



THE PORTAL

VOLUME XXXVI

CONTAINER 3

MAY/JUNE 2004



Sales & Marketing

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Potential for Profits
and Success**

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About our cover: For our industry, summer is when companies do the lion's share of their work each year. Is your sales team ready to make the most of the opportunities this season? Coverage begins on page 4. Cover art by Stephanie Sutherland, Glennan Graphics.

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Successful Selling: Skill or Science?



By Terry R. Head
HHGFAA President

If you do only one thing to increase your sales this year, share this magazine with your sales personnel and perhaps even your customer service staff.

This issue of *The Portal* focuses in on what I believe to be one of the key components of a successful and growing organization — Sales and Marketing.

If you fail to find an article or item of interest within this issue that can assist someone in your company toward becoming better at selling or marketing your organization's capabilities, then I suggest you quit your job and become a "sales guru" yourself. Why not? There are plenty of them out there.

In our industry an organization can have the best location, the biggest, cleanest warehouse, nicest looking trucks, and all the rest. However, if there is no one out there marketing and selling your organization it's not likely anyone is going to buy your service or know that it is available or even exists.

I have written in my messages before on the topic of sales, and by no means do I claim to have been the best salesman or best sales manager who ever worked for my past employers. As a matter of fact, my knowledge and success at selling probably comes more by way of the mistakes I made and the bad experiences I had along the way rather than the successes I had right out of the box.

Which brings me to the question at hand. Is successful selling a skill that can be taught, or is it a science? In other words, is there just one formula that consistently works regardless of the practitioner?

We've all probably heard said of someone, "He's a born salesman!" I've known quite a few salespeople both in and outside this industry whom I considered to be good at what they do. However, I seriously doubt that they were born with a pen and order pad in hand looking for that first "closed" deal. Somewhere along the way they had to acquire the knowledge and personality traits that make a salesperson successful. This is where good sales management comes into play.

If you want to create a formula that will result in good selling, it should be undertaken like any other science project — you need the right ingredients, as well as the proper culture or environment to promote the development of the desired results. In this case, the prime ingredient is the individual.

Many businesses have a difficult time finding people who fit what they believe to be the right profile of a "good salesperson." But in fact there is not just one trait that will guarantee a good salesperson, nor is there just one source from which you should be looking for people with good sales potential.

I suggest that one place you start to look is within your other departments. Those existing staff already are comfortable and familiar with your company's capabilities and services. Also, you can hire people away from your competition — they already know your competitors' weaknesses. Source new sales personnel from your own vendors and suppliers, as they have knowledge of the industry, your competition, and perhaps your customers.

Speaking of customers, this is another good place to source. They know your services and understand it from a buyer's perspective; moreover, they're likely to be familiar with your competition. Last but not least, don't hesitate to consider someone with no selling experience at all, which means they can be freshly trained and molded into your company's plan for successful selling — whether that sales plan is based on a specific learned skill set or a proven scientific formula. ■

ABOUT THIS ISSUE

Summer is here — the busiest season for the household goods removals industry. Are you able to take advantage of a prime time and earn maximum profits? This issue of *The Portal* focuses on Sales and Marketing. We think you'll find a lot of good information that you will want to share with your sales and marketing staff. Many of the articles are written in bullet-style format so that they can be read and absorbed quickly and even used in sales meetings or posted on bulletin boards.

Other pieces — such as the one beginning on page 5, “The Seven Qualities of Top Sales Managers” — cover more territory and will be well worth the time it takes to read. Another in-depth piece, “Failure—Your Stepping-stone to Success” (page 9), stresses the importance of learning from one's mistakes.

Some of the material in this Sales and Marketing issue address what might seem to be obvious points but these bear repeating—for example, “Service with a Smile” on page 8, and “How to Structure a Presentation” on page 9. “How to Avoid a Costly Price War with Customers” on page 11 reminds us never to apologize for price on services that are fairly charged and efficiently rendered. “Light Their Fire” (page 15) illustrates the importance of enthusiasm in making sales. On page 19 you'll find “Stand Out from the Crowd,” with tips on how to distinguish yourself in a crowded field.

But there are a few surprises as well. Is it really possible to work *too* hard at your job? “Get Your Work Done by Doing Less” (page 10) and “How to Succeed in Business without Working So Hard” (page 17) have some suggestions for working smarter, not harder, and coming out ahead in the process. And “The Truth About Stress” on page 11 proposes that stress isn't necessarily always a bad thing, and that it can actually be channeled to help you meet your goals. “The Sales Bomb” (page 13) offers an interesting what-NOT-to-do perspective that may start you thinking about how you can improve your relationship with your customers. Can putting off doing things really help boost sales? Read “Procrastinate for Sales Performance” (page 19) and find out how.

Did you know that some people sabotage their own success because they're actually afraid to succeed? “Don't Let the Fear of Success Slow You Down” (page 14) offers some pointers on welcoming and enjoying your successes.

Do you ever get the feeling that your promotional efforts need a jumpstart? Check out “Proposals that Sell” on page 13, and “Deliver Power Presentations Like a Pro” on page 18.

Networking can make the difference between success and failure for any salesperson. “10 Ways to Diversify Your Network Instantly” on page 15 offers some pointers on expanding your range of contacts.

The bottom line is that no matter how long you've been selling or managing a sales staff, there's always more to learn, other views to consider that can boost your profits and enhance your success.

The Seven Qualities of Top Sales Managers

By Gerhard Gschwandtner and Maryann Hammers

If you think becoming a sales manager is easy, here's the lowdown from seasoned sales managers who look back at what they learned — the hard way.

Dave Anderson has something to say to the first group of sales reps that he managed 13 years ago. "I am so, so sorry," he says. "I didn't know what I was doing."

Like many new managers, Anderson was promoted to his position based on his sales ability — but he didn't have a clue about dealing with people. So he held reps accountable but didn't communicate what was expected of them. He managed by intimidation, instead of motivation. Rather than coach his team, he stayed aloof, locking himself in his office and immersing himself in administrative tasks.

"I could close deals and do budgets, but I was just horrible when it came to leading people," he admits. "I didn't teach anyone anything — I managed by command control and whips and chains. I don't know how anyone could stand to work with me."

Nowadays, Anderson is a lot savvier about sales management. In fact, you could say he wrote the book on the topic: he's the author of *Selling Above the Crowd* (Horizon Business Press, 1999) and *No-Nonsense Leadership* (Creative Broadcast Concepts, 2001), and he's president of LearnToLead, a sales and leadership training company in Los Altos, CA.

As Anderson's experience proves, being a top rep doesn't mean you can manage people. But what does it take to succeed? We asked managers who've built great teams, reps who report to them, and executives who direct the whole sales organization. Here's what they said.

1. Become a master of change.

The biggest and most challenging task of a sales manager is to prepare the sales team for the constantly changing marketplace. "Every organization," says Peter Drucker, "has to prepare for the abandonment of everything it does." Great sales managers are the arch role model for change. Business is never a straight series of predictable evolutions that will produce a happy, boldface chart pointing north. Today's business is the result of uncontrollable, unpredictable eruptions of simultaneous financial, technological and economic revolutions. The ideal sales manager will calmly face chaos, enthusiastically embrace change, and always adjust to whatever tough challenges lie ahead.

That's why great managers set the bar high with their own work ethic, and they lead in change management. Leilani Lutali, a rep with Comforce Technical Services, a Woodbury, New York-based consulting and staffing company, says her first manager did just that. "Diana expected as much of herself as she did of her sales force. And she wasn't afraid of her reps surpassing her — in fact, she encouraged it. Through her mentoring, she helped us rise to our highest levels of excellence."

Troy Berns, a rep with All Copy Products, a Denver, Colorado-based dealer for copiers, printers, facsimile machines, postage meters and scanners, says he appreciates that his current manager works just as hard as — or harder than — the reps he oversees. "My manager gets in the office before I do, and when I stay late he's right here strategizing with me. He won't ask me to do anything that he wouldn't do himself."

"When we're faced with change," says Tom Miller, a sales-training consultant, "salespeople will automatically focus on what they must give up. To them, virtually all change will be perceived as loss. That's why good sales managers add value when it comes to selling the pain of gain. They help the salespeople vividly imagine the raisins in a huge cake, and then they will tell them that they will lead them personally through a potentially unnerving gauntlet that ultimately gets them unscathed into a big cake factory."

2. Earn their trust.

Salespeople do not pay so much attention to what their sales manager says; they judge their managers by what they do. Trust is the foundation of any relationship. Trust means that your word is as good as gold, that salespeople don't have to second-guess anything you tell them, and that they can count on you. Trust is not what you preach to your team, it is what you do when nobody is watching.

"Managers who have a reputation for changing their views based on who was in their office last have no credibility," says Lawrence B. Chonko, a professor of marketing at Baylor University in Waco, Texas, and founder of the school's Center for Professional Selling and Sales Management.

That means if you set rules and deadlines, you'd better enforce them. If you schedule meetings, you must hold them. "Otherwise you become a joke," says Doug Stevens, a sales-and-marketing consultant with Carrera Agency, a talent management firm in Aliso Viejo, Calif.

Most important, reps must believe their manager is working for the good of the team and will go to bat for them when needed. If you become complacent, have a bad attitude, make rude or abusive comments, or are caught lying or cheating, you betray their trust and end up with a demoralized, unmotivated sales force.

"You may think that you are watching your reps," Anderson says. "But actually, they are watching you. Reps

won't buy into what you say unless they buy into your character, your competence and your consistency.”

When you make as a mistake as a manager, don't hide it, don't gloss over it, but admit it quickly by saying, “I blew it, I made a mistake and I take full responsibility for it.” Your honest response will silence the critics, and everyone who has ever made a mistake will understand and respect your honesty. If you are too proud to admit your mistakes, you will lose people's trust. When you lose trust, your team will no longer be able to function smoothly and your ability to manage will suffer.

3. Give feedback.

Good salespeople stop working hard when the sales manager fails to provide objective feedback. Without the pat on the back or the celebration of a stretch goal achieved, salespeople will ask themselves, “Why am I working so hard?” If there are no consequences for goals missed and no rewards for goals exceeded, sales productivity will decline.

Good managers set clear expectations and realistic goals. Give plenty of feedback and let reps know where they stand — and not just during annual or quarterly reviews. “Delayed consequences lose their punch, so you should give feedback on the fly,” Anderson says. “Reps will try to hit a standard if they know what it is. If you don't create clarity, how can you create accountability? How can reps know if they are cutting it if they don't know what ‘it’ is?”

In one company, the VP of sales was so preoccupied with moving up the ladder - and fishing for compliments from the CEO — that he overlooked the need for complimenting and thanking his regional managers for their extra efforts. Every time they achieved their goals, he asked them to set their expectations higher and told them that their salespeople could do a lot more. Within a year, five of his 12 regional managers moved out of his division, sales suffered, and when a new CEO took over, he was let go. Remember to balance criticism with elegant, positive reinforcement. “Managers who give only criticism without building us back up don't help,” Berns says. “They just make us feel less motivated.”

Diego Lombardo, an account manager for MobilSense Technologies Inc., an Agoura Hills, Calif., company that provides cost-management solutions for the wireless industry, remembers his first sales manager fondly. “He was completely honest and put everything on the table with no facades,” Lombardo says. “He would tell us if we weren't doing the job. When we asked him for help, he never pushed us off to someone else.”

4. Build enthusiasm.

“I want to keep the salespeople happy and engaged,” says Brad Knepper, CEO of All Copy Products, who brought his company's revenues from \$1.2 million to \$11 million during the three years he's been in charge. He says creative competitions keep enthusiasm high. For example, during a recent week-long Survivor contest — complete with palm trees, grass skirts and tiki torches - reps earned points for making calls, setting appointments and demonstrating products, and those with the fewest points got booted off their tribal teams.

“I really wanted people to get into the theme — and they did,” Knepper says. “Productivity jumped, people stayed extra late at the office, and they shared tips and ideas across the cubes. The contest made it less about cold calling and pitching and more about competitive spirit.”

The contest also showed the reps just how much they were capable of producing, Berns says. “For that week, we worked hard, but we enjoyed it. People stepped up to the plate and were doing quite a bit more than in the past. Then they realized that they could do that every week.”

In companies that went through the pain of layoffs during the recent economic recession, it was much harder to maintain a high level of enthusiasm. “We went through a really tough period,” said a sales manager at an online media company. “In one week, our entire marketing team and half of our sales force was let go. After the initial shock wore off, I decided to have an honest conversation with every member of my team. I told them that there was no guarantee that our company would make it. There are no guarantees in life. I told them that if they wanted to quit, I would understand and accept their decision. But, if we worked as a team and gave it our best effort, and adjusted our approach, we'd have a good chance at winning. Within the next nine months, we recovered, our company broke even and we lost only one salesperson.”

5. Get involved.

Many salespeople are overly preoccupied with their efforts rather than with results. They worry about what their sales managers would or should do for them. They'd rather complain about the poor quality of sales leads instead of taking the initiative through cold calling. Instead of taking total ownership of their job, they feel that their managers owe them. As a result, they become ineffectual.

Management guru Peter Drucker once said, “The manager who focuses on contribution and who takes responsibility for results, no matter how junior, is in the most literal sense of the phrase ‘top management,’ for he holds himself accountable for the performance of the whole.”

The key to great sales management is to get involved and be highly visible to your customers and highly accessible to your sales team. Don't get so immersed in paperwork that you forget about how people work. Armchair managers don't cut it. “Poor managers hide in their offices. Good managers are visible and accessible. They are down in the trenches showing their people how to get the job done,” Anderson says.

That kind of involvement breeds loyalty. “My previous sales manager didn’t play an active role in my job,” Berns says. “He didn’t work with me one-on-one; he didn’t go on appointments with me; he kept his distance. He had no interest in anything except what I was going to close and when I was going to do it.”

In contrast, Berns’ current manager frequently accompanies him out in the field, teaches by example, provides honest feedback, and coaches him on how he could have done better. “I feel loyal towards him because he is involved,” Berns says.

Vital involvement of the sales manager at the customer level keeps sales organization more rooted in the marketplace, and as a result customers feel more connected to the company. For example, it is not uncommon for the room manager or the catering manager at a Ritz Carlton hotel to greet customers at the door and thank them for visiting. Why? Research shows that customers feel honored by the presence of management.

6. Grow and develop your team.

We live in a knowledge-based society where information moves at lightening speed. The speed and volume of information create new challenges. Salespeople have deeper access to a company’s knowledge universe than their customer, but customers have a deeper knowledge of their own situations. While information suffers from inflation, quality human contact has become a rare commodity. The best sales-training strategy is to encourage salespeople to spend more time learning about their customers’ situations and then invest more time digging deeper to create better fitting solutions for their customers.

Great managers provide ongoing coaching, training and development. “You can’t expect people to be up and running after their two-week orientation. Sales training is a continual investment,” Anderson says. “Don’t leave the development of your people to chance. Create a focused plan. Objectives for skill proficiency should be set and progress measured.”

But that doesn’t just mean signing up for sales seminars. Great managers “stretch us outside of our comfort zones,” Lutali says. Encourage reps to join associations, create community-based relationships, or continue their education. “My first sales manager encouraged me to finish my degree. That alone helped my production,” says Lutali.

Good managers also separate career development from skills development. While a sales negotiation course may give a salesperson a short-term boost, it will not improve the salesperson’s long-term career. A career development process should aim at stretching a salesperson’s business acumen, judgment of people and business behavior.

In the end, successful sales managers have mastered the delicate balancing act of getting the job done for the company while advocating individual growth for each rep — and that’s as much an art as a science. “You have to hold people accountable to quotas and hard measurements,” Stevens says. “That’s the science part.” But, he adds, “you also have to build people up, give them hope and help them make money.”

And that’s where the art — and the heart — comes in.

7. Lead people to never-ending improvement.

Excellence in selling means engaging every salesperson in a never-ending and ongoing improvement process. While it is easy for a new sales manager to implement a few quick and effective changes, it is difficult to keep the momentum going. Why? Sales managers often worry more about reaching their quarterly sales goal, which requires innovative, last-minute changes in sales strategies that often strangle the idea of ongoing improvement.

