

# THE PORTAL

VOLUME XLVI

The Journal of the International Association of Movers



September/October 2014

## IAM 52nd Annual Meeting: Where the World Comes Together



**Inside: Mobile Technology in Sales & Marketing**

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## Word-of-Mouth Marketing



**TERRY R. HEAD**  
**IAM President**

Just about everyone would agree that communication is fundamental to any relationship, whether personal or professional. Good, reliable and balanced communication is also key in how we share information and learn from each other and about one another. Communication, promotion and marketing are central to any company's plan for promoting and marketing its products and services, thus directly contributing to its success and growth.

It is interesting to recall how moving and storage companies used to market their services. Some businesses, usually operating in smaller markets, simply relied on referrals and word-of-mouth marketing to attract customers. In larger, more competitive markets, it was imperative to be listed in the phone book or the Yellow Pages business directory (or its equivalent in countries outside the United States).

You not only had to be "in the book"; you fought for and usually paid handsomely to have the biggest ad and best placement. Some movers also placed ads in newspapers as well as local and national magazines. While these types of hardcopy promotional and marketing techniques are still used today, you're now more likely to reach a potential customer or account through digital means or a variety of other online resources.

The younger generation today is driving the adaption and use of new communication technologies. Marketing for movers is rapidly adapting to more sophisticated Internet applications, promotional e-mails and various forms of social media marketing. And this ever-evolving digital phenomenon has led to the introduction of a new staff member: the marketing technologist.

The moving and relocation industry, like a number of other businesses, rely heavily on sales and marketing to attract clients. We've moved way beyond just having a snazzy website. Marketers now require at least a working knowledge of technology. And the most successful individuals in sales and marketing possess a level of technology and social media skills that used to be found only in the IT departments of large corporations.

Social media have changed the way people do business—and find a business. Mobile devices like smartphones and tablets not only can connect with the Internet; they now can download a variety of social media applications. These conversational forums and "apps" are how people source products and services; they attract recommendations and reviews, provide pricing information and—most important—help prospects determine whether your company is one with whom they might want to do business.

The advent and use of social media in the moving industry have presented both challenges and opportunities. Social media can drive traffic to your website and convert inquiries into bookings. Conversely, they enable past customers to rate and review your level of service, possibly driving potential business away, giving "word-of-mouth" sales a whole new meaning.

And here is where marketing technologists come in. They understand the power of search engine optimization (SEO), which is how people are driven to your website. If you are not familiar with this term I suggest you either learn about it or hire someone who is knowledgeable; otherwise you could be spending money on websites that provide little return on investment.

Once you get the business you want to keep it as well as get more, and here the technologists play a secondary role. Like it or not, today's consumers will quickly rate you and, through the use of social media, waste no time in telling others all about their experience with you company—good or bad. Marketing technologists know how to respond to negative reviews and appease unsatisfied customers, and they know how to turn very happy customers into more customers.

This issue of *The Portal* explores the ways mobile and digital technologies are changing the way we do business. Marketing and selling moving services is still a word-of-mouth process, but it's now a question of *whose* mouth, and controlling and reacting to what comes out of it.

Also, in this issue is a preview of IAM's 52<sup>nd</sup> Annual Meeting. I trust you will use it to plan your experience in Orlando and to prepare your own word-of-mouth sales presentations as you network with your fellow members.

Meet the Candidates



John B. Burrows



Brandon Day



Stephan Geurts Jr.



Tim Helenthal

John B. Burrows, CEO of DeWitt Moving & Storage Guam, is a fourth-generation DeWitt family member. He was brought into the industry as a young man working in the warehouse during his summer breaks. After graduating from college, he took on the role of operations manager for the company. During those years, he worked in every aspect of the business to improve overall productivity and quality. Through his guidance, the company quickly became one of the premier moving and storage service providers in the region. Having led efforts to further improve the efficiency, productivity and overall quality of the company, he became president in 1997. In 2002, DeWitt Moving & Storage Guam became an approved Transportation Service Provider (TSP) for the GSA ITGBL program.

In 2003, Burrows also assumed the role of president of DeWitt Moving Worldwide, a Division of DeWitt Companies, Ltd., which has become a leader in commercial household goods forwarding. Over the years, he has been involved with all aspects of the sales, operations, finances, marketing and planning of the business, and also works closely with management of the other DeWitt Family of Companies, which include Royal Hawaiian Movers & Royal Alaskan Movers.

Having the unique experience and perspective of operating a TSP, an agent and a port agent, Burrows has developed a well-rounded perspective. Over that last six years, he has served on IAM's Accessorial Committee and feels he is prepared to take on more of a leadership role in the Association. "I believe it is a critical time for our industry because of the continuous changes brought about in the new DP3 environment," he says. "I would be honored to sit on the Executive Committee as a Member-at-Large, to represent TSPs and agents during the next phase of this transition."

Brandon Day is the CEO of Daycos, a full-service billing and audit firm located in Norfolk, Nebraska. Daycos provides billing and audit services to 700 different SCAC codes, processing more than 410,000 invoices per year totaling more than \$1.3 billion.

Day began his career in the household goods industry at age six as one of the "Associates" in post-audit firm John Day & Associates. After taking a brief hiatus to get an education and

grow up, in 1994 he rejoined the family business, now known as Daycos, overseeing the data storage and information technology divisions. He became CEO in 2002. He is completing his fourth year on the IAM Executive Committee and as chair of the IAM Technology & Communications Committee. He has been also involved in the implementation and testing of CWA/PowerTrack, as well as the Defense Personal Property System.

2014 Governing Members Slate of Candidates

Chair
Peg Wilken ..... Stevens Worldwide Van Lines/ Stevens Forwarders Inc.

Vice Chair
Tim Helenthal ..... National Van Lines
Mike Richardson ..... Senate Forwarding Inc.
(The runner-up candidate for Vice Chair will run for one of the Members-At-Large seats)

Four Members-At-Large
John Burrows ..... Dewitt Moving & Storage
\*Brandon Day ..... Daycos
Stephan Geurts Jr. .... Govlog, N.V.
\*Tim Helenthal ..... National Van Lines
\*Mike Richardson ..... Senate Forwarding Inc.

\*Incumbent

The Annual Meeting of the Governing membership will be held on Friday, October 10, 2014, 9:00am-12:00 noon, at the World Center Marriott in Orlando, Florida, USA.

The IAM By-Laws provide for nominations from the floor, provided those candidates meet all criteria for election and service on the Executive Committee, as detailed in the Association's By-Laws under Articles VII, VIII, and IX, which can be found in the back of your IAM Membership Directory.



**Mike Richardson**



**Peg Wilken**

“I think I have been able to bring a unique perspective as CEO of a company that works on behalf of 700 different TSPs, from small to large, domestic and international,” says Day. “I particularly enjoy working with the Technology & Communications Committee, since our industry faces many technical issues, particularly with the DPS computer system.”

**Stephan Geurts Jr.**, director, **Government Logistics NV**, grew up in northern Belgium. In 1996, Gosselin World Wide Moving NV gave him the opportunity to spend his summer vacation on a three-month training program with a customers in the southeastern United States. This enabled him to hone his packing, warehousing and administrative skills.

After graduating from college in 1997, he pursued more in-depth training on the West Coast, where he focused for the next year and a half on military household goods shipping. After returning to Europe he spent six months with a Bremerhaven port agent before settling at Gosselin Headquarters in Antwerp, handling DoD personal effects shipments and U.S. Department of State (DoS) business through contracts and tenders.

In 2007, as Gosselin shifted its focus from U.S. government contracting business to logistics and corporate business, Geurts and three colleagues established Government Logistics, whose main focus is serving the U.S. government, providing services for DoD and DoS throughout Europe.

Geurts served for on the IAM Executive Committee from 2006 to 2010 as YP-35 Chairman. During his tenure, the YP-35 membership grew to 200 members.

“In those years on the board I have seen what this Association is doing for its membership,” says Geurts, “and I would very much like to be again part of this and participate in the many more ventures and challenges to come. Since our Association remains greatly focused on the U.S. Government business, when elected, I could bring added value to the board as an overseas agent handling all aspects of the DoD and DoS business, which continues to remain a challenging and evolving segment of the international market.”

**Tim Helenthal** is the president & COO of **National Van Lines**. Selected to serve as CEO Maureen Beal’s successor, Helenthal began his career in the moving and storage industry as manager of the Total Quality Assurance Program (TQAP) for National’s military division in 1994. In 2000, he was named vice president of agency services for military.

His experience with TQAP led him to develop in-company programs that identify and select quality suppliers for household

goods relocations. At the same time, he monitored trends within the DoD Personal Property Program, interpreting and executing ever-changing government guidelines. He oversaw the development of National’s PREVENT quality control program, which includes the Military Procedures Manual, a DoD-specific training resource for all moving agents and drivers.

Committed to industry improvements, Helenthal is currently a member of the the IAM Executive Committee and is chair of the Accessorial Services Committee. He also is ex-Chairman of the National Defense Transportation Association’s Household Goods Sub-Committee.

**Mike Richardson’s** 22-year industry career began in the corporate office of a major van line. He progressed through marketing, customer service, and quality management positions before relocating to branch offices in the eastern United States, working in local operations. Experience “in the trenches” facilitated his transition 14 years ago to **Senate Forwarding**, where he is now vice president and general manager. Upon joining Senate, Richardson managed the company’s participation in pilot programs that predated DoD’s Defense Personal Property Program (DP3). He currently manages customer service, operations, rate filing, and claims management for the DoD international and domestic programs.

Richardson joined the IAM Executive Committee as a member at large in 2003, chairing the Accessorial Services Committee. He currently chairs the Carrier Relations Committee. He is a past chair and vice chair of the International Shippers Association (ISA). “I have gained valuable experience during my twelve years in IAM and ISA leadership positions and in chairing committees, making positive gains in areas that have benefited both military TSPs and our commercial-based membership,” says Richardson. “If re-elected my focus will be what is in the best interest of the International TSP. Our Association was founded by international forwarders that still comprise the majority of our governing membership, and I hope to continue to represent them well.”

**Margaret (Peg) Wilken** has been an employee of Saginaw, Michigan-based **Stevens Forwarders** since 1981, currently serving as vice president of government traffic and claims, and a member of the Executive Leadership Team at Stevens. She is responsible for all government traffic management for the company as well as claims processing and loss prevention. Wilken manages Stevens’ relationships with the U.S. Department of Defense, the U.S. General Services Administration, and other federal agencies. She is also responsible for the selection and quality control for agents used to service DP3 shipments, rate filing, score management, training, and regulation adherence.

Wilken has served on IAM’s Executive Committee since 2009, and is currently the vice chair, with responsibility for the Government & Congressional Affairs Committee. She is a past chair of the IAM Claims Committee. Actively involved in the industry, Wilken also currently serves on the Government Traffic Committee of the American Moving & Storage Association. She has been involved for years in various military/industry working groups in the design and implementation of the DP3 program and continues to be an advocate and voice for the industry in various meetings, working groups, and conferences, to help make the DP3 and GSA programs more effective.

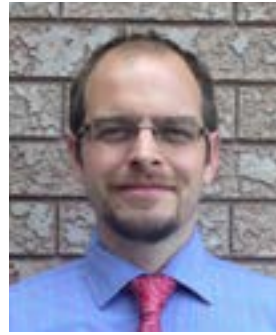




A. K. Agarwal



Jackie Agner



Arthur Drewry



Boris Populoh

**Anjani Kumar Agarwal**, Director, **DRS Logistics Pvt Ltd**, joined the family business in 1993. He is responsible for the marketing of the group business. As director, Agarwal has been instrumental in creating well-known brands including DRS, Agarwal Packers & Movers and DRS Dilip Roadlines Pvt Ltd.

In addition to his work in the logistics business, Agarwal and other family members in 2003 established DRS International School in Hyderabad, India, now one of the well-known international schools in India. In pursuance of his vision to provide better education to children, he and his brother, Sanjay Agarwal, promoted MDN Edify Education Private Limited and established several schools across India under a franchisee model.

Agarwal is also the chief architect of diversification in DRS group, having implemented a storage operation with approximately 2 million square feet of warehousing space throughout India.

**Jackie Agner**, director, household goods at **CMI—California Multimodal LLC** in Fife, Washington, has more than 41 years of experience in the transportation field. Having managed operations, sales, and administration for DoD and commercial movement, she has gained the knowledge and connections needed to provide linehaul and port services on a global basis.

“It has also given me the confidence to serve the Core Members Management Board as their Representative,” she adds. “It is honestly a fun and rewarding experience for me. I personally feel that the Association has given me so much in terms of knowledge and connections that anything I can contribute is an honor. I have sincerely enjoyed getting to know the IAM Core Members Management Board representatives and it has been exciting to work together on opportunities to enhance our membership benefits. This year has brought several changes to the CMMB and each new board member brings us a new perspective on their region.

“I am continually amazed at the accumulation of knowledge the IAM board members have and the enthusiasm and willingness to contribute to our association. If given the opportunity to continue as the Core Members Representative, I assure you that as a team we will be instrumental in addressing the needs of our Core members.”

Agner was inducted into the IAM Hall of Honor in 2010. She is currently secretary-treasurer of the Alan F. Wohlstetter Scholarship Fund Board and the Fundraising Committee.

## 2014 Core Members Management Board Slate of Candidates

### Core Member Representative

\*Jackie Agner ..... CMI—California Multimodal LLC

### Core Member Representative-At-Large

A.K. Agarwal ..... DRS Group  
Arthur Drewry ..... Taylor International  
Boris Populoh ..... Willis Relocation Risk Group  
Tony Waugh ..... AGS Movers

\*Incumbent

The Annual Meeting of the Core membership will be held on Wednesday, October 8, 2014, 1:00pm–3:00pm, at the World Center Marriott in Orlando, Florida, USA.

The IAM By-Laws provide for nominations from the floor, as long as those candidates meet all criteria for election and service on the Executive Committee, as detailed in the Association’s By-Laws under Articles VII, VIII, and IX, which can be found at the back of your IAM Membership Directory.

**Arthur Drewry**, who has served IAM as a CMMB Representative for Region 6 (North America) since 2011, was raised as a British expatriate and in 2000 began his career in the household goods relocation industry in the Middle East. Drewry got his first taste of the international moving business while working with Gulf Agency Company, a respected international removals company. There, he played an integral role in handling corporate relocations for Exxon Mobil, Occidental Petroleum, Elf Petroleum, and Chevron Phillips. During that time, Drewry earned his FIDI Diploma, the highest international education designation in the international relocation industry.

After completing his tenure at Gulf Agency Company, Drewry returned to Great Britain, where he managed a branch of Britannia Movers International PLC.

Two years later he was on the move again, this time to Canada, where he took the helm of **Taylor International**, a subsidiary company of Taylor Moving & Storage Ltd., which



Tony Waugh

is involved in the corporate relocation industry.

“Canada presented an exciting career opportunity for me,” Drewry said at the time. “I was appointed manager of Taylor International, which provided me with the exciting challenge of expanding and growing the division. Nine years later, I’m a little older and perhaps—dare I say—wiser. Business is thriving and my family and I have settled well into life here.”

Drewry has actively participated in several IAM meetings and projects. He wrote the Shipper Guide for Canada, and at two recent IAM Annual Meetings served as a panelist: “Incorporating Technology” (2012) and “Online Lead Generation and the Future of Our Industry” (2013).

Having lived and worked on three different continents and experienced firsthand the pressures of relocating and integrating into different cultures, Drewry brings a broad and unique understanding of the international relocations industry. He has extensive experience and expertise in the development of worldwide agent partnerships, quality control systems, logistics management, and corporate move management.

“My goal,” says Drewry, who is international manager at Taylor International, “is to contribute to, learn and gain valuable experience through my special interest in cultural differences, business development, process implementation, negotiation, supplier management, and quality management.”

**Boris Populoh** brings two decades of experience and broad-based knowledge of the international household goods moving and relocation industry.

Populoh began his career in the early 1990s as a driver and operations manager for a regional relocation company in the U.S. Mid-Atlantic region. Within a few years, he was instrumental in launching and implementing the National Moving and Storage Association’s Registered International Mover (RIM) Program, the industry’s first quality assurance program. After leading and growing the program for more than five years as the vice president of international affairs at the American Moving and Storage Association, he joined IAM (then HHGFAA) as director of programs and education.

At IAM, Populoh launched and led a number of transportation security and technology initiatives aimed at strengthening the household goods industry’s position in a rapidly changing and increasingly challenging global environment. Two of the major initiatives that were launched during his tenure at IAM were the drafting and implementation of the Receivable Protection Program (RPP), as well as the initiation of an industry-wide numeric code codification standard under the American National Standards Institute (ANSI) and International Standards Organization (ISO).

In late 2008, Populoh was named managing director of FIDI and moved his family to Belgium, where he continued to champion the industry’s efforts aimed at service quality standardization through FIDI’s flagship FAIM program. He also furthered his knowledge of and experience with international relocation standards and policies.

After three years of phenomenal European adventures, the Populoh family returned home to the United States. In 2011 Populoh was named senior vice president at the **Willis Relocation Risk Group**. He continues his passionate support of IAM and its members by serving on both the Members’ Ethics Council and the Commercial Affairs Committee. Additionally he serves as the

North American expert representative to the ANSI Working Group, which aims to establish an industry-wide numeric standard for household goods inventories.

Born and raised in Germany, Populoh immigrated to the U.S. at the age of 14. A few years later he earned a Division I NCAA athletic scholarship; he studied international diplomacy and economics at the American University in Washington, D.C., and later transportation policy, operations and logistics management at George Mason University in Virginia.

**Anthony (Tony) Waugh** is a 36-year veteran of the international moving industry, having started when the software company in which he was a partner developed computer systems for European movers in 1978. His company later rewrote the systems to work for U.S. van lines, leading him to move to the United States from Ireland in 1984. The system was installed at North American International, United Van Lines and Mayflower during the following 18 months.

Waugh joined Mayflower in 1986 to develop agent communications systems but was appointed vice president of their international division in 1988, a position he held until the company was sold to UniGroup in 1996. During his tenure he managed a team that created new and innovative services, including a Mexico–U.S. trucking service in 1989 and a well-publicized link with the Soviet Union in 1990.

He joined Global Silverhawk in 1996 and served as executive vice president and COO until leaving to start a consulting business in 2000. His consulting clients included Runzheimer, Suddath, PWC, Bank One and AGS Worldwide Movers. AGS Worldwide Movers hired him to study their relationship with the U.S. market and subsequently asked him to direct their efforts there. He has been responsible for partner relations for AGS in the United States since 2008.

During his career Waugh has regularly produced articles for industry publications and has been a speaker at a number of industry conventions.

## 2014 International Shippers Association (ISA)

### Slate of Candidates

#### Treasurer

Vacant

#### Member-At-Large

David Macpherson ..... JK Moving Services

The Annual Meeting of the ISA membership will be held on Thursday, October 9, 2014, 11:00am–12:00 noon at the World Center Marriott in Orlando, Florida, USA. During the ISA membership meeting formal elections will be held for the positions of Treasurer and Member-At-Large.

**Note:** The ISA By-Laws provide for the ability to present nominations from the floor; however, candidates must be qualified for the positions to which they are nominated. Each member of the ISA Board of Directors must be a member of the International Association of Movers (IAM) and the Board must consist of a balance of no fewer than two IAM Governing members and two IAM Core members. The position of Chair shall rotate every two years between a Governing and a Core member.



