

THE PORTAL

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It's a Wrap! Containers and Packaging Come of Age.



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If You Build It, They Will Use It



TERRY R. HEAD
IAM President

I recently had the honor of being invited to speak to the membership of the Pan American International Movers Association (PAIMA) during its conference immediately preceding the IAM meeting in Denver, as well as address the Canadian Association of Movers (CAM) at its annual gathering in Toronto, Canada, in November. Both presentations were structured as a “conversation” with the audience focused on a variety of areas (i.e., impact of trade on the global economy, what and where people will be moving to/from, future marketing and sales techniques/tools, role of the Internet and technology, the evolving security and regulatory environment, standardized pricing/tariffs, real-time in-transit visibility, required skill sets, and attracting future employees, etc.).

One basic premise of my message was that 10 years from now, unless Apple or Google comes up with an application, it is pretty certain that we will still be dispatching men and women into our customers’ homes. How the lead or sales inquiry was generated, the method used to prepare the estimate, or how the job was priced/quoted may be different thanks to enhanced technical tools; however, operational crews will still be needed to physically handle the goods. I also think they will still be packing, wrapping, crating, and containerizing those goods much the way they do today.

Actually, not that much has changed in the four decades I have worked in the moving business. However, in the late 1960s when I worked at an old warehouse in Washington, DC, I do remember handling many a wooden packing barrel. Wooden barrels, which were in use from the late 1800s until about the 1950s, were the mainstay for packing china and glassware before the advent of the cardboard dish pack; this is why today a dish pack or china carton it is still referred to by many within the industry as a “barrel.” Although I have not seen one in a warehouse over the past decade or so, I also remember the steel-wheeled wooden dollies that were conically shaped specifically to handle the big round wooden barrels.

The tea chest, once used for shipping ground tea leaves, was also a ubiquitous packing container back in the day. I used to regularly see them on military or Foreign Service moves, especially if the customer had lived in the Far East. Interestingly, the tea chests were just about the same size as the medium (6 cube) carton used today. Even cardboard cartons are giving way to plastic stackable totes, crates, or tubs, as they’re variously called. First seen in office moving operations, these plastic totes are now widely used for local and even long-distance moves. It will not surprise me to see reciprocating or cooperative groups, perhaps even coordinated by associations like IAM, exchanging plastic totes on international moves to shave costs and reduce the industry’s impact on the environment and/or adhere to sustainability goals set by the account.

Even the old “hump straps” have now been replaced by sophisticated lifting harnesses that scientifically distribute the weight of a heavy or bulky item, thus enabling two people to move an appliance or piano as if it weighed nothing.

So much for the history lesson, but development and innovation within our industry continues; and I mention this only to highlight the focus of this issue of *The Portal*. Inspired by many of the new items and technologies that were on display in the Exhibit Hall in Denver, we wanted to focus on IAM supplier members as well as the products and services now used for packing, wrapping, crating, and containerization of household and personal effects. I think you will enjoy reading about the companies that are making moving easier, safer, and more cost-efficient.

Perhaps most noteworthy is the popularity of Portable Mobile Storage Containers (PMSCs). They go by many names, and numerous companies use them not just for local or short-term storage, but also for domestic and international shipments. The use of PMSCs, at least in the United States, has been driven by the need to supplement dwindling driver capacity and to gain access to alternative transportation services, particularly during the peak season. Loading goods into PMSCs allows agents and transportation service providers to use motor-freight carriers, flatbed operators, and even railroads as alternate means to transport shipments.

The moving public has embraced portable containers in a big way, mostly for storage. Even I have had a PMSC sitting in my driveway for more than two years while going through home renovations. The onsite accessibility and convenience of being able to move items in and out of the container trumps using a professional mover or renting a unit in a public mini-storage facility.

Just as wooden barrels and tea chests gave way to corrugated cartons, traditional wooden liftvans or shipping cases are quickly being replaced by steel or fiberglass containers. Even the U.S.

continued on next page

It's a Wrap! Containers and Packaging Come of Age

By Joyce Dexter, Portal Editor

Let's face it: Moving has never been a particularly ecologically friendly enterprise. Over the past century or so, clients have become increasingly acquisitive, and when they move, so do their possessions. Those ubiquitous cardboard boxes may be a convenient tool for conveying goods as well as a boon to the moving profession, but landfills around the globe are a testament to the waste the industry generates.

Population booms, global societies, and greater mobility are but a few of the factors that have contributed to this phenomenon. As a result, Planet Earth is choking on discarded and unwanted "stuff." Our industry has perhaps been slow to address its need to be environmentally responsible, but attitudes are changing and a few forward-thinking companies have implemented robust programs that challenge the old ways of doing business.

This could not happen without the proactive involvement of manufacturers of containers and packaging materials. At IAM's 49th Annual Meeting in Denver, Colorado, some of the busiest booths in the Exhibit Hall were staffed by vendors who have led the field in innovative technologies that ultimately can help movers reduce their carbon footprint. Necessity, it is said, is the mother of invention, and IAM members understand that in order to truly mitigate the waste the industry generates, new ideas coupled with technology are key.

Some advances in this area have been driven by more demanding and knowledgeable consumers who want to keep and protect the belongings they want to move but also are aware of the environmental consequences of relocating from Point A to Point B. For quite a few years now, many movers have responded by carting off used materials to ensure that they are either reused or recycled. But such efforts have largely resulted in minimal impacts with respect to the problem of waste.

A quick tour of the Internet reveals some ideas that show promise. Perhaps the best ones involve the use of reusable

containers and biodegradable packing materials, and sturdy but lightweight crates that can be collapsed and shipped easily and efficiently, thus reducing the amount of fuel needed to move them. Indeed, IAM Supplier members are moving full speed ahead to create new and better products that meet or exceed industry and government standards with an eye to efficiencies of scale and cost.

For example, **Universal Storage Containers, LLC**, was established in New Canaan, Connecticut, six years ago to service the emerging portable storage industry. The company manufactures refrigerated/freezer containers, instant offices, and disaster relief containers, but its primary customers are in the moving and storage business.

"We offer design and engineering support and consultation in developing the proper container for individual customers, and also logistical support for timely delivery of products to customers' final destinations," says USC Principal **E. George Johnson**. "USC controls the manufacturing process through exclusive arrange-

ments with global facilities. This enables our products to be produced economically, with emphasis on cost efficiency and quality."

USC containers come in a variety of sizes and materials. In greatest demand are boxes of 16-foot and 12-foot lengths for portable storage, and smaller boxes of 7 to 8 feet for movers. Self-storage customers prefer larger containers 19 or 20 feet long with doors on the ends or sides. Most boxes are made of steel, but the company also offers lightweight composite boxes made of thermoplastic materials and aluminum. All, says Johnson, are 100 percent recyclable.

"What differentiates us from other container suppliers," he adds, "is that our boxes can easily be erected or folded down in minutes. This offers significant freight savings both in initial delivery costs and further cost savings when the containers are repositioned. Moving companies have realized the value proposition of reusable vault-like containers that are sturdy, secure, waterproof, and easily stackable when not in use."

HeadLines

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Department of Defense, which for years held service providers to strict standards for its wooden Type II liftvans, has now flung open the door and approved the use of PMSCs for domestic movements. Can the use of PMSCs for DOD, State, GSA, or commercial international household goods shipments be far behind?

Ever since the invention of the wheel, innovation and adoption of new methods, products, and processes has always been important in transportation. Malcolm P. McLean fostered an idea back in the late 1930s, which was finally implemented in the 1950s and ultimately evolved into the modern standardized 20- and 40-foot intermodal containers in use today. Standardized intermodal containers can be used on any ocean vessel/carrier, with any container chassis/bogie, carried on just about any stack-train railcar and handled by any gantry crane at virtually every port in the world.

"Standardized" is the key word here. It is my humble opinion that ultimately the household goods industry will have to decide upon, design, and adopt standardized portable mobile storage containers that are exchangeable and interchangeable among agents, TSPs, and other service providers. Only by building and using standardized PMSCs will the industry achieve full operational effectiveness. Is this standardization going to come easily or soon? Probably not, but it will come.



USC containers (above, left, and below) come in a variety of sizes and materials. All are completely recyclable and can be collapsed for efficient shipping and storage.

recyclable plastic containers that can be reused many times and then ultimately recycled. But are plastic containers, which are petroleum-based products, more eco-friendly than paper or cardboard ones?

“We have not done an analysis of plastic versus cardboard, but we do know on a very basic level that we throw away a lot less garbage by using the plastic containers,” says **Jeffrey E. Sitt**, president of **iMoveGREEN, LLC**.

Indeed, it could be argued that reusable is far better than recyclable, but that depends on the point at which reusing a container (that is, how many times it is reused) becomes more cost- and materials-efficient than recycling it. It’s not clear yet where that magic point lies.

In addition, USC devotes time, energy, and resources in product development and fine-tuning its containers to meet industry requirements. Its engineers work closely with client managers to customize boxes to fit their particular needs and meet their financial goals.

Some manufacturers and moving companies are promoting the use of du-



IAM Supplier Member Companies Featured in This Issue

1-800-PACK-RAT

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Website: www.gosselingroup.eu/

E-mail: gepbox@gep.be

Hillside Paper Products Corp.

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E-mail: hillsidepaper@verizon.net

iMoveGREEN, LLC

Phone: 800-466-6846

Website: www.imoveGREEN.com

E-mail: jsitt@Imovegreen.com

International Wood Industries

Phone (East Coast): 919-809-2556

E-mail: jboswell@intlwoodind.com

Phone (West Coast): 866-494-2699

E-mail: scottt@intlwoodind.com

Website: www.intlwoodind.com

Packaging and Crating Technologies (PACT)

Phone: 203-759-1799

Website: www.pactworldwide.com

E-mail: info@pactworldwide.com

Transpo Box & Wood Products

Phone: 503-486-5882

Website: www.transpobox.com

E-mail: info@transpobox.com

Universal Storage Containers

Phone: 800-385-0755

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Victory Packaging

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Website: victorypackaging.com

E-mail: ccook@victorypackaging.com



A 1-800-PACK-RAT unit is lowered onto a driveway

Overall, there has been a growing trend within the moving and storage industry to consider the impact of containerization on the core business. While some national van lines have created their own branded container offerings, most others have hesitated to take such a step given the high capital costs and the logistics requirements of this portable moving and storage solution.

Ben Cross, key account manager for government and military relocations at **1-800-PACK-RAT**, reports that his company is reaching out to the industry with “creative partnering solutions that allow moving and storage companies to offer portable containerized solutions for their customers.” 1-800-PACK-RAT is the second largest provider in the portable storage industry, with a companywide focus on national accounts and a fleet of “greener” steel containers. Over the past few years 1-800-PACK-RAT has worked with moving companies ranging from national van lines to mom-and-pop local movers to implement a broad range of solutions based on a central online affiliate portal.

This portal allows partners to instantly access the company’s database, and quote and book orders in real time from a customized Web page. “For movers,” says Cross, “partnering with us is a useful way to augment capacity during the busy summer months, as well as a way to handle nontraditional moves. This allows them to take advantage of the growing demand without investing large sums of money. Our flexible pricing allows a mover to position the move either as a 1-800-PACK-RAT move and receive a commission, or as their own move to include ancillary services and products via a ‘cost-plus’ approach.”

One of the biggest reasons for increased container demand, says Cross, is the cost savings, particularly when a mover requires storage-in-transit (SIT). Storage is needed for about one-third of full-service corporate relocation moves and up to half of domestic military moves, he says. “Movers typically charge customers First Day SIT rates that nearly equal 30 days of storage in addition to the expense of a local move to deliver the household goods out of storage. However, 1-800-PACK-RAT eliminates those costs as the goods never leave the container and the first 30 days of usage are included in the base moving price.”

Cross estimates that customers can save up to 25 percent on SIT-related charges during the first month. “With the money that we save on storage in transit,” he says, “our partners can provide full-service packing and loading services, receive higher commissions, and still pass along 10 percent savings to the end user.”

There are customers who prefer containers for other reasons.



A unit is used as a mobile work station.

Code II shipments, the military term for containerized moves, have gained preference among some members since shipments are sealed and not commingled with other household goods. Other environmentally conscious customers prefer moving with containers over traditional lift vans and storage vaults because each year thousands of these wooden containers must be destroyed because of breakage, rot, or infestation. 1-800-PACK-RAT’s container, on the other hand, is made of steel and with repair has a virtually unlimited useful life with eventual disposal in 100 percent recyclable methods. Since the container is also collapsible, it can be repositioned with 18 on one truck, compared to other companies whose 16-foot containers can be shipped only three at a time. This lessens both the cost and the carbon footprint of repositioning assets.

1-800-PACK-RAT started with three locations in North Carolina in 2003, but has grown to 68 locations in the past eight years. It now covers more than 80 percent of the U.S. population, with over 30,000 containers. Included with each 1-800-PACK-RAT move are free moving supplies, basic contents coverage for the household goods, and a dedicated move manager who walks the customer through a 32-point quality process. 1-800-PACK-RAT also works with local industry partners to offer full-service packing, loading, and other third party services with full-value replacement coverage for its national accounts.





Containerized Moving and Storage: A Timeline

- In 1994 Door-to-Door Moving and Storage becomes the first national container-only storage company using storage vaults with tarps.
- In 1998 PODS is founded, eventually growing to become synonymous with moving and storage containers.
- In 2000 PODS develops the first hydraulic lift, the PODzilla, for level residential delivery.
- In 2005 1-800-PACK-RAT receives the first of seven patents on its level hydraulic lift mechanism.
- In 2006 1-800-PACK-RAT develops a collapsible steel moving and storage container that is stronger than earlier containers and can be transported via flat bed, dry van or even rail, lowering costs.
- In 2007 large corporations from all sectors (e.g., Walmart, Marriott, and Waste Management) begin adopting containerized moving programs for their employees.
- In 2007 retailers such as Little Caesar's Pizza, Spirit Halloween, and UPS begin using portable storage for seasonal logistics.
- In 2008 an Atlas Van Line survey shows that corporate transferees who were given "lump sum" packages rose from 25 percent in 2005 to 44 percent in 2008.
- In 2009 United and Mayflower, owned by UniGroup, become the first national van lines to lend their brand names to a portable moving and storage container.
- In 2010 the DoD Personal Property Policy (DP3) office officially supports the use of "pod-like" containers for Personally Procured Moves (PPMs).
- In 2010 the SDDC reinstates the Code II program promoting container moves.
- In 2011 the DoD approves the use of Portable Moving & Storage Containers (PMSCs) for transport of military household goods shipments within DP3.
- In 2011 it is estimated that nearly 200,000 moves will be performed with containers for both DoD and corporate clients.

—SOURCE: Ben Cross, 1-800-PACK-RAT

Although there is growing demand for steel and fiberglass units for some applications, traditional wood crates and containers are still widely used. For more than 40 years, **International Wood Industries, Inc. (IWi)**, headquartered in Turlock, California, has offered durable, high-quality wood storage, shipping, and container products to the household goods industry and IAM members.

Originally a manufacturer of wood boxes and containers for the industry on the West Coast, IWi has expanded to become a global supplier of lift vans, motorcycle crates, storage vaults, overflow boxes, and code J boxes, as well as custom crating. Additionally, the IWi product line has evolved to include agricultural shipping and storage bins and custom-built storage containers, as well as custom plywood and lumber products for many industrial applications.

In 2008, International Wood Industries was acquired by Universal Forest Products (UFPI), a leading supplier of pressure-treated lumber in the United States and a manufacturer and distributor of wood and wood-alternative products to retail/dealer, site-built construction, manufactured housing, and industrial markets. It also manufactures and distributes packaging and concrete forming products and provides framing services in some areas of the country. "The partnership with Universal has enabled IWi to reach more markets globally by leveraging Universal's strategically located manufacturing and distribution facilities throughout North America and beyond," says UFPI Marketing Manager **Chris Fox**. "The result is a global reach for just-in-time products that allow customers to run their businesses under the new DP3 program."

Currently, IWi ships just-in-time manufactured ISPM (International Standards for Phytosanitary Measures) compliant containers and industrial products from strategic locations throughout the U.S., including California, North Carolina, Oregon, West Virginia, Hawaii, and Alaska. IWi's diverse product offering and custom manufacturing capabilities have allowed the business to expand and serve the needs of customers in a variety of industries throughout the world.

IWi operates two Alaska facilities, in Anchorage and Fairbanks. Each offers a full line of household good products as well as custom crates and cut-to-size lumber and plywood for repair and other uses. IWi also offers reconditioning services for used lift vans, extending the useful life



International Wood Industries crates come in many sizes.

of containers, reducing landfill waste, and providing a cost-effective alternative to disposal.