There are subtle, yet profound differences between innovation and ongoing improvement. Innovation demands big steps leading to breakthroughs and fast results. Ongoing improvement depends on small steps, relies on conventional common sense, pays great attention to process, and teases out results in small doses over time.

When business prospects are positive, the innovation-focused sales manager will roll out a new CRM solution, train the entire sales staff, or create a lavish incentive plan. In other words, cash in the pocket fuels the motivation for innovation. Unfortunately, these managers mistake innovation for improvement. In today’s challenging economic environment, ongoing improvement may be a more desirable alternative.

Here are five areas sales manager can focus on to perpetuate improvement efforts.

- First, improve your measurement methods. Start with better sales forecasting, measure the closing ratio per salesperson, research how many leads you need to close one sale. Better measurement of activity leads to a better understanding of what causes better results.
- Second, improve your sales process. Look at every component and get your team to identify a better way to perform each task.
- Third, take a look at your management process. How much time do you spend with top performers, helping them do better, work more efficiently, capture more opportunities? How much time do you invest in coaching poor performers who are unable to grow?
- Fourth, how do you motivate your people? Ask your salespeople, “How am I doing?” or “What can I do to help you win?” or “How can I help you grow?” They will tell you where improvement is needed most — you only have to ask.
- Fifth, commit yourself to never-ending improvement.

Service with a Smile

By Heather Baldwin

Sometimes it just takes getting back to basics and a little common courtesy to boost sales. That message applies not only to salespeople but also to everyone in your company who has contact with customers, says Nancy Friedman, president of Telephone Doctor Customer Service Training. After all, she says, what good is it if you're as good as Zig Ziglar but the operator who answers the phone is gruff and unpleasant? Or if the rep handling inquiries about the status of a client's order doesn't seem to care a bit about that order?

In a down economy when budgets are tight and every sale is especially hard won, poor customer service quickly can turn into a customer retention nightmare. To avoid losing customers through poor customer service, Friedman recommends a regular training program in customer service skills and says to watch out for these three pitfalls.

- **Lack of friendliness.** “The biggest mistake we make is that we're not friendly enough,” says Friedman. Don't let your callers feel like they're an interruption or annoyance. Give them a big smile and red-carpet treatment whether they're calling about their million-dollar order or to ask how late your store will be staying open tonight.
- **Short, one-word answers.** When a prospective customer calls to ask if your store carries widgets and the person who answers the phone says, yup, then you've got a problem.
- **Poor product knowledge.** “If you're going to be on the phone talking with customers, learn about the product and learn about the company,” says Friedman. Years ago she called IBM and asked the receptionist who answered if she could confirm the spelling of the name of IBM's president. “There was dead silence,” says Friedman. As it turns out she had to work her way through several people before someone finally knew who the president was. Had she been a prospective customer, chances are Friedman would have taken her business elsewhere. “Most people train on product before they train on customer service and it should be the other way around,” she says.

Helping People Learn

Whether you're dealing with a new rep or a recalcitrant prospect, knowing how people learn can make you a more effective manager and salesperson, says Marcia Conner, author of *Learn More Now* (John Wiley & Sons, 2004).

According to Conner, people fit into one of three learning styles. By identifying what style your audience falls into, you can adapt your teaching and selling style accordingly. The three styles are described below.

- **Auditory.** From 30% to 40% of people absorb information more effectively when they hear it. Contrary to popular belief, people who like to garner information from reading are actually auditory rather than visual learners because reading is another way of hearing words, says Conner. You might be able to identify auditory learners because they ask for lengthier explanations, Conner says. “They might even close their eyes as they listen to what's being said,” she adds.
- **Visual.** Another 30% to 40% of the population are visual learners, says Conner. They respond best to visual pictures and symbols. These learners might ask you to draw them a picture or might seem not to understand your explanations, no matter how detailed you get.
- **Kinesthetic/tactile.** The 20% to 30% of the population who are kinesthetic/tactile learners are the movers and shakers — those who learn best through touching, feeling and using their senses. They're easy to identify by their constant movement and their propensity to play with things on the desk and pace around.

Although you might not have the advantage of being able to tailor your presentation to a group because of unknown learning styles, Conner says you can make an effort to address each group in turn. Auditory types love PowerPoint presentations and handouts. Visual learners need symbols, charts, diagrams and meaningful pictures to make sense of what you're saying. Conner stresses that entertaining clip art isn't enough to appeal to these learners; the pictures must have meaning. Finally, to reach the kinesthetic/tactile types, use demonstrations, interactive computer programs and samples they can hold and touch.

Conner adds that the more approaches you take, the more effective you'll be in reaching every audience member. “We all take in information through all the senses we have available to us,” she says. ■

Failure: Your Stepping Stone to Success

By Rich Wilkins

There once was a story told about a manager within the IBM Corporation who had made a tremendous mistake that cost the company a million dollars. After the mistake was discovered, the president called the manager into his office. The manager said, “Sir, I know that I am a failure and I don’t blame you for firing me.”

The president looked him right in the eye and said, “Why should I fire you? I’m sure you learned a great deal from your failure and besides, I’ve got a million bucks tied up in you!”

In Dr. Robert Schuller’s book, *Success Is Never Ending, Failure Is Never*, he asks: “What great thing in life would you attempt if you knew it were impossible to fail?”

What a terrific question! We learn at a very early age how embarrassing and painful it is to fail. We hear the word failure multiple times every day and we compete with others to the point where someone has to lose. Failing is a tremendous part of everyone’s life and happens frequently in most successful people’s lives. It is not important how many times we fail, but what we learn from the failing experience and the attitude we develop towards it.

Although fear of failing is very powerful, we are scripted to expect it. As a sales manager, I found that some salespeople had a strong fear of success linked to a fear of failing. They would actually shut their production down in the last quarter of the year. When asked why they were slacking off, they would reply, “If I blow the numbers out this year, you and the company will expect a lot more from me next year.” Also, I would hear, “Because I was number one this year, I’m sure you’ll expect that of me again next year.” But truly successful people confront their fear of success and learn from their failures as well.

Learning from failure is one of the greatest gifts we can give ourselves. As you are challenged on a daily basis to achieve your goals, keep in mind how important it is to learn from your experiences in the process. Focus on the outcome that you want, and develop the attitude that you will achieve it over a period of time. When something goes wrong, don’t ask why. Simply look for the reason it happened and you can learn from it to become a better person. It’s simply a matter of time and learning how you can approach your challenge from a different perspective to get the result that you want.

Always look at your failures as stepping stones to success and not as obstacles. Remember that your future is only as bright as your mind is open. ■

How to Structure a Presentation

By Sondra Brewer

Research indicates people tend to remember only 15% of what they hear. But your aim should be to keep each listener with you 100%. To structure any presentation, use this simple and effective outline format:

- **Introduction:** Set the tone of your presentation. The theme of your presentation and one or two major points are the meat of your introduction.
- **Motivational Opening:** Explain why anyone should listen to you. What’s in it for them? How will it affect them?
- **Agenda Outline:** Give structure to your presentation and build interest and anticipation by explaining what’s to come: “I’ll start with...then move on to... I’ve got some charts, overheads, slides to show you.” To arouse interest tell people what to expect.

Content I: It’s time to get right to the heart of the matter. Tell the whole idea, give a general overview, no specifics yet. Then break down your idea into segments. List three or four points and discuss them in order. Before moving on, recap each segment to catch slow and/or inattentive listeners and make sure that everyone understands the subject and is ready to move on.

Transition: Develop a transition to the next topic: “Now let’s turn to...” or “This leads us to the next step.”

Content II: Discuss the other points, using a transition between points.

Wrap-Up: At the end of all the components, wrap up by restating the whole idea, hitting the major points, restating your argument, which is now backed up by the data you have just presented. End by stating why your ideas should become reality. Follow these simple steps to improve your presentation strength and get your ideas across more forcefully. ■

Get Your Work Done by Doing Less

By Robyn Winters

The average American worker is overloaded with e-mails, voice mails, and paper. The very technology that conveys information at warp speed is also responsible for creating stress, fatigue, and burnout. Below are some strategies to manage your time and still have a balanced life.

Strategy 1: Cluster similar activities.

- **Try to arrange tasks in clusters.** You make a single trip to the copy machine, hand-deliver a document, go to a meeting across town . . . and each new activity creates a change of focus that requires your brain to “shift gears.”
- **Open and respond to e-mails three times a day.** Avoid the temptation to answer each e-mail immediately.
- **Return several calls at one time,** not one at a time. Make a list of your calls, including numbers and other information, and carve out an hour or more to handle them.
- **Schedule time for interruptions.** Throughout the day, people will come to you for help, advice, or just to socialize. Be polite, and suggest a specific time for them to come back and meet with you. You will have better control over your day.
- **Writing correspondence and reports requires peace and quiet.** Group some of this work and complete it in a single session.

The key to this strategy is focus. Continually redirecting your concentration is costly, in time, money, and energy.

Strategy 2: Eliminate energy drains.

What things exhaust you? What do you put off doing? When your energy is drained you make mistakes, and work takes much longer. Here are some examples of signs and solutions to maintain your energy levels.

- **Physical signs.** After spending long hours at the computer, your head, neck, or shoulders ache. **Solution:** Give yourself a break! Stand up, walk around, or perform brief stretching exercises. A short break will restore your energy.
- **Mental signs.** A colleague constantly complains about a work or family issue, and you’re getting tired of listening. **Solutions:** 1. Speak the truth, and ask him/her to focus on being part of the solution, not the problem. 2. Tell the individual that this is not the best time to talk.
- **Behavioral signs.** You find yourself losing your temper or feeling upset. **Solutions:** 1. Adjust your attitude. How can you minimize the situation? Who will lend a sympathetic ear and offer sound advice? 2. Put the situation into perspective: Is the situation life-threatening or permanent? Could things be worse?

Strategy 3: Be the center of your day.

- **Schedule only 50% of your day.** When you are managing your calendar, schedule only the activities that must be time-honored (staff meetings, payroll, etc.). You will then have time for emergencies, changed deadlines, and unexpected events.
- **Insert “speed bumps” in your day.** Slow down; arrange a break; take a walk.
- **Look at the big picture.** Looking at your work from a distance will help you to prioritize.
- **Make time for what matters most.** Allow daily time for things that keep you healthy and sane: family, friends, exercise, leisure, etc.

Words to Live By ...

The best investment is in the tools of one's own trade.

— Benjamin Franklin

How to Avoid a Costly Price War with Customers

What are you worth? That's the question at the heart of any pricing policy. Some companies engage in low-price bidding, thus diminishing their worth. But nobody wins a price war, not even the consumer.

- **Push value, not price.** So your product isn't the cheapest on the market. That's good. Chances are it costs more because it's of a higher quality, offers more advanced features, or comes with better service and support. Let your prospects know this as you talk with them.
- **Give your prospects a reason to pay more.** Provide your prospects and customers with exceptional service and care. Listen, empathize, and work with them to overcome their challenges. If a customer sees you as a benefit, price issues will melt away.
- **Have confidence.** When you project confidence in your price, your prospects will see that and take you at your word, so stand strong.
- **Walk away.** Some people will insist on always finding the lowest price. Let them find it — somewhere else. If they insists on trying to sell you short, let them go. They're not worth the trouble.

The Truth About Stress

Everywhere you turn it seems one more expert is telling you how to get a handle on your stress level. But is stress as bad as it's made out to be? And can you really rid yourself of anxiety and tension? Here, William Atkinson, author of *Eliminate Stress from Your Life Forever* (AMACOM, 2004), weighs in with his opinions on some popular stress beliefs and how stress works to enhance—or disable—your on-the-job performance.

Myth #1: I know, I know, all stress is bad. While chronic stress can be responsible for a host of undesirable physiological results, including headaches, heart attacks, and hampering your immune system, not all stress is negative. There is positive stress, such as the type that can give a runner the extra boost needed to make it to the finish line. The key, says Watkinson, is to know yourself and your limits. Is a little anxiety going to help you perform better in a presentation or help you meet your deadline for your monthly report, or is the stress going to make you tongue-tied and shut you down? If it enhances your performance, then it's not bad.

Myth #2: I'm just Type A and can't change the way I am. While some people naturally may be more excitable than others, any personality type can manage their response to stress, says Atkinson. He says stress is a perception, not a fact of life. By changing your assessment of the situation, you can change how your mind and body respond to stimuli. Look at your beliefs about the situation and see if a few small adjustments can reduce your stress level. For example: The customer's just looking out for her interests, she's not out to get me.

Myth #3: I'm not in control a lot of the time, so I don't have a choice — I get stressed! A salesperson's position often is between a rock and a hard place as customers push one way and the factory pushes the other. You probably can't do much about delays in shipping or demands from clients who want lower prices, but Atkinson again suggests looking at your perceptions. You can't control the entire situation, but there are aspects that are entirely in your court. You can choose how you present information to your customers and how you handle their requests. Also, you can always control your own reactions. "Lack of control in the situation is a reality. Whether you get stressed by it is a choice," he says.

Make Contacts in Any Situation

If you're like most sales professionals, you probably spend much of the day keeping your existing customers happy. Since there's often not much time left to drum up new business, it's essential to make the most of your precious networking hours — or even minutes.

Fortunately, you probably attend community functions where you rub elbows with potential customers. With a smart system for handling these opportunities, you can increase your chances of meeting new prospects.

The next time you get invited to a charity event or other professional gathering, try this four-step plan to make your connections pay off:

Step 1. Try to meet six new people at the event, rather than standing around with people you already know. Don't hesitate to go up to strangers and introduce yourself. Many people are shy and looking for someone to talk to and help them feel comfortable. Ask about the person's company, position, educational background and interest in the sponsoring organization.

Step 2. When people ask what you do, don't just say, "I'm a sales rep" or "I own a computer company." Create a brief one-sentence description that gives value for your clients. For example, "I'm a software sales specialist who helps small companies become more efficient."

Step 3. After five or ten minutes, politely say good-bye. Ask for your new acquaintance's business card. Mention that you periodically send useful information. If you uncover a pressing issue, request permission to call. Move on graciously by saying, "It was nice to meet you" and approach the next prospect.

Step 4. When you return to the office, enter the business cards into your database of potential clients or customers. Include these contacts when mailing marketing material and send any information that highlights your relevant expertise.

For top candidates, it's a nice touch to send an e-mail or a hand-written note stating that you enjoyed meeting them. Then, try to set up a follow-up meeting to learn more.

With this proactive four-step plan, you can turn small talk into a much larger circle of valuable customers and acquaintances.

Make Your Time Count!

The clock is ticking ... what did you do with your time today?

The amount of time that has passed in your life is not nearly as important as how you spend it. Keeping that in mind, here are five ways to make your time count:

- **Pursue a dream.** Always wanted to learn how to dance? Paint or draw? Speak another language? Think about a goal you've wanted to accomplish and go after it. Take opportunities to do something that is important to you, without concern of what other people may think.
- **Treat people well.** Stephen Grellet said: "I expect to pass through this world but once. Any good that I can do, or any kindness I can show, let me do it now, for I shall not pass this way again."
- **Drop all regrets.** Stop tormenting yourself with depressing thoughts such as "I should have ..." or "I wish I had..." Take control of your life and do things that make a difference today.
- **Be happy and like yourself.** People who feel good about themselves are most likely to enjoy their lives and make the most of the time they have, no matter what they are doing.
- **Live in the moment.** Many adults become so caught up in the pursuit of happiness that they miss out on numerous, simple pleasures in the now. Take pleasure in the little things ... like an unexpected smile, a funny joke, or a child's giggle. You may be surprised to find that the little things are often the big things.

The Sales Bomb

Although companies are always looking for ways to increase sales, they seldom think about how they can lose business. Here are some sure-fire ways to lose business, and some things you can do to prevent this from happening.

