

# THE PORTAL

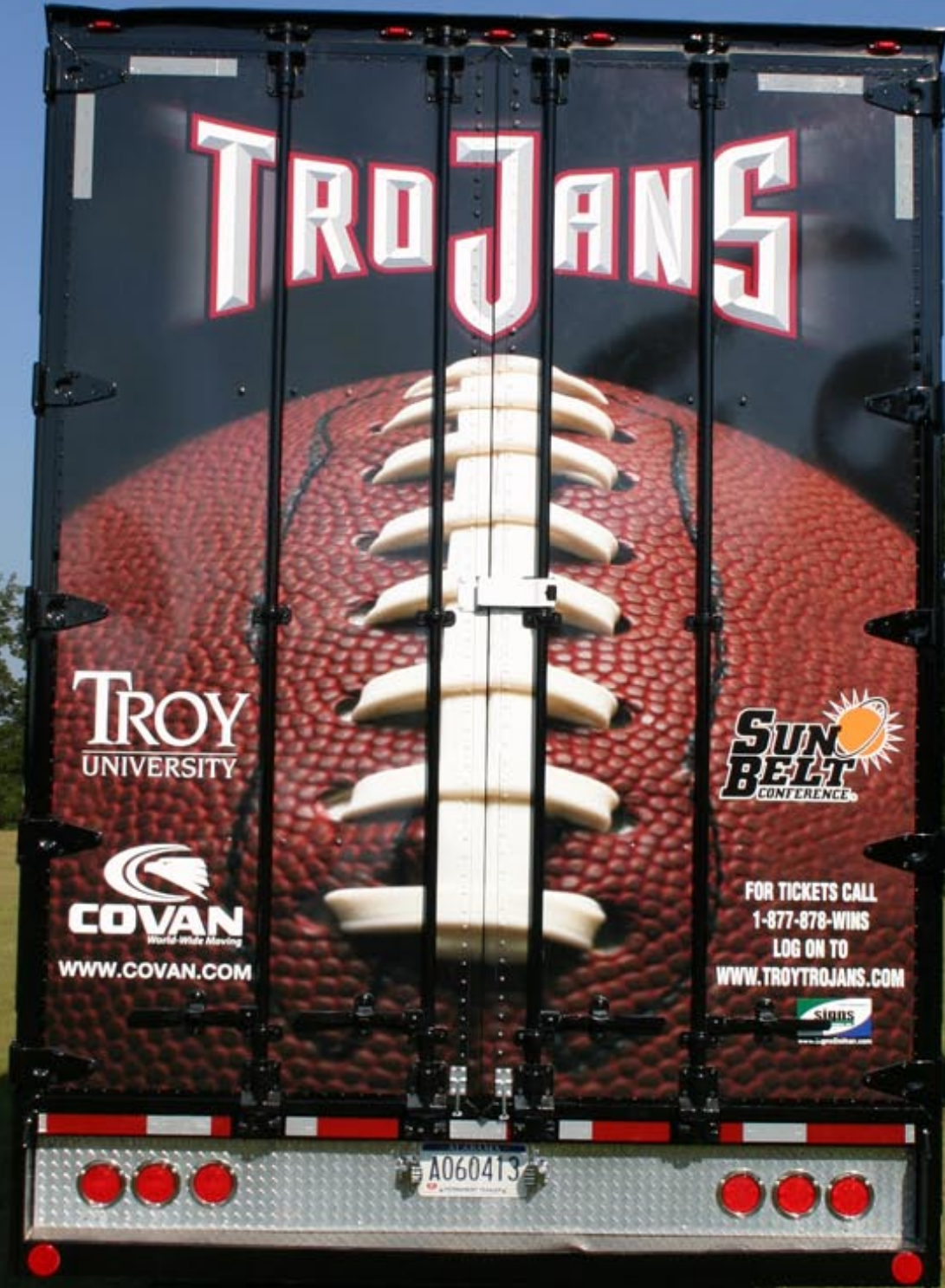
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March/April 2012



## Trucks: Function and Flair

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## Top Shelf



**TERRY R. HEAD**  
IAM President

Who doesn't love a great-looking truck? Our members' affection for their vehicles—often mentioned at the 49th Annual Meeting in Denver—gave us the idea to profile in this issue of *The Portal* some of the IAM member companies who have designed, built, restored, and utilized specialty vehicles for a variety of charitable and community activities. Many of the trucks featured in this issue are pressed into service for promotional opportunities in support of worthy causes or institutions to which the companies have a personal connection or affinity.

If my mother were here today she would tell you my first word was not “Mama” or “Daddy” but “truck,” so I guess my affinity for vehicles goes way back. This was not so disconcerting to my mother, but was a little unsettling to my father, who was a lifelong railroad engineer and who considered trucks the enemy; but more on that later.

Trucks in some form or fashion have been around for a long, long time. Even before the invention of the mechanical engine, “truck-like” vehicles were drawn by pack animals and even humans. I'm not sure when the first moving or removals truck was put into use, but I sure hope they estimated and priced the job correctly!

Before motor trucks came into play, railroads seemed to dominate the movement of goods and passengers in the last two centuries. Although quick and energy-efficient in carrying payloads, trains were (and still are) limited in reach. Thanks to continuing technological advances in engines and fuel, along with improved highway systems, trucks now seem to be the primary mode of choice for moving cargo, either over long distances or locally—and that would include moving services.

Many of us like to think of movers as sitting on the top shelf of the trucking industry. We move people's lives along with their worldly possessions.

Besides, in my biased opinion, no segment of the trucking industry works as hard as movers—packing, inventorying, loading, unloading, dealing first-hand with customers—and all this effort is typically for low-margin revenues.

As you read this issue I know you will find some interesting-looking vehicles; that said, you definitely shouldn't just look at the pictures. Read the stories behind the trucks and lorries. I think you will be reminded that our profession comprises some extraordinary companies and people.

I learned long ago how big the hearts are in this business. I don't think there is another industry that enjoys closer ties with the communities we serve or is quicker to give back and donate help when disaster strikes, or when someone simply needs a truck in support of a weekend charity event or to pick up clothing and food for the needy.

Yes, movers are on the top shelf, not just for what we do within the scope of trucking, but for what we are willing to do as human beings.



P.S.—I hope you noticed the special graphic used on the cover of this issue, celebrating IAM's 50th Anniversary in 2012. We had it created just for this milestone, and plan to use the logo and the new tagline “Moving Forward Together” in all our publications and celebrations throughout the rest of the year.

## Movers and Their Trucks— The Intersection of Function and Flair

*By Joyce Dexter, Portal Editor*

Movers—a collegial but competitive bunch—have always managed to find ways to distinguish themselves from their rivals. For some, instantly recognizable logos and colors serve the purpose; others have taken a more elaborate approach, using their vehicles to salute the military forces, promote causes, support their alma maters, or commemorate singular events or anniversaries.

U.S. and international IAM members have traditionally shown great creativity when it comes to sprucing up utilitarian vehicles and equipment.

For companies with a long and proud history, even vintage trucks are pressed into service, offering a nostalgic glimpse at their evolution.

**The Shore Porters' Society**, based in Aberdeen, Scotland, is a case in point. Its trucks are emblazoned with a striking red garter proclaiming that the company is one of the oldest businesses in the world. “We are exceptionally proud to have reached 514 years in business,” says **Kevin Brown**, a partner of Shore Porters. “It’s an incredible achievement that we continuously celebrate through our truck design. The garter has been, and continues to be, a real conversation starter, with many people over the years commenting on how genuinely fascinated they are by the fact we were established way back in 1498. As well as being a striking image, the design also highlights the truly unrivaled experience The Shore Porters’ Society possesses in the removals and storage industry.”

Now in the second decade of its sixth century in business, Shore Porters was established in the same year that Christopher Columbus first landed on the South American continent. Since then, the organization has witnessed dramatic changes in the world and has evolved significantly itself.

At the time the Society was formed, wheeled vehicles had yet to be introduced and the main tool for transporting goods—the sling lift—involved placing



The Shore Porters’ Society partner Kevin Brown with vintage trucks sporting the company’s iconic red garter (see below)

items onto a pole, which was then carried on the shoulders of men. Horse-drawn furniture vans soon emerged, allowing the Society to travel significantly longer distances and undertake more work. Thus, for many years the company’s large, brightly painted vehicles were a common sight on the roads heading to destinations in the northeast, such as Banchory, Stonehaven, and Ellon.

Once a local company, The Shore Porters’ Society is now an internationally known firm with more than 100 employees, operating globally with a strong network of agents in countries around the world. “Over the years,” says Brown, “the Society has consistently led the way in introducing mechanical and technological innovations to the north of Scotland, having the distinction of owning the first motorized lorry in the Aberdeen area to be fitted with pneumatic tires, as well as being one of the first organizations locally to install a telephone in its office back in 1881. Traditionally, Shore Porters employees also played a key role in the local



community—acting as policemen and firemen, and officiating at funerals, as well as carrying out their daily duties.”



A vintage Clara del Rey truck heads for its brief moment of movie stardom, colliding with an automobile. Special effects created the crash, sparing the classic truck.



The truck does double duty in the community, making appearances at community events and public gatherings.

The Spanish company **Mudanzas Clara del Rey S.L.** uses its uniquely adorned trucks for multiple purposes. Its “Pegaso” vintage 1962 truck, for example, was used on Madrid’s Children’s Day in spring 1997. “With the fabulous green background of Madrid’s central Retiro Park and thousands of people attending this public gathering,” recalls company president **Antonio Gil**, “our truck was used to haul all the show paraphernalia, giveaways, and refreshments, and also served as a changing room for the artists hired for the occasion.”

That same vintage truck once found its way to the silver screen. In 1993, it was used in the 2003 movie *Torremolinos 73*. (In Mexico, the film was titled *Por no quedar Pobre*, and in Argentina it was *Sexo a la Gallega*.) It enjoyed a very brief role in the film, when it was destined for a head-on collision with the

auto driven by the film star. “My son Tony was at the wheel,” Gil says, “and said that except for that one-second appearance he was required to be idle for a full day. There was no collision, of course, but all special effects.”

Unfortunately, the truck—a museum piece and a collector’s item—was severely damaged by graffiti artists (or “taggers,” as they like to be called) in late 2004. That marked the end of that vehicle after a long 42-year life span, and it was sent for destruction at a recycling plant.



Damaged by graffiti in 2004, the vehicle had to be sent for destruction at a recycling plant.



Across the Atlantic, it would be hard to surpass the eye-popping appeal of the trucks fielded by **Coleman American Moving Services**. The Alabama-based company has been the official mover of The University of Alabama Crimson Tide Football team since 2006. Coleman American has a long-standing relationship with the University and has provided moving services for administrators, professors, and staff for over 15 years. Company president and IAM Chairman Jeff Coleman has been a dedicated and enthusiastic alumnus of the school, as his vehicles can attest.

On Saturdays in the fall, the company's custom-wrapped tractor and trailer can be seen traveling the highways of the Southeastern Conference from Knoxville, Tennessee, to Gainesville, Florida. Coleman American provides the team with moving services for all the football equipment needed for every road game of the season, and transports the team's equipment to post-season games as well. In 2010, Coleman American made the 2,000-mile trip to Pasadena, California, for the Bowl Championship Series (BCS) game in the historic Rose Bowl. Again in 2012, Coleman American traveled to the BCS Championship game in New Orleans, Louisiana, where Alabama won its 14th National Championship. As enthusiastic fans shout, "Roll Tide!"

Two editions of designs have been used for the Alabama trailer: 2006–2008 (with a white mural design depicting players from different eras), and 2009–2011 (crimson and black, with players' jersey numbers). The company anticipates a design change in the fall of 2012.

The art designs on both editions were a collaboration between the Coleman American marketing department and the University to ensure compliance with all NCAA licensing requirements.



Above, a Coleman truck transports the University of Alabama Crimson Tide's team equipment to a championship game.



At right, the trailer proves popular with children during a Learn-A-Thon at an elementary school.



Even the hood ornament pays homage to the University of Alabama.

Jack Vickers, who has been assigned as the driver of the tractor since 2006, says that a day doesn't go by that someone will pull along side and wave or ask to take pictures of the trailer while it's stopped for refueling.

During the off-season between January and August, the trailer is used in various fundraising and promotional endeavors. For example:

- In June 2011, Coleman American and University of Alabama starting linebacker Nico Johnson assisted the Kids Wish Network with a shopping spree for a young cancer patient.
- In August, the trailer was part of a Learn-A-Thon at a local elementary school in Dothan, Alabama.
- The trailer was used to help the residents of the home of Alabama football: Tuscaloosa, Alabama. On April 27 an EF4 tornado hit the Tuscaloosa area, killing 43 people and injuring thousands. Hundreds of homes and businesses were destroyed. The Alabama trailer was used as a dropoff point in south Alabama for supplies to be donated and delivered to those in need in the Tuscaloosa area.
- In January, Coleman delivered a trailer full of donated pet food and supplies to a local animal shelter in the Birmingham, Alabama, area.

In addition, since 2005, Troy University and Covan World-Wide Moving have teamed up to provide moving services for the Troy Trojans football team. The equipment tractor and trailer are used for all away games and staged on campus for home games.



Covan World-Wide provides moving services to the Troy Trojans



Above and at right: Coleman trucks were used to deliver relief supplies following a devastating tornado.





Now in its third edition of the Troy Trojans trailer (2005-2006, 2007-2010, 2011-current), the company works closely with the Trojans athletic department and the sign company that prints and applies the designs. The design is updated yearly to recognize conference championships and/or bowl appearances.

“The response we have received from fans and the community has far exceeded our expectations,” says Jeff Coleman. “The unique leather football motif gives fans the impression that they are looking at a 53-foot long football traveling down the highway.”



**IAM Chairman Jeff Coleman and his wife, Tiffany, at a UA football game**



**Berger Transfer's owner, Bill Dircks, is a graduate (and booster) of the University of Minnesota, as this truck attests.**

Another entry in the “school spirit” category is Minnesota-based **Berger Transfer**, whose owner, **Bill Dircks**, is a graduate of the University of Minnesota and a very active supporter of its alumni association. Two Berger trucks, elaborately emblazoned with tributes to the Minnesota Golden Gopher football team, are used to move players’ equipment to the team’s away games. The vehicles are also used throughout the year for various community parades and festivals.

The trucks’ design was a collaborate effort between Berger and the University of Minnesota, and the company reports that community feedback has been extremely positive. “The families (especially the kids) who attend the local festivals and parades like the opportunity to see Goldy the Gopher,” reports Berger’s **Chuck Speth**. “The University of Minnesota football players like the truck because it gives them a sense of pride in their school and community.”



Sometimes, what begins as an advertising campaign takes on a life of its own, raising the profile and activities of movers in their communities and even encouraging good works on the part of the public.

This is what happened at **Royal Hawaiian Movers**, whose instantly recognizable “Hula Girl” motif on the company’s trucks began as an advertising campaign. Royal Hawaiian’s **Eric Zybura** recalls that years ago, company driver (and really good sport) Ted Johnson agreed to dress in a hula skirt for some new print ads. Four concepts—the Hula Girl, the Hula Guy, Shark Bait, and the Boogie Board—evolved into truck decals that won several advertising awards in 2006.

At first, says Zybura, “We never intended to actually display it on the trucks, but people kept saying how they loved the ad, and reporting where and when they had spotted the Hula Girl.” So the company wound up putting some Hula Girl trucks on the street. For each design, a driver appears behind the wheel of the cab, so that he appears to be clad in island attire or part of the scene painted on the driver’s door.

The company deploys a limited number of the Hula Girl trucks to make spotting one fun. They generate even more excitement and participation when they’re requested for community service activities, such as food collection projects benefiting Hawaii Foodbank and other good causes.



