

THE PORTAL

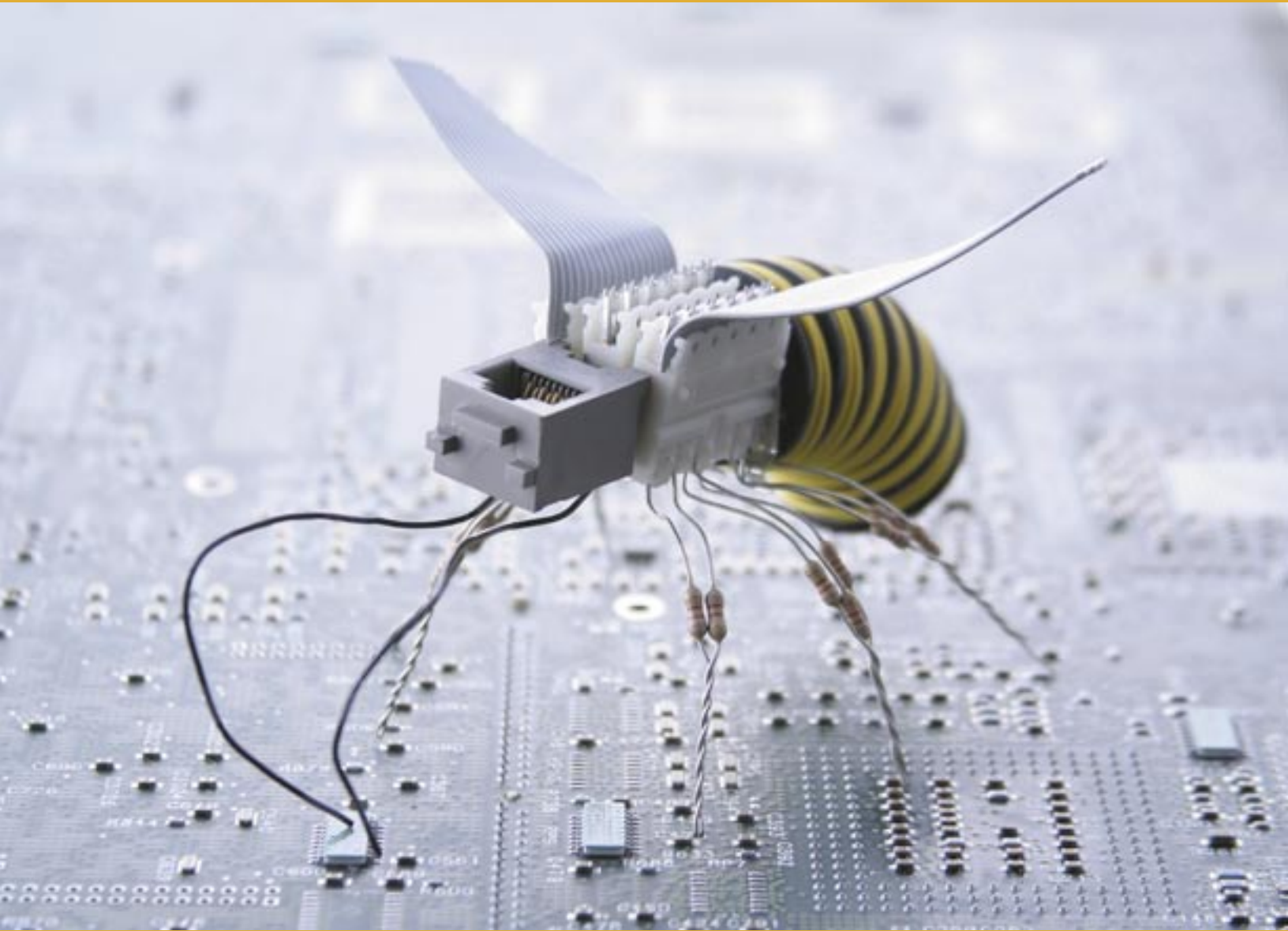
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Technology Moving Moves

**Developments that are Revolutionizing the Industry
and IAM Members Who are Leading the Way**

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There's an "App" for That....



TERRY R. HEAD
IAM President

You have probably guessed by the cover art for this issue of *The Portal* that we are focusing on technology and the positive and negative impact that the advent of technology and the ever-expanding "digital world" has had on our industry in general and IAM members in particular.

This is not the first time, and will not be the last, that we've devoted an issue of the Association's magazine to this topic. The act of moving has not changed that much over the past couple of decades; relocations, after all, will always require people, trucks, equipment, and supplies. However, the accumulation and tracking of the data that relates to the move or the management of shipments has expanded tenfold and continues to become increasingly important to both the movers and their third-party support providers, as well as the customers and accounts we all serve.

It is likely to one day become a cliché, but the shipment data that relate to the move have become almost as important as the move itself. Don't misunderstand me: The customer still wants his goods to show up at the destination on time and undamaged, but he also wants to know the who, what, and where of his shipment at any given point. And we as the movers want to know who has it, how much it cost, and what happens next, so we can ensure that our services are rendered in a timely fashion and within anticipated costs.

A person only has to look at the makeup of the IAM family to understand the importance technology has taken on within our industry. Our membership now consists of a variety of software and hardware developers, as well as distributors of computer-based services, many of which were designed and developed specifically for the moving industry. The tradeshow during IAM's Annual Meetings have lately been dominated by these vendors of digital mastery.

The expansion of the Internet and Web-based technology has made computer capabilities available and accessible to almost any size company. All that is required is that a company develop the inclination and recognize the need for computer-based products and services. If you haven't already recognized it, to survive in this industry and digital world, one must embrace, adopt, and make use of the ever-growing number of computer applications available to us on a professional and personal basis.

I can't imagine how I once survived without the technology I now take for granted and rely on so heavily. I use technology constantly to stay in touch with what's going on within the industry. And traveling as much as I do, I no longer worry about what's waiting in my e-mail back at the office or have that need to find a computer or rush to the hotel to check my laptop.

It really dawned on me how much technology (primarily my smartphone) has changed my life as I was packing for my summer vacation at the beach. Naturally, I took the phone along to accommodate my phone and e-mail needs, but I no longer needed to take a camera, as there is an application for that; I no longer needed to take a radio, an alarm clock, or even my DayTimer events calendar, as there are applications on the phone to satisfy those needs as well.

Being at the beach and being an avid water-sports fan, I rely on my smartphone to provide me with applications for predicting the weather, charting the tides and currents, and even providing full-blown navigational charts. Yet, even in non-sports activities, the smartphone comes in handy. I have applications to track how poorly my retirement fund is performing amid the uncertainties of the stock market, apps to find restaurants and activities for the kids, even applications to check in on the national and local news and sports scores for my teams back home. Most important to me, at least while I'm on vacation, are the smartphone applications for drink recipes and cocktail mixes.

Regardless of what's important to you and your company in today's digital world, I am sure that after reviewing this issue of *The Portal* you may find a computer application or master some digital skills that will prove beneficial in the management of your company and perhaps your personal life as well.

Partnerships on the Cutting Edge

By Joyce Dexter, Portal Editor

During IAM's 47th Annual Meeting in Orlando, Florida, last October, some of the vendors generating the most traffic and buzz were those who were showing off state-of-the-art technology products and services.

Some segments of the moving industry may have been a bit slow to embrace computer-based systems, but they're now making up for lost time. With nearly a dozen IAM Supplier members offering a broad range of products and services at last year's Annual Meeting, there was something for everyone eager to harness the vast capabilities of their computers and the Web.

As you will discover in reading the articles that follow, IAM members are working together to find solutions to pressing logistical, fiscal, and operational challenges. Many vendors stand ready and able to customize their products to create efficiencies at moving and forwarding companies. Typically, these partnerships have resulted in savings of time and operations costs, and eliminated many of the headaches that resulted from the way business was conducted in the past.

If you have lingering suspicions about technology and doubt its ability to transform your business in a positive way, the stories you are about to read may change your mind. The Focus section of this issue (pages 5–19) is packed with wisdom, and attests to the creativity for which our industry is known. For example:

- You'll get some excellent advice on how to figure out what software and hardware solutions are best for you ("Going Digital," page 5).
- This issue includes a number of case studies describing how IAM technology vendor members have partnered with moving and storage companies to streamline operations and generate savings of time and money.

- Several IAM Member profiles are featured, with information about these innovative companies and how they can assist you.

It's often said of computers that you can't live with 'em, and you can't live without 'em. But let's face it: The world is going digital, and computers are only the first step. Your customers and clients are looking for service providers who are responsive, and they want the information they are seeking *now*. If you've been considering upgrading your technological capability, this could be the time to learn more and take the plunge, joining the circle of successful companies who have learned how to harness the resources that are available. You, in turn, have the potential to dazzle your customers with quick, satisfying results.

Even if you're relatively new to the world of technology, you can begin to conquer it by doing some research at IAM's 48th Annual Meeting in San Diego, California, September 29–October 2. Once again, vendors of technological products and services will be glad to guide you and provide the information you need to take the next steps. ■



Going Digital: Different Strokes for Different Folks

By Max Kreynin, Voxme Software Inc.

There was a time when move management systems and digital data collection gadgets were viewed as the luxury toys of the big boys of the industry. Not long ago a cool thing to say was something along the lines of “Listen, son, I’ve been doing surveys with a cubesheet for the last 20 years and I’ve done well.” As it stands right now, though, nobody can afford not having the right technology for a number of simple reasons:

- **Data management and sharing efficiency.** Additional headcounts for mindless data re-entry are prohibitively expensive.
- **Competition.** Market leaders have implemented digital systems to stay ahead of the pack.
- **Customers’ expectations.** Corporate accounts nowadays outright demand electronic surveys and inventory. It’s becoming increasingly hard to be convincing in front of customers if you’re using paper forms when seemingly everyone has at least one smartphone.

Sometimes waiting can be beneficial. Today’s technology is much more robust, affordable, and versatile than even three years ago. More important, today’s staff is technology-savvy; most of them grew up with PCs and cell phones and live their lives on Facebook, Twitter, and other social media.

To help you make the transition, let’s concentrate on the practical aspects of picking the right system(s) and successfully implementing it for your company. The three fundamental questions to consider are:

- What’s available out there?
- What’s right for our company?
- How do we roll out?

What’s out there?

Generally, there are comprehensive move and relocation management systems, and then there are mobile solutions for surveys, packing inventories, labeling, and barcoding. Comprehensive systems include MoveManager and ReloAssist by MoveAssist, TRAXX! by TMI, Moveware, MoveMagic, FireCore by Allium, viaRelo™ and viaMoving™ by Radix, AGP Move by AGP, and others. Mobile solutions include **Voxme, TechMate, RelMS**, and Logiscan, to name a few. Some move management systems offer mobile components (Moveware, MoverWorx), whereas others (MoveManager, TRAXX, FireCore, AGP Move) offer integration with third-party mobile packages. Some mobile solutions providers (Voxme, RelMS, Techmate) also offer basic move management systems.

Picking the right system

The key here is to first understand your real requirements and priorities. Then pick the system that addresses your immediate needs and supports the vision of where you’d like to be when the

implementation is complete. Being realistic about what you’re trying to accomplish quickly aligns your needs with your budget and expectations. As one of our clients put it, “Sure, I like Mercedes, but Chevrolet also gets me from point A to point B.”

For example, not everyone needs all the bells and whistles of a system with built-in accounting and SAP plug-in. Large companies with a lot of office staff, established and complex business rules, and heavyweight corporate accounts definitely do. Others would be better served by a simpler move management system application that helps capture move details, manage tasks and appointments, produce standard documentation (survey summary, quotation, order for service, bill of lading, etc.), and conveniently organize documents and e-mails.

It may actually turn out that a move management system isn’t a priority at all, because you have an application developed in-house (most likely based on Excel or Access) that does the job. But for these companies, the really pressing tasks are producing proper pre-move surveys, labeling, preparing a packing inventory, recording, and printing.

Regardless of the starting point, make sure that what you get will either offer the next level of functionality you want to take on, or integrate with the system that does. As an example, we have a client who has decided to start off with Voxme labeling and warehouse barcoding to address their critical needs in that area. Their next planned step is to roll out packing inventory handhelds and then TRAXX! Moveware, and have Voxme solutions link to it. Since all system integration “hooks” are in place, the company will introduce the technology one step at a time, knowing they can achieve their final objective.

Implementation strategies

The hardest part of any system implementation is the uncertainty of getting the expected return on investment. Fortunately, most companies can go with a modular approach. The idea behind that concept is to get a couple of modules (be it a simple move management app for a small number of users, a couple of smartphones, packing inventory sets, etc.) and get started. Don’t expect any magic—you need to invest time and effort in getting these modules configured and adjusted and the first set of users trained. The upside is a relatively small initial investment and instantly visible results due to the limited scope of these applications or the processes you’ll choose to implement them in the beginning. These very results will determine your next roll-out steps. You may need to add a couple of modules here and there and be done, or you may want to take on a massive centralized system to which the smaller modules will link. As long as these small modules can “talk” with the large move management system of your choice (i.e., exchange data in standard formats like Excel or

XML), you should be in good shape. Check the integration options ahead of time to avoid nasty surprises.

If you're taking on a large system, there is not much choice, unfortunately, but to spend the money and allocate the necessary human resources on implementation, configuration, and training. There are no real ways to minimize the initial investment because any vendor will have to spend its resources on system customization, setup, and training. Moreover, until the system is set for your business processes and your staff is trained, there is no way to judge whether you're getting the expected return on investment. You can't really keep some staff off the system because that would break the data flow and render the system useless.

There will be hardware choices to make, but these are typically quite straightforward and driven by mobile carrier offers (in case you need smartphones) and your operations setup (to determine the type of handhelds and scanners you require for packing crews and warehouse). The most important thing when it comes to hardware selection is users' comfort. The rule of thumb is simple: the bigger the screen, the better. Only young surveyors and packers may prefer smaller screen devices, but even that changes because every mobile device out there with the exception of ruggedized scanners tends to look like an iPhone anyway. ■

New Zealand Mover Reaps the Benefits of Moveware's Total Solution

As a company specializing in international relocations and fragile freight, **World Moving and Storage New Zealand** is constantly working to improve company procedures and provide friendly customer service. World Moving prides itself on its "can do" attitude and maintaining a very low damage record. Implementing effective software solutions is a key element of providing quality customer service.

World Moving and Storage, an IAM Core member in Auckland, New Zealand, has been using **Moveware** as its core operating system for five years and has recently streamlined its operations further using some of the new additions to the Moveware Product Suite. World Moving Managing Director Raymond Dobbe views investing in technology as a wise decision. He describes Moveware as "An all-in package that has enabled us to move forward and not require extra admin staff." The Moveware applications allow companies to add value to their existing operations without increasing salary overheads and resources.



A Technology Case Study

Moveware is the only product on the market that is a complete package, which contributes to significant time saving for administrative staff, allowing them to focus on generating sales and providing customer service. Moveware contains fully integrated financials, meaning management have a real-time view allowing them to make better decisions that affect the profitability of the business. The application also has complete CRM and Sales modules, pre- and post-job costing, document production and resource management, and it integrates fully with New Zealand Customs & Quarantine. Dobbe is particularly impressed by the increased efficiency provided by Moveware. "Maybe they did tell me of all the features before we signed up, but there is so much more to it than I thought was possible that has streamlined our whole business."

Removal clients are easily kept up to date with the latest information on their move by using Moveware's Web-based tracking module, MoveClient. Quotes can be submitted and accepted online, and removals can be tracked until completion. The application is easily integrated with a company's existing website, a feature World Moving is using to full advantage via MoveClient for online Quick Estimate and Detailed Quote forms. The company also employs the Automated Emails function to communicate with clients and agents and inform them about sales follow-ups and the status of shipments.

Integrated products like MoveSurvey and the soon-to-be released packing inventory product MoveCrew have been developed in-house and are fully integrated with the core Moveware application. Although Moveware already has a PDA- and tablet-based integrated survey package, the newest release will take advantage of mobile computing and allow onsite company



People at their computers during a user training session at Harrow Green Global Moving Solutions in the UK.

representatives and crews to synchronize removal and inventory data with branch offices. Both applications are designed to run on Windows-based tablet PCs.

