel: 33 (0) 1 53 66 59 93
Fax: 33 (0) 1 53 66 59 93
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Price List for Selected IAM Publications and Miscellaneous Items

TITLE	CONUS MEMBERS	OVERSEAS MEMBERS
2009–2010 IAM (HHGFAA) Membership Directory	75.00	95.00
Additional Copies of The Portal (1-year subscription)	100.00	125.00
Defense Transportation Regulations Part IV (replaces the PPTMR)	120.00	150.00
Rate Solicitation International I-22 or I-23, Domestic D-16 or D-17	120.00	150.00
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Legislative Action: Summer Update

Climate Change Legislation

In June, the House of Representatives passed a major climate change bill that seeks to bring about significant reductions in the production of greenhouse gas emissions. This major bill will have enormous consequences for American businesses and consumers as the Congress attempts to move the country away from a foreign-dependent, fossil fuel-based energy policy.

It would achieve this reduction by imposing a cap on carbon dioxide and other greenhouse gas emissions. Under the House proposal, there must be mandatory 17% reduction in carbon emissions from a baseline of 2005 by the year 2020 and an 80% reduction by 2050.

The House bill passed by a narrow margin of 219-212, with the voting largely along party lines. Many Democrats who voted for the bill stressed that they did so to move the process along but hoped the bill would be improved in the Senate. Many critics of the measure said the carbon emissions cuts come too quickly in a difficult economic environment - and that carbon-reducing technologies that would allow American manufacturers to remain economically viable are inadequate.

The Senate has signaled that it has significant issues with the House-passed version and will attempt to move its version of the bill sometime in September.

White House Climate Czar Carol Browner has stated that the White House would like to have the legislation done prior to the United Nations climate change talks scheduled for this December in Denmark.

The cornerstone of the bill is a "cap and trade" process by which allocation allowances for carbon emissions are given to industries that would be seriously affected by the costs of securing alternative energy sources or by upgrading their manufacturing base to reduce emissions. Entities that could not achieve sufficient emission standards would be forced to purchase additional carbon credits on the open market.

In the cap and trade model, there is a limit on the amount of emissions each facility can produce. To stay within these targets, businesses could attain their allowed levels in a series of ways, including modernizing equipment, using renewable energy, investing in a separate nonpolluting entity to offset emissions, or ultimately to buy other pollution credits. Entities operating under their cap could sell their credits on the open marketplace for profit.

The cap and trade system provides for allocation of carbon credits for free to specified high-energy industries in order to minimize the disruption to industries. Under the House proposal, over \$650 billion in carbon credits are allocated over a 10-year period. Of that amount, 35% of the credits would go to electric utilities delivering power and 9% would be given to natural gas utilities. Another 2% is allocated for home heating oil distributors with 15% would go organizations that assist low-income families in paying their utility bills. Finally, 15% would go to high-energy industries (such as steel, cement, glass, etc.) and a small percentage being saved for state and local governments. The remaining credits would be retained and sold by the Federal government with estimates by the Congressional Budget Office that this sale would net a minimum of \$50 billion over a 10-year period.

As part of the negotiations with House leadership, the Department of Agriculture was given oversight over emissions emanating

from the agriculture industry with specific instructions on how to modify the cap and trade program for production agriculture.

Another major concern is that the cost of compliance for domestic manufacturers could create an advantage for foreign competitors when greenhouse gas emissions limits cannot be agreed to among the major nations. If the cost of operating under the new guidelines is too great, many critics argue that the proposal would create incentives to move these facilities and their jobs overseas.

Critics of a cap-and-trade plan have argued that China (which now has surpassed the United States as the source of the world's largest carbon emissions) and India will not adhere to these international limits. For example, thus far, China has agreed to reduce their "energy intensity" 20% over 5 years (without specificity as to what that means). India has refused to comply with any mandatory greenhouse gas reductions.

While the House did impose an amendment that would create some flexibility for domestic manufacturers if the international community cannot attain agreement in Denmark, there is a further effort to have the White House impose a border adjustment (i.e., import tax) on products from those countries not in compliance. President Obama has not indicated his position as yet on this proposal.

