

THE PORTAL

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The Journal of the International Association of Movers



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Taking a Look at **LOGISTICS**



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Trucks, Men, and Warehouses...



TERRY R. HEAD
IAM President

People often ask me: “What, exactly, is logistics?”

For an answer to that question, you may want to turn to the Focus section introduction on page 11 written by Janet Seely, IAM’s director of communications and member engagement. Janet provides an overview of the articles and profiles of several IAM member companies describing how they, as more than just movers, have diversified to offer a variety of logistical services and revenue streams.

Google the term “logistics” and you will find a number of definitions. For me personally, particularly during my career as a salesperson, sales manager, and company principal, the answer to the question, “What constitutes logistics?” encompasses any of the ways you can make money with trucks, men (and women), and warehouses.

Those three elements traditionally have been the primary physical assets available to market and sell as a moving-based entity. But being “just a mover” never limited my company’s thinking or my personal efforts to develop sideline endeavors and off-season businesses to counter the cyclical aspect of our industry.

Often, a decision to develop or expand a logistical capability was motivated by our need to generate cash flow or provide year-round employment and income for my workforce and me; many times it was strictly a matter of survival. Yet we also looked forward to the daily exciting challenge of finding new ways to utilize the arrows we already had in our quiver.

We were engaged in myriad activities: office moving; courier and air freight services; customs bonded storage; ocean container transportation; lift-van manufacturing; record, computer media, and film storage and distribution; specialized storage of art, wine, antiques, biological test samples, and spare parts; exhibit and display packing and transportation; coordinating traveling exhibits; sale and distribution of appliances. All of these functions typically involved the use of trucks, men, and warehouses—assets nearly all movers possess.

I must confess that we attempted many ventures where the arrows wound up off the mark. More often than not, however, developing new logistical capabilities was well worth the investment, because it led to our establishing new companies and affiliations, enhancing growth and career development opportunities for my staff.

Interestingly, many of these new ventures and expanded capabilities were initiated for and on behalf of customers and accounts for whom my company was providing only moving services. We learned very quickly that if we listened to our customers and simply asked them, “What other services do you need?” they were apt to respond with a whole list of possibilities, jobs that required trucks, men, and warehouses. Ironically, they wouldn’t necessarily have thought of contacting my company because they thought we were—you guessed it—“just a mover.” More often than not, our clients were pleased to learn that we could help them with their logistical needs because it meant they wouldn’t have to manage unnecessary relationships; moreover, they could leverage their various service requirements to negotiate better overall pricing.

Clearly the ability to expand your services lines and logistical capabilities is dependent on many factors. First, one must have the desire to explore new ideas for generating profit and productivity. Perhaps even more important is where you operate, as well as the level and quality of competitors within that market who already offer similar services and competitive pricing for a given service.

Sometimes, to break into a new market you must be willing to perform services at cost or low margins, just to prove you really do have the specialized capabilities you’re marketing. Once you’ve established yourself as a viable provider, you can raise your pricing to market level. But it’s good to remember that you must first position the arrow in the bow before you can ever expect to hit the target.

If you really want to consider expanding your logistical capabilities, a good first step is to keep reading. Your fellow IAM members who have had success in logistics share their experiences in this issue. Reviewing them might stimulate your thinking about what other things you can do—besides “just” moving—with your trucks, men (and women), and warehouses.

IAM's Leaders in Logistics

By Janet Cave Seely, IAM Director of Communications and Member Engagement

As the staff of *The Portal* was assembling this issue, we broadcast to members that the focus of the May/June magazine would be logistics. Almost to a person, those who responded wanted to know either “what exactly do you mean by that?” or “what are you looking for?” And those were valid questions.

Logistics as a business is wide open; specialists abound in military logistics, integrated technology logistics, business logistics, supply chain, and more. Simply put, however, everything we do as business owners and employees—and as individuals—involves logistics. If you ever plan, manage, implement, control, maintain, or store something during the efficient, effective flow of a task, project, or activity, you are providing logistics.

In the moving industry, as IAM President Terry Head states in his message on page 8, some of our members chose logistics as their business, others came to it by chance. But we have learned from the members profiled on the following pages that no matter how they landed in logistics, these business owners share common traits and values.

Solutions-based is the keyword at **Puget Sound International** (page 31), where the movement of household goods has been the bedrock of the business since 1992. Like the industry itself, PSI has changed with the times, expanding their lines of logistics services. “It’s not just about cost savings for our customers, it’s about solving business problems for companies who simply don’t have the time or the resources to design and manage their own logistics solutions,” says **Jackie Agner**, director for household goods at PSI and Core Members Representative on IAM’s Board.

The Pasha Group (page 14) is another example of a solutions-based and *business-savvy* player in the logistics field. Pasha credits identifying business trends, and strategic partnership

and acquisition for their significant growth from a small port operation pre-WWII to a “logistics powerhouse” with five main operating units. Pasha’s international logistics services move such varied goods as automobiles, food, and high-tech equipment.

For **Horizon Lines** (page 12), “the key success factor in any supply chain is always the same: *reliability*.” Horizon achieves this by leveraging its domestic inland transportation network in the US and its partner network in Asia to offer a one-provider, origin-to-destination experience for its customers.

If you ever plan, manage, implement, control, maintain, or store something during the efficient, effective flow of a task, project, or activity, you are providing logistics.

While these organizations have diversified to include logistics as needs or opportunities presented themselves, **United Relocations (S) Pte Ltd.**, began as a subsidiary of a freight forwarding logistics company. Over the course of 20-plus years, United Relocations found ways to *expand* their logistics services and their customer base, including founding a licensed real estate agency. Now they offer “one-stop, in-house shopping convenience,” and have set goals for further expansion in the future.

The strategy of sticking with what your company does best has also worked well for **North & South Logistics**, a third-party provider that specializes in line haul services. Keeping the *focus* narrow “is more a product of our philosophy to know and understand our business, do the best job we can, and trust that business will follow.” For North & South, it’s been a winning strategy.

As these companies and the others profiled on the following pages have shown, significant business expansion and/or growth in customer base can result from diversifying, either through drilling down in your own product or service areas or expanding your outreach to other areas. The investment, as Mr. Head reminds us, is dictated by your desire to break into a new market, the needs of the market, and the competition you would face. The payoff, at the very least, is the satisfaction gained from taking customer service to a new level. At its very best, the payoff for diversifying into logistics or another area that utilizes the skills and capabilities of your company—your men, women, and trucks—is the thrill of watching your business change and grow.



Puget Sound International has three facilities, including this one in New Hampshire



Horizon Lines, Inc.: Seizing Market Opportunity

By Kelly Dennison, Marketing Director, Horizon Lines

Horizon Lines, Inc., is the nation's leading domestic ocean shipping and integrated logistics company. The company owns or leases a fleet of 20 U.S.-flag containerships and operates five port terminals linking the continental United States with Alaska, Hawaii, Guam, Micronesia and Puerto Rico. The company also manages a domestic and overseas service partner network and provides integrated, reliable and cost competitive logistics solutions. Horizon Lines, Inc., is based in Charlotte, North Carolina.

Horizon Lines' domestic trade lane economies are exhibiting some signs of stabilization, the recession-driven volume declines in some of its markets are abating, and international trans-Pacific container rates show signs of improvement. This confluence of events represents a rare opportunity, and Horizon Lines is seizing it.

Notwithstanding the global economic recession, trans-Pacific trade, consisting primarily of China-U.S. commerce, continues to be one of the largest and most dynamic markets in the world. More than 18 million TEUs of containerized ocean freight moved between the U.S. and China in 2009 and trade is expected to grow this year.

Horizon Lines currently calls ports in China under its space-charter agreement with Maersk Line. Once that agreement expires on December 10, 2010, Horizon will begin transporting general cargo on behalf of direct commercial customers.

The success of Horizon Lines' NVOCC business matched with the growth of Horizon Lines' inland logistics capabilities has given the company the insight and the confidence to move its vision forward.



Horizon's inland logistics capabilities have expanded.

Integrated ocean logistics solutions

With Horizon Lines' new international liner service linking China and the U.S., the company will be able to provide various levels of service from expedited transit to deferred delivery at the most competitive market rates. Horizon's focus will be on providing the integrated solution that best fits its customer's supply chain. Horizon Lines has established the necessary flexibility in its operations to deliver the right service at the right speed.

The key success factor in any supply chain is always the same: reliability. If it's reliable, it can be managed. Unreliable supply chains are what raise costs, cut profits and ultimately put companies at a disadvantage against savvy competitors. This is true in domestic Jones Act markets and it's true in international trade lanes. Horizon Lines has built its business on the promise to be "Always There. Always Delivering." At the heart of that promise is reliability.

Horizon Lines simplifies the shipping process for its customers by providing end-to-end ocean logistics solutions, leveraging its domestic inland transportation network in the U.S. and its partner network in Asia. Horizon customers will be able to book ocean shipments from origin to final destination with one provider.

Military-focused

The new trans-Pacific service will allow Horizon Lines to continue to serve an expanding military presence in Guam, where trade is expected to grow significantly in coming years. The new Asia service will be integrated with the company's expanded warehousing and distribution capabilities on the U.S. West Coast to create an integrated import/export solution.



Horizon Lines built and deployed five new U.S. flag vessels to add capacity between the U.S. and Guam.

The U.S. military plans to redeploy thousands of Marines and their families from the Japanese island of Okinawa. The population of Guam is expected to increase by 50 percent in the next four years. Since the announcement of the U.S. military redeployment plan, the Horizon Lines team has been wholly

focused on getting all the pieces in place to provide expedited service delivery for supply and construction-related cargoes.

Horizon Lines has built and deployed five new U.S. flag vessels to add capacity between the U.S. and Guam. These state-of-the-art ships combine speed, energy efficiency, and capacity for more than standard containers: Horizon Lines has the space for special handling—including more than 500 refrigerated container slots and out-of-gauge flat racks. The speed and efficiency of the new ships, coupled with the best operations team in the business, gives Horizon Lines’ customers the first arrival into Guam each week.

A clear vision

Trade is the single most important driver of economic prosperity in the world, and ocean freight is the single most important mode of transportation for trade. Horizon Lines customers want simplicity and reliability and they want to operate their supply chain more efficiently than everyone else. That’s what Horizon Lines does.

Horizon Lines, Inc.

POC: Ed Berti, Director, Military & Government Services
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Feeling Lucky?

Don't miss Casino Night—a fundraiser to benefit the Alan F. Wohlstetter Scholarship Fund—at IAM's 48th Annual Meeting.

For details, see page 38.

The Pasha Group: Logistically Focused

By Keith Tounget, Director of Government Solutions, Pasha Relocation Services

The Pasha Group springs from a small San Francisco port operation providing storage for privately owned vehicles of World War II personnel assigned overseas. The creation of an affiliated truckaway operation, and the boom in imported automobiles after WWII, gave the company the impetus to expand into extensive automotive processing and logistics operations for new and remarketed vehicles.

As the company's automotive services and port facilities increased, Pasha diversified into maritime services and began providing vehicle stevedoring for existing accounts. As a part of this particular building block, Pasha added container handling and breakbulk services in the mid 1970s. This trend of offering innovative value-added services to our customers would be repeated many times throughout our history.

Through strategic acquisitions in the 1980s, Pasha became a world leader in the movement of military household goods. Through an outgrowth of this division, we now also provide worldwide corporate relocations to Fortune 500 companies.

The company experienced significant growth in the late 1990s and into the present, enhancing its offerings with strategic partnerships and acquisitions. Today, The Pasha Group is a diversified transportation and logistics company, providing innovative global logistics solutions for a wide range of clients worldwide. To better define its offerings, the company is structured into five main operating units:

- * **Automotive services.** Seamless automotive transportation solutions with a network of state-of-the-art port, distribution, and service facilities worldwide, and a single-source supply chain.
- * **Maritime services.** Maritime terminal management and stevedoring for all types of cargoes, including steel slab, vehicles, and project cargo.
- * **Relocation services.** Freight forwarding and global move management services for individuals, corporations, and other multinational organizations, including relocation of person-



Above: Privately owned vehicles are housed in a Sprung structure in Hawaii. Inset: the massive Sprung campus covers 26 acres.

ally owned vehicles. Worldwide movement and storage of household goods and personally owned vehicles for military and government employees.

- * **Transportation services.** Pasha is a subcontractor for the Global Privately Owned Vehicle Contract, which provides transportation and storage of privately owned vehicles of military personnel, dependents, and DOD civilians.
- * **International logistics services.** Pasha's Logistics Services provides commercial freight forwarding and international project logistic services, including movement of automobiles, general commodities, food, construction and project cargo, and high-tech equipment.

Additionally, Pasha Hawaii Transport Lines, a joint venture of The Pasha Group and Hawaii Ship Management LLC, owns a roll-on/roll-off vessel serving Mainland/Hawaii trade lanes and provides transportation services to all operating units.

We believe our current customers, and the ones we hope to serve, will continue to have ever-greater demands for full-service logistics. As the world economy becomes increasingly interdependent, the demand for transportation and handling of raw materials, intermediate parts, and finished goods will grow exponentially. Unfortunately, as the last two years have reminded us, that growth will not be an even, steady climb, but rather one marked by surges and downturns.

We have diversified in several directions over the past two decades. We constructed our own roll-on/roll-off vessel to serve the West Coast-Hawaii market, and it has allowed us to offer



The Pasha Relocation Services team



In 2008, Pasha moved 500 tons of electric power equipment to Hawaii for Siemens, to include a 340,000-pound turbine and a 322,000-pound generator.

customers high and wide cargo services as well as automobile and enclosed cargo shipping. We've provided transportation and logistics services to the U.S. military for many years, and they continue to offer us challenging assignments, especially in moving their oversized equipment to and from Hawaii. Our highly functional vessel, *MV Jean Anne*, can be reconfigured to accommodate bulky military equipment—to include an entire brigade of Chinook helicopters. Similar capabilities exist for commercial customers. In 2008, we moved 500 tons of electric power equipment to Hawaii for Siemens, including a 340,000-pound turbine and a 322,000-pound generator. All diversification decisions have been taken based on where we could envision complementary value to existing services or at the request of existing customers.

Due to strategic relationships in Okinawa and mainland Japan, we have been able to offer supply chain management services to customers on both sides of the Pacific. We've also found success in specialized project logistics throughout the Pacific Rim. In recent years we've found ways to offer improved IT and claims services to our customers in both military and corporate relocations. Thus our IT services have also expanded to play a large role in servicing our automotive customers, including high volumes of EDI transactions to track vehicles on dock and in transit and use of handheld scanners at our ports to communicate location and condition.

The profitably we have achieved from diversification has been reasonably close to our expectations. The principal benefit of diversification has been lessening the impact of cyclical business downturns in some industries. A significant segment of our business serves the notoriously cyclical automobile industry. Less cyclical markets, like military relocation and maritime terminal management, provide steadier revenue streams.

We listen to our customers and gear our services to their needs. We expect all our market areas to grow as the world economy recovers from the recent recession. We believe that if we prove agile in adjusting to our customers' needs and continue to provide high-quality services, we will increase our share of those markets.

Innovative solutions for customer needs is a Pasha Group strength. For example, in 2003, members of the 25th Infantry Division, stationed at Schofield Barracks and Fort Shafter, Hawaii, began deployment to Afghanistan and Iraq. One critical need

was providing safe storage for their privately owned vehicles (POVs). No existing covered storage capability on Oahu met Department of Defense contract requirements. Pasha submitted a bid on the project, and we received our first Hawaii POV contract that December. With the assistance of the Department of Hawaiian Homelands, Pasha acquired a site at a decommissioned naval air training station in Barbers Point, Oahu. Rising to the logistical challenges, the Pasha team demonstrated great creativity, resulting in the preparation of access roads and the construction in record time of a first class processing operation. Sprung structures provided an innovative and timesaving alternative to conventional construction, using architectural membrane panels placed under high tension within a non-corroding aluminum substructure.

Sprung also brought a responsive "can do" attitude to the project. Prompt shipment of these semi-permanent structures to Hawaii allowed their rapid erection, one after the other, even as processing operations began in earnest. The facility in Hawaii today covers 26 acres, with 25 unique Sprung structures allowing 400,000 square feet of protected storage. This has proven to be an exceptional solution to meeting the military's storage requirements. The contract calls for the maintenance of 2,500 POVs, and Barbers Point site personnel can process more than 200 POVs a day. In collaboration with our agent, WestPac International, Pasha delivers service via a capable staff that includes customer service representatives, claim specialists, auto surveyors, mechanics, drivers, and state certified inspectors. To succeed in today's environment, we must have this type of rapid reaction capability.

We are particularly optimistic about the markets we serve in Northeast Asia. We look forward to the build-up of U.S. military facilities and personnel in Guam, and expect it to jump-start a general economic surge for the island. We hope to see a small market grow to a large one there and are ready to support our commercial customers with supply chain management as well as military support services.

The Pasha Group

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Chinook stowage prior to modification of a deck on the *Jean Anne* that permits easier transportation of the helicopters

Bishop's Move: Orchestrating a Finely Tuned Relocation

Bishop's Move, the U.K.'s largest privately owned removal company, recently was involved in the relocation of musicians embarking on a new adventure: starting a new life in Trinidad and Tobago to set up the National Philharmonic Orchestra of Trinidad and Tobago.

