

THE PORTAL



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The Transforming Power of Technology

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TERRY R. HEAD
IAM President

You've probably guessed from our cover that this issue of *The Portal* is devoted to technology. A number of IAM members and outside contributors have taken the time and opportunity to share their ideas about technology's current impact and future influence on the moving and relocation industries.

I think that in the 17-plus years I've been president of IAM this is the third or fourth time we've dedicated an issue of the Association's magazine to this topic. It was interesting to go back and review a few of those past issues to see what forms of technology existed then, and how industry was adopting and/or resisting acceptance of various forms of technology at that point in time.

Which raises the first question: What is technology?

Wikipedia tells us the word technology is derived from the Greek *techne*, "art, skill, cunning of hand," and *-logia*, "the making, modification, usage, and knowledge of tools, machines, techniques, crafts, systems, and methods of organization, in order to solve a problem, improve a pre-existing solution to a problem, achieve a goal, handle an applied input/output relation or perform a specific function."

Forty years ago, when I first got into the moving business, it was pretty easy to point to a piece of equipment and know that was a new form of technology. Many of my contemporaries probably remember the Telex machine through which we communicated, and then came the facsimile machines, followed by large-scale computer systems, many of which took up whole rooms and did nothing but payroll and billing. Then we adopted desktop computers, internal networks, pagers, and mobile phones. (My first such phone, which I still have, was the size of a briefcase.) Eventually, barcodes, RFID tags, handheld scanners, and other gadgets found their way into our industry as well.

But technology in our industry didn't start 40 or 50 years ago. For those long-gone industry veterans who preceded even me in the industry, the advent and development of improved cargo handling items like multi-function handcarts, four-wheeled dollies, library/computer carts—and let's not forget motorized forklifts—were surely seen as advances in technology.

I guess my point is that in its truest form, technology doesn't have to be something driven by electricity or batteries, doesn't have to have software or a hard drive. Technology is simply something that we use to make our jobs and lives easier and more efficient.

Whether you're "techie" or not, I think you will enjoy and benefit from reviewing the articles on technology in this issue. I also trust that you will come to realize, as I have, that the lines are now blurred as to what is technology and where its role and influence on our lives starts and ends.

Hate it, fear it, or love it, technology is everywhere and touches just about every physical, mental, and communicative action we take in performing our functions as movers.

The Transforming Power of Technology

By Joyce Dexter, Portal Editor

During IAM's 51st Annual Meeting in Vancouver last October, plenty of attendees strolling through the Exhibit Hall spent time at the technology-related booths. Often the vendors manning those booths rarely had a breather between visitors—but they weren't complaining.

Since 2010, the last time *The Portal* dedicated an issue to developments in technology for the moving industry, a lot has happened. IAM members—increasingly led by enterprising young executives—are embracing as never before innovative products and systems designed to streamline their companies' processes and make their operations more efficient. The bottom line is that they are able to enhance the quality of their services to customers; and as everyone knows, satisfied clients are what keep a mover in business.

The good news is that software developers have come to understand that the moving industry is a coveted market and are designing tools designed specifically for movers' needs. This is important because it means that moving companies aren't compelled to use off-the-shelf products that meet only a patchwork of their requirements. Today it's possible, of course, to implement systems that serve limited and specific purposes, but others are available that cover a broad spectrum of industry-related functions.

And there's more good news: It isn't necessary to invest a king's ransom to reap big benefits. Sometimes you just don't need all the bells and whistles that a mega-mover finds attractive. Judicious investments in tools that suit your individual requirements might serve you just as well or even better. These days, a mobile device—smartphone, iPad, or other gadget—and custom or off-the-shelf software enable many movers to deliver on-the-spot quotes and allow their customers to track their shipments 24/7.

You don't have to be young or a "geek" to select your tools and harness the transforming power of technology. With training, an open mind, and tech-savvy employees, colleagues, and providers, practically anyone of any age will come to understand what an improved system can do for a business. Ask yourself, for example, what you might accomplish by implementing CRM (Customer Relationship Management) or survey and inventory software—you might be surprised.

So how do you know what digital tools are right for you? Fortunately, this issue of *The Portal* is packed with advice from experts who understand the nuances and specifics of the processes unique to moving. The industry that was once somewhat resistant to introducing any "newfangled" gadgets (including, at one time, the computer) is now eager to use them to provide their customers the perfect move.

That resistance was often attributed to a misconception that reliance on digital communications would be counterintuitive in an industry that is a "people" business. The human touch, after all—the warm-and-fuzzies—assures the customer that we care. But seen another way, being able to track one's possessions 24/7,

having instant access to communications and updates from an agent's reps, not to mention move-related documents, can be immensely comforting to a client as well. The personal touch will never be out of date, of course; these days, it just manifests in a different way. Indeed, a generation of clients hardwired with tech savvy could well find greater provider reliance on technology reassuring because it's what they know. For many of them, the warm-and-fuzzies are about as relevant as the rotary phone.

On page 13 of this issue, technology designer and former Facebook associate David Braginsky offers an interesting take on what you should know about the role of tech in your moving business, as well as what you can expect in terms of future developments that will affect you.

Meanwhile, if you're considering upgrading your company's processes and systems, we trust that in the following pages you'll find information that will be just what you need to get started.

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A Silicon Valley Perspective on International Moving

Recently noted technology designer David Braginsky, in a *Portal* exclusive interview, offered his perspectives on the impact of rapid technological changes in the moving industry. Having studied IT at UCLA and Artificial Intelligence at Stanford, Braginsky has served in prominent tech leadership roles at both Google and Facebook. He was introduced to the international moving industry via his friend, international moving industry veteran Ryan Keintz. In 2010, Braginsky and Keintz co-founded GRIP Incorporated (www.griprocure.com). In 2011, GRIP launched its PricePoint software, which has been growing in popularity as a solution for movers to more easily and effectively manage origin/destination pricing from an ever-growing global network of agents. Following is a conversation highlighting Braginsky's unique technology perspective on our industry.

Ryan Keintz: What were some of the key developments that you were involved in at Google and Facebook that *Portal* readers may be familiar with?

David Braginsky: At Google, I worked on improving the core search algorithms, and founded the Google Drive project. At Facebook I designed and built the newsfeed infrastructure, which powers the current home page. I also spent some time working with Mark Zuckerberg as a technical assistant, helping him with company strategy around payments, mobile, and ads. I also helped develop some of the algorithms for the ads auction system, and a few other projects.

RK: When I first approached you with the vague idea that ultimately evolved into PricePoint, what sparked your interest as an outsider to the moving industry?

DB: I think technology has enormous potential to transform existing industries. We are starting to see some great examples with Amazon reshaping retail; AirBnB the hotel industry; and Uber for transportation. Walmart is maybe an even better example. They applied technology to retail logistics, and that allowed them operate on a scale that was not previously possible.

Most technology companies focus on creating new markets, or disrupting existing ones. But there are plenty of industries that have clearly valuable existing markets that can be enhanced by technology, rather than being completely rebuilt. Such industries are filled with people who know the intricacies of their markets, understand their customers, and have vast professional networks. What they lack is the ability to create software. They are stuck with outdated technology and inefficient processes. Until recently, building software was really hard and expensive, so the only industries that could modernize were ones filled with techies, or operated at a scale big enough to hire techies. Now, it just takes a good product sense, and a small team of programmers to build software that can generate millions of dollars in efficiency. It's a no-brainer.

When you described the moving industry process that is currently used for publishing and calculating pricing, as well as the work needed to handle the logistics of an international move, it was pretty clear how information technology could be applied to streamline the process.



David Braginsky, left, with Facebook founder and former boss Mark Zuckerberg.

RK: If a non-tech company has a software need, how should they weigh the options of developing the software in-house vs. partnering with outside software specialists?

DB: I don't think there is a right answer. Partnering with outside software specialists is hard, because unless you have in-house technical expertise, you never know whether your partners are making the right technical decisions. Software is very susceptible to corner cutting, and if you are just paying someone to build you something to spec, you have no idea how maintainable or bug free it will end up being.

On the other hand, building it yourself requires creating and running an engineering team. This is also hard, since unless you have in-house tech talent, you don't know whom to hire.

I think the best strategy, if possible, is to find a company that is trying to make a business from making the kind of software you need. It might not be exactly what you want, but it will be close. And since there is a company behind the software, you can be sure that they will be motivated to keep it stable, add features, and provide good support. Salesforce is a good example. Every sales organization needs lead management software, and Salesforce may not be exactly what they want, but it's better and far less expensive than anything they could build themselves or contract out, especially in the long term.

PricePoint is another example. Movers have universally similar pricing needs, with perhaps some slightly different internal processes, so it's tempting to self-build a software solution to embody those unique internal preferences. Google/Facebook/Apple and most other large tech companies end up doing just that. But they have giant and talented engineering teams, and can invest in maintaining and updating these software systems indefinitely. Most small and medium size companies have better things to do. Using a third party system like PricePoint/Salesforce lets the company streamline operations without having to build and maintain an engineering team.

continued on page 14

RK: A central feature to PricePoint is the privacy architecture in which the agent can directly control which companies are or are not authorized to access their pricing. I recall that you were initially opposed to building such firewalls within a marketplace environment. Please explain your initial concerns and what persuaded you to shift your position.

DB: Originally I was excited about creating an efficient market that would offer the best price to our clients. It didn't make a lot of sense to create a system where the same service would cost 20 percent more just because the customer didn't have a negotiated relationship with the vendor. When you book a flight through an aggregator like Kayak or Priceline, you expect to get the best price from each airline, and I wanted the same to be true for PricePoint.

I still think that it's where the industry will end up eventually, but there has to be a smooth transition from the status quo. The privacy feature allows agents to replicate their existing pricing strategy and relationship structure in PricePoint, and then experiment with minor adjustments, as we've seen many agents take advantage of, to more strategically manage their pricing and partnerships.

RK: Not too surprisingly, we do encounter a fair amount of concern and reluctance from some companies in the industry who fear that tools like PricePoint only serve to press prices downward. What's your view on this type of concern within traditional industries to embrace new paradigms?

DB: I think this trend is inevitable, and always looks scarier than it really is. But we know that there is a lot more to a successful move than the number of cubic feet packed and shipped. A good move requires timely execution, clear communication, and excellent customer service. Streamlining the pricing component means that agents can stop spending their limited time and resources on managing their price lists, and maintaining their sub-contractor networks. Instead, agents will be able to focus completely on their customers, and provide them with the highest quality of service.

Every industry has had to face major shifts and disruptions. The assembly line made cars a lot cheaper to manufacture, but it was a boon to the automotive industry. Standardization of the

shipping container made domestic and international shipping a lot cheaper, but made the shipping industry what it is today.

Uber is an interesting example of a company that is disrupting another traditional industry: taxi service. While the focus is on the battle between Uber and the taxi industry (which Uber is winning in every district), many "traditional" taxi companies have embraced Uber's model and are successfully competing with Uber in their markets. They will be the taxi companies that survive. Technology is coming. Maybe it'll get delayed by a few years, but it's going to disrupt this industry. Companies that adapt sooner will come out stronger, leaner, and more profitable.

RK: What is most exciting to you about our future plans to enhance PricePoint for industry benefit?

DB: I think quality is a big factor. It's misguided to think that price is all that matters, when there are so many other aspects to a successful move. We will need to create the same kind of quality transparency as we have pricing transparency, before we can call PricePoint a success.

RK: As you've gained more insight into the moving industry, do you see any interesting parallels to tech adoption in other industries?

DB: I think the distributed and international nature of the moving industry makes it much harder to adopt new technology than in other industries. Typically what I've seen in other industries is either a new startup disrupting the existing industry (such as AirBnB or Uber), or a large incumbent investing in tech, dominating the industry, and everyone else learning to follow suit. It doesn't seem like either is likely in the moving industry. There seem to be a lot of smaller players, and a startup wouldn't have the necessary relationships to compete in the market. That's why I think our strategy of helping the existing players streamline their process and pricing, is going to be effective.

RK: Do have any big-picture predictions or expectations on how tech will transform the moving industry long-term?

DB: I think in addition to creating price and quality transparency, technology will help with managing the logistics of a move. There are a lot of moving parts, and software is much better at keeping track of them than people.

Where to begin?

Enterprise Database Corporation®(www.edcus.com) encourages its customers who are making the switch to a new technology to decide whether the software they are adopting will truly simplify their business. In addition, consider how easy it will be to integrate the technology with the rest of your workflow. You wouldn't buy a smartphone that didn't also let you to check your e-mail, listen to music, or surf the Internet. Why would you buy business software that silos your resources and needs? Automation was, and continues to be, a game changer for the moving and storage industry. But systems integration is the next step, and it provides big opportunities to save time and money.

This idea is what prompted EDC founder **Richard Corona** to begin his quest to design a better operations management software. While talking with customers at an IAM conference a few years ago, Corona and his staff began to identify a running theme: Too many companies were managing their businesses using piecemeal technology. They would use one piece of software for commercial and COD shipment management, another for warehouse and inventory, and still another for their mobile applications. And they still needed to manage their DoD shipments from EasyDPS® (another Corona brainchild). Fragmented systems were resulting in double entry and data errors. Moreover, they lost time and money every time they implemented a new system that required integration fees or staff training.

With feedback from several TSPs, EDC began crafting a solution to the disjointed processes plaguing their customers. One need that became clear during the research and development phase was customizability. In the conventional software model, companies can either purchase up-to-date, one-size-fits-all

software, or they can pay for costly customizations on systems that can't be upgraded. But nothing Corona does is conventional. In EDC-MoveStar® (www.EDC-MoveStar.com), every feature, field, title, action, and task can be customized to meet the demands of any moving company. In addition, using the Corona Framework, they are able to ensure that as new modules become available, and technology advances, EDC-MoveStar® customers will receive seamless updates. So, for as long as customers have the product, they will have the most up-to-date version, without additional cost.

After two years of development and testing, the new EDC-MoveStar® launched in December and, according to the company, has been met with great feedback and industry interest. When it first launched, EDC-MoveStar® offered an impressive set of tools including a shipment dashboard, warehouse and inventory controls, dispatch tools, crew and fleet management, billing, reports, and several mobile applications. In addition, the system features the ability to manage every type of shipment (military, COD, commercial, GSA, etc.) in one place.

In addition, since all EDC software runs on the GOgistiX™ network, shipment information is transferred easily between service providers, regardless of what management system they use. Communication and data transfer that is seamless and digital reduces the number of conversations, phone calls, e-mails, and faxes needed to work a shipment. Corona's team has created an environment where shipments enter your system automatically, e-mails and documents are sent effortlessly, and the dream of a paperless office can finally become a reality. The goal, Corona says, is to get their customers "off the phone, faxes, and e-mails, and back to their shipments."

Simplify, simplify

In fact, simplifying your business processes is a goal of a number of developers. **MoversP.O.E.** (www.moverspoe.com) has introduced HHG Packing and HHG Survey applications to help movers work smarter, not harder, to deliver results that keep customers back, all the while building their reputation for quality service.

According to the company's **Ian Rob**, these new mobile tools were designed "from the ground up to give international movers access to technology that provides state-of-the-art solutions to common problems experienced in the field. Our apps take project management to a whole new level by streamlining the survey and inventory processes for greater accuracy."

The apps are available for smartphones, Androids, and iPads, and were designed to operate intuitively, offering features that help movers improve their service. "This means a learning curve is almost nonexistent," says Rob.

MoversP.O.E.'s HHG Packing mobile inventory management system simplifies internal and external communications, saves time, and enables enhanced customer service by increasing productivity, streamlining workflow, and delivering real-time shipping data 24/7. With HHG Packing, work crews can quickly and accurately record carton contents using smartphones or other mobile devices, and automatically create comprehensive inventory lists that include descriptions, condition, value, and photos without the legibility and spelling issues so common in handwrit-



Package Content

Bar, Portable

Packing Type

Wrapped

Room:

PBO

Loaded



MoversP.O.E.'s HHG Packing app can be used on an iPod and other devices..



The HHG Survey app is designed for ease of use on mobile devices.

ten lists. Moreover, its multilingual capabilities allow packing lists to be sent instantly to customers in multiple languages, which is essential for international movers.

HHG Packing also delivers e-tracking capabilities that maximize efficiency and enable 24/7 communication among all parties with a few mouse clicks. The tracking system enables movers to:

- dramatically reduce the time involved in updating customers, agents, and all parties involved in the shipping line;
- automatically generate e-mailed instant updates to all parties; and
- provide everyone the ability to instantly and directly view and update their information online while reducing the time and work involved.

According to Rob, the HHG Survey app offers sophisticated pre-move survey features, allowing international moving companies to:

- streamline the pre-move survey process that delivers accurate results in a fraction of the time;
- create room-by-room inventory lists in any language; and
- generate a detailed instant survey report that prevents differences between actual volumes and estimates while also easily enabling movers to estimate the type and quantity of cartons needed.

The shipment tool is designed to support multiple shipment types, including land, sea, and air. It's also fully supported by the company's website, which enables online activities before and after surveys are taken.

HHG Packing and HHG Survey are available on the company's website. Companies using the apps will also be listed in the MoversP.O.E. database of international movers, making it easier for them to connect with potential customers worldwide.

After the move

MoveAide (www.moveaide.com/business) is a cloud-based automated customer feedback system that specializes in helping moving companies around the world collect, manage, and measure their customer feedback. Reviews are published online on a neutral platform and integrated with social media to help spread the good word.

The company was founded in 2012 by **Christopher Ng** and **Wendy Heng**, both of whom had spent the past 15 years of their careers working for one of the largest moving companies in the world. During their time in the industry, one area that caught their attention was the collection of customer feedback. They noticed that quite a few moving companies were still doing this manually, with little attention and few resources dedicated to managing this process.

