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About our cover: *Security Storage Company of Washington, DC, has moved Presidents and other dignitaries for over a century. Training has helped Security earn a reputation for quality. See page 26.*

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General Manager:
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Membership/Circulation Manager:
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Layout/Design:
Joyce McDowell

PRESIDENT'S MESSAGE



**By Terry R. Head
HHGFAA President**

The 3 Rs and the Education Years

In my early “education years” everyone was constantly impressing upon me the importance of learning “the three Rs”: Reading, Writing and Arithmetic. Of course, this was a source of confusion from the very start, since only one of those words begins with the letter R. Nevertheless, my elders were right, and these three fundamental areas of learning proved to be the basis for my education.

Now that I have spent over 30 years employed in the business world, both as an employee and as an executive, I have come to recognize the importance of another “three Rs”: Recruitment, Retention, and Retraining. Any business owner who does not acknowledge and appreciate the importance of these factors in successfully running and growing a business is doing both himself and his employees a disservice.

Today’s progressive moving, forwarding, and relocation companies, most of which are members of HHGFAA, would all express a commitment to growing their businesses. But to remain progressive and meet the challenges of the next millennium, they also need to make another commitment: to the education and training of their greatest asset, their employees.

These are the front-line workers who execute the day-to-day business tasks that produce the bottom-line results that keep our businesses growing in pace with the expectations of our customers. And the demands we place on our employees have never been greater.

In today’s marketplace, we must constantly adjust to the rapidly changing world. Our customers are becoming more demanding, profit margins are eroding, and it is becoming increasingly difficult to recruit and retain highly skilled employees. I am increasingly convinced that education and training of the employee base may well be the most critical factors in our industry’s survival. Without focused, motivated, and well-trained employees, HHGFAA members won’t be able to remain on the cutting edge in tomorrow’s business world.

In addition to the physical and historically recognized operational aspects of running a moving, forwarding, or relocation company, we are all now collecting, managing, and distributing information and data that relate to the shipments we handle. Speed is the supreme driving force behind the information explosion. Technology makes it possible for us to harness enormous amounts of information and share it, almost on a “real time” basis, with our customers.

Our employees must be armed with skills and knowledge in order to assist and properly respond to the informational and technological requirements increasingly placed on modern day movers. The employers who own these business have a responsibility to constantly recruit and train their employees, as well as themselves, to meet the needs and demands of business.

In today’s modern world we need to think of the “education years” as extending from birth to death rather than from kindergarten to college.

What are you doing to extend those education years within your company? ■

EDUCATION AND TRAINING

The Future Is Now!

By Peter Williams

Hunting and gathering

Millions of years ago, when our ancestors first stood upright and began living in caves, they survived by hunting and gathering. Survival of the species depended on the skills they acquired and developed in the daily quest for food. These skills were taught to their young by example. And they must have done a pretty good job of it, or Homo Sapiens would be extinct by now.

Basic training

This was training, in its very crudest and most rudimentary form. Without it our race would never have survived and evolved to the high level of sophisticated, intelligent beings we are today. You can say that the rest of the animal kingdom has enjoyed similar success in terms of survival, but what sets us apart is our ability to speak and communicate with each other. Communication, verbal and written, has enhanced the training process from generation to generation. Training is no longer instinctive as it was in the caves. The instinct to train has expanded into all walks of life, and will continue to do so.

Some of our training is so basic that we take it for granted. Having acquired many of our skills as children, we do not need to consciously practice and re-train to maintain them. But as life has become more complex, we have had to learn new skills, through either the example of our parents and peers or lessons taught by our teachers. These skills are maintained at a useful level by repetition but sometimes, for a variety of reasons, we need to be re-trained. Skills must be honed and refined in order to maintain maximum benefit and efficiency.

Service with a smile

In a service industry, the customer remembers who supplied the service as much as the quality — it's all we have to sell. With a smile? Ideally so. Let's face it, moving is a negative experience, associated with domestic upheaval and turmoil. For children it means changing schools, breaking off friendships, and the anxiety of the unknown. Moving is right up (or down) there with death and divorce as one of the most stressful experiences known to man. So a calm, knowledgeable, competent coordinator, or a careful, pleasant, highly skilled packer, for example, can be the best thing about a move, from the customer's perspective. What if everyone handling the move—packers, drivers, estimator, coordinator, and accounting assistant, not to forget the manager—turns out to be collectively the best thing the customer remembers? Everyone firing on all cylinders, delivering their service with a smile and quiet confidence - isn't that the ideal we aim for? But it will not just happen, unless we are very lucky. Training plays a paramount role. It should have a prominent place in our business plan and budget every year.

Old-fashioned training

Historically, training in our industry has been very much "on the job" and "learning by mistakes." What better way to learn how to pack china and glass than watch an experienced packer, who will pass on tips that are time-tested and will achieve the best result? It is to be hoped that the lessons will be well learned, because many companies have instituted a quality control measure that penalizes poor packing financially — damage caused by careless packing is paid by the careless packer! In what has always been considered a "semi-skilled" industry, this method of training has been considered adequate and effective. Why spend our hard-earned money on developing "semi-skills" when we have in-house experts for free?

In the office most of our staff have received their training in business and office skills elsewhere. We actually state in the job qualifications that we are seeking people with certain skills. There's nothing wrong with that at all — this means we can get maximum production from the very first day. Besides, we can cash in on someone else's training expense ... and save our hard-earned money.

Occasionally, but all too rarely, we will say "Will train."

The Future is Now ... Isn't It?

Some 30 years ago, George Allen, coach of the Washington Redskins football team, came up with the slogan, "The Future is Now," a phrase that has caught on and passed into our vernacular. He was criticized for mortgaging the team's future by trading for and bringing on board highly skilled players. His objective was to create a highly

successful football franchise, immediately, if not sooner. He succeeded. But it was true—he had mortgaged the team’s future and, after his retirement, the team had a few years of less than stellar success. This problem was caused by the fact that football players’ careers are short, limited by waning physical ability and injury.

This should not be a problem for us. We have the opportunity to build longevity into our staff. If we hone and refine their skills, they will become better at their jobs. Unlike football players, their careers should last a few decades, not just a few years. Well-trained staff gain confidence and pride in their work. These positive traits tend to make staff happy in their work so they perform even better and you can reward that improvement. Their self-esteem is greatly enhanced by your recognition and respect. They like the job, they like working for you. They stay.

Yes, the Future is Now!

Our industry is changing. Stories abound of our industry’s legendary figures, who started — usually after a war — with one truck, two helpers, a garage, a dog and a broom and built their businesses into some of the best known in the world. Sadly those days are gone. It is true that we still have small, family-owned local moving companies that harbor no grand ambitions — there is a place for them in the general scheme of things and they serve a very definite need in the local community.

Usually we can manage the change processes in our companies and there are no surprises. But sometimes change is imposed from the outside. We may see it coming but are unable to avoid it. So we have to prepare for it. Just such a change has occurred this year, with the introduction of the Full Service Move on the U.S. military side of our business. Suddenly we face the challenge to earn more by taking on more. For some this simply means a natural extension of operations, which are already well established, to provide door-to-door service. For others, however, it means venturing into the unknown, which is always exciting and challenging, but at least a little scary at the same time. Have we trained our employees so that they have the knowledge and skills to be able to take this on without costly mistakes?

Most of us hope for even greater success than we now enjoy. Our owners, shareholders—everyone with a stake in the company—want us to be the best at what we do. In the coming years we will achieve this goal will be only by keeping up with “best practice” in our industry.

What is best practice? It is the provision of a service that is considered the best in the industry in terms of quality, efficiency, and cost. Meeting this goal may entail acquiring a new and better accounting system, or introducing the latest shipment tracking system ... and training staff to use them. There is no learning on the job or by mistakes here. We must be prepared to invest some hard-earned money in training. “Excel,” “Word,” “PowerPoint” — these have replaced “60 wpm” in the job description.

The computer revolution has already taken hold in the industry with the use of bar codes, computerized survey tools, computerized inventorying, fleet global positioning systems, and, on the international side, customer access via the Internet to moving company systems to check shipment status from anywhere in the world.

The future has arrived in the moving industry so, fasten your seatbelts — it’s going to be an exhilarating ride! The future is now! ■

Peter Williams is President of Anglodane Associates, corporate relocation management consultants. With a strong background in the international moving industry, he provides expert advice to corporations and to the moving industry on a wide range of topics, from corporate relocation benefits to moving industry training, from corporate policy design to international freight forwarding. His career includes 22 years in the industry, holding managerial positions with four well-known international moving companies on both sides of the Atlantic, and 15 years on the corporate side at the World Bank in Washington, where he was responsible for the Bank’s worldwide relocations program. This combination of responsibilities has given him an extraordinary perspective on all aspects of moving and qualifies him uniquely to counsel and train “on both sides of the fence.” He is well known in the industry worldwide and has traveled and worked in Europe, Asia, Africa, and the republics of the former Soviet Union.

EDUCATION AND TRAINING

Web-based Tools Grow as a Resource for Training

By Jason Greer

As society changes, companies are being forced to design training programs that are both cost- and time-effective and also keep employees abreast of technological and social advances.

The U.S. Small Business Administration has published an 80-question survey on the World Wide Web to which companies can refer when determining training needs. The "Checklist for Developing a Training Program" says a company should first set an overall goal, then determine what each employee needs to learn to reach that goal.

"Analyzing the goal can be done in the form of surveys or walking around and observing," says Camille Currier, account executive and training specialist for the Employee Training Institute in San Diego. "It is very important to the process because it determines whether the goal encompasses the training needs."

Currier says that once a goal has been set, the company must get employee "buy-in." "Employees have to be sold on the training," she says. "The buy-in process is related to how the training responds to the learning needs of individuals. It is very important to have the staff excited and supportive."

Next, the checklist says to determine what type of training is needed and what method of instruction will be used.

Tools for training will vary according to the goal of the training and the learning needs of employees. "Text and audio are OK, but there are those who learn by doing, and for them simulation is best," Currier says. "Simulating a scenario is especially good for customer service training."

The checklist takes the reader through a series of other steps that include timing considerations, physical facilities, program costs, marketing, and who will perform the training.

Learnavity.com, a site that provides guidance for companies in search of the best teaching tool, offers a variety of quizzes to determine the learning styles of employees. The site also offers statistics, Web tools, surveys and nationwide trends in training. Currier says Web-based tools have expanded training options and made the process less rigid.

"Technology has been a very big strength, especially the Web," says Currier. "Online training tools are very popular, and, in general, using the Internet is a more sophisticated means of communicating."

Currier says that while technology has caused a trend in training, so has diversity in the workplace. As the work force changes, she says, it is necessary to have employees be sensitive to the needs of others.

"Diversity training is a proactive approach to curtailing problems with people who are not sensitive to diversity issues," Currier says. "Companies can no longer afford to be liable for employees who are not dealing with issues of race, gender and sexual orientation on the job."

Companies such as the Target Corp. have adopted the slogan, "Valuing Diversity," and according to its Web site, diversity education is a major part of company training. The site displays a written commitment to diversity training that "teaches people to capitalize on the rich talents and perspectives of others."

Sometimes it is unrealistic for a company to provide training from within. According to the American Society for Training and Development, outsourced training has risen steadily since 1996.

"Oftentimes companies don't have the in-house staff to provide adequate training, so they recruit training service outside of the company," says Anne Aarness, marketing and communications manager for LearningByte International in Minneapolis. "We can provide expertise from a variety of areas a company may not have access to."

Aarness says that using someone from outside of the company is more efficient because that person is objective and employees tend to be more candid with a fresh face.

She says her team often is asked to both design and implement training modules because an outside trainer comes in with no strings attached and leaves any "dirty baggage" behind.

"Confidentiality is an attractive feature to companies," Aarness says. "Our team members are not at liberty to disclose any information about the company."

Prior to developing a training module, Aarness says, consultants talk with its workers to determine the strength of the company's infrastructure.

Whether their resources are in-house or outsourced, companies have many options for developing the right training package.

The Bureau of Labor Statistics has a Web site, <http://www.bls.gov>, which includes links to training data and trends. Similar information can be found at <http://www.trainingsupersite.com> and <http://www.astd.org>.

For any training exercise, Currier says, the logical production remains the same: "Set a goal, analyze, design, develop, evaluate and then implement it." ■

Cultural Knowledge is Key to Global Training Manuals

By Missy Turner

A training manual for an American energy company reads, “If there is an oil spill, who should you call?” As a joke, one of the multiple choice answers is “Gilligan.”

While this is humorous in the United States, the joke wouldn’t make sense to employees in the company’s office based in France, advises Omni Intercommunications President Hervé Chain, who is from France. His Houston-based company is one of a growing number of businesses that help corporations not only translate but culturally adapt training materials and instruction manuals for offices, employees and customers around the world. “A play on words in different languages doesn’t always work because it doesn’t translate,” cautions Chain.

This is no laughing matter, considering that billions of dollars and a company’s reputation are at stake. Translation means more than just language. It involves culture and politics as well as accents and terminology.

Even sign language is important. The “OK” hand gesture in English is offensive in some European countries, while the sign means money in Japan.

“That’s the slippery part of communicating with another culture. You are not just communicating in another language, you are communicating in another culture. It’s more than just words,” says Chip Schneider, executive producer at the Health Channel, a video production company for the health care industry. Some of the Health Channel’s clients work with patients and doctors around the world.

Sometimes the nuances can be so subtle company execs don’t realize they’re about to make a critical mistake. For instance, there are tumbleweeds in Texas, but not in France. When translating, the tumbleweed has to become a cactus, Chain explains.

“It’s more poetic, but if you say it in French it doesn’t make sense. That’s something simple, but you have to think about it because if you don’t, you can lose the reader,” he says.

For those reasons, cultural adaptations are crucial to training materials, instruction manuals and information videos for clients, customers and employees abroad, say translating professionals. Training materials, especially, project an image of the company, Chain adds.

“A lot of training is by example,” he says. “If they can’t relate, you’re wasting time because they don’t understand ... The idea of training is by examples to follow. You need to make sure the examples are relevant.”

It’s far too common that the companies aren’t aware of the importance of proper translation and cultural adaptation, say industry professionals. Many people in the business say they spend a large amount of time educating client companies, says Syntes Language Group CEO Beatriz Bonnet, who was born in Uruguay but grew up in Houston.

Indeed, billions of dollars are at stake. The United States is only a small market for some products, such as Coca-Cola, when compared to the international market, Chain adds.

“People don’t always view it as much of a strategic issue as it needs to be ... Often a project will be produced with English in mind and then as an afterthought go and retrofit it and try to make it work in another language,” adds Bonnet. “We can be more successful and make a better product if it’s part of the strategic plan.”

More companies should plan ahead for a project that will need translation, she adds.

“English is a short and succinct language. Not every language is like that. Companies need to understand that how they prepare material can either help or hinder translation,” Bonnet says.

As more companies pursue international business, culturally adapted translations of corporate materials, particularly training pieces, has never been more important, Chain says. With the advent of the Internet, companies around the world are demanding higher standards as the marketplace becomes more global, Chain explains. Twenty years ago, mere word-for-word translation was acceptable. But today, those companies expect more, he adds.

All the variables involved in translating don’t make it an easy task, but a company’s reputation is on the line in overseas markets. One of Schneider’s clients, a pharmaceutical company, needed a video for patients as part of a clinical trial for a new drug translated into eight different languages.

“You want the viewer to feel that the video was made for them and not someone in another part of the world. Otherwise, the video ends up retrofitted and sloppy,” Schneider says. “When a pharmaceutical company is sending out information to patients that’s sensitive, they’ve got to be completely understood.”

Getting the correct information across is so important in fact that Chain estimates that the language is only 30 percent of translation, while cultural adaptations make up the other 70 percent.

And the more technical, the more time required. A translator would need to ask more questions and possibly do research, explains Ludmila Rusakova, owner of MasterWord Services. “Most are not aware that the time it takes to translate is almost as long as it takes to create a document,” she says. “It’s important for clients to understand that, if they spend a lot of time creating a document, they can’t then give us one hour for translation.”

Producing video requires fine details, such as matching voices to the actors in the original film. Timing is crucial to avoid creating something akin to old poorly dubbed Japanese films in which the actors’ mouths don’t match the words.

“You have to precisely time the amount of time it takes to say something in English and get the other languages to take that amount of time,” Schneider says. “That affects the translation too. It may be that you have to adjust the translation so it

takes less time to say.”

Other companies are in business to typeset and reconfigure printed material, software and Web sites to fit the new language. “People don’t want to see a translation, they want to see a brochure,” Chain says. “It’s much more than translation.”

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Albert Moving & Storage: Committed to Having Delighted Customers for Life!

By Jim Lundy

Although involvement in our industry requires heavy expenditures for facilities and equipment, it is our associates who are the keys to our continual progress and success! And although our well-maintained physical assets are highly visible, our exemplary track record is traceable to the less obvious abilities and attitudes of our team.

We strive not just for satisfied customers, but for delighted customers who will be our customers for life!

In trying to fulfill our mission, pursue our vision, and practice our beliefs, we involve our associates heavily in conventions and in internal and external educational programs. Our supervisors and key staff members on our leadership team annually average 45 to 50 hours each in formal developmental sessions, while our other associates average about half as many hours. In addition, each of us benefits from extensive personal coaching provided by the other associates and an internal consultant.

To provide our crews and operations-support people with the basic knowledge and skills needed, we undertake local driver, forklift, packing and unpacking, and loading and unloading training. We also participate in Allied’s driver and safety training. Similarly, our support staff and warehouse associates are trained in such areas as Allied operations, dispatching, professional selling, and telephone etiquette.

We know that in order to delight our customers our associates must have much more than technical or job-content skills! We can delight our customers only if each of our associates is inspired and committed to serve and succeed. Further, the positive individual attitudes we rely on are dependent on a spiritual environment built on empowering leadership and peak-performance teamwork. And to achieve such leadership and teamwork it is essential that we maintain open communications and encourage honest feedback!

Most important, we don’t just give lip service to these important matters. We try to walk the walk, not just talk the talk.

We have used 360-degree feedback for our leaders. We also have three leadership teams that meet monthly to study John Maxwell’s book “The 21 Irrefutable Laws of Leadership” and the accompanying workbooks and audio and video-tapes. Additional meetings are scheduled regularly to facilitate participative discussions and decision making.

Four to six times a year we hold all-hands meetings at which we participatively pursue increased awareness of the importance of various subsidiary themes that we believe contribute to our achieving “customers for life.”

One such theme is called “Operation QIC,” an acronym reflecting our philosophy that “Quality is Contagious.” It is our desire to cultivate an epidemic of quality service experiences for our customers.

The “1-2-3” theme reminds our associates about the virtues of participative decision making. It suggests that before anyone (including our company president), makes a decision he or she should ask these three vital questions:

- Who can help me make a better decision?
- Who will have to carry out the decision? and
- Who will be impacted by the decision?

The people identified through these questions then should discuss their challenges and opportunities and recommend an optimal solution.

Another theme has been abbreviated as “ON/IN.” Through it we have urged our dedicated associates to work not just IN the business, but also ON it. In other words, we urge people who are packing boxes, creating invoices, or storing records to ask themselves continually if there are quicker, safer, less expensive, or more effective ways to perform, grow our people and grow our business.