The National Philharmonic Orchestra, just one of many significant elements of Trinidad and Tobago's "Vision 2020" national strategic plan, will operate alongside the National Steel Symphony and the National Theatre Arts Company with the common aim of developing creative talent and expression through musical and theatrical exploration and education.

The impressive National Academy for the Performing Arts is positioned in Port of Spain, in the heart of the nation's capital, and is the home for the development of talent in the performing arts in Trinidad and Tobago. The visually stunning architectural design evokes the national flower, the chaconia, and features state-of-the-art acoustics offering a unique and inspirational learning environment.

Acclaimed trombonist Aidan Chamberlain recalled the days leading up to the big move. "On my many trips up and down the M4," he said, "as I went between Cardiff where my wife worked and London where I worked, I often saw Bishop's Move trucks with their distinctive chess-piece logo. I wondered if I would ever need another moving company after my moves to and from Hong Kong. I was working in London and the southeast as a freelance musician and my wife was working for the BBC National Orchestra of Wales in Cardiff, which meant a lot of time on the road; but that's often the case with an orchestral musician. Orchestras tend to visit various concert halls throughout the U.K. and Europe and as I was working with many different orchestras, from Covent Garden Opera House to City of Birmingham Symphony Orchestra, I was traveling more than most.

"Then came a phone call suggesting that I might apply for a job in Trinidad. I have to admit I had to get the atlas out, but after considering life in the Caribbean for a few seconds, I got on the computer and



Trombonist Aidan Chamberlain and his family settled in nicely after a logistically complex move to Trinidad and Tobago.

sent off my CV. The job in question was to play in the National Philharmonic of Trinidad and Tobago, which was in the process of being formed, [as well as] teaching at the conservatory, also still to be formed. It seemed like an exciting prospect and an interesting new venture and new life for our two sons.

"Four months later I'm looking for a removal company and I remembered those trucks on the M4. I had also recently used other companies for various reasons and of course you can do a Web search for the best quote. ... Bishop's Move didn't come back the cheapest but they weren't much more expensive, either. However, they did get back to me with a comprehensive list of how to proceed and provided PDF files of forms needed. This all looked more professional than the other outfits so I gave them a call.

"By this stage I was already experiencing the Caribbean way of business. I had a job offer but no start date, no work permit, and no address. This was also likely to be the case until the last minute. Therefore, I needed a company that could work with my situation. Again Bishop's Move was very accommodating in getting

as much in place as possible but leaving blanks where I didn't have answers.

"Meanwhile, I started e-mailing and meeting with other musicians in London who had been offered positions in the new orchestra. We talked about what might happen and what it might be like living in Trinidad. Details all seemed a bit vague but the excitement was palpable.

"Bishop's Move had a job on their hands. I had stuff in my London base and in storage in Cardiff and things were getting a bit last-minute. Space on a ship had been allocated and a sail date was set."

Aidan Chamberlain, his wife, and their two sons were among the first to arrive in Trinidad. There are now 19 musicians, with more still to come. The orchestra is still being assembled; however, concerts are starting to be organized. The Bachelor in Fine Arts degree courses will start in September at the new academy; meanwhile, the musicians are teaching at various community music centers and putting on chamber music concerts in order to try to encourage local interest in classical music. The Chamberlains have settled into their new home and community—a change, they report, they are "thoroughly enjoying."

Julie Knapton, international manager at Bishop's Move, commented, "We understand how daunting it must be for a first-time emigrant moving their home and families to far-flung places. Obtaining clear and concise information on what paperwork is required can be very difficult, and if not correct, can result in costly delays both in financial terms and additional stress and worry. With our dedicated move coordinators we can ensure that our commitment to quality is maintained while providing a friendly voice at the other end of the phone that can offer up solutions to any problems the relocatee may run into. There aren't many situations we haven't encountered."

Bishop's Move

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United Relocations (S) Pte Ltd.: A Convenient One-Stop Resource

United Relocations began operations in 1987 as a subsidiary of a freight forwarding logistics company. After working with two other moving companies, it began in 1998 to explore ways in which it could complement its logistics services and expand its customer base.

By 2006, corporate clients in Singapore were expressing frustration over poor performance and unethical practices of freelance and non-accredited realty and property agents, United Relocations officials unanimously decided that a licensed real estate agency, managed by accredited property agents, should eventually be set up to synchronize the services of the relocation company under one corporate identity.

Over nearly two years, company officials undertook the painstaking process of gaining practical experience with a licensed property and home search agency. United Relocations personnel successfully concluded the requisite number of property rental and sales transactions and ultimately passed the examination assessing their understanding of property laws, tenancy management, ethics, and other areas. Thus, in 2008 United Landbank Realty Pte. Ltd. was formally registered and licensed by the registrar of the Inland Revenue Authority of Singapore to operate as a licensed property agency; the company then employed carefully selected, accredited agents to be partners in this unique service.

United Landbank Realty thereafter successfully applied to be a member of SAEA (Singapore Accredited Estate Agencies) and IEA (Institute of Estate Agents). Soon, that company and United Relocations (S) Pte. Ltd. began making inroads in the market, thanks to their synergy with corporate customers and overseas partners.



Jonn S. H. Tan,
managing
director, United
Relocations

“The trend toward real estate diversification has brought good returns for the relocation business,” says Jonn S. H. Tan, managing director of United Relocations, “as most expatriates and human resources offices would have to inform the landlord at least four months in advance of their intention to stay or leave. This actually gives us early information of an impending relocation job.” The realty service assists overseas partners to ensure that their corporate customers will be able to find a home, since United Landbank has three in-house databases to quickly search for available properties.

In April 2010, the current management team bought out the 80 percent of United Relocations held by the previous freight logistics shareholder, enabling it to provide a synergistic value to corporate customers and overseas moving and relocation partners. This also allows the current management team to pursue its goals, objectives, and partnerships. Now that United operates under a single umbrella, human resources officials and their expatriate employees are discovering the convenience of working with an accredited agency—one that also has an accredited relocation company—and its agents,

translating to one-stop, in-house shopping convenience.

The government of Singapore recently introduced several draconian measures that would be legislated by Parliament in July to curb unfair and unethical practices by unlicensed and unaccredited realty/property agents and their consultants. All licensed property companies currently may employ unaccredited agents provided they have gone through a simple transaction realty course, a policy that has damaged the vibrancy of this trade. New legislation soon will curb these licensed property companies from employing unaccredited agents in the next few months, although thorough checks of their credentials and certifications still will be necessary.

United Relocations offers clients complimentary house-hunting and concurrent “look-see/orientation” assistance. “We are an IEA and SAEA accredited member with two decades of moving experience,” said Tan, “and are committed to transparency as we work with our corporate clients. We are FIDI-FAIM and ISO accredited, to ensure a careful, damage-free move each and every time.”

With an eye on the future, the company hopes to persuade corporate customers and their expatriate employees to purchase properties in Singapore, an investment with capital gains potential that also could be leased to their employees. A more challenging goal, says Tan, is to purchase land to develop several properties with diverse cultural designs that reflect different nationalities.

United Relocations (S) Pte. Ltd.

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PORTAL PROFILE

North & South Logistics, Inc.

By Steve Stutts, President, North & South Logistics, Inc.

North & South Logistics, Inc., is a third-party logistics provider that focuses on line haul services, more specifically LTL, truckload, and intermodal freight. It is interesting to note that the majority of our customer base is within the moving industry. That narrow focus toward one industry is more a product of our philosophy to know and understand our business, do the best job we can, and trust that business will follow.

Beginning as an expedited delivery service in 2000, our focus was servicing the businesses around Raleigh, North Carolina. After two years, a brokerage division surfaced and the rest is history. Focusing on the Household Goods Industry, we began developing relationships that allowed transportation service providers (TSPs) access to LTL and Truckload discounts that normally would not exist for them.

As the business grew, the company was very selective as to how we added



**Steve Stutts,
president,
North & South
Logistics, Inc.**

personnel. We targeted those that had experience within the HHG arena. Currently each of these agents manages dozens of customers, helping each to route and track personal effects throughout the CONUS.

Our chief goal is to serve as a working partner to our HHG customers, allowing them to focus on their core competencies. We strive to ensure our service is value added to our customers' process by focusing on what is most important to them (i.e., required delivery dates and accurate information on demand). So far, we've been able to perform this service while providing highly competitive rates.

We feel it has been a tremendous value to our company to be part of IAM over the past seven years. It has allowed us to stay abreast of issues within the HHG industry and highlight ways we might assist our customers. I look forward to my first year as a member of the IAM Carrier Relations Committee, chaired by Mike Richardson.

Our core business with the TSPs to date has been the line haul of any crated good that needs to be moved from an origin agent to a destination agent. Basically, when you crate it, call us, and we can freight it. This service comes in handy for overflows and for that one bit of goods that is destined for an outlying area. It's sometimes beneficial for all to crate and freight it.

North & South Logistics, Inc.

POC: Steve Stutts

E-mail: nsloprez@embarqmail.com

Website: www.nslotl.com

Relocation Logistics: We Get It!

By Scott LaForge, Vice President, DAS Global Services Inc.

Thanks to the ongoing support of its clients and partners, relocation specialist **DAS Global Services, Inc.**, is marking the two-year anniversary of its container freight station operation in Linden, New Jersey, just a few miles from Port Newark/Elizabeth and Jersey City.

Founded in 1954, DAS, based in New York, was primarily a driveaway company. Today, the company has 375 employees and reports annual sales of about \$120 million. No longer in the driveaway business, DAS now uses its own fleet of specialized trucks to move cars, motorcycles, and other equipment throughout the lower 48 United States.

DAS Global Services is an international freight forwarder and NVOCC (non-vessel-operating common carrier), and services vehicles, household goods, and general commodities throughout the world, utilizing both RO/RO and containerization methods.

Our international corporate office and container freight station in Linden, New Jersey, is a few miles from the Port Authority of New York and New Jersey's Newark and Elizabeth terminals; we also have facilities in Dallas, Atlanta, Los Angeles, San Francisco, and Chicago. DAS Global Services will ship out of any major seaport, from Tacoma, Washington to Miami, Florida.

Most of our international shipments move via container, although we move a significant amount of vehicles with roll-on/roll-off carriers. This is driven by our clients' preference. As an NVOCC we have tariffs and contract with numerous steamship lines, but what we do depends on the commodity and what the customer needs. We have experienced crews who know how to block, brace, and build platforms and frames that allow some vehicles to be carried above others in the same box. This helps to keep costs low for customers.

Aggressive pricing, a global agency network, and reliable service make DAS the right choice for vehicle and household commodity shipping solutions worldwide. DAS Global Services offers an all-inclusive service package, or customized services tailored to fit our customers' specific needs.



DAS typically consolidates through the containerization of vehicles, often putting three or four cars in a container.



DAS moves 100,000+ vehicles combined domestically and internationally, as well as unusual equipment like small planes, helicopters, classic cars, and specialized items.

DAS Global Services is an international freight forwarder and NVOCC specializing in relocation solutions, providing the following services:

- Import, export, and customs clearance
- Origin and destination services for automobiles, household goods, and general commodities throughout the world
- Container packing, blocking, bracing, and drayage
- Warehouse storage (80,000 square-foot facility)
- RO/RO services from and to the United States
- TSP member in both the GSA and SDDC/DP3 Program
- Intra- and cross-border Canadian service

DAS Global Services has been providing relocation services since 1954 and continues to be a recognized leader in the relocation and transportation industry. We provide seamless CFS and international services for corporate, retail, dealer, military, and GSA shipments. Our website has an online calculator to estimate the cost of domestic transportation.

DAS Global Services, Inc.

POC: Scott LaForge

Tel: 800-626-2505 X 1551

E-mail: SLaforge@dasglobalservices.com

Website: www.dasglobalservices.com

The Impact of the Economy

Interestingly, until very recently the global recession has been partially offset by the weak dollar, which has given Europeans considerable buying power. Similarly, several years ago when the ruble increased in value, shipments to Russia rose; DAS was shipping about 50 containers a week to Russia or Finland. The company hopes that 2010 will see increased activity as the economy begins to recover.

— Scott LaForge, DAS Global Services, Inc.

YP-35 Elections: Call for Nominations

Prior to the 2010 IAM Annual Meeting, the YP-35 organization will conduct elections for Chair and Vice-Chair. Any YP-35 member in good standing is eligible to run for those positions.

To nominate yourself or someone else for either of these positions, please contact Brian Limperopulos at *Brian.Limperopulos@IAMovers.org* or +1-703-317-9950.

IMPORTANT: The deadline for nominations is Wednesday, June 30, 2010.

Visit www.yp-35.org and review the YP-35 By-laws for information about the responsibilities these positions entail. Elections are held online and results will be announced at IAM's 48th Annual Meeting. You can find discussions about the future of the organization and who is best equipped to lead it on the YP-35 Facebook page.

ATTENTION YP-35 MEMBERS

Please check your contact details and e-mail address on the YP-35 website (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. Please ensure that your birth date is listed! If you have difficulty accessing the website, or if you have questions or ideas concerning YP-35, or to supply your updated contact information, please e-mail *Brian.Limperopulos@IAMovers.com*.

Check Us Out on Facebook!

If you are or have been a YP-35 member and are on Facebook, please search for "YP-35" on the social media website and request to join the IAM YP-35 group page. Our Facebook group page serves as a forum for YPs to discuss industry experiences and share ideas on how to improve the YP-35. It's a great way to stay connected with colleagues and friends throughout the world.



As many companies have restricted access to Facebook, some YPs can sign on only during their free time. Therefore, we encourage all members to post anything you feel would be of interest to the group, including photos and jokes, as a way to keep the page lighthearted and fun to visit.

Website: www.yp-35.org



**Is someone
in your company
attending college?**

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

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www.afwscholarship.org
or
www.YP-35.org



ALAN F.
WOHLSTETTER
Scholarship Fund

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 individuals engaged in higher education related to the areas of transportation and logistics. Donations (by major annual giving levels) to the Alan F. Wohlstetter Scholarship Fund received in the last 12 months are as follows:

Platinum (\$5,000 or more)

AARE Logistics LLC
Gridiron Forwarding Co., Inc.
(in memory of Jay L. Goldberg)
Walt Disney World Swan & Dolphin Hotel
National Van Lines, Inc. and
National Forwarding Co., Inc.
(in memory of F. L. McKee Sr.)
Walter E. & Alicejo P. Saubert Fund at
The Seattle Foundation

Gold (\$2,500–\$4,999)

ABBA International
James Thompson Jr. (Crown Worldwide)
(in memory of James Thompson Sr.)
Daycos
DeWitt Moving & Storage (in memory of
Woodrow W. DeWitt)
Gosselin Group NV
Matson Navigation Company
Royal Hawaiian Movers
Suddath Government Services, Inc. (in
honor of Quinn Bell and M. Richardson)
The Pasha Group
Alan F. Wohlstetter Jr.

Silver (\$1,000–\$2,499)

A&P Shipping Corp.
AAAA Forwarding, Inc.
ABBA International
Acorn International Forwarding Co.
Adele Forwarding, Ltd. (in memory of
Woody DeWitt)
Affiliated Transportation Systems, Inc.
(in honor of Terry K. Bell)
All Ammerican Moving Group
Aloha Worldwide Forwarders, Inc.
American Roll-on Roll-off Carriers
Andrew Forwarding, Inc.
Approved Forwarders, Inc. (in memory of
Woodrow W. DeWitt)
Arpin International Group, Inc.
Arrowpak Intl. UK

Axis International
David Beere
BINL Corp.
Cartwright International Van Lines
Classic Forwarding, Inc.
Covan World Wide Moving
Crystal Forwarding, Inc.
Deseret Forwarding International, Inc.
DeWitt Companies
Dyer International, Inc.
Executive Relocation International Inc.
Frontier Van Lines
Gateways International, Inc.
Government Logistics NV
Great American Forwarders, Inc.
Household Goods Forwarders Tariff Bureau
Interstate Van Lines, Inc. & Morrissette
Family Foundation
Island Forwarding Inc. (in memory of
Woodrow W. DeWitt)
Jet Forwarding, Inc.
Bob and Jean Kelly
Logistics International
NEDRAC, Inc.
Nilson Van & Storage
P&F Safepac Co., Ltd.
Perfect Pak Company
Pullen Moving Company, Inc.
Rainier Overseas Inc.
Rose Containerline, Inc.
S&E Transportation, LLC
Senate Forwarding Inc.
R. D. Simmons & Associates, Inc.
(in memory of Robert Simmons)
Sancho Ortega International S. A.
Southwest Port Services, Inc.
Total Military Management
Transportes Ferris
Tri Star Freight System, Inc.
True North Relocation, LLC
Twin Oaks Moving Company
Westpac International, Inc.
Women's Traffic & Transportation
Club of Tacoma

World International Forwarding Co.
Worldwide Moving & Storage, Inc.