**Royal Hawaiian’s four unique door designs feature creative costumes painted below the driver’s window. The trucks are at work on the road and also are requested for community service activities.**



**Here, the driver is “dressed” as a snorkeler. The designs were originally used for print ads, which evolved into truck decals.**



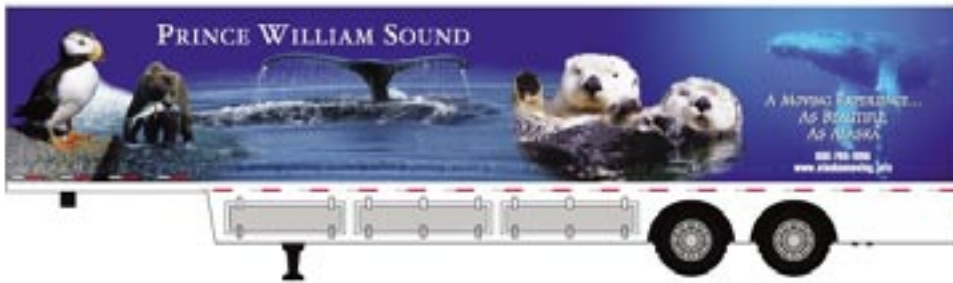
**Royal Hawaiian staff with a vintage vehicle that made an appearance at the 2008 HHGFAA Annual Meeting in Hawaii.**



Hi-Line's trucks depict scenes in the areas it serves—here, the State of Montana.

In 2003, **Hi-Line Moving Services** was looking for something distinctive and unique to set it apart from the typical moving van design that is predominantly geared to moving companies' logos. "At that time," says Hi-Line marketing and sales director **Brian E. Smith**, "we saw how a national moving vehicle rental company had graphic designs depicting events, geographic locations, and so forth, that were unique to most if not all of the states across the United States. We also wanted to create a big impression without identifying a specific van line. That may seem like a very poor strategy, especially if one wants to advertise and promote any company, particularly a moving company. It goes directly against the very basics of marketing a company and the services that are offered."

Before jumping to that conclusion, however, consider that Hi-Line Moving Services provides moving services for a niche market that caters to all moving and van line companies as a transportation service provider. That market consists of moving household goods over the road, to and from Alaska. Conventional wisdom was and is that household goods moving to Alaska need to be containerized and trucked to the ports in Seattle-Tacoma, Washington. There, the container is loaded onto an oceangoing





transport vessel and sent over the inland waterway shipping lanes to a port in Alaska. The container is then picked up and taken to an agency, or taken directly to a residence by an agency, to finally be delivered. Since that is the typical process for moving household goods internationally, moves to Alaska are often considered international moves. “If you stop to think about that,” says Smith, “a shipment that originates somewhere in the U.S. and is delivered elsewhere in the U.S. is not an ‘international’ move. It’s a domestic move.”

Hi-Line Moving Services is uniquely situated geographically at the base of the Alaska-Canada Highway—the ALCAN. The company is headquartered in Great Falls, Montana, which has a lengthy history dating back to World War I, when aircraft destined for Russia were staged in Great Falls and transported to Alaska through Canada in the very early days of the ALCAN Highway.

Some 15 years ago, Hi-Line determined it could provide that same kind of service for household goods, door-to-door and over-the-road, at a considerable savings and using a transportation method for household goods that was safer than over waterways. (The company still transports aircraft to and from Alaska on occasion.)

“We have modeled ourselves after the transportation service providers at ocean ports that are not tied to any moving company but rather are hired by moving companies to transport household goods to Alaska,” Brown explains. “Hence, we needed to promote ourselves as a transportation service provider and not specifically as household goods moving company. We could then offer our transportation services to other moving companies the same way ocean transporters do. The benefit to other



**A Hi-Line truck honors the native people of the ALCAN corridor.**

moving companies is they can now offer a lower-cost alternative without investing in the infrastructure and equipment necessary for transporting through Canada, which can be very tricky and must be completely compliant with U.S. and Canadian customs procedures.”

Hi-Line first turned to local vinyl graphics and sign companies for suggestions. They offered some preliminary designs that certainly were unique but they did not really “pop,” Brown recalls. “We learned of a moving van that was painted by an artist with the purpose of promoting the concept of taking care of our oceans depicting the various sea animals living in our oceans. It was beautiful. So, again, we looked at the moving vehicle rental company promoting the various states and this beautifully painted moving van and thought we could marry those concepts together and set out to find a company that could do just that.”

Painting was very expensive, so the company searched until it found a graphics

design company that specializes in decals for commercial trucks. “They had not tackled anything along the scale of what we were looking for,” says Brown, “but they certainly delivered.”

“This has been very successful almost to the point of being a problem. We have heard from many of our drivers of times when they would stop at an intersection waiting for oncoming traffic to clear. They would then notice the traffic slow way down as they approached, with occupants of other vehicles straining to look and pointing at our moving van, being taken completely in by the beautiful themes. This has been very successful for us and has earned us two national awards for our designs.”

The mock-ups for the designs were produced by a toy scale-model manufacturer, SpecCast, because Hi-Line uses scale model trucks in its marketing to other van lines and agencies.





**Johnson Storage & Moving, established in 1900, has come a long way since this old photo was taken.**

Travel a bit southwest from Montana to Centennial, Colorado, and you'll discover some great vintage trucks at **Johnson Storage & Moving**, a company that was launched in 1900 with a horse-drawn carriage. Although that original vehicle is long gone, **Michael B. Richardson**, who handles the company's sales and marketing, considers three units of the current fleet rich with history and the most interesting.

First, Johnson's 1953 International F-170 has a 20-foot box attached. "Some may remember these units," says Richardson. "They resemble an old bookmobile from the 1950s and 1960s used for rural and country book fairs. This truck earned its keep every day."

Another vintage truck on display at Johnson's Denver headquarters is a 1955 International with the original Johnson-United Moving and Storage trailer. Those units were on display during the IAM Annual Meeting in Denver, across the street from the Convention Center.

Finally, Richardson points to the Yard-Dog, a 1965 International Emeryville, now used to move containers and trailers in the company's warehouse yard. "I think the true value and merit of a good truck is measured by how long these rigs remain in service," he adds.



**The 20-foot box at the back of this vintage truck resembles a bookmobile, says Johnson Storage & Moving's Michael Richardson.**



**The 1965 International Emeryville, aka "Yard Dog"**



Patriotism is in full evidence at **Interstate Worldwide Relocation Services** in Springfield, Virginia, which honors the U.S. Marine Corps on three of its trucks. The idea began when the Marine Corps partnered with the American Trucking Associations (ATA) during its marketing initiative to seek out recruits.

The Marine Corps Trailer Wrap Program was designed to use trailers with the Marine logo and other images, as part of a national effort to raise awareness of—and enlistment in—the Marine Corps. This campaign began when an ex-Marine truck driver asked ATA's motor carrier members to donate trailers for military advertising purposes. This effort provided the Corps with high-profile, oversized exposure to millions of motorists and smart use of their advertising budget. The ATA was able to get a total of 1,000 trucks to participate in the program.

Interstate has been using one design for five years. One side of the trailer is embellished with a giant graphic displaying the Corps' ceremonial saber, and the words, "Earned. Never Given." The opposite side features a photo of Marines at attention in uniform. The rear doors of the trucks show the Corps' globe-and-eagle insignia along with Interstate's logo. The company reports that feedback has been positive, especially from individuals affiliated with the military.



**Interstate World-wide Relocations honors the U.S. Marine Corps on three of its trucks.**





**Stevens Van Lines makes a donation to the National Breast Cancer Foundation for every mile this moving van travels during the year.**

Movers also use their trucks to raise the profile of worthy causes. When **Stevens Worldwide Van Lines** entered into a partnership with the National Breast Cancer Foundation, Inc.<sup>®</sup>, the moving company knew it needed something outstanding as the centerpiece of the relationship.

Thus, the co-branded pink truck was created.

The pink truck, which features a bright color scheme and ribbon symbols typically associated with breast cancer awareness, as well as a specially designed tractor, is part of the Stevens' fleet of interstate moving vehicles. Unlike many breast cancer awareness promotions that are concentrated in October each year, Stevens' collaboration with the National Breast Cancer Foundation is a year-round commitment.

With the initiative—"The Way to Move. The Way to Care."—Stevens makes a donation to the National Breast Cancer Foundation for every mile that the pink moving van travels during the year. The van line also makes contributions for every private state-to-state and international move that the corporate office and its agents handle.

Stevens believes in a corporate responsibility to give back and support causes and issues that are important and significant

to its customers and its employees. Care and outreach are a core value of the family-owned business.

Also, Stevens' employees, professional van operators, and the moving company's agents say that cancer and cancer-awareness causes are at the top of their list of concerns and personal philanthropic efforts. Furthermore, an overwhelming majority of staff and agent partners say they know people who are affected by the causes they support.

Stevens elected to partner with the National Breast Cancer Foundation because of its grassroots work in offering screening and education to women and the high percentage of funds that go directly to programs and research.

Among the many initiatives of the National Breast Cancer Foundation are:

- Funding of nearly 25,000 free mammograms each year
- National Mammography Program, which includes 85 medical centers in 47 states to provide low-cost mammograms and treatments
- Educational materials in three languages
- Support of cancer research centers at M.D. Anderson Cancer Center at the University of Texas and the Cleveland Clinic
- Partnerships with six other leading healthcare centers nationally

At the National Breast Cancer Foundation, more than 80 percent of expenditures go to programs.

Stevens selected breast cancer as a corporate initiative because of the prevalence of breast cancer and its impact in society.

- 1 in 8 women will develop breast cancer.
- 1 out of 3 Americans knows someone who has or has had breast cancer.
- Breast cancer is the most commonly diagnosed cancer among women.
- Breast cancer is the second most common cause of death from cancer in women.

In addition to several other facets for employee and agent involvement with "The Way to Move. The Way to Care.," Stevens has developed a special website—[www.stevenspink.com](http://www.stevenspink.com)—and social media efforts.





There are few better ways to draw attention to the anniversary of a moving company than by giving its trucks a facelift and adding a dash of “bling.” In 2010, to celebrate its second decade in business, **Universal Express Relocations Sp. Z o.o.** in Warsaw, Poland, bought a 1963 Zuk and renovated it, painting it white and festooning it with a 20th anniversary logo.

“When we first opened in 1990,” recalls Universal’s **Stefan Hildt**, “the Zuk was really the only van you saw on the roads in Poland. Today you hardly ever see them anymore in the city. So it’s a nice reminder of how much things have changed for the better in 20 years.”

The Zuk was made by the FSO factory in Warsaw from 1958 to 1998, and was originally based on a 1940s Studebaker chassis. Studebakers were shipped by the United States to Soviet Russia in the 1940s during the war effort to defeat Germany. Soviet Russia made its own version of the Studebaker, which was then licensed to Poland.

“People like to see the shiny new Zuk,” says Hildt, “and we use it as a promotion at public events around Warsaw, like the annual Amcham picnic, the Warsaw Marathon, and school events.”



Universal Express has emblazoned a 1963 van with a 20th anniversary logo, and uses it for promotional appearances at community events.



Holidays can present great opportunities for movers to serve their community by making unconventional use of their equipment. For the past decade, The Secor Group (parent company of IAM member **Security International** of Washington, DC) has donated a 53-foot truck where Washington, DC, on-duty first responders and emergency workers could stop to enjoy a traditional Thanksgiving meal.

In partnership with Four Seasons Hotel Washington, the truck is transformed into a formal dining area with carving stations, china, silver, fine linens, and paintings. Hotel staff clad in holiday-themed costumes evoking the Pilgrims' first Thanksgiving in the late 15th century, serve turkey, ham, roast beef, and other tasty fare to hundreds of police officers, firefighters, emergency medical responders, hospital workers, park police, and others serving the public.

More than 300 meals were served on the Mayflower truck, and another 200 or so were packaged to go.

Secor Group CEO **Charles Lawrence** says the company is proud to "support this holiday tradition of giving thanks to those who serve us each and every day," and to "provide a warm, safe place for our first responders to grab a traditional Thanksgiving meal with their colleagues."

The company's other main charity involvement is with the National Multiple Sclerosis Society National Capital Chapter. It has participated in and supported their Walk and Bike events with trucks and containers.



A Mayflower trailer transformed for dining prepares for boarding on Thanksgiving Day 2011.



Traditional costumes add to the festivities of "Thanksgiving on the Mayflower."



Thanksgiving on the Mayflower, 2007







Since 2007, National Van Lines has partnered with Wyland Foundation to educate children about the importance of ocean ecosystems.

**N**ational Van Lines has partnered for two decades with the Wyland Foundation and its mission to help children and their families rediscover the importance of healthy oceans and waterways through public art programs, classroom science education, and live events. National provides transportation services to support the efforts of the environmental artist Wyland, who is world famous for his large murals of ocean life, and the nonprofit Wyland Foundation. Their latest joint venture is the Clean Water Mobile Learning Center.

The Center is a state-of-the-art, 1,000 square foot, biodiesel-powered interactive exhibit featuring a 40-person theater and six investigation stations that allow students to explore different watershed habitats and the impact people have on those systems and the oceans. The Mobile Learning Center travels year-round, courtesy of National Van Lines, to schools and communities across North America and has reached more than 250,000 students since the exhibit was launched in 2007.

## Truck Love

By Joy Yoffey, International Manager, iMOVEGreen

Men love trucks. From the time they are toddlers with their Tyco versions, through all the stages of their lives, they are playing with them, saving for them, adding bells and whistles, and even writing songs about them. For many men, trucks come first, women a close second.

So when iMoveGREEN opened its doors, our owner, Jeffrey Sitt, had a great idea: Name the trucks after women. Not just any women either; they would be named after iconic, powerful, glamorous, unrelentingly talented, and timelessly beautiful women.

Nowadays you hear the guys referring to truck 14 as Raquel (for Raquel Welch), or truck 12 as Tina (for Tina Turner), and the list is long and beautiful. Our men take good care of their women, taking them to be washed, cleaning out the cab every night, checking fluids before leaving the base, and in return these “ladies” take care of our men. It’s become a symbiotic relationship that is evident when you see our fleet: The trucks give the men a sense of pride—pride in our brand, pride in our van line, pride in our service. And it shows.

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**“[Men and their trucks] have a symbiotic relationship. In the moving industry, investing in a fleet is hugely important.”**

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There is something to be said for driving around a city of 8 million people in a gleaming white truck with the Bekins and iMoveGREEN brands on exhibit for all to see. In fact, we believe it may be the best free advertising we can get. After all, for people to see your men in action and your shiny truck parked outside a condo on the Upper West Side of Manhattan or in Times Square performing a move—well, it doesn’t get much better than that. So when the phone rings and the client says, “We are moving and I just saw one of your trucks on my block doing a move. I was so impressed I asked the men for a business card”—let’s just say the salesperson would have to work really hard NOT to book the move.

But truck love doesn’t just stop there. We are also a socially conscious moving company with emissions and environmental responsibility on our minds. Considering that our offices are in the Bronx, near Hunts Point, where more than 30 percent of school children have been diagnosed with asthma, emissions are without a doubt a major concern, as is clean energy. So converting the fleet to biodiesel fuel was a major commitment and a necessary one. Running our fleet on biodiesel means that they also have 78 percent less CO<sub>2</sub> emissions than if they were standard petroleum diesel. Moreover, without getting political, we are also contributing to our nation’s security by not having to purchase as much imported petroleum (very often, none at all).

With all that we had done to transform the fleet and how we view it, there was one more aspect of our truck love for which we are all too well known: our soon-to-be-patented Bed Bug Protocol. We are developing a reputation as the “bedbug company,” but in a city with a booming population of both people and bedbugs we know that being a part of the solution for this epidemic is an integral part of a true socially conscious and proactive entity. Considering the ways these little creatures are known to spread, moving trucks are probably one of their favorite modes of transportation. At iMoveGREEN, they are eradicated daily; by following a five-step procedure we ensure that our trucks are free of the tiny insects and their eggs, guaranteeing we are not a part of the problem but the solution.

In the moving industry, investing in a fleet is hugely important. These hard-working “ladies” can make or break any moving company. If a moving company’s trucks break down on the way to a client, or look like they have been in a graffiti contest—you can be sure that mover will not be getting a repeat move or a referral. Needless to say, that that’s not how you want to start the day and it’s certainly not the truck you want pulling up in front of your house to move your life away. So we care for them, we clean them, we nurture them. We love them, because without them—like most men without their women—we would be incomplete.

