

THE PORTAL

VOLUME XXXV

CONTAINER 2

MARCH/APRIL 2003



1962

1970

1975

1965

1980

**Portal Focus:
Sales and Marketing:
Strategies That Work**

HHGFAA's New Logo



2000

2002-2003
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About our cover: HHGFAA launches a new look reflecting its global reach and focus. For details, turn to page 4. (Cover photo and design by Lisa Populoh)

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PRESIDENT'S MESSAGE



**By Terry R. Head
HHGFAA President**

Great Selling = Building Value = Trust

I'll bet every one of us knows or has worked with someone we consider to be a great salesperson. I personally have worked for and managed, as well as competed against, some of the best and most successful salespeople in the moving and relocation industry.

Ask ten people what characteristics are found in great salespeople and you just might get ten different answers. To me, the elite sales performers in our industry are the ones who focus on helping their customers. Elite performers concentrate on knowing the customers' needs and serving those customers and, by doing so, build value each and every day — value that lasts long after the uninformed, low-price guys have moved on to sell some other service or commodity.

Here is an excellent quote from business philosopher Peter Koestenbaum:

Some people are more talented than others. Some people are more educationally privileged than others. But we all have the capacity to be great. Greatness comes by recognizing that your potential is limited only by how you choose, how you use your freedom, how resolute you are, how persistent you are — in short, by your attitude. And we are all free to choose our attitude.

A great attitude is essential if one wants to excel at anything, including selling. Elite performance in career and life is all about the promotion of personal accountability. It's about keeping the promises and commitments you made to yourself and others. Greatness as a person is mostly about saying what we'll do as people and then doing what we said we would do. One of the best things you can do for *yourself* is to do something for someone else.

Far too many salespeople, and business people in general, concentrate on “closing the order” or “securing the account” toward the end of meeting their quota or of being successful, prosperous, and respected. It's too much about “What's in it for me?” Don't get me wrong — respect is important. My reputation means a lot to me and I'm sure yours does to you as well. But what we should really be concentrating on is being GOOD and TRUSTED. Work toward developing these characteristics and you will build value two different ways. If you show your customers you value them, they will come to value you — and trust you.

Trust is really where it all begins and what it's all about. People do business with people they trust. This point is better made by considering it in reverse: I know I would never do business with anyone I *don't* trust.

Trust or trustworthiness is the defining advantage that any company, executive, salesperson, or individual has to offer. Without trust, your prospects won't buy from you, your employees won't listen to you, and in your personal life, your family and friends will shy away from you.

This issue of *The Portal* turns a spotlight on Sales and Marketing. As you review the magazine try to develop your own thoughts on what makes a great salesperson. Maybe you will be able to adopt some new techniques or simply just start selling with a new fresh attitude. Doing either one will surely benefit you and/or your sales force. ■

A Global Focus: HHGFAA's New Logo

By Boris Populoh, HHGFAA Director of Programs and Services

The 2002 Annual Meeting of the Household Goods Forwarders Association of America, Inc. in sunny Orlando, Florida, was a spectacular event. The gathering celebrated the Association's 40th anniversary and was a time to thank our members for their continued support. The last four decades has seen a continual expansion of global trade and greater movement of goods and people around the world. Just as the past has held many opportunities and challenges for our industry, so does the future.

Worldwide commerce is, and will remain, the lifeblood of global economic growth. Being able to adapt to market conditions and the dramatic rise and fall in demand for service is crucial. Like your company, HHGFAA must be able to move with and address global industry fluctuations. While the Association's 40-year-old logo has stood for industry advocacy and the establishment of strong personal and business relationships, the logo itself has remained static and unchanged. Although the organization's makeup changed and expanded to include members in over 150 countries, the Association's logo did not.

Having been in business for 40 years is a considerable achievement for any organization. By celebrating the past and embracing the future, the Association's members tasked the HHGFAA staff with creating a new graphic representation of its continued vitality and global reach. That assignment — to develop a new logo — presented quite a challenge. Having to consider our entire membership and the vastness of the global community we represent, the process of transforming an idea into a new logo was an intricate and arduous one. For 3 months, the Association reviewed dozens of interpretations and ideas for a new graphic. As we narrowed the focus, a clear favorite began to emerge. At some point, as we toiled over font size and other graphical considerations, a new logo was born — one that embraces traditional industry values while accepting new challenges and opportunities that are sure to face our industry in the years and decades to come.

With the unveiling of the new logo come considerations for its proper authorized use by our members. Presenting a unified global image is important to us and to our membership. Therefore, HHGFAA has drafted the following guidelines for the proper use of the new logo by its members.

Logo use guidelines

- The HHGFAA logo may be used to indicate the user's membership in the Household Goods Forwarders Association of America, Inc., but not to imply the Association's endorsement of the user's services or products.
- The HHGFAA logo may not be altered, combined with other symbols or words, or be used in part, except by dropping the words "Household Goods Forwarders Association of America."
- The logo may not be rotated or skewed and must appear either in the approved Pantone color, 072, or in a black and white format. No other colors are acceptable for use.
- The logo may not be placed in a box, circle or contained in any other shape and must stand alone when used. The height and width of the letter "a" in the HHGFAA logo shall be used to determine the proximity of other images and/or text.
- The HHGFAA logo, the acronym "HHGFAA," and the formal name "Household Goods Forwarders Association of America, Inc." shall be used only in a context in which the mark is likely to be understood by the public to denote membership in the Association.
- Misuse of the HHGFAA logo may result in termination of membership. Evidence of misuse will be referred to the HHGFAA Executive Board for appropriate action on a case-by-case basis.

IMPORTANT NOTE: When using the acronym "HHGFAA," it should always appear in capital letters.

Correct written use: HHGFAA / HHGFAA, INC. / HHGFAA, Inc.

Incorrect written use: H.H.G.F.A.A. / H-H-G-F-A-A / hhgfaa / Hgfaa

The only exception to this requirement is the use of the logo itself, in which the acronym appears in all lowercase letters.



How to obtain the logo

Camera-ready copies of the new logo in a member version and these guidelines for usage are available only to HHGFAA members. Contact the Association at:

2320 Mill Road, Suite 102
Alexandria, VA 22314
Phone: (703) 684-3780
Fax: (703) 684-3784

You may also request the logo in electronic format by sending an e-mail to hhgfaa@aol.com and writing the words "New Logo Request" in the subject line.

HHGFAA may request samples for review of how you plan to use the logo in your materials. ■



The Real Difference Between Sales and Marketing

By David Ehrlich

If you've ever been confused about the difference between sales and marketing, perhaps this analogy will help. If you were to go fishing using a net, you would probably catch some fish. But if you focus on a really good fishing pole, get some top-notch bait, and found a location well known for the type of fish you want, your chance of catching those fish increases greatly.

It's important for marketing and sales to work together if you want excellent results. Marketing can identify and educate prospective customers, but it's the sales role that most effectively nurtures the relationship, closes the sale, and reinforces future buying activity and long-term loyalty.

Marketing can "close the sale," but this becomes more difficult as the value or the complexity of the sale increases. That's where the skills of a professional salesperson can make a big difference.

Following are five areas where the selling function outperforms marketing. Examine what you're selling and think about how your sales function will help you close more business.

- **Professional relationship building.** Salespeople can build a strong personal relationship with prospective buyers through face-to-face or telephone contact. Don't underestimate the power of personal relationships, because it's how significant business gets done. People buy from people they like or respect.
- **Outward focus.** Most marketing efforts start with an internal focus and never fully take the perspective of the customer. Selling encourages a better understanding of the customer. You listen to their pain, learn about their needs, and really get to know them as individuals with families, hobbies, and perhaps a need for what you're trying to sell.
- **Positive reinforcement.** Salespeople can work with a prospect to remove roadblocks to the sale and reassure customers they're making the right decision. This personalized attention continues throughout the sale and beyond. People buy for emotional reasons (that is, they use their heart) and often use their head to justify their purchase.
- **Real-time feedback.** A salesperson responds in real time as prospects ask questions and discuss their needs. This feedback is not based on an outdated focus group or some other one-size-fits-all needs assessment.
- **Individual messaging.** By truly understanding each prospect, a salesperson can tailor a message and offer that speak directly to the customer. ■

A
PORTAL
Special Focus

David Ehrlich is president of Track Marketing Group. Website: www.trackmktg.com/sales.

SALES AND MARKETING INFOBYTES

Super-Size Your Sales

You've secured another sale. Your customer is happy, which in turn makes you happy. So why stop there? There's no better time for add-on selling than when your customers are already in the buying mood.

Like the fast-food cashier who asks "Do you want fries with that?" or "Would you like that super-sized?", nearly every business has add-on or "up-sell" options of some type. What type of add-ons or up-selling does your line of business specialize in?

The beauty of up-selling and add-on sales is that they are "sales after the sale." It shouldn't hurt to ask your customer (who is already interested in what you have to offer) if they would be interested in even more services and options.

The key to super-sizing your sales is to make a specific suggestion of what you believe your customer would truly be interested in. Don't say, "Would you like anything else?" Instead, try these suggestions:

- **Recommend.** "You might also be interested in..."
- **Suggest.** "You may also want to add..."
- **Consult.** "I have personal experience with this, and I urge you to ..."
- **Question.** "Have you thought about ...?"
- **Power phrases.** "My experience has shown me..." "The best value is..." "The most profitable way is..."
- **Offer a deal.** "If you buy another, I will discount..."
- **Comfort them.** "Most people prefer..."
- **Ask.** "Would you like...?" ■

Tips for Using Testimonials

One of your most powerful marketing tools is a testimonial from a satisfied customer. But to use a testimonial to your best advantage, remember:

- **Get it in writing.** Get clients to write their own testimonial. Their words will sound more genuine than anything you create for them.
- **Ask before using.** If you get an unsolicited testimonial, ask the writer's permission before using it to promote your company. Most people will gladly let you do so, but they appreciate being asked just the same. This also gives you a chance to thank the person for his/her kind words.
- **Always include the person's name, title, and company.** Otherwise, people will think you're just making it up.
- **Get specific.** When reading testimonials, people want to hear about hard facts, numbers, and results. Try to get these kinds of details from your clients.

Smart Selling

You can't be sure clients really open the direct-mail letters and brochures you send. However, with postcards, they have no choice—they can't miss your message.

—SOURCE: www.businessweek.com/smallbiz

Use Goals to Empower Your Staff

Results depend on people, so it makes sense that people set, buy into, and drive the goal-setting process. Here are some tips on setting goals:

- Set goals and standards individually for each employee. Help them create their own goals. A goal should be thought of as an agreement between a manager and an employee.
- Get to know employees' abilities. People will respect you if you bring out their own sense of worth.
- Watch employees to see what inspires them and encourage them to do more of this.
- Try to see things from the eyes of the employees. A realistic goal to you may not seem realistic to them.
- Think of the manager's job as supporting employees in reaching their goals. Managers are a resource for employees
- Look for ways to help bring out the best in others. Ask: "How can I help you be more productive?"
- Be open-minded and flexible to new ideas, suggestions, work habits, and behavior.

— Jody Urquhart, www.leadingtoday.org

Complaints Can Create Loyalty

Customers who have never had a problem with your company are usually not as loyal as customers who have had a problem that was happily resolved. Here are some tips for handling customer complaints:

- **Identify the problem.** Offer your undivided attention and listen.
- **Establish rapport.** Immediately say that you are sorry, and avoid casting blame. Then gather all details in order to rectify the solution.
- **Cement the relationship.** Clearly define what you have done or what you will do to be sure this issue is resolved.
- **Use your judgment.** In truth, the customer is not always right. When customers want more than they pay for, complain just for the sake of attention, and abuse your colleagues, you have every right to stand your ground.

Incentive Programs DO Boost Sales

Plans targeted toward salespeople increase performance by an average of 27%. Those targeting teams boost sales by 45%. Of the salespeople surveyed by the Site Foundation, 92% said incentive plans helped them reach their goals. Examples: Tangible rewards, such as travel, brand-name merchandise, gift certificates, and bonuses. Many firms do not use the programs because of the cost.

Business Benefit of Pro Bono Work

If you or your business contributes time or services to charity, it can improve your firm's image and bring in new customers. But make sure the community knows — when you sponsor a charitable event, your company's name should appear on all literature and signs.

Tools of the Trade: Colorful Visual Aids Add Pizzazz to Presentations

Visual aids are an important part of any presentation. They keep people interested, reinforce the message being delivered, and help the audience retain more information.