Bronze (\$500–\$999)

AAA Dispatch International, Inc.
AAA Systems, Inc. (in memory of Jack Stern)
American Shipping, Inc.
Blonde International Services, Inc.
Dell Forwarding, Inc.
Denali Group, Inc.
Foremost Forwarders, Inc.
Logistics International, Inc.
Pac Global Insurance Brokerage
Paul Hanson Partners
Silver Ridge Forwarding Inc.
Sourdough Transfer, Inc. (in honor of
Leo Schlotfeldt)

In Kind or Other

Jackie and George Agner (in memory of
Cheryl Baker)
Jackie and George Agner (in memory of
Mariann Bartlett)
Jackie and George Agner (in memory of
Chuck Fuller)
Jackie and George Agner (in memory of
Ken Garrison)
Jackie and George Agner (in memory of
Jack Stern)
"B" Transfer, Inc.
Claims Adjustment Technology, LLC
(in memory of Mary Reeve)
Coast Transfer Co., Inc.
Denali Group, Inc.
Douglas Finke
Ralph and Susan Howard
Jim Wise Associates, Inc.
Jones & McIntyre, PLLC
Howard and Barbara Leff
M. Dyer & Sons, Inc.
Pearl Forwarding, Inc.
Transcoastal Services, Inc.
The Trilogy Group

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Alan F. Wohlstetter Scholarship Fund

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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 budget. Please advise your employees that scholarships are available to qualified candidates of any IAM company worldwide. For further information: www.afwscholarship.org.

A Productive and Memorable 2010 Young Movers Conference

The **Young Movers of FEDEMAC** held their annual conference in Rome May 20–22. As FEDEMAC's partner in the global moving community, the International Association of Movers was proud to sponsor part of the conference.

This year, the Young Movers focused on the environmental impact of the moving industry and steps we can take to mitigate our collective carbon footprint. On hand to present was Lorenzo Allegrucci from the Rome Refuse and Recycling Plant (AMA). Allegrucci discussed both European and national rules regarding the collection and disposal of packing material.

On a site visit later that day, the Young Movers viewed a recycling center administered by AMA, where typical landfill waste is separated from anything that can be recycled or recovered for future use. In addition, AMA displayed how they identify specific decomposable waste products and allow them to be recycled directly back into soil or mulch. This visit illustrated an aspect of the industry that is often an afterthought, and it served the participants well to see where packing material eventually goes once discarded.

In keeping with this theme, COMIECO (the National Consortium for the Recovery and Recycling of Cellulose-based Packaging) in Italy discussed the importance of cardboard recycling to the audience. COMIECO's purpose in Italy is to meet and exceed the recovery and recycling target set by the European Union by promoting a strong policy of prevention and encouraging the development of separate paper and cardboard packaging collection.

COMIECO was tasked with complying with the European target of 60 percent recycling and recovery of paper and cardboard material by 2008. Prior to reaching that deadline, COMIECO reported that 69 percent of those waste products had been recycled successfully. In Italy, for instance, roughly 4.6 million tons of paper and cardboard are consumed each year, so these percentages represent a distinct success in achieving its environmental goals.

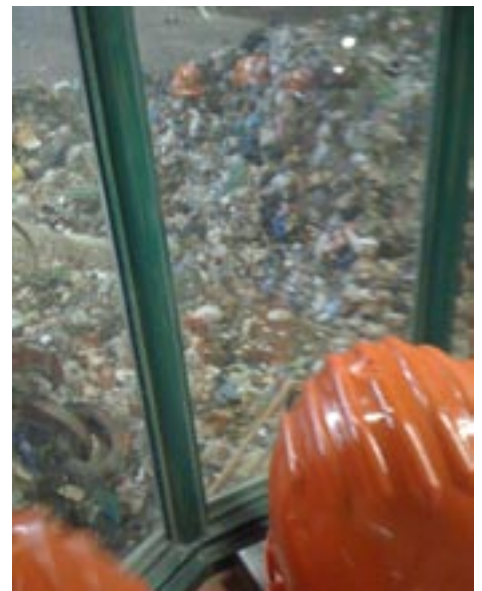
IAM Programs Manager Brian Limperopulos was invited to address the attendees on a host of issues ranging from membership information about the International Association of Movers to a discussion focusing on the latest developments in U.S. Customs policy. It was a good

opportunity for IAM to highlight what we do for our members and show the value of IAM membership for the Young Movers.

Damian O'Farrell from Principal Relocation Company rounded out the program by discussing how the Young Movers could benefit by utilizing relocation services for their clients. Relocation companies offer a wide variety of services designed to ease an expat's transition into the new country. Obtaining visas, finding housing, selecting schools, and determining taxes are among the services that these companies provide to new residents. Many clients find relocation services very helpful when they are trying to adjust to a new culture and are likely to be more satisfied at the end of the move as a result.

In addition to the informative sessions, there was plenty of time scheduled for attendees to meet and network, develop valuable business connections, and enjoy themselves!

The Young Movers Conference remains the premier event for up-and-coming European professionals in the moving industry. It was expertly planned by the Italian organizing committee, who arranged a dinner overlooking the Eternal City and produced a dramatic play called *Traslochi all'italiana*. The play was written by the immediate past president of FEDEMAC, Denis Caufield, and featured



A bird's eye view of waste at the plant in Rome. (Photo: James Broggi)

several Young Movers acting out how to respond to a less-than-ethical client moving from Malta to Italy.

Next year, the Young Movers will travel to the Mediterranean island nation of Malta. Although the Italians will be a tough act to follow, the organizing committee for Malta has already presented a compelling case to attend next year by showing the beautiful scenery of their country and promising to live up to the high standards set by our Italian hosts.



From left: Marco Righetti, Stephan Geurts Jr., Lakelan Fennell, Amy Nilson, and Brian Limperopulos. (Photo: James Broggi)



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UPGRADE your IAM membership – and your access –
and pay no initiation fee!

There's no way to put a price on your company's reputation. You've earned it, through years of providing reliable service, and by building strong relationships, both with your customers and with your colleagues in the industry.

Now, you can see to it that you and your company are recognized as leaders within our profession by **upgrading your IAM membership to Governing status.**

IAM Governing Membership is designed for those companies with the experience and the desire to speak for the industry as a whole. Your guidance will help us as we focus our strategy in the years ahead. And in return, IAM offers you the recognition you've earned. Plus the access to information and contacts that you, as industry leaders, expect.

And that's not all. Governing members are **entitled to an array of benefits** available to no other IAM members, including:

- **Two listings**—alphabetical and geographical—in IAM print and online Membership Directories
- **Three company contacts** listed in each directory
- **Discounted Early Bird Annual Meeting registration rate** for all of your company's attendees regardless of when they register.
- **10% discount** on regular Exhibitor Fees at the Annual Meeting
- **Three subscriptions** to *The Portal* magazine (six issues per year)
- **25% initiation discount** for Receivable Protection Program (RPP)
- **Appointment of three qualified representatives** to participate in the Young Professionals (YP-35) group at no additional fee
- **Voting rights** on all matters with an impact on Governing Members

And, current Core Members upgrade to Governing status with no initiation fee. All together, you'll get benefits worth more than \$2,400 by upgrading your membership now!

To Upgrade Your Membership or to learn more, go to **www.IAMovers.org** today!



Puget Sound International: Transforming Transportation and Warehouse Solutions

By Jackie Agner

When **Puget Sound International** joined the transportation and warehousing scene in 1992, the business of moving and storing goods was very different. The technology transformation was merely a thought, distribution networks were purely conceptual, and exceeding customer expectations was a goal, but certainly not a reality for all.

For many years Puget Sound International (PSI) was a family business that valued strong relationships, building trust, and delivering on its transportation and warehousing promises. Move the calendar ahead to 2010, and much has changed, but what hasn't are the core values that shaped the company.

A third-party logistics leader

While forwarding and carrying household goods, both commercial and military, was a staple of our start and a staple of today's business, just like the industry, we have diversified and expanded our lines of logistics services. From less-than-truckload (LTL) to full truckload (FTL), from local trucking in Washington, California, and New Hampshire to daily export service to Canada, from brokerage transportation solutions to designing and managing supply chain logistics, PSI is proud of its position as a leader in the third-party logistics industry.

We operate more than 600,000 square feet of warehousing space in three major markets. Our California and Washington warehouses are conveniently located next to ports, with PSI's Tacoma warehouse designated as a U.S. Foreign Trade Zone, which allows the storage of merchandise while waiting for favorable market conditions or for inventory and cash flow purposes. PSI also operates two dedicated cross-dock distribution centers for Sam's Club, one in Tacoma, Washington, that serves the Pacific Northwest and Alaska, and the other in Hooksett, New Hampshire, which serves much of New England.

We often receive phone calls asking if we can provide a particular type of logistics or warehouse service. Honestly, I feel that our standard answer is yes. Yes, we ship household goods. Yes, we can work with you on GSA contracts. Yes, we offer truckload service anywhere in the lower 48, both dry cargo and refrigerated. Yes, we are a domestic freight broker. The bottom line is that we are a professionally run corporation that has the infrastructure and expertise to meet most logistical needs.

New leadership, extraordinary vision

Recently, we experienced a leadership change at PSI when Jim Wellman purchased the company in October 2009. Jim brings extensive experience as a senior business manager in the third-party logistics industry. Most recently, he was senior director of operations and development at Exel Logistics (a part of DHL supply chain) in the chemical sector, headquartered in Columbus, Ohio. Jim directed a business segment that generated revenue of \$25 million while managing nearly \$200 million in customers' logistics spending.

Jim, who has a degree in mechanical engineering, began his career as a software development engineer in the aerospace



Puget Sound International headquarters in Tacoma, Washington

and telecommunications industry. During his career Jim directed several operational turnarounds, new business start-ups, and IT implementations in both the United States and Asia. He's been a significant contributor to strategy development and business process re-engineering.

Without question, Jim has brought a whole new dimension to PSI. He's a master at identifying demand trends, and he's brought a level of excitement that has all of us at PSI working together to transform the business, bit by bit. I'm confident that PSI not only will maintain its position as a third-party logistics leader—it will also earn and develop a reputation as a solution-based company.

A future focused on turnkey solutions

We're moving toward becoming a provider of turnkey solutions for our customers through a distribution network approach. We know that it's not just about cost savings for our customers, it's also about solving business problems for companies who simply don't have the time or the resources to design and manage their own logistics solutions.

We're proud of PSI's past, and we're excited about the future. What began as a business based on trust remains a business based on trust. Our goal is to continue meeting the transportation and warehousing needs of our customers, exceeding their expectations and leading the way in solution-based, supply chain logistics.

Puget Sound International, Inc.

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Website: www.psi-intl.com



Jackie Agner, director, household goods at Puget Sound International, is IAM's Core Members Representative.



Weather the Business Climate Across the Globe with RPP

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.



Receivable Protection Program

Increased member participation is the key to maintaining maximum program coverage. And with an annual renewal fee of just \$100 per year, you can't afford not to get covered!

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

The Gosselin Group: Moving in a Different Direction

By Marc Smet

Globalization, the Internet, the financial crisis—like every other sector, the moving industry has been profoundly affected by these new market forces. Moving companies have frequently responded by focusing down and concentrating on a few core skills. Other required services are added by working with outside partners and alternate providers to provide a complete offering to customers.

Although this strategy helps reduce costs and increases competitiveness, it brings other management challenges. A more complex service supply chain must be managed across multiple providers, often with limited in-house skills and knowledge. Total costs can mount up across vendors, with no clear indication as to why this is occurring. Additionally, the quality of services provided can vary across partners, as information and cargo are transferred from one to the other.

In the last two decades the **Gosselin Group**, headquartered near the port of Antwerp in Belgium, has taken a different path. The company has concentrated on acquiring the relevant skills and constructing specialized facilities to become a total logistics provider, from household moves to large industrial cargo. Rather than going to outside providers, Gosselin believes that being able to rely on its own staff and resources yields the best customer experience and value.

Begun as a moving company

The Gosselin Group started in 1930 as Vivet, a local moving company in Deurne, Belgium, growing steadily and changing its name to Vivet Gosselin in 1950. In 1984, recognizing its expanding markets and services, the company reorganized as Gosselin World Wide Moving. The next decade saw Gosselin's steady move into related logistics services to complement its moving operations, with the addition of electronics distribution, manufacturing wooden boxes and crates, and the founding of a common carrier for ocean shipping.

Growing alongside the European Union in the 1990s, Gosselin acquired subsidiaries in Germany, Italy, and The Netherlands to provide coverage across Europe. It continued its expansion in Eastern and Central Europe by acquiring Corstjens Worldwide Movers Group and by establishing new local offices in the Caucasus and Central Asia regions.

In recent years Gosselin has worked to complete its logistics services portfolio, adding an airfreight agent, a shipping container terminal, a cargo lashing and securing specialist, and a worldwide freight forwarder.

A total logistics partner

Today Gosselin is recognized as a complete logistics provider for international moving, commercial cargo, and general logistics, providing a one-stop-shop for every customer need. Internally the company is divided into three groups: a moving division focusing on household moves and removals, a logistics division handling all types of cargo transport, and a support division for related business services.



Container terminal in Belgium

Each division can draw upon the skills and resources of the others to design the best package for every customer. A brief look at the wide range of services provided by Gosselin shows how they complement each other to give better customer value.

- **Removals and moving.** Gosselin started as a local moving company, and household moves and removals still form a core part of the company's operations. Through acquisitions and expansions, the company can now provide local office service throughout Western, Eastern, and Central Europe, the Caucasus and Central Asia. Origin and destination services are provided, along with relocation services and local moves, all using Gosselin personnel trained to western European standards.
- **Office and project moves.** In addition to household moves, Gosselin can run complex office moves and factory relocations to minimize business disruption. A team of planners, move specialists, and trained personnel disassemble and pack the items, transport them to the new location, and quickly return operations to normal.
- **Worldwide freight forwarding.** Gosselin has three groups that coordinate freight forwarding, depending on the specific customer needs. Gosselin Airfreight Division handles air shipments from its location at the main airport in Brussels, taking advantage of the airport's good connections within Europe. Freight forwarding by road throughout Europe is provided by FOCUS Transport Services. Other shipments between worldwide destinations are coordinated by Gosselin's Antwerp Rapid Transit team, who select the most efficient transport mode.
- **Packing, boxes, and crates.** Gosselin specifies and uses its own professional packing materials throughout its operations, and supplies are sent even to Central Asia from the Belgian headquarters. Gosselin Export Packers manufactures wooden boxes and crates for a wide variety of needs and specifications, including those of the U.S. Departments of State and Defense. Gosselin's local staff includes packers

trained to Western standards to safely prepare goods ranging from household possessions to office equipment and furniture.

- **EU customs clearance.** Custom(s) Made Clearance specializes in clearing EU customs quickly and smoothly for all customers. Gosselin has a Belgian customs office on site, in addition to dedicated personnel who can go directly to the docks to quickly address customs issues. Customers clearing customs through Gosselin in Antwerp can thereby gain direct access to the entire European economic community.
- **Benelux distribution.** Gosselin's High Quality Handling and Distribution group provides dedicated warehousing and distribution services in the Benelux region. The company specializes in consumer electronics, white goods such as appliances, and commercial IT equipment, all of which are subject to loss and hidden damage. Providing one-day delivery throughout the region, this service helps retailers keep their shelves full.
- **Inland container terminal.** Gosselin operates its own inland container terminal just outside the port of Antwerp, providing full port services at reduced cost. Cargo preparation services at the terminal include consolidation, deconsolidation, stuffing, stripping, and repacking, and processed cargo can be quickly moved to and from Gosselin warehouses.

Bonded warehouse space is available for shipments that are in transit to other destinations. Daily barge services to Antwerp and Rotterdam, and a nearby connection to major expressways, provide quick access to container transport for all types of cargo.

- **Cargo lashing and securing.** Properly securing cargo, especially large, bulky items, is essential for safe, secure shipment. Gosselin subsidiary Pasec Port provides the special skills and equipment that are needed to keep cargo from moving or shifting during transport.
- **Warehousing and handling.** Safe, secure storage of cargo and household goods is a concern of every customer. Gosselin has its own warehouses (80,000 square meters/860,000 square feet) near the port of Antwerp for both short- and long-term storage, as well as distribution and cargo preparation.

Looking ahead

The Gosselin Group continues to look for new ways to improve service quality and reduce costs for its customers. Opening local offices in new countries provides local expertise and knowledge that can be shared throughout the company. Gosselin is investing in new IT systems such as continuous truck location, improved track-and-trace, and online quotation systems, all designed to provide up-to-the-minute information.

For more than 80 years Gosselin has been a household name in moving; it is now becoming a household name in logistics as well.

Gosselin Group N.V.

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E-mail: MarcS@gosselinggroup.eu

Website: www.gosselinggroup.eu



Marc Smet, CEO at Gosselin Group N.V., is a Region 4 Representative on the Core Members Management Board.