In Hawaii, IWi provides a full line of boxes and other packaging materials. In Japan and Guam, many agents carry IWi inventory or compliant boxes and containers. Fox reports that since the early 2000s, IWi has been meeting global export and import requirements for all wood packaging materials needed to conform to International Standards for Shipping. "IWi met this challenge head-on from day one and provided guidance and support to IAM members by educating and providing compliant products and services," Fox adds.

According to Fox, local purchasing allows IWi to reduce the carbon footprint of crates, bins, industrial components, and more. And because UFP production facilities are located across the U.S., the company's expert logistics team and fleet

of trucks can maximize shipping efficiencies to customers and shipping ports.

Virtually all IWi products used in the moving and storage industry are constructed of wood components, which are recyclable and, in many cases, can be repaired—extending the service life of the products. IWi wood containers are custom-built based on customer specifications for long-term use and are often reused multiple times.

IWi also improves energy efficiencies by using wood processing equipment like CNC routers and cut-to-size panel saws that optimize production processes while reducing energy consumption and greenhouse gases, says Fox. For example, by utilizing recycled raw material in manufacturing LVL lift van products, IWi helps reduce landfill waste while lowering freight costs by producing a stronger, lighter-weight household goods box that can be shipped worldwide.



As every mover knows, there's more to relocations than crates and boxes. **Victory Packaging/Golden State Container** is a nationwide packaging distribution company that was founded in 1976 in Texas and now extends to some 32 locations throughout the United States as well as Canada and Mexico.

Victory Packaging, which was named the AMSA (American Moving and Storage Association) Supplier for the year 2010, offers a complete line of packaging supplies, including but not limited to corrugated products, wrapping supplies, warehouse items, van equipment, and many international items.

"By utilizing various manufacturing companies," says Regional Sales Manager **Charles Cook**, "we can offer a full range nationally and internationally due to our strategic locations at the major ports throughout the United States. International companies can combine items to complete their 'wish list' of products, whether packaging/equipment or warehouse supplies." Victory aligns its standards to ISO standards to reduce the clients' carbon footprint, since many of its locations are ISO certified. It employs more than 20 engineers who continually research new items in the industry (e.g., packaging) to stay in the forefront of any new developments.

The company recently developed two new containers for the international industry: CORRcrate and CXC. The CORRcrate is a tri-wall lift van (197 cf) that features a 6mil plastic shroud to make the unit waterproof. The CXC is an airline-approved 160 cf double-wall container. Both containers have heat-treated wood pallets and are shipped in a knocked down configuration; they can be recycled.

Many of the corrugated products Victory provides utilize recycled material, says Cook. The percentage varies due to location of manufacturing facilities and type or style of container. Poly products



**Victory's
CORRcrate**

also include recycled material, with the amount again depending on the application of the item.

"By using recycled materials we can continue to monitor availability and costs, and pass these savings along to our customers," says Cook. When some manufacturers cease operations, Victory explores other applications to satisfy customers.

In addition to carrying a complete line of the packaging supplies movers need in order to service their accounts—cartons, tape, stretch wrap, air containers, or international items—Victory Packaging/Golden State Container also has a nationwide driver pickup program, wherein over-the-road drivers can pick up whatever packing supplies they need as well as their van equipment.



**The CXC is an
airline-approved
double-wall**



The D crate

A relative newcomer to the box and wood products market is **Transpo Box**, an Oregon-based provider staffed by experienced wood-industry professionals and boasting an extensive network of shipping partners to transport customers' boxes and crates around the world at very competitive rates, according to Transpo Marketing Manager **Joel Crampton**.

Transpo Box offers complete box and wood products and services for the moving and relocation industries, including Type II lift vans, 40 cube overflows, 48 cube overflows, 72 cube overflows, 96 cube overflows, storage vaults in six standard sizes as well as custom-designed and -built, motorcycle crates in three Standard sizes, as well as custom-designed and -built, and single and quad sofa crates. The company also produces four-wheel dollies, library carts, and machine carts.

"We are registered to build certified crates for international shipping and exporting overseas," Crampton adds, "and we are certified to stamp crates indicating they are heat treated (HT) to meet the new IPPC-ISPM15 standards. All crates are available knocked down or assembled. In addition, we can create any size box or crate our customer wants. We have extensive experience working with military and commercial movers and Transpo is committed to on-time production and delivery."

Crampton notes that wood products store carbon extracted from the air by trees. "Unlike some products in the industry that are made with metal and petroleum," he explains, "ours are made with wood, which contributes to storing that carbon and keeping it out of the atmosphere. Wood products traditionally make a smaller carbon footprint to produce than metal and petroleum products."

Transpo boxes are built for multiple use, constructed of quality materials to withstand the rigors of worldwide shipping. Moreover, they are made to industry specifications to ensure proper customs clearances of the containers used to ship and store customers' household goods.

The company strives to keep their products cost-effective. "We have relationships with over 30 lumber and plywood manufacturers throughout the Western United States, ensuring you get the best price available," Crampton says. "Our 40,000-square-foot facility allows us to manufacture and store our products in large quantities to ensure we meet the



Transpo's 40,000-square-foot facility allows for manufacturing and storing its products, so the company can respond to customer demands quickly.

demands of our customers. We also build out of quality materials so our products can often outlast products built by some of the industry competition. We purchase plywood when the market is low and store large quantities for future production, resulting in significant cost savings for clients. Finally, we offer advance purchase pricing (pre-ordering for spring) and volume pricing. Lift vans are available directly from our facility in Portland, Oregon, and at our additional offsite locations—Baltimore, Hawaii, and Anchorage."



Some of Transpo's finished containers



Every move includes special items that require maximum protection during shipping and storage, and sturdy wooden boxes are often the practical answer. For more than 25 years Belgium-based longtime IAM member **Gosselin Export Packers (G.E.P.) NV** has manufactured plywood boxes and crates that meet the stringent needs of repeated moves to far-away locations.



Type II storage box

“Wooden shipping boxes come in three categories: overflow, storage and custom crates,” says G.E.P. Director **Stephan Geurts Sr.** “Overflow boxes are designed for moves and relocations, protecting valuable, fragile goods during transit. They are sized from 45 to 190 cubic feet (1.3 to 5.8 m³) and are constructed to save weight and cost while fitting efficiently into standard shipping containers.

“Storage boxes are ideal for long-term storage of personal effects,” Geurts explains. They range from 35 to 460 cuft (1 to 13 m³) and feature reinforced frames and thicker plywood bases, permitting them to be stacked three and four high

and carry more weight. Custom crates are specially built for particular goods such as machinery, fruit boxes, spare parts, and tradeshow displays. The design and construction will be based on the nature of the goods and the intended use.



G.E.P. motorcycle crate

“Feedback from our customers, European offices, and worldwide moving company contacts helps us meet new customer needs,” says Geurts. “Following the growth in motorcycles as personal property, we recently developed a new type of crate in three sizes to safely transport motorcycles. Approved by the U.S. State Department, it features numerous tie-down points and a reinforced base 1-3/8 inches (35mm) thick, making it suitable for even the heaviest motorbikes.” While designed for shipping, its strong,

rigid construction makes it as durable as the company’s storage containers, protecting vulnerable motorcycles from damage during transit.

Like all moving equipment, wooden crates must be constructed to withstand repeated shipping and handling under all but the most extreme weather conditions. As part of the Gosselin Group moving and logistics company, G.E.P. has first-hand experience with the challenges of transporting goods, so its boxes are built to meet those challenges. “We want to meet our own service concerns as much as our customers wish to buy packaging at a great price-to-quality ratio,” says Geurts. “Most of our wood is sourced from Belgium, Germany, France, and the Baltic states. In Germany the sustainability of the forests is protected by Federal Law, but we demand this to be guaranteed by all our suppliers. Plywood is imported from South American suppliers also having FSC certification or better. We find that pine plywood is the only type that meets our customers’ demands.”

All G.E.P. boxes are made by an intensive production process combining efficient assembly, high-quality products, and environmental standards, resulting in strong wooden packaging crates at good value. All frame wood is heat treated in accordance with the ISPM 15 regulation, and 3/8”, 1/2” or 3/4” (9, 12, 18mm) waterproof plywood is used for the sides, tops, and bottoms. Every piece is checked for quality and all components are nailed—not stapled—to keep joints tight.



Left: G.E.P. makes its own plywood crates. Above: a motorcycle crate



**Boxes
being
loaded**

G.E.P. manufactures a complete line of standard-sized and custom wooden boxes for export, moving, storage, and industrial crating at its dedicated fabrication plant and central warehouse near the Port of Antwerp. Its crates feature outside dimensions sized to fit in a standard sea container. “We find they also work nicely in multi-modal transport systems, permitting easy customs inspections,” says Geurts. Most often boxes are shipped partially assembled as a flat pack for economical shipment (120 boxes per truck load), ready for easy assembly on site as needed.

G.E.P.’s main product is the Standard Type II box (205 cuft, 5.8 m³) as specified by the U.S. Department of Defense and Department of State, which use Type II and overflow boxes for moves throughout East and West Europe, Middle East, Caucasian

and Central Asia. Move agents and removal companies purchase large storage boxes from 350 to 450 cuft (10 to 13 m³) as capital equipment for long-term use, Geurts reports. The Gosselin Group uses G.E.P. products throughout its own network of offices and agents around the world and has over 1,000 storage boxes dedicated to the U.S. Department of State’s Expedited Logistics Program.

Manufacturing and production companies contact G.E.P. for industrial crates for all types of machines and commodities. “Cargo such as pump assemblies, fragile fruit, and construction stone each require a different type of box to ensure safe transport,” says Geurts. “If the item is too large to be easily crated, we refer our customers to our sister company Pasec Port, which specializes in lashing and securing bulky, heavy items for transport.”

G.E.P. is on the brink of major upgrades to its infrastructure and production processes during the next few years. “We will be overhauling our entire production facilities and modernizing warehouses to enhance the natural wood drying process and better preserve our stock,” says Geurts. “Sawing machines will be updated with newer, more energy-efficient models. Partial automation of the nailing process will provide an additional boost to more cost-efficient production. Improving our skilled workforce and continuing to search for the best ecologically friendly raw materials will also figure highly. These enhancements will allow us to meet current and future environmental standards while continuing to improve the performance of our packaging products.”



Crisscrossing the layers of corrugated creates enormous stacking and impact strength.

Packaging and Crating Technologies (PACT) in Waterbury, Connecticut, offers a wide variety of sustainable packaging solutions for the moving, aerospace, and general industrial markets. WoodFree Crating provides a wide range of moving industry products (e.g., liftvans; motorcycle, chandelier, plasma TV, and multipicture crates; and custom crating) and PleatWorks, LLC manufactures PleatWrap, an all-paper international wrapping product.

“We also have developed packaging products in the bulk bin and electronic markets,” says PACT’s **David Goodrich**. PACT products are sold in Europe through a company in France, Sofrapack, and its licensed affiliate in Nova Scotia, Techbox.

This year PACT developed two new products: the Motorcycle Crate, which offers what Goodrich describes as “outstanding shock and tip protection,” that is insurable through PACT; and its Multi-Picture Pack, which saves a great deal of labor and has long-term reusability. All PACT products reduce the use of non-recyclable materials (i.e., wood and plastic), and replace them with paper, which is the most recycled product in the world.

“Our crating products are on average 50 percent lighter in weight, which saves fuel during shipment,” says Goodrich. “They are also very protective and reusable. Our manufacturing methods do not produce any hazardous materials, nor are there any hazardous waste disposal issues for the receiver.”

Design capability and timely delivery have raised PACT’s profile in the industry, Goodrich adds. PACT’s products were developed to protect, assemble quickly, and be easy to recycle, which leads to providing significant labor and end-of-use waste savings. “Our patented designs provide a level of protection that wood cannot, providing shock, drop, and impact protection for the item itself and the interior walls of the home. This means you can pack in the room quickly and provide immediate protection rather than packing in the garage. Since our products are lightweight they actually make it easier to bring items out of the home (where much of the product damage occurs), as they are easier to handle than the packed item alone.”

Goodrich explains that custom crating is PACT’s most cost-effective solution. “Our crating will make it simple and far cheaper to crate items yourself. We will literally train your people



Above: A wood-free skid



At right: a multi-picture crate

in just a few minutes to safely crate expensive household items that are insurable through PACT. If you use our custom moving crating you can expect to receive your orders the next business day. We label each crate with the shipper’s name, the item, where it is in the house, date, box size, and item size, so you can quickly get to packing. This is a highly effective profit-enhancing program for a moving company.”

PACT has been in the manufacturing business since 2001, beginning with its patented wrapping product, PleatWrap, manufactured by PleatWorks, LLC. In 2004 WoodFree Crating



Motorcycle crate

Technologies, Inc. was created as an alternative to wooden crating, and PACT was created in 2010 to combine all of the products under one marketing company. The original companies continue to operate and their products are sold through PACT. These products were created by David Goodrich, who has been developing packaging products for more than 25 years.

PACT soon will expand its U.S. distribution of all its standard moving products to the Southeast, Central, and West Coast regions. “We have seen a sharp increase in demand for our products throughout the U.S. and are making them locally available within the next few months,” says Goodrich. “We develop solutions with some very cost-effective concepts that are part of most of our moving products.” For example:

- The J Crate has two recently granted patents and is the interlocking sidewall design that creates a high strength–low cost crating solution. This enables the crate to be shipped flat, set up quickly, and knocked down for quick storage. The sidewalls are reinforced with specially designed and patented kickplates that are inserts glued into the top and bottom tray, locking the sidewalls in place.
- The Cross Core patented technology takes the use of corrugated to the level of wood’s stacking strength by crisscrossing the layers of corrugated creating enormous stacking and impact strength. In tandem with the J Crate, the CrossCore has provided the only wood-free liftvan to be approved by the Department of Defense (SDDC240). The combined layers provide a 22,710-pound stacking strength.

“We apply these patents and many other patent-pending technologies to the rest of our crating,” says Goodrich. “This includes our new armor sidewalls for the motorcycle crate, an all-fiber, corrugated skid that can handle thousands of pounds, suspension crating, retention crating, picture crate lid-lock, and other concepts.”





Container Systems' Snap-Tight motorcycle crate (above) is secured with Snap-Tight clips.



Container Systems, Inc. offers a variety of products, making it a one-stop shop for moving and storage container needs. As Sales Manager **Lyle Davis** explains, "We utilize an Accu-Router CNC (computer numerical control) machine in our manufacturing process, helping us achieve a precise and consistent product each and every time. Container Systems offers many different products like household goods storage containers, portable storage containers, sofa storage containers, machine/book carts, State Department containers, SDDC Type II liftvans, IATA [International Air Transport Association] air containers, and its Snap-Tight crating line." A woman-owned company, Container Systems, Inc. has been in business for over 35 years.

Container Systems's Collapsible Container is a crating system revolutionary in design. It assembles with no nails, screws, or even glue but holds stronger than all three. It is collapsible on itself so it takes up much less space than a fully assembled nailed crate. The container is more stackable than standard nailed crates due to the strength of the plywood and the Snap-Tight Clips, says Davis. "The benefit of the system is it takes minutes to crate anything and have it ready to ship. Most important, this crating system is reusable and will last for a long time to come, therefore saving more of our natural resources. The Snap-Tight Container can be used both domestically and internationally because everything Container Systems makes is ISPM-certified heat-treated."



Container Systems unit for household goods

Another Snap-Tight offering in the company's moving and storage line is the Motorcycle Moving System (MMS). Says Davis, "This system is perfect for customers moving across the state or across the world. Our standard MMS fits most manufactured motorcycles, but if you have a custom motorcycle with longer forks and a fatter rear tire, we can custom manufacture the perfect container for your needs." The Motorcycle Moving System comes with four sheep-skin covered ratchet designed straps with safety latches on the s-hooks, four wheel chocking blocks with screws, and all the clips to assemble the container. Sheep-skin is used on the straps to protect the paint, powder coating, or chrome during transit. The metal on the strap is rubber coated for extra protection. Davis adds, "The extra step we took with our straps is to implement a carabiner-style latch on the s-hook to prevent it from coming unlashed from the eyebolt in the base during transit. The Motorcycle Moving System container also can be used to store a motorcycle, because it is stackable and easy to access thanks to the Snap-Tight Container System."