- **Overhead transparencies** are an excellent example. Bright, colorful, well-designed transparencies grab an audience's attention and help retain it. They can also reinforce the most important points being raised and provide an outline of what the speaker is talking about. However, overdone or poorly produced transparencies can have exactly the opposite effect.
- **Graphs and charts** work much the same way. It's vital that they enhance your presentation, and that they look professional, rather than "do-it-yourself." For maximum impact and added durability, have them mounted on foam.
- **Handouts** are yet another effective visual aid. Bound materials provide something the audience can use to follow along and then take with them for future reference. When creating handouts, leave ample room for note-taking, and choose a binding method that will hold together while still allowing for easy page turns.

Whatever visual aids you use, make sure they are easy to understand, relevant, and sharp. Don't try to cram too much information on a small space. For excellent results, seek the help of a professional designer and printer.

Four Tips to Boost Sales

Here are four "sales savvy" points worth remembering:

- **When selling, view the world through the eyes of your clients or prospects.** Your primary goal should be to meet their needs. When you take this approach, you'll be much more likely to realize success.
- **Become intimately familiar with your customer's business.** Sales is 90 percent preparation and 10 percent negotiation. If you know the customer's business, you'll be much more effective at suggesting sales-based solutions and at countering objections.
- **Aim to make every prospect your ally.** This may seem obvious, but salespeople often create poor relationships with patronizing language or irritable responses to customer resistance. Instead, a sales rep should approach his or her prospect with an attitude that says, "I'm here to do everything I can to help you and make your business even better."
- **Concentrate on creating value.** It's easy to assume that a prospect's number one concern will be price, but sometimes factors such as delivery time, service or product reliability, proven quality, and attentive service carry more weight.

Attract Media Attention with Business Awards

Raise your profile with business awards. Inquire about awards and nominations through your local chamber of commerce and trade groups. Get applications for awards and complete them carefully. Profile your business; describe major challenges you have faced and overcome; and explain your solutions. Submit entries well before the deadline. When you win — and even when you are just nominated — write press releases about the awards and send them to local media.

Quotable

"A successful person is one who can lay a firm foundation with the bricks that others throw at him or her."

— David Brinkley

A Better Way to Negotiate

Imagine yourself negotiating for someone else. Ask for what you would try to get for that person. Many people find it easier to think about what would be fair for someone else than to think about what they themselves ought to get, say human resources consultants Lee and Jessica Miller.

How to Keep Your Sales on Track

Many successful salespeople think of selling as a way to help others. Once you adopt this attitude, sales success will be yours as well. Here are some tips for successful selling:

- **Sell yourself first.** Customers need to trust and like you.
- **Define a unique selling point.** Think of things that your company offers that the competition does not. Think from a customer's viewpoint.
- **Create winning answers** to various objections you hear over and over, such as: price, not interested, etc.
- **Alter selling strategies to fit your personality.** Be yourself!
- **Think about your attitude.** Try reading an uplifting quote.
- **Join a speaking group,** such as Toastmasters. This can help improve your presentation skills.
- **Consider yourself a student.** Combine study with practice.
- **View large goals in terms of small accomplishments.** Work toward large goals a little bit each day. You'll be surprised how much you will wind up with at the end of the year!

10 Tips for Effective Sales Letters

1. **Start with a plan.** Decide what you want to say and how you want to say it.
2. **Give it a headline.** This is a great way to pique readers' interest and compel them to continue. But be careful to use the RIGHT headline.
3. **Open strong.** Draw the reader in with a strong opening paragraph. Offer a quote. Tell a story. But keep it brief.
4. **Get to the point.** Don't make people read too far into the letter before you tell them what you want them to hear.
5. **Use short, active sentences.** They provide more punch with fewer words.
6. **Keep it conversational.** Write TO your readers, not AT them.
7. **Don't oversell, exaggerate, or embellish the truth.** Too many flowery phrases or over-the-top adjectives could hurt your credibility.
8. **Sell benefits, not features.** Readers don't care what your product does; they care about what it can do for them.
9. **Edit your work.** Most people will scan a sales letter, rather than reading every word. So keep it short and to the point.
10. **Print it out and proofread it on paper.** You'll catch far more mistakes than you would trying to proofread it onscreen.

Quotable

"Leaders are like eagles. They don't flock.
You find them one at a time."

— *Vince Lombardi*

Making a Great Impression

First impressions are often the most important, especially in the world of sales. Here are several ways to make sure your first impression is a winner:

- **Be on time.** Being late can show a lack of respect toward the person you are meeting. If a delay is unavoidable, be sure to give notice before your appointment.
- **Treat all contacts with respect.** If you plan to build a relationship with your prospect, it's important to make friends with everyone you meet along the way, especially secretaries and other people who deal with you directly.
- **Do your research.** Prepare yourself by gathering background information about the company you plan to visit.
- **Get organized.** Remember to bring important brochures, business cards, samples, etc., and make sure they are organized and easy to locate.
- **Talk less and listen more.** Ask questions, but allow the other person to fully respond.
- **Be slow to offer recommendations.** Make sure you fully understand a situation before offering solutions.
- **Use appropriate language.** Avoid slang and words such as “yeah” and “nope.”
- **Attitude is everything.** Wear a smile to show the people you are greeting that you are happy to meet them. Show your confidence by sitting straight, listening closely, and giving positive reactions.
- **Dress for success** [see box below]. A well-groomed appearance is critical in first impressions. Moreover, the nicer you look, the better you will feel about yourself. ■

Are Your Employees Dressed for Success?

By Patricia Dorch

Many companies adopt “casual” days to encourage a sense of teamwork and a more comfortable atmosphere at the office. However, some companies are seeing lower productivity on business casual days — even unprofessional behavior and lapses in business etiquette.

Even on “casual” days, employees must project a businesslike attitude in their visual presence. They must communicate credibility, authority, and respect. If you want to ensure appropriate business-casual attire in your company, here are a few basic guidelines:

- Jeans, athletic shoes, and sandals are never acceptable.
- Tights, leggings, or workout clothes should not be allowed.
- Shorts (and divided skirts for women) are not appropriate.
- Skirt hemlines should be no higher than 3 inches above the knee.
- No low-cut necklines.
- Undershirts should never show.
- Slacks should be made from tightly woven fabric that doesn't wrinkle.

In developing your dress code at the office, be careful not to discriminate. Put in writing any exceptions you will make for religious or ethnic attire.

Remember: The impression your staff conveys to internal and external customers is vital to meeting business expectations and contributing to employees' air of professionalism. ■

Patricia Dorch is an image consultant based in Virginia. E-mail: execudress@aol.com

To Defuse an Angry Confrontation ...

- Acknowledge or agree with at least part of the complaint (“I can understand why that bothers you”).
- Take a break if the anger gets too intense to permit a constructive discussion.
- Don’t accuse with the word “you” — instead, use “I” to explain your feelings and reactions.
- Encourage him to give details about his complaint (“Can you tell me more?”).

— Joan Detz, author of *“It’s Not What You Say, It’s How You Say It”*

Questions that Can Help You Get the Sale

Successful people have the ability to ask questions in an easy, conversational style that lets prospects know they’re being listened to. Questions can benefit salespeople in three different ways:

- Questions to give you information. By asking background questions, you can get information and insights about your customers and their companies. Such questions include: What are your goals for the next year? What are your goals for the next 5 years? What are some of the challenges you are facing? How is your company different from the competition? What types of things can I do to help your company?
- Questions to help you qualify. These are designed to help you determine whether your product or service is right for your prospects. They can help you understand how each prospect is unique, and also help you determine which benefits of your products or services will appeal most to that individual person.
- Questions to get prospects talking. Ask open-ended questions, such as:
 - Can you give an example of ...?
 - Could you describe ...?
 - Could you expand on ...?
 - Would you tell me more about ...?

To Get Past a Gatekeeper

To get past a gatekeeper, such as a secretary, assistant, or receptionist, to the decisionmaker:

- Treat him/her well.
- Use his first name.
- Ask for his help.
- Send him his own set of promotional materials when you send a set to the boss.
- Think how you would like to be treated if the roles were reversed.

How to Meet Resistance Head-On

Say you dream up an innovative product or advertising strategy. Or you have devised a better system for paying bills at home. But when you present the idea to your colleagues, boss, spouse — whomever — you are met with resistance.

Here's how to head off opposition, before it gathers steam, by addressing the three types of resistance.

“I don't get it.”

The individual or group simply doesn't understand your idea. Perhaps you used the wrong language. Jargon may work in your department, but to those down the hall, it may sound like you come from another country.

Or your audience lacks the background to understand the concept. When my accountant reviews my retirement plan, my mind wanders. It isn't because I'm not interested. I just don't have the financial background he has.

Signs of resistance: The listener looks confused. He/she has a furrowed brow or vacant stare. He doesn't ask questions or asks questions that are simplistic or have little to do with what you said.

Remedy: Figure out the best way to explain the idea so anyone can grasp it. Put yourself in your listeners' shoes. Think about the background they have and the information they need to understand. Periodically ask if anything needs clarification.

“I don't like it.”

This response usually arises out of fear — of change, loss of status, loss of control or that the idea is going to make life more difficult. Instead of listening to you, your audience is listening to the internal message, How am I going to stop this?

Signs of resistance: The listener grows quiet... fidgets... looks worried... argues... finds holes in your idea.

Remedy: Avoid knee-jerk reactions, such as...

- Repeating — explaining the sticking point over and over again.
- Deal making — “Lunch is on me if we can move on this.”
- Sidestepping — “Once we implement this, he will come around.”
- Attacking — getting angry or belittling the questioner.

Instead, really listen. That means listening with a willingness to be influenced, not just to offer a rebuttal. Ask questions and leave time for the other person to respond.

Ask, “Is there some part of this that needs more thought?”... “How does this look to you?”... “If you were going to propose this, how would you present it?”... “What are your concerns?”

“I don't trust you.”

The listener is thinking, I'm not confident that you can pull off this idea. Or he doesn't trust you because of what you represent — union or management... a different generation... an outside consultant.

Signs of resistance: The listener shoots down your suggestions but seems to listen when ideas come from someone else... ignores your calls, E-mails and memos... responds sarcastically... harps on previous failures.

Remedy: Demonstrate that you are not what he thinks you are. If the listener thinks you are unreliable, show him that you honor commitments, deadlines and promises. If he thinks you don't have the skill or knowledge to complete a task, prove otherwise.

Example: Your wife doesn't want you to fix the leaky kitchen faucet because the last time you worked on a plumbing project, you flooded the bathroom. Show her exactly what you plan to do, how you plan to do it and the tools you plan to use. Explain your backup plan if Plan A doesn't work.

— *SOURCE:* Bottom Line Personal interview with Rick Maurer, an organizational consultant based in Arlington, Va., and author of *Why Don't You Want What I Want? How to Win Support for Your Ideas Without Hard Sell, Manipulation or Power Plays.*

Quotable

“If you can't explain it to a six-year-old, you don't understand it yourself.”

— Albert Einstein

7 Steps to Boost Business in Bad Times

By Paul Lemberg, Stratamax Research Institute

Slower sales don't mean you have to slow down your business or settle for diminished returns. An economic downturn is a wake-up call for you to look for new opportunities. Here are seven things you can do to get ahead in slow times:

- **Reshape your vision.** Now is the time to refine your original business vision and start projects so dynamic that you'll be eager to get to work each morning.
- **Analyze new market conditions.** Which parts of the market are most profitable? How big are they, and who is there already? Interview some of your clients to discover any new and pressing needs. Then incorporate those solutions into your service.
- **Be more efficient.** Tighten standards in your existing business. Redirect your time and energy to growth projects.
- **Set new goals.** What do you want from the business? Find a niche where you can increase your profit margin, and do it with less overhead and a smaller staff.
- **Set action goals.** What will you do each week to achieve results? *Examples:* 15 cold calls to prospective clients; a mailing to past customers; handing out 25 business cards; sending 200 copies of a press release, and making five follow-up calls a day to recipients.
- **Create a measurement system.** This will allow you to see if you are meeting your action goals. You might use a graph or chart to show whether you are above or below your target and help you make continuous adjustments.
- **Review.** After 6 months or a year of following your plan, step back and take a fresh look. Is it working? Are you having fun? You may want to focus on the part of your business that you enjoy and taper off other parts. Find the balance that will produce the income you want with the effort you want to invest. ■

Paul Lemberg is the author of *Faster Than the Speed of Change*. Website: www.stratamax.com

Selling Mistakes to Avoid

Salespeople can make plenty of mistakes, such as calling the customer by the wrong name, or arriving for appointments at the wrong time. But some mistakes are more serious than others. Here are some of the biggest mistakes a salesperson can make:

- **Relying on price as a benefit.** Companies can rarely depend on supplying the lowest-priced option, since many competitors will undercut your prices even if they have to take a loss. In the end, most customers prefer compelling benefits to a lower-priced competitor.
- **Solving a nonexistent problem.** In order to motivate customers to buy from you, your benefits must be relevant to a genuine need, such as a solution to a real concern or frustration, instead of solving problems that don't exist.
- **Assuming your customers understand your products or services.** Marketing materials should answer your customers' questions and be easy to understand.
- **Oversimplifying your offers.** While it's important to offer a clear message, a message that is TOO simple can easily make you indistinguishable from the competition. It is better to clearly state your offers than to not say much about them.
- **Being too humble.** Many salespeople feel uncomfortable "tooting their own horn," but in today's competitive world, they are often left with little choice. It's OK to let customers know what a great job you've done in the past, especially if you follow up by showing them what additional great work you can do for them now and in the future.
- **Giving in to peer pressure.** *Remember:* What appeals to customers are the things that set you apart and make you unique. It's not necessarily a bad idea to go along with new business trends, but make sure you're doing them for solid business reasons. ■

Inactive Customers: Take Time to Ask Why

It's not the most enjoyable or exciting activity for business people — tracking down and interviewing inactive customers. But it's a task you simply can't afford to ignore.