David Macpherson

**David Macpherson**, a native of Scotland, has lived in three countries, giving him keen insight into what it takes to make a smooth overseas move. He is an international shipping and logistics veteran and has spent over 30 years moving people internationally. Before Macpherson came to **JK Moving Services**, he worked on contracts for the United Nations and Texas Instruments, where he helped numerous families relocate to countries all over the globe.

Previously Macpherson was vice president of sales and general manager for North American Van Lines Canada, and subsequently North American International in the United States. He began his international career in the container shipping business, where many large European and U.S. movers were his clients.

“I’ve met wonderful and fascinating people while helping them move,” he says. “I now have friends in all four corners of the globe. Apparently, I will never need a hotel ever again!”



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](http://www.IAMovers.org), click on Affiliate Groups



(tentative)

# Schedule-at-a-Glance

TUESDAY OCTOBER 7, 2014	WEDNESDAY OCTOBER 8, 2014	THURSDAY OCTOBER 9, 2014	FRIDAY OCTOBER 10, 2014
<p><b>10:00am–6:00pm</b> Registration Open</p> <p><b>2:00pm–5:00pm</b> Network Central and Exhibits Open</p>	<p><b>7:30am–5:00pm</b> Registration Open</p> <p><b>10:00am–5:00pm</b> Network Central and Exhibits Open</p>	<p><b>7:30am–5:00pm</b> Registration Open</p> <p><b>9:00am–5:00pm</b> Network Central and Exhibits Open</p>	<p><b>7:30am–12:00 Noon</b> Registration Open</p> <p><b>8:00am–11:00am</b> Network Central and Exhibits Open</p>
<p><b>7:30am–11:30am</b> Exhibitor Set-up</p> <p><b>8:30am–10:30am</b> CMMB/YPMB/EXCOM Breakfast Meeting</p> <p><b>11:00am–1:00pm</b> Executive Committee Meeting</p> <p><b>11:00am–2:00pm</b> IAM – YP Team Building</p> <p><b>1:00pm–2:30pm</b> Executive Committee Meeting Luncheon</p> <p><b>1:30pm–2:30pm</b> <b>KNOWLEDGE LAB</b> Power Up Sales With Social Media: Using social selling to your advantage</p> <p><b>2:30pm–4:30pm</b> Executive Committee Meeting</p> <p><b>3:00pm–4:00pm</b> IAM-YP Board Meeting</p> <p><b>3:00pm–4:00pm</b> <b>KNOWLEDGE LAB</b> Learn to Network Like a Pro <i>[Recommended for first-time attendees]</i></p> <p><b>5:30pm–7:00pm</b> IAM-YP Welcome Reception</p> <p><b>6:00pm–7:00pm</b> New Members, First Time Attendees &amp; Special Guests Reception</p> <p><b>7:00pm–9:00pm</b> Opening Reception</p> <p><b>9:00pm–12:00 Midnight</b> AFWSF Casino Night <b>"HOT HAVANA NIGHTS"</b> <i>Additional Ticket Required</i></p>	<p><b>8:00am–10:00am</b> IAM Membership Breakfast Hall of Honor Inductions AFW Scholarship Fund Recognitions Terry Head: <i>State of IAM Address</i></p> <p><b>10:30am–11:30am</b> Hall of Honor Selection Committee Business Session</p> <p><b>10:30am–11:30am</b> <b>NEW</b> Excited About Apps : A quick tour of must-have apps for business, productivity, &amp; fun</p> <p><b>11:30am–1:00pm</b> ISA Board Meeting and Luncheon</p> <p><b>11:30am–12:30pm</b> Exhibitors' Cocktail Reception</p> <p><b>1:00pm–3:00pm</b> Core Membership Meeting &amp; Elections</p> <p><b>3:00pm–4:00pm</b> <b>KNOWLEDGE LAB</b> Keeping it Legal – Navigating regulations, investigations, fraud actions &amp; more</p> <p><b>3:15pm–4:30pm</b> <b>NEW</b> IAM-YP Members Meeting</p> <p><b>4:00pm–5:00pm</b> Ladies in Moving (LIMA) Business Meeting</p> <p><b>5:00pm–6:00pm</b> Ladies in Moving (LIMA) Networking Reception</p> <p><i>Free Evening- There will be no scheduled IAM events this evening</i></p>	<p><b>7:30am–8:30am</b> AFW Scholarship Board Breakfast</p> <p><b>7:30am–9:30am</b> Buffet Breakfast</p> <p><b>8:30am–10:30am</b> Claims Panel</p> <p><b>10:30am–12:00 Noon</b> <b>NEW</b> "Mentor Match Meetup"</p> <p><b>11:00am–12:00 Noon</b> ISA Membership Meeting &amp; Elections</p> <p><b>12:00 Noon–12:30pm</b> ISA Board Meeting</p> <p><b>12:00 Noon–1:00pm</b> Buffet Lunch in the Exhibit Hall</p> <p><b>1:30pm–3:30pm</b> Military and Government Affairs Panel</p> <p><b>4:00pm–5:00pm</b> <b>KNOWLEDGE LAB</b> Impacts of California Ports &amp; Truck Emissions Rules – What US &amp; Overseas Movers MUST Know</p> <p><b>4:00pm–5:30pm</b> IAM Logistics Network Business Session</p> <p><b>9:00pm–11:30pm</b> IAM-YP Social Mixer IAM-YP Members Only-Offsite</p> <p><i>Free Evening- There will be no scheduled IAM events this evening</i></p>	<p><b>7:30am–9:00am</b> Ethics Council Breakfast <i>(IAM Members Ethics Council only)</i></p> <p><b>8:00am–11:00am</b> Breakfast with Exhibitors</p> <p><b>9:00am–12:00 Noon</b> Governing Membership Meeting &amp; Elections</p> <p><b>11:00am –12:00 Noon</b> Exhibit Teardown</p> <p><b>1:30pm–4:00pm</b> <b>Two Special Sessions</b> U.S. Federal Maritime Commission Initiatives; Partnership with Industry <i>Jennifer Gartlan, Deputy Director, Office of Consumer Affairs &amp; Dispute Resolution Services, U.S. Federal Maritime Commission, Washington, DC</i></p> <p><b>Tune in to the Talking Heads</b> <i>Moderated by Terry Head and Charles White</i> Join this ESPN-like call-in, Tweet-in, audience participation program that promises to be informative, educational and entertaining. Various personalities and special guests interact, discuss, participate, and debate hot issues and topics affecting all aspects of the moving, storage, relocation and logistics industries.</p> <p><b>6:30pm–7:30pm</b> Closing Reception</p> <p><b>7:30pm–9:30pm</b> Closing Dinner and Entertainment</p> <p><b>9:30pm–11:30pm</b> Post Dinner Entertainment &amp; Dancing</p>

## 2014 IAM Hall of Honor Inductees

Two individuals with a long history of service or contributions to the forwarding and moving industry will be recognized during the IAM 52nd Annual Meeting as inductees into IAM's prestigious Hall of Honor.

"With each new class of inductees, the IAM membership has the opportunity to pay tribute to those who dedicated so much of their time and effort to further the interests of both the Association and the industry as a whole," said IAM President Terry Head. "This year is no exception as the Hall of Honor Selection Committee chose two accomplished individuals who live up to the high standards set by previous inductees."

The Hall of Honor was established by IAM in 2008. Its purpose is to recognize industry leaders whose careers have reflected exceptional and distinguished service to either their companies or the Association, or who have worked to elevate the industry as a whole.

The 2014 inductees are:

- Randall K. Groger
- Paul Richard Klien

**Editor's note:** The Hall of Honor Induction ceremony will be held during the Association's 52nd Annual Meeting at the World Center Marriott in Orlando, Florida, during the IAM Membership Breakfast at 8:00–10:00am on Wednesday, October 8.



**Randall K. Groger**

**Randall K. (Randy) Groger** served on the IAM Executive Committee for 10 consecutive years, six years as vice chair and from 2007 to 2011 as chair. During his tenure as chair, Mr. Groger led the association through two of its most significant changes in decades: the renaming of the Household Goods Forwarders Association of America to International Association of Movers, and the restructuring of membership categories to include Governing Member, Core Member, Supplier Member, Industry Veteran and Student Member. As vice chair he was heavily involved in representing the industry during the planning and implementation of the U.S. Department of Defense Families First Program, now known as the Defense Personal Property Program, or DP3.

A 45-year veteran of the transportation industry, Mr. Groger is currently owner and president of RKG Associates, which he established in 2008. The company is a consulting firm offering program planning, organizational and management assessments, market requirements and profitability analyses to the transportation community participating in the DoD and GSA International Personal Property Programs.

Mr. Groger's career includes 30 years in the moving industry. Prior to starting his consulting firm, he served for more than 25 years in leadership roles, including seven years as president of a large forwarder that focused on the DoD and GSA Personal Property Programs. He also led its international involvement in several unique DoD pilot programs, including the Full Service Moving Program (FSMP), which implemented commer-



**Paul Richard Klien**

cial move practices from nine different locations within the United States. In addition, he was responsible for the company's international participation in the shipment distribution and management phases of the Minot AFB test program.

His direct industry experience was preceded by 10 years as an executive consultant, manager and supervisor with a national transportation management services company and five years as an officer in the U.S. Army Transportation Branch, attaining the rank of captain. In service to his country, Mr. Groger received several awards and citations, including the Bronze Star for meritorious service in Vietnam.

**Paul Richard Klien**, a native of Dresden, Germany, moved to Brazil in 1934 at the age of 19. His first job was in São Paulo, working in the family chocolate factory. Later, he attended Brown University in Providence, Rhode Island, where he volunteered to join the United States Army.

After the Second World War, Paul returned to Brazil and met his future wife, Edith, daughter of Austrian Leopold Joseph Fink, of L. J. Fink Cia. Ltda (later named Transportes Fink S.A.), the first international forwarder in Brazil. At the time, Edith was responsible for the postwar donation packages sent to Germany with food and clothing. Mr. Fink provided large wooden boxes to facilitate shipping them as consolidated cargo and contracted forwarders in Germany to deliver the items, thereby making the donation parcel business a success.

As an employee of Transportes Fink S.A. in the early 1960s, Mr. Klien was a key player in the move of the federal government of Brazil from Rio de Janeiro to

Brasilia. It was at this time that President Juscelino Kubitschek himself invited Paul to become a Brazilian citizen.

Excellence was Mr. Klien's first and foremost concern. He trained his staff on everything from answering phones to packing, even creating a "packing school." His wife, Edith, was responsible for customer relations and Mr. Klien called clients on a daily basis to check on Fink's quality of services. His training texts are still being used at Fink today.

As president of Fink, Mr. Klien was instrumental in changing Brazilian regulations permitting air cargo consolidation, thus giving a boost to the air cargo business and Brazilian exports.

Mr. Klien was one of the founding members of the Latin American & Caribbean International Movers Association (LACMA) and president of the working

group that developed the statutes that have been its bedrock. Envisioning an association where Latin American movers could join forces to pursue common interests, he was elected the first president of LACMA in 1969.

He also assisted the Brazilian Ministry of Foreign Affairs by translating Brazilian customs regulations for incoming shipments into German and English and circulating them among embassies, transnational companies and chambers of commerce, creating good will and expediting customs clearance through proper documentation.

In the early 1970s, Mr. Klien felt that Brazil needed a financial institute to help bring the country into the rank of developed nations. Although he was not a financial executive himself, he founded IBEF, the Brazilian Institute of Financial Executives.

During his career, Mr. Klein was awarded the Medalha de Mérito Mauá from the Brazilian Ministry of Transportation in 1989 for his contributions in the transportation field, and the Ordre de Léopold from Belgium for his support of Belgian products in Brazil.

Mr. Klien was instrumental in the modernization of Brazil. With the help of his wife, sons and daughter, Fink ventured into other areas of business such as Ro/Ro and container shipping via Transroll Navegação S/A; record and file storage with Memoteca Fink; and container and vehicle port terminals through Multiterminais and Santos Brasil.

Mr. Klien passed away on March 6, 2012. This year, Transportes Fink marks its 90th anniversary.



## 2014 Knowledge Lab Presenters



**Georgia Angell**



**James (Jim) Calderwood**



**Rebecca Chanin**



**Sean Edgar**



**Brian Goldstein**

**Georgia Angell** has over 30 years of industry experience in key management positions with some of the industry's leading household goods moving and forwarding companies, including Foremost Forwarders—where she is currently vice president—and Cartwright Companies, Deseret Forwarding, Dell Forwarding, Shoreline International, United Van Lines, and American Ensign. She has managed all facets of the moving business and is experienced in local agency and port management.

A member of IAM's Executive Committee for several years, Angell served as chair from 2003 to 2007—the first woman to hold that position in the organization's 52-year history. She has also chaired the Accessorial Services Committee and the Claims Committee; was a member of the Alan F. Wohlstetter Scholarship Fund Committee; and assisted in developing the IAM Technology Partnership involving customs regulations, the Shippers Guides, the IAM Code of Ethics, and the Hall of Honor. Angell will call on her many years of networking at IAM annual meetings to give first-time attendees in Orlando, Florida, valuable tips on how to get the most out of their time at the conference.

**James A. (Jim) Calderwood's** practice includes antitrust, transportation, transportation security, government procurement and fraud on the government. He has tried both civil and criminal cases, represented clients in government investigations and participated in federal administrative matters ranging from adjudications to rulemaking.

Calderwood is a former senior trial attorney with the Antitrust Division of the U.S. Department of Justice. While with the Antitrust Division he handled a number of matters relating to price fixing, mergers, joint ventures and other forms of business arrangements. He was involved in both civil and criminal litigation and conducted grand jury investigations. He served as co-chairman of the Antitrust Committee of the Transportation Lawyers Association.

Calderwood's transportation practice includes antitrust matters such as joint pricing, pooling, mergers, exclusive dealing, and agent relationships. He has practiced before the U.S. Department of Transportation's Surface Transportation Board, the U.S. Federal Highway Administration, the U.S. Federal Motor Carrier Safety Administration, and the U.S. Federal Maritime Commission. His work also involves government procurement of transportation services, including U.S. General Accounting Office protests, U.S. Department of Defense and U.S. General Services Administration issues, and application of the Federal Acquisition Regulations.

**Rebecca Chanin** oversees corporate communications and marketing for JK Moving Services in Sterling, Virginia. In addition to her day-to-day responsibilities, Chanin led the company's rebranding initiative, which has helped express the professionalism and vitality of the organization.

Prior to joining JK, Chanin lent her marketing expertise to developing WiseChoice.com, a resource that helps college-bound high school students find best-fit college options.

As director of marketing programs for Washingtonpost. Newsweek Interactive, she oversaw the development of campaigns that increased traffic, leads and conversions for multiple company websites. For nearly a decade, Chanin served as director of brand advertising at America Online (AOL), where she spearheaded the development of offline creative for the flagship AOL brand and various product lines, managing the efforts of internal teams, as well as numerous ad agencies, design firms, and strategic partners. Chanin began her career in advertising agencies, working with such firms as Arnold Worldwide.

**Sean R. Edgar** has 23 years of public policy development and field experience in transportation, construction and air quality projects for clients in both the public and private sectors. For the

past 20 years, his consulting practice has consisted of association management and regulatory advocacy relating to transportation and air quality issues. Edgar has an established presence at the California Air Resources Control Board (CARB) since the September 2000 adoption of the Diesel Risk Reduction Plan (DRRP) and has participated in every major on-road and off-road rulemaking for more than 12 years.

Among other accomplishments, he represented the private solid waste collectors (California Refuse Recycling Council) in the development and implementation of the CARB Solid Waste Collection Vehicle Rule, the first private carrier rule enacted by CARB. Edgar was appointed by CARB to their Truck Regulations Advisory Committee in 2009, and two years later was authorized by CARB through a competitive bid process to train business owners about CARB rules. In the past two years he has educated more than 5,000 fleet owners in six western states through more than 150 personal appearances.

**Brian Goldstein** is the managing director of Far East Operations for **The Pasha Group**, focusing on operations in mainland Japan and Okinawa, as well as Korea. Goldstein was previously general manager, operations of Phoenix Transport, an Yokohama-based company he joined in 2006 as a move management coordinator. When Phoenix Transport became part of The Pasha Group in 2010, he was by then manager of move management coordinators. He played a pivotal role in the transition and his contributions to the integration of processes were recognized by management with a promotion to general manager, operations. At 28, Goldstein became the youngest general manager in Phoenix's 27-year history.

Goldstein has attended every IAM annual meeting since his first in Hawaii in 2008, and became involved with IAM's Young Professionals activities the following year. He served as chair of the IAM-YP group from 2012 to 2014.

# Knowledge Lab Schedule

Where can you learn what you need to know, and go... in just 60 minutes? The IAM Knowledge Lab, held in the Crystal Ballroom KLM, will present five sessions that are exciting, timely, and relevant to your business today.



## Tuesday, October 7

1:30pm–2:30pm

### **Power Up Sales with Social Media, Mobile Technology**

*Presenter:* Rebecca Chanin, Director of Marketing, JK Moving Services, Sterling, Virginia

“Social selling”—it’s not a dirty martini at lunch with your prospects! Social media is here to stay—and growing. And it’s where your audience and customers are.

Is social selling just another marketing “buzz phrase,” or can it help you grow your business? In this session, you’ll learn:

- What social selling is
- How to use social selling to your advantage for business development
- How to stay current on industry trends, your competition, and prospects
- Hands-on tips for using social media efficiently for lead prospecting and qualification
- How to connect with partners, customers, other international shippers and agents.

3:00–4:00 pm

### **Beyond the Business Card: Learn to Network Like a Pro!**

*Presenter:* Georgia Angell, Vice President, Foremost Forwarders Inc., Tigard, Oregon

Former IAM Chair Georgia Angell calls on her 30 years of IAM Annual Meeting experience—and four years as Chair of IAM—to provide expert tips on networking for success, must-attend business sessions, reception hopping with your new IAM colleagues, and using social media to foster those connections after the meeting is over. Whether you are quiet and reserved or a big personality, you’ll leave this session feeling comfortable conversing and connecting.

*Recommended for first-time attendees.*

## Wednesday, October 8

10:30–11:30am **Excited about Apps!**

*Moderator:* Brian Goldstein, Managing Director of Far East Operations, The Pasha Group  
*Presenters:* IAM Members



At this fast-paced event, IAM members will have 5 minutes to pitch their favorite must-have apps for business, productivity and fun. Enjoy refreshments and try out apps at iPad stations while IAM “App-bassadors” help members download and use IAM’s Event App and Social Cafe App.

3:00–4:00pm

### **Keeping It Legal—Navigating Regulations, Investigations, Fraud Actions & More**

*Presenter:* Jim Calderwood, Partner, Zuckert, Scoutt & Rasenberger LLP, Washington, DC

U.S. and foreign-based movers and forwarders have been the subject of criminal and civil fraud actions by the U.S. Government in matters related to shipments by the Government. The law even allows “whistleblowers,” those with inside knowledge of fraudulent activity, to sue on behalf of the Government and collect part of the proceeds. This session will review how to avoid and how to respond to investigations and what’s at stake, as well as discuss changes to the law by the Federal Maritime Commission requiring registration of foreign-based forwarders.