The company's most popular moving product for the moving and storage industry is its SDDC Type II Lift van line. "We have been the leading manufacturer of lift vans for more than 35 years," says Davis. "We strive to earn 100 percent customer satisfaction." All Container System containers are ISPM-15 certified, and because of their modular design they can fit into any size TEU sea container. They come in 17 standard sizes, or the company can custom make one for a client's specific needs, no matter what size. Same-day shipping is available in most cases.



At Hillside Paper Products Corp.

In Elizabeth, New Jersey, company president **Alan R. Lerner** reports that since its founding in 1954, it has built a very loyal account base. Hillside's unique offerings include a 191-cube lift van made exclusively out of corrugated, with a body constructed out of 900# test tri-wall. The side lift van, 88" x 43" x 83", allows complete flexibility in loading containers; it can be loaded front-to-back, horizontally, or side-by-side vertically.

Lerner also points out that his company's plasma and flat screen TV containers are both strong and flexible. The 50" x 9" x 35" universal shipping container has perforations on both the length and width panels. By cutting the box in half, the two pieces can be telescoped for a smaller size item. "By cutting the width panel on two boxes," he adds, "telescoping one into the other will allow for sizes greater than 50 inches."

But Lerner is most proud of Hillside's Deluxe Universal Shipping Container, which has been part of the company's line of products for more than a year. "It is the only corrugated container with built-in foam and flexible sizing," he explains. It can handle TVs from 38 inches to 72 inches left to right. The box's inner and outer pieces with built-in foam are shipped as a single unit. "In order to properly size the box to custom fit the TV," says Lerner, "one needs simply to slide the inner piece to match to the ends of the TV. Then, the inner and outer pieces are secured either with tape or stretch wrap." The foam pro-



Above, a telescoping TV crate from Hillside Paper Products Corp. At right, the box extensions are closed.



tection measures two inches on the bottom and the side, one inch each on the front, back, and top of the box. Also provided

are extra foam blocks to accommodate various TV heights. An optional foam bag offers additional protection for the screen.

Moving companies are keenly aware that the products they choose and use make a difference, not only in terms of their efficacy and their impact on the environment, but also with respect to the way they are perceived by environmentally aware customers.

At **DTN International Movers**, Turkey, for example, **Tug-sal Baloglu** of the international operations department reports that even in the early 1990s, the local production of packing material types and qualities far exceeded the demand. Safely packing customers' goods was a top priority and the volume of materials used to do the job was not a big concern. "It was more or less the same with incoming shipments," says Baloglu, "as we noticed considerable debris after unpacking."

Now, he adds, the quality and specifications of packing materials have advanced to such a level that the volume of debris has been dramatically reduced compared to just 10 years ago. This has allowed movers to safely pack items using less material.

"Now, those materials are all recycled paper, carton, plastics, and wood," Baloglu says. "Aside from paper and plastics recycling, even the use of recycled wood products is reducing the number of trees lost, fumigation, and processing, which is very important for environmental protection."

DTN clients, Baloglu reports, are also pleased to know that their household goods are being shipped with a lower packing-material-to-shipping-volume ratio, less damage risk thanks to better quality of the packing material, fewer insurance problems, and packing material that can be recycled and use for many domestic purposes.

Even back at the office, DTN's modern electronic communication has allowed a huge reduction in office paper and archives. As the company principal, says Bagolu, his main goal is to minimize unnecessary use of paper for office business.

UK-based **Moving Home Company Ltd.** also is well aware that movers must be sensitive to how resources are deployed. MHC, established in 1998, specializes in international removals, storage, and shipping services in the UK and Europe and recently announced plans to open a new branch in Germany.

"The moving industry unfortunately requires a lot of packaging materials and therefore uses a lot of the environment's resources and produces large amounts of waste," says Sales Director Fiaz Choudry. "We feel that a lot can be done by moving companies which can save the environment and also save them money." For example:

- "We feel that informing our clients to consider the environment when moving is a great start," says Choudry. "A lot

of waste is generated during the moving process, much of which can be avoided. Examples of this would be when disposing of unwanted goods to look at charities or sale of goods before considering disposing; accepting quotations and invoices by e-mail rather than requesting hard copies, etc. A brief reminder to your clients goes a long way and could make the difference!"

- Making your staff aware of ways to reduce energy resources and waste again will have an effect. Some basic knowledge and understanding of ways in which they can help the environment in your offices will raise awareness within your company. Moving Home Company offers bonus incentives to staff for taking steps to protect the environment.
- The use of newer vehicles reduces fuel consumption, which saves money in the long run and also helps the environment. "However," says Choudry, "with LPG or Electric Vehicles you can make a greater impact. We understand for heavy goods vehicles this may not be the case, but for smaller vans and company cars traveling locally we feel it's worth thinking about. Planning journeys for your drivers with the most efficient routes is also worthwhile."
- Offering clients recycled cartons and collecting any waste is standard practice within most companies, Choudry notes. However, many don't take the time to make sure all materials are recycled. "A lot of money is spent on packaging and if you can recover these costs by recycling you can save money and the environment. Using reusable mattress and sofa covers is a practice in Europe that has also saved us money."

At **Felix Relocations Singapore**, expatriate services and records management is a new specialization aimed at accommodating market demand due to globalization and rapid development of the South East Asian regions.

Edgar Prates, director of sales and marketing, says Felix has implemented several practices to maximize resources and at the same time to reduce waste and contamination of the environment. The company's packing crews do not use chemical glues or tapes. All packaging is done using cartons or bubble wrap in compliance with international norms. All cartons and plastics are collected after each delivery and recycled for further use in special packing or filling in boxes with scrap carton (fragile items such as porcelain). Because all trucks are tested for fuel consumption, reducing petrol claims is a measure to not only save costs but also to think about next generations by reducing carbon emissions.

Just Around the Bay Are Plenty of Solutions

By Pranadhi Koradia, Transphere Inc.

Recent reports of the *Rena*, a stricken cargo ship that created environmental havoc in the waters off New Zealand, really crystallized for me the impact and responsibility that surrounds the shipping industry. Being a newcomer in the field, my knowledge of international moving was limited to the documentation aspect. Until then, my notion of reducing our company's carbon footprint was limited to implementing processes designed to reduce our paper trail, like the company's electronic data management system for documentation and filing. This transition to e-documentation was propelled by the desire of our company, **Transphere Inc.**, to become paperless, reliant solely on computer software.

Although the change was difficult for employees who were accustomed to a traditional hard-copy filing system, the new development, once fully embraced, will serve as an excellent means of streamlining and optimizing our procedures, and—most important—safeguarding the planet's environmental health. To that end, our internal communication and organizational practices shifted from printed lists to online notes and checklists. Our to-do lists, reminders, and phone call messages have all been integrated into our mailing system, so one platform can function to organize the entire company's communications and daily tasks. With all the details available on just one screen, it was good-bye, sticky notes—good-bye, message pads!

Going paperless is certainly worthwhile, but I realized that no matter how valuable these basic green steps are, the industry must not stop here.

The night I read that the container ship *Rena* had run aground, spilling more than 350 tonnes of oil into the sea, damaging the coast and killing wildlife in a pristine region, I began to more fully grasp the greater responsibilities and risks that are involved in the shipping industry, specifically with respect to the

environment. This made me reconsider the past and current role our 26-year-old company has played in the environmental sector.

My mission to assess how our company was “going green” beyond the walls of my desk led me to some interesting conclusions.

Transphere Inc., a freight forwarder in Westland, Michigan, has been in business for 26 years. Our niche includes international exports via sea, land, and air of automobiles, large equipment, medical goods and supplies, and household goods and personal effects, among many other commodities. In addition to the documentation and customs clearance, Transphere's services include local shipping, storage, packing, wrapping, crating, and loading. In order to provide such services, the company maintains a 23,000-square-foot temperature-controlled warehouse with both loading and unloading docks, and 24-hour security.

One of our long-established environmental approaches entails the use of recyclable and reusable products for packing and wrapping. We ensure that everything we use is kept in exceptional condition in order to maximize its lifespan, and we also avoid the use of environment-damaging products. Next, we maintain a very structured warehouse schedule to reduce the waste of electricity, heat, and energy. Our warehouse is also equipped with skylights, eliminating the need to use electric lights during normal business hours. Furthermore, the heating is controlled through steam pipes, which significantly reduces energy use and cost. We as a company strive to take advantage of the available technologies when the need for conservation is high and when it's not too late!

In this current global market, it is important to recognize how our practices affect the rest of the world. I hope our company can continue to learn and share the various environmentally aware practices that could help improve freight forwarding systems, and thereby help our planet!

Sea & Air's Shrinking Carbon Footprint

By Yaniv Risman and Crystal L. Kaphaem

Sea & Air International is headquartered in New York City as an NVOCC with our own fleet, providing full origin and destination services throughout the USA for household goods and personal effects. Sea & Air handles LCLs, FCLs, and group-age/consolidated shipments, import, and export, as well as air shipments.

Now 10 years old, Sea & Air International also specializes in fine art and antique shipping. We have extensive experience in handling the relocation and shipping of items for museums, galleries, auction houses, and private collectors. Our team packs artworks and antiques, using our craftspeople to provide a wide range of art handling services. Additionally, our in-house crating department can custom-build crates for valuables so each piece is protected against damage during transit. Fine art services include packing, crating, transportation, installation, collection management, and climate controlled storage. With a 60,000-square-foot facility located in Secaucus, New Jersey, we also offer S.I.T. and long-term storage to our customers and partners.

Since 2007, Sea & Air International has invested heavily in upgrading and implementing new software, office systems for move management, inventory control, automated notifications, and Web tracking. We also have a recycling program to reduce our carbon footprint and over the years we have implemented other processes:

- In-house pre-move surveys are generated using Apple iPad technology.
- Customers receive quotes and all documentation via e-mail.
- Office and operations share files for all jobs using the same software.
- In-house packing inventory is recorded using Personal Digital Assistants (PDAs) and e-mailed to the client within 24 hours.
- Bar-coding labels are created for each item and individual customer.
- Digital inventory and condition reporting with photos for fine arts and antiques.
- All accounting to agents, corporate and individuals are sent as PDF via e-mails.
- Automated pre-alert notification prior to departure, all overseas documents, bills of lading, inventory, passport copies, and all other documents are sent via e-mail to our worldwide partners as well as available to be uploaded and viewed by the customer.
- Checker mobile application that allows creation of bingo sheets, loading sheets, capture condition notes, handle package transfers, and inventory check-off at our storage facility.
- All packing materials that are recyclable are being recycled.
- We have a recycling baler in our storage facility for all moving debris, which is collected regularly from our facility by a recycling company.

The products and technology in use at Sea & Air International have not only helped us to reduce our carbon footprint over the years but have also resulted in an even higher level of customer service. Our portal allows our clients to upload customs forms and other documents at their convenience; our partners can view the customer file online and use any of the forms as required. For all import shipments to the United States, both customers and agents receive regular update notifications via our automated system, and information is available to view any time via our online portal.

Sea & Air International's program to reduce its carbon footprint with respect to packing and crating has been developed by using recyclable materials for all our packing and crating services as much as possible. Wooden crates are reusable; however, many of our custom crates are custom built using wooden frames and bases with tri-wall cardboard sheets for the four sides and the top as well as metal bands. This method ensures ample protection and physically lighter crates to handle; moreover, most of the materials used can be recycled and crates can be reused. By using lighter materials, we have also reduced the amount of fuel being used for shipping and transporting the crates. Custom crates of this kind reduce the gross weight of the crate, and using strong recyclable materials ensures safe transport.

Sea & Air International operates with integrity and professionalism that are compatible with the code of practice by worldwide organizations. Sea & Air is pleased with its achievements over the past 10 years but are looking forward to further expansion through increased use of technology and customer experience.

Yaniv Risman is president and Crystal L. Kaphaem, an IAM-YP member, is import manager at Sea & Air International in New York, New York.



Sea & Air hoists crates. They are custom built and reusable as well as lighter weight than in the past.

How More YP Member Companies Use Greener Containers and Processes

As the world is well aware of the importance of companies' social responsibility, it is more obvious to decision makers that organizations need to dedicate both financial resources and personnel to design and conduct actions that will result in benefits to our communities and environment as a main part of their philosophy. Moving companies are, of course, taking a step forward on that front, and are finding ways to minimize the effects of its activity on the future of the planet.

There is still a long way to go, but companies such as **Inter S&R** are already working on recycling, cleaning, and giving-back programs. Our company now encourages our corporate clients to work with us in the recycling task by providing paper-only containers during the pre-move phase. Most of the bigger accounts have welcomed our initiative of placing huge green containers around their facilities for staff to throw away all paper they want to discard while boxing before moving. Our own crews pick up the recycling containers and deliver them to a dedicated recycling plant. This has been such a successful idea that some of our clients have asked Inter S&R to permanently take care of their recycling needs throughout the year.

Inter S&R is registered with different local recycling companies in charge of collecting paper and carton waste, metals, plastics, and other items from our facilities in Spain. This is a cost that our company is proud to assume, and our clients value what we are doing.

Since the founding of Inter S&R more than 20 years ago, it has always been our intention to purchase our wood and cartons from reliable companies that obtain the materials from trustworthy producers and factories mostly located in Europe, the United States, and Canada. Moreover, we aim to make sure every carton we use and every crate or liftvan we build is responsibly sourced and manufactured without greater damage to the environment.

Our fleet meets European emissions standards and we'll keep working to minimize pollution and its effects on the environment with any resource available to us.

—*Angels Gallardo, International Director, Inter S&R USA*

As one of the first transportation companies to be ISO 14001 certified, **Paxton International** is committed to protecting the environment by several means:

- Reducing its impact on the environment through use of Pax boxes, oil-burning shop heaters, and cardboard recycling.
- Using fuel additives in vehicles to help reduce emissions and burn cleaner.
- Reducing pollution in the community through participation in the Adopt-A-Highway program.
- Complying with all regulatory guidelines established by federal, local, and corporate agencies.
- Receiving the Exemplary Environmental Enterprise (E3) recognition from the Commonwealth of Virginia.

—*Allyson Nordstrom Geraghty, Paxton International*



iMoveGREEN, LLC of Bronx, New York, will launch an initiative in 2012 to encourage its international agents to create a network that uses plastic containers instead of cardboard boxes. “Our plan is to create an exchange program internationally,” explains YP member **Edward Sitt**.

That plan builds on other current activities at the company. For example:

- The entire company's facility, both warehouse and office, is run on 100 percent wind power.
- iMoveGREEN plants trees in the Brazilian Rainforest with The Nature Conservancy to help offset the carbon footprint of its moves.
- iMoveGREEN is the only moving company in America certified by the EPA as a Green Power Partner.
- Trucks are run on biodiesel.
- The company's bedbug services, including eradication procedures, are all done with the environment in mind. “We use only organic spray and heat our trucks with propane,” says Sitt.

ABOUT ISO 14001

ISO 14001, an internationally accepted certification for an Environmental Management System (EMS), specifies requirements for establishing an environmental policy, determining environmental impacts of products, planning environmental objectives, implementation of programs to meet objectives, and management review.

IAM-YP Annual Meeting Survey

Thanks to every IAM-YP member who filled out the Annual Meeting survey for the group. We received very positive feedback, which once again demonstrates the renewed vigor and enthusiasm found within the IAM Young Professional community.

The IAM-YP Welcome Reception, as always, was well received because it provides a great forum to catch up with old friends and meet new ones. If there was one criticism from the YPs, it is that people tend to form into groups of familiar friends too readily. We will look to address this observation at next year's reception in Washington, DC.

For the first time, the IAM-YP held a Brainstorming Buffet Breakfast on the morning of the second day of the conference. The intent of this event was "to take care of business." The YPs received an update on group activities from IAM staff and were afforded the opportunity to weigh in on future initiatives undertaken by the group. Some 81 percent of all survey respondents rated that they would "most likely" or "likely" attend this event in the future. By any metric, that is a great response for a new event. YPs requested only that it start a bit later next year!

With all of the business taken care of earlier in that day at the brainstorming event, the YPs took part in an activity where they were randomly assigned to different teams to construct a solar oven from everyday household items. Like the breakfast, this

event was highly rated by a majority of the respondents because it was "a great chance to talk to new people and do something fun together." Another participant noted, "This year was the best YP Membership meeting I have attended in three years."

The YP program wrapped up on the third night with its annual Social Mixer. With free drinks and a fun activity planned for the YPs, this event is always popular with attendees.