Every company loses customers or clients. Sometimes they move away. Or their financial circumstances or needs change. Sometimes they leave because they did not feel their business was appreciated. Or your firm could have made a mistake on an order or was late on a delivery. Occasionally, a competitor grabs the upper hand. Whatever the reason, you shouldn't have to wonder or guess. Be direct. Ask inactive customers why they're no longer doing business with you. Then, ask them what it will take to win them back.

Some companies use phone polls, while others rely on mailed pieces. The former method tends to be more effective because telephone connections elicit an immediate response. Also, written questionnaires can seem like work to recipients. If you do telephone former customers, be sure to make the call quick and to the point. Tell them at the start who you are and why you're calling. Assure them that you'll need no more than 5 minutes of their time. And if they say they're not available to talk "right now," try to arrange a more convenient time for your brief phone poll.

Above all, be courteous, listen carefully, take notes, and avoid being defensive when you hear critical remarks. The most valuable "commodity" inactive customers can offer you is the truth.

— SOURCE: *Business to Business Update*, PIP Printing

Lessons from Harry Potter

Staying ahead of the competition doesn't require eye of newt or a doctorate in the dark arts. Instead, it takes a strategic approach and careful look at your industry and rivals, according to consultant David Magnani. "For every company the warning signs are different," he says. You must stay alert and act quickly but use good sense. His tips:

- As Harry Potter would agree, survival depends on knowing who your enemies are. Analyze your company and identify vulnerabilities and threats. Stay aware of new competitors, recent acquisitions and alliances, regulatory changes, and patent applications.
- Remember that not everyone is a potential enemy. If you make copper widgets and suddenly clients want iron ones, you might ally with another company and expand your line to include both products, thus grabbing market share.
- Pick the things you're good at and aim high. Focus on building yourself up to a world-class level in a few areas.
- Don't rely on old tricks. Instead of copying the competition or always trying to catch up, chart your own course. Have people fall in love with your product rather than choose you just because you're the least of the evils in your industry.

And what if you've lost your lead? You don't need Harry Potter's powers of intuition to know you're falling behind. Sure signs you're sinking:

- You find yourself making excuses for why you're company's losing market share. When denial replaces facts, you have a real problem.
- If your clients start disappearing into thin air, that's a bad sign. If you start losing a lot of deals, it's time to reexamine your strategy. Does your competitor have a new, better product at a lower price point? If so, beware.

9 Tips for Sales Prospecting

Many powerful salespeople become successful sellers simply because they are able and willing to do frequent sales prospecting. Here are some tips to make every prospective sales call a success:

- **Dedicate a block of time each day.** As with many things, the more you put off sales prospecting for a “better time,” the more you will find that the time is never exactly right.
- **Be prepared.** Before you start calling, be sure to have your list of contact names and numbers handy, so you can continue from one to the next.
- **Be short and sweet.** The object of prospecting is to get them interested. Keep your calls brief, and show respect for busy prospects.
- **Make as many calls as possible.** Be sure to call only the best prospects in your market, but contact as many of them as you can.
- **Avoid interruptions.** The more you practice, the better you will become. Take full advantage of your prospecting time by “getting on a roll.” You’ll be amazed how your prospecting technique improves call after call.
- **Vary your calling times.** If you find that you cannot get through to particular prospects during your call time, find a better time to contact them — and set aside this time to make those calls.
- **Track your calls.** Get organized by logging each call you make. Track when you made the call, the name of the person you spoke with, and the outcome of each conversation.
- **Work toward your goals.** If your goal is to make a good impression of yourself and your company over the phone, your script and attitude should relay this enthusiasm.
- **Be persistent.** Many salespeople quit trying after their first attempt, failing to realize that persistence is the key to closing most sales.

To-Do List: Update Your Business

Are you using marketing materials that are out of date? When was the last time you updated your Website? Does your company brochure still list your old address or include the names of people who no longer work for you? Updating your marketing has several benefits, and is probably more important than you think. And while it may cost you a little money and time to do it, not updating on a regular basis will certainly cost you business, which is far more expensive.

- **Update your marketing strategy.** This year will be different from last year — the economy, technology, and your customers all will change. To keep up with these changes, you may need new strategies. Should you add new staff or new equipment that will allow you to go after a new customer or a new market? Look at what worked last year and what didn’t. List the changes you went through last year and how they affect your marketing. Use your experience to predict the future.
- **Update your brochure — and then send it out.** Think about the customer who hasn’t called in a while. Will your former satisfied customers need your services, dig out your brochure, and call a number that has been disconnected? Creating a new brochure gives you the excuse to send one to that old customer, to reestablish contact, to remind him who you are, what you do, and how you can help. If you don’t, that customer is apt to call someone else — who just sent a new brochure.
- **Update your Website.** Websites are by far the easiest marketing tool to keep up to date. Every day, more people connect to the Internet, both at home and at work. Your Website doesn’t have to be spectacular, but it does need to be current. If the last press release you’ve posted on your site is 6 months old, that tells visitors you’ve accomplished nothing in the last 6 months. It’s better to have no Website at all than to have one that gives your customers old or inaccurate information.
- **Update your image.** Even businesses get old. Like people, over time, your company’s image will get a few wrinkles, sags, and age spots. Even a little updating can improve your image. Revise your logo to make it a little more professional. Redesign your stationery and choose some new paper to print it on. Try adding a photo to your business cards or printing them in color. You’ll be amazed at how energized your employees will get and the positive response your clients will give when you make the effort to update your image.

— From an article in *The Business Informant* by Chad Rueffert, president of Braintree Marketing.
www.braintreemarketing.com.

Extra Effort Can Spell P-R-O-D-U-C-T-I-V-E

- **P**rioritize. Make a list of your day's top goals, starting with the most important.
- **R**elax. Learn to step back from life's daily aggravations and put things into perspective.
- **O**pen up to new ideas. Learn non-traditional ways of accomplishing your goals.
- **D**elegate. If you have help available, be sure to use it.
- **U**ninterrupted time. Set aside quality time to accomplish important projects.
- **C**riticize less. Worry about your own work instead of criticizing the work of others (unless that is your job).
- **T**ry not to procrastinate. If you have something important to do, get it over with!
- **I**dentify time wasters, and do your best to avoid them.
- **V**ary your daily tasks to provide a balance in routine
- **E**nthusiasm. Try to recapture lost enthusiasm. One great way to do this is by offering encouragement to others as well.

Networking for Success

Networking should be a gradual process of building mutually beneficial relationships — not just the act of exchanging business cards at social events. To build a strong, beneficial network, companies should concentrate on the following areas:

- **Clients.** Loyal clients provide repeat business, valuable feedback, and important referrals.
- **Suppliers.** Your company will benefit all around if your company's suppliers feel like an important part of your team.
- **Community.** Active networking within your community not only raises awareness about your company — it can also become a gold mine for referrals.
- **Competition.** Whenever possible, it is wise to make competing companies your ally, not your enemy. If the competition trusts your business, they will often refer overflow customers to you, as well as appropriate business for your expertise that they don't handle.

Customer Service Questions to Consider

- Does your company focus on winning new customers rather than helping existing customers?
- What type of special training do customer service employees receive to ensure they take good care of the customer?
- Do customer service employees receive special rewards if they take good care of the customer? If so, what types of rewards?
- Can your management team understand situations from the point of view of your company's customers or prospect base?
- Does your management team walk around the office actively looking for staff who offer excellent service to customers and reward them when they see it?
- What efforts does your company make to measure service quality?
- Are the right things measured, and are they measured regularly?
- What effort is made to measure service quality as perceived by the customer?

— *SOURCE: Heritage Printing & Graphics Business Forum*



Coming Up in *The Portal*: A Special Focus on The Impact of War: What Industry Has Learned

The May/June 2003 issue of *The Portal* will examine the effects of wars and conflicts — particularly the current engagement in Iraq — on HHGFAA member companies. If your company is a HHGFAA member in good standing, we welcome your contribution to this Special Focus issue. Specifically, we'd like to know:

- How has the war in Iraq affected your company's day-to-day operations? What are you doing differently to ensure the smooth operation of your business during the war?
- What "lessons learned" — both successes and failures — can you share with *Portal* readers?
- Are there strategies and lessons you have learned from previous wars that you have applied to minimize the effect of the current Iraq conflict on your business?
- What concerns have your customers expressed with respect to the safe transportation of their shipments? What steps do you take to reassure them and give them confidence that their shipments will arrive safely?
- What logistical problems have you had to address? (For example: Closure of ports or roads, added security, etc.)
- What advice can you offer other companies who find themselves in the midst of conflict?
- What specific experiences can you share that are related to the Iraq war?

You are invited to provide an article describing your views and experiences. Photos that are relevant to the *Portal* Focus topic are welcome. (Slides, negatives, prints, or e-mails can be used. Please don't e-mail logos, which will not be used. Do **NOT** send photos in a text file such as Word or WordPerfect, as they cannot be used; electronic text and digital photos **must** be sent separately.) Please include contact information for someone we can call or e-mail in the event there are questions or clarification is needed.

All submissions are subject to editing for length and syntax. If you have been advertising in *The Portal*, we will make every effort to place your ad near your article. **The deadline for all articles and ads to appear in the May/June 2003 issue is May 15.** We cannot retrieve company information from your Website. You may send text in Word, PLAIN TEXT, or ASCII format via e-mail to:

bcarri7850@aol.com or **joycemcd@erols.com**

We will accept photographs on disk or via e-mail so long as they are in a format compatible with use in PageMaker for Macintosh (e.g., .jpg format). Please send prints, slides, or negatives to:

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IMPORTANT NOTE: 2003–04 HHGFAA Membership Directory

With the January/February issue of *The Portal*, you received a separate page requesting updated information for your company to be included with the 2003–2004 edition of the HHGFAA Membership Directory, which will be published early this summer.

You are urged to take a moment now to examine carefully the information that appeared in last year's directory and send any changes or corrections to HHGFAA *now*.

You will need to complete the form that was provided and note any changes to ensure that your fellow HHGFAA members are able to contact you easily.

If you have changes to report but you have misplaced the form, contact HHGFAA today and request another. Call (703) 684-3780 or e-mail hhgfaa@aol.com.

Get the Biggest Bang For Your Buck — Advertise in the HHGFAA 2003–2004 Membership Directory!

HHGFAA has nearly 1,800 members in 164 countries around the world. There's no better way to reach every single one of them than an advertisement in HHGFAA's 2003–2004 Annual Membership Directory. Your colleagues and trading partners regularly consult the Directory, which is a premier resource for those seeking quality companies to provide industry-related services and goods.

Advertising opportunities in the Directory are limited, so contact HHGFAA today to reserve your ad space. Contact Bel Carrington today at

Phone: (703) 684-3780

Fax: (703) 684-3784

E-mail: bcarri7850@aol.com



Young Professionals

"Leadership Through Innovation"

YP-35 AND HHGFAA Proudly Present The First Annual Alan F. Wohlstetter Scholarship

Up to five awards of \$2,000 each are available for students in our industry!

1. **Eligibility:** Applicant must be a member of the HHGFAA in good standing, a dependent of a member of the HHGFAA in good standing or an employee of a member of the HHGFAA in good standing.
2. **Requirements:**
 - a. At the time of filing his/her application the student must have completed 45 semester hours of study at a regionally accredited college or university and/or worked in the transportation industry for 1 year prior to filing.
 - b. The accredited college/university the applicant plans to attend must offer a minimum of 15 semester hours in transportation, physical distribution, and logistics or some combination of these programs.
 - c. The applicant must indicate on his/her application the transportation/physical distribution, logistics or information technology courses he/she plans to incorporate into his/her degree program. These courses must comprise at least 15 semester hours of the student's required hours for degree completion.
3. **Application Procedure:**
 - a. Blank application forms are available at www.YP-35.org.
 - b. Applications must be submitted online at www.YP-35.org no later than June 1, 2003. The award will be effective for the 2003 Fall term.
 - c. The YP-35 Scholarship Committee will select recipients based upon the merit of each applicant.