Health Care

The other major initiative dominating this Congress is the debate over health care reform. As most observers know, the proposal is to reduce the cost of the U.S. health care delivery system and to make health care available to all. The obvious obstacles are the huge cost implications of overhaul of the system and deep divisions as to how to pay for such expanded coverage for all.

The Obama Administration has been working hard to get various sectors of the health care delivery system to agree to cost reductions in the marketplace. It is hoped that these cost reductions will help in extending coverage to all - including those who cannot afford health care insurance.

To being with, to help pay for healthcare reform, the pharmaceutical manufacturers agreed to the Administration's goals of achieving \$80 billion in savings agreement. The pharmaceutical industry's \$80 billion deal attempts to help seniors afford their drugs even when they fall into the "doughnut hole" — a gap in Medicare coverage for certain taxpayers.

Then the Administration negotiated almost \$100 billion in savings from Medicare reimbursements to hospitals and physicians. These savings will be realized through decreased Medicare payments meant to compensate hospitals for caring for the uninsured. Under the agreement, Medicare payments will be reduced through adjustments on productivity that basically decreases updates to hospital payment rates.

But part of the proposal that would tax the benefits of individuals who receive some health insurance premium payments from their employers to pay for the new plan has been met with widespread opposition. Even some strong supporters of health care reform have decried the impact that this proposal could have on working families. The original proposal by the Senate Finance Committee on this point is now under serious review as this article goes to print.

Another highly controversial element of the proposal is the coverage section of the bill. Under this section, there could be a public (government sponsored) plan for those who cannot afford private

insurance or are not eligible for Medicare coverage. Critics of this provision believe that a government-sponsored plan would create an unfair advantage for that plan over private sector insurers. They have indicated their concerns that the government sponsored plan could lead to deep losses for doctors and hospitals. As currently contemplated, the government sponsored plan would be an element in a Medicare like public methodology, in that it:

- creates a pay or play coverage mandate system for employers;
- requires that individuals maintain health coverage and provides subsidies for individuals and families with income up to 400% of the poverty line; and
- the reimbursement rates for providers would reflect some multiple of Medicare payments..

There appears to be deep differences between the House and Senate approaches. While both the Senate Finance Committee and the House Ways and Means Committee feature plans that would combine cuts in actual spending on health care, savings from hospitals, from doctors from health insurance companies, there would also be a need for revenue. How the revenue is to be raised is a major difference. The House proposal would create three different surtax rates for individuals. They would be an additional tax 1% for individuals making \$280,000 (or \$350,000 for a married couple), with additional 1% incremental rate increase for taxpayers making \$400,000 (\$500,000 for married couples) and a final incremental rate of 1% for those making \$800,000 (\$1 million for married couples).

The current thinking is to attempt to have health care reform passed in both the House and Senate prior to the August recess. In order to achieve this, there will be many compromises and many late night votes.

Transportation Issues

Rep. James Oberstar (D-MN), Chairman of the House Transportation and Infrastructure Committee is attempting to move through the House a bill to release more than \$7 billion to help fund ongoing highway projects in this fiscal year. The proposal is essentially a stopgap measure as negotiations among the two parties and the White House continues on agreement for a new 6-year surface (i.e., highway) transportation plan.

Chairman Oberstar believes that a \$7 billion transfer from the US Treasury's General Fund to the Highway Trust Fund would provide a sufficient buffer to pay the states for their costs in continuing the upgrades on Federal highways and bridges in their states. The Federal Highway Administration has said that there is inadequate reserves in the current trust fund to pay for completion of these projects prior to the enactment of the

Originally, Oberstar wanted to have the new six-year surface transportation bill enacted with having to do a temporary extension of the current law. But with climate changes and health care legislation taking up so much time in Congress, it is clear that the temporary measure has become a reality.

Even more problematic may be the status of the bill on the Senate side. The Committee with oversight of transportation policy is the same committee now deeply involved in the consideration of the climate change bill. The focus of the Senate Environment and Public Works Committee will remain on climate change until at least the Congressional summer recess.

The other element of the proposal is the Obama Administration which is recommending an 18-month extension of surface transportation law to give Congress until after the 2010 midterm elections to reach a deal on a 6-year bill. The administration has asked for a total of \$20 billion — \$18 billion for highways and \$2 billion for transit. There is controversy over whether there may need to be some additional revenue offsets to pay for this outlay.