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"Advances in Technology"
—May/June in *The Portal*

INTERNATIONAL ASSOCIATION OF MOVERS - 48TH ANNUAL MEETING

SCHEDULE AT-A-GLANCE

Exhibitor set-up begins on Tuesday 9/28 from 1:00pm-6:00pm

Wednesday September 29	Thursday September 30	Friday October 1	Saturday October 2
<p>11:30am–6:00pm Registration Open</p> <p>12:30pm–5:00pm Network Central and Exhibits Open</p>	<p>7:30am–5:00pm Registration Open</p> <p>10:15am–5:00pm Network Central and Exhibits Open</p>	<p>7:30am–5:00pm Registration Open</p> <p>9:00am–5:00pm Network Central and Exhibits Open</p>	<p>7:30am–Noon Registration Open</p> <p>8:00am–Noon Network Central and Exhibits Open</p>
<p>7:30am–11:30am Exhibitor Set-up Continued</p> <p>8:00am–9:00 am* KNOWLEDGE LAB 1 Exhibitors and the Art of Booth Sales</p> <p>9:00am–11:00am CMMB/YPMB/Exec Committee Breakfast Meeting</p> <p>11:00am–4:30pm Executive Committee Meeting</p> <p>1:00pm–2:00pm Executive Committee Luncheon</p> <p>1:00pm–2:00pm KNOWLEDGE LAB 2 Attendees: Get the Most Out of Your Conference Time <i>Georgia Angell</i></p> <p>2:30pm–4:00pm KNOWLEDGE LAB 3 Business Valuation & Exit Plan/Sale of Business <i>Allen Oppenheimer</i></p> <p>5:30pm–6:30pm New Members, First Time Attendees & Special Guests Reception</p> <p>5:30pm–6:30pm YP–35 Welcome Reception</p> <p>6:30pm–8:45pm Opening Reception</p> <p> 9:00pm–11:00pm AFW Scholarship After Hours Party Additional Ticket Required</p> <p><i>*For exhibiting companies only</i></p>	<p> 8:30am–10:00am Breakfast Keynote: Terry Head & Hall of Honor Inductions</p> <p>10:15am–11:15am Hall of Honor Selection Committee Business Session</p> <p>10:30am–11:30am KNOWLEDGE LAB 4 U.S. Bank Freight Payment (Formerly PowerTrack) <i>Cheryl Garcia</i></p> <p>12:00pm–1:00pm Exhibitors' Cocktail Reception</p> <p>11:30am–1:00pm ISA Board Meeting and Luncheon</p> <p>12:00pm–1:00pm YP–35 Board Meeting and Luncheon</p> <p>1:30pm–3:00pm Core Membership Meeting (previously Associate Members)</p> <p>3:15pm–4:30pm YP–35 Membership Meeting Topic: 10 Ways to Change Boomers' Minds About You <i>Quinn McDonald</i></p> <p style="text-align: center;">Free Evening There will be no scheduled IAM events this evening</p>	<p>7:30am–8:30am AFW Scholarship Board Breakfast</p> <p>7:30am–9:30am Breakfast</p> <p>8:30am–9:30 am KNOWLEDGE LAB 5 IAM Panel: Programs & Services <i>Brian Limperopulos, Janet Seely</i> <i>IAM Staff</i></p> <p>8:30am–10:30am Claims Workshop</p> <p>9:45 am–11:00am KNOWLEDGE LAB 6 Tapping Talents & Skills of Young Professionals <i>Quinn McDonald</i></p> <p>11:00am–Noon ISA Membership Meeting</p> <p>Noon–1:00pm Buffet Lunch in Exhibit Hall</p> <p>1:30 pm–2:30pm KNOWLEDGE LAB 7 TBD</p> <p>1:30pm–3:30pm Military and Government Affairs Workshop</p> <p>9:00pm–11:30pm YP–35 Social Mixer (YP-35 Members Only)</p> <p style="text-align: center;">Free Evening There will be no scheduled IAM events this evening</p>	<p>8:00am–10:00am Breakfast with Exhibitors</p> <p>9:00am–Noon Governing Member Meeting (previously Active Members)</p> <p>9:30am–11:00am KNOWLEDGE LAB 8 Record Storage: Your New Business? <i>Jim Spinney</i></p> <p>Noon–2:00pm Exhibit Teardown</p> <p>1:30pm–4:00pm Special Program (TBD)</p> <p>6:30pm–7:30pm Closing Reception</p> <p>7:30pm–9:30pm Closing Dinner and Entertainment</p> <p>9:30pm–11:30pm Post Dinner Entertainment & Dancing</p> <p style="text-align: center;">All Knowledge Lab sessions are tentatively scheduled and subject to change</p>

Schedule is tentative and subject to change



IAM Is “Raising the Stakes” on Annual Meeting Fun...and Fundraising!

Save the date for *Casino Night* at the IAM Annual Fund & Friend Raiser benefitting the **Alan F. Wohlstetter Scholarship Fund**! Join us for this fun and memorable gala evening for a great cause.

Following the Opening Reception, Wednesday, September 29

9:00 p.m.–11:00p.m.

Additional ticket required

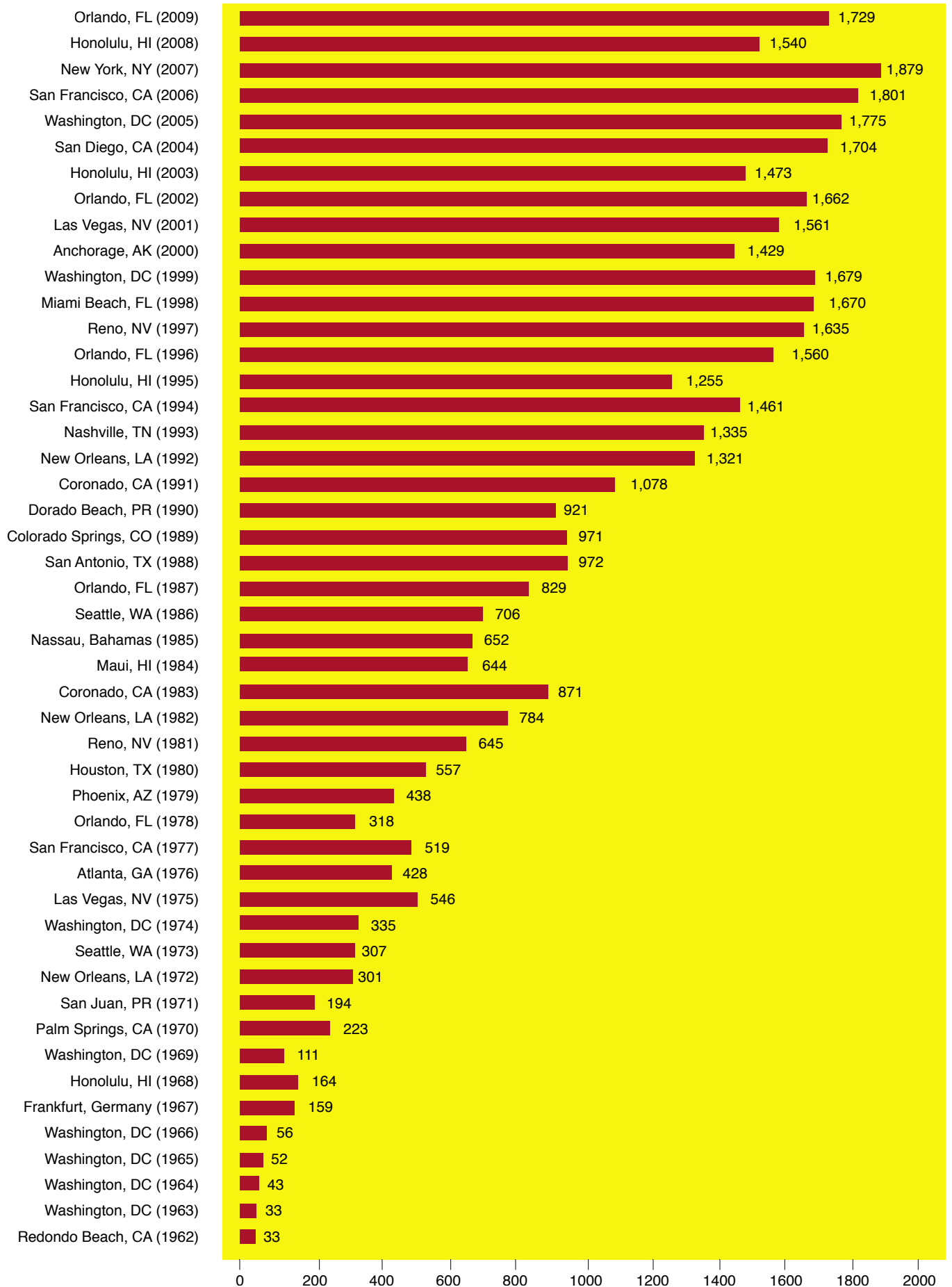
The rules are easy, and to play is legal. We’re not “bluffing”!

Your donated entry fee includes chips for the gaming tables—try your luck with Poker, Blackjack, Roulette, and PaiGow. And if you’re not a “high roller,” don’t worry; expert dealers will be happy to explain the games to you.

It’s not “winner takes all.” At the end of the evening, trade your chips for raffle tickets to enter a drawing for valuable prizes. Both you and the AFW Scholarship Fund will “hit the jackpot” on Casino Night!

Watch your e-mail for more details on Casino Night, and start “card sharp-ening” your skills!

Will the 48th Annual Meeting in San Diego Set a New Attendance Record?



Join Us for the
**7th Annual Breast Cancer Research
5K Charity Fun Run**



- When:** Tuesday, September 28, 2010
3 p.m. start time (race day registration opens at 9 a.m. in the lobby of the Manchester Grand Hyatt)
- Where:** Participants are asked to meet at 2:30 p.m. behind the Hyatt on the boardwalk, next to Sally's restaurant
- Cost:** US\$50 per person

For more information: Visit www.santaferelo.com or e-mail JHSCharityRun@santafe.com.hk

All proceeds will benefit Johns Hopkins Medical International

- Santa Fe is proud to be the founding member of the Johns Hopkins Research Fund, which is focused on research and treatment of breast cancer.
- The research done at Johns Hopkins Medicine International holds the promise of unique advances in the treatment of breast cancer. Santa Fe has contributed US\$10 for every move it has handled toward the fight against breast cancer since the fund's inception in 2002.
- Thanks to your ongoing support, earlier in 2010 donations topped US\$1,000,000!



New Regulations Causing Anxiety for Art Shippers

By Randy Kennedy

Collectors and dealers of fragile, phenomenally expensive art have never wanted for reasons to stay awake at night. A piece could plunge from a wall. Somebody could stumble into it or step on it or add a new color to it with a splash of red wine. Contemporary art, sometimes made to resemble trash, has occasionally been mistaken for it and thrown away.

But those responsible for safeguarding art will soon have a new category of anxiety, the stuff of real nightmares: the possibility that airline employees could open carefully crated works of art to search them the way checked baggage is sometimes searched now, poking around Picassos instead of sweaters and socks.

The Transportation Security Administration has mandated that beginning on August 1, all items shipped as cargo on commercial passenger airplanes—estimates are that as much as 20 percent of art shipped around the world travels this way—will have to go through airline security screening.

Since last February, airlines have been required to screen half of their passenger-air cargo (and, since late 2008, all cargo on narrow-bodied jets). But shippers say that several categories of cargo, including art, pharmaceuticals, high-tech equipment

and perishable food, are almost always passed over when airlines have discretion because of the difficulty of searching such crates should an explosives-residue test or bomb-sniffing dog give reason to do so.

Since news of the requirement began to spread last year, many large museums, like the Museum of Modern Art, the Metropolitan Museum of Art, the J. Paul Getty in Los Angeles, and the National Gallery in Washington have enrolled in a federal program that allows them to create secure screening facilities within their own buildings. In these rooms the institutions can inspect art, crate it and mark it with special seals, locks and tape that will mean that its chances of being rescreened by airline personnel are minuscule. Many large art-shipping companies have also become certified to screen and securely pack art themselves.

Art-shipping experts say that the burden of the new regulations will fall more heavily on galleries and private dealers than on museums, which typically plan exhibitions years in advance and can arrange for shipping that avoids passenger planes. Galleries, on the other hand, often put together shows much more quickly and strike last-minute deals for buying and selling art that

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can mean that a piece in New York needs to be in Zurich or Beijing the next day.

“And so you have a Ming vase in special foam, and an airline subcontractor has to take that out and then repack it because he got a false positive on an explosive swab test,” said Mary C. Pontillo, an assistant vice president of the DeWitt Stern Group, an insurance brokerage that deals extensively with fine-art clients. “That’s something you don’t want to happen.”

In January Dewitt Stern conducted a seminar in New York for dealers to help spread the word about the new rules.

Jan Endlich of Cheim & Read, the Chelsea gallery, which sends about half of its art shipments as commercial passenger-plane cargo, said that “the beauty and horror of a gallery situation is just how quickly and last-minute it can react, and change course.”

But he and others in the gallery world said that even large galleries were unlikely to set up their own secure facilities under the federal screening program because of the requirements of space and resources, and so will rely on art-shipping companies that have become certified screeners. This will add time and cost to shipping art,

some of which is now crated in-house, and sometimes in collectors’ own houses.

Andrea Wood, who runs an art management company based in New York, once traveled as a courier of artworks on passenger planes. It was common for her to watch a work be crated right off of a collector’s wall, to get in the van with it and accompany it straight to the airport, where, before 9/11, she could stand on the tarmac and see it loaded into a jet’s hold.

“I was there from nail to nail on both sides of the trip,” she said. “That’s not going to happen anymore.”

John McCollum, international shipping manager for Stebich Ridder International, an art-shipping company that has been certified by the federal government to screen cargo, said another complication the art world would encounter involved the frequent use of anonymous parties in transactions. Because the federal government requires airlines to ensure that cargo comes only from known shippers—those who have filled out paperwork or been identified in other ways as being legitimate—such hidden parties in art deals will have a much more difficult time remaining hidden.

Douglas Brittin, air cargo manager at the Transportation Security Administration, said the likelihood of airline personnel needing to open art crates or other complex cargo would probably remain low even after August. (In all, 13,000 tons of cargo a day is transported by passenger airlines, according to the agency.)

But the new rules could lead to delayed shipments. And even the faint possibility of an airline inspector with a screwdriver uncrating a Calder sculpture or an early Renaissance tempera painting could be enough to cause collectors to think twice about loans or other shipments moving by commercial air.

“This is government and airline workers basically trying to figure out how to deal with the high-end art world,” Pontillo said. “It’s not something that either party wants to think about, but soon there’s going to be no choice.”

SOURCE: New York Times

Moving Forward as Summer Approaches

By Charles L. White, IAM Director, Government & Military Relations

The new Defense Personal Property Program (DP3) is gaining momentum at what seems like the speed of light. Just a few short months ago DP3 was only moving about 15 percent of the DOD volume, but oh, how things have changed.

Since April 15 the volume has grown exponentially. In the first three weeks of May we have seen the volume moving through the Defense Personal Property System (DPS) increase to over 65 percent of the total DOD volume. DPS is now the predominate system for DOD household goods and we expect the volumes to continue to increase as we move through the peak season.

What is not clear from the data we have received is how this volume is distributed among the three DP3 markets: domestic, international household goods, and unaccompanied baggage. The Association has asked that DOD provide greater granularity in the weekly volume reports that they provide. Currently the figures show only the overall percentage of volume moving through the system each week. They also show the volume levels for each of the individual military services. For the week of May 8–14 the following data for DPS were provided:

- **DOD members counseled:** 175,225
- **Shipments processed:** 174,332 shipments
- **Shipments delivered:** 98,536 shipments
- **Services' DPS participation for the week:** Air Force 73 percent; Army 66 percent; Coast Guard 82 percent; Marine Corps 61 percent; and Navy 66 percent. The Coast Guard was number one for the week, and all were over 60 percent. This amounts to a combined 68 percent in DPS vs. TOPS for the week!

These data provide little detail that enables TSPs to drill into the numbers and see how their individual volumes have been affected by the transition from TOPS to DPS. We hope to obtain and distribute numbers that will show the volumes in each of the individual markets, shipment numbers by Code of Service, numbers of short fuse shipments, and numbers of personally procured moves (PPMs) and volumes by PPSOs. Our hope is that this will enable our members to do shipment forecasting that they had previously been unable to do.

We also know that further enhancements to DPS are on the way in the form of pending system releases. On the front burner for the summer and beyond are these:

- **Release 1.4.02:** For delivery to the JPMO on June 7 and into production late June. This includes the 23 top-ranked software problem reports (SPRs).
- **Release 1.4.03:** For delivery to JPMO in August; it will incorporate non-temporary storage (NTS) and DPM "Interim II" and fixes to some SPRs. This will enable the PPSO to load NTS and DPM data into TOPS via a DPS interface.
- **Releases 1.4.04 and 1.4.05:** For delivery to JPMO in September timeframe. Includes Seibel upgrades that will allow the use of newer internet browsers (Explore 8.0, Firefox, etc) to work in DPS.

- **One Time Only (OTO) capability** slated for October 2010.
- **Special Solicitation** scheduled to move into DPS production in January 2011.
- **Remaining Phase II functionality release** schedule is being worked and coordinated with the services and development contractor beginning in mid-May.

During the first few weeks of May, DPS experienced a number of "performance" issues. Access to DPS was at times intermittent or nonexistent. This has been problematic for both

JPMO HHGS has been working hard to resolve performance and access problems and even had to shut down the system a number of times in order to rectify the issues.

industry and DOD personnel. JPMO HHGS has been working hard to solve these performance problems and have had to completely shut the system down a number of times in attempts to rectify the issues.

Both the Association and the military service headquarters have been in contact with the DPS Program Office pushing for quick resolution to the problems. With the volume in DPS continuing to increase we cannot afford to see a continuation in the frequency of the performance problems we have seen in the last few weeks.

DPS is the system of the future, but we need to see it work properly right now!

IAM Offers Volume Discount Pricing for Metal Seals

IAM continues to offer special member pricing on metal security seals for liftvans. Seals must be ordered in sets of 400. The rates are as follows:

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PowerTrack Is Now U.S. Bank Freight Payment

If your company has been using PowerTrack to process household goods transportation payments, you've no doubt noticed a change recently.