All in all, there was constructive feedback that we will look to as we plan next year's convention. For example:

- Attending the IAM Annual Meeting and IAM-YP events for the first time is an intimidating experience. The group could do more to make this transition smoother at subsequent conferences.
- Although this year was a great step toward member participation, the IAM-YP should do more to have members participate and engage in the group.
- There should be more team-building events and/or games that will facilitate networking.

It is clear from these comments and other similar ones that we received that the group should continue to strive to break down walls between members and create comfortable and interactive social situations in order to facilitate networking and relationship building.

ALAN F. WOHLSTETTER SCHOLARSHIP UPDATE

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

Platinum (\$5,000 or more)

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

Gold (\$2,500–\$4,999)

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

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

Silver (\$1,000–\$2,499)

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

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

Bronze (\$500–\$999)

“B” Transfer
Baltic Forwarding, Inc.
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*Denotes contributions made since the previous issue of *The Portal* was published.

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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, visit

www.afwscholarship.org

Going to College?

Apply to IAM for tuition assistance
anywhere in the world!

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

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

This benefit is also available to Student Members of IAM.

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

The deadline for submitting applications is May 1, 2012.

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

For information on eligibility, requirements,
and application instructions, go to
www.afwscholarship.org



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

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

Got Career Goals? Need Tuition Assistance? Apply to IAM's Alan F. Wohlstetter Scholarship Fund

By Janet Cave Seely, Director, Communications & Member Engagement

Students receiving tuition assistance from the Alan F. Wohlstetter Scholarship Fund (AFWSF) come from different countries, cultures, companies, and backgrounds. But their commitment to learning and their goals for the future are surprisingly similar—acquiring leadership skills, advancing along their chosen career paths, managing a company, someday owning their own businesses. And an award from the AFW Scholarship Fund can help them realize those goals.

Launched in 2002, the AFW Scholarship Fund marks its tenth anniversary this year. To celebrate the program and those individuals who have benefitted from the 21 scholarships awarded to date, *in 2012 ten individuals will be given the opportunity to pursue their dreams. The AFWSF will award 10 scholarships, of \$5,000 each, in tuition assistance. Details of eligibility, requirements, and how to apply for a scholarship are posted at www.afwscholarship.org. The deadline for submitting an application is May 1, 2012.*

Most of those who have received AFWSF scholarships juggle course work with fulltime jobs and sometimes families. That was true of **Boris Populoh (Willis Relocation Risk Group)**, who in 2004 was in the first group to receive tuition assistance from the Fund. Then a HHGFAA (IAM) employee, Populoh was pursuing an advanced degree in Logistics and Operations Management, and was “in the midst of my wife and I welcoming our son into our family,” he says. “Since then, I have used the knowledge and discipline gained during my studies to broaden my horizons by taking on employment opportunities in the United States and overseas.” Populoh became General Manager at FIDI in 2009, and recently returned to the U.S. as Senior Vice President with Willis Relocation Risk Group.

Barbara Savelli, International Sales Manager with **Italian Moving Network**, began her studies in 2008 and received a \$5,000 scholarship from the AFWSF the next year. She not only continued to work fulltime and raise a family, she helped organize the 2010 Young Movers Conference in Rome. Now, while still a student, Ms. Savelli is also serving as the IAM-YP member on the IAM Commercial Affairs Committee, is currently a board member of AITI (the Italian Association of Movers), and recently accepted the role of AITI delegate to the FEDEMAC General Assembly. “Sometimes I think I am mad,” she says with a laugh, “but my daughter gives me a lot of energy. We study together and before every exam she gives me a toy for good luck. So far, that has never failed!”

Currently preparing for her 14th exam in Consumer Law, Ms. Savelli encourages other IAM members “to carry on with studies, as every exam has a practical impact and immediate benefit to current work challenges.”

Both Mr. Populoh and Ms. Savelli prove the observation made by **Heather Engel**, president of the AFWSF Board: “The scholarship recipients most often demonstrate not only a strong interest in transportation but a desire to continue to grow personally through education.” And each year the number of qualified applicants increases, making the field quite competitive.

“It is exciting and rewarding to see how the number of scholarship seekers has steadily grown over the past decade,” says IAM President **Terry Head**. “Perhaps most gratifying is the caliber of the applicants, which bodes well for attracting and retaining motivated, well-educated future leaders within the moving industry. I am also extremely pleased by the level of donor support for the Fund within the IAM membership. We are truly growing the next level of leadership in our industry.”


Supporting future leaders is an objective shared by the IAM-YP (Young Professionals) group, which sponsors the AFWSF. In addition to her role as president of the AFWSF board, Ms. Engel was a founding member of the YP group and is the owner of **True North Relocation** in Seattle, Washington. Engel is passionate about increasing the funds available for scholarship awards.

“Through the scholarship fund, IAM gives back to its membership in a way that benefits the individual and the industry,” Engel explains. “Not only does the AFW Scholarship Fund encourage students who are interested in careers in the transportation field, it provides \$5,000 in tuition assistance—money that the student would otherwise be repaying later in tuition loans.”

Receiving a 2011 scholarship from the AFWSF helped **Lorie McBrien**, an employee of **Crown Relocations** in Huntington Beach, California, realize her long-deferred dream of a college education. As a single parent and sole provider for her son, Ms. McBrien had directed her energies toward working fulltime and raising her child. But in recent years—with encouragement from her son, now a college student himself—Ms. McBrien enrolled at Northern Arizona University to pursue her bachelor’s degree in business administration. Ms. O’Brien’s career goal is to advance within the ranks at Crown Relocations, “to an executive level position in the area of Client Services.”

In the near term, however, she is eagerly looking forward to May 2012: The AFW scholarship award “is very precious to me,” she says, “because it is enabling me to graduate at the same time as my son.”

How to Apply for a Scholarship

ALAN F. 
WOHLSTETTER
Scholarship Fund

The Alan F. Wohlstetter Scholarship Fund benefits the employees of IAM member companies and their dependents, as well as those with a Student Membership in the Association. For information on eligibility, requirements, and how to apply for a scholarship go to www.afwscholarship.org.

For questions, contact IAM Programs Manager Brian Limperopulos at BrianL@IAMovers.org. Ten scholarships—each \$5,000—will be awarded in 2012. The deadline for applications is **May 1, 2012**.

Moving Pads Go Green at LookChina, Inc.

By Joyce Dexter, Portal Editor

The 2011 Annual Meeting in Denver was **Dr. Johnson Wu's** first time exhibiting at an IAM event, but it certainly won't be his last, to judge from the traffic at his booth as attendees discovered what he had to offer. Wu is passionate about the environment, and his products are designed to significantly reduce the massive waste generated by the moving industry worldwide. His efforts come at a time when movers are seeking ways to reduce their carbon footprint and become better stewards of Planet Earth.

Wu, who was born in China, earned his undergraduate degree from China Textile University and then his PhD from Leeds University in the UK with a concentration on yarn spinning. This strong background in textiles has informed his work to apply recycling technologies to products movers use every day.

LookChina, Inc. was established in Cramerton, North Carolina, a state closely associated with the furniture and textile industries. The firm offers innovative fabrics used in U.S.-manufactured clothing (such as long-lasting athletic wear) and for medical uses (compression garments and wrappings)—even a soundproof blanket marketed to new parents that can be hung in a window to muffle outside noise. More recently, LookChina also has developed durable moving pads and blankets that not only can address environmental concerns but save movers money and time in the long term.

In the IAM Exhibit Hall, Wu demonstrated the strength and durability of his products, called Standard Moving Pads, made from textiles recovered from carpet and garment factory trimmings and other sources and then recycled into several different grades of padding (see sidebar) for international, domestic, and storage applications to fit different requirements and budgets.

Wu launched his company in 1998 with the goal of marketing innovative U.S. textiles. "This is my third year into blankets," he said in an interview with *The Portal*. But his interest has moved far beyond manufacturing these products, extending into the impact that rethinking traditional billing practices could have as well.



Dr. Johnson Wu of LookChina, Inc.

"What I would like to see is standardization of moving pads and blankets in terms of their quality and protective capability," Wu explained. "I am trying to convince the large van lines to change their billing systems and then pass on the savings to the consumer. If the bigger movers would do that, it would have an



Standard Moving Pads are distributed from four locations in the United States: Charlotte, North Carolina; Norcross, Georgia; Dexter, Missouri; and Applecreek, Ohio. They are available in four grades:

- **Premium Pad**, size 72"x80", 84 lbs/dozen, woven cloth. Zigzag quilting, blue trim. Designed for the local mover's everyday use, offering the longest durability and the lowest cost in the long term because it can be recovered and reused.
- **Economy Pad**, size 72"x80", 84 lbs/dozen, non-woven cloth. Zigzag quilting, red trim. Constructed of less durable material but designed for long-distance or international hauling. Movers do not retrieve the pad; it provides the same impact resistance as the Premium pad but is less durable.
- **Warehouse Pad**, size 72"x80", 65 lbs/dozen, non-woven cloth. Checker quilting, black trim. A thinner pad that costs less and will lower costs to movers because it is designed for long-term storage without rewrapping after it arrives at the warehouse.
- **Space Saver Pad**, size 54"x72", 25 lbs/dozen, non-woven cloth, yellow trim. A smaller, more flexible pad designed for wrapping smaller objects such as lamps, artwork, etc.

impact with respect to political and moral incentives to standardize their packing methods.”

Typically, a mover or origin agent who sends a shipment overseas permanently loses the pads that go with the shipment to the destination agent; therefore, the consumer bears all the cost. But if Wu has his way, the destination agent would be billed for the pads, allowing the origin agent to partially recover their cost. This would provide an impetus for the destination agent to reuse the pads and bill the receiver the next time they are used; at the same time, it would significantly reduce a global consumer’s moving cost. Whether Wu’s idea will gain momentum is still an open question, but he hopes that heightened environmental concerns and consciousness will cause his customers to at least consider its potential.

Meanwhile, LookChina has won a number of fans, including Wheaton Van Lines, Paxton Van Lines, Armstrong Relocations, Tru-Pak Moving Systems, Inc., and Two Men and a Truck—a lineup that Wu hopes is just the beginning of something bigger. “I see the global trend for recycling and the impact that the moving industry can have on the environment,” said Wu. “So far, the response has been worth my trip.” Wu is confident that his SMP will be globalized soon, as most domestic U.S. origin and destination agents already use the pads.

LookChina, Inc.

www.lookchina.com

E-mail: sales@LookChina.com

A Breath of Fresh Air



The Oxygen Bar, sponsored by Universal Relocations, was one of the most popular spots at IAM’s 49th Annual Meeting in Denver, Colorado. Visitors were invited to choose a scent, don a nose device, and breathe deeply for 10 minutes. Many declared that the oxygen jolt energized them and helped to alleviate any altitude-related sluggishness in the Mile High City. Pictured behind the Oxygen Bar is Sai Dattani, managing director of Universal Relocations—“Your Trusted Partner in India.”

It’s not too early to think about sponsorship opportunities at IAM’s 50th Annual Meeting in Washington, DC, this fall. Watch your ePortal for information on how you can help make IAM’s Golden Anniversary gathering the most memorable Annual Meeting ever!

For John Day, Hall of Honor is a “Labor of Love”

By Joyce Dexter, Portal Editor

As IAM looks forward to a major milestone—the organization’s 50th anniversary celebration in fall 2012—there are many members who have reason to be proud of their contributions toward the Association becoming the major player it is today. It was **John Day**, for example, who escorted the IAM—then HHGFAA—into the digital age.

Day, who owned a computer store in Nebraska, introduced the first PC in what was then HHGFAA headquarters in the early 1980s. “They wanted an accounting system,” Day recalled during an interview at IAM’s 49th Annual Meeting in Denver. “We set it up for them, and trained Bel Carrington in how to use it so they could do their accounting on it. We helped them set up the Annual Meeting lists. This was when computerization meant big mainframes.”

Being in the computer business at that time, he said, was “pretty challenging. We started doing things that had never been done before. My first project in the early eighties was developing the Ocean Freight Adjustment program. Until then, it was hit or miss whether new rates, which fluctuated, would actually be used in billing. Once the industry began using it, everyone was amazed at its efficiency, at how computers could do specialized tasks that had never been done before.”

At the Association’s 1988 Annual Meeting in San Antonio, Texas, Day was the very first exhibitor at a time when there was no special recognition of vendors. His “booth” was a folding table in a corner. He had been the Associate Members Representative since 1986, representing suppliers. “Jay Goldberg and I wanted to open membership up to everyone,” Day said. “We believed we should be giving our members space to do business with each other.”

John Day was present at another singular moment in IAM history, when he was asked to chair a committee to launch the Association’s Hall of Honor. “Jeff Coleman was the one who conceived the Hall of Honor,” said Day. “And except for adding an Asia member since the committee was formed in 2007, all the committee members are the same as in the beginning of 2008. We wanted to have coverage around the world. Some of us were younger, some older. Our vision from the beginning was to make it not U.S.-based but truly an international Hall of Honor. This was really important. We have a good cross-section of members, and we do two worldwide conference calls each year to discuss the nominees. To narrow down the list for discussion, we now have a system where everyone selects their top three among the nominees submitted.”



John Day, second from left, at the 2011 Hall of Honor inductions. Also pictured are (from left) outgoing IAM Chairman Randall Groger, HOH inductee George W. Pasha III, and Jeff Coleman, incoming Chairman. Coleman was a primary force in conceiving and implementing the HOH program.

The seven members of the selection committee include Day and IAM President Terry R. Head. Day does not vote unless there is a conflict of interest and someone must recuse himself from voting that year. “We keep an odd number so we don’t have a tie,” Day explained. “This is the first year that we’ve used a new ratings system, a spreadsheet with the nominees and relevant information. The collective knowledge of all our committee members is critical.”

Serving on the HOH Nominating Committee is, Day said, “a labor of love. Members aren’t reimbursed for travel and expenses, and they are not middlemen or trying to advocate for anyone. We have gone to extraordinary lengths to keep the process from being political. In fact, it is the exact opposite. If you’re on the committee, relatives or others from your company can’t be nominated, and there are no self-nominations. Once you’re off the committee, you are eligible to be nominated.

“We are all appointed by Terry Head and serve at his pleasure. Our committee members are there for the right reasons. We didn’t start the Hall of Honor until the organization was in its 45th year. There were a lot of founders and innovators who

deserved to be recognized, pioneers who needed to be honored early on, which is why we had big classes in the first two years. We didn't have a minute to lose, and wanted to honor people who had helped guide the Association."

Next year Day and his committee anticipate many nominations for Hall of Honor inductions because of IAM's 50th anniversary—a great occasion to share an important milestone of the Association's history. Now that most of the early "movers and shakers" have been honored during the program's first four years, he says, "It is important that we hear about people who deserve to be recognized. Our committee recognizes greatness. Just being in business for a long time doesn't mean a person deserves this honor. What matters is what you did above and beyond making money or being successful that determines whether you belong in the Hall of Honor."

It is also important, says Day, to bring attention to "the service people who do other things that make the wheels turn. If someone has served the industry with distinction, we'd like to know about it. We need to hear about people who deserve to be recognized." This year, for example, saw the induction of writer and editor Colin Quarrington, who for three decades has chronicled developments in the moving world, making significant contributions to the historical record that will inspire future innovators and industry leaders.

The Hall of Honor gallery of inductees reflects the evolution of the industry, which, Day points out, "is relatively new—it really came into its own in the early 1900s. There is no other organization that has the ability to do what we do on a worldwide basis. The name change—from HHGFAA to IAM—was important. Now we are positioned for the future. We used to be 100 percent focused on the military. Now, though, the ratio is very different."

Day and the Hall of Honor Selection Committee look forward to receiving nominations for the 2012 class and hope that by clarifying the fairness of the process as well as the criteria for nominees, they will have a wealth of choices to deliberate.

Editor's note: The deadline for nominations is **April 1, 2012**. See the facing page for more information.

IAM HALL OF HONOR

Call for Nominations

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

ELIGIBLE CANDIDATES INCLUDE:

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

ELIGIBILITY FOR NOMINATION:

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

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

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

1. Governing, Core, Supplier, Industry Veteran, and YP-35 memberships of IAM
2. Broad global geographic representation
3. At least one representative from the IAM Executive Committee and the Core Members Management Board
4. Committee members are appointed to serve a minimum of 3 to 5 years

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

MINIMUM/MAXIMUM NUMBER OF INDUCTEES: The Hall of Honor Selection Committee has determined that the three candidates who receive the highest scores during voting will be automatically recommended to the IAM Executive Committee for HoH induction. In addition, the Selection Committee can recommend induction for up to two additional candidates when there are equally meritorious candidates.