TRANSPORTATION INSURANCE ISSUES DURING WAR TIME

Several customers have recently wondered about "war" insurance and how to purchase it. Most ocean and marine insurance policies exclude damage due to war, strikes, riot or civil commotion. Some of the YP-35 members in the insurance industry offer these guidelines:

"War Risk provides coverage while a shipment is at sea only. An additional coverage option is "strikes, riots and civil commotion" which provides coverage while the goods are on land. So, when a shipper purchases 'war risk' to be included in their transit insurance policy, they are covered while those goods are at sea only. They have to have the added clause of 'strikes, riots and civil commotion' in order to be covered while the goods are in transit on land."

—Phaedra Nevitt /TG International Insurance Brokerage, Inc.

"High-risk areas are H/C which is 'Held Covered' and allows for the Underwriters to quote (or not quote) a price for coverage at their discretion. While the purpose of insurance is to indemnify the shippers in the event of unexpected loss, obviously most Underwriters are not going to offer coverage for shipments to any of the high-risk areas. The list of restricted areas comes from the War Risks Rating Committee at Lloyd's of London and is for both Air & Marine shipments; Republic of Chechnya; Iraq; Ivory Coast; Sierra Leone; Sri Lanka; Republic of Yemen." Also listed are East Timor, Saudi Arabia, Jordan, Lebanon, Israel, Turkey, Egypt, and Cyprus.

—Nicole Fisk/ Executive Insurance Services

Membership Only US\$100.00
Apply on Website: WWW.YP-35.ORG

TECHNOTES

Deleted Computer Files Can Be Recovered

When you delete files in Windows, they enter a recycle bin. Emptying the recycle bin by double-clicking on it and choosing the command “Empty Recycle Bin” will remove the file from the hard drive’s directory. But a file erased this way may still be recovered with an unerase tool, such as Norton Disk Doctor.

To get rid of a file permanently, you must remove all data the file contained. On a PC: After emptying your recycle bin, from the Windows 2000 “Start” button, choose “Programs,” “Accessories,” “System Tools,” “Disk Defragmenter.” It may take anywhere from one hour to a half day to run, depending on the processing speed of your machine. Not only will the file’s data be permanently erased, your computer may also run a bit faster.

On a Mac: Use the “Help” feature with Norton Utilities.

It’s smart to do this about once a month.

IRS Reports Record Use of Web Site

Taxpayers have made **www.IRS.gov** the Internet’s most visited resource for tax forms, refund information, and free electronic filing, with more than 1.4 billion hits and more than 195 million forms and publications downloaded so far this filing season. The IRS Website sits at No. 2 on the Lycos 50 list and sits at No. 8 on the Yahoo! Buzz Index.

Better Client Prospecting By Voice Mail

Call in the evening with a powerful message to get the prospect’s attention. Do careful research before calling so your message can mention a specific problem the prospect is having that your company can solve. Demonstrate your knowledge of the problem, and offer a brief description of your proposed solution. Then say you will call with details. If your voice-mail message is effective, you may be put through when you call again.

— SOURCE: *Bottom Line Personal*

E-notes

Check out www.itools.com. It’s an all-in-one Website to find people, dictionaries, newspapers, discussion groups, biographies, maps, area codes, quotations, translations.

Another useful website is one that addresses communication skills: www.managementhelp.org/commskls_face.htm



According to *Bottom Line Personal*, 7.5% of mobile phone text messages sent between carriers are lost. These short messages move instantly from phone to phone at a cost of about 10 cents to send and nothing or a few cents to receive. Text-message use is growing — nearly 1 billion messages were sent in the United States during June 2002, the latest data available. Some 98% of text messages were sent within the AT&T Wireless network and 95.5% of those sent to users on other networks were transmitted successfully. *Bottom line*: Don’t rely on text messaging for important communications.



Answer customers’ e-mail quickly. Customers using e-mail expect a prompt response, usually within the same business day. Use the “Reply” key in your e-mail program so the customer’s note is part of your response. Avoid

slang and anything that could be considered insulting, such as writing in all capital letters (this is the visual equivalent of screaming). Don't send attachments; not everyone can open them, and some users are afraid to do so because of possible viruses. Instead, paste the contents of the attachment directly into the body of the e-mail. Treat e-mail as you would paper documents — assume it will be kept somewhere indefinitely.



A new data network will allow instant back-and-forth correspondence between people, whether they're using a desktop PC, a cell phone, or other mobile device. By 2005, you'll be able to find colleagues and others anywhere, anytime. Among other things, the network will hook up people for quick meetings to view data and other written material, something that can't be done with cell phones.



Two cheap and safe ways to access your office PC while traveling:

- GoToMyPC lets you tap files, e-mail, and more for \$19.95 a month.
- LapLink Everywhere is cheaper at \$9.95 a month, but more limited.

Quotable

“Genius is one percent inspiration and 99 percent perspiration.”

— *Thomas Edison*

MILITARY/GOVERNMENT UPDATE

DoD Personal Property Program Update

The Military Traffic Management Command is responsible for the movement and storage of personal property shipments for the combined branches of service and represents the largest customer to the moving industry. MTMC provides U.S. moving and storage companies with more than 500,000 domestic and international shipments per year.

For the past 8 months, MTMC has continued to reengineer the DoD personal property shipping program under an initiative known as “Families First.” In addition to strengthening and streamlining carrier qualification procedures, MTMC has drawn from the experiences of several past pilot programs in an effort to develop an enhanced “future” personal property program.

The new program will require significant changes from both government and industry participants to be successful and involves new business processes that are intended to deliver higher quality moves to individual military service members and their families. The Families First Program will be customer service-driven and will offer many improved program features such as full replacement valuation protection for lost and damaged items, direct claims settlement with the carriers and use of web-based customer satisfaction surveys.

HHGFAA has been an active participant in weekly meetings between MTMC, representatives from the various services and industry participants since last June. (The Association recently posted on its website a comprehensive update of future program provisions.)

Some of the notable developments for the future program are found in the following areas:

- **Claims provisions.** In the future program, direct settlement of claims with the carriers will be encouraged. MTMC wants all claims in the future program to be filed online. In addition, all shipments will be offered Full Replacement Valuation Protection, though service members will still be able to file with the government at a depreciated value. A comprehensive “strawman” document of the future claims provisions can be found at www.hhgfaa.com.
- **Electronic billing and payment provisions.** DoD has contracted with U.S. Bank to utilize PowerTrack for future payment of all household goods invoices. This program is currently used for DoD freight shipments and is being enhanced to accept accessorial charges associated with household goods. All carriers in the future program will be expected to interact electronically with the government. This should definitely eliminate much of the paper used in the billing process and will enable carriers and the government to communicate in a prompt, efficient manner.
- **Quality assurance provisions.** MTMC has adopted a best-value distribution methodology that will distribute shipments to carriers based on a quality score. The individual carrier performance score will be calculated using results of customer satisfaction surveys, and the overall best value score will be weighted using a combination of a performance, rate, and claims score which, when combined, will ultimately determine how much traffic a carrier will be offered. Shipments in the future will be distributed via four cascading quality bands, with each carrier receiving the same number of shipments per band in a round-robin fashion. Most significant, the Letter of Intent will be eliminated and third-party move management providers will be accepted into the program as carriers if they meet the initial qualification criteria. Customer Satisfaction Surveys will be used in advance of the full program rollout and are expected to begin as early as October 2003.
- **Rates provisions.** MTMC will move to one-year rate filings for the domestic and international programs. In the domestic program, two rates will be submitted, one for transportation services and a second for SIT and related charges. Rates will be filed from an origin rate area to a destination rate area. Significant changes for the future are the elimination of the LOI, “me-too” rate filings and incentive tonnage.
- **Significant dates for the future program.** Full program rollout is slated for FY 2005. The current recommended date for filing rates is May 15, but that date could change as the program is further developed. Implementation of the electronic billing and payment procedures is now slated for October 2003. Customer Satisfaction Surveys are also looking at an October 1, 2003, inception date.

The stated objectives of MTMC in the development of a new program were to reduce the number of carriers, to streamline the current approval process, and to enable carriers and government to interact more efficiently. MTMC is nearing completion of the most recent version of their Best Value Distribution Methodology for the Families First Personal Property Program. You can find additional material on this issue by visiting www.hhgfaa.org.

Record Fuel Adjustment Eases Burden

By Don Dees, Public Affairs Specialist, MTMC, Alexandria

The Military Traffic Management Command's fuel surcharge adjustment rate reached a record high March 3 as the national average diesel price climbed to \$1.753 per gallon.

The adjustment rate, which motor carriers receive to offset rising fuel prices, jumped to 5%. Rates are posted monthly and affect shipments picked up on and after the 15th of the month through the 14th of the following month.

The rate was 3% in February, when the average cost for diesel was \$1.542. Under a policy known as TR-12, the command sets the adjustment rate automatically based on the national average price for diesel on the first Monday of each month, Robyn Hamill, industry economist with the command's Distribution Analysis Center. MTMC uses prices posted to the official Department of Energy website.

The policy, which stems from an agreement effective since April 2001 between the command and industry partners, will be reauthorized for the next 12 months, according to the MTMC Industry Fuel Board, which authored the original agreement. The program prevents industry from bearing the costs associated with rising fuel prices.

Industry leaders appreciate the program for its boost to their bottom line. The benefits to the command are more than economic. "This supports the warfighter and promotes readiness by ensuring continued, timely delivery of cargo," Hamill said.

MARITIME/OCEAN SHIPPING

Fuel Charge Hike by Caribbean Carriers

The eight carriers of the Caribbean Shipowners Association has raised its bunker surcharge, effective April 6, for shipments moving between the United States and Caribbean ports. The charge for less-than-containerload and breakbulk shipments will increase from \$8 to \$10; for 20-foot containers, from \$186 to \$232; for 40-foot containers, from \$336 to \$420; and for equipment over 40 feet long, from \$384 to \$480. The new interport bunker surcharge will be \$77 on 20-foot equipment; \$140 on 40-foot equipment and \$160 on equipment over 40 feet. U.S. inland transportation charges will be increased \$10 for local drayage; \$20 trucking in Florida outside local drayage area, and \$40 transportation outside Florida. The CSA also said that to recover costs as a result of U.S. Customs' 24-hour advance manifest filing rule, it will implement a charge of \$25 for each Automated Manifest System entry when same is required of a shipper of multiple shipments, such as a consolidator, NVOCC, or moving company, that does not file with U.S. Customs. Lines in the CSA are Bernuth Lines, CMA-CGM (Caribbean), Crowley Liner Services, Interline, Maersk Sealand, Seaboard Marine, SeaFreight Line, and Tropical Shipping.

— SOURCE: *Journal of Commerce Online*

Burden of Proof Regs Will Add Costs

Complying with myriad trade regulations in force worldwide never has been easy. Now importing and exporting companies have the additional burden of proving that their operations do not threaten national security.

In a recent paper on global trade management, the Massachusetts-based research firm ARC Advisory Group estimated that a typical cross-border shipment involves the accurate completion and filing of 35 documents, interfacing with 25 parties including customs, carriers, and freight forwarders, and complying with over 600 laws and 500 trade agreements that are constantly changing. Security-related regulations, such as the U.S. Customs Service's 24-hour rule for submitting information on U.S.-bound cargo loaded at foreign ports and the requirements of the Customs-Trade Partnership Against Terrorism program, are adding to the compliance burden. And more initiatives are on the way.

Companies fear that C-TPAT will force them to introduce stringent security measures such as fencing off plants overseas, and point out that there is a burden in ensuring that all suppliers are compliant. There also are start-up costs as well as follow-up costs associated with updating policies and procedures and addressing weaknesses in the supply chain.

— SOURCE: *Traffic World*

TRUCKING

FMCSA Seeks Comment On CDL Rule

The Federal Motor Carrier Administration asked for public comment on a commercial driver licensing program that it said could help turn novice truck drivers into seasoned operators.

FMCSA said in a Feb. 25 *Federal Register* notice that a “graduated or provisional licensing system” would help new drivers hone their skills, gain experience, lead to improving safety on the highways, and address driver turnover.

The agency said it wanted comments on issues such as costs, driver age, a driver’s record, and what restrictions a novice should have.