U.S. Bank is rebranding its business-to-business (B2B) credit and payment services. As a result, what used to be PowerTrack Freight Payment is now U.S. Bank Freight Payment, a service of U.S. Bank Transportation Solutions.

"We saw a need to put all our offerings under the same brand identity," said Jeff Rankin, senior vice president for sales and marketing at U.S. Bank Corporate Payment Systems. "The name is new, but our products, services, and contacts stay the same. Over time, however, the new structure will help to make our offerings even better."

Syncada is another new name you've been hearing, and you may wonder how it fits in. Syncada®, a joint venture of U.S. Bank and VISA, provides the technology network over which U.S. Bank delivers its payment services and processes B2B payments. In other words, U.S. Bank continues to provide financing, payments, and other services; Syncada is the network used to deliver them.

How does this affect you? If you've been using PowerTrack, you remain a customer of U.S. Bank—the fifth largest commercial bank in the United States and a stable performer in a volatile industry. The method by which you receive payments remains the same, although you will be redirected to a new URL when accessing the system and may need to add the new URL to the trusted sites in your Internet browser. Other than that, the change should be seamless. In the future, you will find it even easier to do business around the world as the network grows.

The full branding transition will happen over time, starting in the United States. The PowerTrack brand will be phased out in Canada and Europe over several months.

To provide an overview of all of its B2B solutions, U.S. Bank has launched a new portal, **usbpayment.com**, a single site that features all products, including solutions for the household goods transportation market.

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Container Ship Orders Could Restart

Ocean container carriers could start ordering new ships within 12 months, driven by a rapidly shrinking order book and an improving global trade outlook.

The container ship order book has been declining for 22 consecutive months since July 2008 in the industry's longest slump, but there could be a return to "major" new orders by the first quarter of 2011, according to Alphaliner, a Paris-based consultancy. The order book stood at 655 ships with a combined capacity of 4.16 million 20-foot equivalent units (TEUs), or 31 percent of the existing fleet, on May 1. This compares with a high of 7.02 million TEUs, or 60 percent of the fleet, in July 2008.

Based on current delivery projections and assuming no new orders are placed between now and the end of the year, the order book will fall to 3.14 million TEUs, or 22 percent of the fleet. If the current drought of orders continues for a further 12 months, the order book could fall to a record low of 9.8 percent by December 2011, according to Alphaliner.

During the last container shipping bear market in 2002 the order book shrank to 17.6 percent of the world fleet before a recovery that triggered sustained ordering activity that lasted for six years.

SOURCE: JOC.com

After a Year Shaped by Global Crisis, CMA CGM Returns to Profit

The board of directors of France-based CMA CGM, the world's third largest container shipping group, recently met under the chairmanship of M. Jacques R. Saadé to review the financial statements for the year ended December 31, 2009.

In a container shipping environment where every player was severely affected by the global crisis—the deepest the maritime shipping industry has ever experienced—the group's consolidated revenue declined by 30 percent to \$10.5 billion (€ 7.6 billion) in 2009, dragged down by a sharp reduction in freight rates and volumes. Overall, 7.9 million twenty-foot equivalent units (TEUs) were carried by the group during the year, a 9 percent decline that nevertheless outperformed the 12 percent drop in world container traffic, according to Drewry.

In response, the group implemented a drastic cost reduction plan that delivered nearly USD 800 million in savings, without sacrificing its potential for future development.

The year 2009 was one of contrast, when the upturn in volumes on most of the trades beginning in July and the group's focus on freight rates restoration and cost reduction resulted in a return to positive EBITDA (earnings before interest, taxes, depreciation, and amortization) in the fourth quarter after eight months of deep losses.

As a result, EBITDA limited its decline to a loss of USD 667 million over the year and the net loss from maritime shipping operations stood at USD 889 million. The consolidated net loss for

the period came to USD 1.4 billion, however, due to the USD 548 million in non-recurring expenses, which should give the group a very healthy start for 2010.

With its international presence through a worldwide network of agencies, especially in Asia and particularly in China, and its growing number of ports of call, CMA CGM is ideally positioned to take advantage of the recovery in global economy.

Markets that were hit first by recession, such as trades to United States or Asia-Europe and intra-Asia trades, have experienced sustained year-on-year growth in the first two months of 2010, with Asia-Europe volumes even rebounding by a spectacular 30 percent or so, according to the European Liner Affairs Association.

For CMA CGM, a total of 2.1 million TEUs were transported in the first quarter, up 22 percent and 4 percent compared with first quarter 2008. EBITDA is estimated at USD 380 million, up USD 640 million on first quarter 2009 and in line with first quarter 2008, while revenue was around USD 3.2 billion, up 30 percent year-on-year.

In 2010, CMA CGM will leverage a comprehensive range of measures to drive further growth:

- Major operational measures to streamline services, develop new partnerships, launch new lines in promising markets, etc., in a continuously reaffirmed commitment to being the preferred, benchmark partner for its international customers.
- Cost rationalization, with the arrival of modern, efficient new vessels offering major economies of scale, the return of chartered vessels or renegotiation of expiring charters in a still favorable market, and the reduction in ship cruising speeds.
- Enhanced customer services, by expanding the agency network, increasing the reefer fleet, deploying e-commerce solutions more widely, etc., to respond as effectively as possible to their emerging expectations.

In addition, 2010 will be shaped by the delivery of the group's new head office, the CMA CGM Tower, which in the autumn will consolidate nearly 2,000 Marseille staff members currently based at seven locations.

According to Rodolphe Saadé, executive officer of the CMA CGM Group: "The first 2010 quarter results, which largely exceeded expectations, demonstrate the group's ability to rebound. Since late 2009, CMA CGM has been restructuring its balance sheet and opening its capital to new investors. We have received several offers from industrial and financial investors and are committed to finalizing negotiations before the end of summer."

Philippe Soulié, chief executive officer of the CMA CGM Group, declared, "In a market that has returned to growth in recent months, CMA CGM intends to strengthen its industry leadership by pursuing two priority objectives: to continue adapting its fleet and to complete the necessary strengthening of its financial structure. Today, Group Management team is working full time to meet these objectives and I am very confident in the group's ability to make them a reality, in close cooperation with its partners."

SOURCE: Drewry and European Liner Affairs Association



Asia-Europe Container Volume Surges 20 Percent

Container shipments from Asia to Europe surged 20 percent in the first quarter from a year ago as the rebound in traffic that started in the final three months of 2009 continued into 2010, according to latest industry figures.

First quarter shipments rose 3.2 percent from the previous three-month period, according to the Brussels-based European Liner Affairs Association. Growth slowed to 10.5 percent in March after a 53.5 percent surge in February that reflected a rebound from the steep slump in traffic in the opening weeks of 2009. Carriers transported 3.1 million 20-foot equivalent units (TEUs) from Asia to Europe in the first quarter, compared with 2.59 million TEUs in the same period in 2009.

The year-over-year growth in traffic on the return leg from Europe to Asia slowed to 9.9 percent in March from more than 25 percent in February and more than 34 percent in January to total 1.36 million TEUs in the first quarter. The previously sluggish North Atlantic trade registered growth in both directions led by shipments to Europe that rose by just over 14 percent in the first quarter to 687,200 TEUs. Westbound traffic out of Europe grew almost 11 percent to 722,000 TEUs.

SOURCE: Journal of Commerce

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Latest Cartus Survey Reveals New Global Relocation Trends

Cartus, a subsidiary of Realogy Corporation, a global provider of real estate and relocation services, just released its *2010 Global Policy & Practices Survey*.

Kaleidoscope, Cartus's new blog for corporate relocation and human resources, notes, "Global companies are moving their employees to vastly different locations as they take advantage of new market opportunities, and they are using an expanded variety of programs and policy approaches to do so."

This latest global relocation report, *Navigating a Challenging Landscape*, suggests that companies' mobility volumes are beginning to recover but several new trends are emerging.

The 2010 survey attracted 196 human resource practitioners based in the Americas, Europe/Middle East/Africa (EMEA), and Asia Pacific (APAC) regions. Of the human resource organizations surveyed, 71 percent were based in the Americas, 19 percent were in EMEA, and 10 percent were APAC-based and reflected industry segments such as manufacturing, technology, financial services, chemicals, and computer/telecommunications.

Exploring eight different assignment types that are now commonly used by companies deploying talent worldwide, the results showed that shorter-term assignments are being used more frequently for career and talent development. Other key findings in the survey included the following:

- **Young and single.** There is a strong trend toward assignees who are young and single, with the under-30 group increasing substantially from 19 percent in 2007 to 29 percent now, and unaccompanied, married assignees increasing even more from 29 percent to 42 percent. This newer profile matches the emerging extended business travel policy type, which requires less financial support from the home office than

those that encompass married assignees with accompanying families.

- **More companies "going local"** with their assignment approaches. In increasing numbers, employees who take jobs in other parts of the world may be doing so with the understanding that the jobs will be permanent and will have compensation and benefit scales that are more reflective of the new location than their home base. Both localization and

A recent study suggests that mobility volumes are beginning to recover but several new trends are emerging

permanent transfers, the two types that reflect this approach, are anticipated to increase over the next two years by more than 50 percent of respondents.

- **New emerging markets.** Multinational companies are moving assignees to many more countries than in the past—among them, new and challenging emerging market locations such as Mexico, Turkey, Saudi Arabia, and Vietnam. Although many of these new destinations are unprepared to accommodate assignees, the largest companies surveyed are willing to head in whatever unique directions are necessary to take advantage of opportunities for global expansion.

Editor's note: To obtain a copy of the *2010 Global Policy & Practices Survey: Navigating a Challenging Landscape*, e-mail CartusCommunications@cartus.com. Type "2010 GPP Survey" on the subject line.

Brain Drain: A Looming Epidemic

By Chuck Bolduc and Bob Reilly

As the baby boomer generation continues to leave the workforce, both public and private sector organizations have the potential to experience an intellectual capital loss of unprecedented proportions. The modern business model of a lean, compressed workforce, along with the challenges of a global economic downturn, have forced many organizations into a corner with respect to a solid succession plan. Most organizations do not have the luxury of time to consider developing and acting on a plan to ensure that talent and skills will be passed along to younger employees. In effect, a **survival** mindset has replaced **succession** planning in the workplace.

The impact of a lack of succession planning is felt particularly in specialty areas or vertical markets within organizations. For example, when experienced logisticians retire from the government, without a defined succession plan, a large hole is left and efficiency drops significantly. The resource the organization relied upon for years is gone—along with the historical knowledge—without a trained and mentored employee ready to fill the gap. The same is true in private sector companies where key skill sets and knowledge reside in individuals or teams who, upon departure, take an entire business element of the organization with them. Some specialty vertical markets or services simply discontinue when the key personnel depart.

How can an organization reverse the downward spiral of loss? First, the organization must face the reality of losing key skills sets when employees retire. Skill replication must be a top-down terminology and philosophy adopted by the entire organization. The organization must foster an environment of sharing information among staff. In order for an organization to thrive and not just survive, a culture of **SUCCESSION** planning must be a way of life.

When companies begin succession planning, the following suggestions may be helpful:

1. Develop a monitor/protégé program in the organization so that knowledge and experience may be shared. Encourage, applaud, and celebrate the successes of such a program.
2. Consider working with local schools, community colleges, and universities to seek people for jobs or summer intern programs. Begin passing the torch to another generation.
3. Look into part-time or special project work for retired individuals who would love to share their life experiences with others. There are many resources to identify retirees, including the local faith community, senior centers, and professional associations for uncovering this knowledge treasure.
4. Explore consulting companies with a particular skill set or specialty that can be infused into the lifeblood of the organization.
5. Seek seminars and other training for your organization that focus on the areas you wish to develop further.
6. Check out professional forums, chat rooms, and other online networking to find out how others in your particular market sector are working through this issue.

A phenomenon that also must be considered in an organization's succession plan is the current downturn in the economy. Losses in the stock market and the subsequent reduction in retirement investment plans and 410(k) programs may have a signifi-

cant impact on baby boomer retirements and on employment and advancement opportunities for subsequent generations. Potential retirees in this volatile economy may hold fast to the jobs they currently have or seek new full-time or part-time employment to compensate for the real decline of their retirement funds. At the same time, companies and government entities are offering early retirement or attractive buyout opportunities to some of their most experienced and knowledgeable workers in the hope of reducing costs. Younger, lower-paid workers may then fill jobs where mentoring and training become critical. It is clear that changes in the economy have a direct impact on an organization's succession plan.

The brain drain and a volatile economy have created a global phenomenon affecting organizations of all types, big and small. There are many resources available relating to this topic. If you wish to research it further, you might start with these websites:

- www.logisticsmagazine.com.au/Article/Mercury-Awards-give-young-recruits-a-voice/74700.aspx
- www.agingworkforcenews.com/2005/03/preventing-critical-knowledge-leaving.html
- www.governing.com/column/clogs-brain-drain
- www.kellencompany.com/meeting_management_hiring_for_the_association.html

Chuck Bolduc and Bob Reilly are the founding partners of Gov Pro Alliance LLC, headquartered in Maryland, whose mission is to "connect private industry to government sector logistics." Website: www.govproalliance.com



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Seeking Organizational Process Improvement

By Chuck Bolduc and Bob Reilly

When developing plans and making decisions to identify improvements and make changes, companies often use benchmarking. This provides a measurement for a specific time period that can be used for comparison purposes to industry best practices as well as an internal self-evaluation tool. Benchmarking, although only recently being applied to the modern work environment, was originally adopted from the manufacturing industry. Today government and private sector industries use benchmarking methods to evaluate company processes, methodologies, and performance.

Best practices—techniques and methods used by businesses that have consistently shown superior results—are often used as benchmarks that companies can strive to achieve. Current market strategies often focus on gathering competitor intelligence to be used in formulating best practices decisions and supporting business strategies for quality improvement initiatives. Additionally, looking at business standards set by successful companies, of which many could be your competitors, may be the most logical approach to set benchmark standards.

Reinventing (or at least reengineering) the way a company does business is difficult, particularly after the culture of a company is established and processes are implemented. In order to remain competitive and on the cutting edge, continual changes may be necessary. However, implementing changes without first establishing benchmark measures and identifying industry best practices can result in avoidable costs and problems. Receiving an honest evaluation on who does it better is sometimes more difficult than changing the process that leads to improvement. Occasionally, you do discover that your organization is the first and foremost in a particular category in the benchmarking process. Then again, you may be faced with the facts that another industry's standards and practices, although different from your own, may be compatible with your organization and will help you to leapfrog your immediate competition. An organization willing to undertake higher level benchmarking may outsource the process to help ensure an objective and agenda-free assessment for more accurate baseline metrics.

When using the benchmarking process, companies must first clearly identify the areas within the company they want to benchmark and establish Key Performance Indicators (KPI) that will be used in defining and measuring progress. KPIs should have an impact on the competitive advantage of the company, be measurable and under the control of the company, and provide information on how the company will perform in the future. Often the KPIs will be used in a continuous improvement plan with the results relating to performance communicated both up and down the organization.

Although improving products and services is a company's primary objective, the sales function of an organization remains as a strong component supporting the entire organization. Even though an organization's sales arena is often a separate entity, it is usually brought into the benchmarking business process. In sales, a high level of performance, as well as outperforming the competition, is always at the top of the list of KPIs and other business objectives, and is usually transparent to all levels of the company. Improving sales force effectiveness using KPIs can often be productive.

Whether managing sales talent or key account management, the sales process focuses on the sales quota setting but ultimately reflects the bottom-line numbers. Other key performance factors in the sales benchmarking process can include the market segments, customers, training, and sales force recruiting and retention. When working through the process, companies must ask key questions in order to assess their performance, capabilities, and strategies for success. A key question in the sales benchmarking process is, How big can my sales force be before the return on investment is eroded by lack of talent management? Careful analysis and realistic measures are necessary in order to answer such questions and effect improved performance.

Benchmarking can provide a company a valuable roadmap to successful performance. Careful planning, honest evaluations of processes and results, and realistic recommendations throughout the benchmarking process can allow a company to identify targets that will help improve productivity and result in a higher performing organization.

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Groups Ask FMCSA to Streamline Intermodal Interchange

Trade groups representing ocean carriers and lessors that provide chassis to drayage carriers have asked the U.S. Federal Motor Carrier Safety Administration (FMCSA) to streamline the intermodal interchange process and cut down on paperwork for truckers.

The Ocean Carrier Equipment Management Association (OCEMA) and the Institute of International Container Lessors asked FMCSA to eliminate a requirement that truckers file equipment condition reports every time they return a chassis to the equipment owner, whether the equipment has been damaged or not. Instead, the groups said the reports should have to be filed only if there is damage or a defect on the chassis.

The change is needed, the groups said, because 96 percent of chassis aren't damaged or defective. They estimated that truckers would waste about 2 million hours annually filling out 38 million driver vehicle inspection reports (DVIRs) about chassis that don't require any repairs.

"The added administrative burdens of the requirement to file no-defect DVIRs could undermine the goal of safe intermodal equipment," the groups argued. "A no-defect DVIR does not add in any meaningful way to the safety of intermodal equipment."

The groups' April 15 filing also said a requirement to file reports with no defects "adds cost to intermodal operations, adds to the time spent by motor carriers submitting reports and drastically increases the number of reports intermodal equipment providers must process and store."