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

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

Call for 2012 Nominations

Help IAM recognize the true founders and leaders of the moving industry by nominating a deserving candidate for induction into the Hall of Honor during 2012.

Nominations may be submitted by any IAM member, client, or customer. The awards will be presented in October during the IAM 50th Annual Meeting in Washington, DC.

- A separate Nomination Form must be submitted for each nominee.
- Companies are not eligible for induction.
- Nomination Forms are not submitted for specific categories of nominees.

The Selection Committee will consider all duly completed nomination forms. Complete nominations include the nominee's name and current professional affiliation and the reasons for making the nomination. Nominations must be received at the IAM office no later than April 1, 2012. The current Nomination Form can be found on the Association's website: www.IAMovers.org/member.cfm. You may then submit your nomination in any one of the following ways:

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

Questions may be directed to hoh@IAMovers.org.

DHL Tracking Technology Meets FAA Specs, Wins Airline Approval

International express and logistics provider DHL recently launched DHL Smart Sentry, a compact, wireless locator device for high-value cargo that provides real-time tracking data for increased security. It is the first device of its kind with an FAA-compliant certification procedure that can be used safely on approved commercial airlines in the United States.

The Smart Sentry provides increased security and transparency for shippers because it includes sensors that monitor key criteria such as temperature, humidity, pressure, shock, location, and vibration. It uses multiple modes of sensory and proprietary logic, giving it the necessary intelligence to automatically suppress its wireless radios to an "off" mode for operation during flight.

Once in transit, the DHL Smart Sentry transmits real-time tracking data and analytics via a global cellular network to a central monitoring location staffed 24/7 by the DHL Same Day analytics team. Additionally, clients can track DHL Smart Sentry deliveries directly through a Web-based dashboard that monitors the progress and condition of their package. DHL has partnered with the leading airline carriers who accept this new technology so it can be offered to global customers requiring expedited air courier delivery service, an innovative new logistics option.

"By implementing solutions for real-time asset tracking that harness the collaborative power of the Web, DHL can increase

top-line revenues by offering its customers value-added services many others aren't, while saving money by avoiding lost shipments and customer dissatisfaction," says James Brehm, senior strategist and consultant at Compass Intelligence.

DHL Global Same Day, the special services group of DHL Express, will introduce DHL Smart Sentry as part of its white-glove service that guarantees the fast and secure delivery of high-value cargo items including mission critical packages, temperature-sensitive supplies for medical and pharmaceutical clients, and specialized parts and deliveries demanding extreme urgency.

Private Navy to Combat Piracy

A private navy set up to assist commercial vessels in transiting the pirate-infested waters of the Gulf of Aden said it plans to start operations within five months, according to a Bloomberg report. The company, Convoy Escort Programme Ltd., is backed by U.K. insurance and reinsurance brokerage company Jardine Lloyd Thompson Group Plc, and will initially deploy seven former naval patrol boats, each with armed security teams of eight people on board.

SOURCE: American Shipper Magazine

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Vanguard Logistics**
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Contact: Lisa Reich
Lisa.reich@vanguardlogistics.com

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bookings@seacorpnc.com

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Contact: Barbara Lockie-Brown
Barbara_lockie-brown@Pashanet.com

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Contact: Barbara Lockie-Brown
Barbara_lockie-brown@Pashanet.com

• For membership information and an application, go to <http://www.isaship.org/membership.html> •

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.

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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!



Port of Miami Deepening Opposed

By Peter T. Leach, *The Journal of Commerce Online*

The Port of Miami's plan to deepen the channel into its harbor to accommodate post-Panamax ships ran into an environmental roadblock recently.

A group of environmentalists recently filed a petition with the Florida Department of Environmental Protection (DEP) contending that the project would badly damage Biscayne Bay and kill protected wildlife, according to the Miami Herald.

The U.S. Army Corps of Engineers has a permit to widen the entrance to the main channel by some 300 feet and deepen much of the port to 52 feet. The project is necessary for the port to accommodate the much larger ships that will start coming through the Panama Canal after it completes its new set of locks in 2014.

Miami is the only port in the Southeast with the permits, Congressional approval, and funding needed to start deepening its harbor, which the Army Corps planned to undertake this summer. But the environmentalists' petition could put the project on hold.

"The concept of blasting a hole in the bottom of the Biscayne Bay Aquatic Preserve is just something my clients couldn't live with," said James Porter, the attorney representing the Tropical Audubon Society, Biscayne Bay Waterkeeper, and Miami Beach

boat captain Dan Kipnis. The project calls for as much as 600 days of "confined blasting," which Porter said would remove 5 to 6 million cubic yards of material from Miami's harbor.

Miami Port Director Bill Johnson stood by the findings of state reviews that said the project would not destroy the bay.

Florida's DEP said it was reviewing the environmentalists' petition. If the DEP's attorneys find the petition "legally sufficient," the state can set a hearing. If deemed insufficient, the DEP will dismiss the petition, at which point the environmentalists' attorney can file an amended copy.

SOURCE: joc.com

Matson to Become Public Company

Matson will become a separate publically traded company under a plan approved by its parent company, Alexander & Baldwin.

A&B plans to divide itself into two publicly traded companies. One, named Matson, will include Matson Navigation and Matson Logistics, and the other, named A&B, will include the company's real estate and agricultural interests.

Upon completion of the transaction, both companies are expected to be listed on the New York Stock Exchange.

SOURCE: Journal of Commerce

Container Leasing Industry Regains Market Share, Study Says

The global container leasing industry regained market share last year and in the first half of 2011 that it had lost earlier in the decade to ocean carriers, according to Drewry Maritime Research.

Container leasing companies ordered a record number of new containers in the period as they rushed to fill the gap caused by a surge in demand. The pent-up demand was created after there was virtually no production in 2009, largely because shipping lines were strapped for cash to buy equipment, according to Drewry's Container Leasing Industry 2012—Annual Review and Forecast.

"The container leasing industry invested in a record number of new containers during 2010 and also strongly in 2011, despite the second-half downturn, taking almost the majority of all production carried out in the two-year period," said Andrew Foxcroft, the report's author and a consultant to Drewry.

The container leasing industry regained some of the market share lost, in ownership terms, during the preceding 2004–08 period. In those years, shipping lines were better financed and thus able to invest more aggressively in their owned fleets.

Looking forward, many shipping lines are likely to remain as dependent on leasing as they are on buying owned equipment.

The new-for-old replacement cost of global leased container fleet surged in 2010–11 to a new high of almost \$40 billion.

The reefer and tank container leasing sectors have also performed strongly during 2010–11, suffering less of a downturn than dry freight later in 2011. Further robust growth is being forecast for both sectors from 2012–15 on the back of strong forward demand in these specialist sectors.

SOURCE: Journal of Commerce

Matson Won't Add Guam Capacity After Horizon Exit

Matson Navigation Co. said it has capacity to handle cargo demand to Guam without adding ships in the wake of Horizon Lines' cancellation of its trans-Pacific service.

Horizon had previously made the decision to pull the plug on its money-losing service from the West Coast to Guam and from China. Horizon said it will concentrate on its other domestic services between the U.S. mainland and Puerto Rico, Alaska, and Hawaii.

Matson said its weekly service to Guam "has the vessel capacity and necessary equipment to handle the additional volume and maintain existing levels of service without requiring any new fleet deployments."

SOURCE: Journal of Commerce

Airbus: North America Needs 400 New Freighters by 2031

As the demand for cargo in North America increases over the next 20 years, executives at Airbus see the need for around 400 new freighters. But this all-cargo bump is almost nothing compared to the expected demand of 6,315 passenger-plane deliveries laid out in the company's global market forecast. The combined price tag for these planes should surpass the \$645 billion mark, according to current prices.

The North American aspect of Airbus's global market forecast was explained by Airbus COO John Leahy.

"Air traffic tends to follow GDP growth around the world," he said. Most industry analysts are convinced that 2012 will start slowly, but that things should pick up during the last half of the year. Judging by Airbus's forecast, growth will then continue for the foreseeable future.

But North American GDP isn't the only measure of how well airfreight will fare in the future, Leahy told *Air Cargo World*. The distance between the mature and emerging economies will also affect airplane demand. As the recession hit, GDP in the emerging economies—Latin America, India, China, and other Asia-Pacific countries—ascended, just as GDP in the mature economies went down.

As with most of the industry's recent history, Europe, North America, and the Asia-Pacific region will be the areas that will drive growth in the future. While all are essentially equal today in terms of traffic distribution, Leahy said, regional activity will shift in the next 20 years. He predicted that North American activity will eventually rank a distant third to "the big gorilla on the block," the Asia-Pacific region. But North American activity, and thus aircraft demand, will still increase, with two of the major drivers being the replacement of aircraft and economic growth.

For Airbus, air travel remains a growth market, with all traffic doubling in the next 15 years. A company press release noted, "Overall, the market for passenger aircraft in North America is expected to grow by 66 percent over the next 20 years. The growth for dedicated freighters in the region is even greater, with a growth rate in the same period of some 80 percent. Globally, by 2030, some 27,800 new aircraft valued at \$3.5 trillion will be required to satisfy the robust future market demand."

SOURCE: Air Cargo World

Lufthansa Cargo Could Lose Millions Due to Ban

Lufthansa Cargo's freighter services to the U.S. and China are the worst affected by the October 11 decision by a German court to ban night flights at Frankfurt Airport. The carrier, which had planned for 10 night flights on its winter schedule, said a permanent ban could cost the it somewhere in the "double-digit millions of euros."

SOURCE: Air Cargo World

New EU Scanning Guidelines

The European Union has adopted new privacy guidelines for airport body scanners. Passengers must be given a choice between imaging and another screening method, no images may be copied or retained, and screeners must perform scan analysis in an area separate from where passengers pass through machines. To address potential health risks, only scanners which do not use X-ray technology can be used in EU airports.

—*SOURCE: Newsobserver.com*

Military's Use of PMSCs Still Evolving

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

The use of portable moving and storage containers (PMSCs), or "PODS"-like containers, in the U.S. Department of Defense's (DOD) domestic household goods program is in its infancy. The use of these types of PMSCs was officially approved only in February of 2011.

Previously only wooden containers, also known as liftvans or Type II containers, were approved for use in the DOD program. DOD's Surface Deployment & Distribution Command (SDDC) made the move to approve the use of these types of containers in an effort to find ways of increasing capacity and related alternatives that could be used by Transportation Service Providers (TSPs) to move their traffic. DOD has been facing an ever-increasing capacity crunch over the last few peak moving seasons and they hoped the expanded use of a variety of PMSCs would allow TSPs a wider range of alternatives to choose from in containerizing and transporting their household goods.

For several years now the portable moving and storage containers have increasingly become a viable option in the commercial moving sector. Most of the major U.S. domestic van lines and even some freight-oriented companies offer a PMSC product line or have access to other commercial PMSC alternatives. This has allowed their commercial customers and national accounts a wider menu of choices. A consumer is now able to choose from the most expensive full service options or the less expensive options that allow them to self-pack their own goods and then load them into PMSCs for movement to their new location, as well as temporary or long-term storage.

Historically, DOD awards almost 250,000 moves during the summer peak moving season (June through August). With the moving industry experiencing a decline in both agent and padded van long-haul driver capabilities, especially during the difficult economic downturn of the past several years, DOD had hoped that approving the use of PMSCs would be a boost to the waning capacity.

Anecdotally that does not appear to have been the case. Most DOD TSPs have reported that due to the fact DOD approved the use of PMSCs, only a few months before the beginning of the peak moving season, they were unable to put plans in place to fully utilize the new approved containers. Pricing arrangements with their agent networks, the ability to garner reciprocal tonnage, problems with moving the containers back to origin, and a myriad of other operational issues stood in the way of making full use of the containers, at least in 2011.

Going forward it appears that some Transportation Service Providers are taking a longer term look at this new model and are trying to find ways to make the best use of this new DOD paradigm. Whether it be a win-win for both industry and DOD remains an issue. Will DOD gain more capacity and will the use of PMSCs have a positive impact on the profit margins of both agents and TSPs? All these are looming questions that right now remain unanswered.

Nonetheless, with the innovation and ingenuity that has always characterized the moving and storage industry, my bet is that the use of PMSCs will find its proper niche within the DOD arena.

NNSA to Use U.S. Bank Transportation Solutions

The U.S. Department of Energy's National Nuclear Security Administration (NNSA) has signed a letter of intent to implement U.S. Bank Transportation Solutions for billing and payment of freight shipments.

According to Doug Ichiuji, senior vice president, U.S. Bank Government Services, the growing group of federal agencies choosing U.S. Bank's freight payment network to cut costs, enhance efficiency, and save taxpayer dollars includes the Departments of Defense, State, Homeland Security, and Health and Human Services.

Last year, the Defense Department alone processed freight payments of \$3.5 billion and household goods payments of \$2 billion through U.S. Bank Transportation Solutions, saving U.S. taxpayers millions of dollars, the company said.

Acronyms Spoken Here

AMC has a TACC, USTRANSCOM has a DDOC, MSC has SEALOGs, the Navy has SEALs and everyone knows what it all means. Right?

Doubtful.

Acronyms are abbreviations of words or phrases which are pronounced as words in and of themselves. Without these little space savers a simple, military-related memo would probably take up more space than a DDOC full of DPOs (find out what these translate to later).

United States Transportation Command workers should know the translation of abbreviations such as OPSEC (operations security), CONUS (continental United States) and DOD (Department of Defense) and other alphabetical tongue-twisters.

But what about JDDOC, SDDC, JDPAC or JIFTO or GPMRC or a few hundred others?

USTRANSCOM's DPO was mentioned earlier, making it a likely target for interpretation. DPO stands for Distribution Process Owner. The Secretary of Defense appointed the commander of USTRANSCOM to be the DPO in September 2003. The appointment puts the commander of USTRANSCOM in charge of integrating the distribution pipeline for the Department of Defense.

Simply put, the DPO is responsible for making our military's supply chain more effective and efficient.

Moving on, here are a few more. USTRANSCOM has three component commands, Air Mobility Command, or AMC, which everyone here at Scott Air Force base should already know. The other two may be a bit out of the grasp of many not accustomed with Army and Navy organizations.

They are Military Sealift Command, or MSC, and the Military Surface Deployment and Distribution Command, known as SDDC (this group is right here on base, so it should be relatively easy to learn about, if you are so inclined). Please note the word Military before Surface. This is not a typo; again, SDDC stands for Military Surface Deployment and Distribution Command. This is a classic example of how military acronyms can be confusing at times.

MSC provides sealift transportation services to deploy, sustain and redeploy U.S. forces around the globe. The command provides sealift with a fleet of government-owned and chartered U.S.-flagged ships. MSC executes VISA contracts for chartered vessels. Sealift ships principally move unit equipment from the U.S. to theaters of operation all over the world.

In addition to sealift ships, MSC operates a fleet of prepositioned ships strategically placed around the world and loaded with equipment and supplies to sustain Army, Navy, Marine Corps, Air Force and Defense Logistics Agency operations. These ships remain at sea, ready to deploy on short notice, which significantly reduces the response time for the delivery of urgently needed equipment and supplies to a theater of operation.

SDDC provides ocean terminal, commercial ocean liner service and traffic management services to deploy, sustain and redeploy U.S. forces on a global basis. The command is responsible for surface transportation and is the interface between DOD shippers and the commercial transportation carrier industry. This includes movement of DOD member household goods and privately owned vehicles.

SDDC is the nation's largest customer to the moving industry with more than 500,000 household goods moves a year. The command also provides transportation for troops and materiel to ports of departure in the U.S. and overseas and manages 24 ports worldwide, including military terminals at Sunny Point, North Carolina, and Concord, California.

So, there you have it—two more military word puzzles that are no longer mysteries, and only a few hundred to go.

SOURCE: USTRANSCOM

Just for Laughs ...



**That new salesman is really good—
this is his third container this week!**

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

CELEBRATING THE PAST...

50 Years of HHGFAA/IAM History 1962–2012

In celebration of the 50th anniversary of the Association, each issue of *The Portal* will look back at an event in HHGFAA/IAM history. We will feature a photo from the archives, and invite you to submit your favorite photo or memories as well, helping us create a timeline of the organization's 50-year history. E-mail your submission to janet.seely@IAMovers.com, or mail to the IAM offices (address on page 7).