- **Make it impossible for customers to reach you.** Put customers and prospects on hold for infinite amounts of time. **Solution:** Hire an informative and personable staff who is dedicated to serving your prospects and customers.
- **Use a complicated phone system.** Don't forget to put a long, drawn-out promotional message first that includes your business hours, fax numbers, location directions, employee birthdays, and your upcoming vacation plans. **Solution:** Make your phone system as easy to navigate as possible.
- **Ignore deadlines** and be sure to put important projects aside. **Solution:** Live by the clock so your customers don't have to. Always complete projects on time or before they are due; prove to your customers that you are reliable, trustworthy, and respectful of their deadlines.
- **Don't listen to your customers.** Obviously their opinion doesn't matter since you know your business better than they do. **Solution:** Ask them what they like and don't like. Take suggestions to heart, and view all complaints as opportunities for improvement and growth.
- **Stand firm in your belief that you are always right,** and don't admit any errors to your customers. **Solution:** If your business is in the wrong, apologize and take ownership of the problem. Do all you can to make it up to your customer.
- **Blame business troubles on the economy.** The economy will eventually change for the better, so why should you waste time making improvements? **Solution:** Understand what areas in your company could be to blame, and constantly strive to improve these areas.
- **Act now, think later.** Take time to identify all areas that need improvement. While temporary fixes are sometimes necessary, they won't solve big problems.

Proposals that Sell

Many sales proposals fail because they are written from the seller's point of view. Others fail because they lack accuracy, persuasiveness, or are simply too vague.

Here are some tips on how to write a customized, client-based proposal that is clear, persuasive, and professional.

- **Focus on your customer.** Sales proposals should be customer-oriented, define the buyer's current situation, and offer a proposed plan for improvement.
- **Customize your proposals.** While two different clients may be very similar, they still deserve individual attention.
- **Communicate financial benefits.** Be clear about the ways your business can help make or save money.
- **Show non-financial benefits.** Non-financial benefits can be very influential to your buyer because they show you care about them as an individual.
- **Describe your plan.** Offer details about how you plan to carry out your solution, including the amount of time it will take, and the people you will need.
- **Sell your company.** Help your buyer feel confident that your organization can deliver on what it promises, by including a company profile that differentiates your company from your competition.
- **Speak their language.** Perhaps the use of technical or industry-related terms makes you feel more knowledgeable about your subject matter — but it could also be a big turnoff for your prospective buyers. Always be sure your customers can easily understand the terms they are agreeing to.
- **Maintain a standard of excellence.** Put forth the time and effort needed to create a professional and appealing proposal for your buyers.
- **Include a closing argument.** After explaining exactly what you have to offer, how your products and services can benefit their company, and how you have been successful in helping others in the past, tie up your proposal letter with a closing argument that uses a combination of both logic and emotion to persuade prospects to buy.

Don't Let the Fear of Success Slow You Down!

You may wonder how anyone could fear something as positive as success. Though it sounds odd, the thought of success is a very scary concept for many people. Here are a few reasons why:

- **Change itself is scary.** While it's easier to live where everything is familiar and comfortable, you may miss many exciting opportunities while you are waiting on the sidelines.
- **People will come to expect your successes.** You may doubt that you can do it again. The good news is that you now have a push to succeed.
- **Your time demands may change.** New performance levels often create new demands on your time. However, the key is to create a healthy balance and use your time wisely.
- **You may receive more attention.** Many people thrive on attention, but others want to run and hide. Overall, the easiest way to accept praise is to smile and say, "Thank you."
- **You may feel limited.** People may expect that your talents lie only in areas in which you have excelled. However, your success may give you an opportunity to use your many talents, including those that are "hidden" from others.

Although the thought of leaving your comfort zone to explore foreign waters may be terrifying, once the waters calm down the change can be very rewarding. Here are a few tips on how to overcome the fear of success:

- **Identify what really scares you.** Be honest and admit your fear. For example, you may be afraid of rejection, envy, the unknown, or not living up to expectations.
- **Face the fear head-on.** Use the energy you spend on worries and self-doubt and channel it positively toward new experiences.
- **Don't obsess about your ability to live up to expectations.** Don't pass up an opportunity just because you are unsure of yourself.
- **Don't be set back by failures.** Instead, see them as an opportunity to grow.
- **Take responsibility for your failures and successes.** Realize that you can't succeed or excel at everything.
- **Explore your talents.** You may find some things that you are really good at, and wish you had tried them sooner.
- **Believe in yourself.** After all, if you don't believe in your own talents, why would someone else believe in them?

10 Ways to Diversify Your Network Instantly

1. **Allow serendipity.** Challenge yourself to link with someone completely outside your usual field.
2. **Give yourself time with someone.** Call a fellow society member, a fellow church attendee, or another parent and plan to travel to the next event together — share a cab, ride the subway, walk a few blocks. Again, each of you should bring something to share.
3. **Get a fast idea.** Go to *Fastcompany.com*. Past issues of the magazine are archived. Use a keyword to get to an unfamiliar topic or organization.
4. **Set up a lunch bunch.** Call three other people for lunch. At lunch, give each person 15 minutes to tell something interesting or innovative about his or her organization or life.
5. **Seek academic research.** Sign up for Wharton Business School's e-newsletter (*Knowledge@Wharton*; see <http://knowledge.wharton.upenn.edu>) or go to University of Chicago's Graduate School of Business site (<http://gsb.uchicago.edu>).
6. **Sit with a new person.** Call someone you don't know well and invite that person to sit with you at an upcoming event. Agree that both of you will bring an example of something to share about your organization or life.
7. **Step out.** Look in today's newspaper for information about a meeting of a group you've never gone to. Go.
8. **Socialize.** Invite someone from your neighborhood with whom you've never talked business to have coffee some evening or Saturday. Interview that person about his or her work and expertise. What can you come up with that you can give that person?
9. **Check the Web.** Go to the Websites of several associations. Can you find an area or topic you want to know more about? Call someone at the association and plan for a phone conversation or get together.
10. **Talk about something new.** Get with a long-time networking contact and interview that person to find some topic you've never discussed before. Question your contact in depth about this newly discovered area of his or her expertise.

Light Their Fire

When was the last time you were truly enthusiastic about something? Think about the energy you felt, and your determination to achieve your goals.

What does enthusiasm have to do with sales? Everything! Enthusiasm helps display your inner passions, and can carry you far beyond the limits of any skills or talents you have.

Sales people with enthusiasm and spirit have the drive to push further than most. It is often drive and energy that helps them get the sale. Here are some fun ways to boost your enthusiasm:

- **Learn something new every day.** Strive to know as much as you can about your business, industry, and customers. Ask yourself every day: "What did I learn today?"
- **Celebrate small accomplishments.** Acknowledge whatever forward movement you're making, no matter how small the steps are. Remember, if you steadily move forward, you will get to your destination. We often wait for a big payoff to hit us without realizing the best way to maintain enthusiasm is to celebrate a series of minor successes.
- **Set your goals and stick to them.** Start each day with an achievable goal in mind, and think about how good it will feel to have a successful day. If your enthusiasm is waning, re-establish your goals. Remind yourself of long-term rewards and how much closer you are to them now than when you started out.
- **Choose your environment.** One of the most important keys to building and maintaining enthusiasm lies in your environment, including those you spend your time with. If you're around people who are not supportive, or who are constantly trying to bring you down, it can be nearly impossible to remain positive and enthusiastic.
- **Spread your enthusiasm.** Your customers don't want just your products, they want the energy you bring with it. Sharing enthusiasm makes you feel happy and spirited. So go ahead — infect those around you with enthusiasm today.

Keep Your Audience Captivated

Meeting with prospective customers is like opening night of a Broadway show — you're going to make it or break it. You rehearse the lines and give your presentation. In the end, after spending time answering a stream of questions, you're sure the deal is yours.

But if the reviews come in and you have lost the sale, chances are that you made the classic mistake of losing control of the audience.

There's a better way to use your time and increase your closing percentage. Pretend your sales meeting is a three-act play. It's essential that you DIRECT the events and CONTROL the actions of your meeting. Here's a script:

Act I: Set the scene. Spend some time with the prospect. Building rapport is key to sales. When it's time to talk business, take charge and suggest an agenda. Start with a brief overview of your company and spend about 3 minutes emphasizing your capabilities.

Act II: Build the plot. Ask at least six prepared questions that prompt responses outlining the prospect's needs and goals. Let the potential customer spend 80% of the meeting talking. The more you listen, the better chance you have of getting the business. At this point, you also want to uncover any objections the prospect might have to doing business with your company.

Act III: Resolve the problem. Summarize the key needs unveiled with your questions and make sure the potential customer agrees with their importance. Present a solution and emphasize your ability to provide the necessary service. Set the path for an encore. This might involve preparing a formal proposal, setting up an additional meeting, or closing the sale.

Remember: You are in control, you are directing this play. By following this simple plan, you'll have more hits than flops.

If You Want Loyal Customers, Be Loyal to Them

Most people think of customer loyalty in terms of a customer remaining loyal to a particular vendor or brand. But loyalty is a two-way street. If you want loyal customers, you must remain loyal to them. To determine your own loyalty, ask yourself the following questions:

- **Does my company do business with clients whenever possible?** Doing business with client firms is a great way to show them how much you appreciate what they do. If you're planning a company meeting or special event, for example, consider hotels and conference centers that buy from you, even if those facilities charge more than the competition. The goodwill generated by your patronage should more than make up for the added expense.
- **How about me personally?** Do I do business with them? Corporate purchasing is just the beginning. To take your loyalty to the next level, start frequenting client businesses for your personal shopping, too. For example, the next time you order pizza or take your family out for supper, choose a client's restaurant, even if a competitor is running a better special. Or go out of your way to shop at a client's market. Buying from your clients makes great business sense.
- **Am I as honest as I can be** when addressing my clients' concerns? Your clients first came to you because they trusted you to provide them with the goods or services they needed at a fair price. They continue to return because your actions have validated that trust. No quick sale is worth your company's good name.
- **Do I really know, and care about, what my clients want from me?** Too often, we become so fixated on the products we produce or the services we sell that we forget to stop and consider the individual needs of the clients we are trying to serve. Instead of looking for ways to adapt our product to meet specific needs of an individual client, we try to force our client to do the adapting. In the process, we run the risk of seeming more interested in making a sale than in making sure our clients get what they need.

Maintaining a loyal customer base begins and ends with you. Show your customers loyalty, and they will be happy to return the favor.

How to Succeed in Business Without Working So Hard

People work much harder than they need to. The average work week is now 60 hours and getting longer. In some professions, people are expected to put in 100-hour weeks.

This approach to work creates stress and limits quality of life. It also hinders performance, productivity and creativity.

Working harder is not the only way to achieve your goals and dreams. Here's how to succeed in business without working so hard.

Slow down

One reason people work so hard is that they try to work too fast. When you hurry, you make 25% more mistakes. Rushing ruins quality, communication, and innovation.

Strategy: Ask yourself if what you are doing needs to be done. Many people try to do things faster and cheaper that shouldn't be done at all.

Try easier

The sports cliché is to give 110%. But this causes people to try too hard, which creates tension and impedes performance. Many successful coaches tell players to give 90%. The best players always seem to perform effortlessly because they're not OVERtrying.

Robert J. Kriegel, PhD, an expert in the field of human performance, says, "In experiments with sales groups, I tell half the group to make as many calls as they can. I tell the other half to make fewer calls than they normally would. Without fail, results from the group that makes fewer calls are at least 20% better. Why? Quality and communication increased when they were not rushed.

Strategy: Don't go all out. A passionate, 90% effort is more productive than a panicked 110%.

Take thinking time

Businesspeople have grown accustomed to always being available. Some won't play golf or even go on vacation without a cell phone.

"You can't get maximum efficiency from a muscle without a recovery cycle," says Kriegel. "The same is true for mental muscles. Without a rest, your brain will tire and you will start to make more mistakes.

For peak performance, you should take at least one 15-minute break from work each day in addition to lunch.

Some people listen to music. Some exercise. The idea is to take a temporary break from your most pressing work concerns. This doesn't mean goofing off. Downtime often produces many new ideas.

If you have a really tough problem, learn everything you can about it. Then stop thinking about it. Focus on something else. When the problem unconsciously pops back into your mind, chances are that you will think about it in a new, more creative way.

Avoid the e-mail epidemic

E-mail is a great communication tool, but it is overused.

- **Don't use e-mail if phoning or taking to someone in person would be better.** Also, don't e-mail people who sit nearby — go see them.
- **Keep it vital.** Limit e-mails to one screen, and stick to critical points. Don't send jokes
- **Don't reply unless you absolutely must.** Also, don't leave a voice mail to ask whether someone has received your e-mail.

Meet less

- **Bring people up to speed before a meeting.** Distribute an agenda and any backup material in advance — and stick to it during the meeting.
- **Calculate time costs for the meeting.** Is it worth it?
- **Cut the duration and frequency in half.** Remove all chairs. If people can't sit, they will leave sooner and get on with the real work.
- **Don't tolerate lateness.** It wastes everyone's time. Start on time and charge attendees \$1 for every minute they are late. Give the money to charity.
- **Make sure there is a good reason for the meeting.** If not, cancel it.

Work smart, not hard

- **Eliminate performance reviews.** The best feedback isn't a piece of paper every three months. It's a pat on the back after they do something right or a word of advice when they haven't.

- **Keep memos, reports, proposals, etc., to one page.** Everyone will appreciate it. If you can't say it on one page, you don't know what you're writing about.
- **If you really want new ideas or to find out what's not working in your organization, ask.** Talk to the people who have been with the company for the shortest time. Recent hires may have better ideas about what is not working.
- **Think like a beginner.** Experts tend to rely on yesterday's solutions to solve today's problems. Beginners don't have such preconceived notions. They approach new situations with curiosity and open minds.
- **Restart your business.** Imagine it's your first day on the job. What would you do differently? Question everything. When Hewlett-Packard tried this on an assembly line in the early 1990s, the company cut material costs by half, got rid of 90% of its paperwork, and reduced labor by 75%.
- **Focus on success.** Fixating on mistakes shatters confidence. Instead, focus on past successes. It's a great motivator and confidence builder.

SOURCE: Bottom Line Personal

Deliver Power Presentations Like a Pro

If the thought of speaking in front of an audience makes you nervous, here are some tips on how to deliver presentations like a pro:

- **Know your audience.** As you plan your presentation, consider your listeners' levels of knowledge and expertise on the presentation topic, their position in the company, and any other factors that may help you determine your energy level, the range of your vocabulary, etc.
- **Arrive early** so that you have time to become familiar with the room and equipment you'll be using. If you notice some of your audience members also arriving early, you might want to go ahead and introduce yourself to help build rapport in advance.
- **Make the first 30 seconds count.** Plan your opening carefully in order to set the tone for the rest of your presentation. Try introducing yourself briefly and grabbing your audience's attention with an eye-opening statement or anecdote.
- **Keep an eye on the clock.** You probably won't have time to tell your audience everything you want them to know, so adjust your speech according to the amount of time you have.
- **Get visual.** Audience members are more likely to retain information if they can see it.
- **Know your speech and subject matter.** Effective speakers should be able to deliver the majority of their speech from memory.
- **Make frequent eye contact** with your audience. They should feel as though you're talking to them, and not just in front of them.

Managing Your Anger

Whether it's a simmering complaint or a boiling rage, anger can lead to problems at work and at home. Here are some ways to help keep your cool.

- **Express yourself.** Being assertive instead of aggressive is a healthier way of making feelings known. Rather than snapping at others, practice clearly articulating your needs and how you would like them to be met.
- **Be rational.** When people get angry, they tend to exaggerate the reasons they are upset. Replacing anger-fueled perceptions with realistic assessments gives one a more balanced and calmer perspective.
- **Bite your tongue.** A heated argument often causes people to yell out the first thing that comes to mind. Slow down, listen to others, and think through a response before speaking.
- **Change your scenery.** If part of your daily routine is causing you grief, find an alternative. For example, if driving through the morning rush hour leaves your nerves on edge, find a more peaceful route, or ride a bus.

Stand Out from the Crowd

Here are some ways to create an unforgettable impression on your sales prospects so they remember you when it's time to buy:

- **Establish curiosity.** For example, try offering lottery tickets to prospects, asking them to “take a chance” and meet with you.
- **Remember special occasions.** Help your prospects celebrate special days, such as birthdays, by sending them a card to show you care.
- **Build emotional rapport.** Always be willing to listen, and take sincere interest in what the other person has to say.
- **Learn your prospects' interests.** By taking an interest in your buyers' interests, you should be able to form better relationships and earn sales more easily.
- **Go out on a limb.** Get creative in achieving your tough sales. Even if your attempts aren't successful, at least you'll know you tried everything.