## Thursday, October 9

4:00–5:00pm

### **Trucks in California: What U.S. & Overseas Movers MUST Know about CARB Compliance**

*Presenter:* Sean Edgar, Director, CleanFleets.net, Sacramento, California

In this session, Sean Edgar will brief attendees on new state regulations that impact all commercial diesel trucks and trailers serving California ports and traveling on California highways. California’s Air Resources Board (CARB) has led the way on clean transportation rules that will affect commerce through California and will travel outside of California as other states struggle to comply with federal standards. Come hear an overview of pertinent regulations and CARB’s recent federal approvals and requirements going forward. Topics covered will be the cargo handling equipment regulation, port truck rules, tractor-trailer aerodynamic requirements and diesel truck replacements requirements affecting international movers in 2014 and beyond.



## Stay Connected!

Make the most of every minute at the IAM Annual Meeting. Download the IAM Meeting app on your iPod or smartphone—it’s easy! To get started, turn to page 17.



Alan F. Wohlstetter Scholarship Fund

# HOT HAVANA nights

**FIFTH  
ANNUAL**  
Casino Night &  
Texas Hold 'em  
Tournament

**TUESDAY, OCTOBER 7  
9:00PM – MIDNIGHT**

Blackjack, Craps, Roulette, Pai Gow,  
Money Blowing Machine, Slot Machine and more!

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Three Ways to Pay and Play! Prepay online when you register for the Annual Meeting, pay onsite in Orlando at the Registration Desk in the Canary room, or buy a ticket at the door.

**CASINO FEES: \$75 (EARLY RATE ENDS OCTOBER 3RD) / \$95 (ON-SITE RATE)**

**DON'T FORGET TO SIGN UP FOR THE FIFTH ANNUAL TEXAS HOLD'EM TOURNAMENT!**

**TOURNAMENT FEES: \$250 (SPACE IS LIMITED TO THE FIRST 36 ATTENDEES TO SIGN UP)**



# THANK YOU TO OUR SPONSORS



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**ANNUAL MEETING MOBILE APP**

AGS Frasers Angola | Grace International Removals  
International Shippers Association (ISA)

## IAM Mobile App & Wireless Keep You Connected at the Annual Meeting

### Wireless Internet Connection at the Conference Hotel

1. Connect your personal digital device to the "Marriott\_CONF" Wi-Fi network.
2. Once connected open any Web browser (Internet Explorer, Mozilla Firefox, Google Chrome, Apple Safari, etc.) and visit any website ([www.google.com](http://www.google.com), [www.yahoo.com](http://www.yahoo.com), etc.). This will redirect you to the Marriott webpage.
3. Click on the "Connect to the Internet" logo in the upper left-hand corner. On the next page enter the conference code **IAM2014** and your personal name.
4. Please read and agree to the "Terms of Service."
5. You are now free to navigate the Internet.



### IAM Mobile Event App Download

The IAM mobile event app brings the conference to your fingertips. Just follow these instructions to download the app to your device.

If you are using an **Android device**, search the Google Play store for "**IAM Events**." If you are using an Apple device—e.g., **iPhone iPad**—search the App Store for "**IAM Events**."

*Note:* If you are using a device that is not Android or iPhone compatible, such as a **Blackberry**, or if you are viewing on a **laptop or desktop**, access the conference information at <http://iamovers.eventsential.org/Events/Details/146>.

When you open the IAM Events app, you will see a screen that says "Upcoming Events." Select the **IAM Annual Meeting**. Once you are in the app, **tap the Attendees button**. The first time you access the attendee list, you will be asked to type in your unique **Registrant ID number**. This number is on your registration confirmation e-mail, and will be on a ticket you receive in your badge holder at meeting registration. If you cannot find this number, e-mail [IAM@Meeting-Mgmt.com](mailto:IAM@Meeting-Mgmt.com) and ask for assistance.



Now you can explore all the features of the app. For example:

- View the daily schedule, and create your own custom schedule of sessions, meetings, and events.
- Use the maps of the Exhibit Hall and meeting room levels to navigate the Expo and find event locations.
- Make notes about vendors and meetings and export them to your e-mail; there are also options to copy and print.
- Easily tweet your conference experience using the hashtag **#iamovers**. (This function requires Twitter set up on your mobile device.)
- Never miss the discussions in the IAM Social Café—just click "Community" and you're in the IAM Social Café app.
- Refer to full instructions for using the app by tapping the Mobile App Instructions buttons.

### IAM Mobile App Sponsors



## IAM 52nd Annual Meeting Exhibitors

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- Africa Mobility Services (AMS)
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- Appenzeller—Transpack GmbH
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- Ashoka International
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- Certified Packaging & Transport Inc
- Chandra Exim
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- Coleman World Group
- Continental Movers & Storage Sdn. Bhd
- Defense Personal Property System (DPS)
- Econocaribe
- Elite World Wide Movers (A Div. Elite Shipping LLC)
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- Paul Hanson Insurance Services
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- Stewart Moving and Storage
- Subalipack (M) Sdn Bhd
- TG International Insurance Brokerage, Inc.
- Totem Ocean Trailer Express
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- Transworld Moving LTDA
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- United Software Solutions, Inc.
- Voxme Software Inc.
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Mentor Match is an **online networking and career development tool** aimed at helping employees of all ages and at all levels **grow professionally** through mentoring relationships with other IAM members.

Become a **Mentor**: Share your particular learning, experience and perspective on the industry to help others expand their knowledge and reach their professional goals.

Become a **Protégé**: Improve your skills and competency, and learn new strategies and techniques that are relevant to growth in your area of interest.

#### Special Features of the IAM Mentor Match

- Create a unique profile online detailing professional skills or expertise you could share as a mentor or benefit from as a protégé.
- Choose preferences such language, geographical region, and how you'd like to connect – online, email, phone, or in person.
- Search the database to find mentors or protégés who most closely match your criteria.
- Participate with others in discussion forums on mentoring topics, and find helpful mentoring resources online.
- Help improve the program by providing confidential feedback through a Mentor Match survey.

Visit the IAM Social Café for more information  
**[socialcafe.iamovers.org/aboutmentormatch](http://socialcafe.iamovers.org/aboutmentormatch)**

*(For a Social Café login, email [membership@iamovers.org](mailto:membership@iamovers.org))*



# MARRIOTT RESTAURANT INFORMATION



## MIKADO JAPANESE STEAKHOUSE

Highly skilled teppan-yaki chefs prepare meals tableside at this premier Japanese steakhouse, ideal for gatherings and group events. The restaurant features an award-winning Sake and Sushi menu and a full-service bar. **Open 6–10 pm.**

## HAWK'S LANDING STEAKHOUSE & GRILLE

The upscale eatery overlooks the resort's golf course and offers diners the finest cuts of dry-aged beef and fresh local seafood. Winner of the Wine Spectator Award, 2004-2012 and Florida Trend Magazine Silver Spoon Award, 2006-2009. **Open 6–10 pm.**

## SIRO: URBAN ITALIAN KITCHEN

Siro celebrates the authenticity of rustic Italian cuisine, shared among friends in a casual, upbeat and inviting setting. Siro's menu draws on the diversity of Italy's farm-rich regions that inspire approachable, authentic fare, prepared with in-season, local ingredients. **Opens at 5 pm.**

## SOLARIS RESTAURANT

Offering home-style cooking away from home, Solaris features a daily breakfast buffet with more than 80 items, including Belgian waffles and buttermilk pancakes. An a la carte selection is also available and children under the age of 3 eat free. Restaurant specialties include chef-crafted sandwiches and salads. **Open for breakfast 6:30–11:30 am and for lunch 11:30 am – 2:30 pm.**

## HIGH VELOCITY

Setting the sports bar standard, High Velocity is one of the largest sports bars in Orlando, featuring 28 flat-panel HDTV's and serving a large craft beer selection, along with burgers, chicken wings and other group bites. Signature dishes include mouthwatering burgers and Three Meat Flatbread. **Open 4 pm – 1 am.**

## MANGROVE EMPORIUM FOOD COURT

The casual, convenient and affordable dining option offers pizza, burgers, fresh salads and panini sandwiches, along with a decadent selection of deserts. **Open 11am – 4pm.**

## FALLS POOL BAR & GRILL

Come take a dip in our 564,000 gallon, newly renovated pool. The perfect place to grab a bite while soaking up the hotel's best liquid amenities. Yellowfin Tuna Taco's, the piled high nachos, and the chef's daily catch sandwich. **Open 11 am to dusk, weather permitting.**

## LOBBY BAR

Ideal for a friendly meeting or after-dinner drink, the bar offers an assortment of seasonal specialty libations. **Opens at 4 pm.**

## RESORT DINING ROOM SERVICE

Pamper yourself with a delicious meal in the privacy of your own guest room or suite. Our room service menu includes samples from each of our finest restaurants as well as its own tempting menu. **Open 6:00 am – 2:00 am**

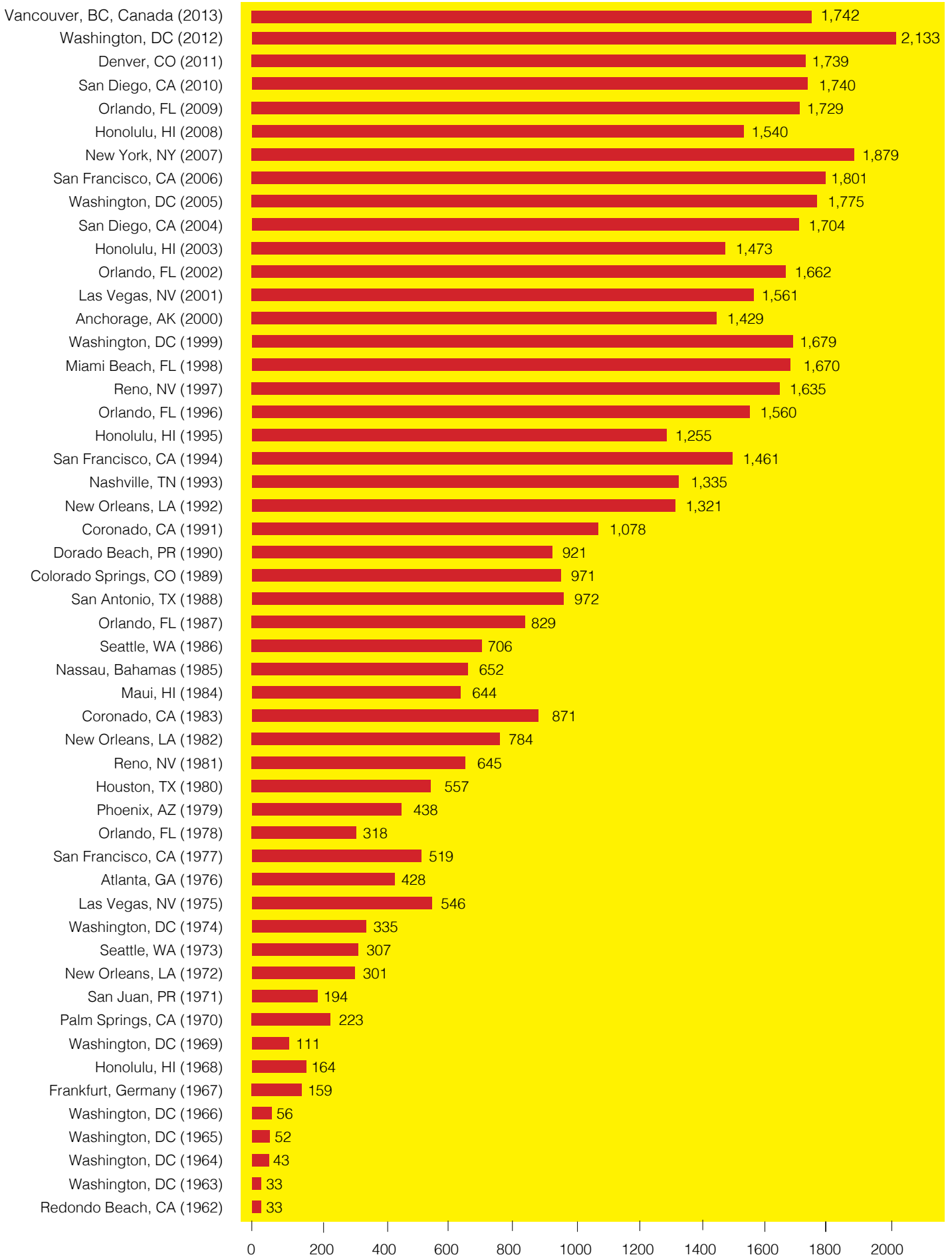
## STARBUCKS

The always-bustling coffee spot offers an array of beverages including lattes, cappuccinos and frappuccinos, along with delectable pastries. Located in the main lobby. **Opens at 6 am.**



**Reservations Recommended  
Call Concierge at Ext. 85152**

## IAM Annual Meetings: A Year-By-Year Comparison





We're  
always open!

# IAM SOCIAL CAFÉ »



## 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 Membership@IAMovers.org and we will set one up for you. It's that easy!

## 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](http://www.IAMovers.org) or <http://socialcafe.iamovers.org>

## Things to See and Do in Orlando

Orlando is the epicenter of fun and excitement with more than 95 attractions for visitors. Take the mix of legendary theme parks, spectacular museums, world-class entertainment and blockbuster rides and attractions, and it would take about 67 eight-hour days to visit all of the entertaining offerings in Orlando.

This year, we have teamed up with Orlando Convention Aid to help you make the most of your time in Orlando. Available discounts include restaurants, golf, attractions, nightlife, shopping and much more. Each listing offers detailed information and discount coupons that can be printed. They can also make your dinner reservation, or book your group dinner party or event. This website will help you plan your time during your stay in Orlando.

To help plan your time in Orlando and save money, go to [www.iammeetings.com](http://www.iammeetings.com) and click on the golden ticket to:

- Purchase discounted attraction tickets
- Receive discounts to fantastic restaurants and make dinner reservations
- Enjoy complimentary cocktails at some of Orlando's best nightlife
- Play great golf at a discount
- Shop at Orlando's most exclusive stores and outlets with discounts
- Rent cars and make use of other great services, all with fantastic discounts

Following is a sampling of fun and interesting activities in and around Orlando. To view ticket prices and options and the amount of time you'll need for these and other attractions, visit [www.visitorlando.com](http://www.visitorlando.com).

### THEME PARKS



#### Universal Studios Florida®

Go behind the scenes, beyond the screen, and jump right into the action of your favorite movies at Universal Studios®, the world's premier movie and TV based theme park. At this real, working film and TV production facility you'll find an amazing array of rides, shows, movie sets and attractions that put you right in the picture. Phone: (407) 363-8000



#### SeaWorld Orlando

Immerse yourself in wonder at SeaWorld® Orlando, where the aquatic world comes alive. There is no better time than now to visit SeaWorld and experience the year-long 50th Celebration that features a Sea of Surprises™, including new interactive experiences, even more up-close animal encounters, giant sea life sculptures at the all-new SEA Garden and the SeaWorld "Surprise Squad" roaming the park on a daily basis randomly giving away prizes and special gifts. Phone: (800) 327-2424



#### Disney's Animal Kingdom®

Disney storytelling comes to life in a kingdom brimming with fun, wonder, and adventure. Savor thrilling attractions, shows, the majesty of nature and the fascinating animals that enrich our planet. Phone: (407) 824-4321



#### Magic Kingdom® Park

The world of "make-believe" comes alive in the Magic Kingdom Park, where new adventures, fantasy, and fun surround you in seven wondrous lands of enchantment. Travel through these lands and see how fantasy becomes reality when you learn how to be a pirate, match wits with funny monsters and conquer mountains. Get swept up in the spectacle of splendid parades and fireworks shows at Magic Kingdom theme park—it's where dreams come true for children of all ages. Phone: (407) 824-4321



### Epcot®

Celebrate the fascinating cultures and numerous wonders of the world around through dazzling shows, interactive experiences, and amazing attractions. Marvel at the power of the human imagination to set the spirits soaring. Phone: (407) 824-4321

## ORLANDO ATTRACTIONS



### WonderWorks

An indoor amusement park for the mind, combining education and entertainment with more than 100 hands-on exhibits for all ages. WonderWorks began as a Top Secret research lab on a remote island in the Bermuda Triangle. During an experiment gone awry, a manmade tornado unleashed through the building and created a swirling vortex that carried it thousands

of miles away, landing it upside-down on top of a brick warehouse in Orlando. As you enter the upside-down attraction, the ceiling will be under your feet and the ground will be above your head. But once you pass through the inversion tunnel, you'll be properly aligned to explore six Wonder Zones: Natural Disasters, Physical Challenges, Light and Sound, Imagination Lab, Space Discovery, and the Far Out Art Gallery. Phone: (407) 351-8000



### Ripley's Believe It or Not! Orlando Odditorium

Hundreds of fascinating, outrageous and interactive exhibits will entertain the entire family. Explore artifacts and displays in 16 unique galleries that pay tribute to the odd and the strange, inspired by Robert Ripley himself. The self-guided, self-paced tour includes dozens of brand new exhibits and displays, including:

- An actual human shrunken head
- Dinosaur skull and authenticated dinosaur eggs
- Amazing wax figures, including Lizard Man
- A tribute to Robert Wadlow, the World's tallest man, and other human oddities; animal oddities, including a two-headed calf and Siamese piglet
- A 10-foot section of the Berlin Wall
- Interactive illusions and shooting gallery
- Unusual artwork, featuring The Last Supper recreated in dryer lint, Mona Lisa made of burnt toast, a candy portrait of Beyoncé and much more. Phone: (407) 345-0501

### La Nouba by Cirque du Soleil

Discover an evening like no other, exclusively at the Walt Disney World Resort. Each mesmerizing performance re-imagines reality with breathtaking acrobatics, moving live music, daring and extraordinary feats of imagination—all perfectly choreographed to create an unforgettable theatrical experience that makes the impossible... possible. Phone: (407) 939-7600



### SEA LIFE Orlando Aquarium

SEA LIFE Orlando offers a new wave of underwater adventures with diverse species from around the globe! Come face-to-face with more than 5,000 creatures including colorful fish, seahorses and jellyfish, and surround yourself with turtles and sharks in our immersive 360-degree ocean tunnel. You'll take a fascinating interactive journey for all ages into the diversity of marine life while playing an active role in conservation efforts and inspiring others to lend their support. Phone: (863) 307-1569

To help plan your time in Orlando and save money, go to [www.iammeetings.com/tours](http://www.iammeetings.com/tours) and click on the golden ticket.



## FOOD AND DRINK



### **2014 Epcot International Food & Wine Festival**

Walt Disney World's premier food event, now in its 19<sup>th</sup> year, will be in full swing during the IAM Annual Meeting through November 10. The all-day, every day festival, held at Epcot Theme Park, celebrates the diversity of food and wine. You'll have an opportunity to sample offerings from celebrity chefs, and go to live cooking demonstrations and concerts. Admission to Epcot theme park is required for entry into the festival. Phone: (407) 939-3378



### **ICEBAR Orlando**

ICEBAR Orlando is the coolest night you will spend in Florida. The North Pole expedition is 50 tons of sculpted ice, 27 degrees, definitely cool with thermal capes, gloves and signature drinks in a glass of crystal ice. Try the world-famous Penguin Pizz! And the ICEBAR's Fire Lounge is the Hottest place for dance and romance. Enjoy the music, totally unique cocktails and laid-back lounge for a grand evening finale. Both will take your breath away—literally! (407) 426-7555

## How Mobile Technology Aligns Sales & Marketing to Boost Your Business

*By Janet Cave Seely, IAM Director, Communications & Member Engagement*

Sales and marketing teams have a history of not playing well together, and indeed, in many companies they are separate functions with strategies that aren't aligned. In such an environment, a marketer may view sales reps as closing a sale in any manner possible and rarely giving marketing any feedback. Sales reps may view marketing as out of touch with customers and a source of cold or lukewarm sales leads, at best.