Customer feedback often consisted of hard-copy feedback forms left with the customer by the packing supervisor after a move. When the feedback form is returned to the office, it is reviewed, with negative comments escalated up to management and the positive reviews filed and stored away. Companies with more resources would also have their feedback scores entered into a system to facilitate review during management meetings.

What struck Ng and Heng most was that the positive reviews were getting little attention. Rave reviews would be the best possible marketing material for the company, but aside from sharing them on the occasional RFP there was no real way the moving company could utilize them. Some companies would select these testimonials and publish them on their websites but it was a huge task to keep them up to date.

In a 2012 report by Nielsen, a global marketing research company, online consumer reviews were listed as the second most trusted form of advertising, with 70 percent of consumers surveyed online indicating they trust this platform.

Also, a consumer review survey done in 2013 by Brightlocal showed that 85 percent of consumers read online reviews before making a decision.

It was evident to Ng and Heng that with the advancement of the Internet and social media, consumers were becoming more sophisticated and prudent when selecting their service providers. Moving companies now need to quickly implement solutions to get their customer feedback out into cyberspace; when a company starts raving about its own services it's considered marketing, but when their customers do it on their behalf, they are often perceived to be telling the truth. Moving companies now need to look at customer feedback in a different light and realize that this might soon become their most effective selling tool.

With these challenges in mind, Ng and Heng decided to create a system that would help moving companies resolve these inefficiencies and transform their customer feedback into better business performance and higher sales.

With the MoveAide system, inviting customers to provide feedback is now a breeze. All one needs to do is to use MoveAide to solicit their feedback, and customers can then submit their reviews online. There is no longer any need to track feedback forms, as everything is stored online. The system even sends reminders to customers who haven't yet posted their reviews.

MoveAide is accessible from most Internet-enabled devices,



Christopher Ng



Wendy Heng

so no apps or downloads are necessary. Customers can complete their feedback at their convenience anytime, anywhere. All feedback is posted in real time, which means no more waiting for feedback forms to be returned.

To help increase feedback response rates and encourage customers to share their reviews on their personal social media, MoveAide also holds a monthly drawing where one lucky reviewer wins an Apple iPad Mini. When a positive review is received, the system will prompt customers to share their experience on their own social media pages such as Facebook and Twitter to ensure that word of the excellent service provided reaches out far and wide.

If a negative review is received, the system will instantly notify the mover via e-mail, ensuring that the company can provide quick service recovery. Movers can also post management responses to customer reviews to demonstrate their commitment.

Inviting customers to provide feedback on MoveAide's neutral review platform and having these reviews published reduces the chances of unhappy customers posting their negative reviews in other forums of which the mover might not be aware. It also lends huge credence to the authenticity of all reviews, good or bad.

The MoveAide system also includes analytics that will help movers better manage their teams and business. Moving companies can now easily track service performance scores of individuals or departments within their office and these scores can even be benchmarked against the competition within the same country.

For moving companies with more than one office, there is a group reporting function that allows the CEO to easily monitor the performance of all his branches and how they stack up against each other.

MoveAide is subscription based, with two options available. The basic package allows movers to send, collect, and monitor an unlimited volume of customer feedback. Subscribers will also be able to post management responses to customer feedback and be alerted instantly when a negative review comes in. All leads generated from MoveAide are free.

The professional package includes everything that comes with the basic package plus powerful analytics to help you manage and increase your business performance. Setup and customization is simple and generally takes no more than half an hour.

We're
always open!



IAMSOCIALCAFÉ >>



What can you do in the IAM Social Café?

- Build an individual profile with a photo ... or import your LinkedIn profile with just a few clicks. It's that easy!
- Join a discussion to share best practices, talk about industry issues, or post a message about... whatever is on your mind.
- Follow the blogs of IAM staff, including President Terry Head and Chuck White, Director of Government & Military Relations. Be the first to know breaking IAM news!

How do you access the IAM Social Café?

- If you already have an IAM username and password, login at <http://socialcafe.iamovers.org>.
- If you don't have a username and password, contact the person(s) listed as POCs for your company in the IAM directory and request the credentials.

What do you do next in the IAM Social Café?

- Complete your profile. Fill in the online form and be sure to upload your photo – your IAM Social Café friends will then know you by name AND face at the next IAM Annual Meeting!
- Explore the community. Find IAM friends and colleagues in the Social Café directory and add them as contacts, read posts in the community and blogs from IAM staff.
- Post a message. Got a question? Your colleagues may have the answer! Click Post a Message to send a question or discussion starter to your colleagues around the world.

Access through www.IAMovers.org or <http://socialcafe.iamovers.org>



Left to right Ramiro Quiros, Cheryl Lees, Tony Kent at their exhibit booth during an IAM Annual Meeting.

Striving for seamless solutions

Although some companies, like MoveAide, have found a niche business fueled by specialized software, others have their eyes on the bigger picture. **MoveWare**, for example, strives to offer a “one stop shop” software solution dedicated solely to the moving and storage industry. Launched in 2001, MoveWare (www.move-ware.com.au) now supports the complete day-to-day operations of more than 160 companies worldwide, with more than 5,000 users, according to North America Manager **Ramiro Quiros**.

“There are many things that make MoveWare unique,” says Quiros, “but probably our most commonly praised quality is our technical support desk. All our support services are handled in house by company employees—we don’t outsource any of our services, which means all our staff have a vested interest in the company and understand that our success is derived only from our customers’ success. Second, we offer 24/7 worldwide support coverage. A great team wouldn’t mean much if they could not be reached. This is why our support services are strategically divided among three global offices in Australia, the UK, and Canada, from where we can cover every single time zone in the world with at least one office open. Third is our industry knowledge. We are not developers who became movers. On the contrary, we are indeed movers with a tech-savvy appetite. Our company directors and our support personnel have more than 50 years of combined moving experience, so our customers know that they can talk the

lingo with us and don’t need to worry about us understanding their needs. Our key personnel have used MoveWare and other software packages firsthand; we have gone through implementations and we use that knowledge to make our customers’ experience better.”

MoveWare’s design and development method relies on a system approach, where the goal is to create a complete enterprise solution, and not just single tools. “We believe in maximizing efficiencies with a seamless process and making it easier for our customers to work while having access to previously unimagined levels of business performance information,” says Quiros. From that concept emerged the company’s core product, MoveWare, with a variety of supporting tools. The complete MoveWare package allows users to take a move from the initial inquiry, complete an in-home survey on a tablet, prepare pricing and quoting, sales follow-ups and CRM, booking, through planning and dispatching, electronic onsite inventorying, invoicing, storage, and quality control.

In addition, MoveWare offers a fully integrated complete accounting package as part of the system, as well as employee and fleet management, inventory management, website access for customers, agents and corporate accounts, and many more functionalities, according to Quiros.

MoveWare has also grown into other industry-related services, like DSP and Relocation, fine art management, logistics, asset management, and distribution. “In addition,” Quiros explains, “MoveWare is a highly configurable system, able to cater to a wide spectrum of companies. The system is used today in 23 countries, each with very different tax rules and company regulations. That said, we also understand that we can’t do it all, as much as we try, and some of our customers have unique needs that cannot be managed within our system. That is why we offer both custom development and custom integration where needed, so we can offer everyone that one seamless solution.”

As the company continues to grow, so does its system, and the team works on very aggressive development schedules to keep it at the forefront of technological advances. MoveWare is offered as a SAAS (Software as a Service) product. “This not only makes it a very affordable proposition,” Quiros says, “but it also means all our customers benefit from all these advancements and system improvements every year, essentially guaranteeing a future-proof system.”

The future of pricing

“Frustration breeds innovation,” says **Ryan Keintz**, president of **GRIP Inc** (www.griprocure.com). “About five years ago, I was becoming increasingly frustrated that our industry was lagging behind countless other industries in terms of technology utilization, particularly with respect to pricing. I was frustrated that the default price quote methodology was to e-mail an agent for a spot rate and wait for overnight reply, at best. This process has been essentially unchanged for decades, other than incremental improvements in the communication medium from postal mail to telex, to fax, to e-mail. I was also frustrated that published OA/DA tariffs were hard to come by, were typically overpriced (due to privacy concerns and difficulty managing seasonal flex-pricing), and were not standardized in format. Lack of standardization made the tariffs difficult to correctly interpret and prone to costly human error. Furthermore, I was frustrated that participating in corporate RFPs typically entailed a multi-week process of creating a custom spreadsheet template, e-mailing it to agent contacts, chasing the agents to complete it on time, and then having to manually adjust half of the responses because they didn’t adhere to the requested format.”

While the industry continued to muddle through the Analog Age, says Keintz, other industries were being streamlined and revolutionized by e-commerce platforms like Amazon, eBay, iTunes, and others. “From my perspective, nothing even remotely close to such equivalents had materialized in the international moving industry ... until PricePoint.”

PricePoint was designed as a B2B (business to business) international moving equivalent of travel booking sites (e.g., Expedia, TripAdvisor, Kayak). PricePoint’s mover/forwarder clients are able to obtain truly instant and binding OA/DA and freight price quotes from hundreds of qualified agents around the world. “These price quotes are effortlessly and flawlessly auto-calculated by PricePoint,” Keintz explains, “based on password-secured online tariffs that are flexibly custom-made and maintained directly by the agents themselves.” (To view a demo, visit <http://tinyurl.com/PricePointDemoHD>.)

Keintz offers a couple perspectives on technology utilization for anyone who may think the traditional analog pricing methodologies are still adequate.

Customer perspective: “We maintain a global network of qualified agents, and we will be in constant contact with the agent

we select for your move.” Sound familiar? That important statement is more or less what all international moving companies convey as part of their sales proposition, says Keintz. That said, put yourself in the shoes of a prospective customer who is choosing between two movers, who explain next steps at their respective pre-move surveys:

- Mover A, traditionalist: “I’ll have a price quote for you as soon as I get a reply from my destination agent, which will be as soon as tomorrow.”
- Mover B, PricePoint user: “We have a real-time database of competitive pricing from multiple companies at your destination location. Allow me to enter your weight and volume into our software and I’ll have a binding price for you in a matter of seconds.”

Keeping in mind that the initial price quote is within the stage of first impressions, it should be clear which of those examples more strongly demonstrates the claim of a closely connected network of agents that can be entrusted with the customer’s entire household.

Coordinator perspective: “I’m proud to say I started in this industry as a forwarding coordinator,” says Keintz. “I clearly remember an impression during training that price quoting entailed an exceptional amount of attention to a wide range of calculations. I wasn’t overwhelmed by the math; rather, a great deal of my mental bandwidth was reserved for juggling a variety of pricing variables —weight/volume, net/gross, measurement conversion, foreign currency, minimum densities, breakpoints, etc. Meanwhile consider that *nothing is more central to our industry than customer service*. Pricing, while important, is a support function like accounting, finance, or HR. That being the case, tedious pricing processes create a significant distraction from your organization’s primary objective of serving customers. Why not simplify and streamline pricing? Why not essentially outsource the more challenging, tedious, non-core pricing mechanics to a time-saving and cost-saving technology tool like PricePoint?”

“Google CEO Eric Schmidt recently said, ‘I’ve come to a view that humans will continue to do what we do well, and that computers will continue to do what they do very well, and the two will coexist.’ Technology tools like PricePoint can empower your organization to focus less on manual numbers crunching, and focus more on the customer.”

Online inventory apps: A win-win for consumers, movers

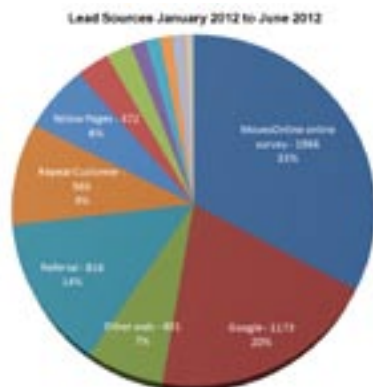
Customer-generated inventories created on the Web are quickly becoming mainstream in the relocation industry. Various systems are emerging around the world that are being used by van lines such as United and Mayflower Canada as well as moving associations in Britain and Spain. IAM is evaluating using an online inventory to provide high-quality leads to their members, an especially interesting prospect for moving companies not on page one of Google. Moreover, many progressive moving companies like Crown, headquartered in Hong Kong, have a Web inventory tool on their website. Larger movers have developed their own systems while smaller movers are using one of the Web service apps or “widgets” that can be easily and economically installed onto any mover’s website.

What’s the advantage of the customer inventories? “First and foremost,” says **Don Kachur**, president of **MovesOnline.com**, “Web-savvy customers love these apps. They are easy to use; inventories can be created in less than 15 minutes; and with some Web inventory apps, consumers can use the results to get apples-to-apples quotes from more than one mover. This can be done 24/7, at the consumer’s convenience. In these days of two-career families, the time savings compared to hosting several moving consultants in their home is a huge advantage for the customer. Given the number who do their banking online, book their flights and hotels online and shop online, these systems will appeal to a significant segment of the population. How many people choose an online inventory over an in-house or telephone inventory by a surveyor? Stats from Highland Moving reveal that about one third of their customers select the Web option. That’s a big portion of the market that movers can’t ignore.”

“Very happy to see an online quote system. That alone sets you apart from other moving companies.”

Comments like that, says Kachur, should encourage moving companies to get up to date on surveying in the Internet era.

But it’s not only the consumer who benefits from online inventories, he adds. “These apps have significantly reduced sales costs. Each in-home estimate costs a moving company between \$70 and \$100. The savings in surveyor salaries, fuel costs, and time wasted chasing poorly qualified leads overwhelms the small cost of using an inventory app on your website. And customer inventories virtually eliminate ‘estimate vs. actual’ disputes since the customer is providing a written list of household items. Not on the list? Not in our quote! By providing a written inventory, the customer assumes responsibility for its accuracy. There is no chance of hearing, ‘But I showed her everything,’ when loaded items were not on the salesperson’s cube sheet.”



Highland Moving receives one third of its moving leads complete with a bid-ready inventory.



Don Kachur

Kachur points out that online inventories have already disrupted industry marketing. “Certainly, fewer surveyors are needed, although those who remain sell significantly more moves with respect to number of visits,” he says. “And moving companies using Web inventory apps now have the ability to quote on non-origin moves—a good way to secure backhaul opportunities.

“Most large moving companies are now using or developing inventory apps. Smaller movers can take advantage of the available cloud systems that allow quick installation and low costs. MovesOnline.com, our Canadian company, developed the first icon-based app and the first system that can be matched graphically and used on any mover’s website. This app calculates weight, volume, and packing weight, which the mover can use to quote on a follow-up call to the customer. The U.S. firm unpakt.com has an app that provides firm bid quotes, sight unseen. It takes a while for movers to get their heads around giving flat rate quotes without seeing the goods or the access, but experience from existing systems and the logic of ‘we quote only on the list provided’ makes flat rates quite possible. Access issues can be easily anticipated using Google Street view—for both the origin AND destination addresses.

“Online inventories are not for every consumer. Some people still prefer the personal touch; however, this segment of the population is declining. A good article in the *Harvard Business Review* discusses the reasons many consumers prefer Internet commerce over ‘personalized service.’ I’m sure every mover, including me, has preached the gospel of personal touch. The problem is that many of the congregation have left their pews. They have gone home to surf the Web.”



Mayflower Canada uses the MovesOnline icon inventory system to collect customer inventories.

Resolving claims and improving performance

Any forwarder or mover involved in the movement of international shipments of household goods understands that claims for loss or damage are part of the deal. To paraphrase Daniel Plainview, the character so marvelously crafted by Daniel Day-Lewis in the movie "There Will Be Blood," "There Will Always Be Claims" on a percentage of the shipments forwarded by IAM members and their trading partners. The question then becomes: "How do we view these claims? Are they a negative, or a potential learning opportunity?" Probably a bit of both, says **Bill Rose**, president of **Willis Relocation Risk Group** (www.willis.com).

Willis arranges protection on some 30,000 international and domestic shipments of household goods annually. Using our in-house claims adjustment resources and its partner network around the world, the company adjusts and settles some 7,000 claims per year as well. "Over the past few years," says Rose, "we have undertaken an initiative to better understand the who, what, how, when, and where of the shipments we protect and the claims we settle in an effort to find the answer to why these claims occur and what we can do to help our customers improve their performance in this critical area. The centerpiece of our effort is a technology-based tool we have branded as RADAR."

Working with one of the leading software and database providers for the insurance and forwarding industry, Willis has developed a Web-based database that enables it to capture key shipment and claims data for each shipment for which it provides protection. Data points captured relative to the shipment characteristics include the client, the supplier, the booking origin and destination agent, the conveyance, the origin and destination city and country, the shipment valuation, and the date of departure. Data points captured relative to shipments that experience loss or damage include date the claim was reported, the date the claim was closed and paid, current claim status, the estimated loss amount, the actual paid loss amount, any current claims reserves, amounts recovered through subrogation, and the predominant loss type/cause of damage.

This data can be organized and presented by the forwarder, by individual forwarding offices for customers with multiple locations, by individual customer, and a variety of other configurations, Rose explains. "RADAR matches claims to specific shipments to provide a one-to-one, real-time correlation as it relates to our customers performance. We can calculate claims frequency and severity for our customers in real time, 24 /7. The system also allows us the opportunity to create shipments and claims reports that capture critical information by conveyance, by traffic lanes, by origin and destination countries and combinations of the same and to also better understand the correlation between claims frequency and shipment values. It has provided us with the tools to better understand our customers' individual risk profiles and



Bill Rose



Boris Populoh

areas where we have an opportunity to help them improve their performance and lower their claims costs and potentially their rates and overall program costs as well."