## Just for Laughs ...



—Pat Belson, moving division manager,  
Bridge Worldwide Relocations, Shanghai, China



## ALAN F. WOHLSTETTER SCHOLARSHIP UPDATE

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

### Platinum (\$5,000 or more)

AARE Logistics, LLC  
Gridiron Forwarding Company, Inc.  
Hyatt Regency, Denver  
National Forwarding Co., Inc.  
Royal Hawaiian Movers

### Gold (\$2,500–\$4,999)

ABBA International  
Daycos  
DeWitt Transportation Services  
of Guam  
Gateways International, Inc.  
The Pasha Group

James Thompson Jr. (Crown Worldwide)  
(in memory of James Thompson Sr.)  
Wagler Integrated Logistics, LLC

### Silver (\$1,000–\$2,499)

Approved Forwarders, Inc.  
Arrowpack International  
Atlas World Group International  
BINL, Inc.  
Blonde International, Inc.  
Cargo Express (Saipan) Inc.  
Classic Forwarding, Inc.  
Crystal Forwarding, Inc.  
Deseret Forwarding International, Inc.  
Executive Relocation International, Inc.

Interstate International  
Interstate Van Lines, Inc.  
Jet Forwarding, Inc.  
Puget Sound International, Inc.  
Stevens Forwarders, Inc.  
Tri-Star Freight Systems  
True North Relocation, LLC

### Bronze (\$500–\$999)

“B” Transfer  
Baltic Forwarding, Inc.  
Cartwright International Van Lines  
Rick and Judy Curry

### In Kind or Other

M. Dyer & Sons, Inc.

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

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

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

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

# Going to University?

Apply to IAM for tuition assistance anywhere in the world!

Scholarship applications are now being accepted from qualified individuals enrolled at an accredited college or university worldwide.

This year, the Alan F. Wohlstetter Scholarship Fund will celebrate its 10th anniversary by providing TEN scholarships of \$5,000 each to assist the employees of IAM member companies and their dependents with college tuition.

This benefit is also available to Student Members of IAM.

The deadline for submitting applications is May 1, 2012.

Supporting documents are required, so start early.

All application materials must be submitted together.

The AFWSF board selects recipients based on the merit of each applicant. For more information on eligibility, requirements, and application instructions, go to [www.afwscholarship.org](http://www.afwscholarship.org)



ALAN F.  
WOHLSTETTER  
*Scholarship Fund*





# Jordanian Coast Cargo Services: Capitalizing on a Family Culture

By Joyce Dexter, Portal Editor

The IAM Annual Meeting each fall is a “must” event for a growing number of global moving companies, an opportunity to see and be seen, renew old friendships and launch new ones. For **Tarik Diab**, managing director of **Jordanian Coast Cargo Services**, the yearly gathering also allows him to assess potential trading partners.

“I never do business with anyone I haven’t met or shaken hands with,” Diab said in an interview at IAM’s 49th Annual Meeting in Denver, where he was an exhibitor. “I’ve been coming to IAM conferences for 10 years now, and that sends a message about Jordanian Coast—that we’re not just a name in the directory. It is good for clients to know that someone from Jordanian Coast will always be at the meetings. Our IAM membership and participation at the conference has definitely been money well spent.”

Diab and his wife, Samah, started the Amman-based firm in 1999. “I had worked with another company for a few years and fell in love with the business,” he explained. Today, Jordanian Coast employs 27 people, the newest of whom came on board eight years ago. The business continues to thrive despite the turmoil elsewhere in the Middle East during the past year. Jordan itself remains stable, its monarchy supported by an overwhelming percentage of the population.

After graduating from college, Diab was approached by a friend at the United Nations who was unhappy with the company that was then handling his agency’s shipments. Thanks to that connection, Diab secured a foothold with the UN and soon became an official agent for the Agency for International Development and other entities.

Jordanian Coast’s client roster looks like a socialite’s A-



For Tarik Diab, participating at IAM’s Annual Meeting is “money well spent.”

list. The company oversees moves and shipments for the major embassies in Jordan and the country’s Royal Family. Diab’s team has handled a number of shipments for the Royal Palace, and even moved the entire UN offices (including computer setups) in Jordan a few times.

Like many IAM members, Diab has conscientiously promoted a close-knit environment at the office, and that has paid off in loyalty and the overall health of his organization. “We are a family of 27 buddies,” said Diab. “I make sure there are no tensions. If I suspect that someone has a complaint or a problem, I take him out for a drink or dinner and talk things over to make sure it’s resolved.”

The family culture prevalent in Jordan also explains why only about 20 percent of Jordanian Coast’s business is domestic



Being a close-knit “family of 27 buddies” has contributed to the success of Jordanian Coast Cargo Services, says owner Tarik Diab.





**A Jordanian Coast crew: All employees undergo thorough training.**

household goods moves. “Ours is not a mobile culture,” Diab noted. “It’s rare for families to move unless they are business owners.”

Nevertheless, Diab’s own experiences throughout his life have informed his business philosophy and given him empathy for the clients he moves. “I have moved a lot in my life, been in the client’s shoes so many times it has helped me train my guys. It’s an emotional experience. My favorite part of the job is helping people settle in a new home. I like watching kids running around and opening boxes as if it’s Christmas Day, finding their things, their computers, books, toys, and so on. Seeing that everything arrives with zero damage gives me great satisfaction.”

The company has only a few competitors in Jordan, but as in the United States and elsewhere, there are numerous “gypsy” movers—unlicensed, poorly equipped and untrained individuals offering cheap services that give meaning to the expression, “You get what you pay for.”

“We are not always the lowest priced,” Diab acknowledged, “and that’s fine with us. We get a lot of referrals because we offer personal service and are committed to customer satisfaction. I grew up getting the message that the customer is always right. That attitude is really not typical in Jordan but it has made us



**Professional carpenters go on every job to assemble or disassemble furnishings.**

shine. Sometimes a client will point out that we cost \$300 more than someone else, but after we do the job and I ask if we were worth the extra \$300, the response is always ‘Absolutely!’”

Attention to detail has set Jordanian Coast apart from the competition. “I insist that my crews arrive at the job exactly on time—not a minute early, not a minute late. Every single person we’ve moved into Jordan as a destination service has requested us for return service. We have professional carpenters who go with the crew on every job, to assemble or disassemble furnishings.”

When packing can’t be completed in one day, the crew leaves the client’s essential creature comforts—microwave, bedding, TV, computers—until the second day. Everything is cleaned and vacuumed before the crew leaves, and the first day’s boxes are clearly labeled and neatly stacked out of the way, allowing the family to enjoy a last “normal” night in the home before making the big move.

Thorough training is a requirement for every employee at Jordanian Coast. New hires receive 12 hours of video training on packing and other aspects of the job. Then they are assigned to an experienced supervisor for 12 weeks of additional on-the-job training. This system has resulted in increasing numbers of referrals as well as reliable repeat business. “We get a lot of thank-you letters from clients,” says Diab. “When that happens, it means automatic bonuses for the staff. They are a great incentive for them to do their best.”

In fact, business has been so good that Diab is looking ahead to expansion. He has purchased two acres of land for new warehouse and office facilities. They should be ready by the end of 2013. “We are growing, demand is growing,” he added. “I want everything under one roof.”

Diab’s two sons are getting exposure to company life. “My oldest loves the outdoor part of the job,” Diab said. “The younger one loves computers and is very detail-oriented. I hope they will follow me into the business, but it’s their choice. This line of work is wonderful for families. It can never stop—the clients are always going to be there.”





## Help Yourself by Filling out the IAM Survey on Intensive Examinations

By Brian Limperopulos, IAM Programs Manager

One of IAM's primary concerns centers on protecting our members and their clients with respect to issues that affect the international transit of household goods and personal effects.

One issue that's affecting your business and your relationship with clients is the increasing prevalence of "intensive examinations" ordered by United States Customs and Border Protection (CBP) on export and import shipments. These examinations are randomly ordered and often result in exorbitant additional fees that cannot be forecast and must be borne by the shipper/consignee. To add insult to injury, the CBP-appointed contractors who conduct the examinations do not have the requisite training and expertise to properly unload and reload a shipment in a manner that will prevent damage in the subsequent transit. In short, these "intensive examinations" represent a huge cost to our industry each year.

To address this issue with the relevant U.S. authorities, IAM has designed and distributed a survey that will collect concrete data on the characteristics of examined shipments and validate our contention that shippers of household goods and personal effects are unfairly impacted by CBP. This survey was first circulated in an eBlast on January 25 and at this writing, IAM has received 91 responses in just two weeks.

In the survey, we are trying to discern the following:

1. Was the shipment imported or exported to the United States?
2. If imported, are there particular origin points, ports of lading, and U.S. ports of entry that shipments are more frequently examined?
3. If exported, at what ports are shipments being examined and what is the destination of the shipment?
4. What are the associated costs with the examination? How much damage occurred as a result?
5. Which companies examine the shipments?

By obtaining data and piecing together trends and patterns, IAM can more effectively advocate on your behalf.

### Survey results so far

From an import perspective, the origin points and ports of lading are in line with current shipping volumes so there are no real surprises. However, we are seeing about 75 percent of the reported containers examined at East Coast ports like New York/Newark, Baltimore, Charleston, and Norfolk.

Conversely, our preliminary survey results indicate that export shipments are examined more readily on the other side of the country, with the ports of Long Beach, California, and Agana,

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International Logistics**  
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Contact: Theresa Walker  
theresaw@mallorygroup.com

**Direct Container Line /  
Vanguard Logistics**  
+1 (847) 238-5029  
Contact: Lisa Reich  
Lisa.reich@vanguardlogistics.com

**S.E.A. Corp.**  
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Contact: Steven Leff or Sheena Kiser  
rates@seacorpnc.com  
bookings@seacorpnc.com

### Government and Military Shippers

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patrickv@north-atlantic-services.com

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Contact: Barbara Lockie-Brown  
Barbara\_lockie-brown@Pashanet.com

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Guam, accounting for almost 90 percent of all examined exports.

Extra fees like demurrage and detention were reported in about 50 percent of all responses. Between demurrage/detention and the cost of the exam, your clients are often paying up to \$3,000 extra just to move their shipment through customs. This does not account for any damage from the exams, which occurs in roughly 50 percent of all cases.

Shipments that have been selected are examined at Centralized Examination Stations (CES). The CESs are operated by private companies who may or may not have experience in unloading and reloading household goods and personal effects. By identifying the CESs via the survey, IAM can better target which CESs cause damages. The following article describes how CESs are reaping the financial rewards of an exam-happy CBP.

IAM has so far received 91 responses to the survey, so these findings are still preliminary. Help us address this critical issue by completing the survey each time a shipment has been selected for an “intensive examination” by CBP. The survey link is

**<https://www.surveymonkey.com/s/YF6V5LD>**

For more information, please contact IAM Programs Manager Brian Limperopulos at [BrianL@IAMovers.org](mailto:BrianL@IAMovers.org).

## Centralized Exam Business Increasing

*By Barry Parker*

During the past decade, pressure has increased on Customs and Border Protection to inspect the rapidly growing number of containers carrying global products into the United States. While Customs personnel perform the actual cargo examination, terminal operators can help to keep the shipments moving, allowing the container to be released for inspection and then re-entered into the supply chain for distribution.

CBP works through a network of privately operated Centralized Examination Stations (CES) located at or near ports of entry. After a pilot program that began in 1985, the CES rules were published in 1993, several months before the implementation of the North American Free Trade Agreement (NAFTA). Local port authorities appoint the stations, typically after a bidding process among qualified vendors.

With the 1994 launch of NAFTA, border crossings with Canada and Mexico saw substantial increases in truck traffic. After 9/11 and the creation of the Department of Homeland Security, the interconnectedness of traditional customs inspections with security considerations became a paramount logistical concern. Most shipments flow into the country without examination; those that are examined are likely moved to a CES.

Some import cargoes are flagged by Customs’ Automatic Targeting System, which employs risk-based algorithms based on manifest data to identify shipments needing further inspection. Sometimes, a very thorough but low-tech visual examination may reveal something amiss. For example, in one instance, sawdust traces pointed inspectors toward a termite infestation in a maritime container’s wooden cargo bracing. In another well-publicized incident, the cargo described on the manifest—for a box coming into the West Coast from Asia—raised numerous red flags. It described children’s toys that were subject to a safety-related recall. In other situations, containers may be randomly selected for trade-compliance inspections by Customs and examined at a nearby CES.

Examination stations have made their offerings more attractive as regulations multiply and grow in complexity. The operators can provide venues for multiple inspections mandated by multiple U.S. agencies.

Other improvements made by operators include the addition of power plugs for refrigerated cargoes and cold storage. Some CES facilities support Customs-funded imaging machines that enable Customs personnel to view the inside of containers without opening them. Intrusive inspections—where containers are opened—are done at the CES. Many containers will pass inspections, but others may have contents that differ from their descriptions on manifests, tainted products, or contraband material.

To balance compliance with security, cargo inspection requires integrating multiple business processes. Customers and service providers must be kept informed of a cargo’s status, making information systems a vital part of a CES operation. Services include electronic document scans, Web-based tracking of the examination process with electronic data interchange capability and e-mail alerts when shipments have been released or cargo status changes, among others.

*SOURCE: Journal of Commerce*



## Important Change to the International Maritime Dangerous Goods Code

Vehicles with internal combustion engines, fueled with gasoline/petrol or diesel, must now be declared as hazardous cargo unless specific procedures are undertaken to prepare them for transport, under a recent amendment to the International Maritime Dangerous Goods (IMDG) Code.

The amendment states that all vehicles with an internal combustion engine are now under the purview of the IMDG Code. As a result, vehicles must be reported to carriers as “dangerous goods, UN 3166, Class 9” in a dangerous goods declaration if the battery remains connected or the fuel tank is not empty.

**However, Special Provision 961 of the IMDG Code describes strict technical measures that can be taken to neutralize the hazard of fuel and batteries and allow the vehicles to be considered non-hazardous. If you comply fully with these requirements (which include emptying the fuel tank and disconnecting the battery) and provide a written declaration of compliance to support this action, the vehicle may be classed as nonhazardous.** A suggested declaration is as follows:

*We confirm that the vehicle offered for shipment complies with the requirements of IMDG code Special provision 961 and that the fuel tank(s) of the vehicle is empty and installed batteries are protected from short circuit.*

Special Provision 961 more fully reads as follows:

*Vehicles and equipment are not subject to the provisions of this Code (IMDG Code Amndt. 35) if they are stowed on a roll-on/roll-off ship or in another cargo space designated by the Administration (flag state) as specifically designed and approved for the carriage of vehicles and equipment and there are no signs of leakage from the battery, engine, fuel cell, compressed gas cylinder or accumulator, or fuel tank when applicable.*

*In addition, vehicles and equipment are not subject to the provisions of this Code if any of the following conditions are met:*

- 1. The fuel tank(s) of the vehicle or equipment powered by a flammable liquid fuel is empty and installed batteries are protected from short circuit;*
- 2. The fuel tank(s) of the vehicle or equipment powered by a flammable gas is emptied of liquefied or compressed gas and the positive pressure in the tank does not exceed 2 bar, the fuel shut-off or isolation valve is closed and secured, and installed batteries are protected from short circuit;*
- 3. The vehicle or equipment is solely powered by a wet or dry storage battery or a sodium battery, and the battery is protected from short circuit.*

IAM has added the full Maersk Line press release detailing this change to the IAM webpage: <http://www.iamovers.org/alerts.html>

If you have any questions about this information, please contact IAM Program Manager, Brian Limperopulos at [brianl@iamovers.org](mailto:brianl@iamovers.org).

SOURCE: Maersk Line

## Hapag-Lloyd Realizes 2011 Profit

By Bruce Barnard

Hapag-Lloyd’s operating profit in 2011 declined 83 percent to \$133 million from \$770 million in 2010, but the German carrier bucked an industry-wide trend as one of the very few ocean lines to close the year in the black.

The container line achieved its main goal of an operating profit in a year “dominated by an unexpectedly aggressive price war in the Far East trade and sharp increases in oil and bunker prices,” said Michael Behrendt, chairman of the Hapag-Lloyd executive board.

Revenue dipped 1.8 percent year-over-year to \$8.05 billion on exchange rate fluctuations. Earnings before interest, tax, depreciation and amortization fell to \$484 million from \$1.2 billion in 2010, according to preliminary figures.

The world’s fourth largest carrier boosted volume 5.1 percent year-on-year to 5.2 million 20-foot equivalent units, while average freight rates were virtually unchanged at \$1,532 per TEU against \$1,569 per TEU in 2010.

“Considering how unfavorable the market environment was, this result sends out a strong message and once again reinforces the fact that Hapag-Lloyd is one of the most successful line shipping companies,” Behrendt said.