Another such theme has been coded as “Inside-Outside” (printed graphically on the button as “Nside–Outside”). It points out that “Our service to our customers can be only as good as our internal service to each other.” It focuses on the importance of true teamwork and how to achieve it.

All our subsidiary themes are compatible with each other as well as being supportive of our commitment to quality performances to achieve “customers for life.” We kick our themes off with the previously mentioned half-day interactive sessions. After the concepts have been introduced we reinforce them with periodic short meetings and informal comments throughout each day.

For each concept we also have metal pin-on buttons (over two inches in diameter) with catchy reminders such as “ON/IN,” “QIC,” “1-2-3,” and “Nside–outside.” We choose one button at a time to be worn on Fridays by all our teammates.

As you know, achieving customer delight internally and externally can’t be achieved by the flip of a switch. It requires a lot of time and effort - and it is a never-ending challenge. But how else can we earn — and achieve — “Customers For Life”? ■

Beirut Cargo Center Targets Packing Skills

By Talal Bejjanit

At Beirut Cargo Center, all kinds of training are effective and help improve the packing and removals function. Since establishing our training department, we have found that packer training and customer relations are the most effective programs used in our business.

Primary training addresses ways to deal with clients and provide service they are pleased with. Our program also covers safety, and the packing team undergoes a session on the loading and off-loading during a packing job as well as carpentry. Some of our training programs entail self-study done in the conference room and the warehouse; others are conducted externally by outside consulting.

One thing is certain: Good training results in lower costs to the company. While our policy does not stress this issue in terms of training costs, general management focuses on minimizing our overhead by reducing the costs arising from inferior service.

Overall, our training programs have proved very beneficial. Based on our experience, the training has resulted in increased customer referrals, and it has helped to lower the ratio of claims submitted by the clients. Generally, we have found that training:

- improves employee awareness of company objectives, utilization of time and material, and tractability “to root causes.”
- motivates employees and management.
- enables us to rectify errors at earliest stage, so less repeated work.
- enhances the company’s professional image.

Some of our training programs are scheduled based on need. An employee might issue a “Training Request/Order” that describes a specific project; it is then transferred to the president to decide on further action. Other training is conducted every three months or every six months, based on necessity.

We use visual aids presented on the 3M projector as well as trucks, packing materials, cartons, and tools to simulate actual job situations. Actually, the packing team starts performing their work as if they were on site handling a shipment.

In general, all training is geared toward reinforcing employees’ understanding of the job by repeating many basic procedures. This also helps to motivate them to offer the best performance on site, lower claims ratio by offering the best quality service, and aim for a high market share by being the best in our industry.

As a result, the need for training has increased dramatically. No matter what business an organization is in or service it provides, it also is in the training business. Managers are now responsible for ensuring that everyone in the organization has access to training programs because the market is more challenging, and demands the best quality service and performance. The adage “Survival of the fittest” applies, and the key to survival is simply to be better than others.

If the old demand was always for “more,” one of the new essential requirements is “better.” However, because the customer now has choices, only “better” is good enough. The key to success has clearly become quality.

Finally, if the prices of competing products or services are roughly comparable, the customer will almost always choose the one that s/he perceives to be of better quality. ■

Talal K. Bejjani is quality manager and assistant administration manager at Lebanon-based Beirut Cargo Center. E-mail: tbejjani@bcc.com.lb

The Traveling Trainer

By Rio Longacre

Officially based in Toronto, Canada, David Webster is field training manager for Crown Relocations. His mission is to maintain and develop the quality performance of the packing and delivery crews at Crown's North American operations. This role is part of the company's ongoing quality enhancement initiatives.

Webster, who has more than 20 years of experience providing training to companies both directly and through the British Association of Removers, was hired by Crown in September 1998 as an expert. As Crown's field manager, his role now requires him to take his skills where they are needed — and because they are needed all over North America, he needs to be mobile.

Webster literally lives in his traveling classroom, a recreational vehicle, mobile home, and training facility all in one. "I live in my RV to be more mobile. I love it. It allows me to be more flexible and independent," he explains. "There's no better way to get around." Most important, this arrangement allows him to travel wherever existing problems require training on short notice.

Webster takes his skills to challenging areas. From existing Crown offices with new staff members, to new Crown branches, to company partners in important locations, he teaches practical skills the industry's workers use every day on the job. Webster teaches and improves practical skills relevant to the industry, instructing Crown employees in the tools and tricks of the trade.

Webster's training courses cover everything from export packing and loading, to inventory control, to dress sense and preparation, to health and safety issues. There isn't much he doesn't cover — even security and fire prevention issues are included in his repertoire.

A day on the job for Webster usually starts early — not surprising for a man who wakes up on-site. His training aids are kept in the RV; the only other prop he requires is a small trailer full of specialty items used for instruction and training. Training usually consists of packing, unpacking, loading and dismantling the goods, all in and out of this trailer.

According to Webster, to date his programs have been specifically adapted to the individual locations he has visited. With respect to overall effectiveness, "I would like to think that we have seen improvement most of the areas I cover," he said. "Looking at the reports this is certainly the case. However, there is always room for improvement." He and Crown are creating a structured Group-wide training program based in part on his work.

Twenty-plus years of experience brings more than just technical skills to the table. When asked what transferees need the most on moving day, Webster remarked that each client must feel the relocation company really cares. In order to reach this goal, crews must be courteous, considerate, presentable, and on time, and belongings should be handled with the utmost care so as to avoid any damages.

With regard to keeping track of company progress, Webster had this to say: "There are many things that can be done to monitor performance in these areas. We collect and review customer feedback and claims performance. We also provide ongoing training on critical issues such as punctuality, packing standards, and personal presentations."

But he doesn't only teach. Between giving classes, Webster routinely attends jobs as a crew member, not only supervising but putting theory into practice. This keeps him close to the bread-and-butter of relocations, the move itself. "I like to keep abreast of any trends, changes or issues," Webster says.

And when not giving classes or helping a client move, he keeps himself busy with other responsibilities. "He is exceptionally versatile," explains David Muir, Crown's Executive Vice-President — the Americas. "He has even helped out as acting General Manager in Atlanta, and Warehouse Manager in Houston and Toronto." Webster notes that being mobile allows him to fill in when, and where, he is needed. ■

Rio Longacre is press officer at Crown Relocations. E-mail: rlongacre@crownsrels.com. Website: www.crownrelo.com.

Elliott International: Aiming for the Top

By Jackie Abrahamse

Training at Elliott International is aimed at customer satisfaction and the continued improvement of claims ratios.

Our training programs include all newly recruited people who have induction training and are familiarized with the departmental procedures for the divisions or departments they are to be a part of.

Our training programs are monitored by an independent consultant who conducts audits during scheduled internal audit programs, as required by our International Quality management system which is certified to the International Standard ISO 9000. Currently Elliott International is the only certified International moving company on the African continent.

Training for operations people is carried out both on the job and in the classroom.

Management, sales, marketing, international, and national training is carried out in the classroom using video and personal presentations. Training is included in ad hoc meetings to deal with specific nonconformances. Training for operations staff includes all aspects of a move, climate, weather, and any specific claims relevant to that group to ensure corrective action is taken to prevent any recurrence. Safety is an important part of our training and is included in the operations procedures.

Other training for management, sales, marketing, international, and national includes correct quoting, costing, and relevant site information to assist operation department planning and to have minimum location problems on site.

Environmental training is ongoing, and we at Elliott have a green environmental policy that includes correct recycling, use of

Household Movers Services: Specialized Training for Specialized Services

By Stephen J. Eschbacher

Household Movers Services, headquartered in Ridgewood, N.J., is one of the largest providers of nationwide third-party services in the country. In business since 1984, the company has experienced significant growth over the past five years.

The services Household Movers technicians perform include appliance servicing, crating, satellite dish installation, and disassembly and assembly of pool tables, waterbeds, and grandfather clocks.

As the labor pool of individuals who are qualified to deliver transportation-related services continues to shrink, it is of paramount importance that third-party providers establish and maintain relevant training programs.

Household Movers Services has designed what is widely regarded to be the most extensive such program in the third-party services industry. All company technicians, regardless of prior experience, are required to attend a two-week training program prior to achieving certification as HMS technicians. The training is held at the company's Training Center in New Jersey.

Opened in 1998, this state-of-the-art shop includes a myriad of training apparatus necessary to expose a trainee to all the tasks he might be required to perform. The training is segmented into two portions: Week One comprises hands-on training in the Training Center; Week Two consists of on-the-job training under the supervision of a certified technician.

During the first week of the training, the applicant works on actual appliances, waterbeds, pool tables, exercise systems, a five-station swing set, and a 50-cu.ft. chandelier suspended from a 24-foot ceiling. Additionally, he measures, builds, and packs items that he will typically crate, including glass and marble tops, paintings, various artworks, and mounted hunting trophies. Supervised by a full-time trainer, the student is required to practice on these items until he exhibits complete familiarity with them.

During the second week, the trainee spends six days on the road with an experienced technician. He gains the experience of performing in residence those same competencies that he practiced during the previous week. Finally, on the last day of the training, the trainee undergoes a review, Q&A session, and certification procedures. Upon completion of the training program, the quality control department at headquarters monitors the new technician's progress.

Subsequently, he is required to attend tri-annual review courses in New Jersey. These three-day-long

conferences are mandatory for any technicians with less than two years' field experience.

At the refresher courses, the tech is tested on all aspects of previous training modules, brought up to date on any new technical issues, and graded for his performance during the previous four months. These training update periods also provide excellent opportunity for the technician to interact with his colleagues, as well as the support staff at the office.

Ultimately, the goal of the intensive training program is threefold:

- To instill identical training service delivery systems in all field techs.
- To provide methods of maintaining continuous training and communications.
- To reduce turnover.

The results after the first two years of this program have been very impressive: Claims against those techs who have completed the program are significantly less than their counterparts, and turnover has been reduced by a factor greater than 50 percent. Continued fine-tuning of the program based on post-session questionnaires should continue to yield beneficial results for Household Movers Services. ■

HMS's Website address is <http://www.hmsusa.com>.

Employee Training at Interstate Van Lines

By Maureen Cameron

Dedication to training has been a centerpiece of, and the driving force behind, the phenomenal success and the overall reputation of Interstate Van Lines. This commitment to training, for all employees from senior management and down, was fundamental to the early growth of the company and is even more important today, as the company continues to differentiate itself from its competitors by providing "Top Hat Service." Arthur Morrissette, Jr., president of Interstate, supports the training efforts at Interstate and believes that every dollar spent on training has a direct return to the company's profit margin.

To that end, Interstate's training programs must be as diverse as the services they provide. And though the most extensive training efforts are focused on the movers and the packers, they are not the sole beneficiaries of the company's dedication to training. Training programs exist for employees throughout the organization - including senior management, managers, administrative personnel and the like.

Packer/Mover Training

Located within Interstate's corporate headquarters in Springfield, Va., there is, what is believed to be the first of its kind, a "Talking Training House" that is completely furnished with a living room, two bedrooms, a dining room, kitchen, office and laundry room. The dining room and kitchen are fully outfitted with typical appliances, tables, chairs, dishes, glassware and the like. The bedrooms are furnished with some standard furniture, as well as some very heavy and bulky pieces. The living room even has a piano. And a curved walkway leads through a painted green lawn to a mock Interstate van, complete with the required equipment and furniture pads. It is in this house that Interstate's team of movers and packers learn their trade. Prior to visiting their first customer, every packer receives 40 hours of training and movers receive 80 hours of hands-on training.

Adjacent to the Training House, Interstate maintains a fully furnished classroom that can accommodate up to 35 people. This facility is used for the textbook and audio-visual portion of the training. Following the extensive training and before they can service any customer shipment, all movers and packers are required to pass a comprehensive written exam.

The classroom curriculum includes detailed coverage of a variety of subjects, including:

- **Personal appearance and proper uniform.** Employees are taught the basic acceptable standards for personal appearance and the proper way to wear the Interstate uniform. They are advised that the Interstate uniform makes a representation to customers about the company. With a proper uniform, the employee can present a positive image of the company and can instill confidence in the customers of Interstate's ability to provide the quality services for which they are paying. The uniform presents the employee as a skilled professional, and not merely as a laborer.
- **Personal conduct.** All Interstate representatives are trained to present themselves and to interact in a professional manner by being courteous, respectful, responsive, helpful and cooperative. This behavior is expected in their interactions with customers and the general public, as well as with fellow employees. This professionalism reflects well upon the company and enhances the image of the employee as a professional.
- **Toolbox requirements.** Employees are trained in what tools are needed for a move and why they are needed. They are instructed not to borrow tools from customers. This preparedness demonstrates the professionalism of the mover and instills confidence in the customer that the Interstate employee is indeed a trained professional.
- **Materials and material utilization.** All of the materials used in packing and moving are demonstrated as to what, when and how they should be used. Over 60% of this portion of the packer training is hands-on. Extensive

explanations are provided as to why certain items go into certain cartons, and why some items require crates.

- **Basic packing procedures.** Employees are trained in packing procedures that meet or exceed industry standards and that insure the maximum protection for customers' belongings. They are further trained as to the differences between items that may be packed in cartons versus those that require wooden crates. Proper handling of special items (i.e., firearms, electronic equipment, small appliances, lampshades, mirrors, videotapes, glassware, professional books and many other items) is also addressed.
- **Basic moving procedures.** Precise moving procedures are mandatory at Interstate and movers are trained to comply. Employees are trained in everything from transporting proper materials to the job site, the use of rain pads, building tiers and handling sofas to the disassembling and assembling of items, proper handling of hardware, loading containers and handling carpets.

Over 60% of this phase of the mover training is hands-on. Safety is emphasized throughout this process. Proper lifting techniques are stressed, as is the partner communication that is required when two employees are working together to move heavy, bulky items. It is during this phase that employees learn how to properly move a piano up and down the stairs and onto the van.

- **Inventory procedures.** The entire inventory process is presented in both lecture and hands-on format and constitutes an important part of the final exam. Inventory codes and labels are covered in detail, as are special inventory procedures for military, commercial, partial delivery and overflow shipments. This process is stressed to ensure uniformity between Interstate and its agents.
- **Job site procedures.** All procedures, including initial arrival on the job site, job execution, job completion and return to the warehouse, are covered in this portion of the training. Company standards call for each step to be handled efficiently, professionally and in accordance with the established procedures.
- **Paperwork.** Students are thoroughly trained in the proper preparation of all required paperwork, with special emphasis to the importance of accuracy and timeliness. Over 20 different forms are explained in detail.
- **Handbook.** Each class participant receives a Mover/Packer handbook that details everything that is covered in the classroom training. This handbook was designed to fit into the individual's toolbox to be used as a reference guide throughout the employee's career at Interstate.

Operations Staff Training

Within the Interstate Training Complex resides an auditorium that accommodates as many as 150 team members. The auditorium serves many purposes in Interstate's training agenda. Most importantly, it serves as a central meeting point every morning for all operations personnel to attend a 30-minute continuing education class on some subject related to job fulfillment - from customer satisfaction to moving and packing basics. This ongoing, daily training provides management with the ability to ensure that all operations personnel are kept abreast of policy changes, company innovations and customer satisfaction issues.

Every Tuesday and Thursday, a specific performance curriculum targeted to long distance drivers is held. Although the diverse schedules of these employees make attendance at the sessions more difficult, the commitment to quality training exists for them as well.

Corporate Training

The entire Interstate team, including both operations and administration personnel, joins together on the third Wednesday of each month to attend a 7:30 a.m. meeting. The agenda for these sessions varies each month, as departments take turns facilitating the meeting on the subject of their choice. A constant at these meetings, however, is the introduction of new employees, the presentation of awards and updates by senior management. The meeting provides a regular forum for all employees to get a "heads-up" on what is new at Interstate and in the moving industry in general.

Manager Training

Within the main office complex, another conference/training room that can accommodate approximately 100 people provides a home to weekly management team meetings. Every Tuesday from 9:00 a.m. to 10:00 a.m., all managers and supervisors attend a training session that targets some subject of mutual relevance. The topics of these sessions vary as the needs of the company dictate.

At Interstate, the training venues may vary, as do the training participants. One constant remains, however, and that is the fundamental dedication to the importance of ongoing, quality training for all members of the Interstate team. This commitment to providing a skilled team of employees helps to differentiate Interstate from its competitors and enables Interstate to continue to provide "Top Hat Service" to its customers. ■

At Leader Pack, a Long-Term Commitment to Training

By Ajay Bhalla

Leader Pack (Leader Freight Forwarders) has a long-term commitment to the moving industry. There can be no substitute to giving quality service to your customer. This is possible only if the company is geared in all aspects of moving to deliver quality. We at Leader Pack deliver quality at every step, be it the salesman's receptiveness to customer needs or secure packing of household goods. Leader Pack's education and training program is one of the most intensive in the industry, and covers all personnel as well as methods and procedures followed by the company.

Training is conducted in several categories:

- **Packers training.** Each packer is required to go through classroom sessions as well as a packing workshop, according to our packing procedures set for every conceivable item in a house. Customer interface and relationships are an integral part of this training. Topics covered are appreciation of varied types of packing materials and their application; customer relationships; packing and unpacking of containers; liftvans; and numbering and tallying of packages. After the training, the crew is tested on their knowledge and if they do not meet the criteria they are retrained again to work on the shortcomings.
- **Sales personnel.** Newly hired sales personnel receive an orientation in all departments of the company. We ensure that they are totally equipped to answer questions the customer might have for any door-to-door move and appreciate the long-term rewards — such as repeat business — that come from delivering excellent service to the customer.
- **Top management.** Managers keep tabs on recent developments in the overseas moving industry and new training tools as they become available. Anything that would mean improved quality to the customer is studied and adapted to suit our needs.

One example of the benefits of training in our company — that is, virtually no claims for missing packages — is due to the way we have constantly improved our methods of keeping track of packages at our warehouse, as well as at the client's residence. Use of pre-numbered stickers enables us to tally all packages prior to loading and stuffing, and has precluded any possibility of missing packages.

Leader Pack is constantly monitoring all areas within the company where our performance through training and our service levels to customers can be improved. ■

Leader Pack's e-mail address is leaderpack@emirates.net.ae.

Packtra Pvt. Ltd. Co. Uses Proven Training Methods

By Befekadu Tilahun

At Packtra Pvt. Ltd. Co., located in Addis Ababa, Ethiopia, intensive training is nothing new. We have long provided training to all employees of the company, including managers in different positions. We have even translated some instructional materials into languages our employees understand.

The most effective training used at our company addresses packer training, customer relations, and cargo handling. Specifically, we cover topics such as effective use of materials, safety, documentation, competitiveness, honesty, reliability, punctuality, and credibility. We use different training methods, including audio-visual programs offered by HHGFAA, classroom work, in-field training, pamphlets, manuals, and corrective methods.

Training is provided in two ways. We have monthly meetings to evaluate and correct our previous output and quarterly programs given to all employees by employing teaching materials at our disposal.

One unique component of Packtra's program is training employees to duplicate packing materials that are not available in the market by examining imported packing materials from the United States, Europe, and Asia.