Procrastinate for Sales Performance

Since procrastination means to put off doing something, it is generally thought of negatively. Put a different spin on it, and you can procrastinate and accomplish more. Here's how:

- **Don't get around to your daily distractions.** Put off unimportant activities, such as reading e-mail forwards or listening to work gossip, and see how much you can accomplish in the meantime.
- **Put off “busy” work.** Put off your busy work for bigger, more important tasks — or better yet, hire or delegate someone else to do your busy work.
- **Don't get around to quitting.** Just ask any successful salesperson — persistence pays off! As they say, when the going gets tough, the tough get going.

The European Union and the Transportation Industry: Impact of 10 New Members

By Boris A. Populoh, HHGFAA Director of Programs and Education

The expansion of the European Union to 25 member nations on May 1, 2004, brought with it joy and jubilation, as well as a good dose of reality and fear as to how the expansion is going to influence labor markets, wages, and costs associated with doing business across Europe.

The new enlarged European Union encompasses 455 million people and an area of 4 million square miles. The union will not only compete on the global economic stage; more important, its members face another challenge — that of adjusting to a new method of pricing for services and products that are available throughout the entire continent.

Free circulation of citizens, goods, and services is a guiding principle of European Union membership; however, each of the new members will have to follow a phased transition to full EU membership. Although the particulars of the transition measures that apply to transport carriers and removal companies in the new member nations will not be discussed here, the restrictions generally revolve around the lanes in which they are allowed to move cargo. Ultimately, however, the new member nations will be entitled to the same privileges as any other EU member nation. Willem Jan van Vorstenbos of Schneider Logistics Europe BV points out, “They will be entitled to move cargo between any EU points without restrictions. As these countries are considered to be ‘low labor cost’ countries, their entry will have significant effect on the competitive environment compared to” carriers in other member nations.

Noticeable impact will also be felt in the area of driver compensation and pay. In the past, large EU-based carriers have benefited from a significant difference in driver compensation between EU and non-EU countries. EU-based carriers had the ability to recruit non-EU drivers to drive EU-registered trucks for intra-EU transportation. Typically, employing a non-EU driver rather than an EU driver saved the transportation company 50% to 70%. While this regulatory loophole was being addressed on a country-by-country basis, smaller carriers were concerned that larger carriers had significant advantages in recruiting non-EU drivers. That regulatory loophole has been closed, and all drivers of EU-registered trucks must be able to produce a “Driver-Certificate” on request. The Driver-Certificate warrants that the driver behind the wheel of a truck is in the employment of the carrier holding the operator’s license for that particular



The 10 new members that were admitted to the European Union on May 1 are:

- Cyprus
- Czech Republic
- Estonia
- Hungary
- Latvia
- Lithuania
- Malta
- Poland
- Slovakia
- Slovenia

truck. Furthermore, it requires that the driver involved is compensated within the guidelines of the collective bargaining agreement valid for his employer, and that all employers' contributions are being paid. This regulation ensures equal rules of engagement for all EU carriers, and eliminates the potential for unequal competition through labor from "low labor cost" countries.

The expanded EU not only will have significant impact on wages and operating expenses within European continent, but it will also bring the European Union's frontier closer to its largest neighbor to the east. Russia is likely to benefit economically from the EU expansion as manufacturers move eastward, because production costs are likely to increase in the new EU member nations as a result of an increased standard of living. Corporations that relocate to Russia to "capitalize on its lower cost structure" will need to import/export containerized shipments, a development that will "provide containerized shipping with a much-needed boost," according to a recent article in *The Journal of Commerce*. However, to be able to support such a manufacturing shift, Russia will have to invest significant resources in transportation infrastructure to move closer to logistics standards currently employed in Western Europe and North America.

HHGFAA member Roman Hildt of Universal Express Relocations Sp. z o.o. in Warsaw, Poland, points out that besides being an economically significant event for the European Continent, the expansion of the European Union gives "the final seal of approval to the removal of the barriers that were set up in Europe nearly 60 years ago following the Second World War — the Iron Curtain between the East and the West. In fact the unification to a great extent follows the recent addition of new members to the NATO organization (including Poland) and these events opened up the borders and enhanced the movement of people, services and goods."

Tibor Barany of EuroMove & Relocation in Budapest, Hungary, makes another important observation. In addition to providing economic opportunity, an expanded EU means that "stability and security will be extended, which is a grand prize for Europe." Furthermore, from now on, "Hungary will also take part in the decision making processes, instead of having to adopt the decisions beyond our control. Hungary, for the first time, will be sitting with decision makers themselves" providing "vast opportunities both for individuals and for entrepreneurs."

Along with jubilation and optimism, the new partners will have to adjust to each other and address the problems that both the new and the old union members will have to face. The cost of doing business and the prices charged for services rendered will go through a significant adjustment period. Alar Lõhmus of KLG Eesti AS in Tallinn, Estonia, had to contend with an increase of 20% in the cost of fuel during the first week of EU membership. Additionally, Mr. Lõhmus explains, "Estonia had a well working electronic customs system, a system that had to be replaced with the EU electronic customs system, a move that basically represents a step backwards" for Estonian customs clearance.

Clearly, the expansion will bring with it issues that will take time to address and smooth out. However, the EU expansion has strengthened an already far-reaching economic force, a force that will continue to challenge established global economic hierarchies as it grows and strengthens in the decades to come.

SDDC Shifts Caribbean Port To Jacksonville, Fla.

By Patti Bielling, Public Affairs Officer, SDDC Operations Center

With the recent move of US Army South from Puerto Rico to Fort Sam Houston, Texas, the Surface Deployment and Distribution Command is shifting its Caribbean port to Florida.

The 832nd Transportation Battalion is relocating from Fort Buchanan, Puerto Rico, to Jacksonville, one of the command's 18 strategic ports in the continental United States. The 832nd is one of 12 SDDC battalions worldwide. The relocation was scheduled to be complete in May.

Jacksonville is a strategic port because of its enormous size and the road and rail infrastructure.

SDDC will maintain a presence in San Juan as the Puerto Rico Detachment, under the command of the 832nd. A two-member office will monitor existing sustainment contracts that support other government agencies throughout the Caribbean.

The seven soldiers and 30 civilians of the 832nd carry out the battalion's role as the single port manager for Jacksonville as well as all port locations within the US Southern Command's area of responsibility. They also synchronize the surface transportation of Department of Defense cargo through all terminals in Florida, Latin America and the Caribbean.

The 832nd is now operating on the 800-acre Blount Island Marine Terminal, one of several of the port's facilities on the St. John's River. Blount Island boasts one mile of continuous berthing, which is among the largest on the East Coast. Access is controlled through one bridge connecting the island to the mainland port. At any one time, Blount Island has available 75 acres or more of secure cargo area to store and stage equipment.

The storage capacity was crucial to deploying the 101st Airborne Division (Air Assault). The 832nd oversaw operations at Jacksonville to deploy and redeploy the division in support of Operation Iraqi Freedom.

Blount Island's other advantages include the extensive rail network and large open areas for helicopters to land.

The move to Jacksonville took 18 months to plan and execute. Last year was one of the busiest for military movements out of Jacksonville. Fifty military cargo ship visits were recorded at the port, and 4.3 million square feet of cargo left on ships to support Operation Iraqi Freedom.

USMC Personal Property Moves In Distinctive Trailers

*By LaWanda York, Public Affairs Specialist
SDDC Headquarters Alexandria*

Packy Keller has made several personal property moves as the spouse of a US Marine Corps captain. She says the couple's move April 16, however, is one that will always stand out.

The moving company tractor-trailer that pulled up in front of her apartment at the Quantico, Va., Marine Corps base at 8 a.m. that morning was brightly imprinted with massive decals portraying the military service's logo and icons.

Keller's neighbors could hardly fail to notice: A Marine Corps-painted trailer moving a Marine Corps family — the 43-foot trailer had a giant Marine saber on one side and Marines standing guard on the other.

"This is my third move with the Marines and I moved three times with the Army," said Keller, relocating with her husband, James, to Swansboro, N.C, where he will be assigned to nearby Camp Lejeune. "These guys are doing their job fabulously, so I don't have to worry (about the move)."

The trailer is one of three that have been freshly painted for Interstate Worldwide Relocation, of Springfield, Va., said Maureen Cameron, marketing manager.

It is all part of a Marine Corps recruiting initiative to paint as many as 1,000 trailers across the country. Interstate is one of a number of personal property firms participating in the program.

Interstate's movers were enthusiastic about the attention they were getting.

"Fresh in and out," said Jim Dupee. "This is the first shipment to be loaded onto this trailer since it was refur-



Movers load the personal property of Capt. James Keller into an Interstate Worldwide Relocation moving van adorned with a U.S. Marine Corps logo April 16 at Quantico, Va.

bished.” Dupee was so enthusiastic about the use of the Marine Corps-imagined trailer on a Marine Corps base that he volunteered to work on his day off.

Keller also was enthusiastic about her move. “I received a call the day before the movers came from Interstate just checking to see how I was doing,” said Keller. “This was the first time that has happened, I was very impressed.”

Keller said she has had good experience relocating in military moves. She particularly appreciates packing and unpacking services offered by the movers. “It’s the easiest way to move,” said Keller. “There is nothing hard about it. I have never had a bad experience with any of my moves.”

Loading complete, the rolling billboard set out on the open highways. The trailer had two missions: Hauling a service member’s family personal goods to their next duty station and promoting the Marine Corps.

Interstate is a 2004 SDDC Quality Award winner.

New SDDC Commander Named

As this issue of *The Portal* went to press, the Surface Deployment and Distribution Command announced that Brig. Gen. Charles W. Fletcher, Jr., will assume command of the SDDC. Fletcher currently is assigned to the Pentagon as assistant deputy chief of staff, US Army. He will succeed Maj. Gen. Ann Dunwoody at a date yet to be announced; further details will appear in the July/August issue of *The Portal*.

Lawmaker Calls for Strengthening RFA

House Small Business Committee Chairman Don Manzullo (R-IL) recently said legislation is needed to beef up the federal Regulatory Flexibility Act (RFA) so it can better protect small businesses from burdensome federal regulations.

The RFA, enacted in 1980, requires federal agencies to assess the impact of proposed regulations on small businesses before implementing them. It requires the agencies to examine alternatives that can lessen the burdens on small businesses.

Manzullo has introduced legislation to put more teeth into the RFA. The Regulatory Flexibility Improvements Act (H.R. 2345) requires federal agencies to complete a more detailed economic impact analysis, including examining the indirect costs, on small business before enacting new regulations. In addition, the bill gives more enforcement authority to the US Small Business Administration's Office of Advocacy, the watchdog for small businesses within the federal government, primarily by giving Advocacy's Chief Counsel the ability to write one set of binding rules on how agencies should properly interpret the RFA.

Wine and Winning Sales

Small incorporated firms benefit more than larger firms from the meals and entertainment deduction, according to a study released recently by the US Small Business Administration. Small firms that take advantage of this deduction reduce their effective tax rate by 0.75% on average, while larger firms only receive a 0.11% reduction in their effective tax rate.

Thomas M. Sullivan, Chief Counsel for Advocacy, said, "Small firms use the meals and entertainment deduction as their primary marketing tool. They don't have the budget for big ad campaigns, but they can talk with their potential clients over lunch. The study reinforces how important that deduction is for smaller incorporated firms," he said.

The finding is reported in "The Impact of Tax Expenditure Policies on Incorporated Small Business" (<http://www.sba.gov/advo/research/rs237tot.pdf>) written by Innovation & Information Consultants with funding from the Office of Advocacy. Released at the Hampshire House restaurant in Boston in conjunction with the National Restaurant Association, the report analyzes how "tax expenditure" programs affect effective tax rates.

"An increase in the meal and entertainment deduction would provide an immediate boost to the nation's economy," said Tom Kershaw, Chairman of the National Restaurant Association. "Smaller operations rely heavily upon restaurants as their conference rooms to turn business meals into business deals," added Kershaw.

Security Fund Allocation Upsets Some States

Officials in some US states said they are not being treated fairly under a federal formula that determines how much grant money each state gets for homeland security.

Under the formula, 40% of the money is divided equally among states, and the other 60% is distributed based on population, critical structures and known terrorism threats.

As an example, Wyoming will get \$22.7 million in homeland security grant money this year, or \$45.22 per capita, while Florida will get \$157.5 million, or only \$9.25 per capita.

And although a large percentage of the money goes to urban areas because of the higher level of risk, some officials said funding is also needed for small communities because its where terrorists are more likely to live, according to the article.

A group of men who pleaded guilty last year to supporting a terrorist organization lived in Lackawanna, N.Y., with a population of about 20,000.

— *Transport Topics*

Canada Tightens Marine Security Regs

Proposed amendments to Canadian marine transport regulations will tighten security requirements for vessels, terminals and ports, says Canada Transport Minister Tony Valeri.

The proposed amendments cover the requirements of the International Maritime Organization's (IMO) International Ship and Port Facility Security Code, as well as amendments to its Safety of Life at Sea Convention, according to Transport Canada (Canada's Department of Transportation).

The IMO's Security Code requires that all commercial vessels weighing 500 tons or more, or carrying more than 12 passengers and traveling between countries, and marine facilities serving these vessels, perform security assessments and complete security plans, as well as designate security officers.

In addition to implementing the IMO requirements, Canada's regulations will extend these requirements to port facilities in Canada; cargo vessels of 100 tons or more; and vessels more than 8 meters in length that tow barges carrying dangerous goods in bulk.

The regulations will be in place to meet the IMO's July 1, 2004, deadline for implementing the security code requirements, according to Transport Canada.

New Report Urges CEOs to Strengthen Cybersecurity

Chief executive officers of corporations and their boards of directors should assume responsibility for securing their computer networks from viruses and other attacks, according to a recent report.

However, the report, conducted by an industry task force in partnership with the Department of Homeland Security, stopped short of urging legislation to require chief executives to certify their companies' cybersecurity measures, the Washington Post reported.

The report recommended requiring chief executives to order annual security evaluations and to report the results to their boards of directors.

In addition, the report suggested companies should certify on their Websites they have adopted security guidelines once formally established by the government, the Post said.

— *SOURCE: Transport Topics*

DHS Expands Security Program

The Department of Homeland Security announced April 22 that it expanded its container-security program throughout the European community. DHS said the agreement will “intensify and broaden customs cooperation and mutual assistance in customs matters between” Europe and the United States.

In related news, the Federal Communications Commission on April 15 approved technological enhancements to electronic security tags that would allow more thorough checks of sealed cargo containers.

The FCC voted to allow longer and more powerful radio transmissions to and from the tags, so the contents can be more quickly identified.

It said in a statement that the existing rules unnecessarily limited the range of the tags, and the speed and amount of data that could be transmitted.

— *SOURCE: Transport Topics*

Senators Introduce Bill for ‘Smart Boxes’

Sens. Kay Bailey Hutchison (R-TX) and Olympia Snowe (R-ME) introduced legislation to require the Department of Homeland Security to coordinate container security plans for aviation, maritime, rail and highway transportation. The legislation was incorporated into a broader maritime security bill that was approved by the Senate Commerce, Science and Transportation Committee. The Hutchison-Snowe bill would require development of a standard for smart-box technology to help determine whether a sealed container has been opened or tampered with. At least half of all oceanborne containers entering the United States would have to incorporate smart-box technology by 2007.

— *SOURCE: The Journal of Commerce*

How to Avoid Identity Theft

Travelers who carry too much personal and financial information are prime targets for criminals on the hut, says Frank W. Abagnale, Jr., a Tulsa, Okla.-based security consultant. Abagnale ought to know; he’s a former master forger himself — and the subject of Steven Spielberg’s 2002 movie, “Catch Me If You Can.”

“Too often, identity thieves start their work with a stolen wallet or purse,” Abagnale says. “The more information you carry, the easier it is for them to steal your identity.” He also advises:

- If you don’t need all your credit cards while you’re traveling, leave the extras at home.
- Never keep blank checks or deposit slips in your wallet or purse.
- Don’t carry a list of your bank account numbers.
- Never carry your Social Security card or number.
- Use the hotel safe to store extra cash, ID papers you don’t need to carry, and credit cards you aren’t using that day.