This debate has become somewhat entangled in the discussions on the Hill as to the benefits of the first economic stimulus bill, which was dominated by infrastructure investments. House Speaker Nancy Pelosi (D-CA) has indicated that she is still awaiting some results from the benefits of the first stimulus bill before she commits to the Oberstar proposal or even for some demands for a second stimulus bill. She said, "In terms of the investments that were made in the first package, I want to play that out. And if we do go someplace, I'd like to see us do the transportation bill."



IAM 47th Annual Meeting in Orlando

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Help IAM Update the 2009 Online Shippers Guides

Many of the customs regulations for member countries posted on IAM's Web site are now out of date. We would appreciate the support of our Associate Members in submitting current import information to be posted on the Web site and accessible to all members.

Please supply a copy of any recent customs information and regulations that your company makes available to customers and overseas agents to portal@iamovers.org.

The format of the information is not important, but **please specify the date of your update** for any information submitted. The information can be sent as a Word document or in PDF format. IAM is currently designing a new template for posting the information on our Web site. Information may include the following:

Local ports (names of specific ports covered by these regulations)

Requirements for household goods and personal effects:

- Required documents (letters, permits) for non-diplomat, diplomat and returning citizens
- Customs regulations (restrictions, special requirements)
- Clearance and consignment instructions (special remarks or requirements, anticipated number of days for normal clearance)

Requirements for vehicles

- Required documents
- Customs regulations (restrictions, duty/taxes)
- Clearance and Consignment Instructions

Requirements or restrictions for:

- Pets and animals
- Alcohol
- Tobacco
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- Antiquities

Other information that may be important.

Effective January 1, 2009, HHGFAA became the

International Association of Movers



Download the IAM logo and the Users Guide for the rules and instructions for its use on letterhead, advertising, and other marketing tools at

www.IAMovers.org/logo.html

IMPORTANT NEW INFORMATION CONCERNING PORTAL ADVERTISING RATES AND DIMENSIONS

Full Page \$ 3,187.50
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NOTE: Prices shown are the total cost for one year (six issues). **All new ads must be in color** (electronic files must be supplied).

Deadlines to receive new artwork:

- September/October Issue September 3, 2009
(ANNUAL MEETING ISSUE)
- November/December Issue November 12, 2009
- January/February 2009 Issue January 22, 2010
- March/April Issue March 12, 2010
- May/June Issue May 15, 2010
- July/August Issue July 16, 2010

IMPORTANT NOTICE ABOUT ELECTRONIC ADS

The Portal now accepts computer-generated files, graphics, and ads supplied on PC- or Mac-compatible Zip disks or CD-ROMs. **ADS SENT BY E-MAIL MUST BE PDF FILES.**

When providing electronically-generated advertisements, your disk **MUST** be accompanied by a printout showing what the ad should look like. IAM will not accept disks that arrive without a hard copy proof.

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**For further information about Portal display advertising,
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Industry Calendar

September 19-23, 2009

National Defense Transportation Association
Nashville, Tennessee

September 21, 2009

Canadian Association of Movers
Annual Golf Tournament
Milton, Ontario, Canada

October 4-6, 2009

2009 CPPC Convention
Nashville, TN

October 7-9, 2009

ERC Global Workforce Symposium
Chicago, Illinois

October 10-13, 2009

IAM (HHGFAA) 47th Annual Meeting
Orlando, Florida

November 15-17, 2009

Canadian Association of Movers
Annual Conference
Toronto, Ontario, Canada

November 19-21, 2009

FEDEMAC 50th Anniversary
Brussels, Belgium

March 8-10, 2010

SDDC-HQ Symposium
Atlanta, Georgia

April 11-15, 2010

FIDI Global Alliance
Melbourne, Australia

September 29-October 2, 2010

IAM (HHGFAA) 48th Annual Meeting
San Diego, California

September 12-15, 2011

IAM (HHGFAA) 49th Annual Meeting
Denver, Colorado

October 10-13, 2012

IAM (HHGFAA) 50th Anniversary Meeting
National Harbor, Maryland
(Washington, DC)

EDITOR'S NOTE: Visit www.iamovers.org/calendar.html for an expanded list of meetings and events of interest to IAM members.

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