This does not mean that we do not face some hurdles in our work and training of employees. For us, the most challenging aspects of doing business include the remoteness of the port from our headquarters and the roughness of the road from here to the port. We are forced to gear our training toward producing strong packing materials that resist heat and shock.

We believe it is our training programs that have made our company the leader in the field in our country. Our safety record has improved. Moreover, our attention to training has helped us to reduce claims, and has resulted in increased customer referrals and recommendations. In fact, we have been appointed by some organizations to be their packers and clearing agents regardless of the price we quote. ■

Befekadu Tilahun is general manager of Paktra. His e-mail address is packtra@telecom.net.et.

PM Packers & Movers Emphasizes Packer Training

By Rajeev Bhargava

The most effective training program we have found is packers training. We believe very strongly that packers must be trained to employ the right workmanship, coordination, and time management. When they observe our packers in action, our clients are very happy and satisfied, and tend not to be so worried and tense at the thought of their prized possessions being uprooted and bound for a new place.

Because PM Packers exists solely because of customers, our packers training, which is offered every three months, emphasizes customer service. Good customer service is cost-effective, as it always saves money for the company.

We provide an in-house training program in our warehouses and do not conduct classes outside, as the majority of the workers in India are not well educated. Our training program ensures that our packers understand the customer's wishes, and since they are trained to achieve customer satisfaction we have a very low claims rate. This has worked well for us, as evidenced by the fact that the majority of our business comes by word of mouth, from customers' referrals.

During and after our meetings, generally we ask one of the packers to demonstrate his packing skills, which are measured in terms of time and neatness of his work. ■

Rajeev Bhargava is managing director at P.M. Packers & Movers (Pvt.) Ltd. E-mail: packers@cal.vsnl.net.in

Security Storage: DC's VIP Mover

By Joyce McDowell, Portal Editor

After 20 years with Security Storage Company of Washington, D.C., Director of Operations Ernest de Lagarde knows every nook and cranny of the moving business — a fact that makes him very well suited to run the company's state-of-the-art training facility in Alexandria, Va., opened two and a half-years ago.

When your company is chosen to move the most powerful people in the world, you'd better be good, and Security has a long history of moving notables, from ambassadors to Presidents, in addition to the vast loyal following of clients it has served since 1890. In recent weeks, it moved the households of former President Bill Clinton and his wife, Senator Hillary Clinton, and former Vice President Al Gore. De Lagarde has been receiving envious phone calls from colleagues around the world who saw cable TV news clips of Security trucks at the White House and at the Clintons' new digs in New York and Washington. Such high-profile advertising is hard to get at any price, but when pictures like that appear around the world for free, it says something impressive about reliability and quality.

Keeping that level of quality high is de Lagarde's mission in life. Every driver, packer, and mover employed by Security is required to undergo intensive training at the training center before being allowed out into the field to work with real live clients. And all employees must return annually for a refresher course.

The classroom is outfitted with a big-screen TV for showing the United Van Lines training videos that serve as the basis for the quality certification course. To make the grade at Security, employees must undergo some 28 to 32 hours of classroom training and 200 hours in the field before they can become certified. A half-day of forklift training is followed by a two-hour practice in the warehouse. Classroom work includes the video presentations and lectures by de Lagarde (a certified trainer who conducts all training) and safety meetings led by Safety & Compliance Manager Michael Kerns. Over a dozen modules comprise the instruction, with each followed by hands-on practical experience. Everyone attending the classes is required to wear a full uniform. "We stress that you have only one chance to make a good first impression," de Lagarde explains, "and the first impression must be the very best you can give."

Adjacent to the classroom are a completely furnished kitchen, laundry room, bedroom, and living room — all full of the typical accoutrements of modern family life: stemware, dishes, appliances, electronics, even a piano. But take a closer look at the bedroom furniture and you'll find nicks and gouges here and there — all an aid to teaching estimators and movers the importance of faithfully and accurately noting all exemptions before the move begins. The students also learn the importance of noting — no matter how rushed they are — the model and serial number of any electronic equipment, lest what began as a knockoff brand suddenly become a top-of-the-line model should a customer report damage at destination.

See-through acrylic cartons allow the students and their instructors to critique their packing technique. Just outside the mock residence, built into the wall, is a full-scale replica of a van trailer, fully equipped with pads (including door pads), straps, packing materials, and typical equipment needed for a move. Employees learn to properly load and unload a van, under de Lagarde's critical eye.

Just next to the trailer is a staircase leading up to a room full of file cabinets and other office furnishings. The stairway can be equipped with a device to narrow the passage, to simulate moves in older homes that have scant elbow room along the stairs. Often de Lagarde will have Office Manager Eleanor Ablaza role-play as Mrs. Jones, the persnickety, mind-changing customer every mover can expect to encounter from time to time. The idea is to ensure service with a smile — not always easy to deliver when time is money, as is the case with Security's employees, who operate under a revenue-sharing arrangement.

"We keep stressing the 4 A's," says de Lagarde. "Attitude, Appearance, Attendance, and Accountability." That last A is especially important when claims result from an employee's failure to follow procedures or appropriate driving behavior. As a sign of the times, the training program includes a segment on road rage.

For each student, de Lagarde has a Skills Checklist booklet. "Every day they are here," he says, "they are rated on their attitude and their performance." Everyone also has to take the two-day inventory class, where employees learn the importance of dotting each i and crossing every t as items enter and leave the warehouse.

Back in the classroom, de Lagarde has hung a sign in oversized type: "Rule #1: If We Don't Take Care of Our Customer, Somebody Else Will." Ultimately, the employees who make the grade, having completed the classroom and practical training, will receive a patch denoting that they are a Certified Quality Packer or Certified Quality Mover.

Even after the classes are over, the training continues. Rookie employees are teamed with veterans, to ensure that they get experienced supervision and advice on the job. From time to time, de Lagarde — unknown to the crew — will arm himself with a video camera and follow a truck out of the warehouse to observe the driving and then watch the team do their jobs. If he sees an employee not following company-dictated procedure as he or she has been trained, that employee is presented with a "scholarship" to begin the classes again. If it happens a second time,

it's back to the training facility once more. But one second chance is the limit: three strikes, and the employee is out. This insistence that all tasks be done following established procedure is key to Security's success. "Claims," says de Lagarde, "can be substantially reduced if care is taken to ensure that everything is done right."

De Lagarde, who heads up Security's operations, follows each employee's career with the company from the beginning, for he does all the interviewing, hiring, and firing as well as the training. This kind of long-term knowledge of his workers has resulted in Security's good relationship with the staff, as well as dramatically reduced workmen's compensation claims over the past few years. ■

At Transcontainer, Training Is The Make-or-Break Word in Moving

By Sherry Koepke Williams

Training. It's the make-or-break word in moving. While keeping your employees up to date and improving their skills will not guarantee the success of your firm given that there are many other factors involved, the lack of training most certainly will guarantee the failure of a moving company, no matter how successful it is in other respects.

Transcontainer Group of Mexico — a fast-moving company that is rapidly becoming a strong multinational enterprise with several offices throughout Mexico and affiliate offices in four U.S. cities — takes an even-handed approach. Training is an integral part of company policy, as well as its success.

The Group recognizes that keeping employees up to date involves many facets, including training new employees on the basics; offering refresher courses to experienced hands; and broadening the knowledge of the old pros.

One example is the way Transcontainer begins training one key employee: a new company packer. When a new packer joins Transcontainer, he first is assigned to the adjacent warehouse for at least three to six months, to learn everything there is to know about the materials involved and their utilization, how to make and load lift vans and wooden crates, as well as the how and the why of marking the crates with all the key information (client's name, destination agent, address, etc.). He is taught about containers and how they are loaded, airlift crates, and how to calculate weights and volumes, and he is also trained in the warehouse on how to pack furniture.

The final part of his training is the dos and don'ts: Transcontainer packers are not allowed to smoke in a client's home, listen to the radio, or talk (except as necessary with their crew chief), and they must always wear their corporate uniform.

Once he is familiar with his job and the rules involved, his training period is over. The new packer becomes a member of a crew and is assigned to a crew chief, under whose direction and supervision he begins his job. Three to six months after joining the Transcontainer family, he is now ready to begin the task he was hired to do. Under the crew chief and his colleagues' watchful eyes, the now not-so-new employee begins by packing a client's less delicate belongings: toys, bedroom linens, books, some furniture, etc.

Little by little, as he progresses from job to job, he is given greater responsibility, moving on to packing chairs, chests, and furniture in general as well as kitchen goods, clothes, etc. Transcontainer policy is to let the employee work with a crew for at least a year before he is allowed to pack delicate articles, always under the supervision of the crew chief. Along the way he is also taught to load the articles he has packed into lift vans and shown how his crewmates pack their upper reaches, with the most delicate articles always on top.

After four or five years on the job, depending on the individual's abilities, the packer may become a crew chief. To do so he must show superior qualities in his service to the client, the ability to command, punctuality and neatness. However, from the beginning and throughout his career, given his abilities as well as his interaction with clients, the employee always has the opportunity to advance.

A key factor in Transcontainer's success — and in maintaining its loyal and experienced workforce — is its policy toward training and advancement. Employees, including our experienced packer, are constantly being given refresher courses in their specific departments and are welcome to apply to attend courses offered in other departments in order to broaden their knowledge of the moving business.

Ongoing training truly is an integral part of our success. ■

Transcontainer's Website address is www.transcontainer-group.com.

Transpack Argentina: Using Personal Goal Setting and Coaching as a Training Alternative

By Cliff Williamson

A method of training that employees tend to appreciate is Personal Goal Setting and Coaching. The reason they like it is because it is individual, and makes them feel special. It gives good results, is not costly, and while it does take time, it is not an excessive amount of time when distributed throughout the year.

This is how it works. Staff must first learn how to set personal goals. Essentially this means that goals must fit a particular criterion in order to be approved. The criterion is this:

- a) Goals must be attainable (i.e., pass the test of common sense).
Bad example: To triple sales last year.
Good example: To sell an average of \$150,000 gross each month.
 - b) Goals must be measurable. (At the end of the year one must be able to say clearly “I succeeded” or “I failed.”)
Bad example: Be the best in my group.
Good example: To obtain a score of 8 or better on at least 90% of all job performance reports.
 - c) Goal must be relevant. (It is ok to set for one’s personal life goals not related to work. But that can be done outside the work setting and has no place in this training.)
Bad example: To date the boss’s son.
Good example: To miss less than 5 days for sickness all year.
 - d) Goals must be controllable. (Does success or failure depend on someone else? If so, it is not a controllable goal.)
Bad example: To obtain a raise for my work.
Good example: To present to my supervisor a list of 5 reasons why I qualify for higher pay.
 - e) Goals must be specific (the more specific, the better).
Bad example: To be the best.
Good example: To make a list of 10 ways in which the company can improve in efficiency, and present it to my supervisor.
- I generally include an additional requirement, that at least one goal should relate to training.

Once staff has an understanding of how to write goals, the next step is to give them time to write them. Advise staff that a draft of their goals should be written and presented to you by X date. Explain that you will set an appointment with each of them to discuss their goals, revise if necessary, and formalize them into a plan for the year.

Once received, goals should be carefully reviewed to check that they are in acceptable form, and not in conflict with the goals of the company. Your ideas should be added, and criticisms given for inappropriate goals. Watch for too ambitious goals or for goals not ambitious enough. However, keep in mind that these are personal goals. You as manager can coach and advise, but you cannot impose goals on someone. If you do, they are no longer personal goals - they are orders.

Now meet with each individual. I like a neutral setting, and frequently take the employee to lunch. It is a chance to really focus on that individual and spend an hour of quality time talking about their work and their growth. I generally assess the performance on the previous year’s goals at the same meeting that I review and revise the current year’s goals.

Encourage the qualities and characteristics you wish to encourage, discourage those which run contrary to your plans, but allow for ample flexibility among your staff for them to grow and flourish under your guidance. Remember that this is the kind of attention, flexibility, and special validation which employees seek in order to find satisfaction on the job.

Give honest feedback on performance. Answer questions. Give advice. Hold another brief meeting after 6 months to review progress, and in some cases revise goals that are not working out. It is important that employees have every chance of success. When the year ends, meet again for final review. Discuss successes and failures. Send out a memo summarizing your conversation and place in the personal file.

Each year people will get better at writing their own goals. Keep goals for each employee on record, either in a special goal file, or in the personal file of each. Refer back to previous years to make sure employees are truly growing and not repeating the same goals over and over.

My staff generally works on 6 to 10 goals each, but there is no rule on how many are required. You want staff to develop their full potential, but know they must perform their primary function as an employee before any extracurricular activity begins to dominate their time. Once staff live through the experience the first year, they will support and enjoy it in the following years. It will be rewarding for them — and for you — to see their growth through the years. ■

Cliff Williamson is the president of Transpack Argentina in Buenos Aires. He is an ex-teacher, and a current member of the Associate Members Advisory Board of HHGFAA. His e-mail address is cliff@transpack.com.ar

UniGroup Supports Diverse Customer Training Needs

By Cliff Saxton

International household goods transportation inherently poses many challenges for its practitioners unknown to movers who focus strictly on intra-United States relocations. The multiple rules, regulations, and requirements — which often vary from country to country — necessitate creative approaches to training. This challenge is faced on a daily basis by UniGroup Worldwide, Inc., an operating company of UniGroup, Inc. which is the parent company of well-known household goods carriers United Van Lines and Mayflower Transit.

To support diverse customer needs in the international marketplace, UniGroup Worldwide maintains a comprehensive “Worldwide Certified International Mover” program, according to the company’s president, Michael Kranisky.

“When it comes to global moving, everyone is not equally skilled,” Kranisky noted. “And yet the need for specialized labor is great, whether in the preparation, loading, or delivery of an international shipment. Certification indicates mastery of the techniques needed to handle international moving with a high degree of service excellence.”

The certification process is intended for the leading agencies of United and Mayflower. In order for an agency to obtain the designation of UniGroup Worldwide Certified International Mover, it must meet the following criteria:

- Its representatives must complete classroom and/or Web-based training on international moving and then take a supervised examination on what they have learned.
- The agency must commit to the use of UniGroup Worldwide international forwarding services and systems to ensure consistent service delivery.
- The agent must agree to abide by UniGroup Worldwide’s “Standards of Performance,” which are specific service requirements encompassing the key steps in the moving process.
- The agency must maintain trained and certified crews dedicated to the provision of international moving services.

In addition, the international crews must have successfully completed UniGroup’s “Advanced Quality Labor Training program,” administered by UniGroup’s Organization Development Department. The 13-module training process involves 24 hours of classroom instruction, including video modules on international packing and loading techniques; group discussions; and exercises and tests based on the shared information. The trainee then undergoes 200 hours of supervised, on-the-job training led by a crew supervisor/leader who monitors and documents the agency employee’s proficiency in 60 different skills.

Web-based training is available 24 hours a day for agencies’ international move managers and sales professionals. Topics include the particulars of air, ocean, and inland transportation; lift-vans; performing shipment surveys and developing rate quotations; shipping vehicles; insurance options; and document/forms completion. In addition, all of UniGroup’s international transportation and insurance forms are provided on the Web site to expedite the efficient processing of shipments.

UniGroup Worldwide is authorized by the American Moving and Storage Association (AMSA) to administer training for the Registered International Mover (RIM) exam on the UniGroup Certified Agent Web site. A UniGroup representative then administers the RIM test at the agency location and inspects the agent’s warehouse to ensure compliance with RIM/UniGroup Worldwide requirements. The exam is graded by RIM, and those who pass it and fulfill the other requirements receive both RIM certification and UniGroup Worldwide certification.

Kranisky noted that the focus on education and training has had positive results in customer satisfaction, with UniGroup Worldwide achieving a high percentage of customers who would recommend using the company again for international transportation. Agents participating in the certification program also have reported significant increases in international business, with results attributable to the enhanced levels of professional expertise.

“The program, by partnering well-qualified agents and UniGroup Worldwide staff members, demonstrates our commitment to taking international transportation to a higher level,” Kranisky said. “In the end, everyone benefits — the customer, the service provider, and our Headquarters team.” ■

UniGroup Worldwide, with headquarters in St. Louis, Mo., coordinates and handles shipments of personal household goods and general commodities for corporate clients and the relocating general public. In addition to its United and Mayflower affiliates throughout the United States, UniGroup Worldwide has trading partners in all other major centers of commerce around the globe.

Trans-Link Stresses Team Unity

At the Thai company Trans-Link Relocation, unity is a golden rule in working as a team. Trans-Link has realized its necessity; hence in May 2000, for three days at a beautifully reserved resort in Rayong, 111 kms. from Bangkok, all Trans-Link staff participated in a training course, themed “Team Spirit,” led by a professional consultant. The training provided an excellent forum to familiarize all employees with different departments, to recognize different characteristics in each other, and to work together toward achieving company goals. ■

TECHNOTES

Using E-mail to Manage People: Some Common Mistakes to Avoid

More than 23 million workers are connected by e-mail networks, and the number is growing fast. However, the smart manager understands that e-mail can be dangerous if not used properly. Here are some common e-mail abuses to avoid:

- Hiding behind the terminal. Don't use e-mail for performance reviews, disciplinary actions, or other touchy matters. It's worse than breaking up over the phone; some things you just have to do in person.
- Forgetting it's in writing. The informality of e-mail is part of its convenience. But it is a permanent record of a written communication — often much more easily retrieved than an ancient memo. The fact that you've forgotten about it doesn't mean you won't see it again.
- Flaming. Spontaneity is another benefit of e-mail, but you should watch the tone of an e-mail message as closely as you would a memo written on paper. Sarcasm can be devastating when it is glowing on the screen.

—Adapted from “Managers Aren't Always Able to Get the Right Message Across with E-mail,” by Alex Markels, in *The Wall Street Journal*.

Internet Use Jumps

The European Union's e-Europe program, designed to help the Continent catch up with the United States in e-commerce and Internet use, appears to be paying off, according to the European Commission, which is spearheading the program launched a year ago.

The most encouraging sign of progress has been an explosion in the number of households that have gone online over the last six months. According to the commission, Internet use has grown by 55 percent, increasing the number of connected European households from 18 percent in March to 28 percent in October.

“These figures are really very encouraging,” said Erkki Liikanen, the EU commissioner for Enterprise and the Information Society. “The year 2000 truly has been the year of the Internet in Europe.”

In addition, new government programs to increase Internet use, such as bringing more schools online and wiring libraries, “are multiplying throughout the Union,” according to the commissioner. In addition, a number of European national governments have started to focus training programs on IT-related jobs. These programs “highlight the need for lifelong learning for the information society,” said Liikanen, who has set a goal of providing Internet access to every European by 2002.

—By John Parker, writing in *Traffic World*

AVIATION DEVELOPMENTS

New Group Fights Flight Delay

Another bureaucratic layer has been created in the hopes of combating the escalating problems of airline delays. Former President Clinton, in one of his last executive orders, created a new “performance-based organization” to assess what needs to be done to improve the national air traffic control situation.

The new Air Traffic Organization falls under the auspices of the Federal Aviation Administration. The five-member board appointed by Clinton but requiring Senate approval is tasked with looking at anything and everything that could make air travel run more smoothly, from charging higher fees during peak times to new technology to improve the air traffic control system.