The filing was made as the agency considers how it intends to implement final rules that cover intermodal chassis safety, which are scheduled to take effect June 30.

Late last year, FMCSA delayed implementation of the long-awaited chassis safety rules from December 2009, issuing a *Federal Register* notice one day after they were supposed to take effect on December 17. FMCSA said the implementation of the rules, which have been under discussion for a decade or more, was a "challenging task" because the industry has a wide variety of procedures for exchanging information.

Curtis Whalen, executive director of the American Trucking Association's Intermodal Motor Carriers Conference, said at

the time that the delay was needed because when the rules took effect, there was "pure confusion" at freight terminals caused by the lack of a standardized system for handling the damage inspection reports and other paperwork.

OCEMA estimates that its 20 ocean carrier members own or lease 450,000 chassis, more than half of those in now operation on U.S. roads. The lessor group, which provides equipment to the ocean carriers, owns 380,000 chassis. Those two groups also asserted that reports of defects could easily get lost in the sheer

FMCSA estimated that truckers would waste about 2 million hours annually filling out 38 million driver vehicle inspection reports about chassis that don't require any repairs.

volume of paperwork, defeating the purpose of the reports.

Truckers and other intermodal groups, including the ocean carriers and railroads, began discussing changes to the rules because drayage carriers were being forced to assume legal liability for the chassis they were using, even though they didn't own the equipment.

The 2005 federal transport spending law included a requirement to write new chassis safety rules. FMCSA took more than three years to develop the rules, which were published in December 2008 and were supposed to take effect one year later.

Thomas Malloy, a vice president of the Intermodal Association of North America, said the group "has no position on the recent FMCSA filing by OCEMA and the IICL, but recognizes that some stakeholders have expressed concerns regarding the administrative and recordkeeping burdens associated with the potential volume of reports."

Malloy added, "All parties affected by the regulations are working towards development of the most efficient and productive procedures to ensure complete and effective compliance with the regulations."

NAFTA Surface Trade Takes Big Jump

Surface transportation trade among the United States, Canada, and Mexico jumped 24.1 percent in February from a year ago, the highest gain on record, according to the Department of Transportation. But the increase to \$59.5 billion in trade among the North American Free Trade Agreement partners left the index 14.3 percent below the level two years earlier, in February 2008.

The upturn was the third straight following December's 10.5 percent rise—the first year-over-year gain since September 2008—and a 19.5 percent improvement in January. February's trade was 4.9 percent over January, although month-to-month changes can be affected by seasonal variations and other factors, DOT's Bureau of Trade Statistics said in its monthly report.

Truck imports to the United States rose 17 percent from a year earlier to \$19.9 billion, while exports grew 21.5 percent to \$20.1 billion, DOT said.

Rail imports jumped 58.1 percent to \$6.8 billion, while exports increased 34.6 percent to \$3.6 billion. Pipeline imports rose 51.9 percent to \$5 billion, while exports fell 32 percent to \$341 million.

U.S.-Canada trade increased 21.7 percent to \$36.3 billion. The value of truck imports to the U.S. rose 6.4 percent, while truck exports jumped 23.5 percent. U.S.-Mexico trade gained 28 percent, to \$23.2 billion. The value of truck imports into the U.S. rose 27.6 percent, while truck exports rose 18.3 percent.

Surface transportation consists largely of freight movements by truck, rail, and pipeline. Almost 90 percent of U.S. trade among NAFTA partners moves by land.

SOURCE: Transport Topics

UPS Deploys 200 Hybrid Trucks

UPS Inc. recently announced that it has added 200 hybrid electric delivery trucks to its fleet in eight U.S. cities. UPS expects the vehicles to reduce fuel consumption by 176,000 gallons per year compared with conventional diesel trucks, and will reduce the amount of carbon dioxide released by 1,768 metric tons per year.

The trucks join about 20,000 other low-emission and alternative fuel vehicles in the UPS fleet. The vehicles come from Freightliner Custom Chassis Corp. and feature hybrid engines from Eaton Corp. They use lithium ion batteries and regenerative braking in addition to the standard hybrid power system. The truck bodies look identical to other the carrier's trucks, UPS said.

SOURCE: Transport Topics

ABF National Honored by NASSTRAC

ABF Freight System, Inc.® was named National LATL Carrier of the Year by the National Shippers Strategic Transportation Council (NASSTRAC).

In announcing the award on April 26, ABF Senior Vice President—Sales and Marketing Roy Slagle acknowledged “the ABF professionals who have not only persevered through adverse marketing conditions but also have continued to uphold the highest standards of professional and operational excellence.”

NASSTRAC cites transportation providers on a quantitative scale in five key areas: customer service, operational excellence, pricing, business relationship, and leadership and technology.

InformationWeek, *CIO*, *InfoWorld*, and *BtoB* magazines have cited ABF's strategic use of information technology as exemplary. ABF, established in 1923, is the only five-time winner of the American Trucking Association's President's Trophy for Safety, the only five-time winner of the Excellence in Security Award, and the only four-time winner of the Excellence in Claims/Loss Prevention Award. ABF also is the only carrier to earn awards in both Excellence in Claims/Loss Prevention Award and Excellence in Security in the same year, which ABF accomplished twice.

ABF is the largest subsidiary of Arkansas Best Corporation.

ACL to Phase Out Chassis Fleet, Require Trucker-Provided Chassis

Effective June 1, 2010, Atlantic Container Line, headquartered in Westfield, New Jersey, will shift all of its carrier-arranged trucking moves in the United States to motor carriers who furnish their own chassis. ACL has concluded negotiations with a broad range of truckers who have convinced the company that these same trucking companies/owner operators can manage a chassis fleet more cost-efficiently than an ocean carrier can do. As a result, ACL will no longer provide chassis to their contracted truckers. This will affect all container pick-ups and deliveries.

Additionally, ACL will begin to phase out its carrier-owned chassis fleet for shipper-arranged haulage shipments during 2010. This new policy will initially affect Miami, Boston, and the Ohio Valley, but ALL motor carriers working directly for ACL customers in these areas will have to provide chassis for shipments after June 1. This policy will be identical to the system that has been successfully working in both Canada and Europe for many years.

SOURCE: SeaPorts Press Review

No More Dogs and Cats

Lufthansa Cargo has banned the carriage of dogs or cats intended for animal experiments. Animal rights activist People for the Ethical Treatment of Animals (PETA) says Lufthansa's decision was prompted by PETA's website posting showing 50 beagles being shipped by Lufthansa to a Charles River Laboratories (CRL) testing facility in Scotland.

The Massachusetts-based company is one of the world's largest suppliers of clinical and laboratory research services to pharmaceutical and biotech companies. The dogs were from Marshall Farms, a commercial breeder of animals for pets and scientific research in North Rose, New York.

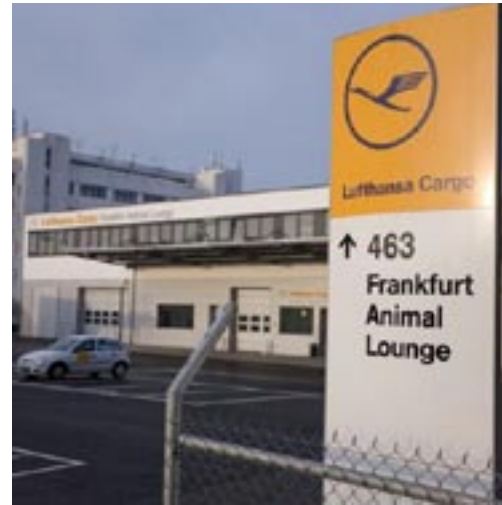
Notwithstanding the IATA live animals regulations, the airline now says it prefers the standard set by the Convention on International Trade in Endangered Species (CITES). Lufthansa also says it doesn't accept any captured wild animals including whales, apes, and dolphins.

"Lufthansa has washed blood from its hands by ending the transport of dogs and cats to laboratories, where they are subject to certain suffering and death," said Kathy Guillermo, PETA's vice president of laboratory investigations. "Now we urge Lufthansa to extend that same protection to animals of all species, who suffer just as much as dogs and cats do."

Axel Heitmann, director of the airline's competence center for animals, added, "Many companies and private individuals place their trust in our services because they know that with us their animals are in the best hands. This should and will continue to be the case in future. The decision to not transport dogs and cats for animal experiments provides a further signal that for us the focus is on the welfare of the animals."

A recent meeting of CITES in Doha failed to reach an accord on new trade measures to protect marine species. Representatives of over 150 governments agreed to strengthen wildlife management for several reptiles, combat illegal trafficking in tigers and rhinos, and update the trade rules for a wide range of plant and animal species.

Carlos Drews, head of the World Wildlife Fund's species program, commented, "It is shameful that many CITES governments ignored science in favor of political gain when making decisions on marine species. These issues dominated this meeting



Lufthansa's Frankfurt lounge for domestic pets.

and will come up again in future meetings. If CITES cannot set aside political considerations and follow scientific evidence, the implications for conservation, sustainable use of marine species, and coastal livelihoods are worrying."

Lufthansa joins Air Canada, Cathay Pacific, and Qantas in not shipping animals to laboratories.

SOURCE: AirCargo World

Preventing Travel Headaches

Many air travelers experience migraines or tension-type headaches. If you get airplane-related headaches, try taking an anti-inflammatory medicine, such as naproxen (Aleve) or ibuprofen (Motrin), a few hours before you expect the headache to occur. Or you can talk to your doctor about a prescription for Midrin—a combination of the painkiller acetaminophen, the mild sedative dichloralphenazone, and isometheptene, a drug that constricts blood vessels. Take two capsules about two hours before the plane is scheduled to take off and two at least three hours later, with lots of water. These approaches help some people.

Also, stay well hydrated; drink a lot of water the day before travel and the day you fly, including on the plane.

SOURCE: Alan Rapoport, MD, David Geffen School of Medicine at University of California, Los Angeles

Software-as-a-Service Gives Small Business Powerful Tools

By Byron Acohido, USA TODAY

Most small-business owners don't realize this yet, but a mother lode of technology that can free precious cash and worker time is now available to them.

Small firms typically buy basic clerical and accounting software in shrink-wrap boxes and run them on a company computer. The owner, or a harried employee, invariably is pressed into service as resident tech expert. But today, they can tap into a swelling portfolio of business applications residing in far-off computer servers. These programs come down from the Internet cloud, sent by a growing army of software companies eager to deliver powerful tools to Web browsers in laptops, netbooks, and smartphones. Users pay as they use.

So-called software-as-a-service, or SaaS, has long been available to big companies. However, now that computing power has become dirt-cheap and Internet usage ubiquitous, software developers are racing to put cutting-edge business apps into the hands of small firms in ways that could give a lift to the economic recovery.

Services such as Speakeasy, Concur Breeze, and Avalara have cropped up to manage Internet phone systems, do expense and travel accounting, and handle complex sales-tax payments for small firms. For modest fees, these suppliers assume the burden of keeping programs updated, secure, and readily accessible. The trend has grabbed the attention of the tech giants. Microsoft and IBM are preparing a new generation of hosted services, tuned for small businesses and neatly tying into their legacy products.

Google has also recently focused on this emerging market. The search giant is stepping up efforts to position its Web-delivered e-mail and clerical applications as the hub of some of the hottest new tools crafted specifically to help small firms. "There is big money in this," says Christopher Vander Mey, senior product manager for Google's business line of products.

Research firm IDC projects spending on cloud services by U.S. companies with 100 or fewer employees to grow from \$2.4 billion this year to \$4.1 billion in 2013. But that could turn out to be conservative if awareness spreads. "We're seeing real innovation and real growth, and it's all coming from cloud computing," says Marc Benioff, CEO of Salesforce.com, a San Francisco-based supplier of programs that manage customer relations.

Sleeping better

Testimonials from early adopters bear out the benefit claims made by SaaS proponents. Take Glen Smith, CEO of Commercial Retrofitters & Recyclers, an energy auditing and recycling company in Upper Marlboro, Maryland. Smith knows firsthand how hosted services can minimize disruptions, should a company computer get lost or stolen.

In early 2009, Smith moved all his customer and banking records into online systems supplied by Salesforce.com, FinancialForce.com, and Intuit's QuickBooks Online. That allowed him to shed the Windows PC server he kept on the premises to store this invaluable data.

Recently, thieves broke in and stole eight desktop PCs used by his office staff, along with a truckload of recycled tech equipment. Smith was unruffled. "On Monday, we went out and bought new computers, plugged them in, and we were back up and running by noon," he says. "We didn't have to recreate anything."

At Executive Envelope, a Rancho Cucamonga, California-based manufacturer of brochures and placards, office manager Claudia Brake desperately needed a more efficient, accurate way to keep track of continually morphing sales-tax rates and rules imposed by the half-dozen states where Executive Envelope sells its products. The company accountant simply could not keep up. Errors—and audits—resulted.

By turning that tedious, detailed task over to Avalara's specialized systems, the company saves eight to 10 employee hours a week, or \$36,000 annually. More important, its exposure to audits has been reduced, allowing Brake to sleep better. "It not only makes my life easier, it allows me to focus on more valuable areas of our business," she says.

Similarly, New Age Industrial, a Norton, Kansas, aluminum equipment maker, uses Concur Breeze to handle its business expense reports. Employees attending a recent tradeshow used their laptops to access the Concur Breeze website and make entries to expense reports while on the road. Back in Norton, the accounting controller could instantly review those entries. She now spends 30 to 40 percent less time processing expenses.

Blended services

At Google, the proliferation of such services has benefitted the team behind Google Apps Premier Edition, the suite of Web-based e-mail, calendar, and clerical programs the company sells to businesses for \$50 a year per employee.

On March 9, the search giant rolled out Google Apps Marketplace. Businesses can choose from more than 90 hosted services that tie into Google Apps. To appear in the marketplace, software companies pay a \$100 registration fee and agree to route access to their service through Google Apps. They also pay Google a 20 percent cut of any revenue generated through the marketplace. More than 1 million Google Apps users are now using services supplied by Google's marketplace partners.

"The idea was simple," says Matt Glotzbach, product management director for Google business software. "Every day, there was a new vendor offering unique services in the cloud. We wanted to give small business a centralized point where they could see offerings, read reviews, and install the offerings."

Tom Hippensteel, vice president of LiquidConcrete, a Seattle, Washington-based maker of coatings for concrete and steel structures, has come to rely on Google Apps and its marketplace partner, SmartSheet, a supplier of project management software. Hippensteel often collaborates with multiple employees in the field. Members of a work group might be simultaneously

working in one or both of the cloud programs using Apple Macs, Windows PCs, or Apple iPhones.

“When we’re done, we can hit save, and everybody has the current version,” says Hippensteel. “That solves the problem of multiple versions of a file flying around in e-mail attachments.”

IBM is making a similar bet that small firms will gravitate to a mix of basic and specialized hosted services seamlessly blended by a tech giant doing the behind-the-scenes heavy lifting. This spring, it announced partnerships with UPS, Skype, Salesforce.com, and Silanis, an e-signature authentication maker. Subscribers to LotusLive, IBM’s hosted e-mail and document-sharing service, can now ship packages, make phone calls, manage customer records, and authenticate documents directly from LotusLive. IBM intends to add more partners. “Now more than ever, you’re going to see us adapting to the needs of small business,” said one IBM official.

“Save to Web”

Microsoft, meanwhile, plans to roll out Office 2010, the latest iteration of the world’s most widely used suite of clerical programs, sometime in June.

A small-business owner will be able to buy Office 2010 for \$199 embedded in a new Windows PC, or \$279 in a shrink-wrapped box. A key new function: When closing a Word document, Excel spreadsheet or PowerPoint slide presentation, the user will be able to navigate to “Save & Send,” then “Save to Web.”

The file will then sail off to SkyDrive, a free file-storage service residing on Microsoft’s cloud servers. SkyDrive is available to anyone who signs up for a free Windows Live or Hotmail account. Later, the user can access the SkyDrive file and work on it from any Web browser on any computing device.

To do this, you must log onto Windows Live and use Office Web Apps, a lightweight, browser-enabled version of Office that Microsoft is preparing to make free to everyone; it plans to roll out Office Web Apps at the same time as, or slightly before, Office 2010.

Unlike Google and IBM, Microsoft is not letting any partners tie their apps directly into its breadwinner product. However, in the brave new world of cloud computing, that hasn’t stopped Central Desktop, a Pasadena, California-based start-up, from hosting a service that enables users of Office 2003 and Office 2007 to collaborate in the Internet cloud.

For \$25 per month, per user, Central Desktop lets you save older Office files on its servers, where multiple users can simultaneously access the same file. There’s no need to pay for Office 2010, or make the switch to Google Apps, says Central’s co-founder and CEO Isaac Garcia.

“We know small business wants to consume product via software-as-a-service,” he says. “It’s affordable, flexible, and you pay as you go, instead of paying a large up-front licensing fee.”

Rising Relocations: Another Good Sign for Jobs

April’s employment report brought more good news and hope for job seekers. Employers added 290,000 jobs, and more unemployed Americans resumed their job hunts in earnest, as the uptick in the employment rate to 9.9 percent shows.

Another barometer also shows employment prospects are growing brighter: according to the latest Atlas Van Lines annual Corporate Relocation Survey, more than 20 percent of companies expect an increase in relocations this year, a vast improvement over last year when more than half of polled companies anticipated a decrease, the survey found.