The Household Goods Forwarders Association of America was formally incorporated on November 26, 1962, and, according to a press release at that time, included many of the "largest and best-known companies throughout the nation in this field." HHGFAA records list 18 charter members, including:

AFI Worldwide Forwarders
Bekins
Columbia Export Packers, Inc.
Dean Forwarding Co., Inc.
Delcher Intercontinental Moving Service
Express Forwarding & Storage Co., Inc

Four Winds Forwarding, Inc.
Home-Pack Transport, Inc.
Interstate Motor Freight System
Jet Forwarding, Inc.
Kinpak, Inc.
Lyon Household Shipping, Inc.

Perfect Pak Company
Republic Van & Storage Co., Inc.
Smyth Worldwide Movers, Inc.
Sunpak Movers, Inc.
Container Transport International
Vanpac Carriers, Inc.



This dapper group is comprised of the 1966 HHGFAA Executive Committee. Top row: George Hunt (International Sea Van, Inc); Calvin Stein (HHGFAA Executive Director; previously with Fidelity Storage Company); Douglas Barnes (Smyth Worldwide Movers). Center: Alan F. Wohlstetter (HHGFAA General Counsel; Denning & Wohlstetter); Norman Duncan (Davison Forwarding Co.). Bottom row: C. Byron Schenck (Past President, HHGFAA Executive Committee; Container Transport International); Richard Erickson (Sunpak Movers); Gerald Robison (President-elect, HHGFAA Executive Committee; President, Imperial Household Shipping Co., Inc.).

Don't you already have enough to worry about?



Receivable Protection Program

The Receivable Protection Program: Enhanced Financial Security for Your Company

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

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

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

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

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

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

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

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

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

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

Direct specific questions to rpp@iamovers.org • To join RPP, visit the RPP Website for an application.



Receivable Protection Program

FREQUENTLY ASKED QUESTIONS

Question: What is the Receivable Protection Program?

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

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

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

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

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

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

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

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

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

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

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

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

High-Tech Sources to Change in Asia

Rising costs in China are prompting high-tech companies in Asia to explore alternative sourcing locations within the region as well as in North America, according to a new survey sponsored by UPS. Underscoring this shift, half of all high-tech trade lanes in five years' time are expected to involve intra-Asia movements.

The survey, conducted by IDC Manufacturing Insights, revealed that 19 percent of high-tech company respondents plan to source supplies and raw materials from North America in the next three to five years. Shifts in sourcing strategies will occur within the Asia Pacific region as well. Although China and Japan will continue to supply to most high-tech companies, the survey found that a significant shift of supply sourcing to both emerging and mature Asia Pacific countries will come in the next three to five years.

Forty-two percent of respondents reported they currently source supplies and raw materials from mature Asia Pacific countries, including Thailand, Malaysia, Hong Kong and Singapore. Looking ahead to the next three to five years, the figure jumps to 55 percent. Similarly, 16 percent of companies currently source from emerging countries, such as the Philippines and Vietnam, while 24 percent plan to source supplies from these countries in the future.

Findings come from "Change in the (Supply) Chain," an annual survey sponsored by UPS designed to uncover business and supply chain trends driving change in the high-tech/electronics industry.

One surprising survey finding, according to UPS, arose in terms of future drivers of change in the high-tech supply chain, with sustainability emerging as the top initiative. Sustainability was cited by 24 percent of the respondents and ranked above more typically prominent priorities, like cost and responsiveness.

While sustainability is the top supply chain driver of change, cost reduction is the No. 1 business priority for companies in Asia, especially as costs increase within the region. The majority (63 percent) of survey respondents identified cost reduction as the top business priority for the next 18 months.

The survey also explored trends around risk management on the heels of the dual natural disasters that devastated Japan's East Coast in early 2011. Findings show that risk management is a clear issue for high-tech supply chains in Asia.

"As a consequence of continuing globalization and the lengthening of supply chains, any global economic, political, or environmental event could have far-reaching effects on the performance of companies," said William Lee, senior research manager at IDC Manufacturing Insights Asia/Pacific. "Moving ahead, we expect to see manufacturers placing greater emphasis on supply chain risk awareness and mitigation."

Risk management/security was identified as the No. 1 "weak link" in high-tech supply chains in Asia, cited by 42 percent of

survey respondents. While most companies (96 percent) reported having some sort of risk management plan in place, only 11 percent said they had the resources or readiness to react in times of significant disruption.

Interestingly, most companies reported minimal disruptions, or none at all, due to the earthquake and tsunami in Japan. In terms of the duration of the impact, 17 percent of companies are no longer feeling the effects of the disasters and 55 percent expect any resulting issues to be resolved by next year at the latest. These findings are contrary to initial predictions by industry experts that many companies would experience major disruptions through the end of 2011 and well into 2012.

Also somewhat surprisingly, UPS said, survey results show that while the disasters in Japan increased awareness of the need for better supply chain risk management, supply chain resilience is still a secondary concern for most supply chain professionals. Just 27 percent of companies plan to improve their supply chain resilience through better risk management going forward.

SOURCE: American Shipper

Venezuela Takes the Red Tape Prize

By Andres Oppenheimer, Miami Herald

The World Bank's *Doing Business in 2012* report released recently placed Venezuela among the world champions of red tape.

According to the report, it takes one day to register a new business—whether it's a small repair shop or a big corporation—in New Zealand, two days in Australia, six days in the United States, nine days in Mexico, 14 days in Colombia, 22 days in Chile, 26 days in Argentina, 27 days in Peru, 50 days in Bolivia, 120 days in Brazil, and 141 days in Venezuela.

The reason is that in Venezuela, it takes 17 legal procedures to register a business, as opposed to one procedure in New Zealand, six in Mexico and Peru, and an average of 10 in most other Latin American countries, the report says. Read the full report at www.miamiherald.com/2011/11/05/2490746/venezuela-among-world-leaders.html#ixzz1d7rMvYK0

Did You Know ...?

According to a Census Bureau report on November 15, the number of Americans moving between states is the lowest in 63 years.

—SOURCE: Freeman Consulting

Lead by Coaching

By Anne E. Collier

An effective leader inspires others by establishing a clear vision for the future, aligning people, and then motivating them to accomplish goals. She cannot accomplish this by merely providing direction. A leader achieves superior results by harnessing each team member's best thinking while building the member's skills and confidence.

How does a leader do this? The most effective leaders use coaching skills. In other words, all they do is ask.

There is nothing wrong with telling direct reports what to do. In some circumstances, telling is necessary to ensure that the purpose of a project or activity is clear. So when is adopting a coaching approach — that is, asking — more productive than telling? The best times to use a coaching approach include

- when a direct report, peer, or even your boss comes to you with a problem
- when you bring a concern to the attention of a direct report
- when you need your teams' engagement and best thinking on a project
- when you need to work with people who don't report to you.

Coaching is the structured process of asking insightful questions that support the person you are coaching in reaching a goal. The best questions are open ended. Since your goal is to elicit best thinking, the question must be designed to draw out more than a "yes" or "no" answer. The structured process has five steps.

- **Establish the focus.** In this first step, you'll identify three things: the topic of the conversation, the goal regarding the topic, and the goal for the conversation. Suppose a direct report comes to you with a list of complaints. Instead of solving his problems, after listening for a few minutes, you establish the topic by asking, "Which of these issues would you like to focus on?" or "Of all these concerns, which has the highest priority?"

The direct report responds that he would like to focus on his relationship with a peer. Next, you establish the goal by asking, "What would you like to see happen with respect to the peer?" Suppose he says that he would like to have a good working relationship. You then ask, "What would you like to walk away from this conversation with?" He might say that he would like a plan for improving the relationship or even

that he would just like to vent. You will never know unless you ask.

- **Brainstorm.** Encourage your direct report to generate ideas for improving the relationship. Unless he is really stuck, don't offer your own suggestions until he has come up with a few of his own. When you do offer an idea, be sure he understands that it is one of many options rather than "the answer." This is particularly important if the direct report fails to take full responsibility for his circumstances, lacks confidence, or gives up easily.
- **Identify action steps.** This is where the plan starts to take shape. Ask questions such as "Out of all of the options, which will work best?" or "What do you think the first step is?"
- **Identify and address potential barriers to success.** This critical step is often forgotten. A plan can't succeed without anticipating trouble spots and necessary resources. Ask questions such as "What has gotten in the way of success in the past?" and "What resources do you need?"
- **Recap.** In the final step, use questions to solidify the direct report's commitment to taking action, reiterate your support, and establish a time to follow up. Ask, "What will you do by when?" or "When would you like to meet to discuss next steps?"

On occasion, you may need to take a step back in the process. For example, you may hear something in the brainstorming phase that causes you to question what the direct report really wants from the conversation. If you do, clarify the focus by asking, for example, "What is really important to you: issue X or issue Y?"

This five-step coaching model is invaluable in conversations with individuals, but you also can use it—or parts of it—in team meetings to ensure that the purpose and desired result of the meeting are clear.

Anne E. Collier, MPP, JD, is a professional certified coach with the executive coaching firm Arudia in Chevy Chase, Maryland. E-mail: anne@arudia.com

SOURCE: Associations Now

16 Ways to Show Staff You Care

By Vinay Kumar and Joe Isaacs

We've served associations as both senior management and as trusted vendor partners for more than 30 years and have observed what contributes to organizational success among those who take seriously the adage "we are only as good as our people." The art of developing positive staff relations can fill books, but here are 16 simple truths that we believe will foster trust and dedication, promote a shared vision and performance excellence, and inspire staff leadership and creativity.

- **Get to know your staff as human beings.** Recognize them by name and try to reward them based on their personal interests (e.g., concert tickets to a favorite performer). It will often mean more to them than money.
- **Watch performance and outcomes, not the clock.** Work them hard when you need to and give them time off and the opportunity to work from home when they need it.
- **Don't micromanage.** Ask staff what they need to get the job done, but don't dictate how they should do it. Listen to staff for their important insights from the trenches.
- **Praise in public; criticize in private.** Acknowledge staff's contributions in public every chance you get (including listing all staff on your website), and reserve sharing individual criticism for private moments.
- **Play to their strengths.** Help staff find work that fits their natural talents and that they enjoy (even it means a job elsewhere), and provide additional professional training when needed.
- **Give them credit.** Acknowledge to them and others routinely that the organization's accomplishments are a result of staff's talent and their support of the organization's strategic directions.
- **Recognize that staff may not fit the culture.** Remove staff members who are toxic to the workplace, no matter how good they are technically. Your organization will go on and be healthier for it.
- **In case of a mistake, don't shout or punish.** Talk it out, allow the staff member to explain what happened, and use it as a learning opportunity.
- **Encourage managers to serve as mentors.** A good manager is like a good coach, not merely a delegator.
- **Communicate honestly and fairly.** Keep staff informed about the organization's progress as much as possible, and don't shoot the messenger when someone informs you of a problem.
- **Treat staff with respect.** Model the positive behavior you expect from them and you are more likely to have it reciprocated. Reflect professionalism but have a sense of humor.
- **Don't ask staff to do anything you wouldn't do yourself** if asked by a supervisor. Listen to your gut in those instances and buffer your staff from unreasonable requests from individual board members.
- **Recognize it's not all about you.** Know that your success is derived from your staff's success. Your role is to inspire and help them be their best, not respond to your whims.
- **Hold staff accountable for their efforts.** Everyone brings something different to the table, but you don't want free rid-

ers or a sense of inequity to pervade.

- **Treat staff like adults** and they'll be more likely to act that way. Make time for them when they need to talk to someone without judgment and, when appropriate, ask them for needed advice.
- **Show faith in your staff's capabilities.** Set expectations, provide needed resources and tools, encourage measured risk taking, and offer specific feedback.

Vinay Kumar is president of Vinay Kumar Associates and senior advisor at Marketing General, Inc., in Alexandria, Virginia. Joe Isaacs, FASAE, CAE, is the president of New Heights Management Consulting Group and vice president for public policy at the United Spinal Association in Washington, DC.

SOURCE: Associations Now

Mercer Releases 2011 Quality of Life Survey

In 2011, the world continued to experience instability due to the enduring economic crisis. Economic uncertainty helped provoke social and political unrest of varying degrees in many urban areas. Protests and strikes in numerous North American and Western European cities have been largely peaceful. But violence—and, in places, civil war—has broken out in other regions, endangering the safety of both locals and expatriates.

The events of the "Arab Spring" of 2011, when citizens took to the streets to demand regime change in many North African and Middle Eastern countries, have lasted long past spring. Uncertainty continues in Tripoli, Libya, following the death of the country's former leader, Muammar Qaddafi. And Cairo is still experiencing waves of violence through the fall of 2011, as the government clashes with protesters.

Some of this region's cities, including Abu Dhabi and Dubai in the United Arab Emirates, and Muscat, Oman, rank quite high in personal safety, mainly due to their internal stability and low crime levels.

Even generally calmer regions have suffered civil disorder. Large protests, some of which were violent, broke out several times this year in Santiago, Chile, in support of higher government involvement and subsidies for education. The threat of economic collapse and resulting austerity measures in Greece brought on repeated violent clashes between street protesters and police in Athens, Greece.

These significant challenges to the security of expatriates and local residents in many locations led Mercer to choose personal safety as the special topic of its 2011 rankings.

Cities and countries that have escaped the brunt of social unrest and economic downturn have been able to continue investing in urban infrastructure and other provisions for comfortable and enjoyable daily living to improve the quality of living for their residents. If economic and political instability remain a global factor, cities in parts of Asia-Pacific and Western Europe, as well as in Canada, will continue to benefit from their relative stability and wealth of public services and recreational provisions, becoming more attractive destinations for expatriate employees.

www.mercer.com/qualityofliving

Quality of Living Ranking

Top 5 Cities Worldwide

- Vienna, Austria (1st)
- Zurich, Switzerland (2nd)
- Auckland, New Zealand (3rd)
- Munich, Germany (4th)
- Vancouver, Canada (tied 5th)
- Düsseldorf, Germany (tied 5th)

Quality of Living Ranking by Region

Americas

- Vancouver (5th)
- Ottawa (14th)
- Toronto (15th)
- Montreal (22nd)
- Honolulu (29th)

Asia Pacific

- Auckland (3rd)
- Sydney (11th)
- Wellington (13th)
- Melbourne (18th)
- Perth (21st)

Europe

- Vienna (1st)
- Zurich (2nd)
- Munich (4th)
- Dusseldorf (5th)
- Frankfurt (7th)

Middle East and Africa

- Dubai (74th)
- Abu Dhabi (78th)
- Port Louis (82nd)
- Cape Town (88th)
- Johannesburg (94th)

Personal Safety Ranking

Top 5 Cities Worldwide

- Luxembourg, Luxembourg (1st)
- Bern, Switzerland (tied 2nd)
- Helsinki, Finland (tied 2nd)
- Zurich, Switzerland (tied 2nd)
- Vienna, Austria (5th)

Personal Safety Ranking by Region

Americas

- Calgary (tied 17th)
- Montreal (tied 17th)
- Ottawa (tied 17th)
- Toronto (tied 17th)
- Vancouver (tied 17th)

Asia Pacific

- Auckland (tied 9th)
- Wellington (tied 9th)
- Canberra (tied 25th)
- Melbourne (tied 25th)
- Perth (tied 25th)
- Sydney (tied 25th)

Europe

- Luxembourg (1st)
- Bern (tied 2nd)
- Helsinki (tied 2nd)
- Zurich (tied 2nd)
- Vienna (5th)

Middle East & Africa

- Abu Dhabi (23rd)
- Muscat (29th)
- Dubai(39th)
- Port Louis (59th)
- Doha (67th)

Getting Creative With Your Facebook Ads: 5 Tricks to Boost CTR and Conversions

Ad fatigue is the most common problem in Facebook advertising, so you need to stockpile multiple good ideas for ads to test and rotate in to maintain a certain level of “freshness.” Sure, you can optimize your bids and increase your budget, but if you want to see impressive results, it’s time to get creative. Here are five creative tricks to help keep your ads fresh and boost your click-through rate (CTR) and conversions.

1. Plain text on a white background.

Using words as pictures is a great way of pulling together a quick message that can resonate if you don’t have any brilliant image ideas. The nice thing about this approach is that you can control your message and often create an ad that is somewhat disruptive, but also still keep from having an esoteric concept that a significant portion of your ad’s audience “doesn’t get.” Below are some good examples.



2. **Brainstorms from Google Image search.** The best things in life are free. Like Google image search, which you can actually use to look for royalty free images through advanced search options. You can go ahead and use those for your ad, but it’s even more helpful to just sift through all of the results to help brainstorm and see what people find synonymous with your topic. You can drill down and look past some of the shared clip art

in the search result to find things like:

- Different interpretations of your topic
- Thought leaders and celebrities associated with your topic
- Pop culture references to your topic (Is there a screenshot from “The Simpsons” showing up in the Search Engine Results Page—SERP—that’s related to what you do?)