A new chief operating officer, yet to be named by the agency, will oversee the group. The COO will receive a base salary and the opportunity for bonuses up to 30 percent of the salary, depending on whether specific targets have been met.

The board consists of John W. Snow, chairman and CEO of CSX Corp.; John J. Cullinane, president of the Cullinane Group; Nancy Kassebaum Baker, former U.S. Senator; Leon Lynch, international vice president of the United Steelworkers of America; and Sharon Patrick, president and COO of Martha Stewart Living Omnimedia.

—SOURCE: Kristin S. Krause, writing in *Traffic World*

MARITIME/OCEAN SHIPPING

FMC Cites 81 Firms for Noncompliance

The Federal Maritime Commission (FMC) has issued a "Show Cause" Order naming 81 ocean transportation intermediaries (OTIs) who have failed to comply with the new licensing, bonding, or tariff publication requirements implemented by the FMC in May 1999. These 81 OTIs, which include ocean freight forwarders and non-vessel operating common carriers (NVOCCs), were named in FMC Docket 00-12. Each of these organizations had registered with the Commission sometime prior to May 1999, but since that time they have not applied for the OTI license, or increased their surety bonds to the required amounts, or published tariffs, or otherwise fully complied with the new regulations.

The Show Cause Order is used by the FMC to begin formal proceedings against these non-compliant OTIs; it sets a deadline of January 12, 2001 for responses, which must be filed with the Commission as affidavits of fact and memorandums of law. This is the last chance for these OTIs to comply with licensing, bonding and tariff publication regulations before the FMC revokes their licenses, and/or orders each of them to cease and desist from operating as an ocean transportation intermediary in the foreign trade of the United States. Penalties for operating as an unlicensed OTI-NVOCC or OTI-Freight Forwarder can range up to US\$30,000 per violation. A final decision in this proceeding is expected by August 2001.

A list of the 81 companies appears on the FMC Website, at www.dpiusa.com.

Young to Succeed Shuster

Rep. Don Young (R-Ak.) was named to succeed Rep. Bud Shuster (D-Pa.) as chairman of the House Transportation Committee. Shuster will retire from Congress on Jan. 31.

New FMC Chairman Likely, But No Major Changes Expected

While the Federal Maritime Commission (FMC) is not immune to the political winds of change in Washington, we look for another year of stability in 2001. We expect President Bush to appoint a new FMC Chairman, but the FMC staff is made up of civil servants and attorneys, including many that have enjoyed long careers with the agency. This does tend to insulate it from political change. Major events at the FMC in 2001 will include the release of the OSRA Impact Report in June. This report will assess how the industry and the Commission have adapted to OSRA in the two years since the regulations were adopted. Early indications are the report will reaffirm the agency's current programs, and will not inspire any major new initiatives.

The Commission's strategic plan for 2001 calls for a new program to help identify unlicensed OTIs, and improved analysis of service contracts filed by ocean carriers. The agency hopes to upgrade its information technology, and improve its modest web site. These goals will not be easy to achieve with the agency's limited budget. The FMC's Bureau of Enforcement is always capable of making headlines with news of settlement agreements. During 2000, the Bureau negotiated 32 settlement agreements with organizations alleged to have violated the Shipping Acts. These settlements resulted in the payment of a total of \$2,040,000 to the FMC.

The Commission's ongoing investigation into Shipping Restrictions, Requirements, and Practices of the People's Republic of China (Docket 98-14) could produce headlines in 2001. The Commission met in closed door sessions four times during 2000 to consider information gathered in response to the "Information Demand Orders" it has served on Chinese and U.S. flag carriers. This information is being used by the FMC to determine the extent to which Chinese laws, rules or regulations lead to conditions unfavorable to shipping in the USA-China trade. While it is possible the FMC will not take any action in this matter, it does have the authority to impose countervailing sanctions against Chinese flag carriers of US\$1.1 million per U.S. port call. Similar sanctions were briefly imposed against Japanese flag carriers in September 1997 (Docket 96-20), but were later reduced under a negotiated settlement. Negotiations between representatives of the U.S. and Chinese governments on Docket 98-14 and related maritime trade issues have been ongoing for more than two years.

Three Democrats, Chairman Hal Creel, Joseph Brennan, and Delmond Won, and two Republicans, John Moran and Antony Merck, currently serve as Commissioners; all were appointed by President Clinton. Not more than three of the five Commissioners may represent one political party. The longest serving Commissioners, Chairman Creel and Delmond Won, were recently re-confirmed by the Senate for second terms. Chairman Creel

has been widely praised for his effectiveness, but he is not likely to remain Chairman under a Bush Administration.

Of the current Commissioners, John Moran would appear to be the most likely new Chairman, due to his experience as counsel to Senator John Warner (R-Va.) in the U.S. Senate, and his experience with the American Waterways Operators. Should Chairman Creel leave the FMC, we would likely see a third Republican nominated to serve as Commissioner, but it might be a year or more before this appointment is made or confirmed. Since its creation in 1961, the FMC has managed to survive seven Presidents and two new Shipping Acts. The Ocean Shipping Act of 1998 reaffirmed the agency's authority. In 2000, the Commissioners and staff did a remarkable job of writing and implementing the OSRA regulations. We look for the FMC to stay the course in 2001.

Le Havre Rolls Out the Concrete

The Port of Le Havre is developing three new logistics parks to handle rapid growth in container traffic that will follow the opening of the giant new container facility known as Port 2000, scheduled to open in 2003.

All three logistics parks are located in the port's 15,000-acre island industrial zone. Development has already begun on Normandy Logistics Park, and there is expected to be 538,000 sq.ft. of warehouse space in the park by the end of this year and a total of 1 million sq.ft. over the next three years.

Logistics companies Daher, Buffard and Danzas all opened new facilities there in 1999. The second logistics area in development, the Hode Logistics Park, is a project of the French-American joint venture of Garonor-Prologis. The first stage of construction will wrap up in 2001, and buildings in the park will be available for sale or lease. The third, Logistics Park 2000, is expected to offer 2 million sq.ft. of warehouse space, which will be available for occupancy by the time the new berths of Port 2000 are open.

Le Havre is France's largest port and the fifth largest port in northern Europe. The port has undertaken a \$600 million plan to increase the capacity of its container, RO/RO and bulk facilities. Container traffic at Le Havre is expected to reach 1.7 million TEUs by 2001 and 2.1 million by 2003.

—SOURCE: *Global Business*

Rate Mate Launched

EuroAmerica, one of the largest NVOCC's specializing in household goods, has launched Rate Mate, an online service available to all HHGFAA members for ocean freight and destination services. Just go to www.euroamship.com and you will find port-to-port ocean rates available from all base ports and inland terminals to all major ports overseas. Through rates to door are also listed to many countries as well as their consolidation services to Europe and Australia. You can book online and you will soon be able to check status and confirmed sailing information 24/7.

EuroAmerica's Mark Nash says, "The main advantages of this new system are, you can obtain rates any time of the day and night 7 days a week. The other important factor is you always have the latest rates. Last year we were constantly updating and mailing out new tariffs as soon as a shipping line changed rates. Our customers soon had so many sheets of paper, they never knew if they were using the latest rates and so would have to call to confirm the rate. This way you can click and ship knowing you have the best up-to-date rates."

In Brief ...

New World Alliance Plans Capacity Increase. APL Ltd., Hyundai Merchant Marine, and Mitsui O.S.K. Lines are planning to increase capacity on their trans-Pacific and Asia-Europe services. In the trans-Pacific, the alliance will begin using larger ships in February. Hyundai will begin replacing 5,500-TEU ships with 6,400-TEU vessels. These are the largest ever used in end-to-end service in the Pacific. The alliance also will add larger ships in its Asia-Europe routes, and a fourth loop will be added.



China Shipping to Add Med Route. China Shipping Group, the rapidly expanding China-based shipping line, will add a weekly service linking the Mediterranean with the U.S. East Coast. The service, scheduled to start April 1, will operate weekly with 1,800-TEU ships, and will call at the ports of Genoa, Naples, Marseilles-Fos, Valencia, New York-New Jersey, and Norfolk.



Americana Carriers Upgrade U.S.-Mexico-Med Service. A joint service operated by Lykes, TMM, and Contship between U.S. and Mexican ports on the Gulf of Mexico and the Mediterranean will now be weekly. The service operated on a nine-day frequency but will be changed with the deployment of faster, larger ships. The new vessels will have capacities of 2,100 to 2,400 TEUs. The three carriers are operating units of Americana Ships, which is owned by CP ships.



Maersk Sealand to Stay at Charleston. Maersk Sealand has chosen the Port of Charleston for its South Atlantic load center. The carrier and the South Carolina State Ports Authority agreed to a four-year contract with four five-year

extensions. The carrier calls Charleston with more than 360 ships a year and accounts for one-fifth of the port's annual volume of 1.4 million TEUs. When Maersk Sealand moved its weekly Trans-Pacific 2 service to Savannah, there was speculation that the ports would get into a bidding war for the carrier's business. ■

Forwarders Seek FMC Action

By R. G. Edmonson

Freight forwarders have taken their "faxed SED" case to the Federal Maritime Commission.

The National Commissions Brokers and Forwarders Association of America has asked the FMC's general counsel to make an informal inquiry into a surcharge that ship lines have imposed for filing shippers' export declarations with the Census Bureau.

Edward D. Greenberg, HCBFAA transportation counsel, acknowledged that the organization was unable to prevent the ocean carriers from imposing the SED "handling fee" that went into effect Nov. 1. But he said the practice still might be contrary to FMC rules.

"They can do it. The question is whether or not they can get away with it," he said.

The letter that Greenberg sent to the FMC on Oct. 19 falls short of a formal complaint against carriers. FMC General Counsel Thomas Panebianco confirmed that FMC is looking into the points that the NCBFAA raised, but he declined to say how far the agency would pursue the matter.

He said the NCBFAA had asked the commission to look into the issue.

The surcharge issue has been a sore point with shippers and intermediaries since mid-summer. When Census officials announced that the agency would no longer accept faxed copies of SEDs after Aug. 4, carriers asked to extend the deadline, claiming they had insufficient time to comply.

Census has been encouraging shippers to file export declarations electronically, and in exchange for the time extension, agreed to let carriers charge a handling fee for filing paper SEDs on shippers' behalf. NCBFAA members chafed at the prospect of the fees, complaining that they had no say in the decision.

In his letter to the FMC, Greenberg said the NCBFAA was "greatly troubled" by the surcharge issue."

"We have consistently been concerned about the use of unilaterally imposed surcharges in lieu of adjusting freight charges," he wrote, "but all the more so when the surcharges bear no reasonable relationship to any true cost for which they are purportedly imposed."

The letter argues that \$100 added to more than 120,000 SEDs that Census receives monthly add up to a windfall for ship lines, and cost U.S. exporters more than \$150 million a year.

Greenberg wrote that the NCBFAA questioned the propriety of assessing charges on documents that are required by the government. Also, he said the handling fees may be imposed in a discriminatory fashion and may overstep the antitrust-immunity that permits carriers to discuss and reach voluntary agreement on rates in discussion agreements.

— SOURCE: JOC Week

London Reigns Supreme in Europe

For the 10th year in a row, London has held onto its ranking as the best place to conduct business in Europe, in the survey published by commercial real estate consultant Healey & Barker.

In the new survey, London, Paris, and Frankfurt maintained their top three positions in the overall rating of best European cities for business. Amsterdam and Brussels followed, with the remaining cities closely bunched.

Senior executives from more than 500 European companies were interviewed about their attitudes toward Europe's leading business cities. In the 10 years the firm has conducted the study, the most significant movement has been the advance of Spanish cities Barcelona and Madrid. Berlin also moved up, from 15th place to 11th place, over the past four years. Cities that have slipped since 1990 include Zurich, Geneva, Dusseldorf, Glasgow, Hamburg, and Vienna.

Executives cited access to markets as the single most important follow in deciding where to locate in Europe, followed by availability of staff, transport links and telecommunications. Quality of life issues rated as the least significant. London was the top-rated city in terms of all communications factors, availability of staff and office space, and languages spoken.

The Best cities to Locate Business in Europe (based on the 2000 survey)

- | | | |
|--------------|----------------|----------------|
| 1. London | 11. Berlin | 21. Prague |
| 2. Paris | 12. Dublin | 22. Copenhagen |
| 3. Frankfurt | 13. Manchester | 23. Warsaw |
| 4. Amsterdam | 14. Dusseldorf | 24. Budapest |
| 5. Brussels | 15. Lisbon | 25. Rome |
| 6. Barcelona | 16. Geneva | 26. Vienna |
| 7. Madrid | 17. Stockholm | 27. Oslo |
| 8. Milan | 18. Lyon | 28. Helsinki |
| 9. Zurich | 19. Glasgow | 29. Athens |
| 10. Munich | 20. Hamburg | 30. Moscow |

MILITARY/GOVERNMENT UPDATE

MTMC's Small Business Chief Meets with Industry

Pamela Monroe has moved her job out of the office and on to the road lately. Monroe, Associate Director for the Military Traffic Management Command's Small Business Division, has been taking her work right into the customer's office.

"My job is to advise small businesses on how they can be eligible for MTMC contracts," said Monroe. "I get phone calls all the time from small businesses."

The most important advice she gives small business callers? "It is essential they register in the Central Contract Registration," said Monroe, who joined MTMC in August after a 16-year career in the U.S. Air Force.

Monroe's latest industry visit was Jan. 9 with HHGFAA in Alexandria, Va. Monroe and Patricia Bruce, Assistant Small Business Specialist, met with HHGFAA President Terry Head.

"There is no doubt about it," said Head. "Our association is dominated by small business activity. We appreciate the government partnership."

An estimated 50 to 60 percent of association members handling MTMC personal property moves are small businesses. Industry concerns, said Head, involve the industry's shrinking market share. "Our industry is going through a lot of mergers and acquisition activity — some is veiled and some is not. It is the same as in Europe. The big entities are buying up smaller ones. They are seeking warehouses as they anticipate home delivery distribution on a regional basis."

As a gauge to the activity, Head said the moving industry has historically paralleled the aviation industry. "It works that way to a remarkable degree," he explained. "And, right now the big guy is getting bigger."

More information useful for small businesses seeking MTMC contracts will be available April 9 at MTMC's Small Business Conference, said Monroe. The conference will be held on the first day of the 2001 MTMC Training Symposium at the Wyndham Anatole Hotel in Dallas.

Conference subjects will include Central Contract Registration, HUB Zones and subcontracting. HUB Zone information is available now on the Web at www.sba.gov. For additional small business information, contact Monroe at (703) 428-2037, or monroep@mtmc.army.mil.

MTMC Adopts Automatic Fuel Surcharge Policy

Motor carriers doing business with MTMC are now eligible for automatic fuel surcharges. MTMC agreed Jan. 22 to an automatic fuel surcharge that will automatically boost motor carrier revenue in times of wildly fluctuating fuel prices.

"This is the right thing to do for our industry partners," said Ruth Tetreault, coordinator, MTMC Fuel Board. "When there are volatile fuel prices, the fuel surcharges take affect." In the past, she said, the motor carriers incurring high diesel costs faced long delays in receiving MTMC fuel surcharges. Now, MTMC has made surcharges automatic for motor carriers by linking them directly to the price of diesel fuel.

The motor carrier industry has been buffeted by fluctuating fuel prices throughout the past year. Prices for a gallon of diesel fuel ranged from \$1.31 to \$1.67 a gallon. The new automatic fuel surcharge policy is a result of a joint MTMC-industry fuel board that included many industry representatives. The board held its first meeting Nov. 30. Members agreed to use the Department of Energy's weekly fuel price as the governing national standard.

"The policy establishes a baseline fuel price — with a 10-cent per gallon margin," said Tetreault. "For example, if we establish a fuel baseline of \$1.30 and the price of fuel goes above \$1.40, they will be automatically entitled to a fuel surcharge."

Industry representatives on the board were enthusiastic.

"I think it is an excellent win-win situation," said HHGFAA President Terry Head. "It truly is an excellent example of an industry able to partner with its No. 1 customer. The customer saw the need to come up with a solution. Varying viewpoints were expressed but the outcome satisfied everyone." Head added that what was expected to be a 12-month process was accomplished in two months.

Landstar's Dave Larson said the policy is a good move for MTMC, and for the nation's truckers.

"The surcharge is a necessity for military readiness," said Col. Clark Hall, MTMC Chief of Staff, who headed the board. "We want fair compensation for the drivers of military cargoes. We want to ensure they will be here in time of an emergency."

MTMC, which has literally thousands of truck cargo movements each year, directs the personal property moves of over 613,000 DoD service members annually.

The automatic fuel surcharge idea originated during a National Defense Transportation Association committee meeting in New Orleans last August.

“Our consensus was we should have fuel policy that fairly compensates our industry partners when the price of fuel rises,” said Frank Galluzzo, director, Distribution Analysis Center, which developed the automatic fuel surcharge policy.

Fuel board members included Joe Harrison, of the American Moving & Storage Association; Paul Bomgardner, of the American Trucking Association; Gail Snodgrass, of Union Pacific Railroad; Head; and Larson.

The new MTMC Fuel Policy is available for viewing/downloading off the HHGFAA Website, www.hhgfaa.org.

MTMC Speeds Personal Property Functions

The Military Traffic Management Command is moving ahead to centralize its personal property operations. Personal property offices in Stuttgart, Germany, and Wheeler Army Airfield, Hawaii, will now report directly to MTMC’s headquarters. The change affects approximately 12 employees. They will now report directly to the office of Col. Nonie Cabana, Deputy Chief of Staff for Passenger & Personal Property.

“We feel this change will result in a faster and simpler reporting of personal property actions,” said Hank Spieler, transition coordinator. “It streamlines the chain-of-command and meets broad MTMC goals related to centralization of processes.” This means a personal property specialist in the Pacific or Europe can contact MTMC Headquarters directly for a fast response to questions about policy impacting the theater. The reorganization was effective Dec. 15. It will have no impact on employment levels — just the reporting chain, said Spieler.

With the reorganization comes a change in names. The 598th Personal Property Division will now be called MTMC Personal Property Office–Europe. The 599th Personal Property Division will now be called MTMC Personal Property Office–Pacific. The functions of the offices will not change. Also impacted in the move is the Oahu Vehicle Processing Center in Hawaii, which now reports directly to MTMC Headquarters, as do similar facilities in CONUS.

European Workshop Focuses on Readiness, Stresses Efficiency

Cost saving was a major theme of the 599th Transportation’s Group’s sixth annual multi-modal workshop. Over 400 transporters attended the Honolulu, Hawaii, workshop, Oct. 23-27. The workshop provided hands-on training to military and commercial transporters in such subjects as personal property, passenger traffic and cargo operations.

A cost-cutting theme was evident in many portions of the workshop. The Defense Table of Official Distances Website will save thousands of dollars, said Craig Yamada of the Defense Logistics Agency Pacific.

Workshop participants received the latest on DoD policies and updates on methods used in the field.

Transporters must embrace change in coming the future, said Maj. Gen. Kenneth L. Privratsky, MTMC’s Commanding General, in the workshop’s keynote address. He noted that in the future, the Army transportation command will be smaller and more efficient, with Web-based technology pushing more changes and a higher operations tempo.