— *SOURCE: Transport Topics*

SECURITY

COAC Makes Cargo Security Recommendations

By R.G. Edmonson

The Treasury Advisory Committee on Commercial Operations of the U.S. Customs Service (COAC) released its report on new cargo-security regulations that became effective Oct. 1. The report re-emphasizes the industry's desire for a security regime that does not impede the flow of commerce, but does not appear to break any new ground.

COAC recommended that cargo data be reported before an aircraft, truck, train, or ship arrives at a U.S. port, not before it is loaded. The report also recommends use of Customs's existing systems until the processes can be transferred to the new Automated Commercial Environment.

The report also calls for a "single window" through which carriers and shippers can transmit data to all government agencies.

For exports, COAC recommended that new rules should be consistent with the current use of the Automated Export System, with exemptions for shipments valued at less than \$2,500, and shipments to Canada. They also recommended that Customs retain a way for qualified shippers to report details of exported cargo after it has left the U.S., known as "Option 4" in the current system.

The recommendations are at odds with proposals that Customs made at a series of public meetings in January. Officials presented their ideas for cargo security measures required under the Trade Act of 2002, and called for advance electronic cargo-data reporting for all transportation modes.

Critics reacted strongly to the proposals. As a result, COAC volunteered to consolidate the industry's proposals and comments.

The report includes specific recommendations for each transportation mode.

Air:

- No conflict with existing security measures that have been established by the Transportation Security Administration, foreign governments, and international trade associations.
- Carriers and forwarders would begin transmitting cargo data after the aircraft departs, with all entries completed no later than one hour before landing.
- Use of the existing Air AMS system, or an approved data system such as those used by express couriers. Forwarders would present cargo data by hand or electronically to carriers, or have access to Air AMS.

Truck:

- Carriers would report cargo data before a truck arrives at a border crossing.
- Use of carriers' existing proprietary systems until the ACE truck manifest system is ready in 2004.
- Continued development of expedited reporting systems, such as the Free and Secure Trade program with Canada.

Rail:

- Continued use of the existing Rail AMS system.
- Carriers would report data 4 hours before arrival at the border for carload and intermodal shipments. For "truck-competitive" traffic, the reporting period would match what is required for trucks.

Ocean:

- Carriers and shippers focused on problems with AMS after the 24-hour rule took effect. Among them, the handling of inbound movements, customer confidentiality, and the movement of perishable commodities.
- In addition, the group wants a means for amending manifest data after it has been filed through AMS.

— SOURCE: *Journal of Commerce Online*

TSA Efforts to Spot High-Risk Passengers

The Transportation Security Administration (TSA) and Delta Air Lines are preparing to field test a second-generation computer program designed to scan the background information of airline passengers to find those who pose the greatest risk.

TSA had begun testing the Computer Assisted Passenger Prescreening System (known as CAPPS II) with Delta, but that legal and operational issues had to be resolved before a pilot program could begin.

CAPPS II would be a major advance over the CPPS system now in use by airlines, which flags passengers for greater security based on such factors as whether they pay in cash or buy a one-way ticket. The current system is often criticized for singling out elderly women and children for additional physical inspections.

The new system will search passenger records in government and private-sector databases using a system based on computer fraud-detection and risk-assessment software developed for the financial industry.

—SOURCE: Harvey Simon, *Aviation Week*

Cargo Pilots Carrying Firearms?

The chairmen of the House Aviation Subcommittee and Transportation Committee are calling for cargo pilots to have the option of being armed, as passenger pilots already do. Proposed legislation would allow US cargo pilots to carry firearms in the cockpit; companion legislation in the Senate is being drafted.

The proposal is controversial and will meet opposition from companies that employ cargo pilots, but some lawmakers believe cargo pilots should have the same protections as passenger pilots.

Roadway Enhances Secure Service

Roadway Express Inc. has introduced Roadway Seated Divider service for shippers with special security needs for any size shipment or want their freight to receive more secure packing and extra protection during transit.

Roadway Sealed Divider provides a secure less-than-truckload (LTL) shipping environment for a customer's freight. It offers dedicated shipment protection and peace of mind to customers, as well as a shield against the normal rigors of freight handling.

One shipper noted, "Roadway Sealed Divider's program has exceeded our expectations. We have reduced our labor costs by not having to crate our products before pickup."

For complete protection, two tamperproof rod locks secure a customized barrier within the trailer from pickup to destination. This minimizes handling and eliminates commingling of freight.

— SOURCE: *Grand Rapids Business Journal*

Worth Noting

Flight Tracker (<http://xis.xtenit.com/ct.jsp?uz239945Biz43394>) at Trip.Com provides updates on flights, such as delays due to weather. At this page, you can find out the status of U.S. and international flights, and all you need is the airline and flight number, or arrival city and time. Flight-Tracker will show you exactly where the plane is (there's even a graphic interface that will show you the plane's progress), and the reason for any delays. It's a handy tool for people who fly a lot (and their relatives).



A new government system designed to improve airport security is drawing widespread criticism from civil libertarians and frequent flyers. Delta Air Lines and the Transportation Security Administration currently are testing the Computer Assisted Passenger Prescreening System (CAPPS II) at three airports around the country, with plans to extend the system to all the nation's airports by next year. CAPPS II, which assigns security color codes to airline passengers based on their credit ratings and criminal history, has drawn the ire of the American Civil Liberties Union over privacy issues. Those feelings were echoed in a recent survey by the Association of Corporate Travel Executives, which found that a majority of business travelers consider the screening measure an invasion of privacy. A Website also has been created to organize a boycott of Delta, which provides the government with basic passenger information that the TSA can cross-reference with credit and criminal databases.



Northwest Airlines on March 11 became the sixth U.S. carrier to waive change fees on international tickets in the event of a Middle East war. According to the company, customers have a one-time option to change their travel dates free of charge, provided the dates fall within the first 90 days of the conflict and all return travel is concluded

by Dec. 15, 2003. Customers also have the option of applying the value of their ticket to the purchase of another ticket on Northwest or KLM for a trip completed by Dec. 15, 2003. To take advantage of the offer, customers must contact their travel agent or the airline before their scheduled flight or within the initial 30 days of military action, whichever comes first. American, Continental, Delta, United, and US Airways have all adopted similarly flexible travel policies.



A brand-new Website will make it much simpler for business executives to keep abreast of the latest airport security measures. The one-year-old Transportation Security Administration launched its Website to mark its first birthday: www.tsa.dot.gov. Click on “travelers and consumers” to find a wealth of timesaving tips to make flying easier, as well as a list of prohibited and permitted items.



Truck drivers who currently submit to different background checks to gain access to ports, private terminals and distribution centers could soon face only one look at their past, say industry and government officials.

The Transportation Security Administration wants to develop a single criminal background check for drivers that would satisfy a broad range of freight facilities.

—*SOURCE: John Wislocki, Transport Topics*



FedEx Corp., United Parcel Service, and other air cargo carriers do not have to replace cockpit doors unless the Transportation Security Administration decides the action is needed.

A spending bill approved by Congress in February includes a provision that exempts cargo carriers from the door regulation unless the TSA determines that such strengthening is necessary. Cargo airlines backed the legislation, which may save them millions of dollars. The Federal Aviation Administration had ruled, after the Sept. 11, 2001, terrorist attacks, that airfreight carriers would have to meet the same April deadline as passenger airlines to install doors that resist bullets, human force, and even some explosives.

Cargo carriers can provide security equal to new doors by checking the few workers who board the planes.

AIR CARGO / AIR TRAVEL

Air Market to Slow in '03

According to an air-cargo industry research consultant, worldwide air freight will continue to show sub-par growth during 2003, with growth rates in ocean freight expected to exceed air freight for the first time in 13 years.

The Colography Group, based in Atlanta, said global vessel tonnage is expected to grow by 4.9 percent this year, matching the growth of the overall market. However, global airfreight tonnage is projected to grow by only 2 percent.

Slightly more than 11 trillion tons of cargo will be shipped internationally this year. Of that, 10.98 trillion pounds will move via ocean, compared to 10.46 trillion pounds in 2002. The balance, 52 trillion pounds, will move by air, an increase from 50.9 trillion pounds air-shipped in 2002.

The value of all goods shipped internationally in 2003 will reach \$5.9 trillion, a 4.3 percent increase from 2002 levels, the consultant predicted. Of that, \$2.3 trillion will move by air, a 4.4 percent gain from 2002 levels, and \$3.6 trillion will move via sea, a 4.3 percent increase. The study measures goods moving only in international commerce and excludes domestic services.

“The gap between vessel and air cargo tonnage growth has actually been narrowing in recent years. This underscores the impact of the global economic slowdown on air-dependent industries like semiconductors, electronics and telecommunications. Our 2003 projections suggest more of the same for the balance of the year,” said Ted Scherck, president of The Colography Group.

Scherck added that the secular decline in the size and weight of the average air shipment could also contribute to the slowing of air cargo tonnage growth. “Although shipping activity is projected to be sluggish, the projected growth in the value of air-shipped goods indicates that, while units are getting smaller and shipping is less frequent than in the past, the goods moving by air are of a higher value than ever before.”

Among the many findings in The Colography Group’s *Global Cargo Market Projections for 2003*:

- After years of steady increases, airfreight’s share of world tonnage will decline in 2003 to .47 percent compared to .48 percent in 2002.
- The value of each pound of global airfreight will rise in 2003 by 2.3 percent. By contrast, the value of each pound of global sea freight will decline by 0.7 percent.
- Of The Colography Group’s nine “world areas,” Eastern Europe will report the fastest growth rate, 10.2 percent, in air export tonnage. Central America will be second with a projected 7.1 percent growth rate. However, Western Europe, North and South America, and Australia/Oceania will lag the world average of 2 percent, and Asia, with 2.2 percent growth, will only exceed the average by a slight margin. “Eastern and Central Europe are emerging as great success stories. But the overall figures still portray an industry struggling with the impact of global recession,” Scherck said.
- An estimated 48.8 percent of all global air tonnage and 50.4 percent of all air value will be shipped on an intra-regional basis in 2003, virtually unchanged from 2002 levels.
- Asia, South America and Western Europe will export more air tonnage in 2003 than they will import. Africa, the Middle East, Eastern Europe, Australia/Oceania, Central America and North America are projected to import more air tonnage than they export. North America, home to the world’s leading importer, the United States, will lead all world areas in the year-over-year percentage decline of export weight relative to import weight.

—SOURCE: *Journal of Commerce Online*

Fuel Surcharges Raised

KLM Cargo will increase its fuel surcharge from 10 cents to 15 cents per kilo actual weight, reports TrafficWorld magazine. The airline said the increase is a result of rising fuel prices. In recent weeks, the fuel index used by most European airlines exceeded KLM’s trigger point for implementing the 15-cent surcharge.

Luxembourg-based Cargolux Airlines International S.A. has increased its fuel surcharge on all cargo shipments effective March 1. The current level of the fuel surcharge will be adjusted to 15 cents per kilo. Calling the increase a dramatic step, Cargolux said it will be based on actual weight and will be implemented across its network according to local legislation.

Netherlands-based Martinair likewise is increasing its fuel surcharge from 10 cents to 15 cents per kilogram.

US Airways to Emerge from Chapter 11

By William Armbruster

US Airways is on course to emerge from Chapter 11 bankruptcy protection by March 31, according to Tony LeFebvre, the carrier's managing director of cargo. The only sticking point remaining — but a major one — is a resolution of the pilots' pension plan. The bankruptcy court approved termination of the pension plan, which put the issue in the hands of the Pension Benefit Guaranty Corp., a government agency. PBGC, however, can't proceed with a termination of a pension plan if it would violate a collective labor agreement. As a result, it is urging the airline to reach a negotiated settlement with the pilots. The Arlington, Va. -based carrier filed for bankruptcy last Aug. 10.

Despite expectations that it would slash rates in order to generate revenue, the carrier has maintained rates and even increased them on some routes, particularly the trans-Atlantic, LeFebvre said. Trans-Atlantic volume thus far this year has been very strong, with February tonnage surpassing January despite a short month and two major snowstorms. He attributed the heavy volume to stockpiling by commercial shippers in anticipation of a war with Iraq, increased military shipments and the weakening of the dollar against the euro. International cargo accounts for 53 percent of its revenue. Most of that comes from the trans-Atlantic, though it also gets some from the Caribbean, Canada and Mexico. In a sign of confidence in its future, US Airways recently ordered 10 Airbus A-330-200s. Delivery is slated for the 2005-2006 timeframe.

— SOURCE: *The Journal of Commerce Online*

Tips for Better Flying in a Charged World

- Don't be first in line to board the plane — that makes you seem too eager and increases your chance of being stopped by security.
- Take nonstop flights even if ones with stops are cheaper. Security delays can significantly increase stopover time.
- Tape a business card or address label to your laptop so you know which one is yours after it goes through security.