Again, these may not be images you’ll want to grab and use exactly, but they can give you some great ideas for ad creative.

3. **Relevant, familiar faces.** Using faces (particularly attractive ones) in ad images is a common tactic in Facebook advertising, but this can work particularly well if you can find ways to leverage faces that are familiar and relevant to your audience (meaning the hot chick on the SEO ad may get clicks but not conversions). This could be anyone from a prominent company executive who is also a thought leader in your space to a celebrity or a well-known person who has something to do with your topic, to a person your audience would be sure to recognize (i.e., if your audience is primarily developers, you might want to use an image of someone well known in the tech field).

When these images are paired with the right copy you can often grab attention quickly and convert that attention into clicks and sales.

4. **Images synonymous with the problem you’re solving.** While finding images that can help people think about your solution and its benefits is probably obvious, a less obvious idea for grabbing attention is to use an image that is synonymous with the problem you’re trying to solve.

For instance, if you make software that keeps people organized, you might use a picture of a totally disorganized and harried person your prospects can relate to. If you’re making a given process more productive,

see if you can come up with an image that reminds the people who see your ad of how slow that process currently is.



5. **Goofy and attention-grabbing images.** A great way to get clicks is to use a visually jarring image that’s a little offbeat and goofy. This might just be an image that’s visually striking, or it could be a total purple cow that doesn’t even seem to have much to do with your product at first glance.

In using these images (as with any of the ideas above) an important thing to keep in mind is that you need to think about both clicks and conversions. An ad that qualifies too well may keep you from getting any traffic, but if you only focus on making your ad visually engaging and compelling, you might be driving irrelevant clicks through to a page they won’t convert on. That said, one or more of the ad variations above very well may help you drive clicks and conversions through display advertising.

So there you have it. Five tricks to get creative with your Facebook ads. Which one will you try today?

SOURCE: Search Engine Watch

O'Neil DataTech Bridges the Gap Between Onsite and Offsite Records

Managing corporate records can be hard enough when they are in-house, but that challenge can grow significantly when there is a need to store records offsite. Updating metadata and ordering services from an off-site vendor all require time-consuming steps, creating an additional burden and possibilities for errors. However, with the Internet transforming how people connect, communicate, and do business, why can't your records management system talk directly to the offsite vendor's system?

O'Neil DataTech LLC has responded with RMBridge™, a series of Web services that enable end user systems to simply, securely, and seamlessly manage both onsite and offsite records. RMBridge allows records management software companies to have an integrated “real-time” interface, which automates and standardizes the access and management of physical records stored in off-site record centers utilizing O'Neil Software's RS-SQL® product suite. These Web services can be used to access, manage, and control records in a

consistent manner, utilizing just in-house file room software.

Ian Thomas, executive vice president of O'Neil Software, said, “The convenience of a single platform, unifying the records management experience, is something we have been asked about by end users for many years. With this ability to integrate to offsite records, record management software companies can put complete control in the hands of the record managers.”



*The IAM
Executive Committee
and Staff
wish you peace, health,
and prosperity in
the coming year.*

A look at people and events shaping IAM member companies



James Dasey



Steven Den Brinker



Mark Muss



Marc Meier



Keith Meader



Roeland Delfgaauw

Appointments

Doree Bonner International has announced the appointment of **James Dasey** to the new role of group international director.

Dasey first worked with Doree Bonner in 1998 as international sales consultant. In 2003 he became international manager London. Following five years in that role he was promoted to group international manager, having successfully completed the reorganization of the Groups Coordination Centre.

In his new role Dasey will be responsible for the international product across the Doree Bonner Group for both consumer and corporate business. He will be based at the company's head office in Dartford, UK.

In addition to his responsibilities at Doree Bonner, Dasey is currently president of the FIDI 35 Club.

Orphee Beinoglou International Forwarders S.A., headquartered in Athens, Greece, has announced four new hires.

Kelly Bertou joined the company in February 2011. She has more than 15 years' experience in the moving industry, handling key accounts at Aplit Hellas SA. She now supports key accounts in Orphee Beinoglou's household goods department.

Caroline Pylianou, who previously spent seven years at Venus, came to Orphee Beinoglou S.A. in September. She works in the household goods export department, dealing primarily with U.S. military shipments.

Georgina Pylianou, a newcomer to the industry, now works in the European division of the household goods department.

Nicholas Konstantinidis, also new to the moving business, works in Orphee Beinoglou's marketing and sales department. He previously was employed at the European Union and the private sector in Greece.

Interdean has hired **Steven Den Brinker** to maintain existing client relationships and generate new business in the corporate marketplace. He is based in the Netherlands.

Den Brinker has gained a great deal of valuable experience throughout his 13-year professional career. He has held roles within sales, purchasing, and account management, and his exposure to client-facing roles enables him to understand their varying needs.

In his previous positions Den Brinker developed entire sales departments, introducing processes to ensure quality and consistency. His native language is Dutch but he also is fluent in English and German.

Interdean Relocation Services recently announced some organizational changes.

Mark Muss is the company's regional director, Alpine Region, effective January 1, 2012. He will be based out of Interdean's Geneva office and will be responsible for activities in Switzerland, Italy, Austria, Hungary, Poland, Czech Republic, and Slovakia.

Marc Meier is now director of special projects that address and support the growth Interdean has experienced over the past five years. Meier joined Interdean in 1983, having built a career in moving and relocation spanning 35 years. Most recently he served as managing director of Interdean Switzerland, covering Interdean's operations in Geneva and Zurich.

Asian Tigers Mobility has named **Keith Meader** president and chief operating officer for its companies in Thailand, Malaysia, Vietnam, and Cambodia. A veteran of 25 years in the moving and relocation business, Meader has spent the last 20 years in the Asia Pacific Region. He was the general manager of Transpo International Ltd. (Thailand) from 1991 to 1995 before serving as the country manager of Brink's Thailand (a Transpo joint venture with Brink's Inc., USA) for three years. For the next seven years, he was the chief operating officer for another major removals group, where he oversaw 1,200 employees in eight countries.

Meader also served as Asia Pacific President of Brink's, Inc. in Hong Kong for 5 years from 2005 to 2010, overseeing 5,500 employees in 11 countries with \$160 million in revenues. In Bangkok, he will oversee the strategic growth and drive organizational changes in the Mobility Group to meet the continuing challenges and diversification in the relocations industry.

William C. Reinsch will remain the Chairman of the Transpo Group of Companies and its broadening range of business interests in Asia.

Trafimar Relocation Services, Mexico, announced that **Roeland Delfgaauw** has joined the company as sales manager, national sales. Delfgaauw, who is fluent in four languages, began his career in Rotterdam prior to moving to Mexico 13 years ago and becoming acquainted with the international moving business.

Air Animal Pet Movers Comptroller **Andrea Woolf Parker** was recently elected to the SRRC (Southeastern Regional Relocation Council) Board of Directors.

EXPANSIONS



EuroUSA France General Manager Sabrina de Castro and sales personnel Daniel Cassidy and Sophie Kirby-Debons toast the opening of their new office in Paris against the backdrop of the Eiffel Tower.

EURO-USA's French office has relocated to a larger facility in the center of Paris. The company said the move was made in order to accommodate growth in staff and to provide better access to its customers.

Red Recruit, a 360° global recruitment solutions specialist headquartered in the UK, will open a new office in Canada in January 2012. The company will service removals, relocations, shipping, and freight forwarding, and Interiors recruitment within U.S. and Canadian timelines, with a specialist consultant within those sectors.

Since its inception in 2002, Red Recruit has worked with employers to fill permanent, contract, and temporary roles across core disciplines, assisting the move of people within these markets at competitive rates. According to the company, 80 percent of its business comes through recommendations.

The Canadian operation will be headed by **Jacqueline Jones**, who has extensive removals experience as well as a strong background in sales.

MOVERS DOING GOOD

Royal Hawaiian Movers Assists Habitat for Humanity in Hilo

Royal Hawaiian Movers has once again teamed up with ReStore in support of a great cause. Six months ago, the company “spread the aloha” in Kona. Now, it is working with Habitat Hilo in a combined effort to help ensure that underprivileged families are given the opportunity to start over and build their lives in a new home.

Thousands of dollars’ worth of merchandise (enough to fill five 400-foot containers) was donated by Elements Hospitality, a Lynden, Washington-based company that focuses on renovations and improvement of hotels, resorts, and personal properties.

Habitat ReStore Manager Rex Lauer recognized that transporting these goods from Punaluu to Hilo (a 120-mile round trip) would not have been possible without the last-minute assistance of local Hilo mover Royal Hawaiian Movers. “Without the help of Royal Hawaiian Movers,” Lauer said, “I’m not sure how we could have brought all this great merchandise to our store. Their help was invaluable and we can’t thank them enough.”

Royal Hawaiian Movers provided the trucks, the containers, the fuel, and the truck drivers. General Manager **Mei-Lin Gorman** said, “When Rex approached me to ask for help moving the furniture, I didn’t even have to think about it. I just had to clear it with our management. It was truly a blessing to be able to help.”



Santa had a little help from The EuroGroup this year.

A Christmas Special from EuroGroup

It’s tough for anyone to be in the hospital during the holidays, but this is especially true for kids far from the Christmas trees and stockings of their own homes. That’s why **EuroUSA** in the UK teamed up with the local radio station to bring some real festive cheer to these children.

“Christmas is a time for families and for giving presents and a very special time of the year for children,” said **Jon Barton** of EuroUSA. “We want to help make this Christmas memorable for those children in our community who unfortunately will have to be in the hospital this year.”



Nineteen teams competed in the Interdean rugby tournament.

Interdean Raises £32,000 for Cancer Care Charity

Interdean held its fourth annual Rugby 7s Tournament to benefit Marie Curie Cancer Care on August 7. This year's Rugby 7s tournament smashed the last three years' fund raising, reaching more than £32,000 which will be donated to Marie Curie Cancer Care. Established in 1948, this charity employs more than 2,700 nurses, doctors, and healthcare professionals who provide care for some 30,000 terminally ill patients.

The highlight of the day was a surprise visit from the Welsh National Rugby Team, who popped into the Wasps ground for a last-minute training session ahead of their World Cup qualifying game against England later that day.

Nineteen teams competed in the tournament, playing a gruelling 58 games across three pitches. One team even traveled all the way from Belgium to take part. Crowds gathered to show their support for their athlete friends and family.

Interdean's on- and off-the-pitch rivals, **Pickfords**, were worthy winners. A young and confident side, they thrashed their opponents throughout the day, all the way to the finals to bring home the Cup.

Entertainment was found in the shape of a Wild West Fun Run bouncy castle, sweets and cake stall, balloon popping competition plus—originally intended for the younger crowds—the space hopper race ended up being a big hit with the adults! There was even a 1955 restored Ford Popular on display, with experts on hand to provide a bit of history on the car.



Players and fans take a break.

Fuel for the athletes was provided in the form of a traditionally themed Australian "barbie," sponsored by Interdean's sister company, **Wridgways**.

O'Neil Software, Now 30, Hosts Conference, Supports Charity

It's been a big year for **O'Neil Software**. The company celebrated their 30th year in business, hosted yet another successful Strategic Partner (SP) Conference raised \$26,000 for the Make-A-Wish Foundation during this three-day event.

O'Neil's SP Conferences continue to transform a business and social function into an unforgettable charity experience, helping those less fortunate long after the venue is over. The organizations they selected to sponsor this year were both the Make-A-Wish Foundation of America and Make-A-Wish Foundation International. The Make-A-Wish Foundation's mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

O'Neil hosted their 2011 Strategic Partner Conference in Huntington Beach, California, in September. The goal of this venue: to combine business with pleasure, while helping the Make-A-Wish Foundation succeed in their mission.

"Every 18 months, we make it a point to host this event that not only helps our customers succeed in records management, but demonstrates a strong commitment to both national and international children's charities," noted Ian Thomas, vice president of business development at O'Neil. "Our conferences just keep on getting better and better in terms of educating our customers, as well as the amount of money we are able to raise for a charitable cause. Despite tough economic times, our conference attendees have, once again, displayed true generosity—which goes to show you that it's not that successful people are givers; it's that givers are successful people."

Attendees had many opportunities to learn about new record center software and hardware technology; see and hear first-hand how both can streamline business operations; boost productivity and profitability, as well as provide powerful competitive advantages. Additionally they had the chance to spend quality time with the O'Neil team, asking questions and learning more about the company's training and technical support services.

Numerous educational sessions were made available and they could listen to guest speakers; network with industry peers; benefit from shared experiences and contribute their thoughts and perspective on future software enhancements. Last but not least, attendees could schedule meetings with Strategic Vendor Partners, who were exhibiting their services which add value to customers' original O'Neil investment.

Always a hugely anticipated event was O'Neil's legendary Record Center Challenge, which promotes team-building skills and a spirit of camaraderie. This year, attendees teamed up to create their own 80s music videos and were judged on their technical expertise in coordinating/synchronizing the filming and audio, as well as creativity. Following this event, the company held their Awards Banquet and Ceremony, which again carried an 80s theme: O'Neil in the 80s, pop culture music, videos and fashion. Attendees showed up wearing 80s-themed clothing and a Cyndi Lauper look-a-like was even spotted at the event, mingling with attendees and later coaxed into singing onstage.



Pastor Ulrich Helmer, second from left, presents a gift of appreciation to Ananda Subagijo, Annie D. Napharat, and Aris S. Apirom.

Boonma Assists German Ministers Arriving in Thailand

Pastors Ulrich and Anne Helmer recently relocated from Germany to Bangkok, Thailand. Their mission to Thailand is to minister to the German Protestant Church in Thailand. Both pastors understand the cultural differences between German and Thai, and they were interested in participating in an initial intensive language course in Thailand.

“We want to fit into the new culture,” said Anne. “We should also build bridges to other religions and cultures in overseas countries.”

Boonma was assigned to take care of their container, providing full destination service. All items were delivered, unpacked, and positioned successfully as scheduled. Pastors Ulrich and Anne were very impressed with Boonma’s inbound services. Pastor Ulrich also joined in a lunch fellowship and presented a gift to Boonma’s team as a token of appreciation.

Albert Moving and Storage Rewards Employees with Bowling and Burgers

Recently, **Bobby Albert** rewarded his employees with a little fun. In celebration of surviving another summer in the moving business, the employees of Texas-based **Albert Moving and Storage** were given a couple of hours away from work to enjoy some friendly competition at the bowling alley. Prizes were awarded for shoe size, most gutter balls, highest and lowest score, best-dressed team, and slowest ball. In keeping with the tradition of the event, employees were also treated to burgers and fries for lunch.

Bobby Albert tries to create a culture in which his staff genuinely feels valued. Assisting customers with cross-country relocation can be demanding, and Albert recognizes the need to help his people manage their workload by adding a little fun to the mix.

Update Your Website!

Are you still displaying the HHGFAA logo on your website, advertising, or business cards? It’s time to update to IAM!

Show your partners and clients that you are a proud member of the moving and forwarding industry’s largest global trade association. Download the IAM logo online at www.iamovers.org/logo.cfm.





The Sphinx, before the performance

Sonigo (Israel) Moves the Sphinx

Sonigo International Shipping, in a seven-day operation, removed the Sphinx's head from its body and loaded both in a trailer for transportation to Orange, France, for the opera *Aida*.

This followed the second annual outdoor opera held at the foot of Massada, a mountain overlooking the Dead Sea. The magnificent setting included a 50 x 50 meter stage and a light show on Massada itself.

Carved out of the desert last year for the Nabucco Opera, Sonigo handled the logistics of some 25 air and sea shipments of equipment including two trailers of sound and light equipment from England.

Following the performances, **David Sonigo** explained the complexity of packing and loading 30 containers for the opera's next performance in Orange, France. "Breaking down a show, then packing and loading with a very tight schedule is something we have gotten used to, but shipping a Sphinx that did not fit in a container—that was something new for me! After delicately removing the head, we lifted the body of the sphinx into the trailer, braced and lashed it in place and then very gently put the head in as well to be reassembled at destination."



During the performance of *Aida*, the Sphinx plays a starring role.

All this was done in scorching desert temperatures of 35°C. While the area cooled down considerably for the night performances, David Sonigo learned quickly that iPhones are not made for the desert and will not work at that temperature. Taking apart the Sphinx and loading 30 containers with no mobile phone added a new wrinkle to the job.