Furthermore, the majority of companies surveyed expect their financial performance to improve this year, and they cautiously anticipate stability or even improvement in both the U.S. economy and real estate market.

“Brighter future” ahead

“These survey results are a possible early sign of a recovery for the relocation industry, and they indicate that companies are finding ways to contain costs while retaining employee incentives,” said Jack Griffin, president and chief operating officer at Atlas Van Lines, in a statement accompanying the survey’s release. “But the best news is that firms are predicting a brighter future both for themselves and the overall economy.”

The moving industry isn’t the only one noticing this trend. Business is up more than twofold at School Choice International in White Plains, New York, which works with parents facing overseas job relocations who need to find the best schools for their children in their destination country. The firm works with companies as notable as FedEx (FDX), PepsiCo (PEP), Kraft Foods (KFT), ConAgra (CAG), Credit Suisse Group (CS), UBS (UBS), and several others.

School Choice is the busiest it’s been in its 12-year history, says President Liz Perelstein. “There’s tons of relocations, a huge increase, and I think that will continue,” she says. Perelstein believes the uptick in her business is a barometer for the economy as a whole. Still, she says, the manner in which companies are relocating workers and their families is somewhat different than in years past.

Businesses are forgoing many of the perks that once accompanied international relocation, she says. Those include items such as paid housing or cars. In an effort to keep costs in check, cautious corporations are instead opting to relocate employees as if they were local hires. Still, Perelstein says while relocation packages aren’t as sweet as they once were, they may be the difference between keeping or getting a job and not.

It’s worth taking a loss

In recent years, the falling real estate market has meant fewer job seekers were willing to consider relocation for fear of losing what value might be left in their homes. But even that concern isn’t keeping some job-seekers from pulling up roots and getting on with their careers, says New York real estate broker J. Philip Faranda.

Faced with remaining out of work or losing a job, workers are taking matters into their own hands and financing their own

relocation even if it means losing money, Faranda says. “When you have to get out of Dodge, you don’t have the luxury of being speculative on asking price,” he says. “You have to price your house to the bone in the hopes that [a buyer] will jump on it.”

That strategy may involve selling a house for less than the mortgaged amount, known as a short sale. Faranda, who specializes in such transactions, says he’s working right now with a couple in that situation who are planning a move to Florida, after one of them accepted a job at a university there. They leaped at the chance to move, even though the job offer didn’t include a relocation package, he says. “They just want to get out.”

Two Tools for Small Businesses

Business expense tracking is an important part of managing your company’s profitability... whether you’re just starting out, going through a transition, or growing. If you’re running your business out of your home, you also have to contend with separation of personal and business expenses. Charlie Coker, a CPS in Falls Church, Virginia, offers two tools that may help you: “Expense Tracking for Small Business,” a narrative that will help you define and organize your business expenses, and a “Business Expense Calculator,” which will help you distinguish between personal and business expenses.

You can access both of these tools at **www.cpa-coker.com/businessservices.html**.

What Social Media Will Look Like in 2012

By Freddie Laker

It's easy to get caught up in today's trends or even focus on the next six months. Some of 2009's biggest trends included an increased emphasis on real-time search and information distribution, while distribution of marketing content in widgets and other pieces of portable content that worked across devices and social spaces also saw its stake rise. Moreover, there were great improvements in social media monitoring and analytics. And most notably, marketers finally acknowledged that social media are more than just a fad, with almost complete adoption by all major marketers.

Here are the top 11 predictions for what social media will look like in 2012. Some of these items exist today in their early stages, but this list reflects what I believe will become the norm in 2012. Ultimately, share of voice, point of view, and community influence will be more important than brand ownership—and marketers will need to get over it if they want to stay relevant.

- 1. Privacy expectations will (have to) change.** There will be a cultural shift whereby people will begin to find it increasingly acceptable to expose more of their personal details on different forms of social media. Sharing your likes, dislikes, opinions, photos, videos, and other personal information will be the norm and people will become more accepting of personalized experiences, both corporate and personal, that are reacting to this font of personal information.
- 2. Complete decentralization of social networks.** The concept of a friend network will be a portable experience. You'll find most digital experiences will be able to leverage the power of your social networks in a way that taps into your readily available personal information and the relationships you've established. We're already seeing the beginnings of this with Facebook Connect and Google's FriendConnect.
- 3. Our interaction with search engines will be different.** Real-time information in Google search (e.g., from Twitter, blog results, and user reviews) will be more prominent. Google's Social Search will change the way we interact with search engines by pushing relevant content from our personal networks to the front of search results, making them more personalized. The importance of digital-influencer marketing will increase significantly.
- 4. Rise of the content aggregators.** Content online is growing at an exponential rate, and most online users have at least three online profiles, from social networks to micro-blogging to social news sites. Our ability to manage this influx is challenging, and content aggregators will be the new demigods, bringing method to madness (and making a killing). Filtering and managing content will be big business for those who can get it right and provide easy-to-use services.
- 5. Social media augmented reality.** Openly accessible information from the social-media space will be used to enhance everyday experiences. For example, the contacts in your phone link to Facebook and Twitter to show real-time updates on what the contact is doing before you put in the call;

real-time reviews from friends and associates will appear in GPS-based mapping services as a standard feature; and socially enabled customer relationship management (CRM) will change the way companies manage business relationships forever.

- 6. Influencer marketing will be redefined.** As social media continue to permeate more and more aspects of not only the way we interact with digital media but also other channels such as digital outdoor, commerce, or online TV, we will see the significance of influencer marketing grow dramatically. As a basic example, the inclusion of Twitter in Google search

Here are 11 predictions of how marketers and the way they do business will be affected.

results or Google's soon-to-be-released Social Search will permeate search results with content that will not be managed by Google's infamous PageRank but by social influence and relevance to your social network. Discovering people who can help you reach your desired consumer will become exponentially more effective and important.

- 7. Ratings everywhere.** In today's world, having a commerce site that doesn't have user ratings could actually prove to be a detriment to sales. In the near future, brands and businesses will more frequently place user ratings and accept open feedback on their websites. User ratings will become so common that marketers should expect to find them woven into most digital experiences.
- 8. Social media agents.** Managing the customer experience offline and online is already a key concern for marketers and customer-experience advocates. As businesses continue to support customers by monitoring and engaging in the social media space, tools to optimize this experience will become more important. Expect to see a certain percentage of responses handled by natural language engines that can respond to basic commentary such as "My service is down" or "I never received my package."
- 9. Riding the (Google) wave.** It's still early days as Google Wave is still primarily limited to developers, but it has the potential to revolutionize collaboration and engagement. Wave offers marketers a unique way, at minimal cost, to allow consumers to engage with each other in a way that is miles beyond anything we're currently using. Savvy marketers will develop extensions for Wave that evolve its unique communication toolset into a rich brand experience that is immersive but allows for new levels of interaction from crowd-sourced storytelling to crowd-sourced product design.
- 10. Thinking beyond "nowness."** In 2009 we became very focused on the real-time nature of social media. The impli-

cations behind consumer feedback and interaction around brands using tools like Twitter or Facebook's news stream caused marketers to reevaluate the power of social media tools alongside "traditional" digital-media channels such as search. Looking into the future we'll need to try and evaluate what's next, and the likely answer is based on the next evolution of the Web as we know it: the semantic Web. In a semantic Web world, search engines, for example, will anticipate the best search results we're looking for based on what they know about us (such as all our public social networking profiles). There will be an opportunity for marketers who push the limits of their imagination to anticipate what marketing will look like in this next stage of the Web and creating new and compelling experiences that we're only touching the surface of now.

- 11. Social media everything and the return of digital media.** Social functions will become so commonplace in digital experiences that the thought of not having socially enhanced experiences will seem illogical. Digital media by their very nature are inherently social. I hope we're not talking about social media in 2012, and we just refer to everything as digital media again.

Freddie Laker is director of digital strategy at Sapient. He has also founded the Society of Digital Agencies, a collective of notable digital agencies focused on thought leadership and positive industry change, and blogs at takemetoyourleader.com.

Voxme, MoveAssist Roll Out Extended Integration Link

Voxme Software Inc. and MoveAssist International have rolled out the second phase of the integration link between their products. The goal of this phase is to fully automate the process of uploading survey details and summaries from Voxme survey solutions to MoveManager, and integrate MoveManager with Voxme packing inventory and labeling solutions. This substantial scope extension was initiated by the companies that use MoveAssist and Voxme products, and have sought to add efficiency to survey and packing inventory data flows. The obvious way to achieve this goal was to automate as many data and document transfer tasks as possible. As with the first version of the integration link, the push came from perfection-driven Packimpex, with three other companies quickly jumping on board.

So what exactly does the integration link now offer? On the survey side, it allows for the dispatching of survey requests with all relevant information (client information, origin and destination details, dates, and notes) from MoveManager to Voxme survey solutions and then automatically importing all survey details (total volume, weight, materials, crates, access notes) and survey summary documents back from Voxme to MoveManager. MoveManager will now automatically create a separate job for each shipment identified during the survey.

On the operations side, one can dispatch job requests from MoveManager to Voxme operations module, print shipment-specific labels, load job details onto the crew's inventory units, and upload all inventory and loading details along with the packing list back onto MoveManager. Apart from the obvious efficiency-related benefits, this level of integration means that MoveManager can easily produce electronic shipment files in the standard industry format developed by IAM.

The data exchange between MoveManager and Voxme solutions is based on the standard integration interfaces offered by the two software packages. Both companies use these interfaces to integrate with other systems.

Says **Max Kreynin** of Voxme Software, "With electronic data collection quickly becoming common practice, the focus is gradually shifting to integration between survey, inventory, and scanning modules and move management systems. The reason very simple and cynical: Unless the data flow is automated, nobody has the resources or patience for manual data re-entry."

INDUSTRY NEWS

A look at people and events shaping IAM member companies



Mok



Sabatalo

Furthering its objective to be the preferred immigration provider in Asia and the Middle East, **Santa Fe Relocations** has named **June Mok** group immigration manager.

Mok, who is based in Kuala Lumpur, will focus on the continued development and enhancement of the company's immigration services, working with the teams across the region. She will be the group's single point of contact for immigration for Santa Fe's customers and partners and focus on continued growth to meet their needs and ensure compliance for today's mobile workforce.

Mok has over 14 years of professional experience both in practice and in theory with regard to all major aspects of immigration matters for large multinational corporations as well as local companies. She is fluent in English, Cantonese, and Malay.



Dan Johnson, a 24-year veteran formerly with Allied International and Crown Worldwide in the San Francisco Bay Area, has joined **New World International** to focus on providing competitive pricing support for the company's clients and global agent partners.

Also, **Rod Amos** and **James Porter**, both formerly with Bekins International Chicago, have been named manager, international government services and military customer service coordinator, respectively. Both Amos and Porter will be managing the international military shipments through **Island Forwarding**, which was acquired by New World in December.



John Sabatalo, president of **Planes Companies Relocation and Storage Solutions** located in West Chester, Ohio, was

recently elected to UniGroup Inc.'s board of directors.

UniGroup Inc., located in Fenton, Missouri, is a \$1.6 billion global transportation and relocation enterprise that is parent company to both United Van Lines and Mayflower Transit. Planes Companies is a United agent. Sabatalo has been an executive with Planes Companies since 1991 and president since 2003.



The Pasha Group, headquartered in Corte Madera, California, has named **Eric Klunder** director of business development for Gateways International. Klunder has over 20 years' experience in the international transportation industry, 17 of those years as an IAM member. He will lead the Gateways commercial household goods and logistics teams and will promote Pasha's Relocation Services' popular Move Metric™ domestic and international product.



Interstate Worldwide Relocation Services has named **Jean-Philippe (JP) Graff** vice president, International and Logistics divisions. Prior to joining Interstate, Graff served as vice president of operations for GTS, overseeing day-to-day operations of the company.

Graff brings over 16 years of freight forwarding experience with expertise in troubleshooting and anticipating challenges before they occur. In his past role, he traveled extensively throughout Europe, Africa, Central Asia and the Middle East surveying transportation infrastructures and visiting project sites to ensure efficient facilitation and services.

At Interstate, Graff oversees account acquisitions, new business development, and operational improvements within the International and Logistics divisions. He provides direction and guidance to ensure that company's goals are met as well as goals with clients, service providers, and employees. He is also accountable for compliance with regulations from the company, industry and U.S. government, including export licensing and dangerous goods handling.

Graff is fluent in French and proficient in German.

EXPANSIONS



Gosselin's new custom-bonded warehouse in the Republic of Georgia.

Gosselin Georgia, a member of the **Gosselin Group**, recently opened a new customs bonded warehouse for diplomatic cargo in Sakartvelo, the Georgian name for the Republic of Georgia.

Gosselin, with considerable experience in both the business and diplomatic communities, has become the first freight forwarder in the Caucasus region to operate a dedicated customs bonded warehouse for diplomatic goods, and the facility has been granted the code GEH 01. All diplomatic goods entering by truck via the border or via container through the ports of Poti or Batumi can be directly sent to the bonded warehouse in Tblisi. There, the goods can be stored long term and then distributed on demand to Gosselin's offices in Baku, Azerbaijan, or Yerevan, Armenia, or imported directly into Georgia.

The warehouse is monitored around the clock and is operated by the same company that can deliver goods to their final destination. According to the company, this also provides a huge advantage in cost and time for customers, as diplomatic goods for the entire Caucasus region can stay at the warehouse until the clients are prepared for delivery.

Gosselin Georgia was launched 15 years ago in Tblisi. Since then there has been a strong local need for organizing household moving services and export transportation.

❖
Arpin Group, headquartered in West Warwick, Rhode Island, recently announced it has acquired the stock of **Affiliated Transportation Systems (ATSI)** and eight related companies. ATSI is a household goods transportation service provider in Lawton, Oklahoma, and primarily serves military personnel. ATSI and its related companies own or manage 22 military authorities with over \$32 million in billings in 2009. All of ATSI's operations will continue in place in Lawton.

"This acquisition will provide significant opportunities for Arpin Van Lines' agents to pack and haul shipments that are booked by ATSI," said David Arpin, president and CEO of Arpin Group.

Day-to-day operations of ATSI and the acquired companies, managed by ATSI Senior Vice President **Ron McDonald**, will be handled independently of the Arpin companies.

AGENCY NEWS

Ace Midwest Moving and Storage of Little Canada, Minnesota, has joined **Atlas Van Lines**. Ace is owned by veterans of the U.S. military. **Scott Coyle** is president and owner of the company.

Also joining the Atlas family is **Meier's Moving and Storage**, headquartered in Salina, Kansas. The company president is **Rodney Meier**.



The new board, from left: Errol Gardiner, vice president; Thomas Hanbo, vice president-treasurer; Al Mithal, immediate past president; Orphee Moschopoulos-Beinoglou, president; Rupert Morley, senior vice president; Mario Martinez, vice president.

FIDI Global Alliance Introduces New Board

The **FIDI Global Alliance** recently announced the names of its new board of directors, unanimously elected at the Federation's General Assembly held on April 15 in Melbourne, Australia, during FIDI's Annual Conference:

- *President:* **Orphee Moschopoulos-Beinoglou** of Orphee Beinoglou International, Elefsina, Greece
- *Senior Vice President:* **Rupert Morley** of Sterling Relocation, London, U.K.
- *Vice President:* **Errol Gardiner** of New Zealand Van Lines, Wellington, New Zealand
- *Vice President:* **Mario Martinez** of Security International Moving S.A.C, Lima, Peru
- *Vice President-Treasurer:* **Thomas Hanbo** of ICM Kungsholms AB, Spanga-Stockholm, Sweden
- *Immediate Past President:* **Al Mithal**, Star Worldwide Movers Pvt. Ltd., New Delhi, India

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Orphee Moschopoulos-Beinoglou, new president of the FIDI Global Alliance.

FIDI Global Alliance's New President

Orphee Moschopoulos-Beinoglou has been elected the 39th President of the FIDI Global Alliance.

He heads up the well known logistics company **Orphee Beinoglou International**, which as part of his Orbit group of companies has a strong presence throughout Greece and the Balkans.

Moschopoulos, who celebrates his 60th birthday this year, has been attending FIDI conferences for the last 35 years, ever since he set up his business in 1975. Since leaving university in the U.K., he has been engaged with the logistics industry and his group of companies now covers air freight, fine art, distribution, sea freight, road transport, courier services, and international moving.

Nilson to Serve South Carolina Marine Facilities from Savannah

During a recent meeting between **Nilson Van & Storage (NVS)** and the TMO of MCAS Beaufort, MCAS Beaufort agreed to allow NVS to continue to service MCAS Beaufort and Parris Island from its Savannah, Georgia, facility. NVS will maintain its representation of five TOPS TSPs at MCAS as well as representation of all ITGBL TSPs. NVS will also remain available to service any DP3 shipments that originate from MCAS Beaufort.

NVS considers the AOR of MCAS Beaufort to be within the local service radius of its Savannah facility; therefore, all origin and destination services (including inbound domestic and international SIT) that fall within the AOR of MCAS (Beaufort and Jasper counties of South Carolina) will be handled under the same rates that were previously utilized by the company's facility in Beaufort (i.e., no long delivery outs or excess mileage for shipments that would not have otherwise qualified).



Above and right: United Van lines agent A-Mrazek Moving Systems moves the St. Louis Cardinals into Busch Stadium in April.