Hapag-Lloyd’s profit comes in a year when the container shipping industry will likely post collective losses of \$5.4 billion, according to Drewry, a London maritime consultancy.

Hapag-Lloyd, which will publish audited results on March 22, said net debt increased only slightly to \$1.6 billion from \$1.5 billion in 2010 despite capital expenditure of some \$346 million. The Hamburg-based carrier has secured long-term financing for its order book and had a liquidity reserve of about \$990 million at the end of 2011.

Behrendt hailed the agreement on Tuesday that sees German tourism group TUI cut its stake in Hapag-Lloyd from 38.4 percent to around 22 percent and makes the city-state of Hamburg its largest shareholder with a 37 percent holding.

“This is a good solution, as it further strengthens Hapag-Lloyd’s ties with Hamburg and its port.”

SOURCE: Journal of Commerce

## African, Latin American Nations Among Top Exporters

Africa and the Americas are emerging as the shining stars of the airfreight industry, according to the 2012 Agility Emerging Markets Logistics Index. Kenya, Nigeria, Tunisia, Morocco and the Latin American nations of Ecuador, Peru, Mexico, and Chile all rank among the top 10 fastest-growing exporters, the report found.

What's more, the index—compiled by *Transport Intelligence*—detailed how Kenyan exports by air to the European Union surged 134 percent between 2005 and 2011. Ethiopia also saw strong export volumes to the United States and the EU, driven by the region's prolific coffee sector.

On the import side, Transport Intelligence discovered that Brazil, Russia, India, and China (the BRIC countries) topped the list of importers from the U.S. and EU. The United Arab Emirates took home fourth-place honors in this category, with South America, Turkey, and Mexico all placing among the top 10.

Another key finding was that the busiest trade lane for airfreight in 2011 was China to the EU; 1.13 million tonnes traveled between these regions last year, according to the *Transport Intelligence* study.

To Agility President and CEO Essa Al-Saleh, all of these statistics point to a larger phenomenon. "Emerging markets are more resilient than they've ever been," he said. "There's growing evidence that their dependence on the established markets is diminishing as new trade lanes grow and consumer demand in huge markets like China and India gathers strength."



**Exports from Africa and the Americas are poised to take off.**

The Gulf is also a hotbed of growth, Al-Saleh explained, despite recent political strife throughout the region. "In the Middle East, where we saw old regimes fall, the index indicated that logistics professionals see the region as 'open for business' in a way that it wasn't before," he stated.

*Transport Intelligence* CEO John Manners-Bell said these findings illuminate the importance of looking beyond traditional leaders for market growth. "Emerging markets have never been so important to the global economy," he said. "However, operating in these markets requires a great deal of attention and preparation as the business environment is often highly challenging."

*SOURCE: World Cargo News*



## U.S. Military Drawdown to Benefit Commercial Operators

With the recent U.S. announcement that a military drawdown will start as early as next year instead of 2014, as originally planned, there could soon be a heavy demand for airlift out of Afghanistan. This business from the U.S. military has the potential to benefit commercial contractors, but other countries may move their goods back home with in-house equipment.

“We obviously keep a close watch on what is happening in this market, and we have had what could be some early indications of this policy change,” said Larry Coyne, CEO of UK-based Coyne Airways. “Some of our B747-400F flights are now beginning to return with full loads of what the U.S. military term ‘retrograde’ traffic to Dubai, from where it can easily be transported by ocean.”

The given word was that the U.S. military exit strategy from Afghanistan would likely see it dump most of its equipment in the desert. That is not how it works these days, and “retrograde” is likely to quickly become the watchword for operators in the Afghanistan market. “This equipment is far too valuable and sophisticated to leave to rust,” Coyne said. “Besides, the U.S. Defense Department has become very wise and savvy to making the best use of the commercial market to provide its logistic support at competitive rates.”

According to Coyne, the U.S. Defense Department has an annual transportation budget of \$3 billion, 70 percent of which is allocated to the private sector. Contrast that allotment with the UK’s Ministry of Defense, which insists that it directly handles all defense-related transport business, a policy shared by most other European defense departments.

“It is a policy you could possibly understand if it related to a strategic build-up in a war zone. But we are now talking about a much more measured withdrawal — yet they insist on sticking to the same policy,” Coyne said. “Instead of going to the forwarders or operators like us, they go to the charter market and pay through the nose for each single charter.” These charters, he added, are usually military C-17s, which he said cost 300 percent more than commercial freighter lift.

*SOURCE: Air Cargo World*

## U.S. Cargo Theft Hits Record, Average Value Drops

The incidence of cargo theft in the U.S. reached a record high last year but the value of the cargo stolen in each incident dropped, according to FreightWatch International, a logistics security services provider.

FreightWatch recorded 974 cargo theft incidents in 2011, with an average value of \$319,000 per theft incident, according to the company’s annual U.S. report.

“This shows that shippers and the industry as a whole is beginning to secure their high value cargo more effectively, forcing criminals to target less valuable loads,” said FreightWatch CEO Barry Conlon.

In North America, the highest theft risks are around Miami, Los Angeles, Atlanta, the New York metropolitan area, Toronto and anywhere along the Mexican border, according to cargo insurance specialists at Allianz Global Corporate & Specialty.

While the rate of theft continued to rise last year, the average value per incident began to decline. “This shows that shippers and the industry as a whole is beginning to secure their high value cargo more effectively, forcing criminals to target less valuable loads,” said FreightWatch CEO Barry Conlon.

*SOURCE: JOC Online*

## Emirates SkyCargo Launches South American Service

Emirates SkyCargo is eyeing South America as a key region of growth. In addition to citing the freight implications for Emirates’ daily passenger route to Rio de Janeiro and Buenos Aires, which commenced January 3, the carrier also has high hopes for its thrice-weekly freight route to Sao Paulo.

Emirates’ new passenger service performs by a Dubai-Rio de Janeiro-Buenos Aires routing and offers vast belly-hold capacity, according to a press release. The Middle Eastern freight carrier expects to see high volumes of chemicals, pharmaceuticals, and fresh fruits and fish leaving Brazil. Electronics and oil-industry spare parts will be imported into the nation.



Emirates SkyCargo also anticipates bolstering pharmaceutical and automotive parts trade between Rio de Janeiro and Buenos Aires, according to Robert Siegel, manager of cargo commercial, Europe and Americas. What’s more, he said, “Emirates’ new direct flight will not only boost trade ties with the UAE, but also with South America’s main partners in the Far East, such as China, Hong Kong, and Japan, and numerous points throughout Europe.”

Africa is another region of interest for the carrier, which planned to launch service to Harare, Zimbabwe, and Lusaka, Zambia soon.

*SOURCE: Air Cargo World News*



## European Freight Carriers Report Mixed Results

Despite financial troubles in the eurozone, December cargo volumes for some European carriers remained high. Air France-KLM, for instance, saw only a 0.3-percent, year-over-year, decline in freight traffic, while British Airways (BA) experienced a 16.8-percent, year-over-year jump in freight tonne kilometers (FTK) in December. Spanish flag carrier Iberia wasn't so lucky, however.

Iberia's cargo volumes fell 10.2 percent from December 2010, with capacity on both its passenger and freight operations dropping 1.2 percent, year-over-year.

IAG, parent company to both Iberia and BA, attributes these losses to a "significant reduction in Iberia's short-haul premium traffic compared to last year." In a press release, IAG explained how strikes throughout the region and the weakened economic climate contributed to this phenomenon.

Nevertheless, BA saw a double-digit increase in FTK, and capacity surge by 17.9 percent in December. This number will likely go up even more, as BA integrates the final two of three Boeing 747 freighters into its fleet. The aircraft, which are being deployed on routes to London Stansted Airport, Frankfurt Airport, O'Hare International Airport, and Hong Kong International Airport, will also be utilized on African routes, including Nairobi and Johannesburg.

While Africa is also a key region of interest for Air France-KLM Cargo, it's the Americas sector that really has airline officials talking. The European carrier saw revenue-tonne kilometers (RTK) increase 2.9 percent, year-over-year, in December on a capacity increase of 1 percent. Load factor also improved on these routes, increasing 1.4 percent from December 2010.

Unfortunately, gains in this region were offset by significant losses on Air France-KLM Cargo's routes to Caribbean/Indian Ocean destinations. RTK in this sector plummeted 14.1 percent from December 2010 on a capacity increase of 5.7 percent. What's more, load factor dropped to only 41.6 percent, a 9.6 percent, year-over-year decline.

Air France-KLM Cargo's freight activity to Africa/the Middle East and the Asia-Pacific was relatively consistent with December 2010 statistics, increasing 0.7 percent and decreasing 1.9 percent, year-over-year, respectively; traffic to Europe remained flat.

*SOURCE: Air Cargo News*

## New Travel Regulations Go into Effect

New DOT regulations have taken effect that will help ensure that consumers are treated fairly when they travel by air, U.S. Transportation Secretary Ray LaHood recently announced. Among the new guidelines are requirements that airlines and ticket agents include all mandatory taxes and fees in published airfares and that they disclose baggage fees to consumers buying tickets.

Also, passengers will be able to hold a reservation without payment, or cancel a booking without penalty, for 24 hours after the reservation is made, if they make the reservation one week or more prior to a flight's departure date. In addition, airlines will be required to promptly notify passengers of flight delays of more than 30 minutes, as well as flight cancellations and diversions, and they will generally be prohibited from increasing the price of a passenger's ticket after it is bought. The new rules also will make it easier for passengers to determine the full price they will have to pay for air transportation prior to travel, DOT said.

*SOURCE: TravelAgentCentral.com*

## Up in the Air ...

Delta Cargo has forged an agreement with OnAsset Intelligence, a GPS-enabled service that enables shippers to track and trace their freight on [deltacargo.com](http://deltacargo.com).

World Airways and Azerbaijani carrier Silk Way Airways have teamed up to provide outsized cargo service to the U.S. military. Under the agreement, World Airways' parent company, Global Aviation Holdings, provides lift for U.S. military personnel and freight utilizing Silk Way's IL-76 aircraft.

FedEx has expanded its SenseAware real-time tracking service to all industries. Previously only available to its customers in the healthcare and life sciences sectors, SenseAware provides data on the shipment's current location, temperature and barometric pressure readings, and whether it's been opened or exposed to light.

JetBlue Airways and Hawaiian Airlines have formed an alliance that will enable passengers to fly on both carriers' flights using a single ticket. The two airlines will soon begin formally code-sharing and have reached an agreement on reciprocal miles accrual and redemption in their respective frequent flyer program.

*Travel.USAToday.com* has reported several developments:

- British Airways will resume service to Tripoli this spring. The carrier had suspended its service to the city in February 2011. BA will fly three flights a week beginning May 1.
- Southwest Airlines is blending more cities from merger partner AirTran into its own route network, including Atlanta-Norfolk, Atlanta-Louisville, San Antonio-St. Louis, and New York LaGuardia-St. Louis.
- American Airlines will now offer free wine and beer on most overseas flights. Complimentary beer and wine will be offered in the main cabin on its international flights between the U.S. and Europe and Asia as well as on flights to Argentina, Brazil, Chile, and Uruguay. Liquor is not included and must still be purchased on a per-drink basis.



## What Lies Ahead for the 2012 Peak Season ... and Beyond?

*By Charles L White, Director of Government & Military Relations*

The Surface Deployment and Distribution Command (SDDC) has already announced a number of significant changes for the Defense Personal Property Program's (DP3) 2012 Peak Season. But that may be just the tip of the iceberg in terms of changes coming to the U.S. Department of Defense (DOD) personal property program for 2012 and beyond.

In the month preceding the 2012 DP3 rate filing, SDDC made a number of modifications to DP3 that the industry had been seeking for quite some time.

In January SDDC announced a change to the standard they use to determine whether a Transportation Service Provider's (TSP) Customer Satisfaction Survey (CSS) score is considered "statistically valid." SDDC mandated that a TSP must have a minimum of 20 CSS scores to be considered valid. This is a critical change because it will increase the number of "supplemental scores" (mean scores) that will need to be added to TSP CSS scores in order to make them valid. It also may reduce some of the strategies used by TSPs to help position them to garner greater traffic volumes.

Later in January SDDC announced that it was suspending the use of the "70 percent rule" for the remainder of 2012. This is a critical change that will allow TSPs to squeeze out all available capacity during the Peak Season. The 70 percent rule mandated that on shipments with a delivery address on the Government Bill of Lading (GBL) a TSP could not request and receive storage-in-transit (SIT) on a shipment until a minimum of 70 percent of the government transit time had elapsed. In many cases domestically this forced TSPs to hold shipments on trucks until the 70 percent rule had been met. This tied up trucks and forced them to sit idle, thus reducing capacity, until the criteria had been met.

In the 2011 Peak Season, SDDC suspended the rule in an attempt to increase capacity. After the Peak Season they re-implemented the rule. But after reviewing the data from the Peak Season and seeing that the net effect of the rule was to increase capacity while seeing a marked DECREASE in SIT frequency, SDDC decided to change the rule for the entire year. SDDC will continue to monitor the data and will review the policy at the end of 2012. IAM applauds SDDC for working with industry on this issue.

The final significant change signaled by SDDC was to look at enhancing the use of Code 2 (Crated Domestic) shipments. Code 2 was introduced too late in the 2011 Peak Season to have much of a positive effect in increasing domestic capacity. In 2011 less than 2 percent of the domestic shipments moved via the Code

2 method. SDDC has signaled that it is encouraging the military services to increase the use of Code 2 to between 5 and 10 percent of the domestic market. It is up to the individual military services as to how much they actually plan to use Code 2, but the signal from SDDC is a strong indication that Code 2 will play a greater role during the 2012 Peak Season.

These changes will be important this year, but what factors will be in play beyond 2012?

The DOD budget will be the key factor in the short-term and long-term volumes for the DOD personal property program. With the war ending in Iraq, the end of the war in Afghanistan on the horizon and huge budget cuts and troop reductions being mandated by Congress, the future of personal property shipment volumes are a huge question mark.

The short-term outlook is positive due to a number of factors. Troop reductions in Europe that will bring home two Army brigades over the next two years will drive a marked increase in Permanent Change of Station (PCS) moves out of that region. DOD's continuing review of how to position their forces in the Pacific Rim will also be a driver for PCS moves. The repositioning of U.S. troops in the Philippines and Australia and the proposed movement of troops out of Okinawa into Guam are the focus in that part of the world.

Another factor that may drive troop movements in the near future is the possibility of a new round of Base Realignment and Closures (BRAC). DOD budgets are under critical review and serious reductions in troops may force the closure of more U.S. military installations. These closures and troop reductions will also drive moves in the short term.

So for a number of reasons the number of DOD household goods moves will likely increase over the next few years, but with a military that over the next few years will see a dramatic reduction in the number of troops, fewer installations, and smaller PCS budgets, it appears that the long-term outlook for DOD household goods moving is not as bright.

We can't look into our crystal ball and know for sure what new contingencies will change the DOD landscape, but currently the long-term DOD volume projections definitely show a negative trend. Transportation Service Providers need to follow information regarding DOD as closely as possible so they can be nimble and react quickly to the looming changes.

Your membership in IAM will be even more valuable moving forward as we are your one-stop resource to monitor the direction DOD will take in the coming years.

**CELEBRATING THE PAST...**

**50 Years of HHGFAA/IAM History 1962–2012**

The Household Goods Forwarders Association of America was formally incorporated on November 26, 1962, and thereafter began holding yearly membership meetings. As they are today, the annual meetings were a forum for members to network, exhibit, and attend informational sessions and panels. At the 7th annual convention in Washington, DC, October 15–18, 1969, the program consisted of day-long membership meetings; a military panel presided over by Calvin Stein, HHGFAA Executive Director, and panel moderator Colonel Douglas Robinson, USAF, Director of Personal Property; a claims panel meeting, transportation workshop, and a buffet dinner (below). Eleven countries were represented at the 1969 meeting by 111 participants listed the program.