Often these biases contain more than a grain of truth. In a previous job, as part of a team that offered editorial and Web services to a wide range of clients, I worked with sales reps who would close a deal with a client before the editorial, design or Web professionals knew the project parameters. And more often than we liked, a sales rep promised services the company didn't offer or a deadline we couldn't meet. That changed when shrewd upper management required the sales reps to consult with project managers and take them to client meetings. The relationship that developed not only helped improve collaboration among the sales, marketing, and project teams; the close business alignment paid off in the number of contracts won.

Change is slow in companies where old ways and old grievances still run deep, but the benefit of aligning sales and marketing—and adding mobile technology as a catalyst—is hard to ignore. According to market research conducted by the Aberdeen Group (Boston, Massachusetts), businesses that align marketing and sales see a 20 percent average boost in annual revenue. Those businesses are finding that sales cycles are shorter, market entry costs are lower and the cost of a sale decreases. In that same study, businesses that lagged behind saw a 4 percent decline in average annual revenue.

Building a **sales and marketing plan** that everyone understands, supports and knows how to execute is the first step toward aligning your sales and marketing teams. This will help ensure that marketing has equipped your sales team with the information needed for the next client call, meeting or presentation. The next step—adding the use of **mobile technology** to your strategic plan—could mean paving the way to that double-digit percentage boost in annual revenue.

### What can mobile technology do for your business?

Mobile technology allows your sales staff to use company data and resources at any time and from any location. When your

company's sales reps are talking to customers, you want them to be prepared with strategic information about the prospective customers, your company's history, the product or service and all of its features, and the marketplace as a whole. A slick slideshow and a memorized pitch isn't enough anymore: To be competitive, sales reps need live Web demonstrations; product specifications, current service ratings, and competitor data at their fingertips; and push notifications about real-time product updates or favorable client reviews that could strengthen a sales presentation on the spot.

Marketers who are aligned with sales teams can support the reps by putting together a complete sales "playbook" that can be accessed on demand, then tracking its success and updating it as needed with the feedback of the sales team. The result: The most effective resources delivered at the critical time using the best tools for the job.

### What tools do I need?

Mobile technology tools typically include customer relationship management (CRM) software, powerful tablet computers, robust applications for presenting information in new ways, and high-bandwidth wireless communications. CRM tools are strategic for sales and marketing teams, as this software allows the user to track, record, store in databases, and then data-mine customer information. In creating a full client profile, you record everything from address, phone and e-mail information, to all methods of contact with the customer and their responses, past purchases, service agreements and customer satisfaction.

This information is valuable in helping marketing departments identify and target a company's best customers, develop and manage marketing campaigns, generate quality leads for the sales team, and track customer experiences—all of which lead to increased sales.

For small to mid-size companies, the upgrade to mobile technology tools may be cost-prohibitive, especially if undertaken all at once. Incremental changes—such as first deploying a CRM software, for example—may be your best first step. Whether you upgrade quickly or on a schedule over time, your company is likely to recognize benefits. In the words of one strategic growth consulting company, organizations that embrace mobility for business purposes likely will become not just more efficient, but also places where people want to work.

# 5 Ways to Get Strong Referrals—And Lots of 'Em

By Marc Wayshak

Running a small business in today's economy requires a departure from conventional business rules. In order to sell a product or service, businesses can no longer rely upon old-school sales tactics of bygone eras: Prospects are overwhelmingly distrustful of the traditional sales pitch, they're busier than ever and they have access to more information than ever before. As a result, small business owners must master a new set of tactics in order to make sales. The key is to start with strong referrals.

It's no secret that getting referrals from clients who believe in your services is an effective way to connect with new clients. But in today's business world, it's not enough to just get referrals—they have to be strong, and there have to be lots of 'em! Here are five ways to get lots of strong referrals:

- 1. Stop calling them “referrals”!** Salespeople often tell me that when they ask for a referral, all they get is a name, a phone number and an instruction to “tell him I sent you.” This is not a referral—it is, at best, a warm lead. The term “referral” is vague and unclear, which is why requests for them can frequently lead to disappointing outcomes. Instead of asking for referrals, ask for introductions. You want to be introduced directly to the person you want to meet, after all. The introduction can take place via face-to-face meeting, phone call, e-mail exchange, or social media, but the key is that an actual introduction is made. Now, promise yourself you'll never ask for a “referral” again!
- 2. Get over your fear and ask!** I've done extensive research on what holds people back from getting more introductions, and it always comes back to the same issue: fear. Asking for introductions shows vulnerability and can feel uncomfortable. But the reality is that if you don't ask, people will not think to introduce you. It's your job to ask everyone in your network for introductions on a regular basis. The more you ask, the easier it becomes. In all of my years as a sales strategist, I've never heard of someone losing a client because they asked for an introduction. So what do you have to lose?
- 3. An introduction a day...really adds up.** I have a challenge for you: Ask for one introduction every workday. It's a task that takes less than five minutes, but it holds enormous potential for your business. Here's how: One introduction per day equals five per week; five introductions per week

equals 250 introductions per year. That's a lot of introductions! Let's say that you receive only one in five of the introductions you ask for—that still means you'll receive 50 introductions in one year. If you turn half of those introductions into sales, then you'll have closed 25 new pieces of business. What are you waiting for?

- 4. Ask for help.** Help. That simple four-letter word is one of the most powerful in the English language. When you ask for help, people generally want to give it to you. On the other hand, people are turned off by phony confidence and a reluctance to accept assistance. So ask for help when it comes to introductions, just as you would in any other context. Start the introduction conversation by saying, “I'm wondering if you could give me a little help.” Let the person say that she is happy to help—which she probably will be if you have any relationship at all. Then ask for the introduction to the type of prospect you're looking to meet.
- 5. Help people help you.** Salespeople frequently squander the chance to get introductions by not clearly explaining the exact type of prospect they're looking to meet. When someone says that he's willing to help you out with introductions, don't respond, “Well, whom do you know?” This forces the person to have to figure out which of the 1,000 people he knows to introduce you to. Instead, be laser-focused on the exact type of person you want to be introduced to. For example, you might say, “I'm looking to meet CEOs of companies with \$10M–\$40M in revenues in the healthcare space that are looking to grow sales.” When you get very specific, you narrow a person's mental Rolodex down to one to three people. Bingo!

When you focus on receiving more introductions (and actually take action!), your business can grow exponentially. If each of your clients introduced you to one new client, your business would double. By following these five simple strategies, you can bring on more clients without a massive effort.

*Marc Wayshak ([www.marcwayshak.com/](http://www.marcwayshak.com/)) is a sales strategist who created the Game Plan Selling System. He is the author of two books on sales and leadership including his latest book, Game Plan Selling (<http://amzn.to/15MdhA9>). Get his free eBook, 25 Tips to Crush Your Sales Goal, at <http://gameplanselling.com/>. (Twitter: @MarcWayshak)*



# The Next Generation of Apps Will Be All About You

By Scott Gillum

I had a dream last night that I was hiking along a stream with my family. The same path we've hiked and geocached dozens of times. Except this time, Siri's voice interrupted our hike and asked if we'd like to play a game.

An app I had downloaded came on, and using GPS, our hiking history, and topographical maps of the area, had created a real-time obstacle course, complete with the map, times to achieve, and "land mine" rocks to avoid. The app had proactively invaded our routine hike by creating a totally new experience.

When I awoke I wondered if I had read this, or if it was truly a dream. Concluding that it was a dream, I knew the article that helped to "inspire" it, and perhaps playing a little too much Candy Crush may have led to the creation of the "land mines."

Earlier in the week, I had read about fitness apps that, for the first time, were positively impacting behaviors. I thought it was noteworthy because even with time spent on mobile devices continuing to grow, we have not invited them into our lives as an active participant, although my teenager may disagree with me.

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In 2013, consumers spent an average of 2 hours and 28 minutes per day on devices (phone and tablet), with 80 percent of that time spent inside apps. ... We are entering a new world of connectedness.

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In 2013, information technology research and advisory company Gartner reported consumers spent an average of 2 hours and 28 minutes per day on devices (phone and tablet), with 80 percent of that time spent inside apps.

Apps have been in "on demand" mode waiting for us to engage. They haven't been invited "in" because for the most part, they haven't been smart enough to provide us with value. With the era of the "Internet of everything" [a catch-all phrase to describe adding connectivity and intelligence to just about every device in order to give them special functions], we are entering a new world of connectedness. With devices able to communicate with each other, and soon apps, is this the beginning of a new phase of app development—a new wave of "smart" apps that will have the potential to become an active part of our lives by tracking, and understanding our unique behaviors and habits, to create highly personalized recommendations and experiences? Gartner predicts that by 2017 mobile apps will have been downloaded more than 268 billion times, and mobile users will provide personalized data streams to more than 100 apps and service every day

Our mobile devices, which many of us carry 24/7, can remember where we've been, what we've done, and when we did it. They can listen in on our conversations, as we've learned, and can access data we have stored on the device and in the cloud.

As a result, be on the watch for the following in the near future:

- **The emergence of "small data"**—the value and functionality of your mobile device will shift from connectivity to data capture and transfer. In a sense, your phone will act as your

own "black box" recording your daily activity, similar to a flight recorder. Apple and Google have the ability to track activity across devices so that most of your waken hours will be captured.

- **A "listening" mode on your phone**—it already exists. The difference is that it will be a setting you (instead of others) control. This will add a layer of richness to the data that is already being collected and enable apps to pick their spots to intervene with information, recommendations, etc.
- **Highly personalized experiences**—apps will leverage multiple sources of data and with artificial intelligence begin to create experiences and recommendations in real time, much of it designed around our daily lives and routines.
- **Intelligent ads**—yes, someone has to pay for the free apps and advertisers will be at the ready. As the apps get smarter, so will marketers! Ads will appear at the right time, with relevant offers based on your interest, past buying behavior, and preferences. Some will be rewards based on certain behaviors, and other offers will incent them.

Signs of these types of apps are starting to appear—apps like the Sleep Cycle alarm clock, which gently wakes you by analyzing your sleep patterns. Using your iPhone as an accelerometer, Sleep Cycle monitors your movement to determine which sleep phase you are in (**see the image on the right**). Once learned, the phone alarm then wakes you with soothing sounds in your lightest sleep phase.

Think of the convenience of having an app on your phone listen in on conversations when you're traveling abroad and translate, in real time, in the dialect of that region. Or, as in my dream, the value of taking a routine outing and creating a totally new and highly engaging experience.

Of course progress comes with a cost. Increasing the availability of personal data also increases the threat from those who would like to get their hands on it. In fact, it will slow the progress of this smart app generation. That said, we will see improved security built into devices, and we hope, there will be "an app for that" as well.

*Scott Gillum is president of business-to-business creative agency Gyro in Washington, D.C.*

## Excited About Apps!

On Wednesday, October 8, at **10:30–11:30am, during the 52<sup>nd</sup> Annual Meeting**, IAM members will have 5 minutes to pitch their favorite must-have apps for business, productivity and fun. Enjoy refreshments and try out apps at iPad stations while IAM "App-bassadors" help members download and use IAM's Event App and Social Café App.



# Social Media and the Removal Industry

By Elad Gur-Arie, Household Goods Division Manager, Transclal Fine Arts Ltd.

It seems that the world of international moving has shifted from port, airports and warehouses to the big ocean we refer to as cyberspace! More and more options, which make our lives easier, are Internet based. Booking? Through the NVOCC's website. Tracking? Through the airline's website. Customs clearance? Through the Internet connection to Customs. Even the CRM software that in the past required a server room and an IT person on site is now Internet based and can be accessed from anywhere in the world, and from any computer connected to the Internet.

So, if everything is online, where are the customers? Are they online too? What can we do to reach out to potential clients, using the Internet? For that, we need to know what options we have and look into their disadvantages, as we all know their advantages clearly.

The best place to start looking for clients is a moving forum, which you can find almost everywhere on the Internet, from groups on Facebook to portals and other websites. There are dozens, if not hundreds of forums of people asking questions about moving, relocations, expat experience and other related issues. By being an active member of such forums and replying professionally, you can encourage potential customers to contact you for further possible cooperation. What is the main concern? Some moderators on forums ban any advertisement on the forum. So if you are using a signature with your company name and/or any contact details related to your company, you might be banned. You can use a private e-mail address (Gmail, Yahoo, etc.) and if the client sends you a private message you can proceed from there. Another factor is the fact that most participants there are anonymous. You might be actually talking to a competitor who is posting on the same forum, just like you. Ouch!

What about Facebook? On one hand, the great thing about Facebook is that once you reply/post, everyone can see who you are, and you can see everyone. It's a great way to network with potential clients. On the other hand, your competitors can also see your posts and reply too. What about potential clients peeping into your profile and disliking what they see—maybe a cynical post that made them feel uncomfortable? Facebook draws

a very thin line between your private life and your professional life, and you need to handle it with care.

Facebook allows you to set up a personal page for your company and attract clients by posting photos of your warehouse, your fleet, your staff and other things that make your company stand out. But it also allows clients to post complaints that might be visible to others. Whether true or not, a potential client that reads a complaint and won't bother to investigate deeply into it. He will move on.

What about lead generators? That issue has been under debate for quite some time. Good idea? Bad Idea? The answer is, whatever works for you. If you have the time to contact every lead and follow it up, even if the volume/weight is small, you might see profit built over the cost of paying for those leads. Some agents are actually generating a substantial number of shipments, but what if you are located in a small country, with not so many moves but oh-so-many movers? You find yourself fighting over a small LCL with three or four other movers, and the client will go with the lowest bidder.

Last, but not least, is LinkedIn. I can already hear you saying, "Hey, it's a networking platform to connect with forwarders and movers, and not with clients." Excuse me? A forwarder is asking for assistance with a small personal effects shipment in transit to your country. Wouldn't you reply and help him out? That forwarder *is* a client! He is looking for service and is willing to pay for it, or have the consignee pay you directly. But you just generated a potential connection for future shipments to/ from that agent or that consignee. If you are in a group where other members from your country are listed, you will need to reply fast and follow up to ensure you seize the advantage.

The bottom line: Each social medium or Internet platform has its advantages and disadvantages. You need to find the balance between them. But the most effective action is to be there. Pick up the phone, knock on doors, use your connections to get to clients. The Internet and social media are means—they are not a solution.

# 5 Questions You Should Ask in Every Selling Situation

By Marc Wayshak

More than 500,000 startups are born each year in the United States alone. Impressed by that number? Don't be—because 50 percent of those startups fail within their first year. And within the next four years, another 50 percent or more will fail. The environment for small business is hostile. If you're running a small business today, you know what I mean. Luckily, there are ways to master your environment and give your company a leg up. The number one rule is this: You absolutely *must* know how to sell your product or service. And you need to do it better than your competitors do.

The good news is that your competitors are out there right now enthusiastically pitching the features and benefits of their products to your prospects. They're making cheesy sales calls, inundating people with their boring information, using outdated closing techniques, and finally wasting their time following up on prospects who are unlikely to do business with them.

The bad news is that you're probably doing exactly the same thing. Having worked with thousands of small business owners and salespeople in a wide range of industries, I have a unique perspective on how companies are selling today. I can tell you that most companies are doing it all wrong. Rather than pitching their products or services, salespeople and business owners should be asking effective questions to understand their prospects' challenges and goals. By asking great questions, salespeople create great value in the eyes of their prospects.

Here are five questions you should ask in every selling situation:

1. **“Tell me about your challenges with regard to...”** Every great salesperson must first understand his prospects' particular sales challenges. If the salesperson sells marketing solutions, then he wants to understand his prospects' marketing challenges. If the salesperson sells kitchen cabinets, then he wants to understand his prospects' challenges with respect to their existing kitchen. This is an effective start to any selling conversation because it immediately shows that your goal is to focus exclusively on the prospect and not on yourself (which most salespeople do).
2. **“Give me an example of this challenge.”** Once you've learned about the key challenges, you want to get examples of them. This question takes the issue from theoretical to personal. Ultimately, the prospect will be motivated to buy

from you only if the challenge is personal and truly frustrating. You will learn this by asking for an example. “Our marketing hasn't been working lately” isn't enough. You need to hear: “We just launched a \$10,000 marketing campaign that hasn't produced any results.”

3. **“Ballpark how much this challenge costs you.”** If a challenge isn't costing the prospect anything, he will not feel motivated to fix it. Therefore, you want to understand exactly what the challenges are costing the prospect. If you sell to businesses, you want specific dollar values. For example: “Our ineffective marketing has cost us \$500,000 in lost revenues this year.” If you sell to consumers, you want to at least understand what the problem is costing the prospect in terms such as: “Our ugly kitchen has meant that I'm too embarrassed to have dinner parties anymore.”
4. **“What would it mean to you if you could solve this challenge?”** Before you ever get into presenting your solution, you want to understand just how committed the prospect is to solving his challenges. Thus, by learning what it would mean to solve the problem, the prospect starts to paint you a picture of exactly what the upside will look like. This allows the prospect to articulate the value that you bring to him.
5. **“Big picture, what are you looking to accomplish?”** Salespeople often have no clue why their prospects would even want to buy from them. This question is the ultimate paintbrush in your prospect's hand. It's where you fully understand what the prospect wants to accomplish. In the case of the salesperson selling marketing solutions, this is where the prospect might disclose that he's looking to double his small business over the next two years, and sees effective marketing as a huge part of accomplishing that goal.  
Just think: Most salespeople are pushing their products or services onto prospects, whereas you will simply be asking great questions to let the prospect sell himself. By asking these five questions in every selling situation, you will begin to understand your prospects on a deep level that will help you dominate your competition.

*Marc Wayshak is the author of two books on sales and leadership, as well as a regular contributor for Entrepreneur Magazine and the Huffington Post. (Twitter: @MarcWayshak)*



# Engaging Our Customers

By Rob Faraone

Here's an equation most of us can use: **Good Service + Brand Connection + Good Service + Engagement = Growth and Sustainability.** The global economy is still struggling, if economists and business press are to be believed. Some firms not only will stumble but fall to the wayside. So successful companies will strive for excellence in all five elements. **Good service** is fundamental and essential, and most movers focus on it as a matter of course.

"Branding" and "brand" are popular buzzwords encouraged by corporate trainers. Managers need to foster a solid *brand connection* with customers. We are invited to build or strengthen our business brand and even our own *personal* brand.

We influence the brand connection through our customer service, quality, our unique features, technology, and the processes that drive performance. Our industry encompasses many operationally capable firms with solid brand connection, although this alone may not be enough to sustain longer-term growth.

**Customer engagement** is enhanced through positive emotional connections with customers. Often we have two customers for a single relocation: the customer we move and the corporate customer who pays the bill for the services. The corporate customer expects us to conform to its rules and policies at a good price. We can do this well yet end up with an unhappy transferee who can express his frustrations using social media (Twitter, Facebook, YouTube, etc.). Alternatively the transferee might give us high marks for our packing or special favors, which ironically could undermine the corporate relationship if higher costs result. Walking that tightrope has never been easy, but it is a fact of life in our industry and brand alone won't cover us.