The organization’s biggest challenge will be to improve MTMC’s processes and still take care of its people, said Privratsky. Budgets will go down, and customers will expect transporters to do more with less, and do it better and cheaper.

The heart of the workshop was hands-on demonstrations and training, featuring such systems as Integrated Computerized Deployment System, Worldwide Port System, Defense Table of Official Distances, Personal Property Rates On-Line, Transportation Operational Personal Property System, Global Transportation Network, Automated Air Load Planning System, Integrated Booking System, One Time Only and Boat One-Time-Only.

Readiness is 599th Group's Workshop Theme

Transporters should focus on readiness in the job of supporting the warfighter. Readiness elements were the theme of a speech by Brig. Gen. Elizabeth Ann Harrell, Director, Logistics and Security Assistance, European Command, before the 599th Transportation Group's annual workshop Nov. 12-16 in Sonthofen, Germany. The workshop was cohosted by European Command.

Harrell oversees the direction and management of international agreements and the coordinated logistical support for all U.S. forces in the command. People, materiel and information management are key components of readiness, said Harrell, a U.S. Air Force officer.

"I am very encouraged to hear that MTMC is putting a full court press on transforming the household goods process to a commercial best practice and best value system," she said, adding that a second major component is materiel readiness.

"We are now a continental United States-based force and must have adequate infrastructure overseas to ensure readiness," said Harrell. "Modernization of our airlift and sealift fleets is vital."

Information management is essential as a readiness enabler and force multiplier to the warfighter, she noted. "By the end of fiscal year 2002 we must be able to ensure time definite delivery of cargo to the warfighter. By the end of fiscal year 2006 we will implement a collaborative information network that will allow the warfighter to make rapid and accurate transportation decisions."

The more than 450 military and civilian attendees this year included representatives from Poland, Slovenia and Russia.

MTMC transporters expressed concerns about timely information about ships and agents. "I'm working to streamline this process," said Timothy Pickering, Cargo Operations Manager, Military Sealift Command. "We also want to work with MTMC's Technical Engineering Agency to increase the size of the ICODES database. When we charter a ship, that contractor should be sending the data required to create ships in ICODES, which in turn will allow proper stow planning to occur." ■

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Inflated Claims Cost Industry \$\$\$\$

By John Black

Most moving companies and their insurance companies have no idea how many exaggerated (or fraudulent) claims their claims department handles during the year or even during the busy summer season. Until last year there was no system available the moving industry could use to track false claims. To management, claims are an irritating problem they would rather give to someone in their office to resolve. The “off my desk, off my mind” approach to claims control leaves them even farther out of touch with an expense item that can have a major impact on the annual profit of their company.

Claims managers, on the other hand, can really get excited when the subject of fraudulent claims is discussed. Why the difference? Claims managers see the claims every day and have a sharp eye for a claim that appears to be false. Every claims manager I know has an endless supply of stories about false claims — stories that end with the company paying out money to settle a claim that looked false but could not be proven to be fraudulent. Some claims managers estimate that as many as 25 percent of their claims are exaggerated to the point of being fraudulent. That number is a real attention-getter when you look up the total claims settlement expense for last year and take 25 percent of it. The number will be in the thousands even for a small company. For large companies, much, much more and in some cases over \$500,000. In every case the number has a direct impact on the annual profit of the company.

Fraudulent claims are much more common than any one company would know. People who file fraudulent claims know to use a different mover each time they move. That way, they can file a large claim and get money from each move. Shippers know that movers don't communicate industrywide details on claims and take advantage of that fact. Some shippers even file the same identical claim a second (and even third) time using their “proof of purchase” to validate their claim. So what happens? Most often, they get a payout from the mover when the company performed well and there was no claim. One shipper was bold enough to say, “I can move anywhere in the country for free. I always file a large enough claim to cover the cost of the move and sometimes get back more money than it cost me to move.”

The National Household Goods Claim Registry has developed a system that will protect movers and their insurers against shippers who file fraudulent claims. The Registry is like a credit bureau, but instead of checking prior credit records it checks prior claims filed by shippers. How? Movers (and their insurance companies) send in their closed claim information on an “ongoing” basis and the Registry stores the information in a permanent data bank at no charge to the mover. The data bank contains closed claim information submitted by movers, forwarders, and insurance companies, all permanently stored in their secure data bank. Participating companies can then ask for a “search” of the data bank anytime they suspect the claim they are processing could be false. The Registry searches for a \$2 fee and will respond within 72 hours.

When large prior claims are found in the data bank the information is given to the claims manager to deal with his customer's open claim. The claim is almost always reduced and in many cases withdrawn entirely. The savings to the company, when even one “match” is found, could be enormous. The Registry gives the moving industry a chance to join together to control a major expense item that until now has been uncontrollable.

For additional information contact John Black at The Registry, 800-992-3021. ■

TRUCKING NEWS

Mineta Named DOT Secretary

Norman Y. Mineta, who has been Secretary of Commerce under President Clinton, has now been confirmed as President George W. Bush as Secretary of Transportation. Mineta spent 21 years as a Democratic Congressman from California and chaired a House transportation subcommittee. He became commerce secretary in July after William Daley left to run Al Gore's presidential campaign.

Mineta served 21 years in the House and rose through the ranks to chair the Public Works Committee, which parcels out transportation money, for two years before the Republicans took control of Congress. He retired from his California congressional seat in 1995.

Mineta was instrumental in writing the landmark Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), and co-sponsored an unsuccessful attempt that year to raise the federal tax on diesel fuel and gasoline by 5 cents a gallon.

His selection was hailed by various industry trucking groups, though the International Brotherhood of Teamsters indicated it is waiting to see where Mineta comes down on two controversial trucking issues: allowing Mexican truckers to operate in the United States and reform of truck driver hours of service. He will have to balance pressures for improving highway safety with trucking's claims that the changes in driving hours that FMCSA proposed would be ruinous for the industry and harmful to the economy.

As Bush's DOT secretary, Mineta inherits a \$55 billion transportation budget for FY 2001, more than \$30 billion of which is earmarked for highway-related projects. In his remarks at a news conference, Mineta cited the modes of transportation that move freight in this country — rail, aviation, barge, and pipelines — but neglected to mention trucking. An administration spokesman said the omission was not intentional.

Mineta will play a key role setting the agenda for what is emerging as the next major domestic shipping issue: promoting coastal shipping as a way to alleviate highway congestion and reduce the local traffic burden on hub ports such as New York/New Jersey and Charleston. With legislative challenges to the Jones Act dead, various working groups in recent months have been studying opportunities for expanding coastal waterborne transport, though no official action was undertaken by the Clinton Administration.

RESOURCES

NY Freight Facilities and System Inventory

"Freight Facilities and System Inventory Report" lists the condition and physical and operational characteristics of major freight transportation facilities in the New York area. The report is free, and was compiled by the New York Metropolitan Transportation Council's Data Services Section. It details air cargo facilities, carload and intermodal rail facilities, waterborne freight movement and trucking issues. Portions of the report can be downloaded from the NYMTC Website, www.nymtc.org. To receive the report by mail, contact Mary Hrabowska at 212-938-3405 (mhrabowska@gw.dot.state.ny.us) or Howard J. Mann at 212-938-3448 (hmann@gw.dot.state.ny.us).

Safety Inspection Guides

J.J. Keller & Associates is offering two new video training programs and a publication that focus on the dynamics of vehicular accidents and inspections, and driver safety.

"Experience Speaking" is a driver training series that gives drivers a perspective on the causes and effects of accidents and how to avoid them. The series consists of three 10-minute videos that address common causes of accidents — backing, adverse weather, and rear-end collisions. Each includes an instructor's bulletin with background information, training tips, a photocopy-ready review quiz, and suggested discussion topics.

Each program includes 10 skill cards to help remind drivers of key points. The entire program is available for \$159, or individual videos for \$69. Mention Action Code 01133 when ordering.

The "Vehicle Inspections" program takes the viewer in and around the vehicle, examining 53 critical inspection points ranging from brake systems and fluids to mirrors and lights. The video also covers on-the-road inspections, including required load inspections, and reviews post-trip inspections and the required driver report.

The program includes an instructor's guide, 10 employee handbooks, and a training log and awareness poster. The cost is \$169. Mention AC 01135 when ordering.

"Route and Delivery Driver's Safety Handbook" provides information on safety procedures and other work issues. There are more than 120 pages of information on such topics as personal safety, safe vehicle operation, customer service, regulatory compliance, materials handling, health, and security. Review quizzes after each chapter of this user-friendly handbook help confirm drivers' understanding of the material. The price ranges from \$2.95 to \$6.50, depending on the quantity purchased. Mention AC 01194 when ordering.

For more information, call 800-327-6868 or visit the Website at www.jjkeller.com.

FMCSA Expands Hotline

The Federal Motor Carrier Safety Administration has extended its 24-hour, seven-day-a-week hotline to allow consumers to complain about alleged violations of the commercial trucking regulations by household goods carriers.

Only commercial drivers have been using the hotline to report violations of the Federal Motor Carrier Safety Regulations.

Household goods carriers and brokers that are reported to have engaged in violations of the commercial regulations and have demonstrated a consistent pattern of noncompliance with federal laws will be referred to its household goods enforcement team for review.

The expanded hotline provides an opportunity for consumers who believe they have been victimized by household goods carriers operating in violation of federal law to identify these carriers for possible enforcement action.

The hotline number is 888-DOT-SAFT.

—SOURCE: *Transport Topics*

Transportation Transition Team Includes Truckers

Several top trucking officials were appointed to President Bush's transportation transition team and will help establish the direction the DOT takes under the new administration. Heading the team is former Rep. Bill Paxon (R-NY).

The trucking officials are American Trucking Associations Chairman Duane W. Acklie, chairman of Crete Carrier Corp.; ATA President Walter B. McCormick Jr.; and Arnold F. Wellman, vice president for public affairs at United Parcel Service.

In all, there are 52 team members, encompassing representatives from the railroads, automobile industry, maritime industry, airline industry, and state governments, in addition to the trucking industry.

Included are three former secretaries of transportation: Samuel Skinner, current president of US Freightways, James H. Burnley IV, and William T. Coleman Jr. Other members include Thomas D. Larson, former federal highway administrator; Diane Steed, former head of the ational Highway Traffic Safety Administration; and Carol Hallett, president of the Air Transport Association of America.

Transition team members will help the administration assume control of DOT by screening and recommending candidates for appointment to senior positions within DOT.

— SOURCE: *Transport Topics*

INDUSTRY NEWS

APPOINTMENTS

Mark Kirschner, vice president of finance and information technology, and **Dave Witzerman**, vice president of market development, have recently been named to serve on the Board of Directors for Indianapolis-based Wheaton World Wide Moving.

Kirschner, a certified public accountant, joined Wheaton in 1982 and has held the positions of senior accountant, assistant treasurer, and treasurer. As vice president of finance and information technology, Kirschner oversees the financial responsibilities and securities, as well as the technological requirements of the corporation.

Witzerman has 15 years of corporate van line experience. He was previously director of agency administration at Wheaton and now oversees agency administration, marketing and advertising, agency recruitment, military relocation services, and quality and training.



Saeed Janjua has joined Ocean Air International as director of international marketing. He brings 27 years' experience in the moving industry, during which he has held management positions at Express Movers and Transpack Pakistan.

His prior positions have kept him involved in international marketing, customer service, and development of relations with colleagues around the world. At Ocean Air International, he will focus on extending personalized services to colleagues and development of stronger networks in order to deliver quality service.



Switzerland-based Keller Swiss Group has announced that **Hans-Jörg Leu**, formerly managing director of W.H. Hofmann & Co. AG, Zurich, has moved to the group's headquarter in Basel to serve as chief operating officer. **Dr. Andreas Amiet-Keller**, president and delegate of the Board of Directors of Keller Schweiz Holding AG, will remain as CEO of the group and Keller Basel. **Kurt Gygax** has been named new managing director of Hofmann Zurich.



Sterling International Movers has announced the promotion of **Rob Lucas** from import manager to general manager imports and agent relations.

Also at Sterling, **David Evans** has been named sales director in London. Evans has over 25 years' experience within the international moving industry, having spent the last two and a half years as managing director for Global Silverhawk London, where he was responsible for all international moving services.

Others joining Sterling in January are **Kuldip Kainth** as financial controller and **Roger Pendergast** as operations manager, exports. Both are previously from Global Silverhawk.

Paul Berryman, formerly of Allied Pickfords, will be operations manager of imports and **Julian Summer**, formerly of Bradford & Bingley Relocation, will head the sales team for Sterling's Furniture Rental division.



**A look at the people
and events shaping
HHGFAA member
companies.**

Expansions

Sterling Opens Lyon Branch

Sterling International Movers opened a new moving and storage facility in Lyon, France, in December 2000. The new Sterling site is ideally situated on the eastern side of Lyon, with easy access to the city center and being only 45 minutes from Grenoble, the high-tech center of France, and less than 1-1/2 hours' drive from Geneva, Switzerland.

Lyon and the Grenoble areas are home to many of the leading multinationals. Companies within the pharmaceuticals, computing, telecommunications, heavy machinery, nuclear power, and distribution industries all have international offices in the area.

Lyon's close proximity to Switzerland enables Sterling to provide a full door-to-door road service throughout Western Europe while its position in France means it is ideally placed to service expatriate communities throughout the southern parts of France such as Nice, Aix, and Marseilles.

The new branch will operate with experienced Sterling-trained crews and its modern storage facility will be able to handle both transit and long-term storage to the standard that epitomizes the Sterling International Group. Completely secure, these facilities are equipped with a full alarm system and furnished with CCTV cameras.

The managing director of the Lyon facility is **Nick Hirst**. Completely fluent in the French language, culture, and business practices, Hirst has been in the moving industry for the past 10 years. He relocated from the UK in 1993 to take over the Lyon branch of Arthur Pierre, where his management over a seven-year period led it to become the largest and most successful international moving company in the Lyon and Grenoble area.

For more information, e-mail lyonmoving@sterling-intl.fr or access www.sterlingmovers.com.

Transeuro Expands European Relocation Services

Transeuro Worldwide Movers (Belgium) N.V. has announced the successful purchase of Ashling International, a major relocation company based in Belgium and The Netherlands.

Ashling International was founded four years ago, and has grown into one of Belgium's premier relocation providers, with offices in Brussels, Belgium, and The Hague, The Netherlands. Services offered include pre-move information and cross-cultural advice, orientation, and sightseeing tours; home search; school search; assistance with bank accounts, work permits, visas, and other paperwork; help for partners (employment, education, and/or social activities); and a repatriation program for people ending a posting.

This purchase enables Transeuro to increase its pan-European service. Transeuro Worldwide Movers has been growing steadily (15 percent a year) since its inception in 1974, and is recognized as the leader in its market niche.

"We are very pleased to have concluded this amicable agreement," said Jean-Francois Van Durme, director. "With Belgium and The Netherlands joining Transeuro's other relocation offices in Britain and France, supported by our facilities in Germany, we can offer a 24-hour service across Europe."

For more information, e-mail Van Durme at relocation.belgium@transeuro.com.

Transeuro, Amertrans to Merge London Operations

Amertrans and Transeuro Worldwide Movers have decided to merge all London activities into one trading location. This decision was reached after an extensive review of both companies, including their respective divisional operations, which also encompasses Global Silverhawk UK.

The merged group, whose combined annual revenues will be in excess of £70 million, will operate under the banner of Transeuro/Amertrans Worldwide Relocations and will be based at Transeuro's headquarters facilities at Brent Park, London, acknowledged to be Europe's premier operating facility. Employees of Amertrans in Watford, Herts, will soon be relocated to the Brent Park premises.

The current board of Transeuro, led by Paul Evans, will remain in place and will be joined by Frank Grace (group Chairman), Yogesh Mehta (Group managing director), Gary Icton (group CEO), and Stephen Robertson (managing partner of Deutsche Bank Capital Partners).

The holding company controlling all group activities, Amertranseuro International Holdings Limited, has the backing of Deutsche Bank Capital Partners, enabling the group to enjoy accelerated pan-European growth via strategic acquisitions and mergers. This will further strengthen Transeuro's network already established throughout the UK, France, Belgium, and Germany.

For more information e-mail paul.evans@transeuro.com.

Allied Worldwide Acquires Cartwright VL

Allied Worldwide has announced the purchase of Cartwright Van Lines, which includes Cartwright Moving & Storage and Federal Traffic Services.

All three companies are recognized as certified, domestic military providers. Based in Grandview, Mo., Cartwright has been Allied's largest military partner for more than 10 years, generating nearly \$5 million of annual linehaul revenue for the Allied system.

The Cartwright purchase includes the transfer of 21 Allied Van Lines-qualified drivers, about 30 Allied Van Lines branded trailers and four van rail containers, all operating within the military division of the Allied Worldwide network, headquartered in Naperville, IL.

Hilldrup Expands

Hilldrup Moving and Storage is in the process of expanding its corporate offices in Stafford, Va. In addition to increasing office space by 36,000 square feet, the 20-acre site will also include its national sales and marketing offices, interstate hauling operations, customer service center, and international forwarding offices. The expansion will also include a new fitness center, a full-service cafeteria, a driver and crew recreation and break room, and an Internet-based training center called Hilldrup University. Completion is expected in May.

CF to Open New Facility

Consolidated Freightways is on schedule to open its state-of-the-art, 64,000-sq.ft. dock area and offices in Phoenix, Az., in February. The 121-door facility is a staging terminal for freight moving throughout the Southwest United States and Mexico.

The Phoenix terminal is part of \$17 million in new capital construction CF has launched to increase its long-haul capabilities and service. It is one of 13 U.S. terminals in four states that handles north and southbound freight for CF's Mexico Division.

❖ Wheaton President Retires

After 36 years with the company, Bill Sterrett, president of Indianapolis-based Wheaton World Wide Moving, has announced his retirement. Sterrett received his accounting degree from Indiana University and is a certified public accountant. He has 36 years' experience in the transportation industry and served as treasurer and executive vice president before being appointed president in 1992. His responsibilities included overseeing the day-to-day operations of the van line and serving on the board of directors and executive committee.

Sterrett completed the 200 calendar year before retiring. In his remarks to agents, drivers, and corporate employees, he said, "The decision to retire has not been an easy one. Wheaton has been my life for 36 years, but I am looking forward to spending more time with [my wife] Sheila and our children and grandchildren.

"The company is in great shape financially," Sterrett added. "And we have the people in place to take us to the next level."

Wheaton Chairman and CEO Steve Burns noted, "Bill Sterrett has dedicated many years to Wheaton World Wide Moving and his contributions have been significant. I consider it an honor to have worked side by side with him for the past 12 years." Burns will assume the role of president in the interim.

In Memoriam

Deanie C. Levine

New Having Moving Equipment recently announced the passing of Mrs. Deanie C. Levine, following a long illness. She died Dec. 18, 2000, at her home in Los Angeles, surrounded by her loving family.

Mrs. Levine was well known to the moving and storage industry through her capacity as chief financial officer of the New Haven Companies, a position she held for more than 25 years. She attended many state, national, and international meetings with her husband, J. Paul Levine, president of the company, as a representative of New Haven.