United Moves Cardinals Back to St. Louis for 2010 Season Opener

The St. Louis Cardinals baseball team moved back into Busch Stadium, just in time for the April 12 home opener. **A-Mrazek Moving Systems**, a United Van Lines agent in St. Louis, Missouri, unloaded two truckloads of the Cardinals' gear on Friday and Saturday, April 2 and 3, bringing all of the team's equipment back from its spring home in Jupiter, Florida.

In all, A-Mrazek transported approximately 35,000 pounds of the Cardinals' professional and personal items. The cargo included everything that the coaches, players, and equipment managers needed for spring training. Bats, helmets, baseballs,

and exercise and medical equipment all made the trip back to St. Louis.

"Every year we look forward to helping the Cardinals start their season out on the right foot with a successful move to and from spring training," said Dave Sabada, president of A-Mrazek. The Cardinals have enlisted A-Mrazek to do its spring training move every year for the last 20 years.



Boonma Executive Director Tiddy S. Teerawit (left) receives a certificate from ARA President Sudeep Shah (center) and ARA Vice President Hans Muller.

Boonma Thailand Certified by Asian Relocation Association

One of the founders of Asian Relocation Association, **Tiddy S. Teerawit** of **Boonma**, recently accepted a certificate from ARA President Sudeep Shah, and ARA's Vice President Hans Muller during the organization's second annual meeting in Colombo, Sri Lanka, in March. ARA founders, consisting of members from 10 major Asian countries, came together in 1997 in Bangkok, Thailand, to discuss and lay the groundwork for the association's official registration in 1998. The association's first annual meeting was held in Phuket, Thailand, last year, with 28 members. Since that time, ARA has increased to more than 40 qualified members inside and outside Asia.

IN MEMORIAM

Colin Michael Parker

Colin Parker, founder of Move Management Australia, passed away on April 28, 2010.

Mr. Parker commenced his career in the relocation services industry 36 years ago, initially with Grace Removals and later with Lane Moving and Storage. His energy and enthusiasm was well recognized and his career path developed quickly, resulting in various postings, both in Australia and in New Zealand.

Twelve years ago, Parker decided to launch his own company, and founded Move Management Australia. He started the operation in his home garage. The business expanded rapidly, resulting in the need to relocate to the larger premises where Move Management Australia continues to operate today.

Ever passionate about the relocation industry, Mr. Parker was always a colorful character at industry events. He had many friends around the world and he wanted to ensure that they were aware of how much he appreciated their love and support during his 18-month battle with cancer.

Five years ago Mr. Parker's wife, Christine, lost her battle with breast cancer. As he was a very active supporter of breast cancer research, the family has requested that those who wish to commemorate his life make a memorial contribution to a local breast cancer association.

It was Colin Parker's desire that Move Management Australia would continue to trade and grow. He had a reputation in the industry of delivering proactive advice and outstanding customer service and it is the Move Management Team's intention that this legacy will continue well into the future, said Michael Boyd, general manager of Move Management Australia.

He is survived by his four children.



Colin Michael Parker
1957-2010

Atlas Van Lines Launches New Consumer Website

Atlas Van Lines, headquartered in Evansville, Indiana, has launched a new consumer website that makes it easier for consumers to plan their next move. At www.atlasvanlines.com, visitors can find a local Atlas mover, obtain an instant moving quote, track shipments, and access moving information and tips.

"Our new website was developed in response to the needs of today's busy and savvy consumers, who want to explore all their moving options, from full-service to do-it-yourself," said Barbara Cox, Atlas Van Lines' director of marketing communications. "Consumers can quickly and easily find and navigate the new site and determine the best Atlas moving choices to meet their needs and budget."

The new site has information on U.S., Canada, and international household moves and storage options. Consumers can learn more about Atlas's Smart Move, a service designed around transportable vaults that make moves faster and offer customers more flexibility. In an effort to prevent moving fraud, the new Atlas website also allows consumers to verify a genuine Atlas mover. Other consumer-friendly resources on the site include moving guides, customer testimonials, blogs, and frequently asked questions.

MILESTONES

Boonma Marks 47th Anniversary with "Journey of Care" in Thailand

IAM's oldest member in Thailand recently marked a milestone by launching its slogan, "Pack and Move with Care," on its 47th anniversary. From the company's very first days in the industry, **Boonma** has been committed to developing and improving the quality of service that, according to the company, has led it to become Thailand's oldest and most experienced moving and relocation service provider.



Above: Mr. Chaivudhi, managing director (left); Tiddy S. Teerawit, executive director (right); and a team of staff cut a cake at Boonma's 47th anniversary celebration.

Below: Boonma cake lights up for another year of success in 2010.



HONORS AND AWARDS

Move One Relocations picked up an award at *Re:locate Magazine's* annual award ceremony in London on May 6.

The gala dinner was hosted by legendary British journalist and author Libby Purves, who entertained her audience of industry veterans with amusing relocation anecdotes from her own youth. The child of a constantly on-the-move diplomat, Purves had fascinating stories to share. "This ceremony is a well-deserved moment of glory for those who are on the frontline in helping employees and their families to carry on with good lives in new circumstances," she said.

At the black-tie gathering, Fiona Murchie, the magazine's managing editor, noted, "As the economy struggles out of recession into a fragile recovery, it's more important than ever to promote, and celebrate, best practice and to nurture talent."

Move One Relocations was honored with the Technological Innovation in Relocation award for its virtual City Guides, developed to provide recently arrived expatriates a full suite of indispensable information about life in their new city. Each guide has, as its centerpiece, a set of mini documentaries, covering subjects such as expatriate health care, transportation, housing, and international schools. The videos are accompanied by a set of useful Internet resources, gathering in one place a wealth of information for relocating expatriates.

"People usually seek information on the Web," said Jon Harman, Move One's product manager for relocation services, "but the type of information we have in our city guides, like how to validate public transport tickets and parking meters, or how to deal with local landlords, isn't readily available. We have taken great care to document the minutiae of life in these guides, and have included interviews with other expats and profiles of local business-people and packaged it in a convenient way for people to use in the run-up to their move. We believe that we have created a fantastic resource to help ease expats into their new lives as seamlessly as possible."

The guides reflect Move One's organization-wide commitment to incorporating the latest technological innovations in order to ensure excellence when serving the company's clients and their assignees. The City Guides also support Move One's conscious approach to sustainability, as they significantly reduce the use of printing. Renowned judges, with distinguished figures from business, academia, and the Chartered Institute of Personnel and Development (CIPD) on their panel, described the Move One guides as "very vibrant and up to date," and praised the way in which they engaged users through social media and use of videos. According to *Re:locate*, judges particularly liked the ease of navigation, translation tools, and useful links to other websites, and the way Move One Relocations had "thought globally and acted locally" by using people within a local area to produce content, keeping the guides authentic and convincing.



The **Crown Worldwide Group** recently announced that **Gary Maguire**, vice president for quality and risk management, has successfully completed the five examinations required to become a certified risk manager (CRM). Each course entails approximately three days of instruction, followed by an optional examination. The CRM designation qualifies managers to handle all areas of managing risks, hazards, and exposures. A certified risk manager is knowledgeable about identifying, analyzing, controlling, financing, and administering operational risks, as well as political risks, catastrophic loss exposures, third-party exposures, fiduciary exposures, employee injury exposures, juridical risks, legal risks, and more. The skills learned make the manager more proactive and valuable to an organization. Maguire has worked for Crown since 1991. His certificate was issued last December by Certified Risk Managers International.

AROUND THE STATES



From left: Jorge Castro, Sacramento general manager, Crown Worldwide; Nancy Menne, accounts receivable, Crown Worldwide; and Rick Hosea, president, domestic services, Crown Worldwide, accept CMSA's Pinnacle Award. Also pictured: Steve Weitekamp, CMSA president; Vince Cardinale of Cardinale Moving & Storage, last year's Pinnacle Award winner; and Tim McCarthy, CMSA chairman.

The **California Moving and Storage Association (CMSA)** presented its highest honor, the Pinnacle Award, to **Crown Worldwide Moving & Storage**, a United Van Lines agent, during CMSA's annual convention.

Crown ranked highest among applicants in four required areas—management practices; marketing, advertising and sales practices; customer and vendor relations; and community service. CMSA created the award in 2008 to honor moving and storage companies in California who commit to a high standard of ethical business practices.

“We are honored to be recognized by CMSA,” said Crown Worldwide President **Rick Hosea**. “Crown Worldwide takes CMSA’s code of ethics very seriously, and we believe it’s helped Crown in all areas of business, from how we treat our customers to how we interact with our employees.”

CMSA cited Crown’s excellence in all categories including its employee wellness program, customer complaint process, and membership in community organizations, such as the Chamber of Commerce and charitable organizations.

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Energy/Climate Bill Update

Although a good deal of attention has been focused on the Senate's deliberations on the Financial Reform legislation, there has been a considerable amount of effort behind the scenes on the energy bill. In June 2009, the House passed a comprehensive energy bill, and since then everyone has been waiting for the Senate to follow suit.

The Kerry-Graham-Lieberman (KGL) bill has emerged as the only viable climate bill in the Senate. Discussions on this issue and the timing for consideration of the measure became compromised when Senator Lindsey Graham (R-SC) threatened to suspend his participation on the legislation because of his concern that Senate Majority Leader Harry Reid (D-NV) had prioritized immigration reform over energy. Reid clarified he would schedule energy before immigration, but there remains a great deal of uncertainty as to the timing and level of bipartisan support for an energy bill this year.

As of this writing, Senators John Kerry (D-MA) and Joe Lieberman (I-CT) plan to move forward with their bill; but without Graham's participation, the ability to win 60 votes in the Senate looks extremely problematic.

For KGL to move forward, several political hurdles will have to be overcome, and the White House will probably have to get very involved. The politics of immigration policy became much more complex with the enactment of immigration reform legislation in Arizona—a dynamic that is now influencing the consideration of energy legislation in the Senate.

The Senate leadership has sent KGL to the Environmental Protection Agency for an analysis that could take up to six weeks, during which time other issues like financial services reform and immigration legislation could be addressed. Nonetheless, perhaps the biggest obstacle facing energy reform legislation is time, which is running out. Only about 75 legislative days remain until the scheduled adjournment in October.

The substance of the KGL bill largely mirrors that of the energy bill that passed the House. KGL would cap emissions on the utility industry and major manufacturing sectors of the economy. Like the House bill, KGL contains a provision calling for consumer protection from potential increases in energy production costs, through passage of allowances (or dividends) through

local utilities with state Public Utility Commission oversight. However, extending dividends to consumers via the tax code is a political nonstarter for coal-dependent states, thereby making this element of the bill a target for amendment. The major difference between KGL and the House bill is the Senate's proposed regulation of the oil companies separately via the imposition of a transportation fund fee, and extending the period of time in which major manufacturing industries would be forced to comply with the new emission caps.

If the Senate succeeds in passing a comprehensive climate bill, the House and Senate bills will go through a reconciliation process, likely resulting in a final conference report vote occurring in a lame duck session after Election Day.

Related to this, the House Science Committee also has made substantial commitments to achieving renewable energy production that does not compromise the economic base of the country. The committee recently approved legislation that would expand the scope and authority of Advanced Research Project Agency—Energy, or *ARPA-E*. Modeled on the Department of Defense Advanced Research Projects Agency (DARPA), the newly approved ARPA-E would provide funding for basic research and development for game-changing clean energy technologies. ARPA-E proposes to make awards to companies, academic institutions, research foundations, and trade and industry research collaborations, most often when private investment falls short.

ARPA-E received over 3,700 initial concept papers from April to June 2009. By July the agency narrowed down its review process to 312 technologies, 37 of which received awards in October, averaging \$4 million each for two- or three-year-long projects.

Congress appropriated \$400 million for ARPA-E in the economic stimulus bill, in addition to the \$15 million appropriated in the regular appropriations bill. Like other federal programs, Congress must reauthorize ARPA-E to make changes to the underlying statute that created the program and to ensure its continuation. The bill makes additions, including that the director should seek opportunities to partner with purchasing and procurement programs of federal agencies to demonstrate energy technologies developed through ARPA-E (thereby helping to create a built-in demand). The bill is expected to pass out of the House by Memorial Day.



**COMING
SOON!**



**International Association
of Movers**

**2010–2011
Membership Directory**

Your copy of the **2010–2011 IAM Annual Membership Directory** is in the mail!

It's a great resource for finding quality partners all over the world—one of the many benefits of IAM membership. This year's edition is better than ever, streamlined for ease of use, and it includes a new feature, which provides a description of the Supplier members' products, services, and scope of activities.

Also, you can get two listings—alphabetical and geographical—in the print and online versions of the directory, as well as three company contacts in your listing when you upgrade your membership. For details, see page 17.

Coming Up Next Time in

THE PORTAL



On the Cutting Edge: Focus on Technology in the Industry

Rapidly evolving technologies have helped IAM members become increasingly efficient and more profitable over the past several years. The use of sophisticated tools such as e-tracking, hand-held scanners, and cloud computing are now commonplace in this digital age.

The theme for the July/August issue of *The Portal* is **technology**, and its applications for IAM members. We welcome your input for this important discussion of the role of new tools and services in your day-to-day operations. Here are a few areas we will explore and questions for you to consider:

1. Please tell us a bit about your company, its services, and how—for better or for worse—technology has affected the way you do business.
2. Have you introduced new systems at your company? Did you require customized applications specific to your business? If so, why?
3. Has the use of innovative technologies proved to be beneficial in streamlining your operations? Have they saved you money? If so, which costs have been positively affected?
4. As you have navigated the new products and available, what has surprised you most?
5. What challenges or problems have you encountered (such as incompatibilities between your systems and those of your trading partners)? How have you been able to deal with those issues?
6. Do you use cloud computing? If so, why?
7. Does your company have a website? If so, do you design it in-house, or outsource the work? How do you measure the benefits of your website and its ability to attract customers?
8. What types of security concerns have you addressed, and how?
9. What are your expectations and plans for future enhancements to your technology arsenal?

The Portal welcomes fully completed articles, but also invites you to send brief comments related to your experiences in adapting to the evolving marketplace.

Please e-mail your story—along with digital photos if possible—to

Janet.Seely@IAMovers.org **and** *joycemcd@erols.com*

Deadline: July 9, 2010

IMPORTANT INFORMATION CONCERNING PORTAL ADVERTISING RATES AND DIMENSIONS

Full Page \$ 3,187.50

- 7-1/2" wide x 10-1/4" high
- Bleed: 8-1/2" wide x 11" high (add 1/8" at each edge)

1/2 Page \$ 1,687.50

- Horizontal format: 7-1/2" wide x 5" high
- Vertical format: 3-3/4" wide x 10" high

1/3 Page \$ 1,187.50

- Horizontal format: 7-1/2" wide x 3-1/4" high
- Vertical format: 2-1/4" wide x 10" high
- Box format: 4-1/2" wide x 5" high

1/4 Page \$ 875.00

- Horizontal format: 3-5/8" wide x 3-3/4" high
- Vertical format: 3-3/4" wide x 5" high

1/6 Page \$ 531.25

- Horizontal format: 4-1/2" wide x 2-1/2" high
- Vertical format: 2-1/4" wide x 3" high

1/8 Page \$ 437.50

- Horizontal format only: 3-5/8" wide x 2-1/2" high

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:

July/August Issue..... July 9, 2010
September/October Issue August 23, 2010
(ANNUAL MEETING ISSUE)
November/December Issue November 12, 2010
January/February 2011 Issue January 22, 2011
March/April Issue March 7, 2011
May/June Issue May 7, 2011

ARE YOU SENDING AN ELECTRONIC AD?

The Portal now accepts computer-generated files, graphics, and ads supplied on PC- or Mac-compatible 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.

In addition, advertisers must provide the following information along with the disk. Please use this checklist to ensure that you send everything that will be needed to accurately place your ad:

- Disk with ad (Zip or CD-ROM)
- Printout or hard copy proof
- Note format: __PC __Mac
- Note program used to create the ad
 - ___ InDesign: specify version _____
 - ___ Corel: specify version _____
 - ___ Illustrator: specify version _____
 - ___ Other (specify): _____

PLEASE NOTE: We do not accept ads created in Publisher.



**For further information about Portal display advertising,
contact Belvia Carrington at IAM:**

5904 Richmond Highway, Suite 404 • Alexandria, VA 22303

Phone: (703) 317-9950 • Fax: (703) 317-9960 • E-mail: bel.carrington@IAMovers.org

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Industry Calendar

August 19–21, 2010

Australian Furniture Removers
Association Conference
Surfers Paradise, QLD, Australia

September 18–22, 2010

64th NDTA Forum and Expo
Washington, D.C.

September 27–28, 2010

PAIMA Convention
San Diego, California

September 29–October 2, 2010

IAM 48th Annual Meeting
San Diego, California

October 17–22, 2010

SDDC—Pacific Personal Property
Training Workshop
Honolulu (Waikiki), Hawaii

September 12–15, 2011

IAM 49th Annual Meeting
Denver, Colorado

October 10–13, 2012

IAM 50th Anniversary Meeting
National Harbor, Maryland
(Washington, D.C.)

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

2010 Portal Editorial Calendar

July/August

The Technology Revolution in
Moving

September/October

The Annual Meeting Issue
Going Green

November/December

IAM 48th Annual Meeting
Recap and Photos