Moveware has also added MoveTransfer to its suite, and World Moving now electronically receives inventories and export documents directly from the systems of partner agents around the world. This saves a significant amount of administration time previously spent keying in and correcting data, and drastically reduces courier costs. MoveTransfer will soon include the ability to interface with non-partner agents.

World Moving reports that implementing Moveware has improved the efficiency of its operations. The company also looks forward to maintaining a competitive edge, using Moveware's regular upgrades and 24/7 support team. Dobbe commented that Moveware provides "great support and an eagerness to develop what the industry needs or customize to suit individual needs. In fact, as World Moving has grown, we have learned more about what Moveware can do and have actually shed staff from the administration team. It's just great."

Moveware is currently being used by progressive companies in the Pacific region, Asia, Africa, and Europe. Further development and after-sales support will continue from their head office in Australia, but Moveware already has a dedicated support office in London; depending on future sales, Moveware is keen to establish other satellite support offices to encourage customer confidence.

MoveWare

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RedSky: A New Tool on the Horizon

*“Red sky at morning, sailors take warning;
red sky at night, sailor’s delight.”*

Although a sailor may not be able to control the weather, a good seaman plans well and uses the best technology available to him to predict the changes that may affect his journey. Based on such predictions and historical data, he plans the right course to protect his cargo and arrive safely at his destination.

Secor Group CEO Chuck Lawrence is an avid sailor when not engaged in his first passion, the moving business, which explains how the RedSky operating system, created by the Secor Group, got its name. “It started a little over three years ago when key executives at Secor, including Ray daSilva, who had recently joined the company, were strategizing over growth strategies for **Security Storage Company of Washington**,” Lawrence recalled.

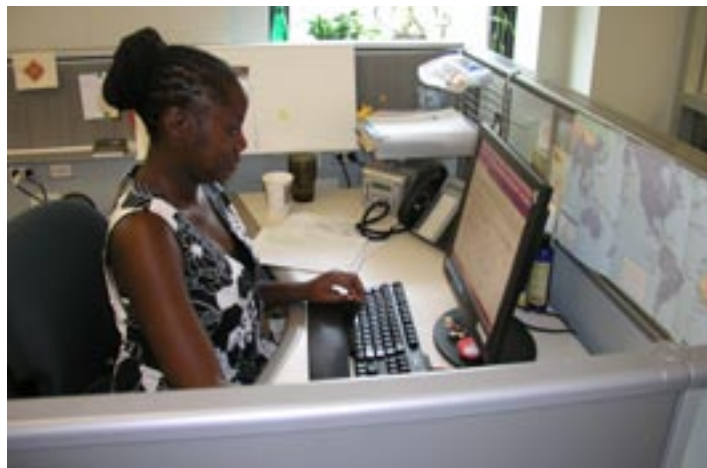


A Technology Case Study

While Security, formed in 1890, holds a legendary position in the moving industry, it was stuck in a bit of perception rut. Customers, service partners, even staff and management thought of Security as a strong, asset-based moving and storage company in the greater Washington, D.C., metropolitan area. While that was true, the company had actually transformed to become much more than that.

By 2007, some 50 percent of Security’s activities involved logistics, warehousing, records management, and other diversified businesses. In fact, Security never physically touched more than 30 percent of its business, in which it was acting in a global forwarding or process management capacity. In recognizing this evolution of the business, Lawrence worked with Security’s shareholders to form a new holding company called the Secor Group, a step designed to continue the expansion of its business beyond the traditional lines that defined Security.

“This opened the door to the acquisition of the Davidson companies in Baltimore but just as important, it was the catalyst that led to our decision to make information technology a unique differentiating factor for us,” Lawrence explained. “Ray was the one who visualized an IT platform that would connect Secor with all the key stakeholders in a relocation into one single, synchronized file which contained all the information but only provided access relevant to the role of each stakeholder.”



Tricia Hardy, move manager for one of Secor’s major accounts, schedules a delivery in RedSky.

“We started with connectivity as the guiding, underlying principle in the system’s architecture,” said Ray daSilva, president of Security International and the newly formed Secor Mobility Services group. “We asked our customer what the single biggest pain point was in the management of the mobility programs. Universally, the answers centered on the lack of system connectivity.

“I always use the FedEx analogy,” said daSilva. “In an era where technology allows a company like FedEx to move a package around the world, deliver it in a few days, track it during its entire journey, and provide a digitized copy of the signature instantly, the relocation services industry is mired down in the technological dark ages.

“We are still polling our service partners by e-mail to ask for system updates,” daSilva explained. “We viewed this as the opportunity. If we could create a system that could connect the transferee, the corporate client, the relocation management company, and the various service providers working on the relocation into one file, we would have created something very unique. Secor implemented RedSky in January 2009 and has made tremendous progress toward this ultimate goal.”

Today, over 300 users at Secor companies and at Star Worldwide in India, a RedSky partner and shareholder, log in daily to RedSky, which is completely Web-based. Users require only a Web browser, an Internet connection, and log-in credentials to access the system from anywhere in the world.

“During the snow storms in D.C. last year, our staff could not come to the office for five days,” recalled Margaret Albright, director of international operations at Security International. “The staff logged in from home and were able to continue their work

and communicate with clients and service partners. This really helped us as we recovered from the disruption and scheduling issues caused by the storms.”

The staff at Secor have had to change in order to adapt to the new technology. Although Secor is not entirely paperless, the move managers have no relocation files on their desks. While they try to capture as much information as possible in data fields, customers’ lives do not always fit into neat little boxes. There is an extensive Notes facility within RedSky that is tied to its Activity Management module. As Move Manager Sanjay Kaushal pointed out, “By creating a single Note documenting a conversation with a client, we can turn the Note into a scheduled Follow-Up, and have that Note appear in the Customer, Partner, and Account portals, thus providing access to these key stakeholders. We can also have that Note appear on work tickets, surveys, or invoices, and we can also e-mail the note to anyone. All documents that arrive in a paper format, such as inventories or bills of lading, are scanned into RedSky. You never have to leave the relocation file in order to access any information about the file.”

RedSky’s File Cabinet function handles scanned documents as well as digital files, including photos. There are strong security and access controls built into the File Cabinet to allow only relevant and required access to sensitive and confidential documents. RedSky also provides direct integration with the document management systems of other stakeholders. For example, Security is a United Van Lines agent; relevant documents are automatically exchanged between Transdocs, the document management system that United Van Lines uses, and RedSky.

Data integration is a key strength of RedSky because of its core architecture stressing connectivity. Using RedSky, Secor not only interchanges data dynamically with partners like United Van Lines but also with key service partners. “Connectivity may mean a service partner



Ray daSilva,
president of Security
International and
Secor Mobility
Services group



Pauline Limpantsis, account manager,
reviews activity management for her team.

logging into our system to view or update files; but with high-volume partners, it quickly moves to data integration,” daSilva explained. “Integration with key accounts has meant faster, more accurate, and more efficient processing of all data, including accounting data. We get paid faster because we invoice more quickly and more accurately.”

Service partners like freight forwarders, customs brokers, and port haulers are all connected to RedSky not only to view shipment information but also to update key fields. Willis Relocation Risk provides claim settlement and insurance services to Secor and many of its mutual clients. Willis accesses the system daily to provide claim settlement information and access shipment files. “We do not have to ask Security for a copy of delivery inventories or valuation listings, they are all in the RedSky File Cabinet. We absolutely see where Secor is headed with RedSky in improving client access to vital information,” said Bill Rose, president of Willis Relocation Risk Group.

Secor and Star Worldwide have made significant investments to develop RedSky to this stage. “The next stage of development for RedSky is to capitalize on the network aspects,” said Al Mithal, president of Star Worldwide. “We have created a transaction fee-based system so that any service partner in our industry can enjoy all the benefits of what we have created in RedSky. You pay only a small file fee when you invoice a service through the system, but you get all its reporting and management capabilities on an ongoing basis. When two RedSky partners work on a shipment together, it takes most of the friction out of the process. The name of the customer and other aspects of the file do not have to be keyed in multiple times.”

The real benefits of the network, however, come from using common resources. Take something as simple as a Service Partner database. Most companies have one. When one service partner changes a phone number, the Service Partner databases around the world must be changed. RedSky partners can centralize the management of its Service Partner database and offshore it to a cost-efficient location. That is only one example of the resource sharing built into RedSky.

RedSky is now developing an instant online pricing system, which quotes door-to-door or component prices dynamically. Service Partners enter their base pricing, which can be discounted for specific contracts and relationships, into RedSky’s Rate Matrix. RedSky is using a shared resources concept to upload freight rates dynamically on a daily basis. As daSilva noted, “The result is a market-responsive, dynamic pricing system that offers a level of transparency and flexibility that does not exist in the market today. We compare much more than price. We take quality, capability, and reciprocal relationships into account. The selection process is data-driven based on current market conditions.”

“We’re thrilled that we have taken RedSky this far with successful implementation at the Secor companies and at Star. We’ve just added Bolliger as a RedSky partner, as they are now also part of the Secor Group,” said Chuck Lawrence. “But the real fun is ahead of us. We’ve only scratched the surface, and we have some very big development plans ahead of us. There have been some interesting discussions that have reached a stage where announcements of new RedSky partners soon will be made. We have also made significant progress in adding other mobility services into RedSky, but with a whole new approach based on connectivity that will redefine the kind of transparency and flexibility that global relocation management companies are able to offer.”

Secor Mobility Services Group

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Records Management: Doable, Efficient, and Profitable

Are you starting out in records storage/management and think you can't afford the software that the large record centers use for efficient and profitable operations? Here's a case study that might just make you reconsider that notion.

DeWitt Records Management, an IAM Core member, made all the right moves when the company recognized the increased revenue and profit opportunities available to them by diversifying into records storage/management and automating their operations.

Because in this business efficiency means money, DeWitt President John Burrows was looking for all the right tools, from software to handheld scanners; barcodes to how-to guides; 24/7



A Technology Case Study

technical support to onsite, online, and hands-on training—the same technology used worldwide by the million-box record centers. And ideally, he hoped, as his business and number of users grew, there would be a package that would scale to accommodate his size. He found exactly that using **O'Neil® Software's** Starter Package.

DeWitt Records Management's corporate headquarters is located in San Diego, California, with their records center in Tamuning, Guam. The company started out in the moving and storage business in 1983. It later diversified into records storage and management and has been in that business for eight years. DeWitt has 115 customers and offers document storage, retrieval, delivery, access, indexing, and destruction, as well as additional records center services and materials for sale.

Challenge 1: Convincing potential customers to outsource records storage/management

They were everywhere, lining hallways and consuming entire offices. Companies were overrun with the unsightly evidence and the time had come, for so many reasons, to deal with the problem. We're not talking about an infestation of rats, termites, or cockroaches, but a much more common pest in many office environments: boxes of records, files, and file cabinets.

So the challenge for DeWitt was to get potential customers to understand how much money they could save by paying a company like theirs to store and manage their records offsite. Generally most businesses considered their records to be in fairly good order and felt that it did not cost them anything to archive old documents.

However, once DeWitt showed them what they were paying for in rent and floor space to house these documents onsite and demonstrated how much less expensive it would be for them to store their records offsite, those clients understood the value of DeWitt's services. Demand quickly picked up.



"Although I was just diversifying into this business, I wanted the same software that the large records centers were using for efficiency and profitability. I got that with O'Neil."

—John Burrows, President
DeWitt Records Management

Challenge 2: Controlling, monitoring, and streamlining the work order and invoice process

With all the new business coming their way, the next challenge DeWitt had was finding record tracking software that would allow the company to easily and accurately manage/monitor the activity of any storable item (boxes, file folders, documents, tapes) throughout their record center, from deposit to destruction, work order to invoice. It was also important to speed up the pace of their business operations; bring systematic control, consistency and standardization to their processes; and streamline their billing/invoicing procedures.

"We wanted to have the ability to retrieve boxes full of files and records quickly and efficiently and know exactly where a box was located in our warehouse," said Burrows. "So before getting into this business and after purchasing O'Neil Software, we used our own moving and storage company files as the first account setup. This would ensure that we knew how to use all the features and reap the benefits of the technology before we took it to an outside client. As a result, whereas it used to take days to

access six- or seven-year-old files stored away, thanks to the software, we could now retrieve a file on our desk within minutes of requesting it.”

Another important feature Burrows sought was a tool enabling his customers to remotely access his record center’s RS-SQL® database, allowing customers to request services including destruction, retrieval, and new file storage. He realized that this would lighten the load on his records center staff, freeing them up to perform other important activities that would help grow his business. So, by using O’Neil Software’s RSWeb®.NET, DeWitt could offer this capability. His customers now had fast, flexible, real-time access to all their records and business information whenever they needed it, day or night, a mouse click away.

This feature also helped lower his records center overhead and expenses, and set the standard in the marketplace. Customers could now perform many records center tasks themselves, eliminating unnecessary e-mails, faxes, and telephone calls. No longer did DeWitt’s customer service representatives have to re-key an order or look up information. The power was now in their customers’ hands, through a standard Web browser.

The solution: Automation and continuous customer service and support

Although the software features and benefits were extremely important to Burrows, he also was looking for continuous customer service, online and onsite computer-based training, as well as 24/7 support desk help. So it was important that the company he partnered with technologically be dedicated to constant support and development of improvements, as is necessary with any product.

“The best scenario we could hope for was having a support desk that was only a phone call away in our time zone, to assist us with any questions or concerns during our business day,” Burrows explained. “I wanted the assurance and peace of mind [of knowing] that there would always be someone available, knowledgeable, and helpful around the clock. An even better scenario would be if the support staff had actually worked in records centers and offered onsite training. This way I would know that we were getting not only great software but the expertise of many at several locations who would save us time and guide us in a way to prevent potential problems that we might not have anticipated. So it became clear to me after my research [that] I needed to select a technology provider based on their software features and benefits, cost, and the strong recommendations of peers.”

Technology’s contribution to greater productivity, cost savings, and enhanced customer service

Automating DeWitt’s records center operations with easy-to-use software allowed DeWitt’s company employees to become efficient in entering data, billing customers, and tracking work orders. From a management perspective, the company has since been able to easily cross-train staff, which allows for continuous operations in the event an individual is out of the office. Automation and the use of software also increased the productivity of his staff and operations. Moreover, it afforded them the ability to automatically schedule, control, monitor, and streamline the invoice and work order process; ensure the integrity and continuity of his company’s record-keeping; and provide systematic control, consistency, and standardization to all of DeWitt’s business practices and processes.

O’Neil Software

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Technology Can Deliver on Its Promise

By Diana Corona, Vice President, Enterprise Database Corporation

Technology often fails to live up to expectations and promises. This failure has justifiably created hesitation among companies to adopt new technology. However, some technological breakthroughs, such as fax, Internet, and e-mail, have delivered on the promise and have been widely and heartily adopted by the business community, transforming the way in which business is done. Today, there are few who can still imagine a competitive business world without Internet or e-mail.

Enterprise Database Corporation (EDC) was founded in 2001 on the promise that the technology we were going to offer our customers would not be just another software tool; rather, it would help them change and simplify the way they do business. We have worked tirelessly toward that goal by pursuing our belief that customer feedback should be the driving force behind software development, and by creating a development platform that has become the foundation for the successful implementation of cross-market projects and products. Our products include data mining for law enforcement, medical collections, sales force automation, and contact management; operations and business forecasting software for construction and contracting companies; and software development tools for software developers and publishers.

When we first developed EasyDPS™ it was a software tool for transportation service providers (TSPs) to connect to the Defense Personal Property System (DPS) and download post-shipment updates.

Today, among its many features, EasyDPS™ automatically handles shipment acceptance, blackouts management, customer satisfaction surveys, claims, and BVS and TDL download. In addition, it provides customers relevant alerts and detailed activity reports that enable customers to improve their processes and forecast business activity and costs. Our customers' feedback plays the most important role in the ever-expanding functionality and benefits of the system.