It is a common misconception, says Rose, that the rates forwarders pay drive the program costs. "The reality is that the program performance drives the rates and program performance is driven by some 15 key factors and indicators, nearly all of which are captured in RADAR.

"Why is this important to our customers? One of the key components of problem solving is the ability to clearly understand as much as you can about the nature and characteristics of the problem you are attempting to solve. This RADAR technology provides us the opportunity to review, analyze and alert our customers to areas that need attention and improvement and those that do not. There is a common misconception that 'industry average' provides meaningful information to the forwarding industry. That is a 100 percent absolute falsehood. There is no industry average, and if there was it would provide meaningless and potentially dangerous information. Each forwarder has its own risk profile and while some are similar, no two are identical. The best strategy is to work with a partner to identify your own specific risk profile, identify the areas where improvement opportunities exist and key to work on those areas to improve quality and lower costs. The technology provided by RADAR, combined with the analytical and industry experience of WRRG and our partners, has been welcomed by our customers who have been exposed to it."

Rose offers one final thought on technology, one of his personal favorites: "I love my new smartphone. My laptop, desktop, Android and iPad are great, but boy, do I ever miss my MIND!"

"As one of the 'aging generation' of your industry," says Rose, "I encourage you to continue to exercise your mind. Technology is as effective as our understanding of its value and utility and that takes thought, communication, and an understanding of context."

Streamlining services for military/government clients

Four major Department of Defense (DoD) agencies, working with **U.S. Bank** (www.usbpayment.com/transportation-solutions), completed a conversion from manual to automated payments for Non-Temporary Storage (NTS) in fiscal year 2013. According to U.S. Bank Senior Government Relations Manager Jeff Webb, the initiative is delivering more than \$10.2 million in annual cost savings to the DoD across the four agencies: Defense Finance and Accounting Services (DFAS), Surface Deployment and Distribution Command (SDDC), Regional Storage Management Office (RSMO), and Joint Personal Property Shipping Office Colorado Springs (JPPSO-COS). The new process:

- Converts payment of service members' storage bills from a manual, paper-based process to an electronic one;
- Accelerates cash flow to Transportation Service Providers (TSPs), resulting in movers receiving electronic payments within 72 hours of approval, compared with up to 120 days previously;
- Delivers complete reporting capability, providing data necessary to make strategic business decisions and making it easy to track and monitor a Service member's entitlement; and
- Eliminates, through more efficient record keeping, approximately 40,000 expired or incorrectly categorized NTS lots. That translates into significant funds no longer being paid in error.

Through this new program, the DoD has automated key processes, eliminated paper, and gone from making thousands of freight payments per month to a single monthly transaction with U.S. Bank. In fiscal 2013, U.S. Bank delivered electronic freight payments for more than 85,000 NTS lots. This complex accomplishment gives the DoD a completely automated process that will continue to yield significant cost savings for decades to come.

Webb reports that U.S. Bank Freight Payment provides more than 1,200 commercial household goods TSPs with electronic payments for shipments and NTS. Its automated payment technology is used by 60 Department of Defense installations. The technology eliminates paper invoicing and manual processes while providing robust audit and reporting. Movers gain savings in operational expenses and yield the benefits of increased cash flow. Movers also have real-time audit, approval, and electronic data retention for all NTS payments.

Commercial household goods Transportation Service Providers have embraced the new electronic process. Cost savings and process improvement in electronic billing have streamlined the old paper Central Web Application (CWA)/Transportation OPS process. Movers can now focus on their core competencies instead of chasing down paper invoices for payment. They can invest in their businesses with the improved cash flow.

The development of the new system has not cost providers or their government clients a thing, says Webb. "U.S. Bank absorbed

the developmental, testing and training costs needed to allow NTS providers to submit invoices electronically for payment," he explained. "There is no integration cost for the movers, and now they have one system—U.S. Bank Freight Payment—for all their electronic payment needs when dealing with the government. Previously, paper invoices shuffled back and forth at the local base to get the content coordinated, after which they were submitted on paper to multiple DFAS locations."

Coordinating the implementation and transitioning to the new system wasn't easy, but the effort has certainly paid off for all concerned. Conducting a 100 percent review of storage lots as they were moved to the electronic billing process was time-consuming and labor-intensive. Extensive testing of Electronic Data Interchange (EDI) between government systems and U.S. Bank was critical to streamlining the overall process. Developing technology to accommodate an old legacy government system (CWA/TOPS) was particularly challenging. Working closely with JPPSO-COS, U.S. Bank was able to refine requirements and the desired outputs. The key to streamlining payments was building and fielding training modules to lead the DoD's personal property shipping offices through the new process.

Once trained and familiar with monthly invoicing and cycling, commercial household goods Transportation Service Providers benefited from greatly reduced days sales outstanding (DSO). Before the U.S. Bank Freight Payment program was implemented, many movers waited as long as 120 days or more for payment from the government for lots in storage. Now, they are receiving electronic payments within 72 hours of approval. "U.S. Bank received rave reviews from the carrier industry for the new system," says Webb.

The transition to fully automated NTS payments has been a resounding success for the carrier community. In early 2014, U.S. Bank expects to use lessons learned from the NTS project implementation to begin transitioning Direct Procurement Move (DPM) payments into the same electronic system. U.S. Bank and the Department of Defense have accomplished some preliminary "As Is/To Be" exercises and plans for further partnership in 2014. "Allowing the NTS program to mature will make movers more familiar with the system and the valuable lessons learned in implementation," says Webb. "We are excited to begin, and we appreciate the strong support from the carrier industry as we partner to improve their payment processes.

"U.S. Bank is very proud to partner with our Industry clients and is always working to introduce technology that will improve the bottom line for both shippers and movers. We are the pioneer in electronic freight payment, having developed our original system in partnership with the Department of Defense back in the 1990s. Extending the system to non-temporary storage is just the latest example of our continuing efforts to better serve our partners by leading the way in technology and service innovation."

Affordable streamlining of processes

After many years working in the household goods industry, **George Sikora** launched **Transport Management International, Inc (TMI)** (www.tmildusa.com) to find an affordable way for movers and forwarders to streamline their operations using technology. To that end, TMI created TRAXX! Moverware, marketed from the company's Chicago headquarters. TMI currently has partners in Portland, Oregon, Mexico City, and Mexico, and soon will have a presence in Johannesburg, South Africa.

According to Sikora, TRAXX! Moverware can reduce cost, increase sales, reduce stress, and improve productivity “by helping to proactively manage sales, rates, surveys, dispatch, document creation, shipments, imaging, status reporting, billing, payables, management reporting, claims and storage lots, all in a variety of languages.”

The user-customizable TRAXX! product permits clients to perform nearly all of the tasks required of them and to self-modify a great deal of the format on their own. Also, TMI connects custom utilities such as i-TRACK (just in time reminders to job coordinators), i-LINK (scanning and linking of documents to shipment records), i-WEB (to automatically update shipment status to the client's website for client viewing), and more to enhance TRAXX! capabilities. Finally, he says, “We link to other best-of-class software to provide our clients with the best possible solutions in all areas, such as with Voxme (survey and inventory capabilities) and Microsoft Word (merge document creation). In short, our strategy permits our clients to manage their businesses better due to our friendlier, customizable, cloud capable, and open concept software.”

TRAXX! can be running in a business within 30 days. It is very likely, he says, that a client's existing Windows server and

Windows PCs are powerful enough to run TRAXX!. “And since TRAXX! is an ‘off-the-shelf,’ custom solution,” he adds, “it has already been created. You do not have to wait years for a usable product from the programmers. Nor do you have to endure the huge expense of both money and your time typically associated with ‘start from scratch’ software developments.”

Sikora says that a client's staff can be ready to use TRAXX! within a week or two because it is very intuitive. “Our experience has been infused into TRAXX!. We worked in your industry for years learning it from the bottom up. We designed several systems, one of them used very successfully for nearly 30 years coordinating tens of thousands of shipments each year. We know what our customers need and how they work.

“TRAXX! is distinguished by the level of user customizability built into our product. Whether you need to change a screen label, add a new field, insert a new screen, add a new merge document, lay out a new management report, or create an entirely new database, TRAXX! allows you to do this and more, without a programmer. This alone will save many tens of thousands of dollars over the life of TRAXX in a company.

“We believe that move management software is the best investment that movers and forwarders can make,” says Sikora. “A purchase decision should take into account features and benefits, how quickly the system can be in use, how intuitive it is, and how much it will cost, after purchase, to maintain and modify. You should speak to referral clients about product effectiveness and post-sale support.”

Sikora also says that TSPs can expect a new version of his company's product for DoD movers soon. An announcement will be forthcoming.

IAM members can request a live demo by calling 630-752-1484 or via e-mail at gsikora01@sprynet.com.

5 Reasons Your Moving Software Isn't Working

By Adarsh Dattani, Netensity Corporation

You spent months looking for the right software program for your moving business, painstakingly allocated a budget to pay for it, spent weeks or even months in implementation, and paid for training and customization only to have it rejected by your sales and dispatch staff, who complain that the new software is “complex,” “unnecessary,” and worse, “not useful in booking moves.”

Chances are you have experienced similar resistance from your own team, or have heard about one too many failed software projects from your colleagues in the industry. There are several software programs made for movers with a multitude of features and flexible pricing options. They all help you book moves, dispatch crews and trucks, and bill your clients. So how do you know which software program is right for you?

Let's say you've done your due diligence and you are confident that you picked the software program that is just right for your needs. Does that mean your staff will accept it too? Of course you could make its use compulsory for your staff, but will that be effective? A good software program must provide reports with the big-picture data that owners and managers need to make decisions. But wait—what about the “little” data that your staff must input first? If your staff doesn't truly buy into the new software program, what are the chances they will enter all the micro-data that is needed to make the big data meaningful? You may be familiar with the equation that is famous in software and all technology: Garbage In = Garbage Out.

Buying the right software and encouraging acceptance from your staff are two entirely different challenges. However, they do go hand-in-hand in getting you the return you will expect on your investment of time, effort, and money.

As a recognized CRM expert providing vertical Customer Relationship Management (CRM) solutions in the mobility and moving industries, we often hear difficult questions and are happy to share tips that will help foster adoption. We work with owners, managers, CIOs, CEOs and end users alike in companies of all sizes globally. We know what works for them and what doesn't. Understanding the way your team works and thinks will give you deeper insights into their perspective, how you can help them, and what you must demand from your software program.

1. “I'd rather be booking moves.”

Excellent! You are blessed with sales reps who have a fire in their belly to bring in new business and they want to do the work that leads to bookings.

Let's imagine Joe Bloe has called your company seeking a move estimate. Does your sales rep have to switch back and forth between several disparate tools (such as your team calendar to check availability), take notes on move size, use their calculator to work out estimates, and then enter data in the software program—all with Mr. Bloe on the phone? If so, then what is your moving software doing for your sales rep, if anything?

Also, what value are you getting out of it as the owner or manager? Do you know your sales pipeline? What about your sales conversion ratios? What about neglected leads and lost business? Doing sales without a good CRM system is sort of like

driving without a map on a highway that has no traffic signs to mark your progress at regular intervals, and no warnings about closed roads or guidance on detours. You will eventually get there, but could you get there sooner and more efficiently?

2. “The program is too complex. I can't find what I want, when I want it.”

This could mean either that they didn't get sufficient training on the product or that the software is indeed too complex. How do you tell the difference?

When your staff tells you the program is too complex (but insufficient training is the real reason) look for small clues: They may say there are “too many” features, or they don't know where to start. These issues can be resolved easily with additional training from the vendor. Look for a vendor who will not limit you on the amount of training provided to your staff. Every user is different. Some learn quickly and others need more time. Insufficient training is really not a major issue; you'd rather have to deal with a training problem than live with the consequences of betting on the wrong horse.

A truly complex software, however, is an entirely different beast. Let's say Joe Bloe calls back a week after getting an estimate from your company. Does your rep have to navigate to a contacts screen hidden deep in some menu and then search for Mr. Bloe by his full name? If they can't find him by name, can they search by his phone number? Are they able to instantly see important data such as his move date, past conversations, or how Mr. Bloe heard about your company, or what they quoted him last week? Can they see all e-mails sent to Mr. Bloe next to his move information?

Are your operations people able to take over seamlessly after the sales rep books a move and view communications and notes? Can they monitor availability of workers and trucks days or weeks in the future and print move contracts and job summaries for the crew? Is your operations team able to upload and download important move documents within the program? What about closing out completed jobs? Can they record actual hours worked and any additional charges so that you can accurately cost and run payroll reports?

A good program will have a clean, intuitive user interface that even non-savvy users can manage. A complex program is the exact opposite. So how do you know which you have? Ask your sales rep to create a new lead and a move estimate. Your rep should be able to create a new lead from whichever screen is being used in the system and complete the estimate in at most two or three clicks.

Sales reps are “people” people. They need to deal with clients in order to book more moves. They'd rather not be maneuvering through a maze of menus and screens, and filling out long forms in the system. Similarly, ask your Ops team a simple question, such as what is Mr. Bloe's move date, or what does availability look like for next Wednesday? Observe how quickly they are able to retrieve that information for you and from where.

The bottom line: You want a system that makes creating new leads, generating estimates, dispatching, and billing a snap.

3. **“But it doesn’t help me book more moves.”**

Your sales reps are making calls and doing negotiations day after day. If your software isn’t helping them close deals more quickly, that’s a red flag. And while your sales reps know how much business they closed they most likely can’t quantify how much is in the pipeline or precisely why they couldn’t win Mr. Bloe’s move. It’s not that your sales reps don’t care about the mistakes they may have made, it’s just that they don’t know they are making them. This is where CRM comes in.

Does your software program provide the tools they need to separate cold leads from qualified warm and hot leads, or does it simply label every new lead as a “move” or “job”? Is it a breeze to enter, update, and retrieve customer information? Does it provide the tools your reps need to do their follow-ups?

Data entry is a necessary evil. It is imperative that the owner or manager know which sources of leads are working, which sales processes and what relationships are bringing you the highest conversion rates. Customer Relationship Management brings this crucial “big” data to your fingertips.

Does your software provide real CRM capabilities, or does it merely let you capture customer data on forms and help manage moves? A CRM system is not an address book or a database that merely replaces your spreadsheets. Its role is to manage your customer relationships. In addition to generating important move and payroll reports, look for software that generates CRM reports that will actually help your sales reps book more moves and thus improve your company’s bottom line.

4. **“I can’t use it when I’m not on my work computer.”**

Sales reps must take their work on the road as they conduct visuals and meet with clients. Most people occasionally need to work from home. What happens if they can’t access the system when away from the office? Details get lost in the delay; or worse, you might lose business. When your rep is away from the office the system should be out there with them, accessible from their iPad, Android tablet, smartphone, or laptop. They shouldn’t have to wait to send out an estimate or book a move.

You’ve probably heard the terms “cloud,” “SaaS (Software as a Service),” or even “hosted Web application.” In terms of software, “in the cloud” means that everything you need to run your moving business is stored in one integrated program housed securely on the Internet. It’s “hosted” on the Web by the service provider. This means you and your team can access the software from anywhere as long as you can connect to the Internet through a Web browser.

In addition to being truly cloud-based, any good moving software must also have native IOS and Android applications at minimum. You’ll want mobile visual survey apps that make capturing move inventory and taking pictures a snap so that your estimator can record the information and move on to the next survey. The mobile survey app must support conducting visuals without an Internet connection, as wireless data plans can quickly get expensive if rolled out to all mobile devices used for estimating. If your estimators are still using cube sheets to do visual surveys, you know what your system is lacking.

5. **“I cannot do both international and domestic moves in the same system.”**

If you handle both international and domestic moves but your software supports only one or the other, you end up with two systems, one of them a manual process. It also means you can’t get a holistic view of your business across your service portfolios. Consider the type of moves you undertake today and your plans to diversify in the foreseeable future as you look for a scalable software solution. Complete moving software will draw upon its core CRM capabilities to enable sales growth and expand vertically to provide useful back end functionality for both domestic and international moves.

A good moving software with real CRM features will make a good team great and help you grow your moving business, not merely run it. If your staff is neglecting your current software or if you are not getting the returns you have been expecting, it’s time to consider a change.

For information about Movegistics CRM, visit www.netensity.com.

The Integrated Process—a Winning Recipe

By Morgan Polak and Max Kreynin. Voxme Software

Technology provides solutions to many of the moving industry's requirements, from move management systems to labeling and mobile apps that create digital packing lists. It does an excellent job of bridging between the digital world of information, and the physical world of moving. Practically any mover nowadays is using technology to manage some aspect of its business. However, it is only when one uses multiple technologies *together* to establish an *end-to-end, streamlined process* that companies can reap the full benefits of the technological investment. We see more and more of our clients putting all pieces of the puzzle together and, using them as a model, we set out to show how the synergy of multiple technologies can improve your moving business.

Prior to sending a crew onsite, the dispatcher prints out barcoded labels for that specific job and downloads the job details onto the crew leader's tablet.