Mrs. Levine will long be remembered by the legion of friends she made and for the enthusiasm, kindness, and care she showed to all who knew her.

She is survived by her husband, four children, Sally Kanin, James Levine, Roger Levine, and Larry Levine, and 11 grandchildren.

Contributions in her memory may be made to either Temple Beth Am, 1039 South La Cienga Blvd., Los Angeles, CA 90035, or the American Cancer Society, 3333 Wilshire Blvd., Suite 900, Los Angeles, CA 90010-1110.

GST to Apply to Shipments Into or Out of Australia

The Australian Government introduced a broadly based “Goods and Services Tax (GST)” effective July 1, 2000, which replaced a range of indirect sales and other taxes, as part of a major reform of the Australian taxation system.

The GST of 10 percent applies to most day to day transactions involving the sale of goods and provision of services, including furniture removals.

The Australian International Movers Association (AIMA) has been discussing with the Australian Tax Office (ATO) the impact of the GST legislation on international removals, in particular where services are provided to and paid for by an overseas “non resident” party (such as an overseas agent of an AIMA member).

The ATO recognized the complexities provided by the way the GST legislation was drafted, hence the ongoing dialogue with AIMA as to the potential application of the GST on international removal services.

So technically complex were the issues involved that the ATO took the rare step of providing a special “moratorium” to AIMA until Dec. 31, 2000. That is, GST would not be applied on certain services (particularly import clearance and delivery services billed to overseas nonresident agents) during the period until Dec. 31, 2000, while negotiations continued between AIMA and the ATO.

Except in certain limited circumstances, it has been interpreted that the GST legislation is to now apply on clearance and delivery services performed in Australia by its members and billed back to an overseas nonresident agent.

Therefore, any shipments arriving (and services performed) after Dec. 31, 2000 will be subject to 10 percent GST. AIMA members will clearly identify the GST on their invoices.

All overseas associates of AIMA members are therefore urged to incorporate the additional 10 percent GST in all quotes and shipments where the goods will arrive in Australia after Dec. 31, 2000.

The current membership of AIMA, who will be following the above procedure, are as follows:

- Allied Pickfords Pty Ltd
- Chess Hanley’s Moving & Shipping Pty Ltd
- Chess Intermove
- Chess Trans National and Worldwide Movers Pty Ltd
- Chess Wilson Removals (Perth)
- Crown Worldwide Movers
- Grace International Removals
- International Transport Services Pty Ltd
- Kent International Movers
- Movements International Movers (NSW) Pty Ltd
- R J Nuss Removals Pty Ltd
- OSS Worldwide Movers Pty Ltd
- Overseas Packers & Shippers Pty Ltd
- Trans International Moving and Shipping Pty Ltd
- Wilson Removals (Canberra)
- Wridgways The Worldwide Movers

Interstate Continues Tradition: ‘Toys for Tots’ Marks 10 Years

Another moving truck pulls out of Interstate Van Lines’ Springfield, Va., Dulles, Va., and Landover, Md., parking lots. It’s not headed out West or somewhere in the East. Its destination is local, and what’s more surprising, the trailer is empty.

Dozens of times throughout the year Interstate helps a variety of community organizations and groups by donating the use of empty trailers, boxes and assorted material and manpower. Just as the company’s founder, Arthur Morrissette, once did, Interstate continues to provide support to groups who ask for their help.

“We care deeply about our community and have always encouraged our employees and fellow businesses to do whatever they can to support those who are in need,” says Arthur Morrissette, Jr., President and CEO of Interstate.

Once again during this holiday season, Interstate played an important role in the U.S. Marine Corps Reserve’s “Toys for Tots” campaign. For the 10th consecutive year, Interstate provided substantial transportation and logistic support for the program.

Besides providing many trailers for storage and drop-off points, Interstate helped with the delivery of the collected toys. Employee volunteers flooded the Springfield headquarters with offers to help out in any way they could. Volunteers delivered toys to three District of Columbia-based groups: the Barry Farms Community, a civic organization; The Lucy Ellen Moten Elementary School, a special needs school; and an Anacostia day care center.

On Dec. 21, employee volunteers dressed as Santa headed out to the Lucy Ellen Moten School to help distribute 100 new backpacks donated by Interstate. The next day, Dec. 22, a group of 15 employees traveled to Anacostia to help play Santa as the toys collected during the “Toys for Tot” campaign were distributed. Perhaps the biggest day was Christmas Eve, when a group of 20 or more volunteers went to the District to help distribute toys to area

families. As the Interstate trailer passed through the streets, workers passed out as many toys as they could until the once-full trailer was empty.

In addition to supporting "Toys for Tots," Interstate supports Fairfax County's Department of Family Services, West Springfield and Woodson High School Booster Clubs, and the Springfield/Franconia Mid-Day Lions Club among others.

"Interstate has always been fantastic! Children in foster care wouldn't receive gifts without Interstate," said Carol Dutton, of Fairfax County Department of Family Services. "Interstate acts as a go-between between companies who donate and children and teens in foster care. They're just terrific!"

"We couldn't have the number of fruit sales we do without the use of their trailer," said citrus sales coordinator Maureen Johnston of West Springfield. "We're very appreciative of everyone at Interstate for all of their help, especially Mr. Morrissette, who's very community oriented."

Kathy Lippincott, first vice president of Springfield/Franconia Mid-Day Lions Club, agreed that without Interstate's help her club wouldn't have been able to have a successful fruit drive. "By having free use of a trailer, we could make sure that all the money raised by the Lions Club goes back into the community.

"We just call them and they deliver. It's like clockwork," she added. "Their owners and senior management even attend our meetings. They promote community service throughout the entire organization."

Wheaton Delivers Christmas Cheer to Local Family

On Dec. 21, just four days before Christmas, seven Wheaton World Wide Moving employees delivered a van full of surprises to a local family in need. The Indianapolis family of four was selected after being recommended by the Community Assistance Division of the Lawrence Township Trustee's Office and interviewed by Wheaton Adopt-A-Family Program Coordinator Sheila Hunter.

"The families Wheaton helps through the Adopt-A-Family program are carefully chosen," said Hunter, who also serves as Wheaton supervisor of driver relations. "Wheaton uses the program as an opportunity to help families enjoy the holiday season during a time when their financial situation would not allow them to celebrate the holidays."

The family members received most, if not all, of the gift items on their "wish lists," as well as three boxes of groceries. As a special gift, the family received \$150 in cash and \$200 in gift certificates from Cub Foods.

"Participating in a program such as Adopt-A-Family is such a wonderful reminder that it is truly more joyous to give than to receive," said Kelly Mills, a Wheaton employee who helped deliver the gifts to the family. "The family was overwhelmed with gratitude. They continually thank us and even gave us each a hug. I feel fortunate to work for an organization that recognizes the needs of others and strives to meet those needs."

Wheaton has been participating in the Adopt-A-Family Program since 1993.

John Mason Moves the Moving Elite

On a wet and dismal day in a British October, John Mason International moved the offices of OMNI (Overseas Moving Network International). The headquarters of this elite moving group was on the move, from its old offices in Hammersmith to a new facility on the outskirts of London in the market town of Reigate.

The move itself was relatively straightforward; however, the access and the weather turned what should have been a simple office move into a major logistical operation.

Access at the Hammersmith end was limited by the height of the arch into the courtyard. For this reason, John Mason had planned to use three small vehicles with crews. However, the traffic congestion on moving day was such that even this precaution was insufficient. "It was easier to leave the vans on the street and carry everything," said the John Mason foreman.

At Reigate the problems were similar. Although they could park immediately outside the building, the appalling weather on moving day meant that unloading could take place only during lulls in the rain; otherwise, the equipment could have been damaged. Tight access to the newly refurbished office suite also made handling some of the large furniture items difficult.

But the two-day removal went off without a hitch. "The men did very well," said OMNI General Manager Ian Waters. "Despite the weather they worked very hard and did a remarkable job both of the move itself and of keeping our spirits high."

Richman Ring Moves Paintings to Rome and the Vatican

On Nov. 8, 2000, BAR member Richman Ring International carried out an important removal of paintings to Rome and the Vatican.

Internationally renowned modern artist and octogenarian Vilmo Gibello of Tenterden, Kent, England, had been invited to hang 12 of his 2.5-meter-tall paintings of the Crucifixion and other Christian subjects at the Vatican. The letter of request to Gibello came from Professor Marinella Androetti and was addressed to "Illustrious Maestro."

At the same time Vilmo Gibello (whose pictures are in the collections of the Queen Mother, Sir Sean Connery, and Herbert Lom, among others) was asked to display 140 of his similar impressionist paintings at an art exhibition in Rome near the Fiumicino airport.

Richman Ring carried out the removal on one of its European groupage road trains, with its furthest delivery being Sicily. David Finch, manager of the international division, flew out to meet the vehicle and Mr. Gibello, and at the same time to oversee the move.

While Finch was at the Vatican, Professor Androetti, sister of the previous Italian President, invited him and the two drivers to visit other parts of the Vatican, including the spectacular Sistine Chapel. Many of the rooms visited are not open to the public, and Finch remarked, "We were all stunned by the incredible beauty of the Vatican, especially the Sistine Chapel."

HMS Holds Seminar

Household Movers Services of Ridgewood, N.J., recently held its 18th Annual Contractors Technical Seminar and Convention in West Point, N.Y. The three-day conference brought together the entire HMS staff, as well as their top 50 technicians from around the country.

Highlights of the 10 session seminar series at the gathering were presentations by AMSA Vice President Estelle Tredway and by Jack McGrath, executive director of the New Jersey Warehousemen and Movers Association.

The weekend concluded with an awards banquet, where special commendations were presented to HMS Customer Service Manager Tina Nigro, Coordinator Marie Bernadou, and General Manager Jim Brown.

Albert Olympics

Albert Moving & Storage held its own Olympic Games in Wichita Falls, Tex., to coincide with the Sydney Olympics in October.

Some of the events at the "Albert Olympics" included Forklift Rodeo, Arm Wrestling, Tape Tearing Contest, Office Relay, and the Truck-Loading Team Relay. One of the most unique events, the Crate Rolling Contest, involved pushing a 385-pound crate end over end to reach a final line.

The events were designed to emphasize various skills utilized daily in diverse areas of the moving and storage industry, from the crews on the trucks and in the warehouses to the office personnel. Winners were awarded with "gold," "silver," and "bronze" medals.

New Image at McGimpsey Brothers

Keeping in line with their constant commitment to excellence, McGimpsey Brothers (Removals) Limited in Northern Ireland have introduced brand-new company uniforms for all their staff. Paul McGimpsey noted, "It is always difficult trying to coordinate company uniforms to incorporate company image, comfort, style, and safety, but the new uniform chosen combines all of these very important qualities and also looks extremely professional." In addition to the new uniform, the company has also supplied all staff with safety footwear to conform to the company's strict health and safety policy.

WWIT Supports Women's Shelter

Washington Women In Transportation (WWIT) voted recently to donate \$500 to a women's shelter located in southeast Washington, DC. The shelter, My Sister's Place, is a refuge for abused women and children. It provides emergency services as well as psychological and career counseling.

WWIT, whose purpose is to unite women engaged in transportation/relocation duties of various commercial and transportation companies, is based in the Washington metropolitan area. It provides members a forum for discussion, problem solving, and social interaction among the various areas of the transportation and relocation fields, including moving companies, relocation service providers, and commercial accounts.

The organization's quarterly meetings feature guest speakers who address a wide variety of subjects focused on

transportation-related topics.

The group was formed in 1998 and has seen wonderful growth in the past two years. Women interested in more information or in joining should write for a brochure to WWIT, P.O. Box 21760, Washington, DC 20009.

Honors, Awards, and ISO News

Transeuro Wins Triple Recognition

Transeuro Worldwide Movers' Paris and Brussels offices are poised to make further inroads in the international relocation market after receiving triple recognition from key industry bodies. Within a few weeks both offices were admitted into their respective national moving associations (AFDI and ABEDI), accepted by FIDI, and accredited by the ISO 9002 quality management system, under B.S.I.

Following acceptance by their national associations, Paris and Brussels became eligible for affiliate membership of FIDI, under whose stringent rules members must operate to its own strict financial, operational, and administrative standards and reciprocate high quality destination and origin services with moving companies worldwide.

ISO 9002 is recognized worldwide for its value in formalizing a company's procedures and ensuring consistent service standards. The administration and operational functions of the two Transeuro offices were reviewed by a BSI assessor and both were then recommended for registration.

L. Rettenmayer Marks 10th Anniversary

L. Rettenmayer Transitarios Lda. of Lisbon, Portugal, celebrated its 10th anniversary last November. Tony Segundo and the company's staff members expressed their gratitude "to all the agents and friends around the world who have supported and trusted its quality services from day one. We are now working to achieve the FAIM/ISO certification in May," said Segundo.

E-mail: Rettenmayer@mail.telepac.pt. Website: portugalvirtual.pt/rettenmayer

Interstate Earns ISO 9002 Certification for Every Location

Interstate Worldwide, Springfield, Va., has received official notification of ISO 9002 certification by BSI, the world's leading quality management systems registrar.

This certification, through an independent third party, is a testament to the company's commitment to quality that has been a driving force in the phenomenal growth of Interstate since its inception in 1943. ISO certification was awarded to all operating companies of the Interstate Worldwide Relocation Group of companies, which include Interstate Van Lines, Interstate Relocation Service, Ace Van & Storage Co., Interstate International, Interstate Moving Systems, and Ambassador International.

"Interstate has always been committed to providing the highest levels of service excellence," said Arthur Morrisette, Jr., Interstate's president and CEO. "Our ISO 9002 certification demonstrates that our focus remains on quality, world-class performance, and continuously monitoring our business operations to ensure that we deliver on the promises we make to our customers, employees, and vendors."

New CCA Designees

Amy Todd, manager of vendor services, and Lisa Morgan, senior coordinator, at Household Movers Services in Ridgewood, N.J., recently achieved designation as Certified Claims Analysts, after completing a two-day seminar administered by the American Moving and Storage Association.

The seminar involved training in various aspects of claims management, including preventive methods, settlement procedures, and customer service. Much time was devoted to hands-on case studies.

Suddath Board Awards Scholarship

The Richard H. Suddath Scholarship Board announced that Diane Eschbacher is the 2000 award recipient.

The scholarship is presented annually to a graduating high school senior who is the dependent of an active, full-time employee or independent contractor of the Suddath Cos. Diane's mother, Cathy Eschbacher, is an employee in Suffern, N.Y.

Diane graduated from Newburgh Free Academy with a grade point average of 3.32 and will attend the State University of New York at Oswego, majoring in Education.

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WELCOME NEW MEMBERS



Jeffrey Coleman
Executive Vice
President
Covan International Inc.
HHGFAA Chairman

On behalf of the Household Goods Forwarders Association of America, Inc., I want to extend a warm welcome to those who are new to our organization.

Mr. Randy Waldenville
Beverly Hills Transfer and Storage Company
15500 S. Main St
Gardena, CA 90248
Tel: (310) 532-1121 • Fax: (310) 538-0416
E-Mail: bhtsintl@aol.com
No of Years in Business: 76
Sponsors: Ryan's World, Carson, CA
Gatewayas International Inc., Seattle, WA

Mr. Cem Wald
E.M.A. European Moving Association GmbH
Bernstr. 35
60437 Frankfurt/Main, Germany
Tel: (49) 69 9050 593 • Fax: (49) 69 9050 5934
E-Mail: movingassociation@europa.com
Sponsors: Cartwright Int'l Van Lines, Inc., MO
Arpin Group, East Greenwich, RI

Mr. Jose Esteves
Empresa De Transportes Galamas Lda.
Av. Salgueiro Maia. 840 Aboboda
P.O. Box 91
2776-902 Carcavelos
Lisboa, Portugal
Tel: (351) 2144 43021 • Fax: (351) 2144 4817
E-Mail: et.galamas@mail.telepac.pt
No of Years in Business: 66
Sponsors: Hakull AS, Norway
Transquadros Mudancas e Transportes Ltda, Brazil

Mr. Stephen Smith
Euro Pacific International Movers
P.O. Box 46018
Herne Bay, Auckland, New Zealand
Tel: (64) 9 360 3265 • Fax: (64) 9 360 2180
E-Mail: steve@europac.co.nz
Sponsors: Southern Winds Int'l, Union City, CA
Bolt Removals & Storage Pty, Ltd, Australia

Mr. Zoltan Toth
Herber es Hausner Szllitmanyozasi Kft.
Regiposta utca 13,
H-1052 Budapest, Hungary
Tel: (36) 1 226 8050
Fax: (36) 1 337 1178
E-Mail: moves@herberhausner.hu
No of Years in Business: 10
Sponsors: Nurminen Prima Oy, Finland
UTS International (Europe) BV, The Netherlands

Mr Edmond Daniel
Homemove International Limited
Unit 4, Amertrans Park, Bushey Mill Lane
Watford Hertfordshire WD2 4JG, England
Tel: (44) 1923 247 111 • Fax: (44) 1923 247 222
No of Years in Business: 2
Sponsors: Worldpack, Seattle, WA
Draper Parot Int'l Pty Ltd, Australia

Mr. Gene Manansala
JVK-Naga Movers (ET) Ltd
Bairu Pite
Dili, East Timor
Tel: (614) 0808-6193 • Fax: (614) 9390-312-741
E-Mail: east.timor@jvkmovers.com
No of Years in Business: 1

Mr. Tarik N. Diab
Jordanian Coast Cargo & Tourism Services
Gardens St. Opposite Al Waha Res. Riyadh
Al Assaf Complex 4th Floor, Office #401
P.O. Box 82
Amman 11953, Jordan
Tel: (962) 6 541 2349 • Fax: (962) 6 541 1439
E-mai: tns@nol.com.jo
No. of Years in Business: 13
Sponsors: Salem Freight Int'l, UAE
Vinlund Int'l Group, Moscow, Russia

Mr. Uwe Lauer
Lauer GmbH, Euromovers
Lenzstr. 2-8, 90408 Nuernberg, Germany
Tel: (49) 911 93 59 59 0
Fax: (49) 911 93 59 59 59
E-Mail: ulauer@global-movers.com
No of Years in Business: 40
Sponsors: Harrow Green Int'l, England
Reliable Van & Storage Co., Inc., Elizabeth, NJ

Mr. Gopa Kumar
Overseas Cargo
American Airlines Bldgs, DOHA
P.O. Box 7349
Dkoha-Qatar
Tel: (974) 435 8469 • Fax: (974) 435 8468
E-Mail: aacargo@qatar.net.qa
No of Years in Business: 6
Sponsors: Circle Freight International, Bahrain
Worldwide Movers Uganda Ltd, Uganda

Mr. Luciano Gustavo Salazar Parra
Salpack Ltda.
Los Guindos 6264 - Penalolen
Santiago, De Chile
Tel: (56) 2 271 8051
Fax: (56) 2 272 9866
E-Mail: salpack@netline.cl
Sponsors: Intermove S.R.L., Uruguay
Mercovan Argentina, Argentina