We need to have an *emotional connection* with both kinds of customers, for this adds traction to our brand connection. Emotional connections are seen at IKEA (fun to shop there), Starbucks or Coffee Bean (more than coffee—it's an experience). These firms go beyond their core product and engage us in emotional ways. Admittedly it's not as simple in moving and relocation but it can be done.

As a service business, we have many different touch points and opportunities to engage our customers and make an emotional connection. Global brands such as Crown, SIRVA, Cartus and Santa Fe are on the lookout for more and better ways to engage: information feedback in the desired format of the corporate customer, dashboards and metrics, regular reporting, and a single point of contact make corporate customers happy.

Regular shipment tracking, hotlines, and personalized customer service are often appealing to those who are moving. Make a mistake and social media can undo what was otherwise a good move. Establish good brand connection and emotional connection with customers. Assuming we offer valuable services that are well executed and delivered, an engaged customer will buy more of our services, forgive us more readily if we stumble, focus on value rather than on price, and entertain our cross-selling efforts. When we continuously engage customers in a

positive way, they stay with us longer. It is far easier and cheaper to hold on to the customer than to look for new ones to make up a loss.

Engaging the customer is a consciously active, not reactive, endeavor. Good companies think of ways to foster it. To this they need to understand their customer base.

## Know your customer

This goes beyond collecting business cards or maintaining a database for schedule mailings or canvassing. What is needed is a deeper understanding of key aspects of the customer relationship. The challenge is to gather and centralize the business and emotional elements of the relationship. We must tap the relevant information from our salespeople and our key departments. Even disputes are important to capture.

Service surveys help us know our customers better, as do internal audits on the departments that interact with customers. For example, SIRVA engaged a third-party firm to conduct post-delivery service surveys. Metrics may be set internally or be imposed by corporate customers. Larger firms within our industry have a manpower advantage in metrics management. Even smaller firms with fewer metrics may do more with them than larger firms.

Customer Relationship Management (CRM) systems level the playing field between smaller firms and larger ones. Software such as Salesforce.com can be an affordable means to identify, capture, update and access important information internally as well as from the customers. The information is centralized and accessible, allowing management to encourage all levels of the firm to engage the customer proactively and positively.

Once we have discovered more about our customers based on metrics, measures, reports, feedback and overall knowledge and experience, we can identify the actions needed to ensure customer engagement.

Next, we can *execute actions* to engage the target segments. We have 1) the *business tools* such as up-selling, cross-selling, pricing, etc.; and 2) *relationship tools* such as loyalty building and maintaining an active conversation with decisionmakers and influencers, adding some emotion to the touch points with customers.

You can keep a customer engaged through an *integrated* use of both. The more engaged the corporate customer, the less time and effort it will expend with your competition, and the more likely you are to enjoy sustainable growth.

*Rob Faraone, consultant to industry players with an interest in the Asia-Pacific region, has lived in six Asian countries during the past 30 years. His background includes country and regional manager roles for several of the leading moving/relocation firms in the region, as well as partner development and franchising. A regular contributor to industry-related publications over the past decade, Faraone is a staff writer for The Singapore American newspaper.*

# 5 Ways to Build Your Brand in Short Chunks of Time

By Jayson Demers

Your brand embodies everything that you do and stand for as a business. At a tangible level, your business name, tagline, the colors you use and the content you publish encode your brand and present it visually and conceptually.

Building a solid brand requires a big investment of time. Yet it's important not to overlook the power of small steps and single interactions that can solidify and share your brand with others. Here's a closer look at five ways you can spend small chunks of free time to help build your brand.

- 1. Align your visuals.** The visual elements of your brand are a powerful reinforcement of what you're trying to achieve. Customers recognize your logo. Fans know your brand's colors. Are you using your logo in all the places you should? Is it part of your social-media profiles, in your email signature and on your presentations? Do your Twitter and Facebook presences reflect your company's color scheme? If the answer is no, take a moment to change one thing that'll bring you closer to a unified visual brand presence such as adding your logo to your email or changing the background color of your Twitter account.
- 2. Respond to your fans, followers and friends.** An accessible brand is one that people want to do business with. One way to help cultivate this image is by being responsive to questions, comments and customer reviews. Spend a minute replying to the latest messages left on your social-media pages, customer reviews on sites such as Yelp and Google, and touching base with new connections on major networking sites. You'll strengthen your relationship to a specific customer, while also enhancing your image as a conscientious and responsive business owner.
- 3. Use a social monitoring tool to listen to social trends.** Tools such as Hootsuite and Tweetdeck let you follow brand mentions and hashtags in one place, and are a great way to focus your social-listening efforts. Measure sentiment about your brand, spot and deal with any problems being discussed publically about your business, and

track discussion around high-value keywords to keep your pulse on your industry. Monitor the conversation, learn more about what's happening and strategically jump into the discussion when you have something to add.

- 4. Strategically curate brand-building content.** Each day, we consume a vast amount of information from industry news, how-to posts about topics we love and posts that are geared for pure humor or entertainment. When we fail to share those posts, we miss two key opportunities to distribute that information in a highly leveraging way. When you share posts or content from colleagues or competitors, they see your support and are more likely to do the same thing for you in the future. Also, each time a reader discovers something great to read or listen to through you, this adds to your brand.

- 5. Practice your elevator pitch.** Your elevator pitch is critical today in a wide variety of contexts. It's the short bio you use each time you guest post. It's the pitch you use when meeting a prospective client at a networking event. It's how you describe what you do at an investor pitch panel.

There's a lot to be said for having an elevator pitch that captures your business and is concise, compelling and on brand. Work on your brand message, strategically test refinements and experiment with it in different environments to get helpful feedback. This kind of approach yields a short pitch or bio that can be used anywhere to open doors, attract customers and drive positive recognition.

Building your brand is an essential component of a thriving business. But it's an easy thing to fall by the wayside as you do the harder work that's associated with being an entrepreneur. Make the most of small bursts of time to improve your brand's messaging and visuals, increase engagement, find great content and keep an eye on the market.

Your brand will grow fast, in a way that's inversely correlated to the tiny amounts you have to invest to keep it moving!

SOURCE: [www.entrepreneur.com](http://www.entrepreneur.com)

# 6 Tricks for Creating the Perfect Sales Proposal

By Marc Wayshak

What would it mean to you if you could increase the closing ratio of your proposals by just 20 percent? Too many salespeople spend so much time in the initial stages of a sale, only to rely on the same weak proposal template in order to try to close the sale. By implementing these six easy steps, you will dramatically improve the number of sales that you close.

- 1. Get to the point!** The second that a prospect feels you are making him do work, he will shut down. Most salespeople create long proposals that look super impressive. However, their prospects never read them. Instead, keep your proposals as short as possible, and get directly to the point. Anything in your proposal that will not directly contribute to a prospect's decision should be removed.
- 2. Remove any boilerplate.** Prospects will immediately skim through any information in a proposal that seems generic, and once he has begun skimming, he won't stop. If you are simply plugging a different name and company into the same template each time, you are hurting your chances of closing a sale. Include in the proposal only information that you've learned in previous meetings with the prospect.
- 3. Think outcomes.** Most proposals focus primarily on what the salesperson intends to deliver to the prospect. However, your prospects are never buying anything for specific deliverables—that is, your product or service. They are buying the outcomes that you provide. The same is true when someone buys a drill: the buyer doesn't care about the tool; he is more interested in the holes it creates. Focus your proposal on what your offering will do to improve your prospect's current situation.
- 4. Outline value.** When your prospect feels sticker shock, it's not because your price is too high. Rather, sticker shock happens when the prospect doesn't see enough value in

what you are offering. During the course of your meetings leading up to a proposal, be sure to outline the value, in dollars and cents, of what you are offering. Ideally, you can ask questions that will help your prospect articulate the value of solving his challenges. Then be sure to include this value you provide in your proposal. Every outcome should have a corresponding value.

- 5. Create options.** When you give your prospect one option in your proposal, he is likely going to want to shop around for some comparison. However, when you offer three different solutions, ranging from the most basic option that will solve his key challenges to a premium one with all the bells and whistles, you are providing some immediate context for his decision. Moreover, you increase your chances of closing a larger deal simply by offering that premium, high-priced option for your prospect to consider.
- 6. Turn your proposal into a contract:** Have you ever had a prospect say that she was ready to move forward with a contract only to have the deal fall apart? This happens to salespeople all the time, and there is one very simple solution. Make your proposal your contract. Since your proposal already outlines the scope, simply include a section at the bottom that allows the prospect to sign if she is ready to commit. This will allow you to avoid any clunky back and forth after there's been a verbal agreement.

Which of these tricks do you think will be most useful for your business?

*Marc Wayshak is the author of two books on sales and leadership, *Game Plan Selling* and *Breaking All Barriers*. He created the *Game Plan Selling System* to revolutionize the way salespeople, entrepreneurs and companies approach selling.*



## Rebecca Parker Named CMMB Rep for Region 7

**R**ebecca Parker, president and CEO of Hawaii-based **M. Dyer & Sons**, has been named as a representative for Region 7, Oceania, on IAM's Core Members Management Board.

Parker was born and educated in California, where she studied business with an emphasis in accounting. She moved to Hawaii in 1983, where she has lived ever since.

"My first job was in retail sales for a jewelry store," she recalls. "In 1984, I became the controller for a biomass company on the Island of Hawaii. This was my first introduction into the world of trucking, as we harvested Ohia trees, chipped them and used the biomass to produce electricity."

Parker's moving career started in 1986, when she accepted a position in accounting with M. Dyer & Sons in June, as the peak season began.

"In 1989," she says, "we became the prime bidder on a DPM contract in Hawaii, which involved a quick education in U.S. government contracts and baggage shipments. A part of my job included settling relocation claims."

She was promoted to general manager and focused her attention on growing the company's commercial business, which included joining FIDI. Parker is a past president of FIDI USA.

"I encouraged our board to purchase a DoD authority, so I also manage a DoD-approved TSP," she says. She became



**Rebecca Parker**

president and CEO of M. Dyer & Sons eight years ago, and is responsible for providing strategic leadership for the company by working with the board and other managers to establish long-range goals, strategies, plans, and policies. "Our largest challenges," she says, "are managing risk, finding qualified drivers and staying current of government regulations."

"I believe in giving back to our industry and our community," says Parker. "I am involved with Goodwill Industries and the Hawaii Foodbank in addition to many industry association boards. It is an honor to be appointed to serve on the Core Members Management Board representing Region 7, Oceania. I hope to improve communication between the members and the Association."

## Atlas International Invests in Millennials through IAM's Young Professionals

By Jim Gaw, President & COO, Atlas International

With a foremost goal of advancing industry knowledge in young professionals, the International Association of Movers Young Professionals (IAM-YP) is an ideal organization for our fresh-faced employees at **Atlas International**. We recently enrolled 16 of our young team members into the group.

"IAM-YP continues to give me the opportunity to network with my peers in the moving industry that are near in age and at a similar point in their career," says **Ashley Saunders**, sales specialist for Atlas International. "The organization gives me the opportunity to openly discuss the challenges we face in this industry and how to work through them. These different perspectives are valuable to have, and IAM-YP makes it all possible."



*"Atlas International has taken the extra steps to enable their own to flourish through IAM's conferences and groups."*

*—Jim Gaw, President & COO,  
Atlas International*

As a dynamic group of household goods professionals, IAM-YP serves as a voice for the Millennial generation within the Association. According to a 2013 study conducted by University of North Carolina's Kenan-Flagler Business School and the Young Entrepreneurs Council, Millennials are highly ambitious, with a majority placing importance on jobs with chances for career progression and personal growth. At Atlas International, we make it a priority to utilize the strengths of our young personnel when it comes to the use of social media and Web technology to help further our message and industry expertise. We know IAM-YP shares the same ideals.

"Atlas International is constantly seeking ways to cross-train young professionals, fostering flexibility and creating well-rounded, adaptable employees," says **Stacey Hoekema**, an international relocation coordinator for Atlas International. "This

not only helps our performance, but creates a cohesive company unit."

The IAM-YP is a program that lends itself to industry networking opportunities, continuous education and much more. Because it's crucial for Millennials in the relocation industry to create presence and leadership, Atlas International has taken the extra steps to enable their own to flourish through IAM's conferences and groups.

"Young professionals will continue to be the innovators in this industry," says Anna Weiford, a commercial operations supervisor for Atlas International. "As we face different challenges each day, we are able to approach them creatively to help evolve as both a company and an industry."

Atlas International deeply values the longstanding relationship it has held with IAM since 1962 as one of its original members. As a company, we look forward to supporting our vibrant young professionals so they have the tools needed to better the moving industry across the globe.

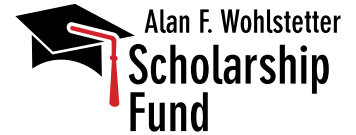
*Jim Gaw, president and COO of Atlas International, brings years of international transportation experience to the company's operation in Seattle, Washington. He has held numerous management positions with competitive van line forwarders over the last 18 years. Jim is a past member of the International Association of Movers Executive Committee, Chairman of the AMSA International Committee and is RIM® certified with the AMSA's Registered International Mover® program.*

## IAM-YP Management Board Changes to Be Considered

At the Annual Meeting, the IAM-YP leadership will put forth a proposal to restructure the IAM-YP Management Board to better represent all YP members.

This pilot program will amend the existing board through the addition of a YP Executive Committee. The proposal would retain the Regional Management Board as well as add two to three at-large positions in order to strengthen the governance structure.

## SCHOLASTIC ASSISTANCE PROGRAM CONTRIBUTORS



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 Fund received during the last 12 months are as follows:

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

AARE Logistics, LLC  
*(in memory of Ken Garrison and  
Chuck Fuller)*  
\*Deseret Forwarding International  
Dewitt Companies  
*(in memory of Richard Dewitt)*  
National Forwarding Co., Inc.  
Vancouver Convention Center

### Gold (\$2,500–\$4,999)

Cartwright International  
Van Lines, Inc.  
\*Crown Worldwide Holdings  
*(in memory of Jim Thompson Sr.)*  
Daycos, Inc.  
\*Executive Relocation  
International, Inc.  
\*Paxton International  
Republic Moving and Storage Company  
Roiatti Srl, Italy  
*(in memory of Alessio Prodocimo)*  
\*Royal Hawaiian Movers, Inc.  
Tri Star Freight Systems, Inc.

### Silver (\$1,000–\$2,499)

Aloha Worldwide Forwarders, Inc.  
\*Approved Forwarders, Inc.  
*(in memory of Richard Dewitt)*  
\*Atlas World Group  
\*Classic Forwarding, Inc.  
\*Coleman World Group  
\*Customs Movers Services  
Executive Moving Systems Inc.  
Gateways International, Inc.  
\*Gridiron Forwarding Co., Inc.  
\*Jet Forwarding, Inc.  
*(in memory of George Pasha III)*  
Morrissette Family Foundation  
Pac Global Insurance Brokerage  
Secor Group/Security Moving & Storage  
\*Security International  
Southwest Port Services, Inc.  
\*Stevens Forwarders, Inc.  
The Pasha Group  
Gateways International, Inc.  
\*True North Relocation, LLC  
\*Victory Van International  
\*Westpac International, Inc.

### Bronze (\$500–\$999)

Aloha International Moving Services, Inc.  
\*B Transfer  
*(in memory of George W. Pasha III)*  
\*R.D. Simmons & Associates, Inc.  
\*Richard and Judith Curry  
*(in memory of Cal Stein)*  
Royal Alaskan Movers, LLD  
*(in memory of Richard Dewitt)*  
Total Military Management, Inc.

### In Kind or Other

\*Ace Relocation Systems  
Albert Moving & Storage  
\*Anonymous  
Katrina Blackwell  
\*Canal Movers & Logistics  
\*Customs Clearance International, Inc.  
\*Darwish Logistics  
\*De La Fuente International Movers  
D. Finke  
\*Euro-Asia-US International  
Services, Inc.  
\*Graebel Movers International, Inc.  
\*M.I.D. Moving & Storage, Inc.  
\*Twin Oaks Moving Co., Inc.

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

Join this prestigious list of contributors by sending your contribution **TODAY!** For more information on how to donate, please go to **www.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.





## YP Annual Meeting Schedule

IAM's 52nd Annual Meeting will be held October 7–10, 2014, at the Marriott World Center in Orlando, Florida. IAM-YPs will visit the Orlando Kart Center (OKC) for this year's teambuilding event. The OKC stands out from other local attractions in Orlando by offering a remarkable outdoor racetrack and a high-speed go-karting experience.

Karting requires teamwork paired with communication and support. This will be a great way to experience the thrill of Orlando.

**Tuesday, October 7, 11 am–2 pm**  
Teambuilding Event and Luncheon

**Tuesday, October 7, 3–4 pm**  
IAM-YP Board Meeting

**Tuesday, October 7, 5:30–7 pm**  
Welcome Reception

**Wednesday, October 8, 3:15–4:30 pm**  
Membership Meeting

**Thursday, October 9, 9 pm–2:00 am**  
YP Social Mixer at ICEBAR

## Innovation in Motion

*By Francesco Argiro, President & CEO,  
BLISS Moving & Logistics*

**I**nnovation is a term that is overused while innovation itself is in short supply—especially when companies protest that maintaining their status quo is due to a lack of resources.

To innovate means to change something in order to achieve a positive result, no matter how much time or money you spend or how you do it. At **BLISS**, we try to do new things—that is, innovate—using a simple user-driven process.

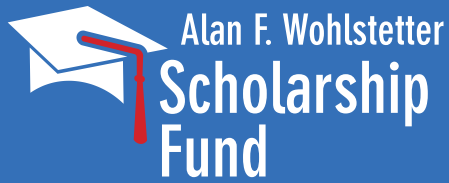
This year we launched BLISSLab with the aim of innovating, based on feedback from *all our* employees and suppliers, since they know better than anyone else the problems that we face daily and thus can suggest ways to resolve them promptly.

BLISSLab was conceived to facilitate continuous training, a bottom-up model that facilitates discussion and an open dialogue from any position within the company. Briefings and discussions of 30 minutes maximum are conducted weekly.

BLISSLab is a unique way to share ideas in order to improve our activities. We feel as if we're part of the legendary Japanese Quality Circles. All our employees are encouraged to raise points of discussion and participate actively. The more we improve a specific aspect of the business, the more our staff gets rewarded for the results achieved.



Many thanks to **CMI—California Multimodal LLC**, for its generosity in sponsoring the Teambuilding Luncheon on Tuesday, October 7.



# Going to College?

**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.

Supporting documents are required, so start early.  
All application materials must be submitted together.

**The deadline for submitting applications is May 1.**

The AFWSF board selects recipients based on the merit of each applicant.

For information on eligibility, requirements,  
and application instructions, go to

**[www.IAMovers.org](http://www.IAMovers.org)** and click on **Affiliate Groups**

"I feel very proud to have been selected twice for the Alan F. Wohlstetter Scholarship. With the scholarship, I was able to cover my yearly University fees and the cost of my books, which can be very expensive."

"Through the Alan F. Wohlstetter Scholarship Fund's financial support, all current and potential students in our industry are being given the opportunity to achieve our educational goals and the ability to improve ourselves."