Most important, EasyDPS™ delivers on the promise of simplifying the way TSPs do business with the government as well as with other TSPs. With the implementation of EasyDPS™ and of EDC-AgentLink™, which fulfills the TSP agent role, TSPs are no longer isolated islands of information. EasyDPS™ and EDC-AgentLink™ have created a secure worldwide communication network where TSPs connect to each other 24/7 to offer shipments and automatically exchange shipment activity information, without the need for faxes, e-mails, phone calls, and double data entry. TSPs can now tie into a growing worldwide network of move management stakeholders to reduce the time to process shipments, schedule shipment actions, better manage capacity, and improve service.

In the process of collaborating with other TSPs, customers maintain ownership and management of their shipment data while having near real-time updates on the status of the shipments managed by their partner TSPs. That enables TSPs to audit

and control the quality of the move which results in improved customer service and better management of customer satisfaction survey scores.

A final aspect of the transformation of EasyDPS™ into a data hub and of the cooperation among industry stakeholders is the participation of a growing number of third-party software publishers in an effort to integrate their software products with EasyDPS™ and therefore have their products gain access to, and actively communicate through, the worldwide network of EDC customers. This process is transparent to the TSPs but benefits them because other commercial products now can take advantage of the 21st century integration among TSPs through a growing list of commercial off-the-shelf software systems, as well as systems written in-house and those from EDC.

With the continued support from our customers, we know that EasyDPS™ will continue to evolve and expand the network of move management stakeholders, proving that technology, driven by the user's needs, not only can address everyday business requirements but also can change the way business is done.

Enterprise Database Corporation

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www.EDC-AgentLink.com

The listing for Enterprise Database Corporation on page 159 of the 2010-2011 IAM Membership Directory omitted contact information. The full listing should read:

Enterprise Database Corporation

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www.EDCUS.com
dcorona@edcus.com
POC: Ms. Diana Corona
Business Type: Technology Services

Our software products include EasyDPS™ and EDC-AgentLink™, which enable moving and storage companies to automatically connect to government systems and communicate with a worldwide transportation network of TSPs and Agents.

Scan Logistix: On the Technology Fast Track

By Kimmo Piironen CEO, Scan Logistix

Scan Logistix Inc is a global supplier of digital surveying, inventorying, barcode labeling, and warehousing to the moving and relocation industry. We are the first and only manufacturer of moving industry-specific electronic hardware, and all are manufactured in Finland by Nokia subcontractors. Our offices are located in eight countries (United States, Finland, The Netherlands, Egypt, India, Hong Kong, Taiwan, and New Zealand) to serve the global marketplace. Scan Logistix also has established hardware service depots in five continents to ensure quick turn-around times.

Because Scan Logistix manufactures and designs its own hardware and software, we can offer an unbeatable lease pricing for our service. Flat fee, all-inclusive contracts start from \$125 per month and with a significant discount for large volume.

The Sampo 5060 handheld device reflects the latest in electronics design: interactive touch screen, 5MP camera, barcode scanner, Bluetooth, WiFi, RFID, GPS, and 3G GSM. All these



**A handheld device
from Scan Logistix**

features, combined with software developed by Scan Logistix, give users a single point of contact when questions arise—no third-party companies to deal with.

The whole Scan Logistix system is online-based, and it is translated into 48 languages. You can use the Sampo 5060 in Polish, print the barcode labels in English, and translate the inventory sheet to French.

The first time Scan Logistix Picture Perfect Tracking™ system was introduced to IAM members was in 2009 at the 47th Annual Meeting in Orlando. During the four days of the expo, Scan Logistix representatives demonstrated the system almost 500 times! Due to the huge success at last year's event, we will be demonstrating again at IAM's 48th Annual Meeting in San Diego and at 25 other global trade shows in 2010.

The Scan Logistix Picture Perfect Tracking™ system is insurance-related. The insurance industry has embraced the system because the system forces the user to take digital pictures and videos at origin. All digital pictures and videos are available via online log-in for all parties involved: the relocation company claims department and the transferee, as well as the insurance adjusters.

So what is on the horizon for Scan Logistix? We are designing more hardware—our own line of portable Sisu barcode printers and tablets. We expect to have the first printer prototypes available at the IAM gathering in San Diego. Scan Logistix, a Gold Sponsor for the IAM Annual Meeting in San Diego, will exhibit at booth 314.

Scan Logistix

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Daycos: Advancing Technology to Improve Efficiency

Three decades ago, in 1980, John Day walked into the offices of one of the largest van lines carrying a “portable” computer to help him perform a post audit review of shipment files. This “portable” computer was an Apple II personal computer in a case the size of a large suitcase.

“After about a day of working there, word got out about my computer, and the file room where I was working became a popular destination for the van lines’ employees,” said John Day, founder of **Daycos**. “They were amazed that I had a computer that small, which could do more than the company’s mainframe computer that took up a whole room.”

This was one of the first times that Daycos, which was then called John Day & Associates, found itself at the leading edge of technology, but it wouldn’t be the last. Over the 31 years of its existence, Daycos has consistently implemented advances in technology to improve efficiency, offer better service to its customer, and improve customer communication.

The initial uses of technology by Daycos focused on programming to improve its internal processes and make them more efficient. Those suitcase-sized portable computers contained programming written by John Day that allowed for creation of invoices, but still required a fair amount of manual input by users.

Sue Fuchtman, president of Daycos, recalled that the big advances came when the technology advanced to the point where Daycos was able to make the billing process more efficient and accurate. “All that data we used to have to look up manually and input was now loaded into the computer program, and we could work so much faster than before. We are still continually improving the programming in our billing software, which allows us to generate thousands of invoices in a single day during the busy season.”

The second major wave of technology to affect Daycos was the introduction of Electronic Data Interchange (EDI) in 1998. Daycos was on the committee to implement EDI for DOD invoices, and was one of the first companies in the industry to submit an EDI invoice to DFAS (the DoD accounting arm). EDI allowed Daycos to reduce customers’ average payment times from over 30 days to less than 10 days.

“Electronic submission and payment of invoices was a great improvement for the billing process, but you had to be able to utilize EDI in order to gain the benefit, and EDI is not an easy technology to implement,” said John Day. “Carriers without a lot of technical resources would have no hope of developing EDI capability, and would not have seen any of the benefits of EDI. We were able to develop the EDI capability and then offer that service to carriers of all sizes.”

EDI is still widely used today. Over the last 12 months, Daycos has submitted more than 362,000 invoices, of which 98 percent were transmitted via EDI and are now sent to US Bank instead of DFAS. In addition to using EDI in its own billing ser-

vices, Daycos also offers services that allow other TSPs to submit non-EDI invoices to Daycos for EDI transmission.

The other big change in technology utilized by Daycos has involved improved methods of communication with its customers. The initial step in this area was to require all Daycos customers to have an e-mail account, so that e-mail could be used for communication and exchange of files.

“It seems hard to believe now, but e-mail was such a foreign concept to most TSPs at the time. I spent hours on the phone with our customers, explaining e-mail to them, telling them how to set up an e-mail account, and how to attach a file to an e-mail,” said Daycos CEO Brandon Day. “For a lot of our customers, the first e-mail message they ever sent was to our company.”

Although e-mail is still used extensively by Daycos today, some of the communication has moved to the Web, as it became more utilized by carriers. Today, Daycos customers use a private Daycos website to send information about shipments, check the status of their invoices, run reports, view the billing documents, and perform many more functions.

As other technology trends have evolved, Daycos has used some of those to further communicate with its customers. The most visible of these efforts is the Daycos News blog (<http://blog.daycos.com>), which was launched in June 2004. Since then, over 700 different articles have been published on topics such as news about Daycos services, industry news, and updates on the progress of the DP3 program.

“It is surprising to me how widely read our blog has become in the industry, because when we started not a lot of people knew what a blog was, much less read one,” said Brandon Day. “Now when we post an article we know that not only will a lot of TSPs read it, but also a lot of government representatives. It is a great opportunity to communicate and share information with the whole industry.”

Daycos continues to explore new technologies for communicating with its customers. They have recently launched a Facebook page administered by Daycos employees, and a Twitter account. “We are always on the lookout for ways that technology can help us be more efficient, offer a better service to our customers, or allow us to communicate better with them,” said Brandon Day. “The ability to utilize technology has been a huge factor in our success over the past 31 years. I have been asked whether we consider Daycos a billing company or a technology company, and I think the correct answer is that we are both. The services we provide involve the billing process, but technology is the reason we have been able to offer those services.”

Daycos

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Voxme: Dreams of Something Bigger

When the Iron Curtain came down, the curtain came up on a lot of new entrepreneurs moving onto the world stage.

Take, for example, Roman Abramovich, a young man from the small Russian town of Ukhta who became a billionaire (and the owner of Chelsea Football Club), while his university friend Roman Kreynin found himself carrying moving boxes full of household goods in Israel. He got into removals to make a bit of cash, but somehow stuck around for 20 years, climbing the ladder from packer to crew chief to independent contractor before eventually becoming owner of a forwarding company.

It was as a forwarder that Kreynin first came across a Palm Pilot that a client was using to manage his life; whether social or business, every little corner of his every 24-hour day was contained in this little handheld computer.

Kreynin soon called his brother, Max, who was then working in the high-tech industries in Canada, to see how the Palm-based system could make his job of moving people easier: complete pre-move surveys, print labels, print packing inventories—that sort of thing.

Nothing existed. So Max said, “We’ll design it ourselves.” Thus in 2003 **Voxme Software** was born. In no time it was rolling out a full line of products into the global market, including the Bingo application, a handheld-based survey application, and an office system for survey and inventory management and document generation.

The main idea behind the products was to make them so flexible and adaptable that they could be easily adjusted to meet an individual company’s needs. Progress was slow, but as Roman put it, “Smoking is a slow death, but we are in no hurry.” Marketing the products was based entirely on a tried-and-tested means—word of mouth. Regular appearances at HHGFAA (now IAM) meetings were hugely beneficial, and brought Voxme not only potential customers, but dependable partners.

“We were blessed to meet a number of individuals who gave their trust and help when we needed it most,” says Roman. “For instance, George Sikora of TMI (creators of TRAXX! Moveware) was the first to suggest integration between the products and introduced Voxme to his clients and friends. George’s mentorship has proven invaluable over the years. Then David Sonigo and Joe Semel of Sonigo UTS were the first to take on the full set of Voxme solutions and worked tirelessly to bring Voxme applications up to FIDI standards.”

Bertrand Harsch chose Voxme to upgrade his company’s existing survey system, which opened the doors to the Swiss removals industry; Walter Lafitte of Canal Movers in Panama City has done a lot to enrich the functionality of the system. He persuaded Max to join LACMA and introduced him to the welcoming circle of Latin American movers. A major influence was Yaniv Risman of New York-based Sea & Air International, who helped springboard Max and Roman into the global fine art industry and from there, to auction houses.



Max Kreynin (left) and his brother, Roman, at their very first HHGFAA Annual Meeting, in San Diego in 2004. In the poster, said Max, “We used photos of actual crews and their equipment.”

“The key element of Voxme solutions is the focus on implementation details,” Max Kreynin told *The Portal*. “From the very first customer we have learned the importance of coming up with a setup that reflects a company’s routines and the individual needs of the system’s users. We have quickly discovered some very useful facts: small-screen smartphones cause nearsighted surveyors headaches; mixing up font sizes on a survey summary template renders the whole system absolutely useless; in the German-speaking part of Switzerland the language is not the same as it is in Germany, Mexican Spanish doesn’t qualify as such in Spain, and so on.

“While we learned the value of systems integrations, integrating human beings with the technology has always been the top priority. Perhaps it explains why having the likes of Grospron, Packimpex, Paxton, and Armstrong International (Canada) as clients has come as a natural result of our business model.”

Today the Voxme suite of integrated modules includes smartphone pre-move survey, handheld packing inventory recording and printing, labeling and barcoding, condition reporting, inventory management, office system, Web tracking, and integration with move management systems like TRAXX!, MoveManager, MoveMagic, Saga Safari, AGP Move, FireCore, EOS MoveMan, and others. The company is headquartered in Richmond Hill (Toronto), Canada, and is supported by technical staff in Canada, Belgium, the United Kingdom, and Israel.

Voxme Software Inc.

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MoversPOE: The Google of the Moving Industry

By Joyce Dexter, Portal Editor

Before PCs, handheld scanners, and other gadgets became the ubiquitous tools they now are at moving and storage companies, the relocation industry was often resistant to the march of technology and balked at the notion of machines undermining the people-centric relationships it had painstakingly built with its customers.

But if movers were slow to keep up with progress, the technology industry was quicker to grasp the way its products and services could be adapted to make the relocations process more seamless and efficient. Now, the industry's biggest customers—including the military services—are jumping on the high-tech bandwagon, encouraging the development of software and hardware used in partnership with moving companies to manage and track moves of their employees and service members.

Sophisticated technology has become more widely available to companies of all sizes, creating efficiencies of scale that boost competitiveness and profitability. Enter MoversPOE, a Canada-based international moving website that calls itself “the Google of the moving industry,” an engine that provides access to a wealth of information.

When **MoversPOE** (for Point of Entry) was launched in early 2005, Robin Leslie was present at the creation. A “Jill-of-all-trades” whose resume includes jobs ranging from the steel industry to the legal profession to advertising and marketing, Leslie, the company's vice president of sales, was on hand last October at IAM's 47th Annual Meeting in Orlando, where she presided over one of the busiest exhibit booths in Network Central.

To illustrate how quickly the MoversPOE concept has caught on, Leslie said, “In 2008, we got 4.5 million hits on our site. This year, we're averaging 17,000 hits a day, and 400 rate requests a day. Our site is the fastest way to send a rate request, and it's also how movers can find destination agents in other locations.” Users can key in the specifics of their move and within moments they'll have a list of 30 agents in a given location. “You can click four of them at a time and get individual rates,” Leslie explained.

MoversPOE recently unveiled a new product, its E-Tracking system. “This is also revolutionary to the medium and small mover,” said Leslie. “Previously it was used only by large companies with IT departments, but now it's available to everyone. It makes

you the manager of the move between the agent, the customer, and the shipping line.”

Even by high-tech standards, E-Tracking adds new dimensions to the way moves are handled. “Currently,” Leslie explained, “most moves are just reacting to requests. This system will send e-mails to customers in eight different languages, and also provides a link to your website where the customer can view their information 24/7. You can process all the details of your customer in a third of the time it would otherwise take.”

MoversPOE is free to use in sending and receiving rate requests, said Leslie. “The only fee is if you want an enhanced listing, with your name at the top of the list [that pops up when a user is searching for an agent]. E-Tracking has an annual fee. It's almost like freeware, but we do charge for the top listing.”

MoversPOE is strictly for international movers, not for individual consumers. “Our goal is to bring the industry into the 21st century,” said Leslie, “and we have been very successful. The positive responses we've received from the industry suggest that it is a product whose time has come. The reason people should use MoversPOE is that everything in the entire world is now being run by computers. It's the best way to save time, and time is money. If you don't want to save time and money, you don't need POE.”

The system is geared to the needs and desires of the majority of the moving public, which is between 18 and 55 years old, Leslie said. “E-Tracking is the next step in being able to market to that group—all of whom are computer literate and wired 24/7. Having a link on your website where movers can check their up-to-the-minute information will eliminate a tremendous amount of e-mail and countless phone calls to your company, again saving you time and money.”

MoversPOE is hard at work developing and moving forward with new products and improvements that go even beyond MoversPOE and E-Tracking, said Leslie, “so that we will continue to be the leader in the computerization of the moving industry.”

Movers POE

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The MoversPOE E-Tracking System: From Packing to Delivery

By Robin Leslie, Vice President of Sales, Movers POE

Our E-Tracking system has two goals: Attracting more customers and improving productivity!

Attracting more customers

The world of information technology is now online. When your customers want to check the weather, follow a flight schedule, or view their bank account, they most likely go to the Internet. This is what they expect to do when checking the status of their shipment.