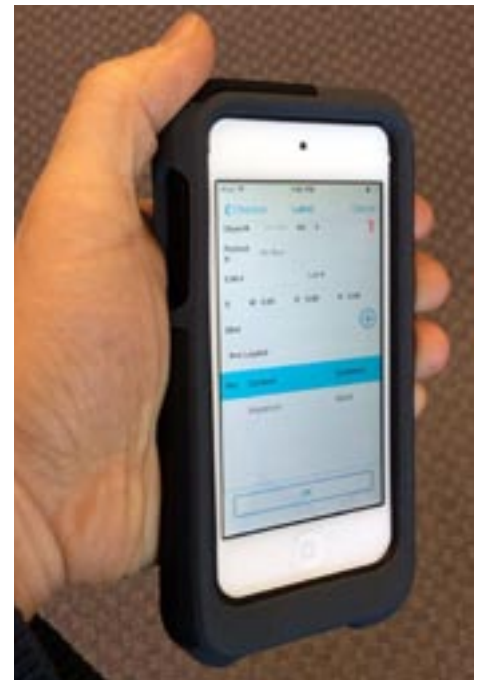
The crew leader opens the job in the **Voxme** Inventory, a special inventory-recording app. Once the download is

complete, the tablet doesn't need Internet access at all up until the point when the completed inventory is ready to be uploaded back to the system. The foreman has all the pertinent job details inside the app, such as the pick-up address, the client's contact info, and any special instructions from the office. Using the app, the foreman records the content of each packed piece, notes down item condition and package type, and takes pictures of items as necessary. When the inventory is complete, the foreman shows it to the client on the tablet (if necessary, the foreman can auto-translate the inventory to the client's preferred language). Both the client and the foreman then sign the inventory on-screen, and the app automatically uploads the final version back to the company's server.

Downloading the job's details to the tablet eliminates the "double-entry" of information, and thus saves valuable crew time. The crew can use this time instead to take pictures of items with the app, annotate item photos, and zoom in on pre-existing damages. On Fine Art packing jobs the packing list essentially becomes a condition report in which all details such as the author, title, materials, etc., can be recorded. Taking a large number of photos creates a problem of a different kind: uploading the information back to the system. This is when an online service called Dropbox comes in handy. Using it as a transfer method, the Inventory application can upload any number of photos gradually. In doing so it provides an additional backup of the inventory information and speeds up the upload completion process. Recently we have enabled a way of uploading the inventory directly to the company's server in order to speed up the inventory upload process for clients with an appropriate network infrastructure.

As soon as the job file is uploaded to the company server, it gets automatically imported into the move management system, and a copy of the packing list is created as a Word document, often in multiple languages. The move coordinator, manager, and the operations department are made aware of it *before* the moving crew has even returned to headquarters. In other words, the packing list is available

immediately upon completion of the job. In case the shipment that was picked up needs to come to the warehouse either for SIT (storage in transit) or long-term storage, the incoming shipment is received by scanning each of the pieces on the inventory with a barcode scanner. The purpose of the scanning is twofold: to ensure the completeness of the inventory and to note the location of each piece. More often than not the warehouse manager would do the scanning using a device that is all too familiar to us nowadays—the iPod!



iPod scanner

In order to turn the iPod (or iPhone) into an efficient barcode scanner, one can use a special sleeve for the iPhone called LineaPro. This sleeve is equipped with a laser-based barcode scanner. The warehouse manager receiving the shipment starts by downloading the packing list from the office system to the same app as before, only this time onto the scanner. As the movers unload the pieces from the truck, the manager uses the device to first scan the barcoded labels that the movers had affixed to every piece during the packing and then scan the location in the warehouse where each item will be stored. The scanner is pre-programmed with the list of valid storage locations and simply



Shipment-specific label

refuses to accept anything else. Barcoding the warehouse has proven to be critical. When the scanning is done, the updated inventory is uploaded back to the office system, this time with an indication of where in the storage the shipment pieces are.

You might be wondering whether having all of your warehouse locations barcoded and pre-programmed into the scanner is really necessary. You might be used to having the warehouse staff note the location on a paper bingo sheet. In some cases, the task of barcoding each and every rack and storage room does seem like overkill. However, let's consider a real-life example of what happened to one of our clients who didn't barcode their warehouse. The client had initially decided to skip the barcoding of each warehouse location and rely on having the inventory takers manually note the locations in the app. One day, a storage client of theirs called and asked to ship all stored items to her new home. The stored items were kept in two storage rooms. As it turned out, when the items had originally come

into storage, the inventory taker had assigned the storage locations manually, and had made a mistake in the name of one of the rooms. When loading the shipment to the trailer, the warehouse manager—a bit rushed—decided to load the items from one of the rooms (the wrong one, as luck would have it), and look for the rest of the items later. We're not sure how this story ended, because the warehouse had more than 2,000 storage rooms. What we do know is that after this unhappy incident, the company barcoded all of the warehouse locations practically overnight.

A similar process of scanning pieces to a "released-from-storage" location or a truck is repeated when the whole inventory or some pieces are sent out of storage. We've begun seeing more and more of our clients using LineaPro scanners with the delivery drivers' iPhones and it makes perfect sense. If a driver is delivering multiple shipments along the route, he or she can scan each piece being delivered and get the client to sign *on-screen* once all inventory pieces have been accounted for. The driver can even take photos of dam-



Warehouse labels

Storage Sheet

No #	Description	Package	Room	Condition	Last Location	Scan Date
1	Box Small; <u>Pbo</u>	Customer Box Medium	Alex Bedroom		Storage-2E-4444	2013-12-30 17:26:11
2	Box Small; <u>Pbo</u>	Customer Box Medium	2nd Bedroom		Storage-2E-4444	2013-12-30 17:25:11
~	~	~	~	~	~	~
40	Chair, Arm	Blanket	Family room	Chipped, Scratched	Storage-2E-4444	2013-12-30 17:38:07
41	Bookcase, Small	Blanket	Family room		Storage-2E-4444	2013-12-30 17:28:43
42	Desk, Small	Blanket	Family room	Chipped, Scratched	Storage-2E-4444	2013-12-30 17:25:57
43	Dresser, Medium	Blanket	Family room	Chipped, Scratched	Storage-2E-4444	2013-12-30 17:25:31
44	Pictures	Picture Crate	Family room		Storage-2E-4444	2013-12-30 17:31:10
45	Desk, Small	Blanket	Family room	Chipped, Scratched	Storage-2E-4444	2013-12-30 17:25:29
46	Ty Stand, Large	Blanket	Family room	Chipped, Scratched	Storage-2E-4444	2013-12-30 17:29:11
47	Coffee Table	Blanket	Family room	Chipped, Scratched	Storage-2E-4444	2013-12-30 17:25:35
48	End Table; Loose Stuff	Wardrobe <u>Box+Bars</u>	Living room		Storage-2E-4454	2013-12-30 17:26:01
49	Loose Stuff; Vacuum	Wardrobe <u>Box+Bars</u>	Living room		Storage-2E-4454	2013-12-30 17:28:45
50	Picture Crate; <u>Flatscreen Ty</u>	Blanket	Living room		Storage-2E-4454	2013-12-30 17:32:01
51	Lamp, Floor; Lamp, Table	Dish/China Box	Living room		Storage-2E-4454	2013-12-30 17:28:47
52	Mattress, King	Mattress Box	Master Bedroom		Storage-2E-4454	2013-12-30 17:25:16

aged items while scanning. It's not required to have the inventory in digital format from the origin agent in order to scan on delivery. As long as the inbound shipment is barcoded, one can account for each piece as it comes into the warehouse, gets loaded onto the truck, and then delivered. While the content of each piece isn't digitally available, one can at least guarantee inventory integrity.

As we have seen, technologies can be adapted from their original purpose to serve other needs. Almost none of the devices and features we have mentioned here was designed for the moving industry. The tablets, the iPhone, the iPod, the LineaPro scanner sleeve, and Dropbox are all generic tools that we have utilized to serve needs specific to the moving industry. By itself, each of these tools takes care of one aspect of a move, but when all of these technologies are combined, they become synergistic—that is, capable of achieving together something that each couldn't have achieved on its own. The workflow we have described shows the complete cycle, from creating the packing list and sharing it with the office staff to scanning items into and out of storage or upon delivery. This workflow is a winning recipe, achievable through the use of affordable and readily available technologies. And if you're worried about the crews not being careful with the devices, just install *Angry Birds* or *Fruit Ninja* on them and they'll be handled with the utmost care!

Website: **www.voxme.com**

What Works: IAM Members Share Their Experiences

If you're thinking of upgrading, streamlining, automating, or installing a system but are still feeling a bit bewildered, perhaps it would help to know what other companies have done. From CRM to smartphone and mobile device apps to facilitate surveys and operations, IAM members have seen and tried them all, and are happy to help you sort things out. Following are four perspectives on industry-related technology offered by four of your colleagues around the world—and some valuable advice to help you decide what is right for you.



From Ilan Rebibo, Partner & CEO, A. Univers Transit, Ashdod, Israel:

A. Univers Transit (www.univers-transit.co.il) believes that in today's fast-moving world, technology is the way forward.

Our company comprises young technology-minded individuals who work daily on our fully computerized system, which includes CRM (Customer Relations Management) software, a volume estimator, packing list, and eTracking system.

Every new lead, new customer, and account is entered into the CRM system, which was specially modified to meet the specific requirements of the moving industry. The CRM enables us to follow up on every customer, issue a quotation, file agents' rates, and monitor the whole procedure from A to Z. Mainly it allows us to issue statistical reports and improve our services and sales performance.

Through the system we generate all required documents for the move, including confirmation letter for survey date, price quote, weight certificate, packing result, etc.

Our sales force uses a smartphone app to estimate the volume of a shipment. Immediately after the meeting, this app allows the estimator to issue the survey report, which is then sent to the customer, office team, and the estimator himself. The report lists the items estimated, as well as their volume and weight. The customer can then log into the file in order to modify the list of items and generate a revised report.

Our packing teams are equipped with smartphones and work with a packing list app on their smartphones or tablets to produce a computerized and clean online packing list. This software enables them to capture all packed items, number all packed goods, and monitor the condition of each item. At the end of the packing day the customer signs the list on the screen and a full detailed report is e-mailed to the client, office staff, and team leader. The list can be opened as an HTML, Word, or PDF document and can be forwarded immediately to all parties involved.

Last, our company offers all its customers and agents access to a smart and unique eTracking system, on which every file import and/or export is automatically opened. An automatic welcome message is sent to customers informing them that they can follow up 24/7 on the status of their shipment, from packing date to delivery date. It also allows our clients to update their contact details and address in their destination country so that both origin and destination agents are immediately updated. In addition, the system generates all shipping documents required such as Pre Alert, agent's instructions, HB/L, status update, ISF declaration etc.

Technology is omnipresent and an integral part of our lives. Technology is aiding our daily work by making it easier and faster, allowing us more time to develop and increase our business as well as improve procedures, resulting in a better quality of services to our customers and agents.



From Alexandra Prilipko, Key Account Manager, IMS—International Moving Services, Moscow, Russia:

Rapid development of new technology is increasingly evident in the field of moving and relocation services. A lot of companies offer software and support services for movers around the world, launching new products or introducing technological advances each decade. Some of the applications are cloud services, others are for mobile devices, and the rest are standard on-premises software installs. Solutions, functions, and full range of integration follow demand. Managers can manage every aspect of their company—from sales and customer relationships to financials and operations.

So how do you do more with less—and do it faster than your competitors? Two years ago our team at **IMS—International Moving Services** decided to maximize its efficiency by capturing all business information in a single, scalable system. We'd had one in place since 2008 based on Microsoft Access; each file con-

tained basic information about the client and the move performed, with capability to print a cover sheet for our internal paper file.

In order to enhance our business by streamlining business processes, we decided to implement a specific software product. However, after reviewing all products available at that moment, we found none of them did all of the things we wanted. One software product was great for one department but hindered another, and some included functions we didn't need at all.

When evaluating software and technology partners I considered the following, which may be useful for other movers as a basic guide:

1. The tool and the vendor you choose should be reliable. You should be confident that it will never stop working suddenly because of changed data input or other new conditions. Ask vendors for references in the moving industry.
2. It should meet your business goals now and (at least) in the near future. Sometimes it is not always possible to fully determine this in a reasonable time using a demo version or a manual. My recommendation: Never deal with vendors that do not provide functional demo versions of their products.
3. The product should be regularly updated to follow the changing requirements of your business. Moreover, customizing the software actually transforms it into tailor-made software, as the idea of standardized software no longer applies.
4. The vendor should provide good technical support for the product, and resolve your technical problems quickly and efficiently. Let's be realistic: Bugs can be found in any product, even in a very expensive one from a respected brand.

5. It should be user-friendly and easy to familiarize yourself with. Your company probably will hire new people from time to time. They should be able to start using the product quickly. Using a new system involves dedication on the part of the end users, as well as new tasks and responsibilities.

At IMS we had certain expectations regarding the product and we wanted to make sure that these expectations were met. After peak season our management decided to renovate the existing internal system. It didn't seem like a "life or death" decision for our organization, but getting it right and aligning it with our needs made things considerably easier.

We brought in an IT professional who designed the new operating model, and end users from all departments took an active role in generating ideas and providing options for change. We've focused on what makes IMS different and the functions we need to support that. The initial costs of setting up a new system were carefully considered, as well as the potential cost of updating it.

It was very easy to implement the new version, as all employees were familiar with the old structure. What's more, everyone knew why every function was implemented according to his or her needs.

We all feel comfortable with that level of technology dependence. Changes are placed in the hands of business users rather than technical or consulting personnel. As a result, implementation was faster, ongoing changes occurred rapidly, and the total cost turned out dramatically lower than we might have expected.

Now the IMS system is a good analytical tool that saves us time, keeps us organized, and provides us with accurate and up-to-date information anytime we need it.



From Purveen Shah, Owner & CEO, SFL Worldwide, Farmer's Branch, Texas, USA:

There are a variety of software options available that can be used in the moving industry. But because even those costing thousands of dollars may not provide the customized solutions needed for a specific mover, **SFL Worldwide** decided to create its own.

I envisioned this system to meet my staff's day-to-day needs ranging from sales all the way to payroll. In other words, I wanted everything under one big umbrella. After months of intensive brainstorming with my IT lead developers, I began to see the DNA of the company's

system emerge. Two years later, SFL Worldwide now uses an internal system unlike no other.

"The System"—as the staff calls it, with a capital S—is now the computing brain of SFL Worldwide's business. Regular software employees can log into it, each having his or her own unique ID within The System, allowing employees to generate new sales, service customers, and manage account and post-sales support. This innovative and creative technology allows our employees to send internal messages to one another, thus maintaining a constant communication flow within departments.

In addition to international shipping, SFL Worldwide also offers domestic relocation and distribution services. The System provides customers with customized quotes to move an apartment, home, or office. Employees in any department can now keep track of their trucks, create moving contracts, and monitor laborers and their payroll, all under one roof.

Customers understand the advantages as well. **SFLWorldwide.com** has an online portal that not only enables customers to track their packages online but also to manage documentation and other requirements for their international relocation.

This is just the beginning. Going forward I want to be able to enhance this system in such a way that I can sell it in the market as a product for all movers to use. I did not want to buy one software for payroll and accounting and another just to keep track of all our departments. This system does it all.

From Naume Savesky, QA and Development Support, Move One, headquartered in Dubai, with locations in the Middle East, Eastern Europe, and Asia:

Move One's (www.moveoneinc.com) software development team, committed to building applications to streamline its services, has devised tools to save time at all stages of the surveying, booking, and moving process using intuitive applications. Its eSurvey app, developed to minimize the time it takes to deliver a quote to prospective clients, is a case in point: It replaces hand-written papers with the use of mobile devices and applications.

Our customer care team now easily works with surveyors in the field by e-mailing them the client's details and location; these can be loaded to the eSurvey application with a single click. On the tablet, the surveyor selects the goods to be moved and sends the survey sheet back to the quoting department, with a signed copy going directly to the customer. The eSurvey thus instantly provides a precise inventory for packing and crating, including the items' condition and value. The list can be modified as needed, and items are organized by rooms and grouped by mode of transport.

The survey sheet is created on the company template, providing the total volume calculation. Once the client signs the sheet and the surveyed estimate, the sheet can be saved as a PDF or XML file to allow integration with internal CRM personnel. With the eSurvey app, Move One has shortened the time required to process a quote.

It once took crew leaders hours to write up the details of time spent on each job, including details of each worker's attendance and time spent on the move. Modern technology also plays a role at check-in, through a transparent and automated process using a mobile application that tracks the crew's attendance and location, and provides a status report to all parties involved. Move One's Check-In application allows packers to use their individual PIN numbers at the beginning of the job and then check out when it's completed. This provides an accurate picture of the working location and hours involved in each task. The attendance logs are automatically e-mailed to the move coordinators in the office at the end of each task. Since implementing Check-In, Move One has become better able to assess the workforce necessary to perform a specific job, and thus improved its ability to allocate resources for future moves.



Move One's eSurvey

In addition, Move One has turned attention to developing more environmentally friendly ways to do business. This led to its development of an application, eForms, to replace hardcopy paperwork with electronic documents such as declarations, statements, checklists, and reports that can be edited on a mobile device. The app can be used on a tablet anywhere and the client can sign the document on the spot, thus authorizing additional services or charges. The documents can then be e-mailed to the client or office staff.



Its Check-In app has helped Move One more effectively allocate resources to future moves.

Air Transportation				
	qty	class	unit	rate
Equipment Rates				
Operators	2.00	0.80	14.75	147.00
2 Hour Workrate	1.00	2.00	70.00	70.00
Total volume for Air Transportation	3.00	2.80	84.75	842.00
Road Transportation				
	qty	class	unit	rate
Equipment Rates				
Search Day	1.00	0.80	28.25	181.00
Fuel	1.00	0.20	7.07	40.55
Total volume for Road Transportation	2.00	1.00	35.32	221.55
Sea Transportation				
	qty	class	unit	rate
Equipment Rates				
Driver	1.00	0.25	7.07	40.55
Dishwasher	1.00	1.00	30.30	224.64
Total volume for Sea Transportation	2.00	1.25	40.40	275.19
Storage Transportation				

eSurvey Summary Sheet

Manuela Carolina Appointed New Region 2 Representative

IAM welcomes the newest member of the Core Members Management Board, **Manuela Carolina**. The director of operations for **Caribbean Moving Services N.V.**, located in Willemstad, Curacao, Ms. Carolina will represent Region 2, the Central & South America & Caribbean Region (including Mexico), along with Cliff Williamson (Transpack Argentina, S.R.L.).