*At the 1969 HHGFAA annual convention, attendees met and mingled at The Mayflower Hotel in Washington, DC. Seated at left is Byron Schenck (Container Transport International), and fourth from left is Jack Bailey from Asiatic Forwarders, Inc., a meeting sponsor. Seated at the far right is Brigadier General Otis E. Winn, assistant commander for personal property and later deputy commander, Military Traffic Management and Terminal Service, Washington, D.C. Second from right is Mrs. Joan Weiss, and fourth from right is Robert M. Weiss (Convan Corporation).*





Receivable Protection Program

## **The Receivable Protection Program: Enhanced Financial Security for Your Company**

You do your best to protect your company, and then the unexpected happens: Your partners or clients – your fellow IAM members – are having difficulty paying their bills and you're left holding the invoices.

What do you do?

Now in its fourth year, IAM's Receivable Protection Program (RPP) safeguards companies like yours from IAM members in financial difficulty. Much like an insurance program, the RPP protects IAM members in their business dealings with other members. You need only join the program to be covered.

### **File a Claim through the Receivable Protection Program to Recoup Lost Revenue**

As an RPP member, if you think another IAM member might declare bankruptcy or go out of business, you can file a claim through the program and receive reimbursement for unpaid commercial invoices.

Do you currently have an invoice dispute with a fellow IAM member? Contact IAM Programs Manager Brian Limperopulos at [brianl@IAMovers.org](mailto:brianl@IAMovers.org) to see if IAM can assist in recovering money owed from another IAM member.

### **Enhanced Dispute Resolution Process... Including Notification of Alleged Debtors**

IAM takes an active role in mediating and resolving payment issues between members, contacting the slow payer and negotiating a payment timeline. Through the RPP, IAM will also work with the slow payer if they too have outstanding invoices with IAM members. Only after mediation is exhausted, the slow payer is added to a list of alleged debtors.

**As an RPP participant, each month you will receive a list of alleged debtors who have cases pending with the Association.**

Stop the bad debt before it starts. Join RPP to receive the list of debtors and to use IAM's mediation services to solve your slow-pay problems. For added security, seek out other RPP members as business partners. RPP members are designated in the IAM Membership Directory with a special RPP logo.



**For more information on the IAM Receivable Protection Program,  
check the "Frequently Asked Questions," opposite.**

**Direct specific questions to [rpp@iamovers.org](mailto:rpp@iamovers.org) • To join RPP, visit the RPP Website for an application.**



Receivable Protection Program

## FREQUENTLY ASKED QUESTIONS

### **Question: What is the Receivable Protection Program?**

**Answer:** The Receivable Protection Program (RPP) is a type of insurance policy that protects IAM members when doing business with fellow IAM members. For RPP participants, IAM will mediate on your behalf to encourage prompt payment of unpaid invoices, as well as assist you in recovering unpaid funds stemming from commercial invoices owed to you by an IAM member that goes out of business or declares bankruptcy.

### **Question: Who is eligible to join the Receivable Protection Program?**

**Answer:** Any Governing, Core, or Supplier member in the Association may sign up for the RPP. (Governing members receive a 25% discount on the initiation fee when signing up.)

### **Question: I heard that you can only claim for invoices stemming from commercial shipments. Is this true?**

**Answer:** U.S. Department of Defense and U.S. Department of State shipments are not covered under the RPP.

### **Question: Are there any other benefits to becoming an RPP Participating Member?**

**Answer:** Yes. On May 1, 2011, IAM implemented the Invoice Dispute Resolution Process. With this new feature in place, IAM will follow up on any invoice dispute brought to them by RPP members once an invoice is 3 months old (90 days)—regardless of the amount of the invoice. For non-RPP IAM members, IAM will follow up on invoice disputes on their behalf but only if the amount outstanding meets or exceeds \$10,000 U.S. dollars.

Also, on the first of each month, IAM circulates a List of Alleged Debtors only to RPP members.

### **Question: How does a company become designated an Alleged Debtor?**

**Answer:** As part of the Invoice Dispute Resolution Process, IAM staff conducts a step-by-step procedure by which the slow-paying company is contacted and given ample time to pay the outstanding invoice. Additionally, IAM staff will work with the debtor company in the event they may be waiting for payment from other IAM members. If all attempts to resolve the dispute fail, however, the slow-paying member will be identified as an Alleged Debtor and placed on the list.

### **Question: How do I become a member in the RPP?**

**Answer:** Contact any IAM staff member to obtain an RPP application, or join online by going to [www.iamovers.org/rpp.html](http://www.iamovers.org/rpp.html) for more details on the program and an application form.



## Making Young Employees Feel at Home

By Elizabeth Newell

It has become something of a trend, in government and elsewhere, to bash Millennial employees—those 30 and younger who came of age immersed in a technological world. But rather than criticize their perceived weaknesses, a good manager can foster the type of analytical thinking and problem-solving that can be developed only offline.

Robert Wendover, director of the Center for Generational Studies, has spent more than a decade studying the impact of what he calls “menu-driven thinking” on the development of those under 30. Employees in their 20s, he says, grew up with technology that helped them “think [their] way through the day.” Many feel they should be able to find the solution to every problem online. In reality, though, problem-solving is about reasoning and computers don’t reason. That’s why many digital natives get stuck when it comes to making judgments, resolving differences, persuading people, evaluating performance, juggling conflicting priorities or dealing with a whole host of other everyday challenges, according to Wendover.

The reality, he says, could be that some responsibility will fall on managers to teach young employees problem-solving skills, reasoning and critical thinking, acknowledging that these abilities are acquired through trial and error, experience, and a willingness to take calculated risks. Wendover has interviewed individuals who have been successful in nurturing these skills in employees 30 and younger and has identified some best practices. In the October 2011 issue of *HR Matters Magazine*, he wrote that these managers:

- **Think big.** Make the big picture clear to younger workers when assigning them tasks and responsibilities. Impatience can cause Millennials to feel like they are wasting their time, and by giving them a clear understanding of how their contributions fit in to the overall scheme managers will motivate them, Wendover says.
- **Encourage sharing.** Make Millennials feel at home approaching a problem by welcoming collaboration. Digital natives have grown up with access to friends and acquaintances 24 hours a day, and when it comes to gathering information and ideas, they turn to the Web before anything else. Not only does it give them instant information, but Wendover says the Internet also provides them access to insights and input from people who have a range of experiences. Fostering collaboration is the best way to replicate this digital experience in the workplace.
- **Allow smart use of smartphones.** Let employees use their phones and tablet computers productively to foster communication, research and problem-solving. Handheld devices can be disruptive at times, and Wendover acknowledges that managers must set parameters for appropriate use. But many younger workers turn to these devices to research solutions to work challenges. Managers might think that by banning or looking unfavorably on smartphones and similar devices, they’re preventing time-wasting personal calls and interactions. They could, however, be preventing

Millennials from solving problems the best way they know how—online.

- **Check in often.** Increase the frequency of communication and feedback to reassure younger workers they are progressing as they should. Perhaps the most common criticism of Millennials is that they need “constant” feedback and encouragement so they know they are doing a good job. But Wendover encourages managers to be careful about making broad-brush assumptions. Feedback might have to be more frequent with Millennials than with older employees, but it doesn’t have to be lengthy. One manager, for example, schedules meetings with every employee once a week for 10 minutes. Interim questions and requests for feedback are then pushed back to the regularly scheduled times.
- **Foster learning through experience.** With tight deadlines and schedules, it’s easy for managers and employees to move on quickly to the next task once a project is complete. But, according to Wendover, doing so can keep people from learning from their actions and consequences and, therefore, hinder critical thinking. He advises taking time for a quick debrief at the end of every project or major task to reinforce the insights that should be retained.

*Elizabeth Newell covered management, human resources and contracting at Government Executive for three years.*

—SOURCE: *Government Executive*

# In Turbulent Times Women May Prove to Be Better Leaders Than Men

By Shabeer Ahmad

During turbulent times, organizations spend a great deal of effort on rescue and recovery work. This may include fiscal fitness programs to rein in costs, employee performance is scrutinized to select candidates for terminations, suppliers are squeezed to reduce prices and employee benefits are slashed. However, organizations rarely look at the gender, style and effectiveness of management during these times. Evidence suggests that women may be better than their male counterparts in improving employee morale, motivation and performance—and these are crucial factors that can enhance chances of organizations survival in turbulent times.

Organizations can better deal with turbulent times if leadership shows that it cares and good information is provided without falsely raising hopes. So, too, it helps if clear lines of communication are established and employees are engaged in the recovery plan. Employees know their business intimately, especially those in the front line, and they can generate great ideas to win back customers, reduce costs, improve products or streamline processes. So leaders should adopt a management style that is engaging, inclusive and collaborative, and where individuals and groups can make decisions. This participative or ‘laissez faire’ style works well in an era that makes wide use of the internet, where many people can contribute, even if they are located on the other side of the world.

Who is best at a participative management style? Contemporary research indicates that women may be more suited to this style than men. Female managers think and operate differently. In an interview with CNN Money, Catherine Kaputa, author of *The Female Brand: Using the Female Mindset to Succeed in Business*, said, “In general, women are most comfortable with a management style that is more collaborative and less concerned with rigid hierarchy and top-down directives. As it happens, that more inclusive, collegial style is what gets results in global companies today.”

According to Dr. Bernard Bass, who developed the theory of transformational leadership, women are more suited to leadership in the current century. Bass ran a workshop with Bell Labs in the US with 24 participants—12 men and 12 women. He picked out the participants with the four highest charismatic leadership scores and it turned out all four were women. He later repeated this in New Zealand, and also gathered data from a thousand or so cases in related research. His conclusion was that women were more inspirational. They were also more transformational.

Evidence that points to women’s edge over men in financial dealings is cited by David Weidner, columnist for *The Wall Street Journal*. He writes, “A new study by Barclays Wealth and Ledbury Research found that women were more likely to make money in the market, mostly because they didn’t take as many risks. They bought and held. Women trade this way because they aren’t as confident—or perhaps as overconfident—as men, the study found.” And this is precisely what is needed in chaotic market conditions that are causing immense problems for people and organizations.

So what makes women better leaders than men? It may partly be simple biology—women have higher levels of the

oxytocin hormone than men. Research carried out by Paul Zak (Claremont Graduate University, California), Angela Stanton (Chapman University, Orange, California) and Sheila Ahmadi (University of California, Los Angeles) found that oxytocin is the “bonding chemical.” Higher levels of oxytocin lead the individual to greater empathy with others and to a less aggressive stance. Oxytocin stimulates a nurturing characteristic that responds to the emotional needs of others. Warmth and sensitivity are also by-products of high levels of the hormone. Even when the level of oxytocin is similar in women and men, the far higher levels of estrogen found in women act as an accelerator for the effectiveness of oxytocin. This may explain why women develop stronger affections for their children and what makes them good mothers.

A more convincing view is that concepts, rather than hormones, are key controller of behavior. Hormones may create desires, tendencies or inclinations, but its concepts that really control and direct action. This can be clearly seen in reality. Consider Muslims who fast in the Middle East during peak of summer. The body craves for water and food in the extreme heat, yet devout Muslims override these bodily desires and abstain from drinking or eating from sunrise to sunset—for a whole month. Women’s distinctive behavior may be a result of ideas or concepts derived from cultural expectations, religious convictions, and physical differences between men and women.

During turbulent times, a management style that is more characteristic of women leaders really produces positive results. Collaboration becomes vital if the organization is to capture all ideas and opinions to ensure that the best possible course is taken. Women consult more with their peers and teams than men. Showing empathy when people are distraught will provide stability in the workplace. Women are better at expressing empathy than men. Similarly, responding to people’s emotional needs will ensure that they continue to perform under pressure – and women are much better at using emotions in a positive way. Women also tend to reduce or avoid hierarchical layers and to short-circuit communication channels, and this leads to improved trust and better communication. Being less aggressive will ensure that risk is reduced. Women take fewer risks than men so the organization’s chances of survival are higher.

Not everyone agrees that women make better leaders. Gary N. Powell, professor of management in the School of Business at the University of Connecticut in Storrs, carried out research with D. Anthony Butterfield over three decades. It showed that good managers exhibit more traits associated with men, such as autonomy and independence, than traits associated with women, such as warmth and sensitivity to the needs of others.

Evidence may suggest that women tend to lead better than men, but not all women are better leaders. Andrea Jung, who became CEO of Avon Products, and Carly Fiorina, who was appointed CEO of HP, both in 1999, are examples of women who did not perform well, were perceived to be arrogant, did not consult much and hence were eventually pushed out.

There is also a strong view that women are not decisive enough. This view is backed by a nationwide survey carried out by Pew Research Center Social and Demographic Trends in



2008, where women scored lower than men in the “Decisive” leadership trait category.

Women face another hurdle. Although it differs from country to country, prejudice against women leaders is still deeply rooted. According to Catalyst, a Canadian non-profit organization expanding opportunities for women and business, women currently hold only 5.6 percent of Financial Post 500 CEO/head roles. The U.S. fares even worse. Just 12 Fortune 500 companies were run by women in 2011, down from 15 in 2010. However, according to the 2011 *Grant Thornton International Business Report*, the statistics are slightly better in Asian economies. Thailand leads the way with 30 percent of companies headed by women, followed by mainland China at 19 percent, Taiwan at 18 percent and Vietnam at 16 percent.

Despite the male dominated leadership space, organizations are beginning to see the value in appointing women to lead, especially since the dot-com bust in 1999–2000. For example, there have been notable appointments in U.S. corporations—Anne Mulcahy took on the CEO role at Xerox Corporation in 2001 and Indra Nooyi was appointed to PepsiCo in 2007. More recently, Margaret Whitman became CEO of HP in 2011 and Virginia Rometty succeeded Sam Palmisano as CEO of IBM in January 2012. It is also interesting to note that in the midst of economic turbulence the world over, Christine Lagarde has been given the task of leading the IMF.

Organizations stand a better chance of getting through turbulent times if they give women a fair chance at the helm of leadership. Women may not have broken through the “glass ceiling” yet, but there is no doubt that future corporate leadership will have much higher level of the female gender, at least in the capitalist–democratic nations.

*SOURCE: ChiefExecutive.net*

# Trust through Cultural Awareness—the Magic Ingredient for Relationships

By Sirin Koprucu, Principal Trainer and Consultant, StrategicStraits, Inc.

Why do we have a problem with trust in the first place? In a well-attended Knowledge Lab at IAM's 49th Annual Meeting, participants expressed concern about being able to trust their counterparts at the destination location, other employees within their organization, and systems in other countries—an extremely important concern for businesses that rely on strong relationships around the world to be successful. According to our research, trust has become one of the most important social challenges of today's global business world. More than half of internationally working CEOs in a 2010 IBM study said they didn't feel prepared to deal with the complexity of markets in the next five years. Respondents highlighted the challenge and importance of generating trust, especially with customers, to be able to co-create services that would result in competitive innovation. According to the Edelman Trust Barometer, a research tool that measures trust in institutions, more than 75 percent of respondents trusted in organizations with headquarters in Germany, Canada, and Sweden but fewer than 50 percent of respondents said they trusted in organizations with headquarters in South Korea, India, Brazil, China, and Russia.

## What is trust?

Webster's Dictionary defines trust as "the assured reliance on the character, ability, strength, or truth of someone

or something." How would *you* define trust? For instance, do you tend to trust in systems, or people, or a little bit of both in your personal and professional life? The answer varies across cultures. It's critical to identify sources of trust so that you are not stunned when these sources don't exist to the same extent when doing business internationally. If you need to know people personally to build trustful relationships, how will you trust someone in another country who needs to write strong contracts in order to accomplish this?

## The "Trust across Cultures"® Model

The answer is hidden in the "cosmopolitan" family concept, wherein all involved parties need to take responsibility for collaboration; take strength from commonalities; acknowledge and accept differences because sometimes creative solutions can evolve from differences; focus on defining and sharing the purpose for collaboration; invest in competence; strive to communicate effectively; and demonstrate consistency in all efforts. We utilize the "Trust across Cultures"® Model, a principle-based tool developed at StrategicStraits, Inc., to build and maintain trust across cultures.

The core objectives are the qualities of a trustful environment. The principles for building and maintaining trust are the means for developing this environment. All involved parties must adhere to the principles in order to contribute to the

trustful environment—a process that takes time but is absolutely necessary.