Providing this service to your customers positions your company as a modern, technology-advanced and professional company rather than an old fashioned, out-of-date company. Offering this service will increase your sales.

Improving productivity

Without E-Tracking capability, your employees are the only people who perform the tedious tasks of shipment information maintenance. Therefore, they need to be in ongoing contact with all the parties involved and always available to respond to customers' inquiries.

With a comprehensive E-Tracking system, all parties are online and involved. The customer enters the details, the agent supplies the timetable and shipment information, and the freight forwarder or shipping line enters its related data.



MoversPOE's E-Tracking System

A comprehensive E-Tracking system will also generate all the standard e-mails that need to be sent out to your agents and customers, from packing to delivery: booking, pre-alert, instructions, CBP (for shipments to the United States), CMR (for shipments within Europe), welcome messages, thank-you e-mails, and feedback forms, among other functions. This saves your employees a lot of work. An E-Tracking system saves a lot of time—and time is money!

We think the MoversPOE comprehensive E-Tracking system is a great marketing tool and unmatched as a productivity tool.

Move One: Where Cloud Computing Meets Cutting-Edge Applications

By Jenai Towuru, Communications Coordinator, Move One

Move One is an integrated assignment and moving management company, providing corporations and organizations of all sizes with seamless relocation, removal, and logistics services around the globe. Through our extensive Preferred Partners Network and strategically located offices across Central and Eastern Europe, the Middle East, and Asia, we offer fully integrated relocation and logistics solutions through a single point of contact.

In a rapidly evolving industry where technology and business are becoming inextricably entwined, companies increasingly are using innovative tools to streamline business operations. At Move One, we value the importance of technology to our business. Thus, with our IT partner company, Radix Technologies™, we have developed an industry-leading suite of software as a service (SaaS) applications called viaSolutions™, which integrate the use of cloud computing to ease the demands of our daily operations.

This technology, which consists of two Web-based applications called viaExpat® and viaRelo®, is designed to facilitate customer relationship management (CRM) and manage enterprise resource planning (ERP) in order to ensure better communication, productivity, and efficiency. viaSolutions™ allows unmatched control and visibility during the entire life of an assignment, and assignees can manage every aspect of their move, reducing communication and interaction time between our employees and clients.

Technological innovation

Our Web-based products have fundamentally transformed the way we do business, enabling us to simplify and centralize our operations, and allowing us to provide time-saving solutions to global mobility. Radix Technologies markets them to IT, relocation, and HR companies.

viaExpat™ is an automated software service designed for HR, company management, service providers, and assignees to securely communicate, share, and store all transfer related information in real time

via a single, shared platform. Its features include an employee database, service provider management, a user alert system, financial module, and document management. viaExpat™ is cost-effective and requires no supplemental hardware. Users have quick access to information, and viaExpat™ can be easily integrated with other existing systems, as well as SAP, iGoogle, and HR portals. “Our system is very flexible and we have the ability to develop or change it in little ways to bridge between a wide variety of systems,” says Katherine Warner, vice president of product management at Radix Technologies™. viaExpat™ is scalable and customizable.

viaRelo™ is an application specifically designed for the relocation industry. Fully customizable, it sets out and handles destination and immigration services from initiation to invoicing and managing customers and employees, in both operations and sales. David Corriveau, president and CTO of Radix Technologies, notes, “This market-leading technology is so advanced and refined that it is as much a business strategy as it is an administrative tool.” viaRelo™ provides a platform for highly efficient interaction with customers via phone, e-mail, Web, chat, and bricks-and-mortar channels. It is user-friendly, easy to navigate, clear-cut, and non-invasive.

“viaRelo™ is easily accessible because it is a Web-based, on-demand service,” says Corriveau. “This means companies, their staff, and clients can access it anytime, anywhere, and only pay for what they use.” This application grows and shrinks with a company as its needs change. More important, it eliminates the need to invest in any software or hardware, as the system is pre-built and ready for use from the very start.

Utilizing these innovative tools through cloud computing has been extremely beneficial to our operations, drastically reducing costs and improving efficiency. “It [cloud computing] allows us to drastically reduce equipment and maintenance costs and eliminates extended downtimes,” says Jon Harman, Move

One’s product manager for relocation services. Cloud computing has revolutionized the way businesses function, offering flexibility and simplified scalability, global coverage, and improved resource utilization. Through cloud computing, businesses can quickly up- or downscale their resources as circumstances dictate.

Divergent thinking

We continuously seek ways to innovate within our numerous business operations. This philosophy has led us to introduce virtual City Guides™, a set of mini-documentaries that provide a wealth of information on issues such as healthcare, transportation, housing, and international schools for relocating expatriates. “City Guides™ empower our clients’ assignees by giving them the means to find important information about their new city all in one place, allowing them to be self-sufficient and comfortable in their new environment,” says Harman.

Move One’s City Guides™ have earned top awards within the industry, picking up a Cartus Supplier Innovation Award and recently receiving the Technological Innovation in Relocation award at the *Re: locate Magazine* 2010 Awards.

Envisioning a pioneering future

Providing ever better solutions to the challenges of global mobility through efficient resource utilization, innovative technology, and impeccable service remain our top priority at Move One. Our team of professionals and partners continue to seek new ways of making enhancements to our existing applications. Currently, Radix Technologies is working in tandem with our moving and logistics experts to finish the design and development of viaMoving™ and viaLogistics™.

Move One Relocations

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Software Technology Made Easy

By Lindsay Abrams, Marketing Manager, MovesOnline

The moving industry has typically been one that falls short in terms of advancing software technology and innovative ideas. In an industry deeply rooted in family business, any owner knows that the successes of a moving company can be attributed to adopting the successful practices of those who came before. It is an industry with high overhead and low return; therefore, success comes from knowing the business well and making smart and well-thought-out financial decisions. Yet this strategically valid mindset is sometimes accompanied by a resistance to change and a reluctance to venture into new territory.

Technological advances are now forcing their way into the industry at a phenomenal rate, and that resistance is breaking down. New products and ideas are becoming more affordable, and easier to implement each day. This allows the private business owner to try out new products without major risks associated with failure. New and less expensive online products are allowing movers to take advantage of programs without paying the large fees previously associated with software technology.

SaaS (Software as a Service) allows customers to sign up for programs hosted on servers over the Web. These programs are offered in every imaginable applica-

tion, from intricate electronic newsletters to customer management software for sales teams. These programs are pay-as-you-go or pay-per-use and upgrades are done automatically.

The newest software technology in this industry and first SaaS program designed specifically for the moving industry is **MovesOnline**. This program allows customers to go onto a moving company's website and fill out their household inventory using an image-based software. The software instantly sends the completed form to the mover with an inventory list,

including the weight and volume of the shipment. Moving companies are charged only when they receive a completed inventory. Go to www.movesonline.com to learn more, try out the application, and sign up for a free demonstration.

The advancements that have occurred in technology over the last few years have favored the business owner, making it cheap, easy, and safe to experiment and test new software. The moving industry has only begun to adopt change, but as the evolution proceeds we will see an entire industry transformed on a global level. ■

About MovesOnline

MovesOnline, an IAM Supplier member, was launched by Highstar Group of Moving Companies. This software product was developed in-house by owners Don Kachur and Casey Kachur, and a well-developed, talented IT department. Highland Moving, Starline Overseas, and ReloVision make up the Highstar Group of Moving Companies. Highland Moving and Storage, the founding company, has been in business for more than 70 years.

MoverOnline

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Website: www.movesonline.com

Looking to the Future: Our Vision for YP-35

Over the course of the next two years, we both look forward to reinventing the YP-35 culture. Because each of us represents the future of this industry, we want YP-35 to be viewed as an organization that is not only fun to be a part of, but one that can be viewed as a great networking opportunity.

It's important to us that we can rely on fellow YP-35 members for help during peak seasons and truly work together as one big YP-35 family. In addition to expanding our resources through networking, we are also excited to develop new and creative ways to raise funds for the Alan F. Wohlstetter Scholarship Fund.

We would like to thank everyone for this opportunity and look forward to the future of YP-35!

—Amy Nilson and Amy Brewer



Amy Nilson (left) of Nilson Van & Storage, is running for election as chair of the YP-35 group. Amy Brewer (right), who is standing for election as vice chair, is with Suddath Government Services. The two candidates are running unopposed, although write-ins will be allowed.

The YP-35 Candidates

Amy Nilson Candidate, YP-35 Chair

Amy Nilson Fennell is the Vice President of Military and Agency Development for Nilson Van & Storage (NVS) Agents for Mayflower Transit. She has been employed at Nilson Van & Storage, her family's business, for 21 years. There she manages the relationships between the company and approximately 400 domestic and international carriers with which the company partners to relocate about 7,000 military members per year. She serves on the Board of the South Carolina Tariff Bureau as well as the South Carolina Movers Conference.

Nilson currently represents North America on the YP-35 Management Board, is a member of the military affairs committee of The Greater Columbia Chamber of Commerce, actively involved as a Corporate member of The Association of The United States Army (AUSA), and was named Business Woman of the year for The City of Columbia, South Carolina in 2009. She is active in volunteering with several civic and religious organizations. Nilson is a graduate of the University of South Carolina.

Amy Brewer Candidate, YP-35 Vice Chair

When **Amy Brewer** began her career at Suddath Government Services 10 years ago, she was brand new to the relocation industry. Despite having little knowledge of the business, she caught on quickly and proved to be a hard worker and a fast learner.

Beginning in agency development, Brewer moved through the ranks of sales support and eventually became responsible for both agency development and customer service, which she has managed for the past six years.

On a day-to-day basis, Brewer's responsibilities include maintaining all marketing efforts, managing Suddath's selection process for choosing origin and destination agents, and overseeing all customer service efforts. She is also Suddath's MAGIC-certified trainer, and continually encourages her Suddath team members to exceed from a customer service perspective, both internally and externally.

"My favorite part about my job is the people," she says. "Without my team here at Suddath and the great agents that I have gotten to know over the years, my job would be dull and not enjoyable."

Brewer, who holds a Bachelor of Science degree from Florida State University, is excited about the opportunity to serve as vice chair for YP-35 and is looking forward to great couple of years.



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

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

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ALAN F.
WOHLSTETTER
Scholarship Fund

ALAN F. WOHLSTETTER SCHOLARSHIP UPDATE

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

Platinum (\$5,000 or more)

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

Gold (\$2,500-\$4,999)

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

Silver (\$1,000-\$2,499)

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

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

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

Bronze (\$500-\$999)

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

In Kind or Other

Jackie and George Agner (in memory of
Cheryl Baker)
Jackie and George Agner (in memory of
Mariann Bartlett)
Jackie and George Agner (in memory of
Chuck Fuller)
Jackie and George Agner (in memory of
Ken Garrison)
Jackie and George Agner (in memory of
Jack Stern)
"B" Transfer, Inc.
Claims Adjustment Technology, LLC
(in memory of Mary Reeve)
Coast Transfer Co., Inc.
Denali Group, Inc.
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Jim Wise Associates, Inc.
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M. Dyer & Sons, Inc.
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*Denotes contributions made since the previous issue of *The Portal* was published.

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Alan F. Wohlstetter Scholarship Fund

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



IAM Annual Meeting

YP-35 events are tentatively scheduled as follows:

Wednesday, September 29:

YP-35 Welcome Reception 5:30- 6:30 p.m.

Alan F. Wohlstetter Scholarship Fund Party 9:00-11:00 p.m.

Thursday, September 30:

YP-35 Board Meeting 12:00-1:00 p.m.

YP-35 Membership Meeting 3:15-4:30 p.m.

Friday, October 1:

YP-35 Social Mixer 9:00-11:30 p.m.

New African Representative Named to the YP-35 Management Board

YP-35 Chair Stephan Geurts Jr. has appointed **Tadios Tadesse** of **Packtra** in Ethiopia to serve as the new African representative on the YP-35 Management Board. All Management Board members will serve until a new chair and vice-chair are chosen. At that point, the new leadership will decide whether to select new representatives or retain the services of the current board members.

Millennials Will Make Online Sharing in Networks a Lifelong Habit

By Janna Anderson and Lee Rainie

Tech experts generally believe that today's tech-savvy young people—the “digital natives” who are known for enthusiastically embracing social networking—will retain their willingness to share personal information online even as they get older and take on more responsibilities. Experts surveyed say that the advantages Millennials see in personal disclosure will outweigh their concerns about their privacy.

The Web-based survey gathered opinions from prominent scientists, business leaders, consultants, writers, and technology developers. It is the latest in a series of Internet expert studies conducted by the Imagining the Internet Center at Elon University and the Pew Research Center's Internet & American Life Project.

Learn more about the Millennial generation at <http://pewresearch.org/millennials/>

Boost Your Company's Profile With One Smart Move



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

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

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

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

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

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

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

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



CORE MEMBERS MANAGEMENT BOARD OUTLOOK

Staying “in the Loop” While on the Road

By Steve Lewis

Right now, as I sit here writing this, I am on a plane en route from Chengdu, Sichuan, in China (home of the giant pandas) to Beijing. My schedule for the last month has taken me from China to the United States to Malaysia and back to Hong Kong. As a regional manager covering Asia Pacific for UniGroup Worldwide UTS, for me the ability while on the road to stay in touch with all facets of our operation in both Asia and the United States is paramount. I look forward to the day when all the necessary information I need to perform my job effectively can be downloaded to my brain directly via a WiFi link. Until then, I need to continually assess the available technology and utilize it accordingly. As I work with our offices in Asia covering China, Hong Kong, Singapore, Thailand, Malaysia, Vietnam, and the Philippines, it’s a challenge to stay on top of everything.

We are continually bombarded with new handheld devices that allow us to communicate on the go. Of course, their effectiveness depends largely on our ability to “talk” with the software we are currently using.

In the United States, our systems are customized to meet not only our own needs but those of our network partners and customers. Specialization has been necessitated by the niche nature of our industry and further by the unique structure of our network, both in the United States and overseas.

We have a website, developed in-house to accommodate our unique business and customer requirements and allowing us easily to modify it ourselves, rather than relying on an outside firm.

For us, security requirements follow those common in other companies, such as safeguarding sensitive and confidential corporate data. In addition, looming even larger as a concern is the protection of customers’ personal and private data. Giving entities with legitimate needs what they have to have while at the same time protecting the unintended distribution of information to people or firms with less than legitimate goals is our priority.

In Asia our systems are still a work in progress; not all software is immediately usable in other countries with respect to currency exchanges, language issues, and other functions. However we are continuing to integrate our systems. We have recently introduced new IGC surveying software in Asia for the iPad, iTouch, and iPhone and use it for in-home surveying. With just a touch and flick we can record the items to be shipped, allowing our surveyors to devote more of our efforts to listening to the concerns of our customers and advising them accordingly, as op-



UniGroup’s Steve Lewis with one of the high-tech gadgets that keep him in the loop while on the road.

posed to spending all our time scribbling down notes on a cube sheet. Thanks to rapidly evolving technologies, we now are able as well to provide detailed breakdowns of the survey inventory, which can be instantly e-mailed to our client.

Our future plans call for the replacement of all humans with robots!

Steve Lewis, deputy executive director—Asia Pacific at UniGroup Worldwide UTS, is a Core Members Representative for Eastern and Southeastern Asia (Region 3).

Do you have unpaid invoices? Is your business partner solvent?



Discover how IAM has already helped **members recover thousands of dollars in unpaid funds** stemming from unforeseen bankruptcy and insolvency on commercial shipments.

For just \$650 to join and a \$100 annual renewal fee, you can't afford not to be covered.

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Receivable Protection Program

Why Join the Receivable Protection Program?

"Thanks to the RPP, we have been able to recover a significant amount of money owed to us by another IAM member this past year. There is no reason why you should not join us! You will only receive benefits. Please **STOP** what you are doing now and take a few minutes to apply for the program. It is surely the right thing to do!"

~ Mr. Vittorio Petrone,
General Manager at Panda Transporti

For more information, contact Brian Limperopulos, RPP Program Manager
brian.limperopulos@iamovers.org

INTERNATIONAL ASSOCIATION OF MOVERS - 48TH ANNUAL MEETING

SCHEDULE AT-A-GLANCE

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

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

Schedule is tentative and subject to change

Join the fun at Casino Night!