Next year, the Israeli Opera has scheduled another opera, *Carmen*, at Massada. Logistics planning between the Israeli Opera and Sonigo has already begun, although no Sphinx is expected next year.

What's New?

Send your announcements, articles, and news to

janet.seely@iamovers.org

AND

joycedexter47@comcast.net

IAM Reaches Out to Industry Groups

This past fall, IAM staff have participated at industry gatherings as exhibitors and speakers.

In October, for example, for the first time IAM attended the **North Carolina Movers Association** 57th Annual Conference. IAM Director of Government & Military Relations **Chuck White** delivered a presentation on military issues to NCMA attendees, while Director of Communications & Member Engagement **Janet Seely** and Member Services Manager **Julia O'Connor** were on hand as exhibitors to answer questions about IAM member benefits.



Janet Seely and Julia O'Connor of IAM exhibited at the 57th Annual NCMA Conference.



CAM's awardees and presenters (left to right): Outgoing CAM Chairman Tom Filgiano, CAM President John Levi, Doug Kellough, Greg Doehl, Dale Goldhawk, Howard Bigham, and Cam Carswell. Kellough and Carswell are directors of CAM.

The following month, IAM was a cosponsor of the 16th Annual **Canadian Association of Movers** Conference in Toronto. At that event, President **Terry R. Head** addressed the group on the future of international moving and the profit opportunities that this sector has opened for movers.

A highlight of the meeting was the agreement between IAM and CAM regarding the cooperative promotion of IAM's 2013 Annual Meeting and Tradeshow in Vancouver, British Columbia.



IAM President Terry R. Head discussed international moving at the CAM gathering in Toronto.



Lorna Barkey of Lyon Petmobile Services, Canada with Boonma Executive Director Tiddy S. Teerawit

Boonma Thailand Speaks at the Pet Conference, Hong Kong

As Thailand's pet relocation expert, **Tiddy S. Teerawit**, executive director of **Boonma Pet Mover**, was invited to be the speaker at the Pet Conference in the Thailand Country Profile for Pet & Animal Travel Session. The in-depth topics include country information, airport information, import procedure, export procedure, airline and travel information, and government key contacts. As a gateway to Indochina, Thailand offers those clients services for conveniently and safely transporting their pets to Cambodia, Laos, Myanmar, and Vietnam with direct flights.

In addition, Tiddy reported on the long severe flooding situation, as many of the attendees expressed concern for pets and other animals affected by the flooding. Lorna Barkey of Lyon Petmobile Services, Canada, made a donation to the Royal Foundation for the Thai Flood Victims.



A Boonma consultant managed to reach a relocating flooding victim in Thailand.

Boonma Thailand Moves Expat from the Flooded Area to USA

Due to the severe flooding in Thailand, not only Thai people but also many expatriates have been suffering from the situation for more than three months. Josephine Baker was one of them. As no one was able to assist her relocation due to the flood, **Bo Hiran**, a **Boonma** relocation consultant, tried hard to walk into her residence, which was quite far from the main road, and helped her relocate to the U.S. successfully. She was very satisfied with the effort of Boonma Home Mover.

HONORS AND AWARDS

The Independent Pet and Animal Transportation Association recently presented **Dr. Walter M. Woolf**, founder of **Air Animal, Inc.**, with the 2011 IPATA Lifetime Achievement Award in Hong Kong. Woolf was cited for "his many years of dedication to IPATA and his efforts in developing and promoting professionalism within the international pet shipping industry."



Tiddy updates attendees at the Pet Conference on flooding in Thailand.

Code of Ethics Enforcement Moves Forward

IAM Strengthens Code of Ethics Enforcement with the Formation of the IAM Members' Ethics Council and Development of Enforcement Procedures

IAM is set to implement two new important features in its Code of Ethics. To strengthen the Association's ability to respond to ethics issues between members, the IAM staff has developed a comprehensive set of enforcement procedures. The Code of Ethics Enforcement Policy will provide the Association with the enhanced ability to receive ethics complaints, review the merits of each side of the complaint, and provide judgment in a non-biased manner.

In conjunction with the development of the Code of Ethics Enforcement Procedures, IAM has also established an IAM Members' Ethics Council. This body has incorporated a diverse array of member volunteers who will be well equipped to provide a broad, disinterested perspective on disputes and can set policy for the adjudication of ethics disputes as we move into the future. The members of this council are as follows:

- Mr. Richard Curry, Organizing Chairperson
- Mr. Dee Bailey
- Mr. Luis Colmenares
- Mr. Doug Finke
- Ms. Sue Fuchtman
- Mr. Terry R. Head
- Mr. Gordon Keene
- Ms. Tonya McCarty
- Mr. Boris Populoh
- Mr. Sid Vallaydam
- Mr. Tony Waugh
- Mr. James Westbrook
- Mr. Jamie Wong

The IAM Code of Ethics and its enforcement procedures can be found by pasting the following URL into your Web browser:
<http://www.iamovers.org/alerts.html>.

If you have any questions about any of these documents or the IAM Members' Ethics Council, please contact IAM Programs Manager Brian Limperopulos, at brianl@IAMovers.org. If you have an ethics complaint with another IAM member, please also contact him directly.

Members Only | IAM Store

Price List for Selected IAM Publications, Miscellaneous Items

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

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

IAM Offers Volume Discount Pricing for Metal Seals

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

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

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

WELCOME NEW MEMBERS



Jeffrey Coleman
Coleman World Group
IAM Chair

Core Members

All American Relocation

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Sponsors: Troy Container Line Ltd, New Jersey
Bongers International Movers, The Netherlands

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P.O.C. Joe Wongso
Sponsors: Royal Relocations, Malaysia
Writer Relocations, Oman

SDC Interlogistics

NSSF Waterfront Building
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225 Dar Es Salaam, Tanzania
Tel: 255 684 254 498
paul@sdcenterlogistics.com
P.O.C. Rwigamba Paul
P.O.C. Umutoni Ebla

Shanghai CYTS International Transportation Co., LTD.

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Fax: 86-21-64671231*1186#
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P.O.C. Amy Mao
P.O.C. Helen Lin
Sponsors: Orient Pacific International, Taiwan
Collins' Movers, Singapore

Stewart Moving and Storage

11297 Central Dr.
Ashland, VA 23005-8032 USA
Tel: 804-752-5992
Fax: 888-865-4349
wes@stewartmovingandstorage.com
P.O.C. Wes Stewart
P.O.C. Bob Martin
Sponsors: NEDRAC Inc., California
American International Movers Inc., Georgia

Uniq Mobilisation Services

No. 9, Jalan Anggerik Vanilla Ag
31/AG, Kota Kemuning Town Centre
Shah Alam SDE 40460, Malaysia
Tel: 603-512 21000 • Fax: 603- 512 23343
uniq@ccsbb.com
P.O.C. Susan Khoo
P.O.C. Tay Chee
Sponsors: Asian Tigers, Singapore
Trans International Moving & Shipping,
Australia

World One Relocations Co., Ltd.

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Seoul, Korea
Tel: 82-2-372-7000 • Fax: 82-10-8904 4000
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P.O.C. Steve Shin
Sponsors: Move One Relocation, Korea
Tom & Logistics Korea Co., Ltd

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P.O.C. Lars Koepper

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Killeen, TX 76542-2316 USA
Tel: 254-628-1178 • Fax: 254-628-1178
jrockey@rockeymoving.com
P.O.C. John Rockey
P.O.C. Letty Garza
Sponsors: National Van Lines, Illinois
Executive Moving Systems, Inc., Washington, DC

United International Movers & Fine Art Logistics

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84387 Istanbul, Turkey
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PIR- Parry International Relocations Ltd.,
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Enterprise Database Corporation, Virginia

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P.O.C. Renato Santos
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Paramount Transportation Systems, California

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P.O.C. Peter Nemiroff
P.O.C. George Johnson
Sponsors: Suddath Vanlines, Florida
Puget Sound International, Washington

Is Your Contact Information Current?

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

Federal Legislation and Agency Activities: A Reality Check

Fighting Fraud in Transportation

H.R. 2357, the Fighting Fraud in Transportation Act of 2011, would:

- require brokers and freight forwarders to carry a \$100,000 bond.
- provide strict regulation of broker surety companies so that they must fulfill their obligations to brokers and forwarders.
- provide greater transparency for those seeking to become brokers or forwarders
- establish significant penalties including unlimited liability for freight charges for those operating without the required authority.

H.R. 2357 has 12 cosponsors, but the legislation is not expected to move independently. Currently, there is no Senate companion legislation. There is some indication however, that certain elements of the moving industry will be addressed as part of upcoming, larger highway transit legislation. The Senate Commerce Committee may consider language to increase consumer information provided by moving companies, along with revised entry requirements intended to deter would-be rogue moving companies.

Defense Authorization

The Senate has passed the Defense Authorization bill. The final version, notable for the number of special projects that were removed from the original Senate bill, identified some 130 projects that had been termed “earmarks” and eliminated any reference to specified initiatives.

The measure includes a section pertaining to movement of personal property and household goods for members of the armed services. With exceptions possible on a case-by-case basis, weight allowances may not exceed 18,000 pounds (including packing, crating, and household goods in temporary storage). No carrier, port agent, warehouseman, freight forwarder, or other person involved in the transportation of

property may place any lien on, or hold, impound, or otherwise interfere with, the movement of baggage and household goods being transported under this section.

Also included in the Senate bill was an amendment that would direct the Departments of Defense and Transportation to conduct a joint study to identify actions that could be taken to assist recently discharged members of the military applying for Commercial Driver’s Licenses. The goal is to expedite the transition of those who operated qualifying motor vehicles in the military into careers operating commercial vehicles.

Department of Defense Appropriations

On December 17, Congress approved DoD funding for FY 2012 amounting to \$518.1 billion in regular discretionary funding—\$5 billion more than the previous year’s total but far less than the President’s budget request (\$20.8 billion).

Workforce Democracy and Fairness

The House passed H.R. 3094, the Workforce Democracy and Fairness Act. The bill, a response to actions taken over the summer by the National Labor Relations Board (NLRB), would:

- provide employers at least 14 days (previously 7 days) to prepare their case to present before a NLRB election officer and an opportunity to raise additional concerns throughout the election hearing;
- guarantee that workers will have at least 35 days’ notice prior to an election;
- prevent the possibility of several “micro-unions” at one facility; and
- allow workers to determine which type of personal contact information is provided to the union.

There is no indication Senate Democratic leaders will take its bill (S. 1843) to the floor for a vote.

Hours of Service Rule

In November, the House Subcommittee on Regulatory Affairs held a hearing on the revised Hours of Service rule currently under consideration at the Federal Motor Carrier Safety Administration (FMCSA), which would:

- reduce allowed driving time from 11 to 10 hours a day;
- give drivers a one-hour break during the day by limiting actual duty time within the 14-hour driving window to 13 hours; and
- modify the 34-hour restart to include two periods between midnight and 6 a.m. that may be used only once a week.

While the hearing does raise the profile of the hours of service issue, it is likely that no legislation will be introduced and the issue will continue to be handled at the agency level.

The FMCSA has held many hearings on the proposed rule. The details of the final rule will remain sealed until OMB has completed its final review, which is expected to be issued in early 2012.

FMC Activity

The Federal Maritime Commission has issued a Notice of Inquiry as to apparent discrepancies with respect to cargo headed to Canadian and Mexican ports versus shipments going to U.S. ports.

This inquiry was driven in large part and response from lawmakers who are concerned that the Harbor Maintenance Tax (HMT) is driving carriers to foreign ports that do not require the HMTs. FMC Chairman Richard Lidinsky has expressed concern that U.S. ports may be placing themselves at a competitive disadvantage with respect to the tax.

The FMC also issued a proposed rule that would give more flexibility for ocean carriers and shippers to use service contracts with rates linked to freight rate indices. To date, the Commission has received more than 50 service contracts that reference freight indices.

Under the Commission's current rules, service contracts can only reference outside terms, such as a rate in a freight index, that are "contained in a publication widely available to the public and well-known within the industry." The proposed rule would make clear that contracts could reference freight indices or other outside terms, so long as they are "readily available" to the parties and the Commission.

Government Employee Attendance at Trade Association Events

The Office of Government Ethics (OGE) has issued draft guidance that would prohibit federal employees' free attendance at trade association educational and professional development events, seminars, and trade shows. IAM has been active in alerting Congressional offices to this guidance, which would prevent open access to vital information and knowledge-sharing opportunities between government employees and trade associations.

Efforts to Protect PII Continue

IAM has been engaged at the Congressional level to see that Personally Identifiable Information (PII) on import and export forms remain out of the public domain (should the shipper desire), for both security and privacy reasons.

If an exemption is not received, this information is sold by Customs and Border Protection (CPB) to companies that organize the data, then resell as part of their business model. IAM and its representatives have met with Congressional Committee staff to address this issue. Our immediate request is that they place the opt-out form back on their website. The longer-term solution is to permanently prohibit PII from government and military moves from subsequent resale. Congressional staff is in contact now with the CBP communicating our requests. In the interim, IAM has developed its own opt-out form that may be submitted and sent to the CBP.

Company Health Care Insurance Requirements

While not specific to the moving community, IAM member companies should be aware of looming health insurance coverage requirements, as part of the health care law. Although specific issues, including the individual health insurance mandate, are currently under consideration by the courts, there are a few employer-related provisions scheduled to go into effect in 2014, absent other action.

- Employers may not impose higher premiums or deny individuals insurance with pre-existing conditions.
- An annual penalty of \$95, or up to 1 percent of income, whichever is greater, on individuals who do not secure insurance; this will rise to \$695, or 2.5 percent of income, by 2016. This is an individual limit; families have a limit of \$2,085. Exemptions to the fine are permitted in cases of financial hardship or religious beliefs.
- Insurers are prohibited from establishing annual spending caps.
- Two years of tax credits will be offered to qualified small businesses. In order to receive the full benefit of a 50 percent premium subsidy, the small business must have an average payroll per full time equivalent (FTE) employee, excluding the owner of the business, of less than \$25,000 and have fewer than 11 FTEs. The subsidy is reduced by 6.7 percent per additional employee and 4 percent per additional \$1,000 of average compensation. As an example, a 16 FTE firm with a \$35,000 average salary would be entitled to a 10 percent premium subsidy.
- Imposition of a \$2,000 per employee tax penalty on employers with more than 50 employees who do not offer health insurance to their full-time workers.

THE PORTAL

ADVERTISING RATES, DIMENSIONS, AND DEADLINES

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

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

AD FORMAT AND SIZE	WIDTH	HEIGHT	COST
Full page	7-1/2"	10-1/4"	US\$3,187.50
Full page bleed (add 1/8 at each edge)	8-1/2"	11"	
1/2 page horizontal	7-1/2"	5"	US\$1,687.50
1/2 page vertical	3-3/4"	10"	US\$1,687.50
1/2 page vertical bleed (add 1/8" at top and bottom)	3-3/4"	11"	
1/3 page horizontal	7-1/2"	3-1/8"	US\$1,187.50
1/3 page vertical	3-3/4"	5"	US\$1,187.50
1/3 page box	3-3/4"	5"	US\$1,187.50
1/4 page horizontal	4-3/4"	4"	US\$875.00
1/4 page vertical	3-3/4"	5"	US\$875.00
1/6 page horizontal	3-1/2"	3"	US\$531.25
1/6 page vertical	2-1/4"	4-3/4"	US\$531.25
1/8 page	3-1/2"	2-1/2"	US\$437.50



Deadlines to receive new artwork:

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

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

5904 Richmond Highway, Suite 404 • Alexandria, VA 22303

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

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Industry Calendar

February 12–15, 2012

AMSA 2012 Education
Conference & Expo
Las Vegas, Nevada

March 11–15, 2012

LACMA Convention
Curaçao

April 21–25, 2012

FIDI Annual Conference
Boston, Massachusetts, USA

May 17–19, 2012

British Association of Removers
Annual Conference
Windsor, England

May 24–27, 2012

Young Movers Conference
Budapest, Hungary

June 11–13, 2012

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

June 21–22, 2012

German Movers Association
Annual Convention
Essen, Germany

September 28–30, 2012

FEDEMAC General Assembly
Innsbruck, Austria

October 10–13, 2012

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

October 7–10, 2013

IAM 51st Annual Meeting
Vancouver, BC, Canada

Portal Editorial Calendar

March/April 2012

Movers and Their Trucks:
How IAM Members Make
a Statement

Deadline: January 27, 2012