When a dilemma like being able to trust a local agent in another country arises, both sides need to be aware of the core objectives and work with the principles, perhaps while negotiating issues like differences in expectations (e.g., a reasonable time in which to return e-mails), the importance of following the rules and regulations of another country, demonstrating competence, and making an effort to meet these expectations. For instance, differences in communication can be a key culprit in the deterioration of relationships. Research shows that people may describe those with different communication styles as disorganized, inarticulate, hotheaded, sneaky, and untruthful. Thus, two parties with the same objectives should be able to rely on each other but may choose not to do so and even resent each other just because they communicate in different ways. Being resourceful in intercultural communications is essential in resolving trust dilemmas arising from cultural differences. One great way to explain a cultural nuance is through stories, proverbs, or an unrelated event.

Trust will exist when all parties commit themselves to contributing with competence and convey their commitment effectively through cultural awareness, helping individuals and organizations address one of the most important social challenges of the 21st century.

—www.strategicstraitinc.com



COMING UP IN THE MAY/JUNE 2012 ISSUE OF

# THE PORTAL

## WOMEN IN THE INDUSTRY

The moving and storage industry, once a bastion of men, has in recent years seen the rapid ascension of women to leadership, management, and ownership roles. *The Portal* will devote the next issue of the magazine to an examination of the ways women have changed the way business is done, and how their leadership styles have enriched the profession as a whole.

In the May/June 2012 issue, we will feature women who play crucial roles at IAM member companies. Women who now lead such companies are invited to submit profiles, articles, and perspectives that enhance readers' understanding of their role in the 21st century. For example:

- How did you come to choose the moving and storage business as your career?
- What kind of training and preparation did you have?
- Did you encounter opposition from male and/or female coworkers when you were appointed to a leadership or management position? How did you overcome such attitudes?
- Who encouraged your aspirations? Did you have mentors and advocates?
- Have you enjoyed acceptance from the rest of the employees as a leader or manager?
- What advice would you give other women who are considering the moving and storage industry as a career?

The length of your submission is flexible, and high-resolution digital photos are welcome. If you prefer not to prepare an article, you may submit responses to the questions above and we will edit them and include the information in an overview or staff-written piece. **Important:** Be sure to include your job title at your company.

Send your contribution to **both** of the following:

Joyce Dexter ([joycedexter47@comcast.net](mailto:joycedexter47@comcast.net))

**AND**

Janet Seely ([janet.seely@iamovers.org](mailto:janet.seely@iamovers.org))

The deadline for submissions and photos for the May/June issue is  
**March 23, 2012**

## U.S. Import Outlook Brightens

American consumers are using their credit cards again, and forecasters expect retail sales and containerized imports to accelerate modestly this year.

“We remain firm in our view that there will be growth this year, coming primarily in the second half,” said Ben Hackett, founder of Hackett Associates, which produces the monthly Global Port Tracker report for the National Retail Federation.

The latest Port Tracker forecast that flat container volume in January would give way to “a sustained period of low growth” starting this spring. Hackett expects year-over-year import growth will exceed 4 percent in West Coast ports, where volume is dominated by retail cargo, and about 2 percent at East Coast ports.

Journal of Commerce economist Mario O. Moreno has a similar outlook. He said he may raise his recent forecast of a 2.8 percent increase in total U.S. imports as economic indicators continue to improve.

The Commerce Department said retail sales revenue slowed in December but totaled a record \$4.7 trillion in 2011, up 6.4 percent from the previous year.

The National Retail Federation expects retail industry sales excluding automobiles, gasoline and restaurants to rise 3.4 percent to \$2.5 trillion this year, compared with 4.7 percent growth in 2011. Most economists expect GDP to rise 2.1 to 2.4 percent.

Each percentage point rise in retail sales usually results in about a 1.5 percent increase in retail-oriented imports, Hackett said.



**Container volume in January is expected to give way to “a sustained period of low growth,” says Port Tracker.**

That ratio has been lowered slightly by the prolonged housing slump, which has depressed imports of bulky goods such as furniture. Recovery in housing will spur demand for furniture, which accounts for about 10 percent of U.S. containerized imports.

This year’s outlook is positive despite high unemployment, commodity inflation, slow income growth, a weak housing market, and consumer confidence that is improving but still fragile.

Hackett said adverse developments in the eurozone sovereign-debt crisis could affect the overall economy, and that political bickering in Washington isn’t helpful. But he said a gradually recovering job market is encouraging consumers to indulge pent-up demand, even if they have to dip into savings to do it.

*SOURCE: Journal of Commerce*



## World Bank: Trade Growth to Slow to 4.7%

The World Bank recently reported that international trade will expand only 4.7 percent this year and 6.8 percent in 2013, as the European recession and a slowdown in developing countries threaten to stall global economic growth.

The Bank said global trade, which includes goods and services, expanded 6.4 percent year-over-year in 2011, mainly on strong growth at the beginning of the year. Trade fell off later in the year after consumer demand in Western countries weakened and natural disasters disrupted supply chains in Japan and Thailand.

“With the recent sharp deceleration in the pace of global trade volume growth, world trade is falling once again below its pre-crisis peak volumes a milestone that it reached in December 2010,” noted the World Bank report.

The global economy will expand 2.5 percent this year and 3.1 percent in 2013, compared to the 3.6 percent growth projected in June for each year, according to the report. The bank slashed its growth forecast for developing countries in 2012 from 6.2 percent to 5.4 percent, urging countries to “evaluate their vulnerabilities and prepare for future shocks while there is still time.”

The Washington-based institution also reduced its 2012 forecast for growth in developed countries to 1.4 percent from 2.7 percent. The bank expects the economies of the 17 euro zone countries this year to shrink 0.3 percent, a 2.1 percentage point change from the institution’s last forecast.

High debt and slow growth in developed countries, along with the increased risk of oil supply disruptions in the Middle East and Africa, also threaten global economic growth, the bank said.

## Housing Market Raises the Roof for Shipping (and Moving)

By Mario O. Moreno

Increasing home sales is without a doubt a positive for the economy. Sales of existing homes, which account for over 90 percent of the market, rose for the third month running in December 2011 (+5 percent) at a seasonally adjusted annual rate. Homes available for sale dropped to its lowest reading since 2006, and prices rose for the first time in 7 months.

This is all good news, but you are probably asking yourselves the following questions: Can we expect this upward trend to continue in 2012? Did home prices finally bottom? What are the implications to the shipping industry?

First, the pace of sales is far below what we experienced in 2005. And it is very unlikely that we’ll see that level of sales again anytime soon as the element of “easy credit” doesn’t exist anymore.

This is reflected by the high cancellation numbers seen month after month. We all want a much faster recovery in housing, but the truth is that a 5 percent annual rate shouldn’t be undermined but welcome.

Faster job creation is also needed to support a recovery in housing as it is evident that cheap prices and ultra-low mortgage rates cannot do the trick alone. The upward trend in home sales will continue as long as job gains keep mounting.

Second, it is still uncertain whether home prices bottomed in 2011. According to RealtyTrac, banks may seize over a million homes in 2012 (mostly pending foreclosures), meaning prices could fall further.

Lastly, the sale of a home produces consumption opportunities that reach as far as the shipping industry. Retail sales of furnishings and other home items in the near-term should improve, and the recovery in home goods imports that we saw in November may stretch a bit more.

How can we be more certain that recent gains seen in home sales are not simply noisiness in the data but the beginning of a steady, self-sustained recovery? My answer is: when we start seeing average monthly payroll gains of 150,000 or more. This is based on the assumption that all other things, including affordable prices and low mortgage rates, are constant.

*SOURCE: Journal of Commerce Online*

## ABF Releases U-Pack Migration Trends

**ABF Freight System**, an IAM member and one of the nation's largest less-than-load (LTL) common and contract general freight motor carriers, has produced a two new migration trends infographics.

The first (below) illustrates the relocation patterns of their individual customers who moved themselves using the LTL freight company's two do-it-yourself transportation options in 2011. The second details how moving companies are changing the U.S. landscape.

Unlike the other national van lines which released their migration trends earlier in the month, however, ABF is not

a licensed household goods mover.

Instead the \$1.5 billion subsidiary of Arkansas Best Corporation provides individual customers or corporate clients who choose ABF U-Pack Moving service with personal households loads of varying sizes either an empty 28-foot-long hi-profile commercial freight trailer, or 370-cubic-foot ReloCubes into which they can load their personal property themselves.

While both infographics include useful demographic information, the amount of data is somewhat confusing based on the number of sources—especially to someone planning their own long distance interstate relocation.

California, Florida, Texas, and Arizona were among the top five for both inbound and outbound move volume handled by ABF. More than a third of all U-Pack moves in 2011 were related to at least one of these four states. The graphic displays the percentage of moves conducted by U-Pack to and from each state and when they're moving.

While ABF's chart shows that nine out of the 10 busiest moving days of the year occurred in the summertime between the months of June and August, U-Pack users don't quite follow the same peak season relocation patterns as typical van line clients moving during the summer.

*SOURCE: ABF U-Pack Moving, Inc.*





## Tools to Monitor Online Reputation Across Different Languages

It only takes moments to post a comment or photo online, but erasing our “digital footprint” can prove almost impossible. Many job seekers and college graduates have already found out the hard way the importance of their online reputations. Companies have a similar problem in this age where reputations are increasingly defined by Google, Facebook, and other online tools. With so much information freely available, it’s never been harder to monitor exactly who is saying what about your business. It can take only one negative article or blog post to seriously undermine customers’ trust.

There’s no doubt the Internet has provided unprecedented opportunities and opened new markets. But the downside is the speed with which misinformation and rumors can spread, making reputation management an extremely tricky business. Throw in a multilingual aspect, and you have even more to consider.

### Make use of Google Alerts

Thankfully there are a number of tools you can use to simplify the process. One of the most useful is Google Alerts, which will inform you via e-mail or RSS feed whenever your keyword appears in Google’s search results. Use your brand name as keyword and you’ll be able to track the online conversation about that brand.

You can choose the frequency of alerts, and even select different language settings, allowing you to monitor mentions across different languages. The list of supported languages is not exhaustive but it ranges from Afrikaans to Vietnamese. Google says it’s adding to these all the time.

### Don’t forget other search engines

Google is the single most widely used search engine worldwide and is usually the most important for Western businesses. But remember other local competitors have greater shares within certain markets. Baidu is the market leader in China, for example, while Yandex is the most popular choice in Russia.

Most major search engines have similar tools to Google Alerts. Tools like



Monitor This can even look for mentions of your keyword in a number of different search engines simultaneously.

### BoardTracker and similar tools

Forums and message boards are prime sites for online conversation—and somewhere, they could be talking about you! Services such as Boardtracker and Boardreader specialize in trawling the boards for searchable keywords so you don’t have to.

### Other services

There are also a number of services that allow you to monitor and manage different aspects of your online reputation. Reprvine allows you to collate and display references, while others specialize in searching blog posts. Some charge while others are free. A quick search will help find the one that’s right for you.

### Social networking

Social networking sites are growing in popularity around the world, providing a great way to connect with existing and potential customers. Major players like Facebook and Twitter have high profiles worldwide, but—as with search

engines—it may be worth researching the local competition for major markets where you’re active.

The more profiles you have, the harder it is to keep track of new posts and activity. But social media aggregators such as Microsoft’s Spindex or Hootsuite allow the user to easily manage multiple profiles.

### Use automatic translation to get the gist

It’s one thing finding mentions of your company name or brand but it’s a little pointless if you can’t understand the language. Automatic translation programs such as Google Translate and Yahoo Babel Fish offer a quick and easy way to get the sense of any piece of text. Simply copy and paste to get a decent working translation.

### Reply using native speakers if possible

Automatic translation is fine for a rough and ready translation, but even the best programs are prone to contextual errors. They also tend not to deal well with slang, colloquialisms, abbreviations, and the “text-speak” that often crops up online. The best solution for getting your message

across is to use native-speaking translators if budget and the situation allow, helping you to appear as professional, personable, and as “local” as possible.

### The bottom line

Monitoring your online reputation is only half the battle. Managing it requires effective communication. But a proactive approach can pay dividends when it comes to establishing and maintaining relationships with your customers across geographical and linguistic barriers.

*SOURCE: Search Engine Watch*

## Using Personal Devices at Work

Let employees use their own personal electronic devices at work to boost productivity. People who regularly do business on laptops, personal smartphones, tablets, and other devices that they own often will work after hours and even on vacation.

Remember, however, that such devices can be stolen or lost, and may compromise data security or transmit viruses. Therefore, you should set clear usage policies, including a requirement for passwords, to protect data.

—*SOURCE: Bottom Line Personal*

## O’Neil Software Marks 30th Year and 81 Countries

O’Neil Software, which recently celebrated its 30th anniversary, continues to count the many countries in which it has a presence—81, which includes its latest addition, Suva, Fiji Islands.

**Williams & Gosling Ltd.** (W&G), based in Suva, offers a full range of integrated logistics services: imports and exports by sea and air; haulage operators; shipping agency/document storage, and household removals. The company has been providing document storage services for the past nine years and currently has 7,500 cartons in store for 11 clients.

W&G dates back to the mid 1920s. At the time, Captain Williams and Captain Gosling, who were involved in pilotage services for the vessels entering the Fiji group, got together and decided to form a partnership in Suva. The partnership was incorporated in 1936 as a private limited liability company, predominately engaged in stevedoring and pilotage services.

Since then the company has grown, diversified, and established itself at the leading edge of freight forwarding technology. W&G is a part of an international network of cooperating agents involved in freight forwarding, household and office removals, local and international courier, and other services. The company employs more than 300 people in its four offices in Fiji.

W&G had always done its own document storage and decided to extend these services to certain clients, utilizing existing warehouses not specifically designed for this function by filling them with racking. But they were low in height and soon became full, and the company couldn’t expand and promote these services to other clients.

Additionally, turnover time for retrievals, recorded manually, was not efficient, especially when records were brought back from clients and someone else would place them in a different location.

With those challenges in mind, W&G recently purchased a 12-acre site, where it is building a fully integrated logistics depot, with a complex of 9-meter-high tilt slab warehouses. This will enable the company to migrate from offering their clients a basic document storage service to a fully fledged one, as well as promote these new services to larger corporate clients. And because software scalability would be an important factor because the number of their users is expected to increase over time, W&G needed a system that would automatically scale to meet their needs.

“While doing our research, we visited a number of document management sites in New Zealand, as well as Australia. We were impressed with the demos given using O’Neil’s software,” said Dave Aidney, managing director for W&G. “Further investigation suggested that O’Neil was the market leader in records management software. ... We especially liked the fact that O’Neil continually updates their software, so we could plan on using it indefinitely.”

“Fiji isn’t a large place and quite often overseas companies are not that particularly interested in offering services where the market size is seen to be small,” noted David Ramsay, new accounts sales manager for O’Neil Australasia Pty., Ltd. “We were extremely impressed with [the W&G] facilities, the opportunities that were available in this emerging industry and what they were trying to accomplish.

“Having experienced all that first-hand, we strongly felt that our records management software was a great fit for W&G. We could see how it could be used as sort of a navigational screen of sorts, to determine where W&G’s business was heading. And we were more than happy to have them draw on our industry expertise, knowledge and first-class research, to continue to take them where they wanted to go with their business.”

Aidney noted the importance of proper labeling of locations and cartons in particular, with barcodes for faster retrieval and an efficient locating system. “This enables quick turnover and the precise recording of item movements, no matter who is doing it. We can also scan on demand and because the software is user-friendly and multifunctional, it offers our users and clients a host of business services and reports, depending on their needs.”

## A look at people and events shaping IAM member companies



**Mukesh Kailash**



**Robert Cormier**



**David Gouedreau**



**Miranda Barras-Smith**



**Thomas Cadour**

## APPOINTMENTS

**The Santa Fe Group** has hired **Mukesh Kailash** as head of business development and sales in India.

Kailash is a management graduate with an M.B.A in Sales and Marketing. He was born and bred in Bangalore but has excellent cross-cultural knowledge, which was established early in his career with Modi Xerox. He has built a strong track record in sales, with more than 14 years in the industry, by continuously acquiring, managing, and retaining clients and relationships. Kailash has maintained a consistent approach to client networking and business development, resulting in the generation of high levels of revenue across a wide spectrum of industries.

Kailash has been recognized by companies such as Eurocopter, Accenture, Ministry of External Affairs, India RPO, AOL, 3M India, Nike, and the Consulate of Switzerland, among others, for his dedication and high level of service.

The company also announced that **Robert Cormier** has been named managing director, Santa Fe Malaysia. Cormier has been with the Santa Fe Group for 15 years, and previously served as managing director of Santa Fe Hong Kong, responsible for leading the company's business development efforts across the Asia-Pacific region.