A Friend & Fund Raiser benefitting the AFW Scholarship Fund
IAM Annual Meeting – San Diego, California
September 29, 9:00–11:00 PM

**Texas
Hold 'Em Tip!**

WATCH THE EYES

The eyes rarely lie. Many players can't help but stare at big hole cards, so their length of time peeking is longer. Conversely, if a player is looking to steal the pot, he may look to his left to see if the remaining players, who haven't yet acted, have quickly glanced at their cards and are likely to fold.

IAM is "Raising the Stakes" on Annual Meeting networking, fun, and fundraising!

**Craps • Roulette
Blackjack • PaiGow
and a**

Texas Hold 'Em Tournament

(additional buy in)

**Sign up for the
Casino Night!**

Pre-pay online when you register for the Annual Meeting, or pay at the door.

If you've already registered for the conference, just call our registration department at +1.202.624.1740 and ask to be signed up for Casino Night!

Don't know how to play these games of chance? We have expert dealers to assist you.

"Hit the Jackpot" on Casino Night!

Join us for this fun and memorable gala evening for a great cause...

Everyone Wins!

Your donated entry fee of \$75 (\$85 at the door) per ticket includes:

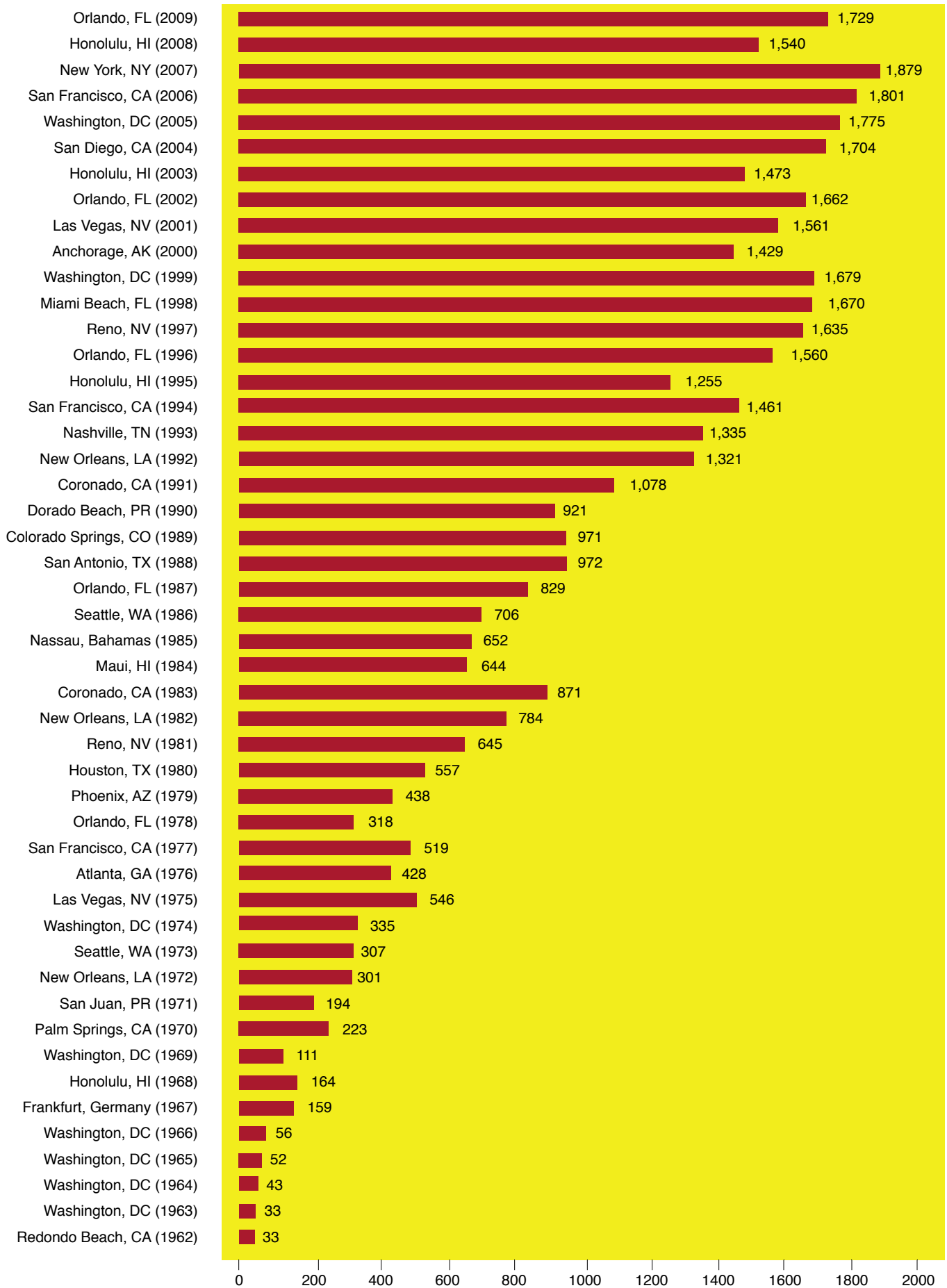
- A complimentary beverage
- \$200 in chips for the gaming tables (no cash value), and...
- The chance to win valuable prizes!

**Texas
Hold 'Em Tip!
CHIP STACKING**

When you sit down at a table, study the way the players stack their chips. Relaxed, aggressive players typically maintain unorganized or sloppy stacks, while tight, conservative players keep their stacks well-organized and neat.



IAM Annual Meetings: A Year-By-Year Comparison



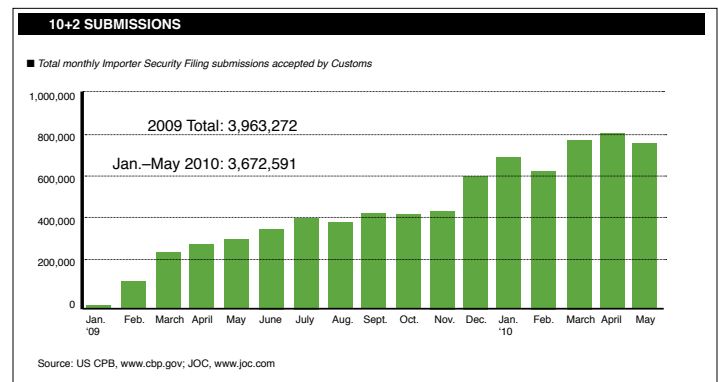
10+2 Initiative on Course

The 10+2 initiative is moving ahead smoothly and without many complications as the third quarter of 2010 begins. U.S. Customs is very pleased, as shippers have exceeded their expectations with respect to compliance with the 10+2 program. Richard Di Nucci, CBP director of cargo control, said, "We're not sending out DNL messages left and right. Containers didn't start stacking up all over the world. The sky did not fall; we never slowed things down."

Although a vast majority of shippers have complied or have begun complying with the rule, it does not signify that Customs will not have to pressure remaining delinquent shippers with stricter penalties. CBP will begin to assess liquidation damages, holds and/or fees to shippers who are not complying with 10+2.

Tighter enforcement is anticipated to begin during the 3rd quarter of this year with notifications being sent out from Customs to flagrant violators. Harsher penalties will begin by the fourth quarter of 2010.

CBP reported that it received more than 6 million ISF filings in 2009, with 4.8 million already filed in the first half of this year. More than 150,000 different importers have filed, some making many entries. Customs reasons that the larger volume importers hopped on the new regulation quickly, with the medium to



lower sized companies following suit after studying the progress of the larger operations.

Although Customs is insisting that it will be flexible with the timeliness of the ISF filings, the agency will be enforcing its limits. "We're trying not to be overly bureaucratic about looking at the clock and saying, 'Uh-oh, it's 25 minutes late.' We're trying to be equitable and use common sense about how we enforce the rules." So the message is very clear from U.S. Customs: Full ISF enforcement is slated to begin in the next few months, whether you're ready or not.

SOURCE: Vilden Associates, Inc.

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

North Atlantic Services: Patrick Vercauteren

PatrickV@north-atlantic-services.com

and/or

Pasha International: Barbara Lockie-Brown

Barbara_lockie-brown@Pashanet.com

U.S. Military to and from the Pacific Rim (Asia)

Pasha International: Barbara Lockie-Brown

Barbara_lockie-brown@Pashanet.com

USA Outbound Commercial HHG: FCL & LCL

Mallory Alexander International Logistics: Theresa Walker

theresaw@mallorygroup.com

When contacting vendors please identify yourself as an ISA member.

GAO: TSA Yet to Conduct Risk Assessments for U.S. Transportation Systems

The Transportation Security Administration (TSA) has been criticized by lawmakers yet again after a new report detailed the agency's continued inability to conduct comprehensive risk assessments across the transportation sectors it is responsible for securing.

"This is another example of our critical security agency, TSA, being lost and rudderless," said Rep. John L. Mica (R-Florida), the Ranking Minority Member of the Transportation and Infrastructure Committee, in response to the report he requested from the Government Accountability Office (GAO).

The 28-page report stresses that terrorist attacks against mass transit and commuter rail systems in Madrid, London, Mumbai, and, most recently, Moscow highlight the threat posed to the transportation sector. According to the GAO, DHS still does not use a comprehensive risk management framework to secure intermodal facilities across aviation and surface transportation sectors. Intermodal facilities, the report said, are terminals where different transportation modes deliver passengers or cargo. A quintessential example is New York's City Penn Station, which receives 500,000 travelers daily from the subway system, Amtrak, New Jersey Transit, and Long Island Railroad.

According to the GAO, comprehensive risk assessments help allocate scarce security resources across a vast transportation sector made up of aviation, mass transit, highway, freight rail, and pipelines that crisscross the United States. Without accounting for the three components of risk—threat, vulnerability, and consequence—the GAO said TSA cannot determine where to invest taxpayer money most efficiently now or in the future.

"Assessing the security risks of our various modes of transportation is essential to determining how best to deploy our limited resources," Mica said. "TSA's failure to complete these critical risk assessments further demonstrates this bloated bureaucracy's inability to respond effectively to the nation's transportation security demands."

In 2007, TSA attempted to conduct a comprehensive risk assessment of the transportation sector but discontinued the effort after the agency could not estimate the likelihood of terrorist threats. Then, in a report released in March 2009 (www.gao.gov/new.items/d09492.pdf), the GAO recommended that TSA perform comprehensive risk assessments. Charlie Jeszeck, the GAO's director of homeland security and justice issues, also said that his report to Mica contained no new information but was rather a review of previous GAO reports on transportation security over the past few years.

The GAO report did note that TSA has conducted 19 assessments that focus on one component of a risk assessment but found the agency "had not conducted risk assessments that integrate these three components for each mode or the transportation sector as a whole."

In response to the report, a TSA spokesman said the agency "is conducting risk assessments across transportation modes as well as sharing the results with relevant transportation security stakeholders, fulfilling the GAO's recommendations."

SOURCE: Homeland Security Newswire

The Peak Season Rolls On . . .

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

The current state of affairs in the DOD moving world is fluid at best. Many of the capacity problems in the domestic market remain, and some have even begun to filter into the international market. A number of articles have surfaced in the *Army Times* and on **GovernmentExecutive.com** that shed a negative light on the industry and blame it for the myriad problems that have surfaced this summer. But the bulk of the blame should not rest solely on industry's shoulders.

Capacity is currently a huge problem; no one would question that. But the reasons for the lack of capacity, missed pickups, and shipment turnbacks that have resulted are in question. A recent CNN report noted, "The industry [has] lost almost 150,000 driving jobs since the start of 2008." Although those losses were across the entire U.S. trucking industry, the household goods segments were not immune. Many other factors have contributed to the difficult summer we have faced in the DOD market.

One of the most critical factors that has led to the problems we currently face was DOD's decision to implement the new Personally Procured Method (PPM) process in DPS on April 15.

Implementation of the new PPM process in DPS occurred just in time to force almost all DOD domestic traffic into DPS at the start of peak season.

After a few system issues were addressed that process went forward in earnest around May 1. This occurred just in time to force almost all DOD domestic traffic into DPS at the start of peak season. Although a fairly large volume of international traffic had been moving through DPS for some time, this was the first time that any sizeable amount of domestic traffic had been moved through DPS. TSPs, agents, and PPSOs who had very little DPS experience were thrust into the system almost full time exactly when that the summer volume was ramping up.

Meanwhile, just as DOD began moving all its traffic to DPS, the commercial market started to heat up as well. Tax breaks for homebuyers and recent gains in the economy seemed to help stimulate the housing market, and for the first time in a number of years DOD found itself in competition for capacity with the commercial sector.

Many other factors have also pushed us in a direction that, for many, has made this summer almost unmanageable. The DP3 traffic distribution "feast or famine" methodology, the lack of granularity in the DPS blackout capability, the inability to deter-

mine when or how much traffic a TSP will receive, and even DPS itself are just some of the factors that have led to the challenges we have faced thus far during the peak season.

The question now is, what changes can be made to help rectify this situation and help us avoid a repeat next summer? IAM has been pushing for a summit to bring together all of the stakeholders—SDDC, JPMO HHGS, military service headquarters, PPSOs, and industry—to discuss what lies ahead for the Defense Personal Property Program (DP3) and DPS. This needs to be sooner rather than later. We can't wait for some of the meetings that will occur later this year. That may be too late to implement needed changes before the next peak season. We need to make changes *now*.

Meetings and forums currently scheduled in 2010

- **National Defense Transportation Association (NDTA) Forum & Expo:** September 19–22, Washington, DC
- **IAM Annual Meeting:** September 29–October 2, San Diego, California
- **SDDC Pacific Workshop:** October 19–20 (industry), Honolulu, Hawaii
- **SDDC Personal Property Forum (PPF):** November 4 (pre-PPF industry meeting November 3), O'Fallon, Illinois (Scott AFB area)

Is Your Contact Information Current?



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Decline Reported in Vessel Scrapping, Conversions

During the first six months of 2010, the active containership capacity has risen by 15.3 percent, jumping from 11.55 million 20-foot equivalent units (TEUs) on January 1 to 13.32 million TEU at the end of June, according to figures released by Alphaliner, a Paris-based consultancy.

The 178 million TEU increase includes new ship deliveries (0.74 million TEUs) and the reactivation of idle ships (1.16 million TEUs) while 0.12 million TEU of cellular capacity was removed through scrapping and conversions. The total cellular fleet (active and idle) has reached 13.67 million TEU, up from 13.06 million TEUs at the beginning of January.

Despite the influx of new buildings, the idle capacity dropped from 1.51 million TEUs at January 1 to 0.35 million TEUs at the end of June. According to Alphaliner analysts, this was largely due to the higher-than-expected recovery in demand in the first half of the year and to the impact of “Extra Slow Steaming,” which has absorbed an additional 0.32 million TEUs in six months.

“The pace of scrapping has slowed down considerably since last year’s highs,” said an analyst. The number of container vessels scrapped in the first six months of this year has reached 111,000 TEUs. He added that another 8,500 TEUs were removed through conversions of cellular ships into other ship types (bulk carriers and sheep carriers).

“All major carriers saw their active capacity increase in the last six months,” stated Alphaliner. “NYK was the only carrier in the Top 20 to have recorded a decrease in active capacity as it embarks on its new strategy of reducing its exposure to the liner trades.”

SOURCE: Logistics Management

Ocean Cargo Concerns

While shippers may be heartened to hear that fewer ocean cargo vessels are being scrapped, and new buildings are ramping up, some analysts are beginning to doubt if demand will sustain growth.

The good news released recently by Alphaliner about more carrier activity has been countered by Drewry Shipping Consultants’ latest Container Forecaster, which posits the idea that a “peak season” may fail to materialize.

Neil Dekker, editor of the quarterly Container Forecaster, reported not a precipitous fall, but certainly an impact. “The danger of a weaker recovery has been concealed by the fact that ocean carriers believe they have entered a real recovery phase,” he said.