EU Renews Bid to Control Aviation Pacts

The European Union has launched a new bid to take over EU member nations' negotiation of aviation agreements with the United States. The action follows a ruling by the European Court of Justice last November that certain aspects of bilateral aviation agreements with the United States violated EU law. The EU said the agreements by individual EU states have prohibited cross-border consolidation of the European airline industry.

Air Cargo Portal Will Serve Asia-Pacific Region

A new portal, tentatively called Car Cargo Exchange, will be launched later this year, combining four of Asia-Pacific's largest airlines. Cathay Pacific, Japan Airlines Cargo, Qantas Freight, and Singapore Airlines Cargo will join to operate a single global interface designed to enable shippers to make bookings, track and trace freight, and examine flight schedules.

— SOURCE: *Inbound Logistics*

DFW Gets First Nonstop Cargo Service To Mexico

Estafeta Mexicana has begun twice-weekly non-stop cargo service to Mexico, including stops in Guadalajara and Mexico City, from Dallas-Fort Worth International Airport. The new service will reduce the time it takes to get supplies such as telecommunications equipment, integrated circuits, electronics, computers and computer parts to key markets. In addition to becoming DFW's first cargo carrier to Latin America, Estafeta also makes the Texas air hub a link for cargo traffic between the United States, Latin America, Europe, and Asia. Estafeta, located in San Luis, Potosi, operates an overnight package network with over 500 offices and 1,500 cargo vehicles in Mexico. DFW says that it currently hosts 22 international cargo flights per week, serving 10 countries and generating nearly \$50 million for the regional economy annually. Total air cargo trade between DFW and Mexico has been growing 8.4 percent per year, led by strong export demand for North Texas products to Mexico. International air cargo volumes grew 13.1 percent at DFW in 2002 compared with the previous year, led by strong growth in Asian freighter air cargo, which was up 31.1 percent on 2001. For January 2003, international air cargo volumes were up 40.2 percent, and Asian freighter volumes were up 25.6 percent.

— SOURCE: *The Journal of Commerce Online*

Forwarders Fly with CPS

E-commerce in the air cargo industry flew into the New Year with the launch of Cargo Portal Services (CPS), a joint initiative by Unisys Corporation, United Airlines Cargo, Northwest Airlines Cargo, and Air Canada Cargo. The Web portal (www.cargoportalservices.com), which went live in early December, allows freight forwarders to more easily book and manage shipments through their lifecycles on multiple air carriers, while reducing transaction costs. The launch partners are now rolling CPS out to their forwarders globally in a phased approach with appropriate support, beginning with forwarder advisory group partners.

Swiss Loses \$725M In 1st Year

Journal of Commerce Online reports that Swiss International Air Lines fell to a larger-than-expected 2002 loss of 980 million Swiss francs (\$725 million) in its first year of operations, or \$483 million excluding one-time charges. The national flag-carrier and successor to bankrupt Swissair offered no outlook for 2003, but noted it had reduced its fleet of aircraft and modified its route network amid the global economic downturn and “the radical crisis afflicting the world airline industry.” The carrier didn't give a financial breakdown between its passenger and freight businesses but its cargo unit, SwissWorldCargo, reported a positive bottom line for its Asian and Middle East activities. North and South American routes suffered from overcapacity and weak local economies, which reduced yields by an average 3 percent, prompting the carrier to focus on high-earning niche cargo products rather than volume. Swiss in February cut its fleet by 20 aircraft and slashed 700 jobs, abandoning its goal of breaking even this year. The cargo unit has said the move would have “very little impact” on freight operations. Swiss had a 2002 operating loss of \$667 million on revenue of \$3.1 billion.

— SOURCE: *Journal of Commerce Online*

Quotable

“Blessed is the man who, having nothing to say, abstains from giving wordy evidence of the fact.”

— *George Eliot*

INDUSTRY NEWS



Brouder



Grant

As part of its ongoing growth strategy, American International Relocation Solutions (AIREs) has named **Robert Grant** director of operations. Grant will work out of AIREs' Central Regional Office in Pittsburgh and will oversee all of AIREs's regional operations and client relations teams at the company's New York, New York, Los Angeles, Houston, Seattle, and Pittsburgh offices.

Grant brings more than 13 years' relocation industry experience to the position. Most recently, he served as manager of export operations and inside sales at Schenker Inc. Stinnes Logistics.

Also at AIREs, **Larry Brouder** has joined the corporate office staff as corporate relocation manager. Brouder's responsibilities include international program management and policy development, client transition and implementation, and internal training and development. He previously worked out of AIREs' Northeast Regional Office in New York.

Website: www.airelo.com



Crown Relocations has appointed **Ian Warner** as general manager, New York, responsible for the company's operations throughout the Northeastern United States.

Warner faces the challenge of operating in the largest US market for corporate relocations. In particular, the New York-London traffic lane is considered the world's busiest.

Warner's responsibilities include managing services that support transferees during their transitions. He brings to the position 18 years of relocations experience, during which he has worked in roles including national traffic coordinator, operations manager, accounting and most recently as general manager in Glasgow, Scotland, where he had worked since 1984. He joined Crown in 1989, when the company acquired international moving company Scotpac Inter-national's operations throughout the United Kingdom, Australasia and the Middle East.

Crown's Website is www.crownrelo.com.



Joan Dowling has been appointed director of client services at Arpin International Group, West Warwick, R.I. An industry veteran with 28 years of international experience, she will manage new business development and strategic enhancements of services for AIG.



Suddath Relocation Systems, Jacksonville, Florida, has named **Michelle Norton** to the position of regional director of sales, Southeast, servicing clients in the southeastern and mid-Atlantic states. Norton will be responsible for hiring and assisting other salespeople in acquiring national accounts for Suddath's worldwide household goods moving and corporate relocation services.

Norton has over 10 years' sales experience in the moving industry, selling residential moving and moving services to national accounts. Most recently, she worked for a major national moving company where she generated over \$3 million in new sales over the past 3 years and finished in the top five salespeople nationwide each of those years.



Stephen J. Eschbacher has been named general manager at Findlay International, Mount Vernon, N.Y. Eschbacher has 22 years' experience in the moving and storage industry, most recently having worked for Household Movers Services.

In his new position, Eschbacher oversees the administrative, operations, training and quality standards for



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

Findlay International, which provides worldwide transportation and relocation services to corporate and private transferees.

Website: www.FindlayMoving.com

Bekins Buys Corporate HQ Building

The Bekins Co. announced recently that it had purchased the building and warehouse containing its corporate offices. The Chicago-based firm did not disclose the acquisition price, but said the purchase from Bradley Associates was part of its strategic growth plan that includes reducing debt and would save millions of dollars over the next 3 years.

Doree Bonner Develops New Management Systems for Business Storage

The Doree Bonner International Group, with over 70 years' expertise in the removal and storage industry, has recently developed a new system to manage the storage and archiving requirements for business clients more effectively. Steve Yarworth, based at Doree Bonner in Corsham, has designed the Stored Inventory Management System (SIMS) to offer clients a custom-made service for the collection, storage, tracking, and redelivery of their inventory and archiving. With three elements to the system — SIMS Office, SIMS Data, and SIMS Client — Doree Bonner can provide a complete package to suit individual needs.

SIMS Office Access is an administration system for cataloguing inventory items such as office furniture and machinery. It was initially designed to manage an important storage contract for Lucent Technologies but has since been expanded to suit a much wider audience. It is currently the only system of its kind in the UK with a full barcoding feature and the facility to record .jpg and digital video images (which can be viewed in 3D rotation).

Virtually a mirror image of SIMS Office, SIMS Data was specifically designed with added functions to handle the collection, storage, and redelivery of archived documents.

SIMS Client Access, the online “bridge” or “interface” between the customer and both SIMS Office and SIMS Data, is in the final stages of production. Using high-level security access via the Doree Bonner Website (www.doreebonner.co.uk), customers will be able to view items, place orders, print reports, and see their company history. Customers can select specific items online to be delivered out of storage or “assemblies” of limitless smaller coded items. By accessing SIMS Data online, customers can also specify and alter destruction dates for documents.

MI Group Transports Ossuary

Last October, a stone ossuary purported to have held the remains of James, Jesus' brother, was given much press when it was transported to Toronto for display at the Royal Ontario Museum. While in transit from the Middle East this priceless artifact suffered some slight damage due to insufficient packing. For the return trip the owner, who resides in Israel, decided that he required the expertise of professional international packing and transportation specialists. He tendered the contract to several Israeli companies, one of which was Baumer & Model, an international partner of The MI Group, who were successful in receiving the contract.

In preparation for the return journey, the Royal Ontario Museum packed and crated the ossuary using their in-house expertise, arranged insurance for the owner in the amount of US\$2 million and passed it to the care of The MI Group, acting on behalf of Baumer & Model, for transportation home.

On Feb. 24, The MI Group's Tom Grohmann and Jeff Allen, vice president and relocation manager, respectively, both of the Toronto branch, accompanied the ossuary to the airport in an unmarked van, along with an armed police escort. Air Canada then provided additional armed onsite and in-flight high security.

The ossuary arrived in Israel unharmed, and Baumer & Model made the delivery to the owners' residence under armed guard.



Doree Bonner Int'l Unveils New Corporate Identity For Express Removals

Following the recent acquisition of Express Removals of Glasgow from Britannia movers, Doree Bonner International has unveiled the new Express Removals corporate identity. All vans have now been liveried with the new corporate logo, which features the signature Doree Bonner black cat.

For more information, visit the Doree Bonner website at www.doreebonner.co.uk.

The Art of Moving at Ernst & Young

Harsch Transports recently carried out one of the most important office moves of the past year in Geneva. In a move that took place over three weekends, the entire staff of Ernst & Young SA have been regrouped under the same roof in their new premises in Petit Lancy.

Harsch Transports was aided by the cooperative attitude of Ernst & Young managers and staff in the efficient organization and execution of the move. The plans were followed scrupulously, allowing staff to leave their offices on Friday afternoon and return to work Monday morning in their new premises without any disruption.

The entire staff of Harsch Transports — comprising more than 50 packers, drivers, and movers — participated in this move under the direction of Office Move Manager Thierry Gervais, assisted by Operations Manager Stéphane Barbaz. Specialized equipment was used, including five moving trucks and two external lifts.

More than 1,500 cubic meters of office furniture, computers, and office records were transferred to the new premises. On the third and final weekend of the move, in early December, over 800 cubic meters of goods were moved. That Monday, staff were impressed by the fact that they were in their new offices ready to start the week as if nothing had changed.

Wheaton Agent Moves Indiana's First Family

Crown Moving & Storage, Inc., a local agent for Wheaton World Wide Moving, is donating its services to the Governor's Residence Commission, which is responsible for making the home accessible to people with disabilities.

After two days of packing, a team of six loaded two truckloads of household items and unloaded them at Harrison House at Fort Harrison State Park, the temporary home of Indiana Governor Frank O'Bannon's family during the renovation. The approximate weight of the items moved was 40,000 pounds.

Crown Moving & Storage president Dave Witzerman said his company "has been a part of the Indianapolis community since 1945, so it is only fitting for us to help the State during these trying economic times."

Crown-Wheaton will move the O'Bannons back into their Meridian Street residence upon completion of the renovation in eight to 10 months. The total value of the moving services donated is an estimated \$18,000.



Wheaton agent Crown Moving & Storage moves the Indiana Governor's family.



United Van Lines Supports Military

United Van Lines says it has donated hauling services for 40,705 decks of cards, 1,500 magazines, and 50 paperback books as part of project “Enduring Freedom.”

Enduring Freedom supports U.S. military personnel who are away from home on assignment, United said.

Bohren’s Moving & Storage, a United agent in Princeton, N.J., transported the estimated 8,736-pound shipment to Fort George G. Meade, Md., to be included in CARE packages designated for those troops.

The company added that van operator Jeff Thomas donated his time to transport the shipment.

“We are pleased to be able to bring a bit of happiness to those men and women who are willing to protect our homeland and give their lives for our country,” said Bohren’s President Denise Hewitt.



Gateways Int’l Donates Equipment For High School Computer Lab

Thanks to a donation of computer equipment by Gateways International, an international freight forwarding company, Seattle’s Cleveland High School now has a new computer lab for its student technology program.

The donation was made by Gateways in conjunction with a comprehensive upgrade of its computer systems. According to Malcolm McCulloch, Gateway’s sales manager who spearheaded the donation, more than 20 Pentium computers, as well as some 30 keyboards and mice previously used by the company were given to the school.

Although at the beginning of the school year Cleveland High did not have sufficient computer equipment to support its growing student technology program, it now has a fully equipped computer lab.