Ms. Carolina has more than 20 years of experience in logistics. Having first worked in the airline industry, she became an employee of the Caribbean Cargo group of companies in 1993. In her current position, she is responsible for customer service, operations, rate filing, claims and quality control for both private and US



government and military moves. Since 2008, Ms. Carolina has been attending IAM Annual Meetings, expanding her vision of the industry and acquiring a network of business partners/agents and friends.

IAM's CMMB represents the interests of the Core and Supplier Members on issues and concerns facing the industry and the membership, and on their behalf communicates information to the IAM Executive Committee.

Manuela Carolina

The Difference between Unethical and Unprofessional Behavior

In the time since IAM founded the Member Ethics Council and developed a comprehensive set of enforcement procedures, the Association has processed and adjudicated a number of ethics disputes between members. The situation described below serves as a case study, depicting disputes that happen frequently within our industry. The members involved are identified only as Company A and Company B.

Complaint details

In December 2012, IAM received a Code of Ethics complaint from IAM Member Company A. The complaint alleged that Company B, also an IAM Member, had violated several sections of the IAM Code of Ethics. Company A specifically alleged that it was “aggrieved by the unprofessional actions of Company B [which] violated the IAM Articles of Incorporation, By-Laws and in particular the IAM Code of Ethics.” In that complaint, Company A cited the following circumstances:

- Company B conducted the move with “sheer negligence and complete failure in the provisions for rendering Professional Overseas Moving services as deemed necessary to normal industry standards, [provided] poor and inadequate packing materials and [supplied] unprofessional packing crews.”
- “Household goods were poorly wrapped and goods were not loaded and stacked securely into the shipping line container in complete defiance of normal household goods handling industry standards.”
- “Subcontractors were utilized instead of own professional crews promised for the VIP job.”
- “Acts of gross negligence have been sanctioned whereby we have been directly misled and misrepresented by [Company B].”
- “Failing to provide evidence of photograph of the final container loading being one of the conditions of acceptance of their proposal and thus proof to verify final volume.”
- “Goods were left behind intentionally thus causing an overflow situation and falsifying an exaggerated volume.”
- “Taking away overflow items without the client’s consent and knowledge [and] transporting from client’s house to their facility.”
- “Holding the client’s goods as ransom in order to compel full payment in exchange of shipping documents and release of overflow goods held at their warehouse.”
- “Invoicing for incorrect volume on container shipment applying for additional charges for crating.”
- “Falsifying an overflow shipment.”

Company B countered the allegations made and asserted in a counter-complaint that Company A itself had breached several sections of the IAM Code of Ethics.

What happened with this move?

There were several issues at play in this dispute:

- First, upon initiation of the move, there was a disagreement concerning the estimated volume of the shipment. Company

A’s surveyor estimated that the client was going to ship approximately 55–65 CBM (cubic meters), while Company B estimated a volume of 70–75 CBM. In the end, a 40’ HC (high cube) container was ordered but it proved to be insufficient for all the goods to be shipped.

- Second, the origin services were performed by a subcontractor of Company B, whose employees may not have been trained to prepare a shipment of household goods for international transport.
- Third, the client was not informed until after the goods were loaded that there was an overflow of more than 7 CBM—goods that could not be loaded into the container.
- Last, major damages to the goods were discovered when the container was delivered. It was found that the client undervalued items when obtaining transit insurance.

What happened after the Code of Ethics complaints were submitted?

In accordance with the IAM Code of Ethics Enforcement Procedures, IAM first explored whether a resolution could be brokered between the parties, thus avoiding intervention by the Ethics Council. A resolution was not possible. The staff then compiled all evidence and facts concerning the dispute into a Case Summary for review by the IAM Ethics Council Chair, who determined that the case merited review by the Council.

At that point all documentation was forwarded to the Case Review Panel, which was composed of three members from the Ethics Council who did not have any conflicts of interest with the parties involved in the dispute.

Conclusion

After reviewing the details of the case, the Case Review Panel reached the following conclusions:

- Company A contracted with Company B, which then subcontracted with another company to complete the origin services. Company B did have its employee present as the crew leader but this constituted a change of terms after it had secured the shipment. Company B should have clarified to Company A that it was sending only a supervisor to oversee the packing and loading with Company A.
- Company B had notified Company A of the possibility of an overflow at the time Company B completed the survey, but it appears this was never relayed to the client. Company B also notified company A of the overflow on the day following the packing and loading, which is standard industry practice. If Company A had better counseled the client concerning the potential for overflow, more proactive steps could have been taken to prevent the acrimonious and costly outcome.
- Company B could have notified Company A of a possible overflow while onsite and received direction on how to proceed with the overflow during the loading process. Although it was the responsibility of Company A to notify the client of the overflow, the documentation indicates Company B did

not do so until the shipment was ready for dispatch.

- Payment terms were not defined prior to the shipment loading and Company B demanded payment prior to the release of the shipment.
- The pictures and statements from the destination agent and insurance company show inadequate packing and loading, which may have caused excessive damage. The question remains as to whether or not an overflow would have existed if the shipment had been loaded properly. The supervisor from Company B should have done a better job of supervising the loading.
- Company B's refusal to take any responsibility for the damage is unprofessional. However, if the goods had been properly insured, many issues could have been avoided.
- Communication was poor among all parties, including the customer.
- Company B's performance was unprofessional at various stages of the move but not deemed to be unethical.

Based on the conclusions of the Case Review Panel, it was recommended that Company B be privately reprimanded for its unprofessional actions during this move. The reprimanded party has been notified that if it violates the Code of Ethics within the next year, this judgment will also be considered when determining the punishment for an ethics violation.

These situations happen regularly in our industry and often stem from a failure to communicate between the parties involved. What can IAM do to help prevent situations like this in the future? Send your ideas via the IAM Social Café (<http://socialcafe.iamovers.org/home>).

IAM-YP 2013 Recap and 2014 Look Ahead

2013 was another exciting year for the IAM Young Professionals!

Since 2009, the group has expanded threefold, from 103 members to more than 300 today. As happens every year, IAM received a rush of new YP registrations just before the Annual Meeting in Vancouver. This rush to join, along with the already steady increase in membership, reflects the desire for a dedicated program aimed at providing opportunities for talented up-and-coming IAM members.

IAM-YP Chair **Brian Goldstein**, of **Phoenix Transport** in Japan, began the year by emphasizing that the Group should strive to provide more benefits during the year to its members. "While attracting new members is something we are constantly looking to do and will always put energy into," he said, "the IAM-YP is trying to focus more on how we can add year-round value for our members."

So how do we provide more value to YPs throughout the year? First, IAM will incorporate a mentorship platform on its new website (www.iamovers.org) and Social Café (<http://social-cafe.iamovers.org/home>) in the near future. The principal drive behind this initiative is to create a digital forum where YPs can connect with experienced IAM members to facilitate the sharing of industry knowledge, business expertise, and leadership skills to the next generation. Behind the implementation of the mentorship platform is the IAM-YP Management Board and its Mentorship Committee, led by **Maria Andrea Rodriguez** of **ABC Cargo Logistics** in Colombia. We are projecting the Mentorship Program to launch by May 2014.

This Mentorship Committee is just one of four committees set up by IAM-YP Chair Brian Goldstein and new Vice-Chair **Catherina Stier** of **Inter S & R** in Spain. The Annual Meeting Events Committee, led by **Francesco Argiro** of **Bliss Moving and Logistics** in Italy, has been established to provide guidance for the IAM-YP Annual Meeting Program and how it can be improved for YPs in the future. By integrating more members into the decision-making process, the IAM-YP Management Board expects that this committee will help to bolster and advertise the return on investment that employers look for when deciding to send talented young employees to the IAM Annual Meeting.

None of this will be of much use if members are unaware of what the IAM-YP offers, so IAM-YP also has established a Communications Committee, which will be tasked with disseminating information on what the IAM-YP is doing for its members and how they can take advantage of the benefits afforded to them. This committee, led by **Michelle Holloway** of **Puget Sound International**, will look at how IAM can better communicate with its members through The Portal magazine (like right here!), the ePortal, the IAM-YP eNewsletter, and social media.

The fourth committee will focus on supporting the Alan F. Wohlstetter Scholarship Fund by identifying capable and gifted individuals in our industry who qualify for the scholarship, which currently provides \$5,000 annually to up to ten students. Committee members will also concentrate on helping the Board of Directors meet their fundraising goals during the year.

By establishing these committees, the IAM-YP is creating more leadership opportunities for its members and seeking to develop additional services for the membership as a whole.

Beyond establishing committees, the IAM-YP looks forward to once again supporting young professionals in our industry through sponsorship of the Young Movers Conference, which will be held in London May 1–3. The group will also hold elections to determine who will be charged with leading the group in 2015 and 2016. Finally, we look forward to convening all our members at the IAM Annual Meeting for an enhanced IAM-YP Annual Meeting program in Orlando next fall.

In sum, this year is already shaping up to be an exciting one for the YPs. We are confident that 2014 will prove to be a turning point in the history of the IAM-YP, as it transitions to providing a more year-round focus and increasing value to its members.



A Future YP?

Congratulations to IAM-YP member **Angels Gallardo**, who gave birth to a beautiful baby daughter, Gabriela, on October 10, 2013.

Angels is the managing director of **Inter S & R** and the former European Representative for the IAM-YP. She currently serves on the IAM-YP Communications Committee.



Gabriela

ALAN F. WOHLSTETTER SCHOLARSHIP FUND UPDATE

The Alan F. Wohlstetter Scholarship Fund is the cornerstone of the IAM Scholastic Assistance Program, which is aimed at promoting and supporting individuals in higher education related to the areas of transportation and logistics. Donations (by major annual giving levels) to the Alan F. Wohlstetter Scholarship Fund received during the last 12 months are as follows:

Platinum (\$5,000 or more)

AARE Logistics, LLC
Crown Worldwide Holdings Ltd.
Deseret Forwarding International, Inc.
Gridiron Forwarding Company, Inc.
National Forwarding Co., Inc.
(in honor of Alan F. Wohlstetter and
in memory of F. L. McKee, Sr.)
Walter E. and Alicejo P. Saubert
(in honor of the lifetime
commitment of David P. Beere)
Vancouver Convention Center

Gold (\$2,500–\$4,999)

Cartwright International
Van Lines, Inc.
Daycos, Inc.
Deseret Forwarding International
DeWitt Transportation Services
of Guam
GovLog, N.V.
Paxton Companies
Republic Moving and Storage
Company
Roiatti International Moving Italy
(in memory of Alessio Prosdocimo)
Crown Worldwide
(in memory of James Thompson Sr.)
Wagler Integrated Logistics, LLC

Silver (\$1,000–\$2,499)

ABBA International Inc.
Adele Forwarding Ltd.
Aloha Worldwide Forwarders, Inc.

Arrowpack International
Arpin International Group, Inc.
Atlas World Group International
Blonde International, Inc.
Carlyle Van Lines, Inc.
Coleman World Group
Crystal Forwarding, Inc.
Executive Relocation International, Inc.
Executive Moving Systems Inc.
Foremost Forwarders, Inc.
Gateways International, Inc.
Global Transportation Services, Inc.
Graebel Movers International Inc.
Terry R. Head
Hidden Valley Moving & Storage, Inc.
Jet Forwarding, Inc.
Lynden Transport
Morrissette Family Foundation
Nilson Van & Storage
*Pac Global Insurance Brokerage
Priority Moving, Inc.
Secor Group/Security Moving & Storage
Southwest Port Services Inc.
Stevens Forwarders, Inc.
The Pasha Group
Trans-Atlantic American Flag Liner
Operators
True North Relocation, LLC
Victory Van Corp.
Wagler Integrated Logistics
Westpac International

Bronze (\$500–\$999)

AAA Systems, Inc.
Affiliated Transportation Systems, Inc.
Allstates Worldwide Movers Inc.
Aloha International Moving
Services, Inc.
Andrews Forwarders, Inc.
Claims Adjustment Technology, LLC
(in honor of Sandra Rowe Maier)
Classic Forwarding, Inc.
Richard & Judith Curry
(in memory of Cal Stein)
First Enterprise Forwarding, Inc.
Gulf Agency Company
Pan American International Movers
Pearl Forwarding, Inc.
R.D. Simmons & Associates, Inc.
Sourdough Transfer, Inc.
Total Military Management, Inc.
Westpac International, Inc.
Wonjin Transportation Co., Ltd.

In Kind or Other

Claims Adjustment Technology, LLC
(in honor of Jan Moore)
Albert Moving & Storage
*Joyce Stanley Batipps
(in memory of Gregory Raven Batipps)
Bay Area Movers, Inc.
*Katrina Blackwell
Evergreen Forwarding, Inc.
*D. Finke
Terry R. Head
Republic Moving & Storage
John and Dana Rotticci

*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.IAMovers.org and click on Affiliate Groups. 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.IAMovers.org and click on Affiliate Groups.

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.

The Alan F. Wohlstetter Scholarship Fund awards scholarships 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.

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.IAMovers.org

click on **Affiliate Groups**



**ALAN F.
WOHLSTETTER**
Scholarship Fund





IAM HALL OF HONOR

Call for Nominations

PURPOSE: The purpose of the IAM Hall of Honor (HOH) is to fully recognize individuals that have made outstanding contributions to the Association and/or have had a profound effect on the moving, transportation, forwarding, or relocation industries.

ELIGIBLE CANDIDATES INCLUDE:

1. Participants of the transportation, moving, forwarding and/or relocation and shipping industries
2. Individuals who have served as clients and/or customers of the industry
3. Other individuals as deemed appropriate by the IAM Selection Committee and IAM Executive Committee
4. IAM members, both past and present, as well as non-members

ELIGIBILITY FOR NOMINATION:

1. Nominees must have made a major contribution to one of the related industries. Contributions may include acts, deeds, or achievements such as:
 - a. Acts of kindness, charity, and/or heroic action
 - b. Creation and/or development of new technologies, products, programs and services that benefit the industry and/or the IAM membership
 - c. Development of policies and procedures that benefit the industry and/or IAM membership (i.e., training, safety, modernization, public relations, equal opportunity, etc.)
 - d. Other characteristics deemed important and worthy of recognition as determined by the HoH Selection and IAM Executive Committees
2. Nominees must have a minimum of 5 years' experience in one of the acknowledged industries.
3. Nominees may be living or deceased.
4. Members of the HoH Selection Committee are not eligible for nomination and induction while serving.
5. Nominees may not be self-nominated.

NOTIFICATION PROCEDURE: Nominees will be solicited from the full IAM Membership (past or present) along with clients or customers via *The Portal* magazine. Submit the IAM Hall of Honor Nomination Form by the designated submission deadline date of April 1 each year. Incomplete Nomination Forms, non-historical documentation (i.e., letters of endorsement) or forms submitted after the deadline date will not be considered for selection.

HoH SELECTION COMMITTEE: The HoH Selection Committee is comprised of a balanced group of participants from the following groups:

1. Governing, Core, Supplier, Industry Veterans, and IAM-YP memberships of IAM
2. Broad global geographic representation
3. At least one representative from the IAM Executive Committee and the Core Members Management Board

4. Committee members are appointed to serve a minimum of 3 to 5 years

INDUCTEE SELECTION: The Selection Committee will advise the IAM President of all recommended inductees by June 1. Following formal acceptance by the IAM Executive Committee, all inductee names will be published in *The Portal* magazine and subsequently posted on the Association's website.

NUMBER OF INDUCTEES: Up to three candidates may be inducted each year. Those who receive the highest scores during voting will be automatically recommended to the IAM Executive Committee for HoH induction.

INDUCTION: Announcement and the induction ceremony will occur each year during the IAM Annual Meeting.

AWARDS: Recipients will be recognized by award with permanent enshrinement in the IAM "Hall of Honor" and will be acknowledged in *The Portal* magazine, on the Association's website, and other publications.

Call for 2014 Nominations

Help IAM recognize the true founders and leaders of the moving industry by nominating a deserving candidate for induction into the Hall of Honor during 2014.

Nominations may be submitted by any IAM member, client, or customer. The awards will be presented in September during the IAM 52nd Annual Meeting in Orlando, Florida.

The Selection Committee will consider all duly completed nomination forms. Complete nominations include the nominee's name and current professional affiliation and the reasons for making the nomination. Nominations must be received at the IAM office no later than April 1, 2014. The current Nomination Form can be found on the Association's website: <http://www.IAMovers.org>.

You may then submit your nomination in any one of the following ways:

- * Complete the online nomination form on the IAM website
- * Complete the form, scan it, and e-mail it to hoh@IAMovers.org
- * Mail the completed form to:
IAM HOH Selection Committee
5904 Richmond Highway, Suite 404
Alexandria, VA 22303
- * Fax the completed form to (703) 317-9960

Questions may be directed to hoh@IAMovers.org.

Value of Cargo Theft Increases

The level of cargo thefts from trucking is nearly unchanged over the past three months but the average value of the thefts has risen dramatically.

Logistics security services provider FreightWatch International reports that from May through July it recorded a total of 185 thefts in the United States. The average loss value per incident during this period was \$147,260. Compared with the previous quarter, thefts increased by 1 percent, while the average loss value increased by 23 percent.

Food and drinks was the product type most often stolen in this rolling quarter, comprising 25 percent of all incidents during the three-month period. The electronics industry experienced 13 percent of the total, while 12 percent of all thefts were in the building/industrial sector, including shingles, construction materials, and equipment.