Furthermore, he warned, there is every possibility that utilization factors will decline, “which in turn will have a knock-on effect on freight rates.”

SOURCE: Logistics Management

Leadership Development: First (or Last) Thing to Cut During Recession?

By Theresa Minton-Eversole, Society for Human Resource Management (SHRM)

Tough times call for tough financial measures. And during recessionary times, many companies notoriously start wielding the ax, slashing what they deem to be unnecessary programs. Take leadership development—senior management’s distraction with keeping the company solvent doesn’t afford time for it, right?

Perhaps. Or maybe a recession is a perfect time to revamp these programs to focus on what they should be designed to do: help corporate leaders become more adept at helping the company make money.

A recession is an opportunity for human resource professionals to increase the credibility of these programs by modifying them to address financial behaviors that directly support the company’s goals of cutting expenses and increasing margins, according to a recently released white paper, *A Recession’s Role in Transforming Leadership Development*.

“During a recession, most top management teams fool around with financial engineering, which makes the financials look better, but it doesn’t change people’s financial behavior,” said Ted Prince, founder and CEO of the Gainesville, Florida-based Perth Leadership Institute, which produced the white paper.

Citing the sub-prime mortgage crisis as an example, he said, “The crisis happened because of bad behaviors, right? It happened because people made mistakes; it was extremely bad behaviors from the CEOs right down through the consumers. What you really need to do in a recession is to take the opportunity to change people’s behaviors so that they’re helping you when you’re in it and they’re better [performers] when you come out of it.”

Assessing financial fitness

“Leadership development’s been stuck in a bit of a rut,” said Prince, noting that the only new thing that’s come about in the past few years is emotional intelligence. “It’s good stuff,” he said, “but the one thing it doesn’t tell you is if someone’s going to make money for you.”

That’s one of the reasons so many people on the business side of the house are so skeptical about leadership development, he said, and a key reason why HR and development experts have to break through this barrier to establish some credibility.

While Prince conceded that tools for measuring or assessing business acumen are scarce, he contends that there are assessments available that measure one’s “behavioral propensity to create capital.”

There are emerging data coming from many major universities researching the new field of “behavioral finance,” which brings together the fields of psychology and finance. In the past, most leadership development approaches have focused on purely psychoanalytical approaches—like personality testing—but finance and economics professionals disregard psychology, he said.

What you really need to do in a recession is change people’s behaviors so they’re better performers when you come out of it.

“Behavioral finance gives you a new lens with which to look at people’s financial traits and see how those impact their decision-making from a strictly financial point of view,” he explained. “These emerging disciplines are giving us tools and conceptual approaches to look at the behavioral aspects of finance and, therefore, to develop tools for HR and leadership development [professionals] that have never existed until now. It’s pretty cutting-edge work.”

Prince said such psychometric assessments show what people’s innate natural behaviors will lead to in terms of financial and valuation outcomes and will show them what they need to adjust so that they can improve their financial and valuation impact. The assessments can be done for individuals at any level in the company, even teams, to show their behavioral impact on the bottom line.

What’s more, Prince said, the results of these assessments often can be used by HR to show the CEO that the company can get significant return on investment in three months—a real eye-opener, particularly during recessionary times.

“If they can’t see the immediate financial impact in a three-month period, a lot of CEOs correctly aren’t going to [buy in],” said Prince, because investing in the program is going to worsen their financial position initially. “But if you can show them you’re going to get immediate market impacts, then it would be silly not to do it.”

So what’s “it”? Following are ways HR can step up the value and return on investment in leadership development, according to the white paper:

- Focus on programs that will have fast behavioral impact on cost and margins.
- Introduce into all programs the concept of an ownership culture.

- Implement programs to develop business acumen.
- Integrate business acumen programs with traditional programs.
- Map business acumen to traditional personality and competency approaches.
- Emphasize the financial side of programs in internal public relations.
- Introduce programs that support high-leverage innovation.
- Emphasize approaches that address leadership agility and organizational learning.

In addition, the paper emphasizes the need to train HR and leadership development professionals in the aspects of business acumen approaches and to position these professionals within their companies as business-focused innovators in their own areas.

Finally, integrate business acumen approaches into talent management and succession planning processes.

Valuation is fundamentally an outcome of human behavior, explained Prince. “That’s why you have such a huge difference between Toyota and General Motors. They both produce the same products, but their behaviors are different: One’s got profit-making behaviors, good financial behaviors; the other’s got good products but bad financial behaviors.”

Prince admits that this type of leadership development is not a panacea, however. “I’m not saying that you may not have to do some of these things. It may be that [a company] has gotten itself into so much trouble that it has to take some more expedient, short-term measures. But the record shows that unless you think long term, they’re only going to end up hurting you. Fundamentally, you’ve got to work on people’s financial behaviors, and in a recession you’ve got to do it quickly.”

Theresa Minton-Eversole is editor of SHRM Online’s Organization and Employee Development content area.

Transportation Leaders Warn of U.S. Infrastructure Woes

Transportation officials from across the country are warning that the U.S. transportation system that supports the movement of freight is facing a crisis and are urging new investments in roads and other transportation modes.

The American Association of State Highway and Transportation Officials (AASHTO) recently released a study showing that investments in roads, railroads, ports, waterways, and airports are below what is needed.

AASHTO estimates that in 10 years, an additional 1.8 million trucks will be on the road. In 20 years, one truck will be added for every two today, they say. Major highway bottlenecks already are adding to the cost of food and other goods for American consumers, the organization noted.

The *Sioux City Journal* quoted AASHTO president Larry L. "Butch" Brown as saying that in order to compete globally,

The U.S. transportation system that supports the movement of freight is facing a crisis. Major highway bottlenecks already are adding to the cost of food and other goods.

officials will have to address the needs for a freight economy and invest in new capacity. "We've got to be able to move goods from A to B, regardless of where A is or B is in our country," Brown said.

The organization's recommendations include the expansion of the Interstate system and upgrading many non-interstate highways. AASHTO also is urging the development and funding of a strategic national freight program.

Another recommendation is investing in "intermodal connector" improvements. These are typically roads in older industrial and residential neighborhoods that truckers use between highways and ports, rail terminals and air cargo hubs, according to the report.

"If we want to keep our country moving, we've got to keep freight moving. It's as simple as that," said Iowa Department of Transportation director Nancy Richardson. She added that the capacity and condition of the transportation system is at a tipping point and said the issue matters in Iowa in order to move its products.

"If there are bottlenecks and there are condition and capacity issues on our road system or our rail system in other parts of the country, those ultimately affect us and our ability to move our product out in a timely way, efficiently and effectively," Richardson said. She is hopeful the report will spur lawmakers, policy makers and citizens to demand increased investment in the freight system.

SOURCE: Homeland Security Newswire

Mexico to Reopen Monterrey-Laredo Toll Road to Trucks Only

Mexico will gradually reopen a toll highway linking Monterrey, Mexico, to Laredo, Texas, to large commercial trucks only and exempt them from paying tolls, according to Bloomberg.

Flooding from the Salado River that closed the highway recently has receded to the point that large trucks can safely pass, Mexico's Communication and Transportation Ministry said in a statement.

The shutdown had forced transportation companies to reroute traffic away from Laredo, the busiest international commercial crossing on the southern U.S. border, to other land ports, including Hidalgo and Brownsville, Texas. The congestion at those smaller ports caused some businesses to reduce operations or use air cargo to move goods.

Only one southbound lane and one northbound lane of the highway will be open over a four-kilometer (2.5-mile) stretch until conditions return to normal, the ministry said.

The free highway that also connects Monterrey with Laredo was closed for several days. That road was flooded after officials released water from a dam to cope with heavy rains resulting from Hurricane Alex at the beginning of the month.

SOURCE: Transport Topics Online

Steeper Competition Expected in Pacific Northwest

Intermodal shipping is a major driver of container transport through the Pacific Northwest (PNW), according to service providers discussing the prospects and challenges that face the region's supply chain at an industry conference in May.

"Business moving to and from the U.S. West Coast and the PNW represents a significant portion of our total volume," said Jeffrey Heller, group vice president, international intermodal for Norfolk Southern Railroad.

However, the trend toward alternative gateways for trans-Pacific-sourced intermodal cargoes, including all-water routing through the Panama Canal, have already had an impact in advance of the canal's scheduled widening by 2014 to handle post-Panamax ships.

Heller said Norfolk Southern's trans-continental business from the West Coast dropped from 58 percent of international volume coming from the West Coast versus 42 percent coming from East Coast ports in 2006, to 40 percent coming from the west and 60 percent coming through the eastern gateways in 2009. For the PNW's intermodal port network, the reported threats to that business have also included the British Columbia ports of Vancouver and Prince Rupert, in addition to the traditional competition of California's container ports.

An official with BNSF, one of the West's two major railroads, suggested that the market share between container vessel calls to six major West Coast ports and the eastbound intermodal train departures has stabilized.

SOURCE: Peter Hurme, writing for Cargo Business News

Saudi Arabian Airports Introduce New E-gate System

Two airports in Saudi Arabia, King Khaled International Airport in Riyadh and King Fahd International Airport in Dammam, will shortly implement a new e-gate system that will recognize and process foreigners as they are entering and exiting the country.

The introduction of the new system will help facilitate faster and safer immigration at the airports, allowing only five to seven seconds of processing per person at the electronic gate. This will eliminate the need to wait in long queues for an immigration officer to stamp and verify individual passports; alternatively, to grant clearance, they will now instruct people to punch their cards at the gates and press their index fingers on allocated pads that will identify the fingerprints.

To obtain an e-gate card, the applicant should first go to the registration table at either of the two airports with a passport photo. Biometric information will be recorded onto the card (including fingerprints and eye images) and the applicant's identity will be validated from the photo before the card is issued.

E-gate system

Although the price of the cost remains to be seen, an official at the King Fahd Airport in Dammam claims it will cost approximately SR200 (55 USD) per annum.

Rafeek Younus, managing director of Saudi Engineering Group International (SEGI), says, "The e-gate system is very good news for Saudis and expatriates as well as foreign businessmen and women... It will [also] enhance the Kingdom's reputation. We used to hear from our foreign guests that they had to wait at the airport for hours. The new system will put an end to such complaints."

In terms of significance, the e-gates will help supplement the five percent annual increase of passengers using airports, a trend



King Khaled International Airport in Riyadh

that is expected to continue over the next ten years. Therefore, the Passport Department in Saudi Arabia has announced that additional e-gate facilities will be added to the Kingdom shortly after the unveiling of the ones in Riyadh and Dammam.

In addition to allowing speedier mobility within the Kingdom, Younus expects that the new system will not only encourage foreign investors to conduct more business with Saudi Arabia, but it will also relieve many traveling business executives and government officials of stress derived from time constraints at airports. Currently, long queues at immigration offices serve as deterrents to foreign travelers to the country.

SOURCE: MoveOne Inc./ArabNews.com

Passengers' Bill of Rights

Under new legislation, domestic carriers must allow passengers to disembark if a plane has been sitting on the tarmac for three hours. U.S. airlines operating domestic flights must provide food and water within two hours of the delay, as well as working toilets.

The Bill of Rights went into effect on April 29. Airlines that don't adhere to it face fines of \$27,500 per passenger.

SOURCE: TravelSmart Newsletter and Bottom Line Personal



Using the e-gate system

Is France the Best Place to Live?

Based on health care, culture, and leisure, France offers the best quality of life, according to the Annual Quality of Life Index. Australia is second, followed by Switzerland and Germany.

For the full list of desirable places to live, visit <http://InternationalLiving.com>.

Will Smartphones Overtake Conventional Cell Phones?

Shipments of smartphones in Western Europe soared 57 percent in the first quarter over last year, marking a dramatic shift in a mobile phone market that has become a foundation of the electronics industry, research group IDC said recently.

The shift to smartphones is pushing far more high-value shipments through distribution channels, but for business serving mobile phone supply chains it also means smaller and likely fewer overall shipments with the all-in-one smartphones packing in features from various electronic devices.

The report said the overall mobile phone market in Western Europe counted 42.7 million units in the first three months of 2010. That was an 8.1 percent improvement over the same quarter a year ago. But IDC said shipments of traditional mobile phones declined 4 percent from the same quarter a year ago and 30 percent from the fourth quarter 2009.

Shipments of iPhones, Blackberries and other smartphones grew 57 percent over last year's weak first quarter, and the shipments also slipped from the fourth quarter, but only by 4 percent. The 12 million smartphone units shipped made up about 28 percent of the Western Europe mobile phone market.

IDC expects shipment growth in the overall market to remain relatively light. "Operators are more cautious when launching new models and committing to high volumes, which drives more efficiency in their stock management policies and lower volumes to clear out after peak sales seasons," said Francisco Jeronimo of IDC's Europe research group.

SOURCE: The Journal of Commerce Online

Organizing Computer Cords

That tangle of cords behind your computer looks bad and can be confusing, but with a little effort they can be brought under control.

The easiest solutions are to bind cords with the twist ties that you use to close garbage bags or with rubber bands or binder clips. If you search online for "cord organizers," you'll find many solutions starting at about \$2.50. It's also a good idea to label rods, so if you need to unplug a certain device, you can find its cord instantly. You can write on a piece of paper and tape it to the cord, or search online for "cord labels" (they start at about \$4.50 for 100).

SOURCE: Bottom Line Personal

Create PDFs Easily

If you want to create a document that virtually any computer can view, create a PDF. One of the easiest ways to do this is with a program called PrimoPDF (www.PrimoPDF.com). It lets you create a PDF from more than 300 different file types (Word, Excel, etc.) with one button. The basic version is free.

SOURCE: Bottom Line Personal

Savi Offers Developers RFID Solutions

Savi Technology said it is opening up its suite of RFID hardware and supply chain software tools to developers. The Savi Developer program will allow solution providers to order its Savi Developer Tools online, including Savi's portfolio of supply chain software web services to build Web-hosted software products; software applications to develop asset management and supply chain management solutions; and RFID hardware components, enabling developers to embed DASH-7 (ISO-18000-7) products into their own hardware and software products.

"The Savi Developer program will help to accelerate deployment of RFID-based solutions to meet growing demand in a market that continues to mature," said David Stephens, Savi Technology's CEO. "It helps to rapidly extend proven real-time solutions into existing and completely new supply chain, manufacturing or consumer goods markets."

SOURCE: Cargo Tech Wire

Scanning for Viruses

If you have a file that you think might harbor a virus, trojan, or other type of malware, go to www.VirusTotal.com and upload the file. The site will thoroughly analyze the file with nearly 40 different antivirus engines using the most up-to-date virus-detection information and give you reports from each. It's free.

SOURCE: Bottom Line Personal

Annual Meeting Highlight



IAM BREAKFAST SYMPOSIUM & PRESIDENT'S ADDRESS

New This Year!

Thursday, September 30, 2010, at 8:30 a.m.
Also Featuring 2010 IAM Hall of Honor
Induction Ceremony

Celebrate three remarkable IAM and industry colleagues as they are inducted into the Hall of Honor.

A look at people and events shaping IAM member companies



de Castro

The Euro Group has announced the promotion of **Sabrina de Castro** to international manager of EuroUSA France. de Castro joined EuroUSA France as an international coordinator in 2008 after completing her university studies in Brazil.

As international manager de Castro will be responsible for the daily management of the Paris office and agent liaison worldwide.

❖
Arpin Group, Inc., recently added two new staff members to its offices in

the Toronto metropolitan area in an effort to centralize and streamline operations as well as to enhance customer service. All dispatch and customer service functions pertaining to U.S./Canadian cross-border moves will now be handled from a single location in greater Toronto.

Joining Arpin-Canada are **Heidi Stewart**, operations manager, and **Jessica Welsh**, customer care coordinator. Both have extensive backgrounds in dispatch, customer care, sales, and administration.

Tom Stephens will continue to be responsible for assisting U.S. and Canadian agents with their cross-border sales and marketing efforts as well as their hauling opportunities within the division. Stephens will also help recruit and develop agents in both the U.S. and Canada in conjunction with the Agency Development division and expand business service capabilities to improve overall service quality levels.