IN MEMORIAM

Thomas H. Harris

By Patricia Trebe, Chicago Tribune

Thomas Harris never knew a stranger. His home in Munich, Germany, where he lived while head of that office for the international division of North American Van Lines Inc., was often a place for hitchhikers to stay.

“He would open his door to anyone,” said his daughter, Beth Boss.

Later, as president of North American’s international division, he faced many challenges working with agents in world markets, his daughter said, but his affability helped to minimize their impact.

“There are always problems when you are shipping goods around the world. But he was a very intelligent man, and because of his friendly nature, his personality would often help smooth over those problems,” his daughter said.

Mr. Harris, 77, formerly of Chicago, died of leukemia Feb. 28 in Oswego.

He was born and raised in Ft. Wayne, Ind. Mr. Harris graduated from Indiana University with a B.A. degree in business. He served stateside in the Army in World War II, working in psychological warfare, his daughter said.

After the war, he returned to his hometown to work as a clerk in the personnel office of North American, which is based in Ft. Wayne. There, he met his future wife, Janet.

In 1969, Mr. Harris and his wife and children moved to Munich, where he became office manager there for the international division. The family moved back to Ft. Wayne in 1972. Mr. Harris remained with the international division and later became its president.

In 1985, when his wife was diagnosed with cancer, he retired and devoted his time to caring for her. While she was being treated in the University of Chicago Hospitals, Mr. Harris kept an apartment in Chicago.

“After my mom died, he didn’t want to return to Ft. Wayne because of all the memories,” his daughter said.

He stayed in Chicago, and became a volunteer for the Art Institute of Chicago as a clerk in the gift shop. He also organized free concerts through his church, St. James Episcopal Cathedral in Chicago.

Two years ago, Mr. Harris was diagnosed with dementia and entered Arden Court in Geneva. It was there that his leukemia was diagnosed, his daughter said.

Other survivors include two more daughters, Rebecca Smurthwaite and Christine Hurtsellers; a sister, Janet Klein; and nine grandchildren.

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Albert Speaks at Sheppard AFB

Bobby Albert, of Albert Moving and Storage in Wichita Falls, Texas, was recently the guest speaker at the General's Lunch & Learn Series at Sheppard Air Force Base, Texas.

Albert spoke about his leadership training program based on the works of the award-winning author, Dr. John Maxwell, who wrote the *21 Irrefutable Laws of Leadership* and *The 17 Indisputable Laws of Teamwork*. Albert also spoke about two of his leadership philosophies, "Inside/Outside" and "1-2-3."

The Inside/Outside philosophy states, "Our Service to Our Customers Can Only Be as Good as Our International Service to Each Other." The 1-2-3 philosophy says that before you make any decisions, you should ask yourself:

1. Who can help me make a better decision?
2. Who will have to carry out the decision?
3. Who will be impacted by the decision?

Then one must include these people in the thinking processes before decisions are made. Albert, who has operated the family-owned company for 30 years, also believes in The Pareto Principle: Twenty percent of your priorities will give you 80 percent of your production IF you spend your time, energy, money, and personnel on the top 20 percent of your priorities. Albert reminded the attendees that there is a cost of leadership; as you rise in leadership, responsibilities increase and rights decrease.



Bobby Albert (r.) recently addressed military officials at Sheppard Air Force Base, Texas.

New AMMB Representative Named

Glenn Stephenson, international transportation development manager for Prudential Relocation, Inc., has been named to HHGFAA's Associate Members Management Board, serving as Western USA/Alaska Representative. He succeeds William Gross, who recently resigned from the AMMB.

Stephen has held his current position at Prudential for the last 2 years. He is responsible for obtaining and maintaining international transportation from the Prudential Relocation clients. In addition, he is responsible for the sales and operations of The Relocation Freight Corporation of America (TRFCA).

He started in the industry in 1977 with The Viking Corporation in St. Thomas, US Virgin Islands.

He worked in the International Division at North American Van Lines for 17 years with various responsibilities including Midwest international regional sales manager and Middle East regional manager, stationed in Cairo, Egypt. He was the director of sales and operations for the Midwest, Middle East/Africa, Australia, and New Zealand and the Alaska Division of NAVL.

After leaving NAVL, he was part owner of St. Vrain Moving & Storage in Longmont, Colo. He was able to return to the international transportation business by joining Belmann North American as vice president of international sales before joining Prudential.

Stephenson can be reached at glenn.stephenson@prudential.com or (480) 836-2330.



Glenn Stephenson

Quotable

"Be true to your work, your word, and your friend."

— Henry David Thoreau

WELCOME NEW MEMBERS



Jeffrey Coleman
Executive Vice
President
Covan International Inc.
HHGFAA Chairman

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

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Changes Made at IRS Help Individual Filers

As the IRS opens the 2003 tax filing season, Americans will find added features at www.irs.gov and expanded free e-filing options and services. Taxpayers also will see reduced tax rates, more deductions and fewer forms to file.

Taxpayers will have more options than ever with expanded online assistance on www.irs.gov. Key changes have been introduced for the 2003 filing season:

- Taxpayers can check on the status of their refund by visiting the site.
- For the first time, more than 60 percent of all taxpayers will be able to prepare and electronically file tax returns for free on the Internet. The Free File program is available through IRS.gov.

Taxpayers can use the Website to answer many of their tax or to find options for free e-filing programs, or to determine whether their refunds are on the way.

IRS.gov, one of the busiest Websites in the world, is always available. The 2002 instructions for Form 1040 contains a partial listing of helpful publications that can be viewed online or ordered by calling 1-800-TAX-FORM. IRS.gov also contains plain-language explanations for many tax issues and documents in .pdf format.

Another new IRS.gov feature is *Where's My Refund?*, highlighted on the homepage. Taxpayers can easily check the status of their refunds.

Where's My Refund? also can tell taxpayers if the IRS has received their tax return or if there is a problem and how to resolve it. For those who do not use direct deposit, the feature also can tell taxpayers if the IRS was unable to deliver their refund through the mail.

There is a toll-free refund hotline at 1-800-829-1954, where taxpayers can learn the status of their refund.

More than 60 percent of Americans will be eligible for free tax preparation and electronic filing. E-filed returns, when combined with direct deposit, may mean refunds within 10 days. Refunds from paper-filed returns can take up to 6 weeks.

Other 2002 tax year highlights for taxpayers include:

- Reduced tax rates.
- Most taxpayers won't have to file a separate Schedule B unless either their interest or dividend income exceeds \$1,500. Previously, taxpayers had to complete a Schedule B if they earned more than \$400 in either taxable interest or dividends.
- Educators may deduct up to \$250 in out-of-pocket expenses they paid for classroom supplies.
- More working families may qualify for the Earned Income Tax Credit as a new law excludes nontaxable income such as supplemental military pay for housing or combat from the credit computation.
- Taxpayers may be able to deduct up to \$3,000 of qualified tuition and fees paid in 2002 for higher education for themselves, their spouses or dependents.
- Taxpayers who meet certain income guidelines may be able to take a credit of up to \$1,000 for qualified retirement savings contributions.

In addition, the personal exemption increases to \$3,000. For those taxpayers who do not itemize, the standard deduction increases to \$4,700 for single, \$6,900 for head of household and \$7,850 for married filing jointly. Also, the maximum Individual Retirement Arrangement contribution increased to \$3,000 for the 2002 tax year (\$3,500 for taxpayers 50 and over in 2002).

IRS.gov also is a good source to explore what tax changes are in effect for the 2002 tax year. Publication 553, *Highlights of 2002 Tax Changes*, details tax law changes of interest to individuals and businesses.

The IRS also has introduced some new toll-free telephone numbers this year to expand customer services to individuals and businesses.

Small businesses, corporations, partnerships and trusts that need help or information related to business returns can call 1-800-829-4933. Individuals needing tax help can call 1-800-829-1040 to speak to a customer service representative or arrange a visit at a Taxpayer Assistance Center. Individuals can call 1-800-829-4477 to hear pre-recorded tax information. Individuals, businesses, and tax professionals can call 1-800-829-3676 to order forms, instructions and publications.

—SOURCE: Nat Bartholomew, CPA, Partner, Langan Associates at bartholomewn@langanpcpa.com.

New Zealand: Regs For the Import of Passenger Vehicles

New Zealand allows new and used vehicles to be imported, but has legal requirements to regulate the quality and safety of all vehicles that are imported into New Zealand for use on the road.

New Zealand has strict requirements for importing light vehicles (including cars, vans, SUV's and motorcycles). A light vehicle is one with a gross vehicle mass less than or equal to 3500kg.

Light vehicles entering New Zealand must be border checked, certified, registered and licensed before they can be used on the road. Requirements for the temporary importation of vehicles up to 12 months are different.

Since New Zealand motorists drive on the left of the road, there are restrictions on the import of vehicles with a steering wheel positioned on the left-hand side of the vehicle. Furthermore, particular requirements for the importation of used buses also apply, and restrictions on the dimensions and mass of heavy vehicles must be observed.

This information will be posted at **www.hhgfaa.org** in the Commercial Shippers Section. Direct information and detailed regulations on this issue may also be obtained at **<http://www.ltsa.govt.nz/importing/index.html>**.

HHGFAA would like to thank the New Zealand Land Transport Safety Authority for providing us with the above information. Should you become aware of changes to your country's import customs regulations, please contact Boris Populoh via e-mail at bpopuloh@hhgfaa.org or fax information to 703-684-3784.

WASHINGTON UPDATE

Cargo Containers: The Next Terrorist Threat

Editor's Note: This article is adapted from testimony Capt. Monroe presented before the Senate Governmental Affairs Committee in March.

By Capt. Jeffrey W. Monroe

**Director of Ports and Transportation
Department of Ports and Transportation,
City of Portland, Maine**



The Department of Ports and Transportation manages the Portland International Jetport, the municipal marine facilities in the Port of Portland, and coordinates surface transportation programs in our metropolitan

area. In the 18 months since 9/11 we have come a long way in securing our nation's transportation system, particularly in aviation. The Transportation Security Agency has successfully managed the hardening of our aviation facilities on an accelerated schedule. They have supervised the installation of scores of screening devices and the training of thousands of new employees. We commend their efforts. But now as the TSA turns its attention to our nation's seaports, it faces an even more difficult task. Our ports remain critically vulnerable. While we have made great strides in many areas of port security, particularly in managing our international cruise ship passenger trade, we still must find solutions to the most serious problems on the waterfront. For example:

1. Lack of coordination among agencies regulating seaport commerce
2. Lack of standardization of procedures among and within agencies
3. Continuing lack of intelligence information available to port managers
4. Agreements on manner, amounts, and sources of funding
5. Long-term solution in providing qualified and well-trained personnel for port security programs.

I am in complete agreement with those who have advocated pushing back the nation's borders when it comes to container security. We all understand that by the time something is found at the pier, it may be already be too late. We support the Container Security Initiative (CSI) and the Customs Trade Partnership Against Terrorism (C-TPAT). Monitoring the supply chain and making brokers, freight forwarders, and carriers assume a new level of responsibility is critical. Control of containers from the point of loading to the point of discharge, and the assurance that nothing can be added to units in transit, is a critical method of managing potential threats. Every step of the process must have a series of checks and balances to ensure that the system is working correctly. U.S. Customs must be the single federal agency that monitors the activities of carriers, brokers, and stevedoring companies that work in multiple ports.

We fully support programs to harden our continental borders and propose the establishment of marine border crossings. As we design our new passenger and freight terminals in Portland, we are including critical security elements in our planning. Canada is our closest neighbor, and working together, our two nations must establish a set of procedures for cross-border commerce that allows cargo to move quickly between our countries while establishing a joint continental boundary to protect our respective nations. I am encouraged by the exchange of federal officers in some of our major ports where U.S.- bound cargo arriving in Canadian ports can be pre-screened and Canadian cargo arriving in U.S. ports is similarly handled.

We also support tightening the loophole on the difference between an *entry* port and the point where the shipment reached U.S. territory. Cargo containers can no longer be allowed to continue their journey by highway or rail without declaration of their contents or without being screened. Some of this cargo moves through the heart of our major population centers in bond before it is ever looked at or cleared by Customs.

Cargo that is leaving the United States also needs to be checked as part of an international effort. We support the new 24-hour rule, but note that it is will be extremely difficult for agricultural, seafood, and other suppliers of perishable products to strictly comply due to the fact that often those products go from harvest to delivery on the dock through a "just in time" delivery system. The handling of agricultural and similar products must be managed in

a different, but equally secure means.