— *SOURCE: Loren G. Edelstein, in Mastering T&E Expense Management*

TSA Adds Dog Teams to Check Cargo

Transport Topics reports that the Transportation Security Administration said it has added 12 new airport canine teams to help screen cargo at airports. David Kontny, director of the program, said the teams will be used to screen cargo before it is placed onboard both passenger and cargo aircraft.

In addition, the dogs could be used in response to bomb threats at airport terminals and vehicles, the agency said on its Website.

The teams will be used at airports in cities including Los Angeles, San Francisco, Atlanta, Washington, Chicago, and New York.

Coast Guard Promises ISPS Enforcement

The Coast Guard said it will board every foreign vessel on its first visit to a US port after new maritime security rules take effect July 1. The International Ship and Port Facility Security Code (ISPS) and US Maritime Transportation Security Act require ports and vessels to control access, monitor seaside activity and screen personnel, baggage, cargo and vehicles as part of sweeping new anti-terrorism measures. The Coast Guard said it has received security plans from virtually all US vessels and ports, as well as alternative security programs used by two-thirds of the vessels that submitted plans.

Customs Issues Rail Manifest Schedule

Customs and Border Protection released a schedule for railroads to begin transmitting electronic cargo information in advance. Railroads at 24 ports of entry on the Mexican and Canadian borders were given a July 12 date to start providing manifests 2 hours before the cargo enters the United States. Carriers at four ports of entry in Maine were given an Aug. 10 deadline. Carriers at two California ports and a Texas port must comply by Sept. 9. The rule, similar to the advance reporting requirements for ocean cargo, is part of Customs' anti-terrorism strategy.

— *SOURCE: The Journal of Commerce*

Report Shows Air Cargo Grew in February

Total air cargo shipments rose in February to 1.9 million revenue ton miles, a 9.1% increase from a year earlier, the Air Transport Association said.

A revenue ton-mile is the revenue generated by carrying one ton of freight one mile. The report covers 16 carriers, including United Parcel Service and FedEx Corp.

Trucks often transfer this freight to and from airplanes, so an increase in revenue ton miles can translate into more demand for trucking services.

The report found shipments of freight and express increased 9.6%, while mail grew 0.1%. In January, shipments rose by only 0.6% over January 2003.

Excluding international shipments, Air Transport said airlines accounted for 950,302 revenue ton miles in February, up 8.6% from a year earlier.

— SOURCE: *Transport Topics*

Travel Outlook Up for US

International travelers should return to nearly peak visitation levels by 2007, according to the semiannual Forecast of International Travel to the United States. After 3 challenging years for the travel and tourism industry, visitation levels to the United States are expected to rise by 22% above 2003 levels, attaining 49 million international travelers by the year 2007. Stronger global economies and “pent-up demand” contributed to forecasted growth rates of 5% for 2004, 6% for 2005, and 5% for 2006 and 2007. Receipts generated by travelers to the United States are projected to grow steadily to nearly \$105 billion by 2007, a new record. Douglas Baker, deputy assistant secretary of commerce for service industries, tourism, and finance, announced the forecast with Travel Industry Association of America representatives at the Discover America International Pow Wow at the Los Angeles Convention Center.

Passport 411

Need a US passport? Here are a few quick tips.

- **Get the facts.** Call the National Passport Information Center’s toll-free number, 877/487-2778. You can talk to an operator weekdays 8 a.m. to 8 p.m. (EST). Also, visit travel.state.gov/passport_services.
- **Save money.** You’ll pay less if you apply for or renew a passport at least 6 to 8 weeks in advance. Trying to get rush service will cost more (\$55 plus a late fee of at least \$60.) Also, AAA members can get passport photos for \$8 at most offices.
- **Check the expiration date.** Many countries require that your passport be valid 6 months beyond the end of your trip.
- **Pay attention to details.** You’d be surprised at how many people forget to sign their passport applications!

More Travelers, Fewer Screeners Mean Airport Delays This Summer

Air travel is expected to increase by 12% this summer, but fewer security screeners will likely mean longer airports waits, United Press International reported. These delays could hurt the truckers who transfer cargo that is stored in the bellies of passenger planes.

Because of cost cuts, there will be at least 5,000 fewer screeners at security-checkpoint sites, a 10% drop from last year, according to a UPI article.

Among the airports most at risk for delays include Atlanta, Las Vegas, Houston, Los Angeles, New York-Kennedy, and Chicago's O'Hare International Airport, the article said.

— *Transport Topics*

7 Steps for a Safer Trip

To ensure safety no matter where you are going ...

1. **Get shots** to protect against hepatitis A and B, typhoid, diphtheria, and tetanus. These are important wherever you travel, even within the United States.
2. **Review your itinerary with a travel medicine specialist** to determine which other vaccinations or medical precautions you should take.
3. **Use bug spray and netting** to avoid mosquito bites when visiting areas where malaria is prevalent, such as Laos and Thailand. There is no vaccine.
4. **Carry antibiotics** to protect against diarrhea — but don't take them in advance as a preventive measure.
5. **Don't travel to a high altitude** if you have a heart condition unless your doctor approves.
6. **Purchase emergency medical and evacuation insurance** before leaving. This gives you a number to call in an emergency (up to \$100,000 in medical coverage and emergency evacuation if required). Travel insurers: Medex Assistance Corp. (800-732-5309, www.medexassist.com), Liaison International, available through Passport Health (888-499-7277, www.passporthealthusa.com), and Wallach & Co., Inc. (800-237-6615, www.wallach.com).
7. **Visit iJet Travel Intelligence, Inc. (www.ijet.com)** for reports on more than 160 countries, including information about appropriate clothing, electrical plugs, etc. \$14.95 each. Or go to <http://travel.state.gov> for free travel warnings and announcements.

— *SOURCE: Bottom Line Personal*

FOREIGN ENTRY REQUIREMENTS

<http://travel.state.gov/foreignentryreqs.html>

It's a good idea, if you're a US citizen who's planning a trip abroad, to visit Foreign Entry Requirements (<http://travel.state.gov/foreignentryreqs.html>). This State Department site gives vital information about the entry requirements of various countries. You may not know, for example, that many countries require you to have an onward/return ticket before they'll let you enter. In addition, some countries require you to show a certificate of yellow fever vaccination, or even proof that you tested negative for AIDS. You don't want to arrive at a country and be denied entry because of some detail you didn't know about, so visit this site before you go!

(This item is copied from the newsletter *Really Useful Sites for International Trade Professionals*, a free, biweekly e-mail publication of FITA — The Federation of International Trade Associations.)

If you ever schedule one of those marathon flights from the United States to Australia, check out SeatGuru.com (<http://seatguru.com>) first. This handy site has information about the seating on various US and international airlines. You can find out if your seat reclines, where it's located in the airplane, whether it has extra legroom, and if it has floor storage space, among other things. You just move your mouse over a diagram of the plane, and SeatGuru.com will show you the information. Besides seat information, this site will tell you what kind of in-flight amenities are available.

(This item is copied from the newsletter Really Useful Sites for International Trade Professionals, a free, biweekly e-mail publication of FITA — The Federation of International Trade Associations.)

Reality Check: Understanding the Risks

The first step to ensuring your safety abroad, whether as a tourist or business professional, is to “understand that you are at risk and may very well be targeted for attack by terrorists or common criminals,” write David Katz and Ilan Caspi, authors of the new book, *Executive's Guide to Personal Security* (John Wiley & Sons, 2004). The duo laments the lack of personal security training provided by nongovernment organizations, even in this current world climate. Their easy-to-read chapters cover everything from the importance of pre-travel research to vehicle safety measures, receipt of mail to hotel safety and security. Do you know which floor is considered the “safest” at a motel? (The second.) Why should you become sensitive to surveillance techniques? Because criminals and terrorists “do not commit resources to an attack until they have acquired extensive information relative to the likely success or failure of a strike.” While you may feel paranoid just reading the book, its advice and research are worth serious consideration by travelers to any country.

In Brief ...

TrafficWorld reports that an air traveler was astounded to find a jam jar containing dynamite in his luggage after he flew through Pierre Elliott Trudeau airport in Montreal. It turns out the jar, which did not contain a detonator, was placed there as part of an airline security test. Usually, airline employees use dummy baggage for the tests, but this time they chose a passenger's personal suitcase. Security workers couldn't explain how the passenger cleared customs and a security checkpoint with the jar in his bag.

Building a Mid-Atlantic Hub

Maersk Sealand hopes to speed freight from the East Coast to the Midwest through a new mid-Atlantic terminal planned by sister company APM Terminals North America. APM unveiled plans in April to build a \$450 million container terminal capable of handling 500,000 TEUs a year on a 476-acre site in Portsmouth, Va., near Hampton Roads and Norfolk, Va.

The Portsmouth terminal — scheduled to open in 2007 — will ease capacity constraints at Hampton Roads, one of the busiest East Coast ports, APM's current 71-acre facility at the Portsmouth Marine Terminal and other East Coast ports from Florida to New York. It will be the largest privately built terminal in the United States, APM said.

"This is our mid-Atlantic hub," said Tom Boyd, an APM spokesman. "It will be one of our gateways to the Midwest, along with New York."

The announcement came as APM nears completion of a major expansion at its hub in Port Elizabeth, N.J., its largest East Coast gateway. That terminal, occupying 350 acres, will have an annual capacity of 1 million TEUs.

— SOURCE: William Armbruster, *TrafficWorld*

US, EU Sign Security Accord

The United States and the European Union have signed a maritime security deal to expand container anti-terror measures.

The agreement aims to expand the US Container Security Initiative screening to all EU states — including the 10 new members joining in May — from just seven earlier.

The accord also paved the way for the EU to drop legal action against member states that broke ranks by signing bilateral CSI deals with the United States.

A total of 18 countries covering 38 ports have committed to participation in the initiative, but the program is fully operational in only 18 of the overseas ports, according to the Reuters news agency.

— SOURCE: *Shipping Digest*

Imports Up Down Under

The slumping US dollar is boosting exports of containerized cargo to Australia and New Zealand, one of the few trades in which US exports already exceeded imports — and by a substantial margin. US exports to Oceania last year totaled 191,000 TEUs, up 11% from 172,000 in 2002, while imports from the region last year totaled 164,000 TEUs, up 2.3% over 2002, according to the Port Import–Export Reporting Service, a sister company of *Traffic World*.

The imbalance is expected to accelerate this year, with US exports to rise a whopping 20% to 229,000 TEUs, according to the container forecast in the March 2004 issue of *Trade Horizons*, a PIERS publication. US imports are expected to increase a far more modest 4% to 170,000 units.

With trade buoyant both northbound and southbound, ocean carriers aren't shedding any crocodile tears over the challenges and opportunities presented by the greenback's erosion.

"The market is extremely strong in both directions because of the weak US dollar," said Charles Fawcett, line director for Fesco Agencies North America.

From a low of 49 US cents in 2002, the Australian dollar jumped to 79 cents by the end of 2003, a whopping 60% increase. As of mid-April it had fallen to about 74 cents.

With the New Zealand dollar also rising sharply, there has been a sea change in demand for US products.

"The southbound trade has grown 15–20% over the last 18 months because of the dollar factor," Fawcett said. Overall trade was up about 13% in 2003.

Although US exports still face an uphill battle, particularly in markets such as China whose currencies have barely budged in the past year or two, U.S. products are more attractive than ever to buyers Down Under. Reasonably strong economies in Australia and New Zealand are enhancing purchasing power in both nations.

— SOURCE: *TrafficWorld*

US, Australia Sign Trade Pact

The United States has reached a comprehensive free trade agreement with Australia, the 13th largest export market for US goods. The Office of the US Trade Representative (USTR) says the agreement is designed to eliminate and reduce tariffs and other trade barriers. More than 99% of US-manufactured goods exported to Australia will become duty-free under the agreement, according to USTR. Australia is a key export market for aircraft, autos, auto parts, machinery, computers and electronic products, chemicals, wood, and paper products.

Manufactured goods account for 93% of US exports to Australia. The Australia pact represents “the most significant immediate cut in industrial tariffs ever achieved in a US free trade agreement,” said US Trade Ambassador Robert Zoellick.

The pact also is the first free trade agreement between the United States and a developed country since the US-Canada Free Trade Agreement in 1998, said Zoellick.

West Coast Ports Report Strong Volume

Containerized imports through the ports of Los Angeles and Long Beach during March were up 20.4% from a year earlier, according to a report in The Journal of Commerce. Preliminary statistics show a 31% increase at Long Beach and a 14% increase at Los Angeles. Long Beach said it handled 235,500 TEUs of loaded inbound containers during March, the highest monthly total in the ports history except for July 2002, when importers were moving cargo early to avoid disruptions during longshore contract negotiations. Long Beach’s loaded export volume during March rose 14.5% to 94,800 TEUs, and overall volume, including empty containers, increased 26% to 448,400 TEUs.

In Brief ...

Four major shipping lines say they will start joint service in May between the East Coast and South America. According to a statement, Hanjin Shipping, K Line, MOL and Zim Israel Navigation will use five 1,700-TEU ships on a rotation from New York to ports in Brazil. The lines said the vessels also will stop in Miami and at Kingston, Jamaica. The agreement gives K line and MOL their first service on the lanes.

— SOURCE: *TrafficWorld*

Jim Wachtel: A Seaman with Staying Power

By Joyce Dexter, Portal Editor

All things being relative, particularly in this job-hopping era, the term “permanent employee” is apt to apply to someone who’s been with a company for at least two years. But just tell that to Jim Wachtel, who’s thrived with one employer for four decades.

Surely Wachtel is an anomaly, but his longevity at Lykes Lines in its various iterations over the years speaks volumes about the value of an employee who has played many roles with an organization throughout his career and has established himself as its institutional memory.

One way or another, it seems that Wachtel’s life and career have been focused on the sea almost from the beginning. A native of Ohio — which is about as far from the ocean as an American can get — Wachtel initially wanted to become a forest ranger. He was influenced by romantic notions of that calling for a time, but then shifted his ambitions to dentistry. Ultimately, however, he was appointed to the United States Merchant Marine Academy in New York, and thus began his love affair with the sea. Wachtel later graduated from Kings Point in New York before setting out to sea for the first time. Over the years, he has lived in such disparate places as New Orleans, Louisiana, Mobile, Alabama, and even Hong Kong, where he spent seven years. “At that time, in the seventies,” says Wachtel, “I was the representative in Asia for what was then Lykes Brothers Steamship Company. Today, he works at the Lykes Lines headquarters in Tampa, Florida. “Moving my family to Tampa was what I considered a ‘forced march,’” when the head office was moved Wachtel recalls. But now with the new parent and corporate structure he says he wouldn’t have it any other way.



Wachtel joined the shipping line at sea as a third officer in 1964, thus marking the first of his many roles in what is now the CP Ships family of companies. He has acquired experience in operations, line management and sales as well as other aspects of the business, and today manages the government and military affairs activities at Lykes Lines. As vice president, government and military affairs, Wachtel keeps his thumb on the pulse of Washington as Congress deals with issues and policies related to ocean transport of household goods for the government.

“We are a significant carrier of military cargo,” Wachtel explains. “We have U.S. flag ships deployed in the North Atlantic responding to contracts and carrying goods for the military.

“I’ve been associated with the household goods business for a long time,” he adds. “I used to run our North Atlantic service in the 1980s and 1990s, and I’m still very much involved in managing our relationship with the military.”

Wachtel also oversees shipments of food aid, dealing with organizations such as USAID, Care, Catholic Relief, the World Food Program, and other private volunteer groups. Much of the food that Lykes Lines carries goes to the former Soviet republics, such as Kazakhstan and Moldova.

Facilitating food shipments is rewarding, says Wachtel, but he also finds his job fun. “I’m learning something all the time, always finding out new and different things,” he says. “For example, it’s interesting to discover what products are used for. I’ve been involved in shipments of everything from aluminum from the United States to Germany for Volkswagen to chemicals used in making products for various applications.”

From his vantage point, and over a span of 40 years with the same company, Wachtel has seen major developments in maritime shipping. “The biggest by far,” he says, “was the change in the way cargo is transported, shifting from conventional cargo shipments to containerization.”