❖
Susan Garganese has been promoted to general manager, Arpin of

Rhode Island, an agent of **Arpin Van Lines**. As general manager, Garganese will manage staff, oversee operations, streamline processes, and be responsible for generating revenue for Arpin of Rhode Island. She has been instrumental in designing and implementing the Arpin claims system as well as the charity selection and programming process for Arpin Group.

Garganese has worked for Arpin Group for seven years, including previous roles at Arpin Logistics, where she was responsible for dispatching, accounting, and payroll; Star Relocation, where she supervised accounting and managed staff and client relations; Arpin International Group, where she carried out duties as a quality manager; and the parent company, where she conducted several special projects. She will continue to engage in her roles as Arpin International Group quality manager as well as coordinating special projects.

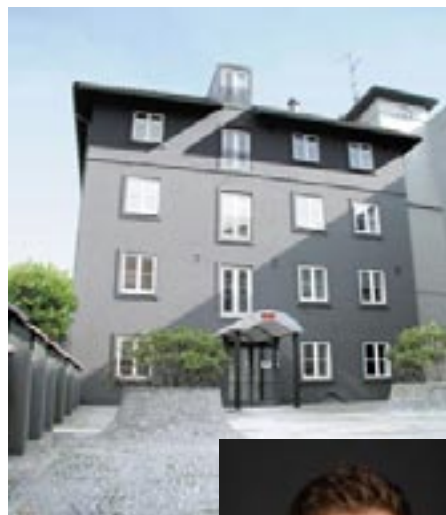
EXPANSIONS

Crown Relocations recently announced that Crown Copenhagen, the group's newest branch, officially opened on June 1.

Crown's office is situated in northern Copenhagen, at Strandvejen 100, 2900 Hellerup, Denmark. Its operations will be guided by branch manager **Martin Heder-Kampff**, who is fluent in English and Danish, and has an extensive background in sales and the start-up of new operations.

Heder-Kampff noted that Crown is already working with several large Danish multinational companies around the world and sees great potential in the market.

The Danish office has a fully operational warehouse, is located approximately nine miles (15km) from Copenhagen's international airport, and will focus on relocations and records management. Crown's presence in Scandinavia includes offices in Denmark, Norway, and Sweden.



Above: Crown's new office in Copenhagen. Inset: Heder-Kampff.



❖
New Jersey-based **Prime Van Lines**, a new IAM Core member, recently announced the opening of its International Division, Prime International. Prime International will be managed by **Bob Lonek**, a 30-year veteran of the international relocations industry. The company offers full-service origin and destination services in the New York Metropolitan Area, including air freight, ocean freight, inland trucking, and customs clearance, among others.

E-mail: Bob@primevanlines.com

At O'Neil 2010 Conference, Supporting Charity is an Art

Okay ... so Picassos they will never be, and not one of their masterpiece paintings will ever go down in history as a great work of art. As a result, it was overwhelmingly decided that they had best keep their records management day jobs—at least for now.

However, their hearts were in the right place and, for the record, they painted on canvases their rendition of the Orange County Ronald McDonald House®, with as much attention to detail as they could glean from a picture. By the end of O'Neil's 2010 Conference, the company's customers and vendors raised \$21,257 for this local charity, by auctioning off these "want-to-be masterpieces" and other industry-related silent auction items. The goal: Helping the OC Ronald McDonald House lift some of the heavy financial burden on families by providing a comfortable and affordable "home away from home" while their child is being treated for a serious illness at a nearby hospital. The facility is located only a few blocks from Children's Hospital of Orange County, California (CHOC) and other pediatric hospitals and medical facilities in the area.

This highly anticipated records management industry networking event took place April 21-23 Huntington Beach, California (aka "Surf City, USA"). The hotel's ocean view location was the perfect place to hold this particular venue, surpassed only by their gracious hospitality and service that lent itself to a unique, interactive and memorable experience.

"It was great to see so many of our customers and vendors in attendance, despite these tough economic times—in fact, partially BECAUSE of these difficult times," noted Ian Thomas, O'Neil's vice president of business development. "It says a lot about the value they place on our venue; the industry and product knowledge they obtain; the chance to give back and help others less fortunate; and the networking opportunities it affords them so they can grow their business and lead their industry in quality, value, innovation, and profitability."



Tiddy S. Teerawit, executive director of Boonma Moving & Storage Co. Ltd. (second from left), and Geoffrey Potter, managing director of Ascot International School, conclude a Memorandum of Understanding.

Boonma Signs MOU with Ascot International School

Boonma, a global provider of end-to-end moving and relocation solutions, and Ascot International School recently announced that they have entered into a Memorandum of Understanding. The parties will work to provide hassle-free, one-stop assistance to expatriate parents and teachers when they accept international assignments.

Ascot International School is a British curriculum and IB international school with 2- through 18-year-old international and Thai students. Ascot's fully qualified British teachers strive to develop creativity, foster personal growth and pursuit of academic excellence in a warm, caring community of more than 25 nationalities.

Can you afford *not* to join?



Receivable Protection Program

Protect your business from monetary losses for
a one-time \$650 fee.

Download RPP Guidelines and Application at
www.iamovers.org/rpp.html



NCMA members at their annual meeting in St. Louis during June.

Moving Heads of States Meet

The members of the **National Council of Moving Associations (NCMA)** gathered in St. Louis, Missouri, for the group's annual meeting in early June. NCMA consists primarily of the various state moving associations in the United States, as well as representatives from the **Canadian Association of Movers (CAM)**, and the **American Moving and Storage Association (AMSA)**. The **International Association of Movers** was represented by IAM President **Terry Head**, who has been active in NCMA for well over 12 years.

This year's two-day meeting focused on many of the shared issues of the various state, national, and international moving organizations.

Topping the list are increasing concerns about "rogue operators" posing as movers to scam unsuspecting and uneducated consumers. The expansion of the World Wide Web and the perceived ease of obtaining low estimates from what appear—at least on the surface—to be legitimate companies have only added to the frustrations of the industry, as well as the state and federal government agencies responsible for regulating the industry and protecting the rights of the customers being served.

The Council heard presentations this year from representatives of the Federal Motor Carrier Safety Administration (FMCSA), the division of the U.S. Department of Transportation (DOT) that has oversight and enforcement authority over the moving industry on a national basis.

For several years now the FMCSA has worked with the state associations, AMSA, and IAM under a program called "Protect Your Move." The FMCSA website provides a variety of resources to inform and educate moving customers, including links to the various industry trade association websites. The recent appointment by President Obama of Anne S. Ferro as the FMCSA Administrator has brought heightened awareness and focus on the rogue operator problem. Ms. Ferro herself previously attended and actively participated in NCMA meetings when she headed the Maryland Motor Truck Association—Maryland Movers Conference. ■



The two-day meeting focused on shared issues of concern.



See more NCMA meeting photos
on the next page

NCMA Photos (continued)



Shore Porters Hits the Right Note

This summer an Aberdeen, Scotland-based removals and storage company helped to carry a tune when they went on tour with the Perth Youth Orchestra (PYO).

The **Shore Porters Society** set off for Germany along with 84 members of the orchestra to embark upon a trip to Wurzburg and Perth's twin city Aschaffenburg on July 7. This was the second time that the PYO has opted to enlist the services of Shore Porters for a tour, having previously used the company on a visit to Poland in 2007. Shore Porters accompanied the orchestra to Germany, transporting its equipment and then loading and unloading instruments at the various venues for the group's performances.

Prior to the trip, Andrew Mitchell, the PYO group leader, said, "We had no hesitation in seeking the help of Shore Porters for our 2010 tour after they helped us out at the last minute in 2007 when our transport plans fell through. We are delighted the company will be taking our instruments to Germany as we have great memories of its friendly staff and trouble free transfers from our trip to Poland. The orchestra is used to teamwork—and that ethos was definitely shared by Shore Porters.

"Unloading and reloading the instruments became a work of art last time and I am sure the Germany tour will go just as smoothly as the Poland trip did."

Shore Porters Overseas Removal Manager Colin Davidson said, "Having been around for more than 510 years, the company



Members of the Perth Youth Orchestra prepare for the journey from Aberdeen, Scotland, to Germany, with the help of Shore Porters Society.

has moved many weird and wonderful items over the years; however, transporting an entire orchestra is definitely not something that happens every day. We are thrilled that the orchestra has decided to use our services for its German trip and it is great to be involved in the 2010 tour. I am sure the group will be more than happy with Shore Porters' involvement and we are confident that we will help to ensure the tour goes as smoothly as possible."



The son of a diplomatic couple was thrilled with the playhouse constructed out of cardboard boxes by Asian Tigers crew.

Asian Tigers Gets Creative

Ever wondered how to keep children entertained while a pack job is done? **Asian Tigers Lane's** Indonesia crew creatively tackled the problem during a recent pack job in Jakarta.

Deputy Ambassador for Sweden Thomas Stalgren and his wife, Lisbeth, were delighted when the crew used old carton boxes to build a playhouse for their young son. Dan Brod, who handled the move in the Asian Tigers Jakarta office, congratulated the crew after receiving praise from the clients.

"Mr. and Mrs. Stalgren were ecstatic about our crew and all that packing. They had nothing but great things to say. ... We are very proud to be part of this wonderful team," said Brod.



U.S. soldiers turn out for an exhibition game at Camp Victory, Baghdad, using hockey equipment delivered by Move One.

Move One Delivers Some R&R to U.S. Soldiers in Iraq

By Jenai Towuru

Move One recently handled the delivery of several sets of street hockey equipment to U.S. soldiers at Camp Victory, Baghdad. The sticks, nets, pucks, helmets, protective and other items were donated by the National Hockey League (NHL), U.S. Army, and a U.S.-based partner of MoveOne.

The effort is part of the Army's Morale, Welfare, and Recreation (MWR) program and is very important to soldiers on the front lines facing difficult conditions in an austere environment. The MWR program serves to boost the morale of soldiers on the battlefield. As one officer noted, "Street hockey is a great way to take a pause from the day-to-day-of being part of a very tough campaign overseas."

This equipment helped kick-start the first NHL Street Hockey League at Camp Victory. The league is being organized by the Fifth Battalion and Fifth Air Defense Artillery Regiment. In Iraq, street hockey is a very popular sport among U.S. soldiers, but often there is a shortage of hockey equipment.

AGS Kiev Joins Battle Against AIDS

The fight against HIV/AIDS received a major boost in Ukraine when **AGS** delivered over 62.5 million condoms to the capital city of Kiev. The consignment formed part of a national prevention campaign run by International HIV/AIDS Alliance in Ukraine, which aims to protect vulnerable people in the community against the growing pandemic.

AGS carefully cleared and delivered 19 containers from Odessa to Kiev that were entrusted to the company by a leader in global logistics in May. The condoms will be distributed to groups who are at high risk of contracting the virus, including sex workers, prisoners, and drug users.

Ido Barner, the AGS regional director for Continental Europe, said, "As a socially responsible company, AGS was pleased to help deliver a life-saving consignment for this reputable charity."

The AGS Group is a strong participant in the United Nations Global Compact, which encourages companies to adhere to good business practices, including the principle of Human Rights. AGS Kiev said it is committed to supporting the fight against HIV/AIDS in local communities in Ukraine.

The International HIV/AIDS Alliance in Ukraine will use the condoms as part of its USAID-funded SUNRISE Project, whose objective is to decrease the transmission of the virus through education, prevention, and access to services. In Ukraine alone, the number of newly reported HIV infection cases has been annually growing since 1999.

Moving Toward a Greener Industry



What is your company doing to save the planet?

The September/October issue of *The Portal* will feature your ideas for running a greener business. We'd like to hear from you! For details, see page 52.

MILESTONES

Asian Tigers Lane Indonesia Marks Silver Anniversary

The journey began 33 years ago when Irish businessman **Gerry Lane** set up **Lane Moving & Storage Philippines** in Manila after several years of working in the moving industry in different countries and continents. Considering how successful the business was in Southeast Asia, Lane headed to Jakarta, where **Lane Moving & Storage Indonesia** was born in 1985.

Throughout the years, the company became known in various communities around the country for delivering topnotch quality service and had set the bar high for moving standards within the industry. In 1998, Lane Moving & Storage was a founding member of an elite alliance of moving companies in Asia called the **Asian Tigers Group**. Together, the group earned a reputation for providing superior service in helping families move, with over 1,500 dedicated professionals and an agent base spanning all corners of the globe. Its strong passion for “the art of moving” ensured that no move ever seemed impossible for the group’s move management specialists.

Gerry Lane also formed other businesses in Indonesia, such as Lane Archives Technologies for records management and



Asian Tigers Lane Indonesia team with Gerry and Virginia Lane (center).





The Lane Asian Tigers team with trucks. Now 25 years old, the company has six offices in Indonesia.

Asian Tigers Mobility for full relocation solutions in 2006 and 2009, respectively.

Today, with six offices in Indonesia—Jakarta, Balikpapan, Bandung, Medan, Pekanbaru, and Surabaya—the company is also a member of world-renowned industry associations, such as FIDI, OMNI, and IAM.

The team at Asian Tigers Lane Moving & Storage continue to devote their energies toward building an organization to be proud of, while promoting environmental awareness within the workplace and work activities, through international programs

such as “Conserve to Preserve” and the Tigers Action Fund, through which any move handled by the Asian Tigers generates a contribution to saving tigers around the world.

In 2010 (coincidentally the Year of the Tiger in the Chinese calendar), Asian Tigers Lane Moving & Storage celebrated its 25th anniversary by recognizing its various clients and business partners in and around Indonesia. Gerry Lane cited three emotions that he felt during the commemoration—pride, gratitude, and hope—and expressed confidence in Indonesia’s promising future and his company’s young management team to take the firm forward for the next 25 years.



Asian Tigers celebrated 25 years in business at a gala recognizing clients and business partners throughout Indonesia.



IN MEMORIAM

Griselda Figueroa



Griselda Figueroa, managing director of Lander Pack Removals & Transport in Mexico City, died of cancer on May 21. A certified architect, Ms. Figueroa decided in 2002 to go into the moving business.

A widow, Mrs. Figueroa is survived by her sister, Raquel Castañon, and two grown children.

IN MEMORIAM

Bill Greek

Bill Greek, owner of Rebel Van Lines since 1971, passed away on June 25. Mr. Greek was well known and respected within the industry as an innovator and an engaged and supportive member of HHGFAA/IAM and other industry trade associations, including the California Moving and Storage Association (CMSA).

Mr. Greek enlisted in the United States Marine Corps in 1950 and was stationed at Camp Pendleton, California. He served in Korea before being discharged as a corporal in 1954.

He began his career in the moving industry at I Go Moving and Storage in Lincoln, Nebraska. In 1956 he moved his family to Garden Grove, California, where he worked for Smyth Van Lines. After 10 years there, he moved on to his next job at Columbia Van Lines, where he met his future business partner, Anna Cardwell. In 1971 they founded Rebel Van Lines in Compton, California. He was a keen businessman and enjoyed many successful business ventures. He also was a mentor who helped many young companies get off the ground.

Bill Greek is survived by his wife, two daughters, and three grandchildren. The family has suggested that in lieu of flowers, contributions in his memory be made to the Alzheimer Association (www.alz.org) or the Susan G. Komen Race for the Cure (www.5.komen.org).

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Looking Ahead as the Session Ends

As of this writing the Congress is preparing to return from its Fourth of July recess with numerous issues still pending. Without little time left in the legislative calendar, the crush of outstanding issues almost certainly will necessitate a lame-duck session of Congress after the November elections.

General overview

Just prior to the July recess, the Senate lost its longest-serving member with the death of 92-year-old Senator Robert Byrd of West Virginia, who had spent 52 years in the Senate. In addition, the Senate confirmed Gen. David Petraeus as the new commander of U.S. forces in Afghanistan by a vote of 99-0. The House approved \$79 billion in emergency spending for operations in Iraq and Afghanistan, veterans, teachers, and Gulf spill costs, among other things. However, the fate of that spending measure is uncertain in the Senate, which has expressed its concerns about items in the emergency spending bill that are not germane to the war fighting effort in Iraq and Afghanistan. Also the House Appropriations Subcommittees began marking up the first of twelve appropriations bills necessary to fund the Federal government.