## Annual Meeting Government/Military Program

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

Unlike last year, it appears there will not be much need for Skype at the 2014 IAM Annual Meeting. The U.S. government travel restrictions and budget constraints that were in place last year and necessitated the use of Skype technology to interact with our government and military partners have waned a bit.

IAM has received confirmations from most of the key U.S. government entities involved in the movement of household goods that they plan to have representatives in attendance at IAM's 52nd Annual Meeting in Orlando, Florida. Representatives from the Surface Deployment and Distribution Command (SDDC), U.S. Transportation Command/Defense Personal Property System (DPS) Program Office, U.S. Department of State, Air Force Claims Service, Army Claims, Navy Claims, Government Services Administration (GSA) and the GSA Audits Division have indicated they will be attending. A number of other organizations, including representatives from each of the military service headquarters, have been invited but as this issue went to press have not confirmed whether they will join us.

The Orlando gathering now presents itself as an excellent opportunity for IAM members to interact directly with many of the DoD personal property decision makers. Annual Meeting attendees will also have the opportunity to hear from these government representatives during the business sessions that will be part of the formal Annual Meeting schedule.

### Claims Panel

**Thursday, October 9, 8:30–10:30 am**

*Moderator:* Rick Curry, IAM Claims Committee Chair, Gateways International/Pasha Group

*Panelists:*

- Virginia Eilmus, Head, Personnel Claims Unit Norfolk, U.S. Navy Military Claims Office, Norfolk, Virginia
- Steve Kelly, Chief, Personnel Claims Branch, U.S. Army Claims Service
- James (JD) Reese, Chief, Air Force Claims Service Center
- Bill Rose, President, Willis Relocation Group
- Kevin Spealman, Vice President Claims & Customer Service, National Forwarding Company

### Military & Government Affairs Panel

**Thursday, October 9, 1:30–3:30pm**

*Moderator:* Peg Wilken, IAM Vice Chair, Stevens Forwarders

*Panelists:*

- Capt Aaron Stanley, Director, Personal Property, SDDC
- Tim Knapp, DPS Deputy Program Manager, DPS Program Management Office
- Charles Olden, Branch Chief, Transportation Management, Department of State
- Jeff Adcock, Chief, Accounts and Collections Branch, GSA Audits
- Kim Chancellor, Traffic Management Specialist, GSA ERRC

The following day, Friday, October 10, IAM will hold a Special Session that will be divided into two segments. In the first portion, Jennifer Gartlan of the U.S. Federal Maritime Commission (FMC) will discuss new FMC initiatives and how the commission is partnering with industry on numerous fronts. The second half of the session attendees will “Tune in to the Talking Heads” as IAM President Terry Head and Charles L. White, IAM's Director of Government & Military Relations, present an ESPN-like call-in, Tweet-in, audience participation program that promises to be informative, educational and entertaining. Various personalities and special guests will interact, discuss, participate, and debate hot issues and topics affecting all aspects of the moving, storage, relocation and logistics industries.

IAM is very pleased to have overcome some of the huge hurdles we faced last year in our efforts to have our government partners participate at our Annual Meeting. This year promises to be bigger and better than ever, and we hope that all attendees will set aside time to engage with our government and military colleagues.



## New Toys for the Tried-and-True Hands

By Max Kreyenin (max@voxme.com) and Morgan Polak (morgan@voxme.com), Voxme Software Inc.

Allow us to start with a very counter-intuitive observation of the last 12 years: The best users of any sales-related mobile technology happen to be the oldest and most experienced salespeople. We had no way of predicting this, and none of our clients would have guessed it either. After all, one would expect the most well-versed salesmen to get quite upset when forced to use new technology when the old-fashioned way of doing things—that is, with their sales magic—works just fine. So how does this paradox work? And more important, how do you take full advantage of it?

What sets apart veteran salesmen from the less experienced ones is their attention to the right details and the constant focus on the client. What's the first thing that an old-school surveyor asks when introduced to the survey app? "How do I change the standard cube and where do I write my comments?" They ask this because that's what they've been doing all their lives on a piece of paper. However, the more information one tries to squeeze into a pre-printed form, the messier it gets, and they know this because they are used to spending a lot of time deciphering their own handwriting for others. So when they see an app (on a device that doesn't strain their eyes and wrists) that allows them to finally capture the important details easily, they embrace it because they appreciate what it can do for the business.

The vets are not naive and they are afraid of losing eye contact with the client, but they quickly appreciate the power of being able to capture all the worries of a concerned wife ("This sofa will go to storage, that chair should be thrown out, and that

The screenshot shows a mobile application interface for item details. At the top, there is a status bar with 'Feb 7', '1:34 PM', and a battery icon. Below that, a navigation bar contains a back arrow, the text 'Item Details', and a 'Cancel' button. The main form has several fields: 'Name' with the value 'Acrylic and oil collage' and a 'Dictionary' button; 'Condition' with the value 'Conditioned'; 'Type' with the value 'pictures'; 'Value' with '80000.00' and 'Quantity' with '1'; and '>>' with 'NA'. A 'Comment' field contains the text 'wear on all edges line 1inch upper right corner also one bottom left'. Below the comment field are four checkboxes: 'Part Of', 'Crate', 'Dismantled', and 'Valuable' (which is checked). To the left of these checkboxes is a camera icon. Below the checkboxes are five small thumbnail images of art pieces. At the bottom, there are fields for 'Title' (No. 9), 'Author' (Mark Rothko), 'Year' (1947), and 'Material' (Oil on canvas).

It's easy to embrace a survey app—such as this one for iPad—that captures the important details of items being shipped.

CD stand is a maybe so put it aside and I will decide on it later”), and then showing it back to her on a nice, bright screen. As the one and only Stephen Scheiwiller once said, “As a salesman, you quickly learn to single out the items that the client frets over and that all he wants to see is that you appreciate how precious these items are. Make sure these items get delivered safe and sound and you can just dump the rest in a ditch. So make absolutely sure that your app shows the list of valuable items.”

One can’t really expect the old pony to learn all the new tricks all at once so it’s pretty cute to see the old guard religiously leave a paper brochure behind after completing a survey with an iPad. They just don’t feel right about not leaving any material with the client after the visit. At the end of the day it brings the desired results: The clients sign the contract and the operations department doesn’t need to guess whether the sofa from the family room is going or staying.

As we all know, booking a move isn’t the end of the sales cycle; making accounts and agents keep booking with you is the real goal. And what are the transferees and the destination agents left with after the move? That’s right—the packing inventory. And the older the foreman, the more detailed the inventory and the harder it is to read, especially after it’s been copied, faxed, and scanned a couple of times. The old-school foremen appreciate the importance of taking photos of the floor under the carpet before the start of the packing, circling the damage on the item photo or using household-specific room names instead of the generic Bedroom 6 and 7.

They take pride in their inventories as it serves as their trademark. So they warm up to the packing inventory app quickly, as long as the device plays along (and doesn’t bring up the painful memories of all the viruses that the kids have downloaded to the home PC). And when such a detailed inventory stays with the transferee and the destination agent, it really helps secure repeat business.

This is the essence of true technology. It’s useless unless it turns mainstream. So give it to the old-timers and tap into their experience once again.

The screenshot shows a survey app interface on an iPad. The title bar at the top says "Origin" with a back arrow and a cancel button. The form contains the following fields and options:

- Street: 3 Love Hill House Love Hill Lane
- City: SLOUGH, State: [empty]
- Country: GB, Zip: SL3 6DE
- Floor: 0, Elevator:
- Residence Type: House
- Size: 6 bed detached country house, 3 levels
- Comment: Origin access - large country house split into two properties, on a narrow single track road, SHUTTLE REQUIRED. house is arranged
- Carry Details:  Long Carry, Carry Distance: 0
- Stairs Details:  Stair Carry, Stairs Distance: 0
- Stop Details:  Additional Stop
- Shuttle Required:  Shuttle Required, Shuttle Distance: 50
- Ext Elevator:  Ext Elevator, Elevator Type: [empty]
- Reserve:  Reserve, Parking Type: Residence Parking
- Parking Lot Size: 0, Number of Lots: 0, Distance to Parking: 0

At the bottom, there are icons for a map, a camera, and a gallery of photos. Below the gallery are two buttons: "Additional Info" and "Done".

Origin details as input via a survey app for iPad



# Technology Sales Tools to Help You Succeed

By Ramiro Quiros, Director for the Americas, Moveware

Has your company been researching available fully integrated systems, and what tools they should be expecting from them to aid in the sales function? If so, it is necessary first to define “fully integrated.” This term refers to a software package that can truly follow a customer from beginning to end, from the first sales enquiry phone call right through to invoicing and quality control.

The seamless flow of information within all departments in your company means every person answering the phone is a customer service specialist, ready to resolve your clients’ questions. This saves on repeat calls and can greatly improve customer satisfaction. As a consumer you probably have experienced frustrating situations in which you have to repeat yourself every time you speak to a new person at a company. This is both time consuming and annoying, and will reduce your chances of a successful sale.

For any system to help improve the sales performance of an organization it must contain the necessary tools to maximize the probability of success on every quoting opportunity. Effective software will enhance user efficiency, resulting in more time to be dedicated to sales and less time to be spent on paperwork and other processes.

Creating more time is of course impossible, but making time more useful is not—and that’s just what a good system should do. For any sales software to be successful it must achieve two main goals. First, it must enable its users (i.e., your company staff) to have more dedicated time for clients, which will make them feel appreciated, valued and in good care. Second, it must also make the client’s experience an easy and seamless process, and ensure quick and efficient communication with your team.

So, what tools should a fully integrated, all-encompassing system really have in order to give your sales team the best chances at success? We believe these are the key components of such a tool:

- **Lead/sales opportunity capturing:** This is the first step of any potential sale. When a customer reaches out to your company to inquire about your services, your chances of successfully securing that business diminish exponentially every minute that the lead goes unanswered. It is therefore critical to have a system that allows for expedited handling of new sales leads with auto-triggered procedures.
- **Web access for potential customers:** You want to make it as easy as possible for customers to reach you and communicate with you from anywhere in the world, and at any time. A powerful sales tool will therefore include online integration, with the capability to process online leads (from your website or from third-party lead suppliers), and ideally offer the potential to produce instant quotes as well when required. Consumers today are used to receiving instant rates and immediate responses, and your clients probably expect nothing less from you. Offering your potential customers 24/7 contact capabilities and access to their move details online will get you that much closer to sealing the deal.

- **Mobile surveying app:** Having a dedicated move survey app can serve really two main purposes. First, it is a key component in the office information flow, providing your sales consultants with all the necessary details at their fingertips, as well as enabling them to quickly communicate survey results to the rest of the team once a visit is finished. Second, a mobile surveying app will also improve your company’s image with prospective customers, as they have come to expect movers to employ technology to ease their move process.
- **Rating tools:** A quick turnaround on producing a quote can also make a big difference in your client’s choice of a mover. If the information captured at the sales visit or phone call cannot be easily converted into a rate and a quote, then the entire exercise may prove futile and, to be blunt, a waste of time. Having a strong rating system capable of handling all your potential accounts, scenarios, tariffs, etc., is more a necessity than a wish-list item in your sales toolbox. Furthermore, a good sales tool can assist in the tariff building process, calculating average margins, cost of sales and other important parameters that can affect the profitability of every move.
- **CRM/sales follow-up:** It is no mystery that a big part of the sales process is being able to stay on top of all your outstanding quotes, prospective customers and follow-ups to be done. Sometimes a simple call to check on a customer can make the difference between a booked move and a lost opportunity. Having automatic reminders and prompts based on your own guidelines can help you manage many different clients at the same time while offering each one a personal and unique experience.
- **Reporting and marketing:** When it comes to deciding on where to invest your marketing and advertising budget, having accurate, up-to-date information will make a world of a difference. Sometimes overlooked as a sales tool, the ability to manage marketing campaigns, targeted advertising and customer prospecting activities is as important as many of the features described above. The old saying, “What gets tracked, gets managed,” strongly applies here. Knowing what lead source may have the biggest profit margin on average or which marketing campaign produces the best results will be decisive in knowing where you should direct your efforts. Any system you utilize to facilitate the sales process should therefore offer strong analytical reporting capabilities.

Systems come in all shapes and forms, with different built in tools, possibilities and, of course, different prices, and there is no one-fits-all solution. Finding the right one for your business can be a daunting task but surely a necessary step. Sales are arguably the bread and soul of any business, as without sales there would be no business to begin with. It is therefore extremely important that your sales staff is armed with the right tools for the job.

Website: [www.moveconnect.com](http://www.moveconnect.com)



## A Travel App That Practically Packs Your Bags for You

Never forget your \_\_\_\_\_ again! PackPoint is a free travel packing list organizer and packing planner for serious travel pros. PackPoint will help you organize what you need to pack in your luggage and suitcase based on length of travel, weather at your destination, and any activities planned during your trip.

Once your packing list is built and organized, PackPoint will save it for you, and then you can choose to share it with your friends and family in case they need help packing, too.

Punch in the city you're going to travel to, the departure date, and the number of nights you'll be staying there.

PackPoint will organize a packing list and luggage checklist for your luggage that takes into account:

- Business or leisure travel
  - Activities you're planning
  - What you need for an international trip
  - Warm weather clothes /cold weather clothes
  - An umbrella if the forecast calls for rain
  - Whether you're willing to repeat wearing basics like shirts and pants
  - Whether you will have access to laundry facilities
- Some expert packing organizer user tips:
- Connect PackPoint to TripIt and create your packing lists automatically!
  - Put the PackPoint widget on your home screen
  - Swipe to remove packing list items
  - Tap to the right of each item to change its quantity
  - Pack smart to avoid airline luggage overage fees
  - Create a luggage checklist now, and then edit it later as you pack

## Doing Business During the Bangkok Shutdown

By Adam Sloan, Corporate Sales Manager, Santa Fe Relocation Services

Santa Fe has seen its fair share of disruption over our operational history in Bangkok. In November 2013 Thailand once again found itself gripped by protest movements against the Pheu Thai government, organized by the People's Democratic Reform Committee (PDRC), a political pressure group set up and led by former Democrat Party MP Suthep Thaugsuban. As a well-established relocation company with years of experience in Thailand, we always knew that our operation had to somehow find a way to continue business as usual: This was of course what our clients expected, and in some instances demanded.

Day to day we had to continually monitor the street protest routes and blockades. We are fortunate to have experience with this and relied on our vast network of local businesses and other contacts to provide street-level insight into protest hotspots. Operationally, we pushed forward with packing plans and shipping schedules. Logistically, we maneuvered through the downtown backstreets of Bangkok in stealth mode, trucks loaded with our clients' personal and most valuable possessions.

By late November, anti-government protesters had declared a Bangkok shutdown mission, vowing to close all major intersections in the city and a takeover of government buildings, rendering the city paralyzed at its core. This in itself was bad news for a company so reliant on the very roads that soon would become impassable; more worrisome was the inevitable reaction from loyalists who had, up until now, been relatively dormant in their fight to protect the government they had elected. Rumors and threats were spreading like wildfire, with many people fearing a repeat of the situation in 2010 when the two sides clashed in Bangkok, resulting in many deaths and the city burning day and night.

During the ensuing days and weeks we continued to operate, and setting expectations was a critical factor in our success. Clients were made aware of



**The ongoing political divide in Thailand has for many years resulted in mass protests and the ever-present threat of military coups. (Photo by Santa Fe staff)**

possible delays well in advance, especially with regard to services requiring government action. Packing was easy, but getting our trucks to the desired residence could be impossible and in some instances we simply had to postpone until the area was accessible. Our outbound clients were understanding and well accustomed to the Thai way; they had, in many cases, been through the 2010 protests. Our inbound clients required more attention. They required us to connect with them on an emotional level, reassuring them and advising them on the country they would now be calling home. Every mover is aware that relocation managers need to prove their expertise; but most important, they need to be adaptive and ready to change their approach with each and every customer. The troubled times in Thailand could be portrayed as a very hostile and dangerous environment in which to bring your family. The reality of the situation was that life was carrying on as normal for the vast majority of people and with a little bit of local knowledge,

taking care to avoid the protest sites. The city was still a vibrant and safe place to be moving to. We wanted our customers to be excited about their new assignment, not alarmed by the political situation. It was part of our job to make this happen.

The protests continued through the New Year and the logistical challenges remained for our operations. The protest numbers had peaked and now dipped. The general consensus was that the movement had lost its momentum; people were sick and tired with the daily disruptions and delays. Business was down for many, and the very people who had supported the anti-government protest were now being affected. The protest leaders continued to rally but many followers felt it was too late. Suthep urged his supporters to make one final push to topple the government and appoint an unelected People's Council to oversee reforms. Inevitably, the clashes that so many had predicted materialized. Small clashes broke out between government

supporters, police and government building guards. The daily news reported gunfire and grenade attacks on protest sites, and government sites alike.

Fears of a civil war loomed. Many longtime residents knew the next player was waiting on the sideline; the protesters had had their day and the government had had its chance to quash the movement and bring peace back to Thailand. Neither had achieved its goals and the Thai army decided to intervene. On May 20, 2014, the Royal Thai Army declared martial law throughout the nation, effectively ruling the streets. In order to restore peace, the Royal Thai Army summoned leaders of the anti-government movement along with members of the government and other political parties. Meetings were to be held, with General Prayuth Chan-ocha as mediator, to find common ground and work out their differences. After two days of negotiations, and no resolution, the Royal Thai Army staged a military coup that removed the government and positioned General Prayuth Chan-ocha as acting prime minister

For many this was a necessary step; for others removing a government they had elected undermined their democratic right. For the first time in many months, the streets of Bangkok were not blocked by protests and there was a sense of safety with the army now in control. As for the future of Thailand, and the direction it will head in the coming years, it's a little early to tell, but we all sincerely hope that steps will be taken to resolve the concerns of the people and that this fantastic city continues to see growth and attract business from far afield.

One thing is certain: Santa Fe Thailand will be here, continuing to serve our clients. After another successful year



**Anti-government protests in Bangkok were photographed by a Santa Fe employee.**

through a difficult time for Thailand, Santa Fe has once again proved itself as an industry leader, ready for any situation, ensuring that our customers' relocation needs are met.



## Russia Mulls New Air Cargo Security Rules

Russian news agency reports suggest that Moscow is considering new air cargo security legislation aimed at European Union member states. ITAR TASS quoted a document posted on Russia's Air Transport Agency website as saying, "We plan to develop and adopt a regulatory legal act similar to EU Regulations 185/2010 regarding cargo and postal delivery from the EU member-states to Russia.

"To resolve this problem, we plan to propose to the EU to conclude an agreement on recognizing adequate air security measures applied in Russia and the EU states."

On July 1 the EU's ACC3 regulations—covering air cargo or mail carriers operating from a third country airport—came into force. Russia was left off the so-called ACC3 "green list" of third-party countries whose existing air cargo security regimes were considered to already meet the required standard. Carriers from those countries did not need to go through a validation process by EU-certificated inspectors. That omission offended Moscow, which is now raising the prospect of tit for tat regulation, seen by some as a negotiating tactic to put Russia on the ACC3 green list.

The political situation between Russia and the West has worsened since the downing of the Malaysian passenger jet MH17 over insurgent-held eastern Ukraine in mid-July.