For Lykes Lines, 9/11 also has had a significant impact on the way business is done. “At the very first opportunity after the terrorist attacks,” says Wachtel, “we signed up for the Customs Security Initiative. Like everyone else in the program, we now have to declare the contents of a shipment to the U.S. Customs Service 24 hours before the ship departs from a foreign country. We are very much focused on security.”

Whatever changes he has encountered along the way, Wachtel has adapted well. Today, Lykes Lines is one of seven sister companies that operate under the umbrella company known as CP Ships, the others being Canada Maritime, Cast, Contship Containerlines, ANZDL (Australia New Zealand Direct Line), TMM Lines (with its origins in Mexico) and Italia Line. The corporate evolution of his employer has simply made him more valuable to the company and the industry as a whole.

“We are perhaps not as highly visible as some of our competition,” says Wachtel, “but we are a large worldwide company with access to a wide array of assets by virtue of being a sister company in the CP Ships organization. We’re not as flamboyant, but we’re every bit as large and specialized as the competition.”

Wachtel’s lengthy service with Lykes Lines and his expertise in maritime shipping have made him well known throughout the industry. HHGFAA President Terry Head notes, “Jim has been with his firm for 40 years, which is a long time with an ocean carrier. Executives in that business don’t seem to stick around, and often the company itself doesn’t

survive. Second, he is very good about maintaining relationships, which is an important pillar of good sales and marketing. He has a reputation for being very honest and telling it like it is — not what he thinks the customer wants to hear.”

Such thoughts are echoed by Mario Rizzo, vice president of Gateways International, with whom Wachtel has long served on HHGFAA’s Carrier Relations Committee. “Jim is as solid as his word and would always give his customers 120 percent,” says Rizzo. “He was tough when he had to be, but before ‘The customer is always right’ became a punch line, you could be sure he took care of his customers. He certainly was always looking out for Lykes but never forgot those customers who paid the bills. Guys like Jim Wachtel are what helped to make this industry more than just a normal commercial transaction. What makes our industry different from any other that deals with the shipping public is that household goods is the only shipment/shipper that ‘talks back to you.’ Jim understood that, and there are a lot of vessel operator executives who don’t.”

Someday, perhaps, Jim Wachtel will find some time for his favorite pastime, sailing. Meanwhile, though, he’ll continue to spend his off hours with his wife, his two grown children, and a 2-year-old grandson. But despite having four decades under his belt, don’t expect him to take his leave any time soon. “I enjoy working in the international ocean shipping business,” he says, “and haven’t given a great deal of thought to retirement.”

Experience is not what happens to a man. It is what a man does with what happens to him.

— *Aldous Huxley*

Roam Around the World

Travelers can now avoid expensive international mobile roaming charges — if they are willing to pack some extra hardware.

Voice-Over Internet Protocol (VOIP) is a technology that breaks up voice signals into data packets and sends them over the Internet. Because it bypasses expensive phone lines, VOIP service is cheaper for providers and consumers.

Major cable and phone companies such as Time Warner and Verizon plan to roll out VOIP to homes across the country this year, but travelers can already benefit from VOIP services offered by a handful of providers, including Vonage (www.vonage.com) and 8X8's Packet8 (www.packet8.net). Both offer service that can be used abroad at US dialing rates. All you need is a high-speed Internet connection (which can be found in many luxury hotels around the world), plus a little black box (supplied by VOIP providers). The box plugs into a network on one side and a telephone on the other, and allows you to take your home phone number with you wherever you go.

Vonage's plans for calls to anywhere in the United States and Canada range from \$15 a month for 500 calling minutes to \$35 for unlimited calling. Packet8's least expensive plan has an even lower rate: \$19.95 a month for unlimited calling to the United States and Canada. (Vonage and Packet8 customers don't pay additional charges when calling the States and Canada from abroad, but they do pay extra for other international calls.)

Skype (www.skype.com), a company created by the entrepreneurs behind the file-sharing site Kazaa, is another VOIP service that allows travelers to make calls from foreign locations. But Skype — unlike Vonage or Packet8 — requires that users on both ends of the line be company customers. The upside is that it's free: the service can be downloaded from Skype's Website.

— SOURCE: Anita Jain

UPS, Yahoo to Provide Online Shipping Tools

UPS Inc. and Yahoo Inc. say they have agreed to cooperate on a package of online shipping tools for small businesses.

The agreement calls for UPS to integrate its online shipping software into Yahoo's small business suite. Yahoo said that with the agreement, its more than 30,000 small business customers will have access to UPS's services.

Based in Alanta, UPS is the largest trucking company in the United States and Canada, according to 2003 Transport Topics 100 listing. Yahoo is a leading provider of Internet products and services.

— SOURCE: Transport Topics

FCC Regulation of 'Net Opposed

More than 30 associations and other groups have sent a letter to Federal Communications Commission (FCC) Chair Michael Powell opposing any attempt to extend to Internet communication the same system of regulation and taxation that governs US phone networks. "We urge the commission to send a clear signal of forbearance on new taxation and regulation," wrote the signatories. "Such a policy will be a powerful sign to entrepreneurs, investors, and consumers that the FCC supports the unfettered development of this promising new technology." The group is especially concerned that regulations or taxes will stifle growth in development and market acceptance of Voice over Internet Protocol.

Selling on the Road

Pocket-size personal digital assistant (PDA) devices are becoming standard equipment for even the most tech-resistant folks. Palm, Sony, Handspring, and HP offer the most popular PDAs. But besides the mundane tracking of appointments and storing of phone numbers, PDAs can help you plan your next vacation.

With a bit of downloading, your PDA can offer city guides including maps, tour suggestions, and restaurant ratings — data equivalent to numerous conventional guidebooks. And PDAs with global positioning systems (GPS) can literally guide you with voice commands through New York's streets and alleys.

Each of the following software services provides guides for all major cities, including maps, restaurant locations and reviews, shopping center locations, nightlife options and directions. But to ensure accurate information, users need to synchronize their PDAs with the Web-based service before traveling.

- Zagat offers PDA-based restaurant reviews called Zagat to Go, **software.zagat.com**
- Lonely Planet's budget-minded publications are now offered as PDA software through CitySync, at **citysync.com**.
- Vindigo guides provide location data including bathrooms and parking lots for all major cities at **vindigo.com**.
- Tube specializes in public transportation options, maps and directions for all major cities. (Tube's London Pro includes the venerable A to Z guide.) **www.visualit.co.uk**
- Mapopolis is a map-based guide service that offers GPS capability allowing your PDA to literally talk to you through each turn and twist of a route: **mapopolis.com**.

— *SOURCE: AAA World*

ATA Says Trucking Continues To Dominate US Freight Movement

The trucking industry hauled more than 9 billion tons of freight in 2003, or 68.9% of all freight tonnage transported in the United States, according to data collected by American Trucking Associations.

The industry generated revenues totaling \$610 billion. Further, according to estimates to be released later in ATA's annual Freight Forecast, trucking revenues will likely surpass the \$1 trillion mark by 2015 and account for 87.3% of all freight transportation revenue.

In the ATA 2003 freight report, rail moved 12.9% of US freight, 7.7% was waterborne and 9.4% went by pipeline. Air freight (0.1%) and rail intermodal (0.9%) freight combined equaled just 1% of US freight in 2003.

States Deploying Technology to Reduce Animal-Related Crashes

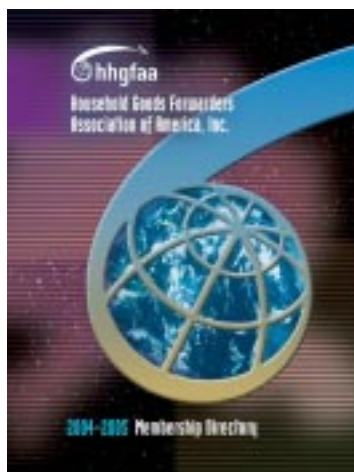
States around the country are using various types of technology to prevent crashes between increasing wildlife populations and vehicles on America's highways, the *Washington Post* reported.

In Washington State, elk are outfitted with collars that set off flashing warning lights on Highway 101. While across the country, moose set off similar warnings by tripping infrared beams set along Route 4, the *Post* said.

California and Florida use bridges and underpasses for animals to stem the rising tide of roadkill, the *Post* reported. Highway and environmental officials said that there is increasing traffic and a continent-wide increase in animal populations prone to getting hit by trucks and cars — in particular deer, elk and moose.

SOURCE: Transport Topics

Watch Your Mail for the HHGFAA 2004–2005 Membership Directory



The Directory is being printed as this issue of *The Portal* goes to press, so watch your mail — your copy will be arriving soon.

A look at the people and events shaping HHGFAA member companies

APPOINTMENTS



McGregor



Bromley



Lawrence



Cruz

The **Doree Bonner International Group** has promoted **Colin McGregor** to the position of Scottish Regional Director. When McGregor joined the company in 2002, his role was to expand the then newly acquired Express Removals International based in Glasgow and to further establish new depots in Edinburgh and other locations in Scotland and the north of England.

McGregor's removal experience has spanned 23 years. He began as a trainee manager with Pickfords, where he worked for 21 years, progressing through management in Dundee, Aberdeen, Carlisle, Newcastle, and Glasgow. In 1991 he was promoted to general manager of Scotland and North of England, where he had responsibility for 18 branches.

For 18 months McGregor then worked with Allied Van Lines, where he ran the international, commercial and van line operations in Canada. In 1996 McGregor returned to Scotland and Pickfords, where his role in the commercial moving division specialized in large projects and office relocations. He became responsible for the introduction of the specialist business moving division within Pickfords, which included Bullens and Vanguard, where he took up the position of UK Head of Business Moving before joining the Doree Bonner International team.

Website: www.doreebonner.co.uk.



Williams Moving International of Canada is pleased to announce the appointment of **Chris Bromley** to the position of General Manager of their Toronto branch. Chris comes with over 25 years of international moving experience from the United Kingdom, USA and Canada.

Bromley's experience and understanding of the international moving business enable the company to look forward to further growth in that area.

This year Williams Moving International is celebrating its 75th Anniversary and are moving forward into the future. It all began in 1929 with George James Williams, who borrowed C\$50 to buy a Dodge touring van. His son "Sonny" joined the company when he was 16 and Sonny's son "Jim" took over the reins in 1995. Today the Williams Group is the largest family owned moving company in Canada, with 24 offices and warehouse facilities and over 400 full time employees.

Bromley can be contacted at cbromley@williamsinternational.com.



Chuck Lawrence is the second American to be elected president of **FIDI**.

Lawrence took over the reins of the worldwide moving organization at the FIDI's 53rd annual conference in New Orleans recently.

The CEO of Security Moving-Storage-Logistics of Washington, DC, Lawrence has already spent 4 years serving on the FIDI Board. He began his career in the industry during business college, working for a small moving company during holidays.

He went on to join Interstate, where he stayed for the next 13 years and became a vice president. Lawrence joined Security Storage Company in 1990 as the vice president of operations.

Two years later he was handling sales, computing and associated operational activities and on Jan. 1, 1998, became its CEO. One of his most recent projects has been the design and construction of an award-winning warehouse for steel containers.

Away from his desk, he is a founder of a city organization that encourages young people at risk to develop values through the game of golf. Lawrence's group works with hundreds of youngsters taking up the game on courses made especially available to them.

In addition, he is on the board of several other business-related organizations, including Rotary, the Boys & Girls Club, the Federal City Council, UTS/Unigroup, the University Club and, of course, FIDI.



Eddie Cruz has joined **Garcia Trucking Service**, headquartered in San Juan, Puerto Rico, as general manager. Cruz, who has 24 years' experience in the industry, will be responsible for providing Garcia clients, including carriers, agents, and national accounts, the support necessary to handle general commodity and special projects.

E-mail: eddie_cruz@tld.net.

EXPANSIONS

The Doree Bonner International Group has further expanded its removals and storage business with the successful acquisition of **Richman Ring Removals and Storage** in Sittingbourne, Kent. Richman Ring is an old, recognized and well-respected local company that was established over a century ago, specializing in household removal work on a worldwide and national basis. Over 400 containers are used for storage activities including archive storage, as well as normal household consignments.

With branches across England and Scotland, this is a unique purchase and represents another key step in the expansion of the Doree Bonner business. Geoff Watson, managing director of Doree Bonner, said the company is planning to further develop both its commercial and overseas operations.

The Doree Bonner International Group has branches stretching across Southern England and Scotland; it is currently amongst the top 15 removers in the UK.

Website: www.doreebonner.co.uk.



AES Cargo has opened new warehouses and offices at Baghdad International Airport (BIAP), giving the company a permanent presence at Baghdad's central cargo hub. The opening of the new facilities represents a significant growth for the freight forwarder's secure store capacity in Baghdad.

Along with the company's trucking distribution warehouse, the new facilities allow AES to offer one of the most extensive and secure warehousing networks in the region. The airport facilities are located in the heart of BIAP a mere 50 meters from where cargo planes are unloaded and secured by the US military.

Aircraft arriving late can now be unloaded and their cargo stored in secure warehousing units, rather than sitting on the ramp or in the back of trucks. Departing from BIAP in the evening is dangerous from a security standpoint. Furthermore, there are times of heightened security when the gates are locked down. Having a warehouse allows freight to be temporarily stored in a secure location.

Website: www.aescargo.com. E-mail: paul.cziraky@aescargo.com.



Move One International Movers and sister company the **Expat Relocation Center (ERC)** have launched China operations from their newly established Beijing office and warehousing facilities.

"China is a market that businesses can't afford to ignore but most are deterred from establishing a presence here because of the difficulties associated with customs regulations, acquiring permits, and the bureaucracy in general," reflects Move One's Managing Director, Curt Clements. "While our principal partner has operated here for the past 20 years, the establishment of our office is allowing us to provide a broader range of services that adequately respond to these types of challenges."

For more information e-mail china@moveone.info or china@erceurop.com.

Nippon Express, AGS Frasers Partner for Large Market Share

Nippon Express, one of the world's largest freight forwarding companies, claims to have seized a commanding share of the Japan-South Africa removals business in collaboration with its South African business partner, **AGS Frasers International**.

About 99% of all removals business between Japan and South Africa — in both directions — involves the Nippon Express and AGS Frasers International partnership, according to Yusaku Takahashi, general manager of the Japanese giant's South African operations. "That has developed out of a highly successful eight-year-long relationship between the two companies," he says.

What makes the Japanese-South African relationship additionally significant, Takahashi adds, is that AGS Frasers International is one of only two companies operating within the vast 33-nation Nippon Express global network which are not owned by Nippon. The other is in India.

"The arrangement works exceptionally well for us," says Takahashi. "We have forged a successful business and logistics technology partnership with the biggest - and certainly one of the most efficient - removals companies in Africa. AGS Frasers International's vast network covering 47 countries in Africa opens doors for Nippon Express all over the continent."

The increase in inter-African trade and developments has worked to the advantage of both companies. With a workforce totaling over 40 000, Nippon Express is among the world's top five freight forwarding and removals companies. It is heavily involved in the transportation of parts and equipment for major Japanese automotive, electronics and IT companies trading in South Africa, while using AGS Frasers International exclusively for the movement of personal effects of on-transfer businessmen and diplomats.

AGS Frasers itself has an exclusive blue-chip contract with the SA Department of External Affairs to transport the personal effects of South African diplomatic staff on assignment. If they are going to, or returning from, Japan, Nippon Express and AGS Frasers do the job.

Interstate Unveils Trailers with US Marine Corps Graphics

Virginia-based **Interstate Worldwide Relocation**, in association with the United States Marine Corps (USMC) and the American Trucking Associations (ATA), has teamed up to wrap three tractor-trailers with Marine Corps images.

The Marine Corps Recruiting Command developed the project and looked to members of the ATA to volunteer in spreading the USMC message. Through the use of these 43-foot "rolling billboards" the trailers deliver to countless numbers of people daily. Former Marines, now in the transportation industry, including two Interstate drivers who are retired Marines, were some of the first to sign up.

The Marine Corps provides the graphics, wraps the trailers and then removes the wrap after two years. Interstate's three trailers, which make up numbers 998, 999 and 1,000 in the fleet of 1,000 wrapped trailers.

Interstate Senior Vice President, John D. Morrissette noted, "The Marine Trailer project really was an ideal fit for us. With our largest customer being the U.S. Military, we were thrilled to have an opportunity to honor the Marines. The trailers are being extremely well received by our customers."