In the Senate, the confirmation hearings for U.S. Solicitor General Elena Kagan to become the next U.S. Supreme Court Associate Justice will continue after the July break. The House approved its version of the Wall Street Reform legislation, but the Senate is still debating the matter. However, Congress did approve some short-term extensions of the national flood insurance program, funding for the Federal Aviation Administration, and the deadline by which homebuyers must close on their homes to be eligible for the homebuyer tax credit. Energy-related legislation that is at the top of both the House and Senate's priority lists is still quite some distance from consideration.

Financial services reform

The Wall Street Reform bill appears to be as unpredictable as Wall Street itself. Just when it appeared the bill would pass both chambers of Congress, concerns from several senators about a last-minute addition of a \$19 billion tax on banks and hedge funds to pay for the bill left the Senate leadership shy of the necessary votes for passage. Consequently, the bill was again amended to remove the bank tax and replace it with a more limited new assessment only on banks with more than \$10 billion in assets. Even with this change, it was opposed by some senators who do not favor any new taxes imposed on any interests.

To secure the support of these members, the chairmen of the House and Senate Banking Committees—Barney Frank (D-MA) and Christopher Dodd (D-CT), respectively—then replaced the bank tax with a provision that terminates the Troubled Asset Relief Program (TARP) and increases FDIC premiums. The TARP program was scheduled to end on October 3, but by shutting it down three months early, budget scorekeepers claimed the reduced borrowing authority would result in \$11 billion in savings. The chairmen also added language that would raise an additional \$5.7 billion in FDIC deposit insurance from specified banks with

FDIC insurance. The increased FDIC premiums would not affect banks with less than \$10 billion in assets. Despite this tweaking, it is still expected that Congress will try to address a larger bank tax later this year to offset taxpayer funds used under the TARP.

TARP funding

The accelerated phase-out of TARP funding leaves numerous supporters of additional TARP spending, especially those concerned about the commercial real estate and housing markets—in a quandary. Those industries were hoping for the assignment of new TARP funds for their causes and the proposal to end TARP is a setback for them. Previous TARP money was allocated toward housing initiatives, but with the continuing softness of that market, advocates hoped for an additional round of funds to help distressed borrowers.

Additionally, the administration had hoped to safeguard remaining TARP funds for any unforeseen emergency in the economy, should any arise, before the October 3 date the program was scheduled to expire. This flexibility fell victim to the decision to end the program early—a decision many believe was prompted by growing concerns throughout the Congress about the political fallout about public reaction to the scope of federal spending.

Climate and energy policy

While there has been much discussion on Capitol Hill regarding the need for an energy bill that would address the issue of climate change, the outline of such a proposal remains cloudy. In 2009, the House passed a climate change bill that included a “cap and trade” methodology to stimulate movement of energy production capability away from fossil-based generation. The House version would establish caps on carbon emissions and then offer a system of incentives and penalties for further reduction of carbon.

The Senate has indicated that a “cap and trade” approach is not acceptable. Senators John Kerry (D-MA) and Joe Lieberman (I-CT) introduced a climate change bill that puts a price on carbon emissions, but then acknowledged that they would have to scale back their bill to garner Republican support. Other senators favor legislation that requires increased use of renewable energy by power companies, including nuclear, and some offshore drilling. Obviously, this approach has run into a political snag since the massive oil spill in the Gulf of Mexico. Nevertheless, it is expected that the Senate will approve some type of energy bill in the next few months amid hopes that it will have sufficient time to resolve differences with the House version.

Motor Carrier Protection Act

The Motor Carrier Protection Act (S. 3483) introduced on June 15 is aimed at helping some of the smaller trucking companies and truck owner/operators. The bill was introduced by Senator Olympia Snowe (R-ME); Senator Amy Klobuchar (D-MN) is the only cosponsor thus far. The primary interest group behind the legislation is the Owner-Operator Independent Drivers Association (OOIDA), which claims there is little or no recourse for trucking companies when claims and other payment issues arise with freight forwarding companies and brokers. The senators' of-

files said the bill is in response to growing complaints to both the Department of Transportation and the Department of Commerce about the actions of “rogue movers and brokers.” Under the bill:

- The broker bond would increase from \$10,000 to \$100,000 and be expanded to freight forwarders.
- Requirements and disclosures would be ramped up for any person or company seeking to obtain broker or freight forwarder authority.
- Significant penalties would be established for violations of broker regulations, including unlimited liability for freight charges for conducting brokerage activities without a license or bond.
- A requirement would be created for brokers and freight forwarders to renew their operating authority annually and the Federal Motor Carrier Safety Administration would be required to revoke operating authority that is not renewed.
- Revenue generated from the renewal fees will be dedicated to FMCSA’s oversight and enforcement of broker regulations.
- The measure would clarify that trucking companies must have a broker’s or freight forwarder’s license and an appropriate bond as well as their motor carrier operating authority to arrange freight for another carrier for compensation.

S. 3483 has been referred to the Senate Commerce Committee, which has no plans to hold a hearing on the bill at this time. Moreover, there currently is no House companion legislation.

Canadian Motor Carriers Insurance Reform

In response to a petition by the Canadian government, acting on behalf of the Canadian motor carrier industry, the FMCSA has amended its regulations dealing with insurance underwriting for Canadian motor carriers operating in the U.S. Under the amended regulations, Canadian-domiciled motor carriers and freight forwarders will be allowed to utilize insurance policies issued by Canadian licensed insurance companies for operations in the U.S. However, this new ruling does not change the required minimum levels of financial liability coverage that all motor carriers and freight forwarders must maintain under the existing regulations. The FMCSA has indicated that the effective date of this new ruling will be August 2, 2010.

Under the existing regulations, Canadian based motor carriers had to obtain insurance through a Canada-licensed insurer, which would then enter into a “fronting agreement” with a U.S.-licensed insurer. Or, oftentimes the carrier would have to secure two separate insurance policies, one valid in Canada written by a Canadian insurer and one valid in the United States written by a U.S. insurer. The FMCSA estimated that there are approximately 9,000 Canada-domiciled, for-hire motor carriers of property and passengers, and freight forwarders actively operating commercial motor vehicles (CMVs) in the United States that are subject to FMCSA’s current federal motor carrier financial responsibility rules. This change would eliminate the need for Canadian insurance companies to link with a U.S. insurance company to legally insure Canada-domiciled motor carriers operating in the United States.

House Transportation Committee hearing on container shortages in Transpacific

Recently the House Transportation Subcommittee on the Coast Guard and Maritime Transportation convened a hearing on issues arising from the status of ocean shipping problems, especially on the West Coast. The primary purpose of the hearing was to allow representatives of the Federal Maritime Commission (FMC) to report the findings of their recent investigation into whether the U.S. export market was being stifled by a lack of containers on carrier vessels, especially in the Pacific trading lanes.

Testifying before the committee were FMC Chairman Richard Lidinsky and FMC Commissioner Rebecca Dye. The agency began in March 2010 an investigation regarding problems that many shippers have alleged have been artificially created to drive pricing up in the Transpacific market.

According to Dye, the problems in the Pacific started with the global economic downturn beginning in early 2008. By FY 2009, U.S. exports fell by 14 percent and imports fell by 16 percent. Freight rates also dropped precipitously. During one 12-month period from mid-2008 to mid-2009, average revenues per container declined about 40 percent. Dye indicated that at one point, carriers had laid up more than 575 vessels worldwide, idling about 12 percent of the world’s containership fleet. However, in the fourth quarter of 2009, and continuing into 2010, cargo volumes shipped to the United States from Asia began to recover and demand for U.S. exports surged.

Unfortunately there were inadequate containers to handle the increased volume. The FMC reported that shippers and carriers agreed that shortages in ocean containers came about for several reasons, the principal one being that many containers carrying imports arrive at distribution centers far removed from the primary export locations. Additionally, the global shortage of containers is compounded by the dramatic reduction in container manufacturing. The FMC testified that imports are increasingly trans-loaded into larger domestic containers near ports of entry, thereby increasing the likelihood that empty ocean containers will be shipped back to Asia to be used for higher paying Asian exports.

Dye also reported that many shipper service contracts with ocean carriers failed to include provisions adequately protecting shippers from numerous rate and surcharge increases. Apparently even though many shippers had negotiated all-inclusive rates in contracts that did not allow the imposition of rate increases and surcharges, they were still subjected to attempts by carriers to impose rate increases.

Demand is now almost back to the record levels seen in early 2008. Though most in the industry have concluded that the recent uptick in business is here to stay, many carriers are still hesitant to return to full capacity because they fear the growth in the market is only temporary and will be unsustainable. As a result some carriers are starting to re-introduce shipping routes, and vessel capacity is not expected to be as much of a problem as it was feared to be in March. One reason why vessel capacity may continue to be an issue is that carriers are more profitable westbound (to the United States) than Eastbound (out of the United States).

In response to these conditions, the FMC reported that it is currently working with the some government agencies, software

developers, and various railroad trade associations to come up with a solution for exporters in these areas that will give them better access to containers. They are currently working on a pilot program that would create a central database of available containers and that would get relevant information to the people who need it.

- The FMC stated that they have set up “Rapid Response Teams” to deal with disputes between shippers and carriers very quickly. The hope is that these teams lead to greater confidence in business transactions.
- The FMC is also re-tooling their guidelines for oversight of certain agreements between shippers and carriers by requiring verbatim transcripts of agreement negotiations.
- The FMC is also interested in overhauling how disputes between shippers and carriers are handled. The FMC would like to handle disputes directly rather than require them to go through the judicial system.

The committee has indicated its intention of holding additional hearings on the issue and to have the FMC report on the success of the pilot programs it is developing. Members of the Committee expressed their desire to work closely with the FMC to provide greater market conditions for U.S. exports.

FMC investigates international HHG shipments

The FMC has also launched a fact-finding investigation concerning international movers and potentially unlawful and unfair practices related to the movement of household goods. In announcing the probe, the Commission explained it has experienced a very high volume of complaints in the last two years from individuals experiencing various problems with their international household goods and personal property shipments. The FMC said it received over 2,500 complaints from 2005 to 2009, with spikes in 2008 and 2009.

Among the complaints, shippers cited failure to deliver the cargo and refusal to return the pre-paid ocean freight, loss of the cargo, significant delay in delivery, charges to the shipper for marine insurance that was never obtained, misinformation as to the whereabouts of the cargo, significantly inflated charges after the cargo was tendered, and threats to withhold the shipment unless the increased freight was paid. In many cases, a shipper has been forced to pay another carrier or warehouse a second time in order to have the cargo released.

The goal of the investigation is to develop a record of the nature, scope and frequency of potentially unlawful, unfair or deceptive ocean transportation practices by household goods movers in the movement of cargo in U.S.-foreign ocean-borne trades. The FMC will be reaching out to various elements within the industry and the consumer community at large as it begins this investigation. An interim report of findings and recommendations is expected by November 15, 2010, with a final report due out by February 15, 2011.

McCain calls for Jones Act repeal

Senator John McCain (R-AZ) introduced legislation just prior to the July Congressional recess to repeal the Jones Act. The Jones Act, now 90 years old, requires ships transporting goods between states to have been built in the United States, be owned and operated by U.S. citizens, and fly the U.S. flag. Part of McCain’s rationale for introducing this legislation now may be a reaction to complaints that foreign ships have been unable to provide cleanup help to the oil spill in the Gulf of Mexico

In a press release McCain said, “I am pleased to introduce legislation that would fully repeal the Jones Act, a 1920s law that hinders free trade and favors labor unions over consumers. Specifically, the Jones Act requires that all goods shipped between waterborne ports of the United States be carried by vessels built in the United States and owned and operated by Americans. This restriction only serves to raise shipping costs, thereby making U.S. farmers less competitive and increasing costs for American consumers.”

McCain cited a 1999 study by the U.S. International Trade Commission suggesting that a repeal of the Jones Act would lower shipping costs by approximately 22 percent. The senator said that residents of Alaska and Hawaii were especially susceptible to higher consumer prices as a result of the Jones Act.

Opponents of the bill have pointed out that the government has generally waived any Jones Act requirements for cleanup efforts in the Gulf. The future of the McCain legislation may be problematic given the scarcity of legislative days remaining in this Congress and the political lineup of the committees that would consider the McCain legislation.

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 1000	.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.



Next up in The Portal...

The IAM 48th Annual Meeting Issue!

Everything you need to know about the 48th Annual Meeting in San Diego, California
PLUS a look at “green businesses.” The 48th IAM Annual Meeting is going Green...and you can contribute!

Offset Your Carbon Footprint through IAM's CarbonFund.org Partnership



At the 48th Annual Meeting, it is estimated that we will emit 2,658.6 metric tons of carbon dioxide. This equates to consuming and burning 5.8 million gallons of gasoline.

IAM has made a commitment to help offset our emissions through a joint partnership with Carbonfund.org and we are asking you to join us.

When you make your flight reservations to the Annual Meeting this year, consider offsetting your carbon footprint with a donation to Carbonfund.org and help fund projects that promote energy efficiency, assist in reforestation, and help save our planet.

To calculate your IAM Annual Meeting carbon footprint and make your trip to the Annual Meeting a green one, go to <http://www.carbonfund.org/Calculators/#flight> , to donate.

Tell Your Story about Going Green in the September/October The Portal

Are You a “Green Business”? You’ve adjusted the thermostats, started a recycling program, perhaps instituted flexible work hours to lower your company’s energy consumption. You’re an almost paperless office.

Tell The Portal readers your steps toward creating a “green business,” and answer their most urgent questions....

- What impact has going green had on your operations?
- Have you saved—or lost—money by instituting green processes?
- Is being a “green business” a successful marketing tool?
- Are green businesses preferred in contract solicitation requirements?
- And how are you making your efforts sustainable for the long term?

E-mail your going-green experiences—and digital photos, if you have them—to janet.seely@iamovers.org or joycedexter47@comcast.net

And if you need help writing your story, e-mail us—we’ll write it with you!

**Profile your company in The Portal,
read by more than 2,000 leaders of the moving industry.**

Deadline: August 23



IMPORTANT INFORMATION CONCERNING PORTAL ADVERTISING RATES AND DIMENSIONS

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

1/2 Page \$ 1,687.50

- Horizontal format: 7-1/2" wide x 5" high
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1/3 Page \$ 1,187.50

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

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1/8 Page \$ 437.50

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

NOTE: Prices shown are the total cost for one year (six issues). **All new ads must be in color** (electronic files must be supplied).

Deadlines to receive new artwork:

September/October Issue August 23, 2010
(ANNUAL MEETING ISSUE)

November/December Issue November 12, 2010

January/February 2011 Issue January 22, 2011

March/April Issue March 7, 2011

May/June Issue May 7, 2011

July/August Issue July 9, 2011

INSTRUCTIONS FOR SENDING YOUR ELECTRONIC AD

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

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

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

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- Note program used to create the ad
 - ___ InDesign: specify version _____
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**For further information about Portal display advertising,
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Industry Calendar

August 19–21, 2010

Australian Furniture Removers
Association Conference
Surfers Paradise, QLD, Australia

September 19–22, 2010

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

September 22–23, 2010

Pennsylvania Moving & Storage
Associates Conference & Expo
Grantville, Pennsylvania

September 27–28, 2010

PAIMA Convention
San Diego, California

September 29–October 2, 2010

IAM 48th Annual Meeting
San Diego, California

October 19–20, 2010

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

November 4, 2010

SDDC Personal Property Forum
(pre-PPF industry meeting
November 3)
O'Fallon (Scott AFB), Illinois

November 14–16, 2010

Canadian Association of Movers
2010 Annual Conference
Toronto, Ontario, Canada

September 12–15, 2011

IAM 49th Annual Meeting
Denver, Colorado

October 10–13, 2012

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

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

Portal Editorial Calendar

September/October

The Annual Meeting Issue
Going Green

November/December

IAM 48th Annual Meeting
Recap and Photos

January/February

Security