Mr. Robin Hyde
Schenker (Thai) Ltd
3388/57-61 Sirinrat Building 16th-17th Floor
Rama IV Road Klongton, Klongtoey
Bangkok 10110, Thailand
Tel: (662) 3675700-15 • Fax: (662) 3675350-2
E-Mail: robin.hyde@schenker.com

Mr. Marco Zhang
Sino Santa Fe International Transportation
Services Co.
Ltd/Xiamen Branch
9th Floor Xing Ye Bank Tower
No 78 Hubin Bei Road
Xiamen, (PRC) 36102 China
Tel: (86) 592 531 3471
Fax: (86) 592 531 3475
No of Years in Business: 1

Mr. Steve Lewis
Sino Santa Fe International Transportation
Services Co.,
Ltd/Guangzhou Branch
Room 2305, East Tower
Guangzhou International Commercial Center
Ti Tu Dong Road, Tian He
Guangzhou, (PRC) 51062 China
Tel: (86) 20 3877 0630 • Fax: (86) 20 3877 0629
E-Mail: guangzhou@santafe.com.cn
No of Years in Business: 1

Mr. Peter Miller
Weber-Vonesch AG
Transports, Removals, Logistics
Chollarstrasse 3, P.O. Box 6305 *Zug, Switzerland
Tel: (41) 41 747 44 44 • Fax: (41) 41 747 44 45
E-Mail: removal@weber-vonesch.ch
No of Years in Business: 54
Sponsors: Armstrong Int'l Movers, Canada
LTV Int'l Removals, FL

Mr. Frank Aspinall
Whybirds International
P.O. Box 259 • 120 Briggs Road
Ipswich Qld 4305, Australia
Tel: (61) 7 3288 8533 • Fax: (61) 7 3288 9978
E-Mail: frank@whybirds.com.au
No of Years in Business: 143
Sponsors: R.J. Nurss Removals Pty Ltd, Australia
Four Winds Int'l Group, Australia

REQUESTS FOR ASSOCIATE MEMBERSHIP

Per Article IV, Section 1 of the By-Laws, which states, "Notice of every application for Associate Membership shall be given to each Active and Associate Member, who shall have thirty (30) days from date of such notice to submit evidence that the applicant is not creditworthy," the following companies have submitted their applications for membership:

Mr. Jean-Louis Godard

Alliance International

Z.I. Lere Avenue 12 eme rue B.P. 567
06516 Carros Cedex 2, France
Tel: (33) 4 92 08 50 00 • Fax: (33) 92 08 50 10
E-Mail: alliance_nice@yahoo.com
No of Years in Business: 5
Sponsors: Universal Relocation Systems, Inc., NJ
Asya International Movers, Turkey

Mr. Clarence Cornel

Barwil Abudhabi Shipping Agencies

Juma Usayan Al Mansoori Bldg., Mezzanine Floor
Flat No:2, P.O. Box 44805 • Abu Dhabi, UAE
Tel: (971) 2672 7972 • Fax: (971) 2672 2672
E-Mail: barwil.abudhabi@barwil.com
No of Years in Business: 3
Sponsors: U.S. Group Consolidator, Miami, FL
Barwil Freight & Logistics, Dubai, UAE

Mr. Dave Gladwell

Deliver USA Inc.

10610 Iron Bridge Road, Unit 6
Jessup, MD 20794
Tel: (301) 483-8667 • Fax: (301) 483-0636
E-Mail: move@delivrusa.com
No of Years in Business: 3
Sponsors: Euroamerica Group Inc., Jessup, MD
Euro-USA Shipping Limited, England

Mr. Lefebure Jan

I.F.F.S. - Int'l Freight Forwarding Services BVBA

Keesinglaan 26 • 2100 Deurne (Antwerp), Belgium
Tel: (32) 3 360 5550 • Fax: (32) 3 360 5559
E-Mail: janl@iffs.be
No of Years in Business: 7
Sponsors: Interdean Interconex, Germany
Transeuro Worldwide Movers, Belgium

Mr. Elan Van Ameringen

**Matco Transportation Systems
(dba Matco International)**

4315 58th Avenue S.E.
Calgary, Alberta T2C 1Y3 Canada
Tel: (403) 236-5010 • Fax: (403) 236-5031
Toll Free: (1-888-605-1288)
No of Years in Business: 35
Sponsors: Starline Overseas Moving, Canada
World Wide Overseas Moving Service, Canada

Mr. George Kutty Yohannan

Thames Shipping

P.O. Box 32092 • Dubai, UAE
Tel: (971) 4 393 8577 • Fax: (971) 4 393 8579
E-Mail: thames@emirates.net.ae
No of Years in Business: 7
Sponsors: Global Silverhawk, Kuwait
Home Pack Clearing & Forwarding, UAE

Mr. Mario Carfora

Trans Moving Company S.R.L.

Via Del Porto Fluviale 3/E
00154 Rome, Italy
Tel: (39) 06 5730 5307 • Fax: (39) 06 5730 5498
E-Mail: tmctrans@iol.it
Sponsors: Renmer International Movers, England
Vinelli & Scotto S.R.L., Italy

Mr. Dave Riding

True North Logistics

26-6780 Davand Drive
Mississauga, Ontario L5T 2G4 Canada
Tel: (905) 564-7130 • Fax: (905) 564-7828
E-Mail: dave@truenorth.cc
No of Years in Business: 14
Sponsors: Favia International Transport, Egypt
A. Univers Transit Ltd, Israel

WASHINGTON UPDATE

The New Year, the New Administration, The New Congress

As we embark into a new Administration and a new Congress, there is a general feeling that there will be minimal changes in the overall policy initiatives of the past several years. This feeling could be problematic for many small business government contractors doing business with the DoD, NASA and other federal agencies. The ability of small businesses to compete for federal contracts

could well depend on Congressional action on important issues like contract bundling, procurement reform, and greatly simplified acquisition reform measures - all of which could negatively impact open, competitive market opportunities in industries dominated by small businesses.

The Bush Administration appears to be inclined to make incremental policy changes in most areas. The broad issues — such as education reform and a major tax cut — upon which President Bush campaigned will most likely dominate the initial days of his presidency. Once these initiatives are addressed, most observers anticipate that the new administration will make small changes to existing programs. This could mean that the steady evolution of activities such as the personal property program within the DoD could continue their slow movement toward commercial contracting practices.

A more fundamental problem for HHGFAA and its members is the fact that many individuals in key policy positions on Capitol Hill and in the agencies have dramatically changed. These personnel changes will require HHGFAA and the industry to devote resources to educating the new powers that be in both Congress and the administration about the nature of the industry and the programs in which our members participate.

With respect to the administration, the selection of Norman Mineta as Secretary of Transportation will mean a very short learning curve for this cabinet position. While he was in Congress, Mineta chaired the House Public Works and Transportation Committee and consistently championed increases in investment for transportation infrastructure. He was a key author of the landmark Intermodal Surface Transportation Efficiency Act of 1991 and was instrumental in creating public-private partnerships for specific infrastructure projects.

Secretary Mineta fully understands the infrastructure improvements needed to ensure that American ports can handle American trade needs as efficaciously as possible. We anticipate that he will continue his strong support for small businesses and for a close examination of federal regulations that might impair transportation requirements. We believe he will work closely with the American trucking industry to develop highway safety regulations (e.g., truckers' hours of service) that are reasonable and fair.

The following are a number of issues HHGFAA and its members will be facing in the coming months:

- **Government Contracts:** Defense Secretary Donald Rumsfeld told the Senate Armed Services Committee that he will work with Congress to develop a new acquisition strategy that can take advantage of the best of U.S. industrial and commercial practices. Speaking at his confirmation hearing, Rumsfeld asserted that simply “tinkering” with the current acquisition system will not provide the innovation and speed necessary to satisfy DoD needs and take advantage new technologies and services. Rumsfeld said, “If confirmed I will examine . . . omnibus approaches to changing the statutory and regulatory basis for the most significant obstacles to reform.”

Rumsfeld's comments about the need to shorten acquisition lead time, incorporate best business practices, and incorporate leading-edge technology echo those of Jacques S. Gansler, who had been the Under Secretary of Defense for Acquisition, Technology, and Logistics. Gansler repeatedly called for removing obstacles to commercial acquisition practices.

By Jim Wise

PACE-CAPSTONE



- **Clinger-Cohen:** The Senate plans to bring services that, up until now, have been exempt from the Clinger-Cohen simplified acquisition treatment. Under Clinger-Cohen, all services and procurements that are considered “nonessential” for the performance of DoD’s prime mission (war fighting) should be governed under this act, which permits a program officer to procure goods and services of up to \$5 million with three phone calls. HHGFAA was successful in challenging the efforts in the Senate last year to expand Clinger-Cohen to include transportation services, but great concern must be taken in efforts to revisit this issue this year.
- **Ocean Shipping Reform:** Apparently taking up where former chairman Henry Hyde left off, the new Chairman of the House Judiciary Committee, Jim Sensenbrenner (R-WI), has signaled his intent to revisit the Ocean Shipping Reform Act legislation. Sensenbrenner appears to want to hold new hearings on legislation that would strip the steamship lines of their antitrust immunity. One consideration frequently cited for eliminating antitrust immunity is the fact that no U.S. interest is served by it and that small American-owned businesses both in and outside the transportation sector are being harmed by the current state of affairs. Sensenbrenner plans to introduce legislation in the next few weeks and will hold hearings soon after.
- **Cargo Liability:** Sen. Kay Bailey Hutchison (R-TX) introduced legislation in the last Congress to amend the Carriage of Goods at Sea Act (COGSA), and she is widely expected to introduce similar legislation in this Congress. Among the provisions of the previous legislative proposal was language that would increase the current \$500 per package maximum liability to \$900. In addition, for containerized or palletized cargo, the earlier proposal would redefine the word “package” to mean the number of packages cited in the contract of carriage rather than the container or pallet itself.

The bill would also expand the liability for carriers by extending the coverage to the full intermodal move. This provision would increase the carrier’s liability from only port-to-port moves and extend it to the full time in which the carrier is in possession of the goods.

Many observers believe that the chance for adoption of COGSA legislation in this session is quite high because of pressure on Congress created by the drafting of new international treaties to be considered by the United Nations. Concerned shipping interests would rather have Congress define the playing field than be forced to react to international considerations.

- **Ergonomics:** The National Academy of Sciences (NAS) released a report last month that recognized the complexities of musculoskeletal disorders. The study’s authors noted that musculoskeletal disorders of the lower back and upper extremities cost the nation as much as \$54 billion a year in compensation expenditures, lost wages, and decreased productivity. They added that the connection between the workplace and these disorders is complex, partly because of the individual characteristics of workers — such as age, gender and lifestyle.

Given the complexities of musculoskeletal disorders and their causes, NAS urged Congress and the incoming Bush Administration to slow down implementation of the ergonomics rule published in November 2000. NAS advised OSHA to revisit this important issue with the cooperation of government and business so that a viable and economically feasible rule can be achieved. Responding to the NAS recommendation, President Bush issued an executive order suspending the ergonomic rules until a more complete study could be completed.

- **Export Administration Act:** A bipartisan group of Senate leaders, headed by Senate Banking Committee Chairman Phil Gramm (R-TX), has launched a new effort to streamline U.S. export controls. The principal vehicle for the group is S. 149, legislation that was introduced in January to reauthorize the Export Administration Act. S. 149 was designed to address concerns raised by several powerful Senate Republicans who blocked passage of similar legislation last year.

One of the principal authors of the bill, Sen. Mike Enzi (R-WY), chairman of the Senate Banking Subcommittee on International Trade and Finance, said the Senate will hold hearings early next month with the aim of marking up the legislation by the end of February. Gramm said he will do whatever he can to make the legislation “the law of the land” this spring and expressed confidence that the Senate will act expeditiously to approve the bill, which would set the broad legal framework for controlling exports.

- **Insurance Costs by Self-Employed:** Senator Kit Bond (R-MO), Chairman of the Senate Committee on Small Business, introduced legislation (S. 29) to immediately make health insurance premiums fully deductible for self-employed taxpayers. The Self-Employed Health Insurance Fairness Act, co-sponsored by Senator Dick Durbin (D-IL), appears to provide full deduction for health insurance, effective in 2001. Current law provides for a 60 percent deduction in 2001, a 70 percent deduction in 2002, and 100 percent in 2003.
- **General Maritime Industry Issues:** There are three issues that will most likely be considered by this Congress and this Administration that could affect American maritime interests. They are subsidies for U.S.-flagged vessels, reform of the Jones Act, and the question of publishing tariffs (or, more precisely, the ability of shippers to sign confidential contracts). While some elements within the industry will push hard for action on all three issues, at this point it is difficult to determine whether there is any Congressional or agency support to act. These issues could have a dramatic impact on HHGFAA members and we must be prepared to respond to policy reform efforts affecting these considerations.
- **Minimum Wage Bill Introduced:** Senate Minority Leader Tom Daschle (D-SD) has introduced a minimum wage bill as part of an “opening” package of Democratic bills that were dropped on January 22, 2001. Although the text of the legislation is not yet available, it is our understanding that the bill contains a \$1.50 increase over two years.

- **Estate Tax Repeal:** Rep. Jennifer Dunn (R-WA) is leading a renewed push for total repeal of the estate tax and Sen. Phil Gramm included a similar provision in his proposed tax bill. Although President Clinton vetoed the phase-down bill last year, both the House and Senate passed it with strong bipartisan support. Dunn and Rep. John Tanner (D-TN) introduced the phase-down bill last year and are expected to reintroduce it shortly. To build momentum behind their bill, Dunn and Tanner are urging small business associations to call their representatives and ask them to be original cosponsors of the Dunn-Tanner Estate Tax Repeal Bill. ■

WEBSITES TO SEE

Here are a few Websites of interest to HHGFAA members. NOTE: All are preceded by www, and many are linked to the HHGFAA Website.

IMPORTANT NOTE: Websites and e-mail addresses shown on this list include ONLY those for certain government agencies, and companies whose ads appear in *The Portal* or the HHGFAA Annual Directory, who sign up as sponsors for HHGFAA's Annual Meeting, or who are featured in a story in this issue of *The Portal*.

HHGFAA: hhgfaa.org
A.Alternativa: a-alternativa.com.br
Air Animal: airanimal.com
American City Business Journals: bizjournals.com
Anglo Pacific: anglopacific.co.uk
APA Worldwide: apaworldwide.com
APL Services: apl.com
Asian Tigers TCI: AsianTiger-TCI.com
Atlas Int'l Movers: atlas-movers.nl
Bureau of Labor Statistics: bls.gov
Brazil Worldmover: brazilmover.com
Crown Relocations: crownrelo.com
Crown Worldwide S.A.: crownworldwide.com
Desbordes Int'l: desbordesinternational.com
DeWitt Trans. Services of Guam: dewitt.com.gu
Direct Moving: directmoving.com
Excargo Services: excargo.com
Federal Maritime Commission (OTI licensing info): dpiusa.com
Freight Int'l: freightinternational.com
Fukuoka Soko Co.: fukuokasoko.com/moving
Garcia Trucking: garciatrucking.com
Gateways Int'l: gatewaysinternational.com
Globalink: globalink.kz
Gosselin Worldwide Moving: gosselin.be
Household Movers Services: hmsusa.com
Interdean Interconex: interdean.com
Intermove: Intermove.com
J. Calenberg: calenberg.com
J.J. Keller: jjkeller.com
JVK Movers: jvkmovers.com
Journal of Commerce: JoC.com
Kotaisan: kotaisan.co.id
La Vascongada, S.L.: vascongada.com
Lykes Lines: lykeslines.com
Maersk: maerskline.com
Magna Int'l Movers: magna.co.za/magna
Mark VII, Inc.: markvii.com
McGimpsey Removals: mcgimpseys.com
Military Traffic Management Command: mtmc.army.mil
Movements Int'l: movementsinternational.com
Movers Specialty Services: mssl.com

N.A.S.B.I.T.E.:
docp.wright.edu/nasbite/index2.htm
National Oceanic and Atmospheric Administration: imo.org
Nationwide Relocation Int'l: nrii.com
NEER Service: neerservice.com or neerservice.fr
New Haven Moving Equip.: newhaven-usa.com
New York Metropolitan Transportation Council: nymtc.org
Orient Pacific Int'l: opimovers.com.tw
OTB: otb-deutschland.com
P.M. Packers & Movers: packersindia.com
Pac Global Ins. Brokerage: pacglobalins.com

PAIMA: paima.com
Phoenix Transport Services: phoenix-transport.de
Rhema Movers: rhemamovers.com.sg
Richman Ring: richman-ring.com
Santa Fe: santafe.com.hk
SCANVAN: scanvan.com
Sea Bird Services: seabird.com.eg
SEM Movers: sem-movers.com
SIT Transportes Internacionales: sit-spain.com
Small Business Administration: sba.gov
Sterling Int'l: sterlingmovers.com
Study Web: studyweb.com
Subalipak: subalipack.com
TechMate International: TechMateIntl.com
The Guardian Svcs Group: guardianservices.com
The Moving Company: themovingcompany.co.nz
Trade Compass: tradecompass.com
Training sites: trainingsupersite.com or astd.org
Trans Movers Worldwide: centrin.com/tran/move
Transcontainer Group: transcontainer-group.com
Transeuro: transeuro.com
Transpack Packing & Frt. Fwd: Transpack.com.pk
Transworld Movers Brazil: transworldmovers.com.br
TG International: tginternational.com
Universal Express Relocations: uexgroup.com
Voerman Int'l: voerman.com
Welti-Furrer: welti-furrer.ch

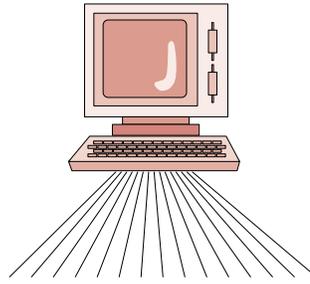
Selected E-mail Addresses

HHGFAA: hhgfaa@aol.com
A.Alternativa: transp@a-alternativa.com.br
Anglo Pacific: imports@anglopacific.co.uk
Air Animal: petmover@airanimal.com
APA Worldwide: apawwm@sol.racsa.co.cr
Ashoka Int'l: ashokint@ndb.ysnl.net.in
Asian Express Int'l: hongkong@aemovers.com.hk
Asian Express (Northern China):
beijing@aemovers.com.hk
Asian Express (Eastern China):
shanghai@aemovers.com.hk
Asian Express (Southern China):
guangzhou@aemovers.com.hk
Atlas Int'l Movers: info@atlas-movers.nl