(See also related story on page 44 of this issue.)



One of Interstate Worldwide's new tractor-trailers that are wrapped in Marine Corps images.

Interstate Hosts School Field Trip

As a part of **Interstate Worldwide Relocation**'s continuing school-business partnership with Flint Hill Elementary School in Vienna, Va., Interstate hosted a field trip for 96 second graders.

The children arrived at the facility in the morning, eager to learn. COO Bud Morrissette and Marketing Manager Maureen Cameron guided the students through the company's headquarters. They toured the warehouse and the "Talking Training House," and explored a tractor-trailer, making sure to honk the horn on their way out. The field trip concluded with a pizza lunch and souvenirs of their visit.

Uzbek MoveOne Marks 1000th Shipment

Over the past 2 years Tashkent International Airport has undergone major development. A complete modernization of the entire airport was undertaken, including the addition of a new ATC tower and improvements to runways and other primary facilities of what has emerged as a major regional cargo hub.

As Tashkent's airport has grown so too have **Move One**'s operations in Uzbekistan, with the international moving company handling their 1000th shipment into Tashkent International Airport last month. The news comes a few months after the AES Group's Uzbekistan office was named the largest client of the Tashkent Airport for 2003 by the airport's authorities. Working in tandem with its sister company, **AES Cargo**, Move One overtook the top spot earlier last year by moving 132,236 kg. of shipments through the airport for various clients in the first quarter alone.

HONORS AND AWARDS

U.K.-based **Doree Bonner International**, founded in 1994, was recently recognized in April at the MegaGrowth 50 Awards 2004 as one of the top 50 fastest growth companies in the Kent and Medway area. The MegaGrowth 50 project is a joint venture of the Kent Messenger Group, KPMG and Lloyds TSB Corporate. To qualify for the award companies need to have been profitable for over the last 3 years and have shown above average growth. Doree Bonner's turnover has increased by an impressive 55% over the last 3 years, from £5.5m in 2000-2001 to £8.5m in 2002/2003, and it's 2003-2004 turnover is forecast turnover at £10.5m.

Doree Bonner International attributes its success to the quality of its personnel. The firm makes significant investment toward training its staff of over 140 to the highest standard. All staff are security checked, highly trained and accredited by the British Association of Removals.

Since 1994 the Group has grown organically and through the acquisition of a number of prominent local removal companies. Doree Bonner International is among the 15 largest removers in the UK with branches in London, Dartford, Bedford, Swindon, Bath, High Wycombe, Ashford, Canterbury, Sittingbourne, Nottingham, Glasgow and Edinburgh.

Website: www.doreebonner.co.uk.



Ambassador Worldwide Relocation of Ashburn, Va., has named its April Employees of the Month, recognizing the employees for a job well done. Individuals honored for the month of April were Mover of the Month, **Cristobal Sorto**; Packer of the Month, **Lynn Chapman**; Helper of the Month, **Alberto Nolasco**.



Virginia-based **Interstate Worldwide Relocation** announced its March and April Employees of the Month, recognizing the employees for a job well done.

March winners at Interstate's Springfield headquarters were Mover of the Month, **Mike Edwards**; Packer of the Month, **Maggie Sheppard**; Helper of the Month, **Robert Quansah**; Administrative Employee of the Month, **Cristina Reyes**, Move Management Coordinator.

Those honored at the Landover facility were Mover of the Month, **Timothy Commedo**; Packer of the Month, **Linda Black**; Helper of the Month, **Thomas Blichard**.

Ron Hayes, a long distance driver from Arizona, received Over-the-Road Driver of the Month honors for March. **George Laignel** was named Warehouseman for the First Quarter of 2004.

April winners at Interstate's Springfield headquarters were Mover of the Month, **Mike Edwards**; Packer of the Month, **Maggie Sheppard**; Helper of the Month, **Robert Quansah**; Administrative Employee of the Month, **Jennifer Wolford**, Dispatch Assistant to Local Operations.

Those honored at Interstate's Landover facility were Mover of the Month, **Russell Anderson**; Packer of the Month, **Charleen Bragg**; Helper of the Month, **Mandrill Edelin**.

Long distance contract driver **Ron Hayes** of Arizona won Over-the-Road Driver of the Month honors for April.

MoveOne's Budapest, Warsaw Offices Relocate

Over the past decade Move One has grown from a strong regionally focused company into a global operation staffed by over 200 industry professionals and offering a comprehensive list of moving and relocation services. Indeed, whereas in the early days the company's office network was limited to Eastern Europe and the Balkans, Move One has now established offices in the Middle East, Africa, Central Asia, the CIS, and China.

"Of course our offices have always reflected the size of our staff," said Curt Clements, Move One's managing director. "In the beginning we had a smaller staff so our Budapest headquarters was a much more intimate environment."

Move One's new offices in both Budapest and Warsaw provide a stark contrast to those early days. The new facilities offer all the amenities that come with modern office towers and provide



Move One's global headquarters in Budapest

more than enough space to comfortably accommodate visiting clients and partners as well as the respective staff at each location.

The Clock Is Ticking ...

Have you reserved the dates for the 2004 HHGFAA Annual Meeting?

All your friends and colleagues will be there, so you won't want to miss a moment of what has long been *the* industry gathering every year. Make plans now to join us in San Diego for what is sure to be one of the best-attended gatherings in HHGFAA history!

HHGFAA 42nd Annual Meeting
October 13–16, 2004
San Diego, California, USA



Young Professionals

"Leadership Through Innovation"

YP-35 Election 2004: Get Involved!

Two Positions Are Up for Election —
All YP-35 Members are Eligible

Chairman

- Appoint YP-35 Management Board
- Conduct YP-35 Management Board meetings/Annual Meeting
- Conduct YP-35 Membership meetings (one per year at the HHGFAA Annual Meeting)
- Sit on Executive Committee of HHGFAA and attend three Executive Committee meetings annually
- Sit on Alan F. Wohlstetter Scholarship Committee
- Maintain YP-35 Chairman's Page on the YP-35 Website

Vice Chairman

- Assist Chairman in appointing YP-35 Management Board
- Sit on Alan F. Wohlstetter Scholarship Committee
- Oversee the design and content of bi-monthly YP-35 *Portal* page and advertising
- Organize and coordinate YP-35 functions/events at HHGFAA Annual Meeting
- Act as liaison between HHGFAA administration and members with respect to membership issues

YP-35 Members interested in running for election as Chairman or Vice Chairman must notify at least one member of the Nominating Committee (contact information below) by **August 1, 2004**.

2004 Nominating Committee

Christy Wickman

Wickman Worldwide

E-mail: wickman@evansville.net

Onkar Sharma

Eagle Shipping

E-mail: Onkar@eaglefreight.co.uk

Erin Williams

Executive Insurance

E-mail: erin@execinsurance.net

Membership Only US\$100.00
WWW.YP-35.ORG

It is up to members of YP-35 to maintain current data on the Website.
Log in and verify your information; please make sure that your birth date is listed!

Contact Heather@TrueNorthRelocation.com if you have difficulty logging onto the Website.



Georgia Angell
President
Dell Forwarding
HHGFAA Chair

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.

NEW ASSOCIATE MEMBERS

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Fax: (760) 431-0946
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Sponsors: Moreno Worldwide Movers, Mexico
Asya Nakliyat International Movers, Turkey

Davi & Valeniti Movers Inc.
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E-mail: dvmovers@aol.com
P.O.C: Reid Krauss
Sponsors: Euroamerica Group Inc., MD
Nedrac Inc., CA

JLB International Ltd.
191 Hagley Park Road
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Executive Moving Systems, VA

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Fax: (514) 695-2153
P.O.C: John Delanty
Sponsors: Movetrans International, Canada
Amfreight International Transport, Canada

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P.O.C: Young Joo Shin
Sponsors: Pum Yang Logistics Co., Ltd, Korea
Rex Service, China

Reindeer Auto Relocation

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BrianTeykl
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Tober Group, NY

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Rua Carlos Pena Filho, 170- Jequia
CEP: 85030-000, Recife PE, Brazil
Tel: (55) 81 376 9478 • Fax: (55) 81 3428 3434
E-mail: recife@transworldmovers.com.br
P.O.C: Rita Capella

Transworld Moving & Relocation/Sao Paulo

Av. Santa Efigenia, 200 - Jardim Paraiso
CEP: 07242-100, Guarulhos, SP, Brazil
Tel: (55) 11 6480 0339 • Fax: (55) 11 6480 0817
E-mail: saopaulo@transworldmovers.com.br
P.O.C: Erick Horacio

Transworld Moving & Relocation/Porto Alegre

Rua Dom Feliciano, 357 - Niteroi
CEP: 92120-070, Canoas, RS, Brazil
Tel: (55) 51 475 1605 • Fax: (55) 51 464 3503
E-mail: portoalegre@transworldmovers.com.br
P.O.C: Adriana

Transworld Moving & Relocation/Curitiba

Rua Bom Jesus de Lguape, 3468-Boqueirao
CEP: 81650-030, Curitiba, PR, Brazil
Tel: (55) 71 302 5200 • Fax: (55) 71 392 1902
E-mail: salvador@transworldmovers.com.br
P.O.C: Ramiro de Queiroz

Transworld Moving & Relocation/Salvador

Rua Martacenia, 70-Aguas Claras
CEP: 41310-160, Salvador, BA, Brazil
Tel: (55) 71 302 5200 • Fax: (55) 71 392 1902
E-mail: salvador@transworldmovers.com.br
P.O.C: Ramiro de Queiroz

Transworld Moving & Relocation/Vitoria
Avenida Princesa Isabel, 574 - Bloco A-Sala 1513
CEP: 29120-360, Vitoria, ES, Brazil
Tel: (55) 27 3233 4900 • Fax: (55) 27 3233 4900
E-mail: vitoria@transworldmovers.com.br
P.O.C: Ighor Cardoso

Transworld Moving & Relocation/Fortaleza
Rodovia BR 116, Km 7, No. 2273, Cajazeiras
CEP: 60871-200, Fortalezaq, CE, Brazil
Tel: (55) 85 276 6666 • Fax: (55) 85 276 6666
E-mail: fortaleza@transworldmovers.com.br
P.O.C: Vicicius

Trans Global Movers
Cilandak Commercial Estate, Building #401
JL. Raya Cilandak KKO
Jakarta 12560, Indonesia
Tel: (62) 21 789 2026 • Fax: (62) 21 789 2028
E-mail: tgm@cbn.net.id
P.O.C: Mr. Peterus Hioe
Sponsors: Star International Movers, VA
Interport, Singapore

Trans Global Moving, Inc.
4491 Sterling Road, Suite 101
Davie, FL 33314
Tel: (954) 797-6371 • Toll Free: 1(800) 840-0716
Fax: (954) 797-5225
P.O.C: Lisa Setton
Sponsors: Star International Movers, VA
Executive Moving Systems, Inc., VA

True North Relocation, LLC
157 Yesler Way, Suite 505
Seattle, WA 98104
Tel: (206) 223-9697 • Toll Free: (800) 503-5322
Fax: (206) 223-0061
E-mail: heather@truenorthrelocation.com
P.O.C: Heather Engel
Sponsors: Southern Winds International, CA
Star International Movers, VA

Twin Oak Moving Co. Inc.
P.O. Box 873, 499 Sykesville Road
Wrightstown, NJ 08562
Tel: (609) 724-1778 • Fax: (609) 724-1779
E-mail johnoconnor@mail.com
P.O.C: John O'Connor
Sponsors: Guardian International, Inc., IN
Accelerated International Forwarders, LLC, IN

Williams Moving International
190A Superior Blvd
Mississauga, Ontario L5T 2L2 Canada
Tel: (905) 564-1977 • Toll Free: (877) 335-9122
Fax: (905) 564-3177
E-mail: toronto@williamsinternational.com
P.O.C: Hans Martens

Williams Moving International
Deerfoot Business Park
8857 8th Street NE
Calgary, Alberta T2E 8A2 Canada
Tel: (403) 212-1940 • Toll Free: (888) 485-9991
Fax: (403) 212-1945
E-mail: calgary@williamsinternational.com
P.O.C: Hans Martens

Winmovers S.A.
P.O. Box 343-6151
Santa Ana, Costa Rica
Tel: (506) 215-1585 • Fax: (506) 215-2534
E-mail: winmovers@racsa.co.cr
P.O.C: Edwin Obando and Mario Escalante
Sponsors: Swiss Global Movers, Guatemala
Panama International Packers, Panama

WorldCare Pet Transportation, LLC
472 Mansfield Ave
Darien, CT 06820
Tel: (203) 662-0672 • Fax: (203) 656-3191
E-mail: worldcarepet@aol.com
P.O.C: Reece McDonnell
Sponsors: Sterling Corporation, England
Executive Moving Systems, Inc., VA

Worldwide Movers Madagascar
BP 5188, Antananarivo 101
Villa Rivosoa VI, Pres Lot II M 35N
Androhibe, Antananarivo 101, Madagascar
Tel: (261) 20 22 43460 • Fax: (261) 20 22 43460
E-mail: wmmg@bigfoot.com
P.O.C: Guy Shepherd
Sponsors: Paxon Van Lines, Inc., VA
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Additional Copies of <i>The Portal</i> (1-year subscription)	80.00	96.00
Defense Transportation Regulations Part IV (replaces the PPTMR)	40.00	55.00
HHGFAA Freight Forwarders Tariff #4	15.00	
Rate Solicitation I-15 	45.00	60.00
Global Transportation & Related Business Terminology	45.00	75.00
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By Jim Wise
PACE-CAPSTONE



Among the numerous items of interest to HHGFAA are three provisions currently under consideration on Capitol Hill. In both instances, conference committees have been convened to resolve the differences between House and Senate treatments of these issues in their respective pieces of legislation. Below is a summary of the three measures.

Transportation Bill Conference Set to Begin

After months of wrangling, the long-awaited Senate-House conference committee on the reauthorization of TEA-21 is about to begin. On June 3, the House appointed 52 conferees, joining the 21 Senate conferees appointed 2 weeks ago. It is likely that the conferees will first tackle those issues where there are few if any differences in the two versions of the bill and those provisions that relate to policy differences rather than funding. The major issue that has to be resolved concerns funding — a Senate bill that calls for \$318 billion vs. a House bill with \$284 billion in spending vs. a White House program that includes \$256 billion (with a veto threatened if a final measure exceeds that amount). The final funding level will drive the size of the core highway and transit programs, the amount of special projects, and the all-important “donor-donee” battle among the states regarding how much each state gets back in highway funds.

Although the House has appointed over 50 conferees from 10 committees, members of the Transportation and Infrastructure Committee have jurisdiction over the provisions of the bill that include the core highway and transit programs. Similarly, although the 21 senators who are conferees are from five committees, only those from the Environment and Public Works Committee (highways) and the Banking Committee (transit) will work on the basic program.

Conferees representing the House Transportation and Infrastructure Committee are Chairman Don Young (R-AK), Ranking Minority Member James L. Oberstar (D-MN), and Reps. Tom Petri (R-WI), Sherwood Boehlert (R-NN), Howard Coble (R-NC), John J. Duncan (R-TN), John L. Mica (R-FL), Peter Hoekstra (R-MI), Vernon Ehlers (R-MI), Spencer Bachus (R-AL), Steve LaTourette (R-OH), Gary Miller (R-CA), Dennis Rehberg (R-MT), Bob Beauprez (R-CO), Nick Rahall (D-WV), William O. Lipinski (D-IL), Peter A. DeFazio (D-OR), Jerry Costello (D-IL), Eleanor Holmes Norton (D-DC), Jerry Nadler (D-NY), Robert Menendez (D-NJ), Corrine Brown (D-FL), Bob Filner (D-CA), and Eddie Bernice Johnson (D-TX).

Conferees representing the Senate Environment and Public Works Committee are Chairman James Inhofe (R-OK), Ranking Minority Member James Jeffords (I-VT), Senator Kit Bond (R-MO), Senator John Warner (R-VA); Senator George Voinovich (R-OH), Senator Harry Reid (D-NV), Senator Bob Graham (D-FF), Senator Joe Lieberman (D-CT), and Senator Barbara Boxer (D-CA).