Doug Brittin of The International Air Cargo Association (TIACA), said, "This action brings to the fore some of the inherent challenges of implementing unilateral security regimens. TIACA believes that it is important to develop standards on a global, rather than regional or unilateral basis.

"It is critical to find ways forward that enhance security but which do not disrupt vital commercial air cargo flows. We also fully support recognizing the audit methods of other countries'

civil aviation authorities, similar to the mutual recognition between the EU, Switzerland, the US, and Canada as a logical means to accomplish global security effectively and efficiently, and encourage the proposed talks."

Don Armour of the UK-based Freight Transport Association said, "I think this move is all part of the ramping up of tension between the Russian Federation and the EU over the eastern Ukraine situation. Equally interesting is the announcement of the import ban on EU foodstuffs for one year, which will affect many road freight carriers in central Europe and Scandinavia."

*SOURCE: Air Cargo News*

## U.S. to Test Integrated Trusted Trader Program; Similar to EU's AEO

According to a recent notice in the U.S. *Federal Register* U.S. Customs and Border Protection (CBP) has plans to test a trusted trader program that combines security and trade compliance similar to the World Customs Organizations (WCO) Authorized Economic Operator (AEO) model.

The AEO program in the European Union offers simplified customs procedures to companies that demonstrate solid past customs compliance and financial stability.

The test pilot program will last 18 months and include the Consumer Product Safety Administration and the Food and Drug Administration. IAM members may wish to inform their customers and accounts of this test program since participants could benefit through an exemption from random container security exams, reduced FDA risk scores in its examination targeting system, and single entries for multiple containers.

Trusted trader programs in the future between the United States and the European Union could be aligned to eliminate redundant requirements and provide faster clearances at the border.



## The IAM Logistics Network is 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
- ▶ 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**

## New World Van Lines: Rising to Challenges ... and Opportunities

*By Joyce Dexter, Portal Editor*

**New World Van Lines** is a company that is comfortable in the niche it has established over three generations of family ownership. Rooted in a modest beginning as a local Chicago area moving company founded by Michael Marx in 1919 as Economy Moving & Transfer, New World is—and always has been—a quality-focused mover that has grown in concert with its diverse mix of long-term clients including corporate, government, relocation management companies and overseas partners.

“We focus primarily on household goods moving and storage services in the United States and internationally,” explains Edwin Ooms, managing director of the Chicago-based subsidiary, New World International. “In the USA, we own and operate 15 service centers as well our own van line with approximately 185 power units and 395 trailers; hence we control the entire process from beginning to end. Altogether, New World employs about 750 people, managing a total of over 13,000 moves annually with 3,500 of those controlled through our international company.”

For Dutch-born Edwin Ooms, the moving business has been a perfect fit, enabling him to build a successful 25-year career that includes living and work experience gained in three different countries and offering opportunities to travel and grow in both the household goods and relocation arenas.

“I grew up in a very small town in The Netherlands,” he says. “I had a business degree but no idea what to do with it. De Haan Removals was a 15-minute bike ride from my home, so I applied for a position as traffic manager/administrator.” Some years later, in 1999, he was offered an opportunity to move to the United States to begin his first overseas experience at Graebel. In time, he moved back to Europe to work for a Swiss company for three years. While Switzerland was a wonderful experience from a busi-



**Left to right: Jerry Marx, Edward Marx, Jr., Michael Marx, Janet Marx, Shirley Marx, David Marx, and Quintin Marx. (Photo courtesy of Steve Becker Photography)**

ness and quality-of-life perspective, in 2013 the Ooms family decided to move back to the United States, where he took up his current position at New World in January 2013.

To Ooms, New World is a place to be creative and thrive. “While New World International is still a young company,” he says, “we have a wonderful opportunity to build the international business on the great reputation that New World Van Lines has earned over the past decades. With our 15 locations in the United States as well as representative offices in Rotterdam and Shanghai, we positioned ourselves to offer the New World customer service in markets with a 24/7 availability.”

One important element in the business development strategy, says Ooms, is active participation in respected professional industry associations such as IAM. “IAM provides ample opportunities to tell the New World story and for networking,” he explains. “By participating in the IAM meetings, like the one in

Orlando, we also get a chance to review the business with our current partners from around the world, develop new relationships, and learn about relevant changes in each of the markets, such as port challenges, import regulations and so on. We move many transferees to very challenging areas, and keeping abreast of the rapidly changing geopolitical and economic landscape is essential, and a valuable take-home from such conferences. Meeting with local in-country partners who have the resident expertise enables us to work together to build true partnerships and contribute to mutual success.

“New World is also very keen on participating in the FIDI Academy training opportunities,” Ooms adds. “I’m one of the tutors in the FIDI Academy for the EIM [Essentials in International Moving] program.” A number of New World employees have gone through this popular week-long course, which is one of many the Academy offers.

New World is clearly doing something right. It has won accolades and



awards from its clients and business partners, as well as taking home the AMSA Fleet Safety Award seven times within the past nine years [see sidebar]. In 2013, the company was recognized as the AMSA's Independent Mover of the Year and was the only U.S.-based moving company recognized by the EPA for outstanding environmental performance, receiving the 2013 SmartWay Excellence Award, the EPA's highest recognition for demonstrated leadership in freight supply chain goods movement.

Ooms points out that communications excellence is a key factor in New World's success. "Speed of communications is very important for our partners and clients," he explains. The company has three offices in the primary global regions: the U.S., EMEA (Europe, the Middle East and Africa), and APAC [Asia-Pacific)—which help prevent communication delays due to time-zone differences and offer clients peace of mind when choosing New World for their relocation needs.

There's much to be said about a company that carries on the best of its family-business traditions. With David Marx, president, at the helm of the business and a number of family members working in various parts of the company, there is a lot of dedication to continue the success.

A year ago, New World successfully acquired and integrated Clark & Reid International, and also completed a 35,000-square-foot warehouse addition to its Chicago headquarters to help facilitate its growth.

For Ooms, the best part about the job is "chasing after the opportunities. There is so much opportunity for the company to grow—it's almost like a blank canvas. Our goal is to provide World Class Service to our customers, and our company culture supports that."

New World is on the cusp of launching a new software program, ReloAssist, to improve the customer experience as well as overall operational efficiency and communications. Within three days after each move, a Web-based customer experience feedback form is sent to the transferee. "Feedback is immediate," says Ooms. "We're aiming for a 60 percent response rate or better. We make it very easy, with multiple-choice responses asking for ratings on a scale of 1 to 5.

Customers notice when a company cares how it is perceived and how it performs. "With some major milestones on the horizon," says Ooms, "we continue to aim for new heights in our service delivery, coupled with ongoing cost efficiencies and containment programs for our valued customers and partners."

New World International won the following accolades in 2013:

- AMSA Safest Fleet in USA award (6<sup>th</sup> consecutive year in its category)
- Passed the new FIDI-FAIM 3.0 standard without any non-conformances
- SMARTWAY award for fuel economy (7.2 mpg) and emissions reduction
- ISA Booker of the Year award (2<sup>nd</sup> year in a row)
- FIDI Academy gold for its "Commitment to Excellence"

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



**Tonnie De Coninck**



**Victor Roman**



**Phil Stewart**



**Michael Lacsni**

**Gosselin** has named **Tonnie De Coninck** administrative manager for the company's Antwerp-based Move Management Team. She has more than nine years of experience in move management for both diplomatic and commercial clients. In her new role, De Coninck will work with the entire team on further streamlining the administrative processes.

**Inter S&R** has hired **Victor Roman** as sales director for the company's office in Barcelona, Spain.

**Clark & Rose** announced that **Phil Stewart** has rejoined the company in the role of national development manager. Stewart will be tasked with strengthening relationships with both new and existing corporate and private clients, as well as with UK trade and overseas agent partners.

**Santa Fe Relocation Services** in Australia has named **Michael Lacsni** director of corporate development. He has many years of experience working with corporate human resources and client global mobility professionals. Previously he worked at SIRVA for eight years. His role at Santa Fe involves working with in-house global mobility experts worldwide.

Send your announcements, articles, and news to  
*janet.seely@iamovers.org*  
 AND  
*joycedexter47@comcast.net*



Doree Bonner International owners Gordon Lyall (left) and Geoff Watson

## Doree Bonner Launches “Customer Values” Initiative

**Doree Bonner International**, established more than 90 years ago, has been wholly owned by **Geoff Watson** and **Gordon Lyall** since November 1994.

When they bought Doree Bonner it was a single branch operation based in Dartford, with 11 office staff, 16 operative staff and 10 removal vehicles; in their first year they exported 500,000 pounds worldwide. Following a continuous program of acquisition and expansion over the next two decades, Doree Bonner in 2014 looks very different. Today they have a have 10 modern purpose-built offices and storage facilities with a capacity of more than 8,000 storage containers strategically positioned throughout the UK with 180 staff and 70 vehicles, and now export in excess of 5 million pounds per annum.

In their 20th year of ownership Watson and Lyall have introduced their most important initiative to date: “Customer Values—The Doree Bonner Experience,” aimed at further improv-



The head office in Dartford displays the “Customer Values” logo.

ing the excellent service they provide to their private customers, corporate accounts and international agents.

Customer research began six months ago to review all aspects of working with Doree Bonner, including management, sales, administrative procedures and operations teams, to ensure all employees were trained to provide their customers with what they really wanted from a moving partner. Once the research was complete the company implemented some cultural training with all staff to ensure everyone “bought into” and of course delivered “Customer Values—The Doree Bonner Experience.”

The company produced a Customer Values brochure, which details the ideal Doree Bonner customer experience from start to finish. This initiative was incorporated in all Doree Bonner staff presentations held throughout the UK in June.

“We have been delighted,” Joint Managing Director **Geoff Watson** commented, “with how enthusiastically our staff are endeavoring to deliver ‘The Doree Bonner Experience,’ and our customers—both private and commercial—have been extremely impressed by the positive way that we’re setting ourselves apart from our competition.”

## EXPANSIONS



**Barbara Savelli**

**Gosselin Mobility** has named **Barbara Savelli** director of corporate accounts Italy. She will work in the company’s newly opened facility in Rome. Gosselin has had a significant presence in Italy since 2000, with full-service operations in Vicenza, Aviano and Naples to service the U.S. government business, and with the new facility has made a major commitment to the commercial sector.

Savelli is fluent in four languages and currently a board member of the Italian Association of Movers as well as an IAM Core Members Representative for Europe.



Qualified art packers (left) roll up a giant oil canvas (above) for the Taipei Biennial.

## Fine Art Gets Expert Attention

**Atlantis International**—Fine Arts Division (Rio de Janeiro) recently has been extremely busy with several art shipments, some of them with very interested themes, like the “hidden affair” between the singer Josephine Baker and the architect Le Corbusier during their stay in Brazil, depicted in the exhibit, *Josephine Baker e Le Corbusier—Um Casy Transatlantico*.

Another installation, *Encontro de Mundos*, commemorates the first anniversary of the beautiful Museu de Arte do Rio de Janeiro. Yet another exhibit, *Portinari na Coleção Castro Maya*, honors Cândido Portinari (1903-1962), one of the most important Brazilian painters and also a prominent and influential practitioner of the neo-realism style in painting. His priceless works of art have been shipped by air all over Brazil among the largest states’ capitals. Margaret Mee (1909-1988) was a British botanical artist who specialized in plants from the Brazilian Amazon rainforest. She was also one of the first environmentalists to draw attention to the impact of large-scale mining and deforestation on the Amazon Basin. Her world-famous works of art also crossed the Brazilian skyline for exhibition in several cities.

Atlantis International, an ICEFAT member, has also been selected to handle loans from MEP (Maison Européenne de La Photographie) in France to Rio de Janeiro, from Brazilian artists and galleries to the 2014 Biennial Tapei exhibit at the Taipei Fine Arts Museum, and from Brazilian artists and galleries to the Art Basel in Switzerland.



## MOVERS DOING GOOD



From left: Nattarath Thapanosod of The Mirror Foundation, Boonma Marketing Manager Narinya Suwannaboon, and Boonma Relocation Consultant Supanut Amornwanichsak

**Boonma Mobility**, headquartered in Bangkok, Thailand, recently donated needed items to The Mirror Foundation, one of Thailand's most prominent non-governmental organizations. Most of the items contributed by Boonma were books, clothes, shoes and bags.

The Mirror Foundation will distribute the items to southern border provinces, refugee camps and people suffering from natural disasters. This campaign

was founded for celebrating Boonma's 50th anniversary.

The Mirror Foundation ([www.mirror.or.th](http://www.mirror.or.th)) was founded in 1991 by a group of five students. The foundation has continuously expanded to become one of the most prominent Thai Non Governmental Organizations, promoting human rights, education, the use of new media and information technologies, volunteer training and resources sharing.

## HONORS AND AWARDS

**Arpin Group** was named among Rhode Island's healthiest employers in 2014 by the *Providence Business News*. This is the second year the company has been recognized.

Arpin employees have been getting healthier every year since the company began implementing a series of wellness initiatives. Arpin conducts annual screenings and wellness clinics to assess biometrics such as blood pressure and glucose levels. All of the initiatives are designed to identify early onset of health issues and stress factors so that employees can seek care and advice before they develop serious health problems.

"The goal of the Arpin wellness program is to educate employees and motivate them to take the steps necessary to prevent long-term health consequences and improve quality of life," said **Christina Sarza**, director of human resources at Arpin Group. "We are proud to support our employees and their families by keeping them healthy and strong."

One of the Arpin wellness initiatives is a program developed to incentivize employees to obtain a health assessment, biometric screening and annual physical. These incentives include a company contribution to their health savings account (HSA). The company gives a discount on the premium if an employee completes additional health initiatives.

The *Providence Business News* annually recognizes companies—large and small—that have health and wellness initiatives and believes in encouraging employees to adopt healthy lifestyles.

Finalists are chosen based upon company size and scores in six wellness categories: culture and leadership commitment, foundation components, strategic planning, communication and marketing, programming and interventions, and reporting and analysis. Judging is performed by an independent outside group, Healthiest Employers, a privately held technology and data research company with a focus on wellness.

**Arpin Van Lines** has won the *Logistics Management* 2014 Quest for Quality Award.

Arpin was ranked number one in the Household Goods and High Value Goods categories. The company had the highest overall scores in the following areas:

- Performance
- Value
- Information Technology
- Customer Service
- Equipment and Operations (tied for #1 in this category)

"When you consider the challenging environment in which transportation and logistics service providers have had to manage over the past year, we believe that walking away with a Quest for Quality Award in 2014 is nothing less than a monumental achievement that should be celebrated across the entire organization," said Michael Levans, group editorial director of Peerless Media, which publishes *Logistics Management*.

For more than three decades, *Logistics Management's* Quest for Quality Award has been regarded in the transportation and logistics industry as one of the most important measures of customer satisfaction and performance excellence. The results of the Quest for Quality survey is the culmination of a six-month undertaking in which 7,451 logistics and supply chain decision makers placed their votes for the "best of the best" in service excellence across a number of critical criteria.





**Tiddy S. Teerawit of Boonma Mobility** accepts award from **Ms. Ornanong Paijitrapaporn** at a seminar in July.

**Boonma Mobility** Executive Director **Tiddy S. Teerawit** was honored in July by the Department of Primary Industries & Mines (DPIM) for his role at a seminar on the issue of backhauling and logistics management.

Today, the Thai Government and many business sectors consider this issue as a national agenda item and organized the seminar to achieve their three objectives:

- To reduce the cost of logistics and empty backhauling in order to be competitive
- To enhance the potential of Thai logistics service providers.

- To equip Thai entrepreneurs for the ASEAN Economic Community (AEC) in 2015.

In accepting the award from Ms. Ornanong Paijitrapaporn, director of the Logistics Information Center, DPIM, Tiddy noted, “It was really a good seminar presenting an informative system and ideas. I’m sure that this will improve our backhauling management and increase tonnage for our two-way hauling traffic.”

## MILESTONES

**Gosselin Group NV** has announced that after more than four years as director of move management for its division Gosselin Mobility Services, **Fred Delahaye** is now shifting his focus to his privately held company, FD Platinum. FD Platinum will remain an independent partner, supporting Gosselin Mobility from the UK and France.

Delahaye joined the Gosselin Group in 2010 and has been influential in the ongoing transformation of the company. During his time with the Gosselin Group, Delahaye has implemented a major rebrand and completed the first phase of its restructuring plan. The team’s efforts have also resulted in the turnaround and renewed growth of the company’s Global Mobility Services division.



**Moveware** software specialist **Cheryl Lees** from and her partner **Morgan Ledoux** from **Grospiron International** welcomed their baby daughter, Rose Aurelie Ledoux, on March 18. French dad, Australian mother, born in London, living in Paris—another industry fairy tale.



The Pasha Group's subsidiary, Asiatic Trans-Pacific, in Okinawa, Japan

## Asiatic Trans-Pacific Hits New Milestone in Okinawa for Shipment of Military HHG

Asiatic Trans-Pacific (ATP), a wholly owned subsidiary of **The Pasha Group** in Okinawa, Japan, had eight record days in the month of June, packing in excess of 100,000 pounds of household goods on each of those days for U.S. service men and women.

This has been the busiest season ATP has seen at its Okinawa facility, with volumes fueled by higher demand for outbound cargo and a new U.S. Government contract for Direct Procurement Method. ATP typically picks up and delivers household goods for 40 to 50 service-member families each day. The unprecedented volume in June required extended workdays in excess of 18-20 hours and exceptional dedication by management and staff.

The Pasha Group's trucking and port operations in the continental U.S. also saw volumes rise more than 50 percent higher than in 2013.



A forklift in the warehouse



## IN MEMORIAM

### Jose Antonio Garcia Ortega



Jose Antonio Garcia Ortega

Jose Antonio Garcia Ortega, founder of Puerto Rico-based Garcia Trucking Service, Inc., passed away on October 10, 2013.

Born in 1945, Mr. Garcia launched his career in the transportation industry in the late 1960s, when he began helping his father transport luggage from the international airport in San Juan to the cruise lines and main hotels in the island. Shortly afterward, from his home garage and with the help of his wife, Lola, he founded Garcia Trucking Service, Inc., now the largest trucking and moving company in the Puerto Rico.

From an initial investment of \$400 he build a multi-million-dollar corporation with the latest and most modern fleet in the Caribbean, including more than 200 trucks and 2,000 dry and refrigerated containers. On a good day GTS will move more than 300 containers, handle thousands of pounds of corporate or military household goods, and rig millions of dollars' worth of pharmaceutical machinery.

Mr. Garcia was recognized by the Caribbean Business Association numerous times and his business savvy and skills were admired by many on the island. He was also the owner of a very successful manufacturing company dedicated to the fabrication and refurbishing of industrial electric transformers.

He is survived by his wife, Lola; their three sons, Tito, Jose, and Quique; and many grandchildren.

The company continues his legacy and growth under the presidency of Jose "Joey" Garcia.

## IN MEMORIAM

### George W. Pasha III

George William Pasha III, 79, chairman of The Pasha Group, passed away on August 20, following a brief illness. He was surrounded by his family after spending another fulfilling summer with loved ones, making more fond memories at Lake Tahoe, one of his favorite places.