California remained the state with the most thefts, with Texas continuing to follow in second. The thefts in California accounted for 25 percent of all incidents across the United States. Texas had 16 percent of the total, while Illinois reported 14 percent, making it the third most popular state for cargo theft. Florida dropped from third position to number four, having experienced 11 percent of thefts in the rolling quarter.

Following the usual trend, incidents involving theft of trailer/container were most common, accounting for 76 percent of all thefts. Thefts involving deceptive pickup remained the same as in the previous three months, comprising 9 percent of all thefts.

While the average loss value across all incidents was \$161,676 for the quarter, the average losses in specific product types varied widely. The alcohol category had the highest average loss value at \$481,108, a 547 percent increase of over the last rolling quarter. Clothing/shoes, which experienced nine thefts, averaged \$397,333 in losses. Cosmetics/consumer care followed with an average loss value of \$320,000, resulting from three high-value thefts. Tobacco saw a drop, from \$315,008 last rolling quarter to \$254,400 this quarter.

The full report is available at <http://www.freightwatchintl.com/>.

SOURCE: FreightWatch International



IAM Logistics Network - ILN

Now Accepting Members!

Is your company diversifying into logistics? Do you already work in logistics, providing office moving, project forwarding, warehousing and distribution or cargo moving?

Then it's time to join forces with a group of IAM members who **recently formed the IAM Logistics Network (ILN)**

This **member-driven group**, created in 2012, facilitates networking among IAM colleague companies seeking to **expand already-thriving logistics businesses** or ready to **diversify into new business sectors**.

ILN members realize these **membership benefits** immediately:

- ▶ Become part of a logistics network of IAM members with whom you've already spent years developing relationships and trust
- ▶ Members can display the ILN logo on their websites
- ▶ Take part in an ILN members-only networking event at IAM's 52nd Annual Meeting in Orlando, Florida
- ▶ Join your ILN colleagues for anytime chat and discussions on the ILN members-only LinkedIn group.

To join, or receive more information on the IAM Logistics Network (ILN), contact Membership@IAMovers.org

FMC Convenes Global Regulatory Summit with PRC, EC Officials

Maritime regulators from the United States, the People's Republic of China (PRC), and the European Commission met in Washington, D.C. in December to consider the evolving international maritime landscape. The officials had open and candid discussions on their differing regulatory frameworks and the potential effects of carrier cooperation on international trade. The EU delegation was led by Hubert de Broca, Head of Unit, Directorate General for Competition, Antitrust-Transport, Post and Other Services; Li Hongyin, Deputy Director-General, Bureau of Water Transport, Ministry of Transport headed up the Chinese delegation. FMC Chairman Mario Cordero led the U.S. delegation, with each of the FMC Commissioners participating.

During the session, the Commission's Bureau of Trade Analysis staff provided a general briefing on the FMC's 45-day agreement review process and ongoing monitoring program. Staff noted factors considered in its analysis and tools available to the Commission to administer its oversight responsibility. The PRC and EU delegations also provided an overview of their respective regulatory regimes. Later separate meetings were held between the delegations and FMC Commissioners.

Chairman Cordero stated, "I called for this Global Regulatory Summit given the rapidly changing face of the international

maritime sector demands 'out of the box' thinking. The scope and size of the changes taking place provides an opportunity for our respective governments to dialogue and share our views on global regulatory challenges, and the impacts to international trade. ... From this Summit, I believe we all have a better understanding and appreciation for our respective legal regimes and views on global implications of the international maritime sector that we regulate."

Li said, "We are very glad to have been invited by the FMC to attend the Summit. The United States, EU, and China are important economies in the world, and maritime transport plays a very important role. Ninety percent of China's foreign trade is carried by sea. The sustainable growth of the maritime sector is of great importance to China and globally, and it is our common duty to protect the sound development of maritime transport. Through this summit we exchanged ideas about the maritime regulatory policies and rules and continue to strengthen our partnership."

de Broca added, "Discussion is the best vehicle we have to share our collective expertise given that we each have different tools. We thank the FMC for initiating this summit and inviting us to participate in what has been an informative dialogue."



IAM 52nd Annual Meeting
Orlando, Florida
October 7-10
2014



2013 Year in Review for the DoD Personal Property Program

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

What a year 2013 turned out to be for participants in the U.S. Department of Defense's (DoD) personal property program. Change was the only constant. Last year was full of so many changes that I thought it necessary to step back for a moment and review what we have gone through before we move headlong into the new year.

Last year began with discussions of an Open Season in the Defense Personal Property Program (DP3). The Surface Deployment and Distribution Command (SDDC) had not held an Open Season since 2006 even though the possibility of holding one had been discussed since 2010. SDDC promised that 2013 would be the year. The first step in the process began with a rewrite of the Qualifications Document (Pam 55-4). The initial draft of the rewrite was met with a huge pushback from industry. It called for large increases in Performance bonds in both the International and Domestic markets, increases in the aggregate claims liability levels, and changes in the financial ratios that TSPs would be required to meet, and the term "Affiliations" was introduced. The way this new term was defined in the initial draft of the rewrite could have led to a complete restructuring of the current industry landscape.

The Association and the industry as a whole pushed back hard against many of the changes introduced in the document and eventually, after a number of iterations, SDDC introduced a new Qualifications Document in June that was palatable to everyone.

The first Open Season in seven years finally got off the ground in late July. Most in the industry, based on information provided by SDDC, thought the Open Season would begin in October but SDDC opened the window for new applicants with very little notice on July 20. They allowed the window for applications to remain open for only two weeks. Many people were caught off guard but still SDDC received approximately 275 applications to become an approved DoD Transportation Service Provider (TSP); 49 received tentative approval but only 12 fully completed the process and gained final approval.

Much of the Open Season debate focused on the approval guidelines that SDDC used to vet the applications. Many of the criteria were not contained in the newly approved Pam 55-4 and were formally introduced only in the announcement that the Open Season would begin July 20. Many in industry considered the criteria very subjective and that they would severely limit SDDC's objective of adding new capacity to DP3. Applicants that were van line agents, approved DoD SIT or non-temp storage warehouses, DoD haulers, origin agents, or any that had ever "touched" a DoD shipment were summarily withdrawn from consideration. SDDC received a great deal of pushback on these points but in the end these criteria were used in the vetting process.

A number of DP3 changes were approved in 2013 but will not become effective until 2014.

- Domestic TSPs will be able to file Peak and Non-Peak rates in 2014. They must file both linehaul and SIT discounts for the Peak and Non-Peak seasons and all four elements must be accepted in order for their rate in a channel to be viable.

The Defense Personal Property System (DPS) had been reprogrammed to allow for this change, but many in industry have some trepidation about the likelihood that the system will respond properly to this change.

- A new formula to determine Best Value Scores (BVS) will be used for shipments beginning with the May 15, 2014, Performance Period. The Claims Score (CS) will no longer be an element in the BVS determination. The points associated with the Claims Score will move to the Customer Satisfaction Survey (CSS), making it the ONLY element making up a TSP's Performance Score. The new BVS formula will be:
$$\text{BVS} = 70\% \text{ Performance Score} \\ (\text{average CSS} \times 0.7) + 30\% \text{ Rate Score}$$

- The International Performance Bond will increase from \$100,000 to \$150,000 beginning May 15. All TSPs operating in either the International HHG or Unaccompanied Baggage Markets must have the new bond level in place on or before May 15.
- A new Minimum Performance Score (MPS) level has been set for the 2014 Annual Cycle. This was necessitated because of the change in the BVS calculation. The new MPS levels are 48 for the Domestic Market, 51 for International Household Goods, and 56 for Unaccompanied Baggage.

In October a new DPS contractor was named. SRA International had been the system developer for DPS since its inception. CACI is the new contract holder and officially took over the development and sustainment of DPS on December 1.

On August 30 DPS Release 1.6 went into the system and caused a number of major malfunctions with the billing process. A large number of invoicing issues ensued. Invoice transmission problems, domestic shorthaul rating problems, and unannounced changes to country codes were the main focus but after the technical issues cleared up, slowdowns in the invoice approval process at a number of Personal Property Shipping Offices (PPSO) further exacerbated cash flow problems for many TSPs.

The final and possibly the most surprising change in 2013 came just a few days before the end of the year. John Johnson, SDDC's Chief of the Quality Assurance Division in the Personal Property Directorate, announced that he was leaving the Command to take a position at UniGroup. John had been at SDDC for almost six years and was the driving force behind a number of initiatives that have shaped—and will continue to do so—the direction of DP3.

The past year was a wild ride for DoD household goods providers. One would think that with all of the changes in 2013 that 2014 may calm down just a bit. Don't count on it. With the possibility of another scaled-down version of Open Season, the prospect of a Re-Qualification/"Right Sizing" initiative moving forward, a redesign of the DPS architecture on the horizon, and understanding all of the ramifications of the 2013 changes that take effect in 2014, this year could be another very wild ride for DoD TSPs.

Stay tuned.



International Shippers Association

Since 1999, the International Association of Movers (ISA) has provided international shippers and forwarders of Commercial and US Military and Government household goods, unaccompanied baggage, and general commodities the lowest comparative shipping rates (FCL & LCL) and best service throughout the world by establishing volume discounts with preferred vendors.

Members: When contacting vendors please identify yourself as an ISA member to receive preferred rates.

Preferred Vendors

USA Outbound Commercial HHG: FCL & LCL

**Mallory Alexander
International Logistics**
+1 (502) 327-7776
www.mallorygroup.com
Contact: Theresa Walker
theresaw@mallorygroup.com

**Direct Container Line /
Vanguard Logistics**
+1 (847) 238-5029
www.dcl-global.com
Contact: Steven Leff
stevenleff@theleffgroup.com
(502) 468-2575

S.E.A. Corp.
+1 (704) 732-6063
www.seacorpnc.com
Contact: Sheena Kiser
rates@seacorpnc.com
bookings@seacorpnc.com

For U.S. Military HHG to/from from the UK and North Europe

North Atlantic Services
+32 (0)3 360 78 21
www.nas.gosselingroup.eu
Contact: Patrick Vercauteren
patrickv@north-atlantic-services.com

Pasha International
+1 (415) 927-6439
www.pashagroup.com
Contact: Mike Connolly
Mike_Connolly@Pashanet.com

For U.S. Military or Government HHGs Port to Port to/from Pacific Rim

SEACO Shipping SA
Contact: Patrick Vercauteren
Patrickv@north-atlantic-services.com
Contact: Mike Connolly
Mike_Connolly@pashanet.com

ISA Members are eligible to earn an annual patronage dividend.
For information or to join ISA, go to www.IAMovers.org and click on Affiliate Groups

The Rise of Air Cargo Apps

Nigel Tomkins, Editor, Air Cargo News

Smartphone and tablet apps are becoming must-have business tools for the air cargo industry.

Their use for tracking shipment progress has advanced considerably, Air Cargo News research has discovered.

With hand-held devices, customers can check the status of their shipments anytime, anywhere.

Typical of recent developments is the release of a new version of Qantas Freight's popular smartphone app to the Google Play Store, giving customers using Android smartphones the ability to track shipments and view flight information.

This is particularly valuable for the Australian carrier's customers across Asia, where Android smartphones dominate 75 percent of the consumer market.

The release of the Android version follows the success of Qantas Freight's iPhone app, which launched in September 2012. That app has been downloaded more than 40,000 times and already has a five-star user rating.

Harold Pang, Qantas Freight's head of business development and Asia, notes, "More than 35 percent of Qantas Freight's revenue is generated in Asia, and the new Android app will make it easier for these customers to do business with Qantas Freight. The app will be particularly helpful for customers in China, who will handle increased volumes during the peak before Chinese New Year."

Smartphones are increasingly important air cargo tools, agrees Lufthansa Cargo. "We also see a large increase of customers that use mobile devices to communicate with us. That's why we place high emphasis on the development of high-quality mobile websites as well as apps. For instance we offer a freight tracking app and also publish our customer magazine 'planet' in an app version," says a spokesperson.

Don Bender, interactive marketing manager at American Airlines Cargo, notes that the company's website, aacargo.com, has seen a significant increase in mobile device usage.

"Mobile usage now accounts for about 5 to 10 percent of our total traffic, and the majority of those visits are for tracking and flight information purposes," he says.

"Among mobile traffic on our website, about two-thirds of visits are from iOS devices such as iPhones and iPads. The other third are from Android devices. Blackberry and Windows phone devices only account for a very small percentage of total visits to our website," he adds. But these numbers are growing.

Earlier this year, AA Cargo launched its new aacargo.com, which was specifically designed to be mobile-friendly. "Right now, we're evaluating more mobile-specific options to further improve our customers' experiences and to address these trends," Bender adds.

Qantas Freight has seen a 30 percent increase in usage of its mobile site over the last year. "This reinforces that customers now rely on their smartphones and tablets to interact with our business," says Pang.

Air Traveler Trends to Watch

More fees, tighter seats, and "more connected" are trends that flyers will most likely experience in 2014. It's likely that a number of fees will rise this year—ticket change fees, onboard purchases, and baggage fees being the biggies. Airlines will likely continue to reconfigure their aircraft with slim seats in super-snug seating configurations, in a bid to squeeze in more passengers and generate additional revenue. Passengers will get more opportunities to connect with the Internet while in flight, but at a cost, as airlines continue to seek more profits from ancillary fees. In addition, more U.S. passengers will be able to apply for TSA Pre-Check, as that program expands.

SOURCE: CNN

IRS Lowers Mileage Rates for Moving Expenses

The U.S. Internal Revenue Service (IRS) announced in December its standard mileage rates for 2014. The new rates will be a slight decrease—a half cent—from the 2013 rates for business, medical, and moving expenses.

Effective January 1, 2014, the standard mileage rates for the use of a vehicle such as a car, van, SUV, or pickup will be:

- 56 cents per mile for business miles driven;
- 23.5 cents per mile driven for medical or moving purposes; and
- 14 cents per mile driven in serving charitable organizations.

Small business owners, employees, self-employed individuals and other taxpayers can use the standard mileage rate to calculate their tax-deductible costs for using a vehicle for business, charitable, medical or moving purposes.

The IRS points out that these standard mileage rates are “optional.” That means you have the option of using the IRS-designated standard mileage rate for 2014. Alternatively, you may keep track of your actual expenses of operating the vehicle and claim actual expenses instead.

There are some rules limiting when you can use the standard business mileage rates:

1. You can claim the standard mileage rate for a maximum of four vehicles used simultaneously.
2. You cannot use the standard mileage rate if you’ve already claimed a Section 179 deduction for that vehicle.
3. And you cannot use the standard business mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS).

A frequent question that comes up is, “If my employees use their personal vehicles to run business errands or do work for the business, do I have to reimburse the employee at the standard mileage rate?” In most states you do not have to reimburse expenses to employees—but most employers do so, using the standard mileage rate. The business can then deduct as a business expense the amount reimbursed to the employee, up to the standard mileage rate.

Of course, any reimbursement to the employee should not be treated as taxable income to the employee. The idea is that you simply are making the employee whole by reimbursing him or her for using a personal vehicle.

If you do not reimburse your employee for business use of a personal vehicle, then the employee may be able to deduct the unreimbursed expense on his or her 1040, Schedule A. In that case, you as the employer do not get to claim the deduction.

Source: Small Biz Trends

Insurance Trumps Education as Key Relocation Priority

Good weather and affordable property prices may factor significantly into some people’s decisions to relocate to a different country but, according to a new study, availability of reliable health insurance is one of the biggest factors.

An international study commissioned by Zurich found that job security, crime rate, political stability, and insurance are key considerations for people when they immigrate to a new country.

The survey, which was conducted in August and September 2013 and included more than 7,750 individuals in 12 different countries, found that 22 percent of respondents chose reliable insurance coverage for illnesses and disability, compared with 20 percent who selected pensions and only 14 percent who opted for schools.

The most important aspects were job security (43 percent), a low crime rate (39 percent) and political stability (38 percent). Twelve percent were motivated by low exposure to natural catastrophes.

As job security remains a top concern for expats, Australia might be considered even more attractive given it is expecting significant employment growth.

Australians and Mexicans indicated they were far less concerned about insurance (10 percent respectively), preferring to focus on low crime rates. In comparison, Austrians were more concerned about the availability of insurance than any other factor (49 percent of 500 respondents). Germans were considerably more concerned than global averages (44 percent); Russians were most concerned about natural catastrophes (24 percent), in contrast to Spanish, Italian and Portuguese respondents at around 5% each.

The research also revealed that Australia and New Zealand rate as the second most appealing countries to start a new life at 29 percent. North America takes top spot at 31 percent while Austria, Germany and Switzerland appealed most to 28 percent of respondents and 24 percent opted for Nordic countries.

The condition of the global economy, particularly around employment opportunities, remains at the forefront of motivations when considering emigration.

Forty-nine percent of those surveyed selected either better job opportunities or unemployment at home as key factors in their deliberations, with this trend being particularly pronounced in Southern Europe—more than 70 percent of Spanish and Portuguese respondents were preoccupied with unemployment, reflecting the current economic conditions.

SOURCE: Insurancebusinessonline.com

Global Mobility Survey Results Available Soon

Santa Fe Group, which commissions the annual Global Mobility Survey, advises that responses to the 2013 survey are due by January 31, 2014, and that results will be available shortly thereafter at www.globalmobilitysurvey.com.

EUROMOVERS International: A Consortium That Works

By Joyce Dexter, Portal Editor

Once the Berlin Wall came tumbling down in 1989, so did most of the prohibitive restraints against commerce between Western countries and the Eastern Bloc nations. Two moving groups in Germany and the Netherlands were among the first to recognize the opportunities that loomed ahead. Recognizing that there is strength in numbers, they decided to cooperate with each other, and the rest, says **Thomas Juchum**, is history.