**Interdean** recently announced several appointments.

Interdean Luxembourg has hired **David Gouedreau** as sales manager. A nine-year veteran of the industry, Gouedreau's first position was with an international moving company in Bucharest, Romania, where beginning in 2003 he was a key account manager and later sales manager. In 2008, he relocated to Montreal, Canada, to take on a new challenge in the industry. At the end of 2009, he relocated to Toulouse, France, where he was key account manager for another international company.

Interdean UK has named **Miranda Barras-Smith** account manager, based in London. She joins the team with 10 years' experience in the global mobility industry. She has worked as an in-house relationship manager, looking after a large and diverse portfolio of assignees. In that role, she managed international assignments from selection through to completion and repatriation.

During that time, Barras-Smith worked for three large global companies in the financial, accounting, and defense industries,



**Marina Chornokozha**



**Alexander Sikorsky**

with various assignment and relocation programs. She undertook analysis of various mobility policies to ensure they remained up to date, cost-effective, and, where applicable, revised in line with the wider mobility market and best practices. She has seen executive- and partner-level assignees to Europe, the Middle East, Asia, the Americas, and Bermuda.

She also has served as a mobility advisor, providing specialist guidance on assignment succession planning and the various complexities it entails, ranging from immigration and tax issues and cultural differences, to the importance of settling families into a suitable home overseas and finding the right school for their children.

Interdean has hired **Thomas Cadour**, of dual French and Belgian nationality, as business developer for Belgium. Cadour brings multinational experience to Interdean, and is fluent in French, Dutch, and English. He has sales experience within the telecommunications, human resources, and information technology sectors. Cadour's career focus has been business development and account management.

Interdean Ukraine has named **Marina Chornokozha** branch manager for Kiev.

Chornokozha's background is in logistics; she has worked in the industry for 11 years. In 2006, she joined Interdean, where she spent three years as operations manager and three years as sales manager.

Interdean Russia recently named **Alexander Sikorsky** as regional sales director for Moscow. The 10-year industry veteran began his career in London as Operations Manager for a relocation company, where he gained significant experience in managing operations crews, planning the diary, and coordinating operations.





**Alexandra Demeure**

In 2002, Sikorsky left Crown Relocations to join Interdean. Initially he managed packing crews, monitored quality and performance on site, and conducted warehouse checks in order to maintain high quality standards. In 2005 and 2006 he worked as general manager of a UK-based removal company, managing the sales and operations teams and developing business.

Sikorsky relocated to Kiev, Ukraine, in 2006 to become branch manager of Interdean Ukraine. During his tenure there he built a strong team, and under his leadership the company has strengthened its position in the marketplace, becoming the only FIDI-accredited relocation and moving company in that country.

Interdean France has hired **Alexandra Demeure** as global relocation assistant in the Paris office. Her expertise lies in immigration. A law school graduate, Demeure is well versed in immigration law and she previously worked for a firm of solicitors. Her work involved

organizing long- and short-stay visas and work permits, initiating claims for asylum and refugee status, and arranging rights of residence for EU/EEA citizens and their families.

Demeure's career has also encompassed the international transit of goods and the establishment and monitoring of consumer relations during her time as transport organizer for Sudaff, a company headquartered in southern France. She is fluent in French, English, and Spanish, with some knowledge of Danish.

**Vanguard Logistics Services** in Carson, California, announced that it has promoted **Christopher Glenn** to vice president—global technology sales. Glenn joined Vanguard as associate applications developer in 2003, where he assisted with SQL programming of reports in Oracle Financials and its integration into Vanguard Singapore. He worked in multiple sectors of Vanguard and joined the Web development team, leading to a position as a directions programming tester.

After acquiring a thorough knowledge of IT services offered by Vanguard, Glenn moved into the business development branch of the company. He was named account executive and then national account manager. Most recently, he worked in international business development.

Glenn is charged with advancing technology and products for customers and sales forces by leveraging innovations and changes in global technology.

**Hasenkamp Relocation GmbH**, a fourth generation owner-operated family enterprise, officially opened its new office in Brussels on January 1. The Brussels office serves the Benelux (Belgium, Netherlands, Luxembourg) area. Founded in 1903 and headquartered in Cologne, Germany, Hasenkamp has branches all over the country, as well as local offices in Russia, China, the UAE, Spain, Poland.

Managing Director **Eddy Bonne** oversees the development of Hasenkamp in the Benelux. Bonne has more than 20 years of experience in a variety of management positions in international moving, most recently at Gosselin, with a very strong agent and corporate network link.

Sales Manager **Goedele van den Nieuwenhuysen** (formerly with Interdean) has more than 12 years' experience in operations, surveys, and sales in the moving industry. She is tasked with business development and sales management.

**Alain Maertens** spent more than 18 years in the different departments of his father's company, Maertens International Moving; he is in charge of operations.

**The Cartwright Companies** recently promoted **Mike Tryan** to director of government operations. Tryan has been with Cartwright for more than 15 years, and began his career loading trucks for Cartwright Moving & Storage. In his previous role, he was operations manager, overseeing Cartwright's linehaul division and GSA operations.

## EXPANSIONS



**Vikas Kalkal**

**The Santa Fe Group** has opened a new Santa Fe Relocation Services office and warehouse at Chennai, India. The facility, which offers combined relocation and moving services throughout the Chennai region, is convenient to Chennai airport and seaport and, with proximity to highways, it is easily accessible to other cities domestically. **Vikas Kalkal** has been named branch manager.



**The Santa Fe Relocation Services office in Chennai, India**



Roger Bishop in a Bull Nose Morris

## Movers and Their Trucks—UK Edition

The 2012 Surrey County Show in Guildford, England, will offer an excellent opportunity for vehicle enthusiasts to take a nostalgic trip back to the good old days of motoring and witness how removal vehicles evolved from 1890 until 1971. **British Association of Removers (BAR)** members including **Bishops Move**, **Bray & Son Removals**, **Fox Moving**, **J & H Friend Removals and Storage**, and **Specialised Movers** will exhibit their impressive vintage removals vehicles, ranging from horse-drawn Pantechnicons to vintage commercial removal vans and removal cars at the show.

This unique event will be opened to its members during the BAR Annual Conference Vehicle Exhibition on May 18. Also, for the first time, these historic vehicles will be on display to the public on June 4, 2012, in the dedicated BAR area at the Surrey County Show.

The BAR vintage removals vehicles display will be one of the main attractions at the show, and each vehicle exhibited will also be presented during the parades that will take place on that day.

This vehicle display, which has already generated a lot of public interest, and will travel all around the UK in 2012-2013, for viewing at other upcoming county shows.

[*Editor's note:* The BAR conference is open to BAR members, CAM members, IAM members, FIDI members, BAR affiliates and partners, and suppliers to the professional removals and storage industry.]



A vintage horse-drawn Pantechnicon

## MOVERS DOING GOOD



Narinya Suwannaboon, assistant marketing manager at Boonma, BCTFN President Carolyn Tarrant, and Ms. Porkaew.

## Boonma Supports the British Community in Thailand

Mrs. Carolyn Tarrant, the President of the British Community in Thailand Foundation for the Needy (BCTFN) expressed thanks to **Boonma Mobility & Moving** for donating 50 life jackets to the annual fundraising event. The BCTFN has provided assistance to more than 25 Thai charities, educational and agricultural projects, and support to the disabled, orphanages, the elderly, and HIV and AIDS programs.

## ISO NEWS



Goh Chun Yeong, deputy general manager, and Sjamsul Irwin, lead auditor of TUV SUD-PSB Indonesia, present the ISO certificate to Asian Tigers Mobility Indonesia Managing Director Bill Lloyd and Operations Manager Uti Sinaga.

**Asian Tigers Mobility Indonesia** has been certified with ISO 9001:2008 accreditation for its Quality Management System. This certification is accredited by TUV SUD-PSB Indonesia.



# New World Rides Against Cancer

By Patrick Nevins, Safety Director, New World Van Lines

*In August, New World Van Lines Safety Director Patrick Nevins took part in the 2011 Pelotonia charitable bike ride, along with nearly 5,000 other riders, to support cancer research at The Ohio State University Comprehensive Cancer Center—Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. This is Nevins's account of his 100+ mile ride.*

I arrived on August 19 at the Pelotonia Opening Ceremony, which was held at The Ohio State University. The opening speakers were great and there were excellent accommodations for riders. An introductory video featuring cancer survivor John Looker was played at the Opening Ceremony and provided a well-timed reminder of why we had all gathered.

The Columbus business community and Ohio State University once again stepped up with service donations and gathered more than 2,000 volunteers to assure that 100 percent of the donations from the event go to cancer research.

**New World Van Lines** did its part as well, providing 10 tractor-trailers, trucks and drivers. **Michael Marx**, partner at New World Van Lines, and his daughter, Courtney, handled moving more than 1,000 bicycles and worked more than 20 hours each during the two-day event. New World Van Lines owners and employees contributed more than half of my fundraising. In total, Pelotonia 11 will raise almost \$10 million—100 percent of that going for cancer research

The Saturday ride began at 7 a.m. The start was amazing, departing with almost 5,000 riders through crowded Columbus streets lined with cheering cancer survivors, family members, and friends. It was very emotional as we made our way out of the city. There were few dry eyes at the beginning (or at the end, for that matter).

There were six rest and water stops along the way. Every location was well stocked with excellent food, beverages and volunteers. The riders only began to thin out after the second rest stop at the 23-mile marker.

Personally, I was not sure I was going to be able to finish. My previous, longest ride was 62 miles...this trek was nearly double that. The most difficult portion of the journey was a steep 15-mile climb from mile markers 54 to 69. There were several



**Above: New World tractor driving alongside the Pelotonia riders**



**At right: Patrick Nevins, safety director, New World Van Lines, at the finish line after his 106-mile ride**

climbs in the first 54 miles, but nothing like this. Needless to say, the rest stops at miles 54 and 69 were a welcome relief.

When I got to the rest area at mile 69, fueled by a rush of accomplishment and adrenaline, I was confident I would be able to complete the journey.

I arrived at the finish line around 3:00 p.m., 106 miles later. I could barely talk, due to fatigue and emotion—mostly emotion from all the cheering; it was awesome! I immediately lay down for about a half hour. I saw a couple of New World Van Lines drivers and they took my picture. I took a needed shower, grabbed some food, and watched the last of the riders finish around 8:00 p.m. I enjoyed taking in some live music and chatting with the New World drivers.

All in all this was a terrific experience. It is certainly among the most challenging—as well as one of the most rewarding—things I have ever done! I intend to participate in for this ride for many years to come, body and mind willing. There were 246 Pelotons, which are groups of five or more riders registering as a Peloton team. I hope to be able to ride with a New World Peloton next year, which I think will make the experience even more rewarding.

As John Looker put it, “It is our responsibility now to help fund the cure for cancer.” I definitely need some coworkers, friends, and family to join me for Pelotonia 12, August 10-12!





## Guatemala Makes History, and Intermud Is Part of It!

On January 21, some 12,000 Guatemalans made history and climbed The Agua Volcano (Volcan de Agua), located in Antigua, Guatemala, in protest against domestic violence. The participants formed the world's longest human chain from the bottom of the volcano to the crater (12,352 feet), which also had a shape of a heart formed by 1,500 participants.

More than 35 companies and organizations supported the event, "Climb for Life" (Subida por la vida), a campaign that motivates young leaders to start a generational change, where violence is no longer a way of living and authorities must do something to change this culture of violence.

"Guatemala sends a positive message to the world that indifference is no longer part of our culture and the change has started," said **Patrick Heinimann**, business development manager at **Intermud**. "It shows that people together can make a difference, which begins at home teaching young people that domestic violence is no longer accepted in Guatemala."

Guatemalans are looking forward to more successful events like this one in the near future, he added.



British Ambassador Julie Chappell; Patrick Heinimann, Intermud; and Julio Piedra Santa, North Face Manager



Intermud staff at the volcano



Heart formed by 1,500 people in the crater on the volcano (12,352 feet)

## MILESTONES



Above: Tiddy (center) with family members: his son, Jay; his wife, Angel Daeng; his mother, Ong; and his sister, Jenny.



Tiddy with Dean James Blumenstock

## Tiddy Earns U.S. Accredited MA Degree

In January, **Tiddy S. Teerawit**, executive director of **Boonma Mobility & Moving Thailand**, received his master of arts degree from ABTS of Cornerstone University, Michigan, at commencement ceremony held in Bangkok, Thailand. This MA program is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools and authorized to grant degrees by the Michigan State Board of Education. Students are guaranteed to receive the same quality and standards of education as those students studying on U.S. campuses and receive fully accredited degrees.

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## Fleenor at 50: Growing Greener All the Time

**Fleenor Paper**, a leading manufacturer of environmentally friendly packaging, turns 50 this year. Although it has worked with many industries, Fleenor got its start servicing the moving and storage industry and that segment continues to account for a large part of its business. One of the company's specialties is manufacturing paper blankets for international relocations. With manufacturing plants nationwide and a network of distributors, Fleenor can design and deliver custom products in pallet quantities anywhere in North America, and it can efficiently ship out of any U.S. port to its overseas customers.

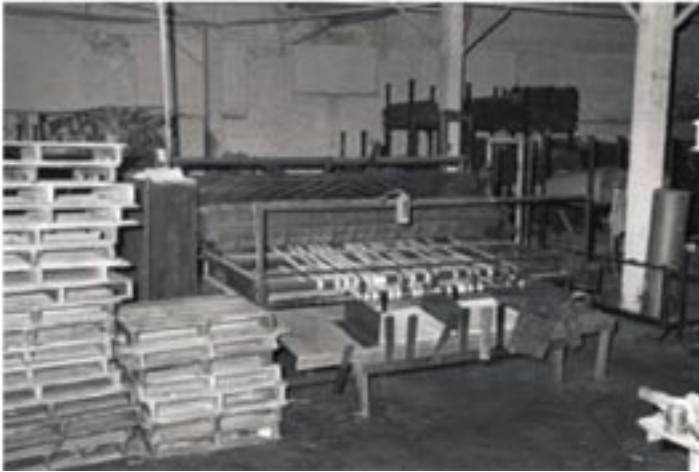
The company was established in 1962 by **LeRoy Fleenor**. While working as a typesetter and printer for a local newspaper company, he noticed a salvaging opportunity to utilize "waste paper" being tossed into dumpsters every day. Like other entrepreneurs, LeRoy started his business in his garage, convertin the scrap paper into sheeted newsprint with a homemade sheeter, using his wife's carving knife as the blade! Soon he sold his first pallet of paper, founding Fleenor Paper Company. By the late 1970s, LeRoy had acquired or constructed several other machines to service the moving, printing and packaging industries throughout Northern California.

Over the last 50 years, in addition to its Northern California location Fleenor has added manufacturing facilities in Southern California, Texas, Georgia, and New Jersey and has established a distribution network throughout North America including Alaska and Hawaii. Today **Rebecca Fleenor** and **John Rochex**, the second generation, run the company with the same spirit of innovation that has shaped the company since the beginning.





## Fleenor then ...



Fleenor's original Oakland plant—1976

Fleenor Paper Company's green company logo is far from a meaningless symbol. Since LeRoy's time, the firm's priority has been to create packaging solutions using paper that would otherwise be disposed of as waste or recycled. "Our goal," says **Corina N. Rochex**, the company's marketing and public relations director, "is to find another function for the paper *before* it gets repulped and recycled."

Indeed, some 90 percent of everything Fleenor produces is made with some type of recycled or reused material. Additionally, many of its products can be used more than once; and then, when it is finally time to dispose of them, they can easily go into the recycling stream. "We have always worked hard to purchase our raw materials from secondary or 'cull' markets," Rochex explains. "All of the dunnage products we sell at Fleenor [sheeted paper and newsprint used for packaging] are made from paper that that was originally intended to be used in the printing industry but was rejected for various reasons, from weight or color variations to roll damage. These factors make the paper unsuitable for use on high-speed printing presses but do not cause problems once the paper is converted for use in the packaging



Fleenor's old-style propane forklifts are being phased out and replaced with electric lifts.

## And now ...



Production floor at the Northern California plant

industry.