House Passes SBA Authorization Temporary Extension Bill

On June 3, the House passed under unanimous consent HR 4478, which would temporarily extend the unauthorized programs of the Small Business Administration (SBA) until July 23, 2004.

HR 4478 is a general, clean, short extension of the programs of the Small Business Administration not covered by an appropriation including the preferred surety bond program, SBA’s private sector co-sponsorship authority, and the Small Disadvantaged Business procurement assistance program. HR 4478 moves the expiration date from its current sunset of June 4 to July 23, 2004, while Congress continues to work on a more comprehensive SBA reauthorization bill. This bipartisan measure had the support of both parties in the Small Business Committee, as well as the Bush Administration. It now awaits action before the Senate.

Regulations on the Movement of Household Goods

A provision that has been adopted by the House in H.R. 3550, (called TEA-21), reauthorizes funding for transportation projects across the country. The legislation is the major piece of transportation funding that Congress will consider over the next few years. The bill provides funding for the improvements and upgrades of all transportation infrastructure needs (rail, road, airports, ferry services, etc.) that have been sponsored by Members of Congress. The sticking point in this legislation concerns the differences in funding levels offered by the White House, the Senate, and the House. The conference committee will try to resolve these funding discrepancies as they begin deliberations over the next few weeks.

Of particular interest to HHGFAA members is a provision that attempts to address the increased number of complaints against interstate movers received by the Federal Motor Carrier Safety Administration (FMCSA), including reports from consumers whose goods were held hostage pending further payment.

The measure authorizes state attorneys general to file civil suits on behalf of their residents to compel a motor carrier to relinquish possession of a household good shipment or to pay civil penalties. It creates a working group of state attorneys general, state consumer protection administrations, and federal and local law enforcement to develop uniform enforcement standards. The bill requires a General Accounting Office (GAO) study of the impact on motor carriers and shippers in the household-goods industry should state attorneys general and consumer protection agencies be empowered to enforce state laws and regulations.

The bill requires the Department of Transportation (DOT) to produce an electronic consumer's guide on its Website. It also mandates the establishment of a database to track consumer complaints. Movers would be required to provide written estimates for consumers. DOT also would be ordered to review regulations about the insurance coverage provided by motor carriers to shippers.

The bill creates civil penalties of not less than \$10,000, and criminal penalties of up to 2 years' imprisonment, for anyone who holds a person's goods hostage once full payment, defined as 110% of the estimate, has been made. It creates a civil penalty of at least \$10,000 for household goods brokers who provide estimates prior to entering into a contract with a household goods mover. Anyone who transports household goods in interstate commerce without the proper authority would be subject to a \$25,000 fine.

The measure requires a household goods broker to provide shippers and potential shippers with information about the motor carriers used by the broker, the broker's DOT identification number, and a statement that they are not motor carriers. Household goods carriers would be required to offer shippers arbitration on matters of loss or damage as well as disputes about charges. The bill raises the threshold for binding arbitration in such matters from \$5,000 to \$10,000.

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
 24-hour Cargo Rule: niti.org/new/24hrrule.pdf
 7M Transport: 7m-transport.com
 A.Alternativa: a-alternativa.com.br
 ABC/Amega Inc.: abc-amega.com
 AE Worldwide: aenationwide.com
 AES Cargo: aescargo.com
 AGS: ags-worldwide-movers.com
 Air Animal: airanimal.com
 Airport Terminal Maps: mapquest.com
 APA Worldwide: apaworldwide.com
 Arrowpak: arrowpak.co.uk
 Asian Tigers: AsianTigersGroup.com
 Brazil Worldmover: brazilmover.com
 Business Etiquette:
 executiveplanet.com/community
 Careline Int'l: careline.ie
 Confianza Moving & Storage:
 confiancamoving.com
 Covan World-Wide: covan.com
 Crystal International: crystalinternational.com
 Customs Service C-TPAT Program:
 customs.ustreas.gov/enforcem/tpat.htm
 DeHaan Removals: dehaan.nl
 DeWitt Trans. Services of Guam: dewittguam.com
 Doree Bonner: doreebonner.co.uk
 EUROPAGES: europages.com
 EUROUSA: the-eurogroup.com
 Executive Insurance Services: execinsurance.net
 Executive Moving Systems: thebestmove.com
 Federal Maritime Commission: fmc.gov
 Flight and Airport Information: www.faa.gov
 FMS Worldwide: fields-movers.com
 Freeline Movers: flm.com.pk
 Freight Analysis Framework:
 ops.fhwa.dot.gov/freight/adfrmwrk/index.htm
 Freight Int'l: freightinternational.com
 Fukuoka Soko Co.: fukuokasoko.com/moving
 Garcia Trucking: garciatrucking.com
 Gateways Int'l: gatewaysinternational.com
 Globalink: globalink.kz
 Global Int'l Moving: globalinternational.com

Global Security Updates:
 airsecurity.com/hotspots/hotspots.asp
 Gosselin Worldwide Moving: gosselin.be
 Green Liner: greenliner.com
 Guardian Services Inc.: moveassist.com
 Homeland Security Department:
 <http://www.dhs.gov/dhspublic/>
 HR2B Relocations: hr2b.com
 IAL Nigeria: ial.com.ng
 Interem: freightsystems.com
 Intermove: Intermove.com
 Internet Hoaxes: hoaxbusters.ciac.org
 Interport: interport.com.sg
 Inters &R: inters-r.com
 Iraq Maps: http://news.bbc.co.uk/nol/shared/spl/hi/middle_east/03/v3_iraq_key_maps/html/military_operations/1.stm
 Jet Lag Cures: stopjetlag.com
 JVK Movers: jvkmovers.com
 La Rosa Del Monte: larosadelmonte.com
 La Vascongada, S.L.: vascongada.com
 Links Relocations: linksasia.com
 Lykes Lines: lykeslines.com
 Magna Int'l Movers: magna.co.za
 Maps: <http://plasma.nationalgeographic.com/mapmachine>
 McGimpsey Removals: mcgimpseys.com
 Metropolitan: metropolitantransports.com.br
 Military Traffic Management Command (MTMC):
 see Surface Deployment & Distribution Command
 Move One: moveone.info
 Mudanzas Trafimar: mudanzastrafimar.com.mx
 National Van Lines: nationalintl.com
 NEER Service: neerservice.com or neerservice.fr
 New Haven Moving Equip.: newhaven-usa.com
 Official Airline Guide: oag.com
 OMB Contract Bundling Report: acqnet.gov
 Orbit M&S: orbit-kazoullis.com
 Orient Pacific Int'l: opimovers.com.tw
 Outaouais Moving: outaouaismoving.com
 P.M. Packers & Movers: packersindia.com
 Pac Global Ins. Brokerage: pacglobalins.com
 PAIMA: paima.com
 People Finder: AnyWho.com
 Phoenix Transport Services: phoenix-transport.de
 Planes Inc. planesmoving.com
 Raffles Movers Int'l: rafmover.com.sg
 Remove Me Now!: removemenow.com
 Rhema Movers: rhemamovers.com.sg
 Santa Fe: santaferelo.com
 SBA Solutions Newsletter: <http://web.sba.gov/list/>
 Schenker Stinnes Logistics: schenker.bg
 SecurePort Conference: secureport2004.com
 SEM Movers: sem-movers.com
 Simpsons Removals & Storage:
 simpsons-uk.com
 SIT Transportes Internacionales: sit-spain.com
 Small Business Administration Advocacy Office:
 sba.gov/adv
 Small Business Guide to Exporting:
 <http://www.sba.gov/OIT/info/Guide-To->

Exporting/index.html
Small Business Survival Committee: *sbsc.org*
Spam filter software: *cloudmark.com*
Sterling Int'l Movers (UK): *sterlingmovers.com*
Surface Deployment & Distribution Command:
sddc.army.mil
TechMate: *TechMateIntl.com*
TG International: *tginternational.com*
The eXternal Revenue Svce. of The Day
Companies: *xrsnet.com*
The Guardian Svcs Group: *guardianservices.com*
Tower Movers: *towermovers.com*
Transmove: *trans-move.com*
Trans Movers Worldwide: *centrin.net.id/tranmove*
Transcontainer: *transcontainer-group.com*
Trans-Link Express: *translink.co.th*
Transpack Packing & Frt. Fwd: *Transpack.com.pk*
Transportation Security Admin: *tsa.dot.gov*
• Emergency hotline: *tsa:hqcac@tsa.gov*
Transworld Int'l Movers Brazil:
transworldmovers.com.br
Travel Health Resources:
• *cdc.gov/travel*
• *tripprep.com*
• *istm.org*
• *sosinternational.com*
Travel Safety: *travelindicators.com*
Tumi Int'l Movers: *tumimovers.com*
UniGroup UTS: *unigroupworldwide.com*
UPM Int'l: *upm.com.pk*
US Department of Defense — Procurement
Report: *acq.osd.mil/sadbu/*
US Department of State:
• Safety tips for travelers:
travel.state.gov/asafetripabroad.html
• Emergency numbers list for Western Europe:
healthcareland.com/sos/embassy_links
US House of Representatives Small Business
Committee: *house.gov/smbiz*
US Visas: *unitedstatesvisa.gov*
Veron Grauer: *veron-grauer.ch*
Visa Waiver Information: *http://travel.state.gov/vwp.html*
Wolti-Furrer: *welti-furrer.ch*
Westbound Transpacific Stabilization Agreement
(W TSA): *wtsacarriers.org*
YP-35: *yp-35.org*
Zuhai: *zuhaishipping.com*

Selected E-mail Addresses

21st Century Relocations:
destination@21stcenturyrelocations.com
or *origin@21stcenturyrelocations.com*
7M Transport: *Integrity@7m-transport.com*
HHGFAA professional staff:
• Terry Head: *terry.head@hhgfaa.org*
• Bel Carrington: *bel.carrington@hhgfaa.org*
• Boris Populoh: *boris.populoh@hhgfaa.org*
• Jean Mathis: *jean.mathis@hhgfaa.org*
A.Alternativa: *transp@a-alternativa.com.br*
AGS: *castro-j@ags-paris.com*
Air Animal: *petmover@airanimal.com*
APA Worldwide: *apawwm@sol.racsa.co.cr*
Arrowpak: *sales@arrowpack.co.uk*

Asian Tigers: *thomas.meyer@asiantigers-vietnam.com* or *info.hanoi@asiantigers-vietnam.com*
Brazil Worldmover: *worldmover@brazilmail.com*
Careline Int'l: *info@careline.ie*
Corstjens WW Movers: *info@corstjens.nl*
Cosmopolitan Transport Mandiri:
cosmotrans@cbn.nct.id
Covan World-Wide: *international@covan.com*
Crystal International:
info@crystalinternational.com
DeHaan Removals: *info@dehaan.nl*
DeWitt Trans. Svc Guam: *ezdewitt@dewitt.com.gu*
Doree Bonner: *moving@dbonner.co.uk*
Eurovan: *info@eurovan.com*
Executive Insurance Services:
info@execinsurance.net
Executive Moving Systems:
salesinfo@thebestmove.com
Fidelity & Marine Ins.: *info@fidelitymarine.com*
Freeline Movers: *flm@isb.paknet.com.pk*
Freight Int'l: *removal@emirates.net.ae*
Froesch: *info.berlin@froesch.de*
Fukuoka Soko Co.: *moving@fukuokasoko.com*
G.E.P.: *gepbox@gep.be*
Gateways Int'l: *gateways@themovers.com*
Gil Stauffer: *international@gil-stauffer.com*
Globalink: *relocation@globalink.kz*
Global International Moving:
andrew.rosemeier@globalinternational.com
Global International Portugal branch:
portugal@globalinternational.com
Gosselin Group: *comm@gosselin.be*
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Links Relocations: *links@linksasia.com*
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Neer Service: *info@neerservice.fr*
New Haven Moving Equipment: *nhmela@aol.com*
Nurminen Prima Oy: *Nurminen.Prima@co.inet.fi*

Orbit: *orphee@beinoglou.gr*
Orient Pacific Int'l: *SOPisc@npc.haplinc.com.cn*
Outaouais Moving: *ray@outaouaismoving.com*
Pac Global Ins: *sfuhrman@pacglobalins.com*
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PAIMA: *paima@sinfo.net*
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Rhema Movers: *general@rhemamovers.com.sg*
Santa Fe Transport: *sales@santafe.com.hk*
S.E.A. Transport: *nevillesaunders@hn.vnn.vn*
SEM Movers: *semmover@indosat.net.id*
Simpsons Removals & Storage:
enquiries@simpsons-uk.com
SIT Transportes Intl: *sit.mad@sit-spain.com*
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TechMate Int'l: *Sales&TechmateIntl.com*
TG International: *webmaster@tginternational.com*
The eXternal Revenue Svce. of The Day
Companies: *tag@daycos.com*
The Guardian: *dvaughn@guardianservices.com*
Tower Movers: *enquiries@towermovers.com*
Transmove: *transmove@btinternet.com*
Trans Movers Worldwide: *nutrans@centrin.net.id*
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transpack@isb.comsats.net.pk
Transworld Int'l Movers Brazil:
transw@transworldmovers.com.br
Tumi International: *tumi@netrox.net*
United Prof. Movers: *Fazla@upm.sdnpk.undp.org*
UPM Int'l: *upm@isb.sdnpk.org*
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Veron Grauer: *moving@veron-grauer.ch*
Welti-Furrer Ltd: *international@welti-furrer.ch*
Willis Corroon Trans. Risk Svces: *iris@willis.com*
YP-35: *lincmove@Blarg.net*
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WORDS TO LIVE BY ...

Experience is not what happens to a man. It is what a man does with what happens to him.

— *Aldous Huxley*

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 March/April Issue March 15, 2005
 May/June Issue May 20, 2005

IMPORTANT NOTICE ABOUT ELECTRONIC ADS

The Portal now accepts computer-generated files, graphics, and ads supplied on PC- or Mac-compatible floppy or Zip disks or CD-ROMs. **DO NOT SEND ADS BY E-MAIL.**

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

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

- Disk with ad (floppy, Zip, or CD-ROM)
- Printout or hard copy proof
- ___ 4-color ___ 2-color ___ black-and-white
- Note format: ___ PC ___ Mac
- Note program used to create the ad
 - ___ Quark: specify version _____
 - ___ PageMaker: specify version _____
 - ___ Corel: specify version _____
 - ___ Illustrator: specify version _____
 - ___ Other (specify): _____

PLEASE NOTE: **We do not accept ads created in Publisher.**



**For further information about Portal display advertising or classified ads,
contact Belvian Carrington at HHGFAA:**
 2320 Mill Road, Suite 102 • Alexandria, VA 22314
 Phone: (703) 684-3780 • Fax: (703) 684-3784 • E-mail: bel.carrington@hhgfaa.org

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Industry Calendar

Sept. 11–14, 2004

NDTA Forum 2004
Milwaukee, WI

Sept. 19–24, 2004

FIATA World Congress
Sun City, South Africa

Sept. 21, 2004

Military/Industry Meeting
Alexandria, VA

Oct. 11–12, 2004

PAIMA Convention
San Diego, CA

Oct. 13, 2004

FIDI Academy Workshop
San Diego, CA

Oct. 13–16, 2004

HHGFAA 42nd Annual Meeting
San Diego, CA

Sept. 10–14, 2005

NDTA Forum 2005
San Diego, CA

Sept. 11–25, 2005

FIATA World Congress
Moscow, Russia

Oct. 22–25, 2005

HHGFAA 43rd Annual Meeting
Washington, DC



Coming Up in the Next Issue of The Portal ...

The July/August issue of *The Portal* will focus on the European Union.

HHGFAA members all around the world will benefit from your experiences and opinions with respect to this developing Union. How will the EU and its expansion — with the addition of 10 new member countries — affect your company and the way you do business?

We welcome your submission, which need not be long or even in article format. Photos relating to the article you send are also welcome. They may be prints or in digital format (preferably high-resolution .JPG).

Send your submission to

Bel Carrington
Household Goods Forwarders Association of America, Inc.
2320 Mill Road, Suite 102
Alexandria, VA 22314

Or e-mail to bel.carrington@hhgfaa.org

NOTE: All articles are subject to editing for clarity, length, and syntax.



THE PORTAL

The Most Widely Read Journal of the
Household Goods Industry