Beirut Cargo Center: tbejjani@bcc.com.lb
Brazil Worldmover: worldmover@brazilmail.com
Crown Relocaitons: rlongacre@crowrel.com
Desbordes Int'l: info@desbordesinternational.com
DeWitt Trans. Svc Guam: ezdewitt@dewitt.com.gu
Direct Moving: kr@directmoving.com
Elliott International: jackiea@elliott.co.za
Emery Worldwide: reilly.robert@emeryworld.com
Executive Moving Systems, Inc.: exmv@erols.com
Fidelity & Marine Ins.: info@fidelitymarine.com
Freight Int'l: removal@emirates.net.ae
Freight Systems Co. Ltd. (L.L.C.):
albert@net.fslsdxbo.co.ae
Froesch Berlin: info.berlin@froesch.de
Froesch Moscow: douglas.white@froesch.ru
Fukuoka Soko Co.: moving@fukuokasoko.com
G.E.P.: gepbox@gep.be
Gateways Int'l: gateways@themovers.com
Gil Stauffer: international@gil-stauffer.com
Global Van Lines: globalvl@tm.net.my
Globalink: shipping@globalink.kz
IAL Nigeria Ltd.: ial@ial.com.ng
Interdean Interconex: info@interconex.com
Intermove: move@Intermove.com
Intermud: intermud@guate.net
Intra-Mar Shipping: intramar@colomsat.net.co
J. Calenberg: info@calenberg.com
Jennif Worldwide Movers–Singapore:
jennif@cyberway.com.sg
JVK: thailand@jvkmovers.com
Kotaisan (Jakarta): ktsprima@centrin.net.id
Kotaisan (Surabaya): kotaisanp@sby.centrin.net.id
L. Rettenmeyer: Rettenmayer@mail.telepac.pt
La Vascongada, S.L.: comercial@vascongada.com
Leader Freight Forwarders/Leader Pack:
leadpack@emirates.net.ae
Magna Int'l Movers: removals@jhb.magna.co.za
Mark VII Int'l: MVIIIntlHou@aol.com
McGimpsey Bros.: removals@mcgimpseys.com
Movements Int'l:
mim.sydney@bigpond.com.au
MTMC Small Business Division:
monroep@mtmc.army.mil
Mudanzas Trafimar:
sales@mudanzastrafimar.com.mx
Nationwide Relocation Int'l: nrii@deltanet.com
Neer Service: info@neerservice.fr
New Haven Moving Equipment: nhmela@aol.com
New York Metropolitan Transportation Council:
mhrabowska@gw.dot.state.ny.us

Nurminen Prima Oy: Nurminen.Prima@co.inet.fi
Orient Pacific Int'l: ann666@ms5.hinet.net
OTB: info@otb-deutschland.com
Pac Global Ins: sfuhrman@pacglobalins.com
PAIMA: paima@sinfo.net
Paktra: packtra@telecom.net.et
Pelichet, S.A.: international@pelichet.ch
Phoenix Transport Services:
phoenix@phoenix-transport.de
P.M. Packers & Movers:
info@packersindia.com
Premier Worldwide: premier@iris.dti.ne.jp
Rex Service Co., Ltd.: rexco@public.tpt.tj.cn
Rhema East China Ltd: rhema@pub.sz.jsinfo.net
Rhema Movers: general@rhemamovers.com.sg
Richman Ring: info@richman-ring.com
SBA Advocacy Office: advocacy@sba.gov
Sea Bird Services: seabird@commnet.com.eg
SEM Movers: semmove@indosat.net.id
Sino Santa Fe: santafenj.ssf-sha@eac.com.sg
SIT Transportes Intl: sit.mad@sit-spain.com
Sterling Int'l: moving@sterling-intl.co.uk or
lyonmoving@sterling-intl.fr
Subalipack: zzaki@pc.jarang.my
T.A. Mudanzas: tamoving@sol.racsa.co.cr
The eXternal Revenue Svce. of The Day
Companies: tag@daycos.com
The Guardian: dvaughn@guardianservices.com
The Moving Company:
c.mccall@TheMovingCompany.co.nz
The Pace Companies: jwisepace@aol.com
Thomas Johnson & Sons Ltd.:
billcompton@johnsonmovers.com
Transhuara: thuara@entelchile.net
Trans Movers Worldwide: nutrans@centrin.net.id
Transeuro: relocation@transeuro.com or
relocation.belgium@transeuro.com
Transpack Argentina: cliff@transpack.com.ar
Transpack Packing & Freight Forwarding Co.:
transpack@isb.comsats.net.pk
Transworld Movers Brazil:
transw@transworldmovers.com.br
TG International: travelguard@worldnet.att.net
United Prof. Movers: Fazla@upm.sdnpk.undp.org
Vanpac: rauf@vanpac.edunet.sdnpk.undp.org
Voerman Int'l: mail@voerman.com
Welti-Furrer Ltd: international@welti-furrer.ch
Willis Corroon Trans. Risk Svces: iris@willis.com
WISEnterprises: WISMOVE@aol.com
YP-35: YP-35-education@swintl.com

Link Up with HHGFAA



You can now link your home page with the HHGFAA Website (www.hhgfaa.org), enabling you to list your company by region and services provided and to contact other members who have e-mail and Websites. The cost: a nominal fee of \$100 per year.

To link your company with HHGFAA, complete the form below and send to:

Household Goods Forwarders Association of America, Inc.

ATTN: Belvian W. Carrington

2320 Mill Road, Suite 102 • Alexandria, VA 22314

OR fax credit card orders

(Visa or MasterCard only) to (703) 684-3784

Name _____

Company Name _____

Address _____

Phone _____ Fax _____

Description of Company (20-word limit) _____

Web Address _____

E-mail Address _____

Payment Type: Check Visa MasterCard

Credit Card No. _____ Exp. Date: _____

Name of Cardholder _____

Signature _____

For more information, call Belvian Carrington at HHGFAA, (703) 684-3780

FORGING STRONG LINKS

At press time, the following HHGFAA member companies are linked to HHGFAA's Website.

21st Century Relocations (Mumbai, India)
A Lusitana (São Paulo, Brazil)
A & A Cronin Movers (Dublin, Ireland)
A & S Roseth Int'l (Ontario, Canada)
A.M.S. Atlantic Int'l (Dusseldorf, Germany)
A-1 Trans Korea (Seoul, Korea)
Aachener Int'l (Dublin, Ireland)
AGS Brussels (Brussels, Belgium)
AGS Prague (Prague, Czech Rep.)
AGS London (London, England)
AGS Marseille (Marseille, France)
AGS Paris (Gennevilliers, France)
AGS Umzugs Berlin (Berlin, Germany)
AGS Budapest (Budapest, Hungary)
AGS Ivory Coast (Abidjan, Ivory Coast)
AGS Kenya (Nairobi, Kenya)
AGS Morocco (Casablanca, Morocco)
AGS Warsaw (Warsaw, Poland)
AGS Lisbon (Lisbon, Portugal)
AGS Bucharest (Bucharest, Romania)
AGS Madrid (Guadalajara, Spain)
AGS Senegal (Dakar, Senegal)
Ahjin Transportation Co. (Seoul, Korea)
American Movers Inc. (Waipahu, HI)
American President Lines (Washington, DC)
American Red Ball Int'l (Seattle, WA)
American Vanpac Carriers Inc. (Martinez, CA)
Arrowdene Moving and Storage (Norfolk, England)
Arven Freight Forwarding Inc. (Woodbridge, VA)
Ashoka Int'l (New Delhi, India)
Asian Tigers K.C. Dat (S) Pte (Singapore)
Asian Tigers Trans China Int'l (Wanchai, Hong Kong)
Asian Tigers Trans China Int'l (Beijing, China)
Asian Tigers Trans China Int'l (Guangzhou, China)
Asian Tigers Trans China Int'l (Shanghai, China)
Atlas Van Lines Int'l (Seattle, WA)
Australian Vanlines (Pendle Hill, Australia)
B.M. Int'l Pvt. Ltd. (New Delhi, India)
Brytor International (Mississauga, Ont., Canada)
Capitol Transportation Inc. (San Juan, PR)
Chess Moving Australia (Regency Park, S.A., Australia)
Circle Freight Int'l (Muscat, Oman)
Columbia World Wide Movers (Limassol, Cyprus)
Cosmopolitan/M.L. Transportes (Brasilia, Brazil)
Crystal Forwarding (Carlsbad, CA)
Delahaye Blue Ribbon Movers (New York, NY)
Decapack (Santiago, Chile)
Dependable Auto Shippers (Dallas, TX)
Desbordes Int'l S.A. (Paris, France)
DeWitt Moving & Storage (Tamuning, GU)

Dijkshoorn Int'l Movers (Vlaardingen, The Netherlands)
Eagle Shipping Services (London, UK)
Elliott Int'l (Johannesburg, South Africa)
Euro-USA Shipping Ltd. (Suffolk, UK)
Excargo Services (Houston, TX)
Executive Moving Systems (Woodbridge, VA)
Equiexpress C.A. (Caracas, Venezuela)
Excess Int'l Movers (London, UK)
Favia Int'l Transport (Cairo, Egypt)
Fidelity & Marine Inc. (Miami, FL)
Freight Systems Int'l (Cairo, Egypt)
Fukuoka Soko (Fukuoka-Ken, Japan)
Gamma Shipping (Yavne, Israel)
Gateways Int'l Inc. (Settle, WA)
Gezairi Group Cargo (Beirut, Lebanon)
Global Packers & Movers (Islamabad, Pakistan)
Global Silverhawk (Carmel, IN)
Global Worldwide (Naperville, IL)
Grace Int'l Removals (Seven Hills NSW, Australia)
Green Van Int'l Co. (Taipei, Taiwan)
Greenbriar Forwarding (Edison, NJ)
Harrow Green International (Essex, England)
Henri Harsch HH S.A. (Geneva, Switzerland)
HL Van Transport (Bassum, Germany)
Humboldt Int'l (Canton, MA)
Inter-Jet Customhouse Brokers (Jamaica, NY)
Inter Trans Insurance Services Inc. (Irvine, CA)
Inter-Transport SA (Geneva, Switzerland)
Interdean, S.A. (Zurich, Switzerland)
Intermove Limited (Bridgeport, CT)
International Wood Industries Inc. (Sherwood, OR)
Interport Executive Movers (Singapore)
Interstate Int'l Inc. (Springfield, VA)
Intr-Mar Shipping S.A. (Santafe De Bogota, Colombia)
J. Calenberg (Bonn, Germany)
J. Wilson Removals (Marayong, NSW, Australia)
Japan Express Co. (Tokyo, Japan)
Johann Birkart Int'l Spedition (Raunheim, Germany)
Keller AG (Bern, Switzerland)
Keller AG (Basel, Switzerland)
L. Rettenmayer (Wiesbaden, Germany)
L. Rettenmayer Transitaros (Lisbon, Portugal)
Martin Stephen (Canada) Ltd. (Ont., Canada)
McGimpsey Brothers (Removals) (Ireland)
Mesa Int'l (Grand Junction, CO)
Moreno Int'l (Monterrey, Mexico)
MoveAssist Int'l Ltd. (Hitichin, Herts, England)
Move One (Budapest, Hungary)
Nazha Freight Services (Damascus, Syria)
Neer Service France (Aubervilliers, France)
New Haven Moving Equipment Corp. (Los Angeles, CA)

North American Van Lines (Fort Wayne, IN)
Orbit Int'l Forwarders SARL (Beirut, Lebanon)
OTB Overseas Transport GmbH (Achim, Germany)
P.M. Packers & Movers (New Delhi, India)
Pacific Island Movers (Main Facility, Guam)
Panda Transporti s.r.l. (Rome, Italy)
Peter E. Reid Stevedoring Inc. (Pago Pago, American Samoa)
Phoenix Transport (Japan) Ltd. (Yokohama, Japan)
Phoenix Transport Services (Bremerhaven, Germany)
Portan S.A. (Bogota, Colombia)
Prime Movers Int'l (Munich, Germany)
Reliable Van & Storage (Elizabeth, NJ)
Rose International Inc. (Hoboken, NJ)
Rose International (Bremen, Germany)
Rose International Inc. (Berkshire, England)
S.G. Global S.A. (San Jose, Costa Rica)
Sancalsa Int'l Services (Mexico D.F., Mexico)
Santa Fe Transport (Singapore)
Scanvan Kungsholms Express & Spedition (Stockholm, Sweden)
Simorgh Pack Transportation (Tehran, Iran)
S.I.T. Transportes (Madrid, Spain)
Tower Int'l (Bezons, France)
Transeuro Worldwide Movers (London, UK)
Transcontainer Int'l (Tlalnepantla Edo de Mex., Mexico)
Transworld Int'l Movers (Rio de Janeiro, Brazil)
Treyvaud-Interdean SA (Geneva, Switzerland)
Tri Star Freight Systems (Houston, TX)
TG Int'l Insurance Brokerage Inc. (San Juan Capistrano, CA)
Unipack S.A. (Tehran, Iran)
Universal Cargo SRL (Buenos Aires, Argentina)
Universal Household Fwdg. (Tokyo, Japan)
V. Pack & Move Co. Ltd. (Bangkok, Thailand)
Van Der Ent Top Movers (Spijkenisse, The Netherlands)
Vanliner Insurance Co. (St. Louis, MO)
Vayer Group Ltd. (Tel Aviv, Israel)
Victory Van International (Sterling, VA)
Voerman Int'l (Leidschendam, The Netherlands)
W. H. Hofmann & Co. AG (Zurich, Switzerland)
Wabash Forwarding (Warrensburg, MO)
Williams Moving Int'l (Vancouver, B.C., Canada)
World Wide Overseas Moving Service Inc. (B.C., Canada)
Worldmover C&R Ltda. (Rio de Janeiro, Brazil)
Worldwide Movers Tanzania (Dar es Salaam, Tanzania)
Worldwide Movers Uganda (Kampala, Uganda)
Worldwide Movers Kenya (Nairobi, Kenya)
Wridgeways The Worldwide Movers (Ringwood, Vic., Australia)
Ziegler, S.A. (Brussels, Belgium)

Industry Calendar

March 12-14, 2001	IMAWA Annual Meeting & Trade Show	Bloomington, IL
March 18-21, 2001	LACMA Convention	San Juan, P.R.
March 23-24, 2001	New Jersey Warehousemen & Movers Association Annual Meeting	Atlantic City, NJ
March 28-31, 2001	AMSA Management Conference & Trade Show	Tucson, AZ
April 20-21, 2001	Iowa Movers & Warehousemen's Assn. Annual Meeting	Pella, IA
April 9-12, 2001	2001 MTMC Training Symposium	Dallas, TX
April 22-24, 2001	Ohio Movers & Warehousemen's Assn. Annual Meeting	Sharonville, OH
April 24-28, 2001	OMNI Conference	Berlin, Germany
April 26-28, 2001	New Mexico Movers Association Annual Meeting	Las Cruces, NM
April 29-May 3, 2001	FIDI Congress	Brussels, Belgium
May 1-4, 2001	Georgia/South Carolina/Florida Movers Meeting	Savannah, GA
May 2-6, 2001	Bekins Annual Meeting	Stuart, FL
May 4-7, 2001	BAR Conference	Manchester, UK
May 8-12, 2001	CMSA 83rd Annual Convention	Maui, HI
May 11-12, 2001	Kentucky HHGC Annual Convention	Lucas, KY
May 16-19, 2001	WTA/WMC Convention & Trade Show	Blaine, WA
May 17-20, 2001	New York Movers & Warehousemen Meeting	Lake Sagamore, NY
July 15-17, 2001	National Conference of Moving Associations Annual Meeting	Seattle, WA
Sept. 13-16, 2001	Massachusetts Movers Assn. Meeting	Lake George, NY
Sept. 21-23, 2001	Texas Movers Association	Austin, TX
Sept. 23-27, 2001	Maryland T&M Association	Bermuda
Sept. 29-Oct. 3, 2001	56th Annual NDTA Transportation and Logistics Forum & Exposition	Milwaukee, WI
Oct. 6-7, 2001	PAIMA Annual Meeting	Las Vegas, NV
Oct. 8-10, 2001	HHGFAA 39th Annual Meeting	Las Vegas, NV
Oct. 11-13, 2001	Missouri Movers Association Meeting	Osage Beach, MO
Oct. 12-14, 2001	Covan Conference	Panama City Beach, FL
Oct. 15-18, 2001	Paul Arpin Van Lines	Tucson, AZ
Oct. 28-31, 2001	United Van Lines Annual Convention	Phoenix, AZ
Nov. 7-10, 2001	Atlas Van Lines Annual Convention	Phoenix, AZ
Nov. 11-14, 2001	North Carolina Movers Association	High Point, NC
April 21-25, 2002	FIDI Congress	Cairo, Egypt
Sept. 29-Oct. 1, 2002	HHGFAA 40th Annual Meeting	Orlando, FL
Oct. 5-9, 2002	57th Annual NDTA Transportation and Logistics Forum & Exposition	Greensboro, NC

**Send calendar items to HHGFAA • 2320 Mill Road • Alexandria, VA 22314
Or fax to (703) 684-3784 • E-mail: hhgfaa@aol.com**

BANNER ADS ON HHGFAA'S WEB SITE: A SMART MOVE FOR YOUR BUSINESS

Now, you can get more bang for your advertising buck, thanks to HHGFAA's new Web advertising program.

For a one-time setup fee and a nominal maintenance charge you can have a high-quality advertising vehicle designed for you and placed right on HHGFAA's Web site. There, it will be seen by a targeted audience of potential clients, trading partners, and colleagues throughout the industry.

One-time setup fee:	\$180.00
Monthly maintenance fee:	\$ 45.00

For more information on how you can put this exciting technology to work for you, call HHGFAA at (703) 684-3780 today!

Another Great HHGFAA Member Benefit!

PORTAL ADVERTISING

THE PORTAL

PORTAL Advertising Rates and Dimensions

Full Page \$ 2,550
7-1/2" wide x 10" high

1/2 Page \$ 1,350
• Horizontal format: 7-1/2" wide x 5" high • Vertical
format: 3-3/4" wide x 10" high

1/3 Page \$ 950
• Horizontal format: 7-1/2" wide x 3-1/4" high
• Vertical format: 2-1/2" wide x 10" high
• Box format 4-1/2" wide x 5" high

1/4 Page \$ 700
• Horizontal format: 4-1/2" wide x 3-3/4" high
• Vertical format: 3-3/4" wide x 5" high

1/6 Page \$ 425
• Horizontal format: 4-1/2" wide x 2-1/2" high
• Vertical format: 2-1/4" wide x 3" high

1/8 Page \$ 350
• Horizontal format only: 3-3/4" wide x 2-1/2" high

Prices shown are the **total cost** for one year (six issues).* For 2-color ad (black and burgundy only), add 10%. For 4-color ad (plates must be supplied), add 25%.

Deadlines to receive new artwork:

March/April Issue	March 3, 2001
May/June Issue	May 5, 2001
July/Aug. Issue	July 15, 2001
Sept./Oct. Issue	Sept. 1, 2001
Nov./Dec. Issue	Nov. 1, 2001
Jan./Feb. 2002 Issue	Jan. 10, 2002

For further information about *Portal* display advertising or classified ads, contact Belvian Carrington at HHGFAA:

Phone: (703) 684-3780
Fax: (703) 684-3784
E-mail: bcarri7850@aol.com

***IMPORTANT NOTICE**

Films, color separations, or camera-ready artwork is required. HHGFAA does not accept e-mailed or computer-generated files, graphics, or ads on disk at this time.



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IMPORTANT NOTE TO ADVERTISERS

The Portal cannot accept ads or photos submitted via e-mail or on disk. **They must be in the form of prints, slides, transparencies, color separations, or camera-ready copy.**

Computer printouts of color ads and photos tend to reproduce poorly and thus also are unacceptable. For rates and deadlines, see the box at right.