"This 'reuse' philosophy is actually better for the environment than if we were to use new recycled paper to produce our product," Rochex adds. "Our method needs no energy or chemicals to re-pulp the rejected paper to make new paper. We only use paper cutting and converting equipment to remove non-viable paper. This unused paper is then baled and sold to waste dealers for recycling."

Fleenor is constantly seeking ways to reduce the carbon footprint in its facilities. For example, by having multiple manufacturing plants located across the country, the company shortened the distance its trucks travel to distributors and ports. Additionally, Fleenor facilities have installed special energy-efficient lighting and skylights, and have begun phasing out propane forklifts and replacing them with electric lifts.

"For our customers," says Rochex, "our products are some of the most economical and environmentally friendly packaging solutions out there. The range of materials that we use to manufacture our product gives customers a multitude of options, without having to compromise consistency. By using our network of distributors, a client with multiple locations can get the same product in all of their locations while cutting down on fuel cost and emissions. In addition, distributors in the Fleenor network also contribute to the reuse and recycling stream and strive to be green organizations as well.

"As the current owners honor and emulate the entrepreneurial roots of LeRoy Fleenor, we continue to purchase scrap paper and develop processes to better utilize this paper supply. However, we never forget what really made our company special and enduring: our people. Most of our managerial staff has been with the company for more than 20 years, and are key contributors to Fleenor's success and growth. Their loyalty and hard work speak volumes to the vision and values of the company."



## IN MEMORIAM

### Charles C. Irions



**M**ajor General Charley Irions, who for a decade served as president of the American Movers Conference, died on January 28. He was 82. He had been suffering from pulmonary fibrosis.

General Irions was born in Princeton, Indiana, in 1929. He earned a bachelor of business administration degree from The George Washington University in 1963 and a master's degree in business administration from Auburn University in 1971. He graduated with distinction from the Squadron Officer School in 1958. He also graduated from the Air Command and Staff College in 1963 and Air War College in 1971.

Immediately after graduating from high school, General Irions enlisted in the Air Force and attended college under the Bootstrap program. He became the Air Force's youngest master sergeant. He subsequently entered Officer Candidate School, where he was a distinguished graduate and was commissioned as a second lieutenant in December 1953.

He was a command pilot with more than 6,000 hours of flying time and throughout his 33-year Air Force career he received numerous military decorations and awards. General Irions served in numerous posts both internationally and in the United States, including his 1977 appointment as director of transportation, Headquarters U.S. Air Force, at the Pentagon. He retired from the Air Force in 1981.

General Irions is survived by his wife, Mickey, a daughter, and a son. The family has requested that memorial donations be made to St. Luke's Methodist Church in St. Michaels, Maryland.

## IN MEMORIAM

### Roman Hildt

**R**oman Hildt, 85, passed away on January 29 in Warsaw, Poland. He had been diagnosed with a liver tumor and succumbed following a hospital procedure. He and his son, Stefan, operated Universal Express Relocation in Poland. IAM President Terry R. Head said, "He was the 'go-to guy' for shipments into Eastern Europe before it opened up."

Born in Warsaw, Poland, he lived in Gdynia until the 1939 German invasion, but spent the occupation in Warsaw, where he fought with the Polish AK in the Warsaw Uprising of 1944. After escaping from Poland in 1945, he joined the Polish forces in Italy. He moved to London in 1948.

In search of adventure, he took a job in Nigeria, West Africa in 1953 and lived there for 14 years. He and his wife, Jean, built the first modern moving company in Africa, Nigerian Maritime Services (NMS). With the start of the Biafran War, the family left Nigeria, and Mr. Hildt started a 20-year international career with North American Van Lines living and working in the UK, Lebanon, Germany, Africa, the Far East, and Australia. He moved to Fort Wayne, Indiana, in 1981, and after retiring in 1986 he worked as a consultant in India. With the political changes in Eastern Europe in 1989, he sensed opportunity and returned to Poland, establishing Universal Express in 1990. From



humble beginnings, he built a group of companies employing hundreds of people in Poland, with subsidiaries in Germany, Russia, Serbia, and Slovakia.

"Roman was a boss, colleague and/or business associate, or friend to those of you on this email distribution," said Ian Nicolson, president of Specialized Transportation, Inc. "To me, he was a boss, a mentor, and a very good friend. He will be sadly missed. I believe that he had a very positive impact on many of us. His integrity and work ethic was always beyond reproach and he was a great example to all of us—especially in our earlier/formative years in the business."

# Willis Relocation Risk Group: Focused on the Client's Future

By Boris Populoh, Senior Vice President, The Willis Relocation Risk Group

Whenever considering the future, it is always good to take a look at the past. History and experience are powerful tools when making plans for the future. For Willis that history began in 1828, when it first provided coverage for a transit shipment. Since then, Willis has made insuring oceangoing assets a core of its global business, becoming the largest marine insurance brokerage in the world.

Although the **Willis Risk Relocation Group (WRRG)** has not provided household goods transit insurance for quite that long, our 30-plus years of experience covering more than 300,000 shipments and settling more than 50,000 claims in 193 countries provide unmatched industry knowhow and expertise that bode well for the future.

The past and future are linked by our experience and our expectations for what is to come. For us, our quarter-century membership in IAM has been integral to our success and that of many of our global clients with whom we share that history; many of those clients and friends have been with us for more than two decades. Indeed, we see our continued membership and support of IAM as key to our future success.

During IAM's 49th Annual Meeting in Denver, WRRG President Bill Rose noted, "This is the one meeting each year where we can see practically all of our clients and industry friends in one place, without having to travel to see them individually"—something Bill does on a regular and year-round basis anyway.

Although WRRG is part of the global Willis International Transportation and

Logistics Group, the household goods insurance brokerage is a separate legal entity operating on the principle of local service with global capabilities.

The last few years have been challenging for many of our clients as the global economic recession caused corporations to scale back their employee relocation activities and the resources committed to them. Nevertheless, WRRG has grown our business nearly 25 percent by offering differentiated products and services to all facets of the worldwide mobility industry.

As a global entity with more than 17,000 employees in 130 countries, we are keenly aware that large multinational corporations are aggressively looking at ways to reduce costs, often to the detriment of their customers and clients. Often overlooked, when searching for ways to save money, is that such efforts can go hand-in-hand with process and procedure enhancements benefiting both corporations and their clients.

Willis has launched *Shaping Our Future*, a strategic modernization initiative that fully utilizes cutting-edge technology enabling us all to work smarter and more efficiently than ever before. This business-wide strategy ensures that Willis is prepared to meet and exceed our clients' expectations now and well into the future.

*Shaping Our Future* is by no means just a fancy name for an IT implementation project. It involves the transformation of business processes and procedures in order to improve the level of service Willis provides to all its clients.

In addition to offering service enhancements, we also help to ensure that customers meet compliance and regulatory requirements—an increasingly complex undertaking in today's global economy. By embedding compliance management into our process flows, we can help our customers manage the risks associated with regulatory compliance. Moreover, we anticipate that by improving on our existing client relationships, we will strengthen them and enhance their overall experience with Willis, creating long-term customers as well as creating opportunities for new business.

By continuing to develop our client-facing resources, such as WRRG's proprietary Web-based RADAR system, we are investing in our relationships with our clients. We are keenly aware that selection of an insurance and risk management advisor is a crucial decision at many levels. Our clients rely on our industry expertise to provide comprehensive coverage at competitive rates, and they also see us as an extension of their service team, particularly when we interact with their customers during the claims settlement process.

*Shaping our Future* acknowledges those who have contributed to our current success by assuring that we will continue to contribute to their success.

We had a great conference in Denver and look forward to welcoming all past, current, and future friends to our hometown of Washington, DC, for IAM's 50th Annual Conference at National Harbor this coming October.

## Members Only | IAM Store

### Price List for Selected IAM Publications, Miscellaneous Items

	CONUS MEMBERS	OVERSEAS MEMBERS
2011–2012 IAM Membership Directory	95.00	110.00
Additional 1-year subscriptions to <i>The Portal</i>	120.00	145.00
Governing Members Mailing Labels	25.00	30.00
U.S. Core Members Mailing Labels	30.00	35.00
Overseas Core Members Mailing Labels	50.00	60.00
Additional IAM Membership Certificates	55.00	65.00

To receive an order form and payment information, please email [info@iamovers.org](mailto:info@iamovers.org)

## 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:

	IAM Members	Nonmembers
Under 10,000	.08 each + shipping	.12 each + shipping
Over 10,000	.07 each + shipping	.10 each + shipping

Send all orders to Bel Carrington by fax (703) 317-9960 or via e-mail to [Bel.Carrington@IAMovers.org](mailto:Bel.Carrington@IAMovers.org).



# WELCOME NEW MEMBERS



**Jeffrey Coleman**  
Coleman World Group  
IAM Chair

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Sponsors: Wickman Worldwide Services, Inc.,  
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elvis@bfrremovals.com.au  
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Sponsors: Eagle Relocations Limited, Canada  
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randreani@globalalliancechile.com  
POCs: Rafael Andreani / Miguel Yaupi A  
Sponsors: A. Univers Transit LTD., Israel  
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4th Floor, Office 414/415  
Silicon Oasis  
Dubai, United Arab Emirates  
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Fax: 971 43 263381  
h.raza@globalinkllc.com  
POCs: Haizer Raza / Paula Haseman

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enrico.tammaro@tammarotransports.com  
POCs: Enrico Tammaro / Ivan Dübendorfer  
Sponsors: 1877 Stein, Italy  
PandaTransporti, Italy

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Sponsors: Homewrap  
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Fax: 971 4 2955678  
santan@top-most.ae  
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## GOVERNING MEMBERS

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15 Craster Road  
Southerton  
Harare, Zimbabwe  
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Fax: 2634 620680  
overseas@biddulphs.net  
POCs: Ryan Gibbons / Prumrose Mabena  
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ls@pvl.com  
POCs: Lorna Stern / Rob Maurer  
Sponsors: Daycos, Nebraska  
Express Transport Shipping Agency, Germany

## Budget, Transportation Issues Confound Congress

As this issue of *The Portal* goes to press, Congress was struggling to come to agreement on extending the payroll tax credits to the end of 2012. It is noteworthy that a proposal that has bipartisan support could encounter such obstacles to enactment. But this challenge underscores the current tenor of a Congress that is deeply mired in political divides.

The payroll tax extension would allow a reduction of approximately 2 percent of the withholding on employee salaries through the end of 2012. In addition, there are two other major tax issues that a conference committee of House and Senate members are considering—namely, the challenges of renewing benefits for unemployment insurance through the end of 2012 and the need to delay the proposed cuts in physician reimbursement rates under the Medicare program. Again, while both Democrats and Republicans agree that these measures should be extended for a year, they can come to no agreement on how to “pay for” the revenue loss to the Federal Treasury as required under the rules of Congress. Those rules essentially mandate that any tax decreases be offset with revenue increases elsewhere in order to achieve budget neutrality.

The same divide can also be seen in efforts in both houses to approve transportation bills that will address the infrastructure needs of the country. Current funding for transportation projects will expire on March 31, 2012. But there is a vast difference between the House and Senate approaches to solve the problem.

The Senate bill would cover only two years and cost \$109 billion while the House bill is a five-year effort costing \$260 billion. There is a budget gap that reflects the cost of ongoing projects and the revenues that are generated through fuel taxes to fund this program. Revenues from fuel taxes are less than expected for a variety of reasons—including better fuel efficiency in U.S. autos. Both houses need to approve measures to make up the funding gap.

The Senate bill enjoys the support of the Obama administration, while it strongly opposes the House version. Among the areas of concern to the administration in the House bill is the funding mechanism proffered (expansion of drilling in the Arctic National Wildlife Refuge and offshore leasing) and the inclusion of the Keystone pipeline. Many Republican leaders find it difficult to support the Senate bill because it accelerates tax collection for some taxpayers.

The House bill has many provisions that could affect IAM members. The Senate bill generally contains no provisions that create similar concerns for IAM.

Most significant, the House bill would adjust the bonding rates specifically for freight forwarders operating in the commercial marketplace. The current requirement for bonding levels, set at \$10,000, would be increased to \$100,000. Again, the Senate legislation has no such provision. This measure would not affect contractors to the Department of Defense or other government agencies. IAM is working on members' behalf to ensure that our interests are protected in any final version of a transportation bill.

The House Transportation Committee also added a provision to the House bill dealing with electronic onboard recording (EOBR) devices. While the Senate legislation does not address EOBRs, the House version lays out specific requirements that would go into effect only if the Federal Motor Carrier Safety Administration (FMCSA) finalizes the rule. Under the proposed framework, EOBRs:

- must be synchronized to the operation of the vehicle engine or provide real-time tracking of vehicle location,
- must be able to identify each individual who operates the vehicle and track the periods during which such individual operates the vehicle,
- must enable law enforcement personnel to access information contained in the recorder quickly and easily during a roadside inspection, and
- must be tamperproof.

FMCSA issued a proposed EOBR rulemaking in January 2011 that would require all carriers to use EOBRs and had hoped to have that final rule in place sometime last year. FMCSA Administrator Anne S. Ferro recently indicated that the rulemaking would not likely become finalized in 2012; instead, a second proposed rulemaking examining the issue would be issued later this year.

Another provision in the House bill is language that reflects the compromise on debate at the committee level dealing with new Hours-of-Service (HOS) rules issued in late 2011. The House Transportation Committee included a provision in the House bill that would require a field study be conducted on the incoming rule (to be completed by March 31, 2013, three months before the new rules are scheduled to go into effect). Then, they would go into effect only if that new study supports the revised HOS rules. Otherwise, it would have to be rewritten and go through the agency process again via rulemaking.

The committee considered and rejected a proposed amendment to the bill that would have allowed for truck weight reform. The measure would have allowed states to permit programs that would increase the weight of trucks (that added a sixth axle) from the current limit of 80,000 pounds to 97,000 pounds. The House Committee wants to study this further later in the year. No such proposal was ever considered by the Senate.

Many observers doubt that the House and Senate can come together on a transportation bill that can bridge all of these divides. While the nation's infrastructure needs are great, the cost differences, the funding mechanisms, and the terms set forth in the two bills are profound and must be overcome. There is not a great deal of time available to resolve these differences. Following on the heels of the Transportation bill are all of the spending bills for which lawmakers will somehow need to find approximately \$1.2 trillion in budget savings. Further complicating the process is a reduced Congressional schedule in an election year. A good bet would be to expect a very robust, lame duck session of Congress starting in November.

# THE PORTAL

## ADVERTISING RATES, DIMENSIONS, AND DEADLINES

The Portal accepts only computer-generated files, graphics, and ads. (If you plan to submit your ad on CD-ROM, please contact IAM for requirements.) **ADS SENT BY E-MAIL MUST BE HIGH-RESOLUTION PDFs.**

Prices shown are the total cost for six insertions (one year). **All new ads must be in color.**

AD FORMAT AND SIZE	WIDTH	HEIGHT	COST
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1/3 page vertical	3-3/4"	5"	US\$1,187.50
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1/6 page vertical	2-1/4"	4-3/4"	US\$531.25
1/8 page	3-1/2"	2-1/2"	US\$437.50



### Deadlines to receive new artwork:

May/June Issue ..... March 23, 2012  
 July/August Issue.....May 18, 2012  
**September/October Issue ..... August 21, 2012**  
**(ANNUAL MEETING ISSUE)**  
 November/December Issue ..... October 20, 2012  
 January/February 2013 Issue..... December 2, 2012  
 March/April Issue .....January 27, 2013

**For further information about Portal display advertising,  
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### April 21–25, 2012

FIDI Annual Conference  
Boston, Massachusetts, USA

### May 17–19, 2012

British Association of Removers  
Annual Conference  
Windsor, England

### May 24–27, 2012

Young Movers Conference  
Budapest, Hungary

### June 11–13, 2012

National Council of Moving  
Associations (NCMA)  
Chicago, Illinois, USA

### June 21–22, 2012

German Movers Association  
Annual Convention  
Essen, Germany

### September 28–30, 2012

FEDEMAC General Assembly  
Innsbruck, Austria

### October 7–9, 2012

PAIMA Annual Convention  
National Harbor, Maryland  
(Washington, DC)

### October 10–13, 2012

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

### October 7–10, 2013

IAM 51st Annual Meeting  
Vancouver, BC, Canada

## Portal Editorial Calendar

### May/June 2012

Women in the Industry  
Deadline: March 23, 2012

### July/August 2012

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### September/October 2012

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