Juchum, who is managing director of **EUROMOVERS International**, acknowledges that with the European borders open, new challenges emerged as well, and it was a time when the two groups, which had similar structures and objectives, joined forces to create Euro-movers.

“The network didn’t remain in the Netherlands and Germany only,” Juchum explains. “To those were added other companies in the Benelux region, Denmark, and France, and in 2004 we founded EUROMOVERS International, with headquarters in Luxembourg.”

In 2010, Euromovers was restructured as a corporation with shareholders, with each member company having an equal number of shares. “Companies outside of Europe cannot participate with the same benefits,” says Juchum, “but as our approved agents they must still meet all the same requirements. We call ourselves the EUROMOVERS family.”

Each spring, EUROMOVERS holds a conference. In 2013, it was in Istanbul, and IAM Programs Manager Brian Limperopulos was the keynote speaker. The 2014 gathering will be in Rome. Each year, the conference draws between 80 and 100 attendees.

Today 56 companies operate under the EUROMOVERS umbrella and must be members of IAM. Moreover, according to Juchum, the board recently decided to make it a requirement under the bylaws that its partners be not only IAM members but also participants in the Association’s Receivable Protection Program (RPP).

Juchum began his own career as a U.S. Army transportation officer in Germany. “I moved supplies—not household goods,” he says. After 10 years in that capacity, he moved to another region with his family and in 1990 began working for a moving company in Bitburg, where the United States Air Force was located.

“Sixty percent of the business was U.S. military business,” Juchum recalls. After four years he became operations manager at a Gosselin branch, where he spent six years before joining Euromovers in 2000, working first in sales and then eventually as vice president at the German headquarters in Bonn. In 2005 he became general manager of the German headquarters, and a year later he became general manager of EUROMOVERS International. From that beginning—with just five or six companies—the consortium has grown to 56 strong.

“There were other similar groups operating as a consortium,” he says, “but our founders didn’t want to be like the others. We wanted to keep a headquarters and have reasonable fees so that every partner could realize the most benefit. We decided to enforce the member-to-member partnership, and work directly between the partners. Particularly in Europe, there is a requirement to exchange business, to



The EUROMOVERS brand is becoming increasingly visible, and the network is now 56 members strong.



Thomas Juchum, managing director of EUROMOVERS International

reciprocate, to make sure that loads are fully occupied, that there is loading and unloading help, and that there are qualified people and established rates. Our services are for household goods—no cargo—and as we have no assets of our own, it is our partners who have the warehouses and trucks.

“We are a corporation with low overhead and work within a small budget,” adds Juchum, who works from a small office in Luxembourg. “Headquarters gets the funds it requires, but we leave all the benefits with our partners, such as cooperative purchasing and discounts. We have determined, however, that it’s not practical to sponsor an insurance program.”

Juchum takes great satisfaction with the growth and health of the network he helped to create. “When somebody works in the moving industry,” he says, “you either like it or you hate it. I love it. During the week when I’m in Luxembourg, I often find myself working until midnight because I enjoy it.”

A look at people and events shaping IAM member companies



Mark Dearborn



Sang Han



Jim Gaw



Matthew R. Dalke

Arpin Group has promoted **Mark Dearborn** to vice president of corporate accounts.

Dearborn, who joined Arpin International Group 14 years ago, is now responsible for managing the overall global supply chain for the corporate account division of Arpin International Group and will continue to serve as general manager of the Boston office.

Following the bombings at the Boston Marathon in April 2013, Dearborn helped establish Arpin Strong and the Arpin Charitable Fund to provide disaster aid and raise awareness and support for other important causes. He serves as president of this new organization, which recently obtained its 501(c)(3) status from the IRS.

Interstate recently announced that **Sang Han** has been named Chief Financial Officer. Han previously was the company's director of finance.

Han has more than 20 years of financial experience in a number of diverse industries. The company says his strategic leadership will be critical to helping Interstate continue to grow its business and diversified services.

Prior to joining Interstate, Sang held numerous finance positions with organizations in the e-commerce, automotive, and financial industries. In addition to the oversight of all accounting and billing functions for The Interstate Family of Companies, Sang will play an integral role in Interstate's continued success. His promotion comes on the heels of a period of solid growth for Interstate in terms of expanded services and geographic reach. For example, during the last three years, the organization added a new facility in Washington, D.C., acquired three firms in the United States, and opened offices in Hong Kong, Madrid, and Rio de Janeiro. Interstate was most recently recognized by the Washington Business Journal as one of the area's top 100 largest private companies and selected as a Best-Run Company by SmartCEO Magazine.

Atlas International, an affiliate of Atlas Van Lines and a subsidiary of parent company **Atlas World Group, Inc.**, has promoted **Jim Gaw** to president and chief operating officer.

In his new role, Gaw will lead the charge to grow revenue, invest in technology that enhances the customers' experience, and further develop Atlas International as a leading provider of worldwide relocation services. In addition, he will enhance future integration with the Atlas World Group organization across multiple platforms while also expanding the overseas network. With these respective duties, Gaw expects to ensure the international operation provides a growing return for stockholders and generates greater shareholder value within the AWG enterprise.

Gaw has held numerous management positions with leading international van lines during the past 15 years. He joined Atlas International in 2009 as the vice president of business development, assisting Atlas agents in their sales efforts and developing a marketing mix for the international company. Eventually Gaw was promoted to vice president and general manager.

Gaw is a former member of the IAM Executive Committee, and currently chairs the American Moving and Storage Association's International Committee.

Arpin Group has hired **Matthew R. Dalke** as vice president of operations. In his new position, Dalke will be responsible for quality control, the oversight of operations, domestic shipments, owner operators, employees, and agent fleets, as well as the continued development of the dispatch and registration departments.

A 23-year industry veteran, Dalke was formerly vice president of fleet operations at Clark & Reid Executive Relocation.

Move-it Channelmoving in the UK recently announced that **Shami Vohra** has been appointed business development manager with special responsibility for the company's Paris office.

Vohra, who is well known in the industry to IAM members worldwide, speaks fluent French, English, and Gujarati. She is tasked with further developing the company's profile in the French migrant market.



Left to right: Maria Eugenia Morales (Country Manager), Jacqueline Huanuco Munoz (Operations Manager), Rosario Velásquez Díaz (Controller) & Miguel Angel Flores (Commercial Manager)

EXPANSIONS

Vanguard Logistics Services recently opened an office in Lima, Peru. The economy in Peru is stable with trade and industry development outpacing growth rates in other parts of the region.

“Establishing a Vanguard office in Lima was the next logical step in expanding service coverage in Latin America,” said **Hal Donahue**, Regional Managing Director–Latin America. “The market has become too important to us and to our customers to not have our own presence there.” Peru is the most recent addition to Vanguard’s already extensive presence in Latin America, which includes Vanguard-owned and -operated offices in Argentina, Brazil, Chile, Colombia, Costa Rica, and Mexico.

With an experienced staff of 20 employees, Vanguard Lima is successfully providing full commercial and operational services to customers. “We can now offer our customers in Peru the same level of local service and global connectivity that we offer at our other Vanguard offices throughout the region,” said **Maria Eugenia Morales**, Manager–Vanguard Lima.



Bishop’s Manager Jenny McNorvell and Assistant Manager Richard Smith

Bishop’s Move Devises Canny Way to Avoid Gibraltar Border Queues

Staff members based at **Bishop’s Move’s Gibraltar** headquarters have devised a canny way to beat the worst of the much publicized queuing system in and out of the British Overseas Territory: scooters. Manager **Jenny McNorvell** and Assistant Manager **Richard Smith** are both jumping on a scooter, which enables them to save up to three hours a day getting through the huge queues at Gibraltar border crossing.

Officials from the European Commission (EC) have recently begun inspecting border controls in Gibraltar following complaints of excessive delays caused by Spanish officials that led to a war of words with Britain. The EC team is carrying out what it described as a “technical fact-finding mission” in Gibraltar and La Línea, Andalucía, after the Gibraltar government said overzealous border officials were causing lines of traffic to build up, making daily life a misery for people either side of the border with the British overseas territory.

In fact, the queues have been so bad that websites have been created for people to share their photos of the queuing system and advise those travelling to border crossing on what to expect.

However, McNorvell and Smith’s use of the scooter, up to 20 miles each week, has enabled the Bishop’s Move Gibraltar team to avoid premium parking costs and thus use its pass to get in and out of the military bases, saving them from having to wait up to two hours getting out of Gibraltar and one hour trying to get in in the morning. It also enables them to visit customers and clients to carry out daily surveys and ensure that their daily activities are “business as usual” for the company.

“The queues at the border have been unprecedented,” says McNorvell. “Around 8,000 Spaniards are thought to work in Gibraltar but live in Spain, mostly in the border towns of La Línea and Algeciras. The length of the queues have seen a lot of frustrated commuters stranded for hours getting to and from Gibraltar. The use of our scooter means we can conduct business as usual and ensures that our customers continue to receive the high quality service that they expect from us.”

MOVERS DOING GOOD



The Swiss Ambassador in Pakistan, H.E. Christoph Bubb, presents a shield to Munir Fazla, Managing Director of UPM International, for the company's support as a Silver Sponsor at the Swiss Food Festival 2013.

United Professional Movers International (UPM) Pakistan has been sponsoring the annual Swiss Food Festival (SFF) since many years. This year SFF 2013 was held at the Swiss Embassy, Islamabad, and UPM was the Silver Sponsor. The SFF is an extraordinary event offering an array of authentic Swiss specialties in a casual family atmosphere.

UPM's services include importing Swiss delicacies such as Swiss cheese, Swiss chocolates, and souvenirs. Due to the perishable nature of some of these goods, it is imperative that the job should be handled by a professional company that understands that nature of the time-sensitive goods and efficiently delivers them. The proceeds from the event were donated to Mashal Model School, Islamabad.



Boonma Executive Director Tiddy S. Teerawit and Jay S. Pantakij, Customer Service, Boonma Pet Mover in their booth at Pet Conference 2013

Boonma Exhibits at Las Vegas Pet Conference

As a pet relocation leader in Thailand, **Boonma Pet Mover** has extended its service for those pet owners and pet handling agents to CLMTV countries (Cambodia, Laos, Myanmar, Thailand, and Vietnam).

At the Las Vegas Pet Conference Boonma, led by **Tiddy S. Teerawit** and **Jay S. Pantakij**, exhibited and presented how pet lovers and pet handling agents can export, import and transit their beloved pets and animals among the CLMTV Countries. The conference was held on November 2-5, 2013, Paris Las Vegas Hotel, USA.



Boonma employees receive fire extinguisher and fire escapetraining at the company's Bangkok headquarters.

Boonma Provides Fire Emergency Training

In November **Boonma** hired a certified fire extinguisher and fire escape training team to visit its office and warehouse staff, instructing them on how to prevent the loss from accident and fire. The one-day workshop, conducted held at the company's Bangkok headquarters, included a classroom lecture and outdoor practice.

"At Boonma, we treat our customers' goods as our own," said Executive Director **Tiddy S. Teerawit**. "We have maintained a high-security system and standard, and never have had a single warehouse fire in the past 49 years."



Workers prepare boxes for loading outside Cardi's Furniture in Attleboro, Massachusetts.

In response to the devastation Typhoon Haiyan left behind after striking the Philippines in November, **Arpin Group** and Cardi's Furniture quickly teamed up to put out an "SOS" to the community to collect relief supplies for the victims. Arpin partners CaroTrans, MOL (America) Inc., and ICI Trucking are providing transportation services for final delivery, which is expected in January.

"The community responded overwhelmingly to our call and donated approximately four ocean container loads [90 pallets] of bottled water, non-perishable foods and diapers, weighing an astonishing 45,000 pounds," said **Brian Asay**, vice president of military services for Arpin Group. "We are very grateful for their support."

"The damage and devastation caused by this typhoon is unimaginable," said Greg Howard, global CEO of CaroTrans. "We hope these contributions will help bring direct relief to those people in need as they begin the difficult task of rebuilding their communities and lives. ... We remain committed to providing additional support as the relief efforts in the Philippines continue."



In the photos above, pallets of non-perishables await transit in West Warwick, Rhode Island.

Arpin International Group is coordinating the delivery of the supplies. They will be shipped to the ABS-CBN Foundation in Quezon City, Philippines, for final distribution to the refugees. Arpin's partners include ICI Trucking, which carries the containers to Port of New York; CaroTrans & MOL (America) Inc., the ocean freight provider; and Pronto Express, Arpin's agent in Manila that will deliver the containers to the ABS-CBN Foundation.

The Arpin Charitable Fund, also known as Arpin Strong, a 501(c)(3) non-profit corporation of Arpin Group Inc. dedicated to providing tragedy assistance to people in need around the globe, has also donated \$3,500 to Save the Children to aid in the recovery efforts.





TMM employees, dressed in holiday garb, devoted time in December to brighten the holidays of elementary school children in Jacksonville, Florida.

'Tis the Season!

On December 18, TMM employees celebrated the Christmas season by spending the day delivering Christmas gifts to the students at Smart Pope Livingston Elementary School in Jacksonville, Florida. This is TMM's ninth year donating gifts to the children attending the school, whose students are mostly under-privileged foster children in need.

The TMM employees participating in this year's event represent a large charity group within the organization, the TMM Cares Club, which is actively involved with many charity groups around Jacksonville. Supporting S.P. Livingston Elementary students during the Christmas holidays is one of the employees' favorite annual projects.

A few weeks before Christmas, the TMM Cares Club receives a list from the school's principal including each child's Christmas wishes. Very often, TMM's presents are the only ones the students receive each year so the club members spend considerable time planning, purchasing, and wrapping presents for every student at the school. The delivery and distribution of the gifts to each class is also an especially rewarding and inspiring experience for everyone involved, and TMM Cares Club members are truly moved by the entire process. "It is definitely a blessing to be able to give back to the community and help the S.P. Livingston Elementary



Every student at the school received a gift.

students during the holiday season," said TMM President **Matt Connell**.

This year, two special guests joined in the celebration: United States Rep. Corrine Brown (FL), a Jacksonville native, and a favorite of all of the students, Santa Claus.

Is Your Contact Information Current?

Update your Membership Directory listing at any time by sending an e-mail to Membership@IAMovers.org



MILESTONES

Starline Overseas Moving Celebrates 75 Years

Recently management and employees of **Starline Overseas Moving**, a division of the Highstar Group of Companies, gathered together to celebrate 75 years in the moving business. The timing was perfect to pay a tribute to the family-owned business, which was founded in 1938.

The Canadian company started out as Jim's Express Transfer and Baggage Hauling Ltd. many decades ago. Legend around the office has it that Peter Kachur kept the name Jim's Express because he did not have the paint to change the writing on the truck doors. What Peter did have, however, was a strong sense of business that he applied generously, allowing his moving company to grow to what it is today.

On November 23, almost 150 employees from both the Edmonton and Calgary branches gathered together to celebrate the special occasion. In honor of the anniversary, a custom cake was made in the shape of a moving truck, featuring headlights that glowed throughout the evening.

Don Kachur, President of Starline Overseas Moving & Storage, and the son of founder Peter Kachur, attributes Starline's success in the moving industry to their integrity. "If you're going to stay in business for 75 years, you'd better be good at what you're doing," he said, "especially in our business, because people are already freaked out before you get there. They're stressed out by the move, the kids, the schools, so we have to be more than good."

During the evening, Kachur thanked all of his employees over the years for all their hard work in making Starline a great moving company to work for. He noted that Starline is a customer-service driven business and without its experienced crews, customer service departments, marketing team and management group Highland would not be as successful as it is. His remarks were followed by awards, a ceremonial cutting of the truck cake by the Kachur family, and finally an evening filled with dancing.

With just over 60 moving trucks in their fleet and about 200 employees, Starline Overseas, whose motto is "Moving with Pride," currently operates out of a new state-of-the-art warehouse

in Edmonton's west end. Don's son, Casey Kachur, became the managing partner of the Calgary branch three years ago. They pride themselves on their ability to get the moving job done while looking ahead toward a bright future.



Don Kachur (right) celebrates the company's 75th anniversary with his son, Casey Kachur, and his daughters, Kelti and Torah Kachur.



Above: Cris O'Hara and Bob Clarke retired at the end of 2013.

At right: Noel Briscoe and Simon Mason, the new COO and CEO, respectively



John Mason International has announced some internal senior management changes. After transitioning to part-time roles and conducting extensive succession planning over the last few years, **Bob Clarke** and **Cris O'Hara** retired at the end of 2013. **Simon Mason** became CEO in January 2014, with support from **Noel Briscoe**, who will assume the role of COO as **Caroline Mason** transitions to CMO.

Clarke joined the company in 1987, having previously worked for Pickfords as national sales manager. He developed the business at a phenomenal rate and won numerous tonnage awards for the company. Due to his achievements in this role, he was named to the Board of Directors and eventually became managing director in 1995. He has also been active in the industry and has served on many industry boards. He played a key role in moving John Mason International's agent network and the company as a whole to another level.

O'Hara joined John Mason International at the age of 21 and has been one of the company's longest-serving staff members. Having begun her career in the imports department as an ambitious young apprentice, she was keen to make her mark. She quickly progressed through the ranks to the management level, becoming international director and ultimately deputy managing director. Her long and highly successful career has been characterized by high standards, attention to detail and a determined and positive attitude to get the best from her team, the company said, and she has dedicated herself to increasing the company's international business, transforming the company's IT platform and Quality Management systems, and successfully developing overseas agent relationships

During the last few years, Clarke and O'Hara have been working on a detailed succession and retirement plan on behalf of the company, to ensure a smooth transition for the next generation of senior leadership.