As a man of action with an incredible entrepreneurial spirit, Mr. Pasha touched the lives of all he encountered. He built an extraordinary transportation service business, The Pasha Group, founded by his father, and recalled that some of his most satisfying days were spent behind the wheel and under the stacks of car carriers. Incredibly simple and yet deeply complex was his vision expanding his father's gas stations and military POV stores into a vast global network of terminals, trucks and ships and people taking care of customers as he did his own family, with Irish assertion, stewardship, compassion, and grace.

Mr. Pasha joined the company founded by his father in 1960, immediately putting his entrepreneurial spirit into action, eventually creating the global transportation and logistics company that exists today. "The diversity and success of the company's operations is the result of his vision, as is our reputation as a leader in the industry," said his son, George Pasha IV.

"He remained active in the company until his death," his son added. "He enjoyed his role as Chairman of the Pasha Hawaii Advisory Board, which assured we stayed connected and responsive to the needs of the Hawaiian community and sensitive to the unique local business landscape and challenges. I am pleased that he was able to know that our new vessel, *M/V Marjorie C*, named after my mom's mother, was successfully launched. His spirit will sail with her as she joins *M/V Jean Anne*, the namesake of my dad's mother. He was my mentor in many ways. Never one to shy away from a strong opinion, he was nevertheless proud and supportive of all



George W. Pasha III

our ventures. His day-to-day involvement and, often, his behind the scenes help made a tremendous difference as we moved forward into building on our strengths as an innovative company."

In 2011, he was inducted into IAM's Hall of Honor, a tribute he deeply appreciated, in recognition of his contributions to the industry. Under his guidance, the third Pasha generation has assumed leadership roles in the company with much gratitude for the values he instilled in them. He recently filmed a video for *Hawaii Business Magazine* that clearly demonstrates his relentless spirit and dedication to his business, his customers and, most of all, his family. It can be viewed at [www.youtube.com/watch?feature=player\\_embedded&v=Sitn\\_B6y\\_-M](http://www.youtube.com/watch?feature=player_embedded&v=Sitn_B6y_-M)

"George's greatest gift was his faith in God and people," noted a statement by the company following his death. "He touched everyone and overwhelmed them with an uncanny and unreasonable generosity. Success came from his relationships, dreaming, strong will testing the limits of conventional medicine, quiet time looking at his favorite lake or adventures with those he loved boating in the waters of Alaska, Mexico, Cuba and beyond. He shared his success with schools, hospitals, churches, cancer research, children, the homeless, and so many more. He will be greatly missed by his family, our employees, and the many friends he came to know so well over 50 years in the industry."

Mr. Pasha is survived by Janet, his wife of 53 fun-filled years, five admiring children and their spouses: George IV (Elyse), Maureen, Michael (Dawniele), Mary Jane, John (Erin), his sister Donna Perasso (Claude), brother and sister-in-law Fr. Michael G. Ryan and Sister Judy Ryan SNJM, and his 15 grandchildren.

IAM President Terry Head recalled Mr. Pasha's many contributions to the industry. "I was very saddened to learn of the passing of George Pasha III," he said. "My sympathies, and those of the entire IAM community, go out to the Pasha family and all the employees of the various Pasha companies. Mr. Pasha leaves a living legacy and will be fondly remembered as a longtime and unwavering support of HHGFAA/IAM, which was acknowledged by his induction to the Hall of Honor in 2011."

The family suggests that donations in his honor be made to the University of San Francisco Campus Ministry ([www.usfca.edu/giving](http://www.usfca.edu/giving) [specify "University Ministry"]), 10,000 degrees ([www.10000degrees.org](http://www.10000degrees.org)), Sarah Cannon Cancer Center, Nashville ([www.pearlpoint.org/sarahcannonfund](http://www.pearlpoint.org/sarahcannonfund)) or other charity in the spirit of Mr. Pasha's commitment to philanthropy.



# WELCOME NEW MEMBERS



**Jeffrey Coleman**  
Coleman World Group  
IAM Chair

## Core Members

### **BluFox (Singapore) PTE. Ltd.**

102F Pasir Panjang Road  
#06-06 Citilink Warehouse Complex  
Singapore, 118530 Singapore  
Tel: 65 6276 4005 • Fax: 65 6276 5466  
singapore@blufoxrelocation.com  
P.O.C. Carl Haggstrom  
P.O.C. Christer Peterson  
P.O.C. Catherine Wong  
Sponsors: Alfa Quality Moving AB, Sweden  
Voerman Int'l BV Moving & Relocation  
Services, The Netherlands

### **BluFox (Thailand) Co., Ltd.**

Unit 348-9, 4th Floor, 145 Racquet Club  
Bldg III, Sukhumvit Soi 49/9  
Klongton Nua, Wattana  
Bangkok, Thailand 10110  
Tel: 662 7627844 • Fax: 662 7627845  
info@blufoxrelocation.com  
P.O.C. Erik Dahlstrom  
P.O.C. Nick Chomont  
Sponsors: Alfa Quality Moving AB, Sweden  
Voerman Int'l BV Moving & Relocation  
Services, The Netherlands

### **Citiway Group Inc.**

Unit 1203 South Tower  
SOHO Shangdu  
No. 8 Dongdaqiao Road  
Chaoyang District  
100020 Beijing, China (PRC)  
Tel: 86-10-59000268 • Fax: 86-10-59005380  
sales@citiwaygroup.com  
P.O.C. Ivan Zhang  
P.O.C. Rita Wang  
Sponsors: Crown Van Lines, Taiwan  
KIR Int'l Removals Ltd., Hong Kong

### **CMG International Movers**

Unit 03, Concord Bldg # 2  
Mankhool Road cor Al Dhiyafa Road  
Satwa  
Dubai, United Arab Emirates  
Tel: 971 4 3266397 • Fax: 971 4 3273289  
michelle@cmggroup-intl.com  
P.O.C. Michelle Guinto  
P.O.C. Chris Anthony Bondoc  
P.O.C. John Brian Macarayan  
Sponsors: EuroGroup Int'l Movers Ltd.,  
England  
Pioneer Movers SDN BHD, Malaysia

### **CMI—California Multimodal LLC**

4179 70th Ave E  
Fife, WA 98424-3706 USA  
Tel: 253-345-6200 • Fax: 253-922-5031  
mike.omalley@cmiamerica.com  
P.O.C. Mike O'Malley  
P.O.C. Rob Curry  
P.O.C. JoAnn Kobus  
Sponsors: True North Relocation, LLC, USA  
Covenant Transport Solutions, Inc., USA

### **Demeglobe Inc.**

8455 Boulevard Henri-Bourassa East  
Montreal, QC H1E 1P4 Canada  
Tel: 514-356-6683 • Fax: 514-356-6682  
info@demeglobe.com  
P.O.C. Julien Bertrand-Hardy  
P.O.C. Thierry Ellul  
Sponsors: Maxi-Move, Senegal  
European Relocation Services, France

### **Eaglenet Logistic Services Limited**

Carling Concept Complex  
Plot 1483 km 27  
Airport Road  
00001 Abuja, Nigeria  
Tel: 234 8 037 860 962  
info@eaglenetnigeria.com  
P.O.C. Vincent Nwaughu U  
P.O.C. Lekan Omotayo  
Sponsors: Conote Services Ltd., Nigeria  
American Services (Italy) SRL, Italy

### **Far East Freight Inc.**

161-10-805 Yamashitacho Naka-Ku  
Yokohama 231-0023 Japan  
Tel: 045-263-6410 • Fax: 045-263-6411  
fe.f.japan@fef.co.jp  
P.O.C. John Mann  
P.O.C. Hirokazu Suzuki  
P.O.C. Yasuichi Itoh  
Sponsors: Asiatic Trans-Pacific, Japan  
Gateways International Inc., USA

### **General Transportation Service SAL (GTS)**

Michael Sehnawi Bldg.  
Port Street  
Beirut, Lebanon  
Tel: 009611 585777 • Fax: 009611 581359  
ytkaissi@gts.com.lb  
P.O.C. Amer Kaissi  
P.O.C. Nabil Ghantous  
Sponsors: Orbit Int'l Forwarders S.A.R.L.,  
Lebanon  
Beirut Int'l Movers S.A.R.L., Lebanon

### **GIL International Movers S.A.C.**

Moises Mendelssohn 172  
Apt. 102  
San Borja, 41 Peru  
Tel: 511 622 6731  
patricia.gil@gilmovers.com.pe  
P.O.C. Patricia Gil  
P.O.C. Wendy Olave  
Sponsors: Kinetix Int'l Logistics, LLC, USA  
Safepak International Inc., USA

### **Gulf Agency Company RAK LLC**

GAC Building  
Al Muntaser Street, Al Nakheel  
Ras Al Khaimah, United Arab Emirates  
Tel: 971 72272111 • Fax: 971 72276111  
moving.rasalkhaimah@gac.com  
P.O.C. Pushkar Palande  
P.O.C. Sreehari Kaimal  
P.O.C. Sunil Jacob  
Sponsors: Globalink Logistics Group (HQ),  
Kazakhstan  
Servile Relocations Pvt. Ltd., India

### **JNT Cargo & Packing Services**

Ras Al-Khor Industrial Area #2  
294738 Dubai, United Arab Emirates  
Tel: 971 4333 4064 • Fax: 971 4333 4068  
mustafa@jntcargo.com  
Sponsors: 21st Century Relocations, India  
Global Relocations LLC, United Arab  
Emirates

### **MovEx Transportation & International Shipping**

19 Golf Gardens St. Mokattam  
Cairo, Egypt  
Tel: 202 2504 3892 • Fax: 202 2504 3893  
info@movex.com.eg  
P.O.C. Zeyad Aldesouky  
P.O.C. Mamdouh Eldesouky  
P.O.C. Salman Salahuddin  
Sponsors: Mepack—Posta Plus, United  
Arab Emirates  
CSS Homeward Bound Relocation Company,  
United Arab Emirates



**Provision Ltd.**

27 b Mitskevichi Ave  
0160 Tbilisi, Georgia  
Tel: 995 32 2 24 22 10  
office@provision.ge  
P.O.C. Irina Lomishvili  
P.O.C. Mari Metreveli  
Sponsors: Levant Express Services, Lebanon  
Multilines International Kenya Limited,  
Kenya

**Reloplanet**

ul. Lwowska 5 lok 3  
00 660 Warsaw, Poland  
Tel: 48 22 658 19 58 • Fax: 48 22 658 19 68  
biuro@reloplanet.com  
P.O.C. Wojciech Zacharski  
P.O.C. Tomasz Szatner  
Sponsors: Intercontinental Van Lines Inc,  
Canada  
National Van Lines Inc., USA

**Santa Fe Mobility Services (Myanmar) Ltd.**

Unit F42, Block B—Pearl Centre  
Kabar Aye Pagoda Road  
Bahan Township  
Yangon, Myanmar  
Tel: 95 9 300 88196  
Quentin.Vanmeerbeeck@santaferelo.com  
P.O.C. Quentin van Meerbeeck  
P.O.C. Khine Nyein Thu  
Sponsors: Santa Fe Relocation Services,  
Hong Kong  
Santa Fe Relocation Services (S) Pte. Ltd.,  
Singapore

**SDCI**

Ave. De L'Independence  
Bangui, Central African Republic  
Tel: 236 701 76650  
info@sdcenterlogistics.com  
P.O.C. Elba Umotoni  
P.O.C. Liban Mugabo  
Sponsors: SDC Interlogistics, Rwanda  
SDC Interlogistics Limited, Tanzania

**Song Fu Moving & Trucking Ltd.**

1F No. 113-I Fude St.  
Taipei, 110, Taiwan  
Tel: 866-2-2726-5255 • Fax: 886-2-2727-7436  
songf@songf.com.tw  
P.O.C. Li Wen Fang  
P.O.C. Sheng Yo  
Sponsors: Chess Moving Sydney, Australia  
Inter Trans Insurance Services Inc., USA

**The Movers (Premium Move Services LLC)**

P.O. Box 3448  
111 Muscat, Oman  
Tel: 968 24218353 • Fax: 968 24218354  
sales@themovers.om  
P.O.C. Sivasdas Sreejith  
P.O.C. Farah Taki  
P.O.C. Mohammad Mubarak Al Amri  
Sponsors: Emerald Relocation Services PVT  
Ltd., India  
Geometra Worldwide Movers Pte Ltd.,  
Singapore

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

For information about IAM's Receivable Protection Program,  
go to **www.IAMovers** > Programs & Education  
or e-mail [rpp@IAMovers.org](mailto:rpp@IAMovers.org).



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

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

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



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](mailto:brianl@IAMovers.org) to see if IAM can assist in recovering money owed from another IAM member.

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

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

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

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

**For more information about IAM's Receivable Protection Program,  
go to [www.IAMovers.org](http://www.IAMovers.org) and click on Programs & Education or contact IAM at [rpp@iamovers.org](mailto:rpp@iamovers.org)**

## Highway Trust Fund Patched Until May 2015

Prior to adjourning for the August recess the Senate voted 81-13 for a \$10.9 billion bill to fund highway projects through May 2015. This vote was on the original House-passed bill.

The Senate had already voted to amend the House-passed Highway Trust Fund bill, shortening the length of the extension to this December, in an effort to pressure House lawmakers to come up with a long-term solution after the midterm elections. The House rejected that compromise provision, forcing the Senate to vote on the original bill.

As largely anticipated, the funding will come from a few less controversial sources, including pension adjustments, borrowing from existing fund sources and minor customs fee increases on imported merchandise. Neither chamber was able to reach agreement on increasing the federal excise tax on gasoline.

The bill now heads to President Obama's desk for his signature. The White House has said it will accept the House legislation, but would have preferred a \$302 billion four-year extension of highway funding.

## Truck Safety Issues Examined

In August, the Senate Commerce, Science, and Transportation Subcommittee on Surface Transportation and Merchant Marine Infrastructure, Safety, and Security held a hearing on truck safety issues. The majority of the witnesses spoke to the necessity of more stringent truck safety rules and regulations on the nation's highways. FMCSA Administrator Anne Ferro reaffirmed the agency's commitment to highway safety and putting in place rules that will ensure the safety and health of all who use the roads.

Ferro stressed that all potential rules are deeply and broadly analyzed in order to ensure the best outcome. Joan Claybrook of Advocates for Highway and Auto Safety spoke out the most in favor of strict trucking regulations, requesting that the Committee consider increasing current hours of service requirements.

Major David Palmer, with the Texas Department of Public Safety, expressed little opinion on the level of safety requirements, focusing on the need for consistency and long-term cer-

tainty on existing and forthcoming rule requirements. A consistent change in enforcement requirements costs local authorities more money, as they need to train all related personnel.

The American Trucking Associations' David Osiecki, the sole industry witness, expressed his belief that the FMCSA should use caution when considering tighter requirements. The ATA feels the issue is focused too narrowly and there are many other factors to consider, including the actions of non-commercial drivers who share the highways with commercial trucks.

The Hours of Service rule took up most of the questioning during the hearing. The only Republicans on the Subcommittee who expressed support for the Hours of Service changes proposed in July by Sen. Susan Collins were Senators Kelly Ayotte (NH) and Roy Blunt (MO).

Sen. Tim Scott (R-SC) asked about the relationship between insurance coverage requirements and safety on the roads. Insurance that the trucking companies are required to carry has not been raised in 30 years. Scott questioned both Ferro and Osiecki on this issue; both said that more studies must be conducted before any conclusions on the relationship between safety and insurance requirements can be drawn.

Sen. Cory Booker (D-NJ) called attention to the decline in income for truckers in recent years. He asked the panel if there was a chance that truck safety on highways could be improved if the way truckers are paid was altered to provide higher income (for example: paid by hours working versus hours driving). Booker cited the logic that if truckers were earning better wages through adjusted salary administration, then they would not need to push themselves to unsafe limits to earn more money.

Regarding the current safety regulations, Sen. Richard Blumenthal (D-CT) and Sen. Deb Fischer (R-NE) wanted to know whether these had a positive correlation with a driver's health. Blumenthal asked Ferro whether a sleep apnea study was to become a requirement for being issued a Commercial Driver's License (CDL). Ferro replied that the medical review board has recommended that this become a requirement eventually, but not enough research has been done to issue a proposed rulemaking.

Sen. Fischer questioned FMCSA plans for a study to examine any health risks or benefits associated with the hours of service requirements. She requested that these be fully known before rulemaking is issued by the agency. (*Editor's note:* FMCSA Administrator Anne Ferro resigned her post in August. T. F. Scott Darling III is acting administrator.)

## Blacklisting Overkill for Minor FLSA Violations?

There is pending legislation that has been included in several of the FY2015 House Appropriations bills, (including the Department of Defense) that would blacklist federal contractors for minor Fair Labor Standards Act (FLSA) infractions.

The General Services Administration (GSA) maintains a list of banned contractors within the Federal Awardee Performance and Integrity Information System (FAPIIS). Contractors whose violations meet criteria specified in 41 U.S. Code §2313 are included on that list. Opponents of the legislation argue that the language in question would add minor FLSA violations to that list, imposing an overly harsh penalty to contractors for minor violations, such as having last year's posters hanging in the employee break area, or a compensation dispute involving as little as \$5,000. There is potential for larger companies to encounter these violations and subsequently end up on the contractor blacklist for federal opportunities.

In related news, on July 31, President Obama signed a Fair Pay and Safe Workplaces Executive Order (EO) that obligates most federal contractors and subcontractors to disclose labor law violations, to provide employees with detailed information about their paychecks, and limits the circumstances under which certain claims may be arbitrated. While the EO is similar with respect to intent of the legislative language, it would not place companies on a federal contracting blacklist for violations.

IAM is engaged with transportation-based trade associations and will be reaching out to additional stakeholders to determine the impact on business operations of IAM member companies. IAM wants to ensure that actions taken on the Hill and at the agency level are appropriate and beneficial for our members.



## 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](mailto:info@iamovers.org)

## IAM Offers Volume Discount Pricing for Metal Seals

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

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

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



# 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 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	4-3/4"	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\*\*:

November/December Issue .....	October 20, 2014
January/February 2015 Issue .....	December 20, 2015
March/April Issue .....	February 15, 2015
May/June Issue.....	April 30, 2015
July/August Issue.....	July 1, 2015
<b>September/October Issue .....</b>	<b>August 25, 2015</b>
	<b>(ANNUAL MEETING ISSUE)</b>

\*Ad rates subject to change.

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

**For further information about *Portal* display advertising,  
contact Janet Seely at IAM:**

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

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## Industry Calendar

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Orlando, Florida, USA**

**October 8–10, 2014**

**Employee Relocation Council (ERC)  
Chicago, Illinois, USA**

**October 11–24, 2014**

**2014 IPATA Conference  
Panama City, Panama**

**October 13–14, 2014**

**Claims Prevention and Procedures  
Council Convention  
Alexandria, Virginia, USA**

**October 19–21, 2014**

**Canadian Association of Movers  
Annual Conference  
Toronto, Ontario, Canada**

**October 24–25, 2014**

**Professional Group Moving Companies  
(ASTAG) Annual Meeting  
Werdenberg, Switzerland**

**October 24–27, 2014**

**North Carolina Movers  
Association 60th Annual  
Convention and Trade Show  
Carolina Beach, North Carolina,  
USA**

**October 18–21, 2015**

**IAM 53rd Annual Meeting  
San Diego, California, USA**

**October 21–24, 2016**

**IAM 54th Annual Meeting  
New Orleans, Louisiana, USA**

**October 9–12, 2017**

**IAM 55th Annual Meeting  
Long Beach, California, USA**

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