Simon Mason, having gained international work experience, returned to join his family company in 2012 as group sales manager. Extensive industry training had been completed overseas so he began an intensive on-boarding process. He became director of business development in 2012, managing John Mason's sales operations and corporate accounts including Fortune 500 companies.

Noel Briscoe has a background in freight forwarding, and his wealth of knowledge and shipping expertise will continue to benefit the company going forward into his new role. Briscoe joined John Mason as imports manager, progressed to general manager, and eventually became international director in 2010.

John Mason International thanked O'Hara and Clarke for their service over the years and wished them a very happy and well-deserved retirement as the company looks forward to an exciting and promising future for the next generation of leaders at John Mason International.

BAR Recognized for Efforts to Assure High Industry Standards

As of January, **BAR** has in place a Trading Standards Institute approved Code of Practice; assured advice under the Primary Authority arrangement with Trading Standards; and an independent Alternative Dispute Resolution scheme.

This three-pronged approach reflects BAR's efforts to help its members ensure the highest quality customer experience in what is an extremely competitive marketplace for removals and storage.

The three-way arrangements provide members with best practice Terms & Conditions and Quotations, which have been approved as part of the new Primary Authority arrangement with Trading Standards. They also guarantee customers a premium quality of service under the Code of Practice, and give access to independent dispute resolution in the event of any problem.

Rt Hon Baroness Crawley of Edgbaston, Life Peer, President of Trading Standards Institute and Chairman of the TSI Consumer Codes Approval Scheme, said, "BAR's commitment through membership of the Consumer Codes Approval Scheme and now signing up to a Primary Authority relationship to ensure they do right by their customers is an example to consumers that when business does care, it can take the right actions—actions that ensure they understand consumer rights, and put in place mechanisms such as their Alternative Dispute Resolution to protect customers' interests. Consumers can be at their most vulnerable when moving home or business, literally waving off

the family valuables, placing them in trust with a BAR member, and this should be seen as a huge sign that their confidence is not misplaced."

Altogether, the association noted, these developments show how BAR is leading the way not only in the removals and storage sector but also in the wider world of professional trade associations. With economic conditions still challenging, trade associations need to work closely with public sector authorities to ensure the regulatory framework in which their members operate is sufficiently reliable and flexible to allow member companies to prosper.

Consumer Minister Jo Swinson said, "Moving house or relocating your business can be very stressful, especially when you have treasured items or expensive furniture to transport. That is why I welcome the news that BAR is going the extra mile to work to higher standards and signing up to the Code of Practice."

What's New?

Send your announcements, articles, and news to

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AND

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IN MEMORIAM

DARYL L. FLOSI

Daryl L. Flosi passed away on December 22 in Falls Church, Virginia, following a battle with cancer. He was 66.

Born October 11, 1947, in Santa Clara, California, Mr. Flosi enlisted in the U.S. Marine Corps in 1965 at the age of 18. While serving his first tour of duty in Vietnam (1966–1967) and as a Lance Corporal, he was awarded the Purple Heart, Combat Action Ribbon, and numerous distinguished personal and unit awards. During the same tour he participated in many named combat operations. During his 20 years of military service to his country he served around the world, completing Naval Gunfire and Basic Airborne Schools before joining Air/Naval Gunfire Liaison Co./1st ANGLICO.

From 1969 to 1972 Mr. Flosi served with the Marines and sailors attached to Marine Barracks Rota, Spain. He returned to Vietnam as part of a Joint Advisory Task Force with 1st ANGLICO. He often spoke of being the last Marine to leave Vietnam after the fall of Saigon. He returned to California and the 11th Marines, followed by duty with 4th ANGLICO, West Palm Beach, Florida. The Marine Corps brought him back to the West Coast for duty with the Nuclear Weapons School and Nuclear Ordnance Platoon, followed by a return



to the 11th Marines. As a Master Sergeant, he joined the Marine Corps Institute and the Marines of Marine Barrack 8th & I in Washington, D.C. From 1982 through 1985, MSgt Flosi marched and performed with the parade staff that conducted sunset and evening parades before thousands of spectators annually. In 1986, MSgt Flosi retired after 21 years of service.

Mr. Flosi lived in the Washington DC, area, where he established a successful 18-year career with Interstate Van Lines

in Springfield, Virginia. He was the manager of the customer service department and was recognized for his dedicated service to the business. Interstate President J. D. Morrissette called Mr. Flosi “the consummate professional with fortitude to defend what he believed was right. Daryl was part of the heart and soul of our company and many would describe him as the glue that holds it together.”

Several of Mr. Flosi’s family members have worked at the company, including his wife Jamie, son David, stepdaughters Jessica, Jen, and Kelly, as well as his daughter-in-law Cetta, Interstate’s former manager of human resources.

Mr. Flosi was remembered by friends and colleagues as a man of great humility, patience, and kindness with three deep and all-consuming passions: his large family, motorcycles, and the United States Marine Corps. Although he was the epitome of a responsible, conscientious and dedicated husband, father, grandfather, and military man, his deepest identity was as a United States Marine.

Mr. Flosi was interred with military honors at Quantico National Cemetery. In lieu of flowers, donations may be made in Mr. Flosi’s name to the Semper Fi Fund or the American Cancer Society.



Move For Hunger founder **Adam Lowy**, 28, is on the list of Forbes’s new “30 Under 30” list of superachieving young professionals.

Move For Hunger, founded in 2009, is the first and only non-profit that works with the relocation industry to support local food banks. The organization mobilizes moving companies to collect unopened, non-perishable items during the move and delivers them to the banks. To date, it has moved over 2.4 million pounds of food in the U.S.—enough to feed 2 million. At

Adam Lowy, founder of Move For Hunger

IAM’s 51st Annual Meeting in Vancouver, Canada, IAM President Terry Head recognized Lowy for his efforts.



IN MEMORIAM

ARMANDO CHRISTOVAM



Status Baby Moving has announced the passing of its founder, Armando Christovam, on December 15.

Mr. Christovam, who was 60 when he died, started Status Baby Moving in 1978 with one truck and one mover. Over the years, the company grew into a powerhouse of a moving company, one of the largest in Sao Paulo, Brazil, at one point having more than 50 trucks and 400 employees.

In 2004 Mr. Christovam decided to branch out the company to the United States in order to provide full international moving services to Brazil. "He dedicated his life to Status Baby Moving," his daughter, Jessica, wrote. He was the sole owner of the company from its inception.

Mr. Christovam is survived by his wife, Marlene; his three sons, Jonathan, Johnny, and Robson; his daughter, Jessica; and his only grandson, also named Armando. "The family will carry on his legacy and take the company to better places, as he wished," his daughter wrote.

HONORS & AWARDS



Nick Masee, right, recently received an award for philanthropy.

Asian Tigers' Nick Masee, the Vancouver native who manages the company's Japan activities, is also known for his deep humanitarian streak.

Recently, Masee was honored with the 16th annual Machikado Philanthropist Award at a ceremony in Tokyo, presented by the Japan Philanthropy Association. He was recognized for his tireless efforts to raise money through a variety of initiatives for children with challenges, and he is the first non-Japanese to be so honored.

Since 2002, Masee has led a private fundraising effort that has helped to raise approximately US\$250,000; most of those funds have been donated to the YMCA in Japan to support their Challenged Children Programs (CCP). Masee is also the current chairman of the Foreign Community Supporting Committee (FCSC), a volunteer group that helps support the ongoing fundraising activities of the YMCA CCP.

UniGroup, the parent company of United Van Lines, Mayflower Transit, and other transportation-related subsidiaries, was recognized by the St. Louis Regional Chamber and the St. Louis Green Challenge with the Circle of Excellence Award of Achievement. The recognition honors UniGroup's efforts to conserve energy and reduce waste.

"We have a team of employees from every area of our enterprise working hard to help UniGroup operate in a more sustainable manner," said UniGroup Director of Corporate Responsibility and Sustainability **Rebecca Peterson**. "This award recognizes our significant accomplishments over the last year and provides continued motivation as we continually look for new ways to lessen our company's impact on the environment."

In the past year, UniGroup has implemented a single-stream recycling program at its headquarters. This program has increased the amount of recycled waste from 10 to 55 percent. The company has also eliminated all Styrofoam and non-recyclable plastic products from its campus. In the near future, it will complete the installation of an induction lighting system in its parking lot and a 100kw solar panel array on the building's roof.

Next Up in

THE PORTAL

March/April 2014—The U.S. Military Issue

Learn more about IAM's biggest customer—the U.S. military—as *The Portal* explores

- What's on the horizon for the U.S. military services?
- What effects could potential changes in the military moving program have on the industry?
- How has the Personal Property Program changed over the years?

Since 1962, the Association—first as HHGFAA and now as IAM—has worked closely with the U.S. Department of Defense (DoD), particularly the Military Surface Deployment and Distribution Command (SDDC), which oversees the DoD Personal Property (Moving) Program (DP3).

The histories of the two organizations are closely linked, and today the IAM staff communicates with SDDC staff on almost a daily basis. A strong collaborative relationship exists, a product perhaps of the number of former military service members who are now working in the industry.

What does the future hold for IAM's biggest customer? How will anticipated changes affect IAM members and the estimated 600,000 moves military personnel make each year? The Military Issue will not only look at the current status of DP3, it will consider the potential impact of recent U.S. military developments across the world, including

- **Post-war drawdown of troops in Afghanistan**, plus decrease in troops from bases across Europe.
- **The impact of mandatory across-the-board budget cuts**, possibly including base realignments and closures and trimming the ranks.
- **The Pivot to the Pacific:** The military's expanding role in the southwestern Pacific, including deployment or rotation of troops to Australia and Singapore, and the movement of personnel from Okinawa to Guam and Hawaii in coming years.

The Portal will also review some pivotal moments in IAM's long relationship with the U.S. military, including a favorable ruling on a protest suit over the imposition of Unearned Freight refunds and, most recently, the successful brokering of positive changes to SDDC Fuel Surcharge proposal and the revamping of the Qualifications document.

IAM members:

- **Did you serve in the military?** During what time period? What was your experience? How many times did you move?
- **Why does your company engage in DoD moving?** What are the benefits?
- **Do you have a non-household goods story** of work your company has done with the U.S. military?

IMPORTANT: Please e-mail your submission (and a photo of yourself if you like) to

janet.seely@iamovers.org AND joycedexter47@comcast.net

The deadline for the March/April issue is **February 15, 2014**



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Orbit International Moving Logistics Ltd.,
Canada

**You'll find a comprehensive
list of RPP members in
the print and online IAM
Annual Directory.**

Financial Security

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?

Security



Receivable Protection Program

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 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 about IAM's Receivable Protection Program, go to www.IAMovers.org and click on Programs & Education or contact IAM at rpp@iamovers.org

Congress Approves Federal Budget

In the week leading up to the Congressional recess for the Christmas holidays, Congress approved a bipartisan budget that was negotiated by the chairs of the Senate and House Budget Committees, Sen. Patty Murray (D-WA) and Rep. Paul Ryan (R-WI), respectively. Although the budget approval does not necessarily ensure that there will not be serious funding fights in early 2014, it does allow for the spending limits established by sequestration for both 2014 and 2015 to be exceeded for each of those years.

Congress must now approve specific appropriations bills by January 15, 2014—a task made somewhat easier by the higher budget limits created under the Murray–Ryan budget limits. That said, potential challenges loom on the horizon, namely ensuring that enough Republicans will vote for appropriations bills that exceed the sequestration limits and enough Democrats will support specific programs that cut health care funds and other social programs. Despite the higher limits, the budget deal still will require approximately \$20 billion in defense cuts from projected program growth, which will present an extremely difficult challenge. And the certainty of another vote on the debt ceiling early next year raises the potential for another fight over a government shutdown.

It will now be up to each of the 12 congressional appropriations subcommittees to come up with individual spending bills to fund each agency of government under their specific control. Most observers believe that these individualized spending bills will not be ready by the January 15 deadline, ensuring the likelihood of adopting a short-term omnibus spending bill. Besides defense, the agency spending bills that are expected to face the greatest challenges will be those for Health & Human Services (which will require that funds be spent to implement the 2010 Affordable Care Act, the issue that precipitated the government shutdown in 2013), Housing & Urban Development, and Transportation. All of these dynamics will be played out as the mid-term elections in 2014 draw near.

Senate Commerce Committee Reviews Data Privacy Concerns

Earlier this month, the Senate Commerce Committee held a hearing to discuss data brokers and the collection, sale, and subsequent safeguarding practices of consumer data, including data containing Personally Identifiable Information (PII). Committee Chairman Jay Rockefeller (D-WV) has a continuing interest in protecting the consumer and would like to better understand how data brokers operate and the final destination of the data they collect. He expressed considerable concern at the hearing with respect to vulnerable groups, including—and specifically cited among them—military personnel.

This hearing and ongoing investigation culminated in an initial report released the day of the hearing. In his comments to the witnesses at the hearing, Sen. Rockefeller identified what he called “particularly troublesome” practices whereby data

brokers categorize individuals based on income and then further categorize them into vulnerable communities: seniors, single mothers, widows, military personnel, and veterans. He indicated that several major players in the data collection industry have not complied with his requests to provide detailed information on their practices, and noted at the hearing that he is prepared to take further steps to get that information. IAM is closely following the Committee’s actions here and will be coordinating as appropriate, as vessel manifests containing PII of IAM customers are often repackaged and sold to data mining operations, for subsequent resale in the marketplace.

FMCSA Updates

IAM Requests FMCSA Bonding Requirement Exemption for DoD-Only Freight Forwarders

Through Chuck White, IAM Director of Government & Military Relations, IAM has formally requested an exemption from the Federal Motor Carrier Safety Administration’s (FMCSA) \$75,000 bonding requirement for freight forwarders who operate participate solely in the Department of Defense household goods program. In its request to the agency, IAM cited precedent from the Federal Maritime Commission (FMC), which has already granted a similar exemption. The IAM request is scheduled to appear in the Federal Register on December 26.

In the DoD HHG program, approved Carriers and Transportation Service Providers (TSP), are already required to maintain either a Motor Carrier (MC) or Freight Forwarder (FF) license from the FMCSA. Since obtaining the \$75,000 bond is now a requirement for freight forwarders to maintain their FMCSA license, they are required by DoD to procure the bond or face losing their approval to operate in the DoD program. In its comments to the FMCSA, IAM pointed out that obtaining the bond is a cost of doing business, being mandated by one government agency (FMCSA) but passed on to another one (DoD), without any benefit to the organization bearing the cost, as DoD freight forwarders will be forced to add this cost into the rates they provide DoD.

FMCSA Issues Regulatory Guidance for 30-Minute Break Rule

The FMCSA has issued regulatory guidance that went into effect on December 19 and addressed the application of the 30-minute break rule. It affects interstate drivers of commercial motor vehicles (CMVs) who begin their duty days as “short-haul” drivers exempt from the break rule, but who occasionally exceed the short-haul distance or time limits. Those drivers are then subject to the break requirement and must prepare a record-of-duty-status (RODS) for the day.

In issuing the guidance, FMCSA clarified that the intent of the break rule would be satisfied if drivers in these situations take a break at the earliest safe opportunity after exceeding the short-haul limits. Those drivers would then be eligible to explain in a RODS annotation why the rest break was not taken within the required 8 hours of the last off-duty break of at least 30 minutes.

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.

Members Only | IAM Store

Price List for Selected IAM Publications, Miscellaneous Items

	CONUS MEMBERS	OVERSEAS MEMBERS
IAM Membership Directory	95.00	110.00
Additional 1-year subscriptions to <i>The Portal</i>	120.00	145.00
Additional IAM Membership Certificates	55.00	65.00

To receive an order form and payment information, please email info@iamovers.org

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*
Full page	7-1/2"	10-1/4"	US\$3,187.50
Full page bleed (add 1/8 at each edge)	8-1/2"	11"	
1/2 page horizontal	7-1/2"	5"	US\$1,687.50
1/2 page vertical	3-3/4"	10"	US\$1,687.50
1/2 page vertical bleed (add 1/8" at top and bottom)	3-3/4"	11"	
1/3 page horizontal	7-1/2"	3-1/8"	US\$1,187.50
1/3 page vertical	3-3/4"	5"	US\$1,187.50
1/3 page box	3-3/4"	5"	US\$1,187.50
1/4 page horizontal	4-3/4"	4"	US\$875.00
1/4 page vertical	3-3/4"	5"	US\$875.00
1/6 page horizontal	3-1/2"	3"	US\$531.25
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**:

March/April Issue February 15, 2014
 May/June Issue April 30, 2014
 July/August Issue..... July 1, 2014
September/October Issue August 15, 2014
(ANNUAL MEETING ISSUE)
 November/December Issue October 20, 2014
 January/February 2015 Issue..... December 20, 2015

*Ad rates subject to change.

**Deadlines to receive new artwork are subject to change.

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

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

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Industry Calendar

February 9–12, 2014

AMSA Education Conference
& Expo
San Diego, California

February 15–20, 2014

LACMA Convention
Playa Herradura, Costa Rica

March 7–9, 2014

Asian Relocation Association
Bangkok, Thailand

April 8–12, 2014

EUROMOVERS International
Conference
Rome, Italy

May 1–4, 2014

Young Movers Conference
London, England, GB

May 15–17

British Association of Removers
(BAR) Annual Conference
Glasgow, Scotland, GB

October 7–10, 2014

IAM 52nd Annual Meeting
Orlando, Florida, USA

October 18–21, 2015

IAM 53rd Annual Meeting
San Diego, California, USA