Although we applaud the efforts of Congress and federal agencies as they promulgate new rules for secure operations, we find ourselves in the unique position of acting as mediators among various rule-making bodies. This situation cannot continue. On my desk, I have a plethora of paper designed to help me secure the port. These rules cover everything from the height of fences to the height of lettering on badges. They are issued by agencies without regard or knowledge of what other agencies are regulating. I fully understand that we are in a transitional phase as we design and implement our new Department of Homeland Security, but one of our first priorities must be the coordination between these agencies. In addition, the application of rules and standards must be the same in every port. Washington must educate its regional and field personnel how new regulations are to be applied and how to account for port differences. Field personnel must understand that there is a balance between the flow of commerce and the security of our borders. If that balance cannot be achieved, then those who seek to harm this nation have succeeded. There must be regulatory consistency among our seaports.

I believe that our federal, state, and local government agencies need to work together under the direction of the federal government and that industry representatives must be included as equal partners in determining what will work best locally. As in aviation, a key representative of critical non-federal agencies in each port should be given a top secret clearance so that person may work with federal agencies to assist in measuring threats and responses. Our federal agencies need to include industry's local experts in determining how to manage their new responsibilities.

There also needs to be a significant effort within the new Department of Homeland Security to assess measures and response. Port commerce is not just about ships and piers; it includes trucks, rail, aviation, and a host of other transportation infrastructure that must be included in determining what will work best. To that end, I propose the Transportation Security Administration establish a Coordination of Seaport Threat Reduction Task (COSTR) Force. This group would include officials from the various rule-making bodies such as Customs, INS, and the Coast Guard. It would also include a number of port operations personnel representing the broad spectrum of U.S. ports and members from the aviation, rail, and trucking industries. The task force would advise the Secretary of Homeland Security through the TSA regarding threats and actions focusing on:

1. analysis of alternatives and solutions;
2. review of plans;
3. timelines for implementation; and
4. standardization of methodologies.

One of the task force's duties would be to examine new regulations in four categories: redundancy; incompatibility; potential benefit; and economic impact. Additionally, the committee would provide recommendations on the sharing of data and intelligence among agencies and coordinate proposals for Congress. This mediation and coordination must be done in Washington and not on the local level. Protocols and procedures must be uniform throughout the system. Local decision-making cannot be incompatible from one geographic location to another, and quality controls must be put in place and closely monitored. The Task Force should also assist with the periodic examination of the mission effectiveness of the agencies that affect ports under Homeland Security. They would also ensure that all types of ports, seaports, airports, railports, and highway border crossings are dealt with in the same manner.

Their last function would be to initiate funding programs. Many of our smaller municipally owned ports cannot begin to comply with the new rules, regulations and requirements that are being proposed or implemented by various agencies. Towns and cities throughout this country are in dire financial condition and many ports are still paying bills from 9/11 that will not be reimbursed. Port security is a national issue. Local taxpayers are unable to shoulder this additional burden and should not be expected to. The ports in Maine alone are struggling to keep their business and can ill afford to lose the many jobs associated with maritime activities.

The discussion of user fees must be broad-based. A fee structure cannot provide a disincentive for using a port, nor should the industry be saddled with numerous new fees when shippers are annually paying billions into federal coffers. This money must be used for its intended purpose.

Ultimately, we are concerned that new concepts that may come out of our desire to solidify our borders may put smaller ports at a disadvantage. Some agencies have suggested that the number of container ports should be consolidated and that small feeder ports should be eliminated so that screening resources can be concentrated in the megaports. The distribution of feeder ports has been an asset to regional and local economies. We should encourage the "Short Sea" initiative of the Maritime Administration and optimize use of water transportation along our U.S. coastline, keeping containers out of population centers and off our highways and rails until absolutely necessary. Over 70% of container

traffic is concentrated in just a few ports in this country. That in itself makes megaports potential targets. I believe that smaller feeder ports have a better opportunity to identify a shipment that is potentially threatening. The support of the Marine Transportation System would deliver cargo to geographic areas by water, reducing highway congestion as well as enhancing safety and security. Every port that currently handles containers should be equipped with the proper screening equipment and trained personnel to meet new security requirements.

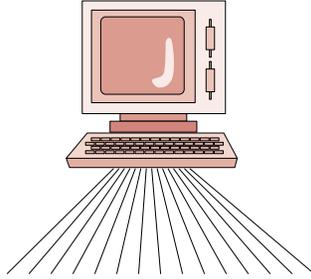
Finally, I am concerned that as we seek to develop the financial resources for our effort, we must also develop a new generation of qualified professionals who can maintain those efforts far into the future. All of our federal agencies are working hard to meet their newly expanded security missions. Personnel resources are becoming scarce. I believe that we should support the inclusion of new educational programs at our maritime academies to prepare young men and women to take up the responsibilities in our ports and federal agencies and that we should support the development of a U.S. Merchant Marine Reserve to utilize the expertise of those who are willing to help not only to defend our nation, but also to protect our seaports. Merchant Mariners are an untapped area of great expertise of which we have not availed ourselves to date.

With all of the new and increased focus on container traffic, I do not believe our enemies will be able to deliver a weapon of mass destruction though a single shipment over water. I do believe, however, that through multiple conduits — such as seaports, airports, and border crossings — terrorists will be able to ship component parts that are disguised as regular cargo, and which can be assembled later to create a weapon that would be a significant threat to our nation. Intelligence is the only defense we have against such an effort. We must look at our transportation industry and try to ensure that those who are in critical positions are legitimate. The aviation industry was able to develop a system of screening airport personnel through a coordinated federal database. That system must be extended, without exception, to all maritime and transportation workers. We cannot afford any more delays in instituting a federal credential for transportation workers. We must also look at shippers, carriers, brokers and freight forwarders to make sure they have every safeguard in place and that they have the support of our federal agencies in coordinating efforts in screening shipments.

We have come a long way in 18 months but the journey is far from over. Our efforts must be coordinated and the responsibility shared for protecting our seaports as well as our entire transportation system. Every step we take puts up one more barrier to those who would seek to do us harm. Every step we take must also be measured so that the reaction to that threat is not so draconian that the mere possibility of a potential attack achieves more in impact than any single assault ever could. It is indeed the responsibility of all of us, at every level of our transportation system, to ensure that we work together as a team to protect our way of life as we seek to protect our nation. ■



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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*.

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sba.gov/advo
Small Business Guide to Exporting:
<http://www.sba.gov/OIT/info/Guide-To-Exporting/index.html>
Small Business Survival Committee: sbsc.org
Status Baby Transports: status-baby.com.br
Sterling Int'l Movers (UK): sterlingmovers.com
Stratamax Research Institute: stratamax.com
TechMate Int'l: TechMateIntl.com
TG International: tginternational.com
The Guardian Svcs Group: guardianservices.com
The Moving Company: themovingcompany.co.nz
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
Tumi Int'l Movers: tumimovers.com
UK Small Business Services: sbs.gov.uk
UniGroup UTS: unigroupworldwide.com
UPM Int'l: upm.com.pk
US Department of Transportation: dot.gov
US House of Representatives Small Business
Committee: house.gov/smbiz
Van Kralingen: utsvankralingen.com
Vatovec: vatovec.si
Veron Grauer: veron-grauer.ch
Virus Checks: mcafee.com, symantec.com, or
fsecure.com
Virus Protection: mcafee.com/myapps/firewall,
zonelabs.com, symantec.com
Voerman Int'l: voerman.com
Welti-Furrer: welti-furrer.ch
Wheaton World Wide Moving:
wheatonworldwide.com
Worldwide Movers Africa: wwmovers-africa.com
YP-35: yp-35.org

Selected E-mail Addresses

21st Century Relocations:
destination@21stcenturyrelocations.com
or origin@21stcenturyrelocations.com
HHGFAA: hhgfaa@aol.com
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
Andreas Christ Movers: info@christ-movers.com
Arpin Int'l Group: jdowlingarpinintl.com
Arrowpak: sales@arrowpack.co.uk
Ashoka Int'l: ashokint@ndb.ysnl.net.in

Asian Tigers: thomas.meyer@asiantigers-vietnam.com or info.hanoi@asiantigers-vietnam.com
Atlas Int'l Movers: info@atlas-movers.nl
Blue Sky Int'l: info@blueskymoving.com
Brazil Worldmover: worldmover@brazilmail.com
Cartwright Int'l Van Lines:
intl-van@cartwrighttrans.com
Cheetaz On The Move: cheetaz@singnet.com.sg
Claims Prevention and Procedure Council:
claimsnet@aol.com
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
Desbordes Int'l: info@desbordesinternational.com
DeWitt Trans. Svc Guam: ezdewitt@dewitt.com.gu
Direct Moving: kr@directmoving.com
Eagle Van Lines: jamies@eaglevanlines.com
Excel Int'l: kato@eico.mei.co.jp or
matsuda@eico.mei.co.jp
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
Global Options, LLC: ctgoodrum@aol.com
Globalink: relocation@globalink.kz
Gosselin Group: comm@gosselin.be
Green Liner: safetymove@greenliner.com
Guardian Services Inc.: info@moveassist.com
Guyana Overseas Traders:
guyotrad@networksgy.com
Harsch Transports: harsch@harsch.ch
Heber Hausner Süd-Ost: vienna.uts@hhso.at
Hobby House Forwarders & Movers:
office@hobbyhouse.ro
IM France: move@imfrance.com
Interem: albert@freightsystems.com
Intermove: move@Intermove.com
Intermud: intermud@guate.net
Inters & R: info@inters-r.com
Jeffrey Gitomer: salesman@gitomer.com
JVK: thailand@jvkmovers.com
Keller Swiss Group: moving@kellerbasel.ch
La Vascongada, S.L.: comercial@vascongada.com
Leader Pack: leadpack@emirates.net.ae
Magna Int'l Movers: removals@jhb.magna.co.za
McGimpsey Bros.: removals@mcgimpseys.com
MoveAssist: info@moveassist.com
Movements Int'l:
mim.sydney@bigpond.com.au
Movers Specialty Service: rogers@mssl.com
M/S Swift Packers & Movers:
naveen12@satyam.net.in

Mudanzas Trafimar:
sales@mudanzastrafimar.com.mx
National Van Lines: *info@nationalintl.com*
Nationwide Relocation Int'l: *nrri@deltanet.com*
Nazha Freight Services: *info@nazhagroup.com*
Neer Service: *info@neerservice.fr*
New Haven Moving Equipment: *nhmela@aol.com*
Nurminen Prima Oy: *Nurminen.Prima@co.inet.fi*
Pac Global Ins: *sfuhrman@pacglobalins.com*
PACE-CAPSTONE: *jwisepace@aol.com*
PAIMA: *paima@sinfo.net*
Pelichet, S.A.: *international@pelichet.ch*
Phoenix Trans: *phoenix@phoenix-transport.de*
P. Lightstone: *plightstone@nyc.rr.com*
P.M. Packers: *info@packersindia.com*
Premier Worldwide: *info@premierwwm.com*
Regulatory Flexibility Act Info:
claudia.rayford@sba.gov
RelogistiX: *stattum@relogistix.net*
Rex Service Co., Ltd.: *rexco@public.tpt.tj.cn*
Rhema East China Ltd: *rhema@pub.sz.jsinfo.net*
Rhema Movers: *general@rhemamovers.com.sg*
Saleemsons: *info@saleemsonsmovers.com*
SBA Tax Information: *russell.orban@sba.gov*
Sea Bird Services: *seabird@commnet.com.eg*
SEM Movers: *semmover@indosat.net.id*
Simpsons Removals & Storage:
enquiries@simpsons-uk.com
Sino Santa Fe: *shanghai@santafe.com.cn*
SIT Transportes Intl: *sit.mad@sit-spain.com*
Status Baby Transports:
vendasinter@status-baby.com.br
Sterling Int'l Movers (UK):
mail@sterlingmovers.com
Stuttafords Zimbabwe: *ptich@stuttafords.com.zw*
T.A. Mudanzas: *tamoving@sol.racsac.co.cr*
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*
The Moving Company:
tmcauckland@themovingcompany.co.nz
Transcon Int'l: *dharty@transcon-intl.com*
Trans-Link Express: *bangkok@translink.co.th*
Transmove: *transmove@btinternet.com*
Trans Movers Worldwide: *nutrans@centrin.net.id*
Transpack Argentina: *info@transpack.com.ar*
Transpack Packing & Freight Forwarding Co.:
transpack@isb.comsats.net.pk
Tumi International: *tumi@netrox.net*
Unipack, S.A.: *info@unipack-iran.com*
United Prof. Movers: *Fazla@upm.sdnpk.undp.org*
UPM Int'l: *upm@isb.sdnpk.org*
Van Kralingen: *marloes@utsvankralingen.com*
Vanpac: *rauf@vanpac.edunet.sdnpk.undp.org*
Vatovec: *vatovec@siol.net*
Veron Grauer: *moving@veron-grauer.ch*
Voerman Int'l: *mail@voerman.com*
Welti-Furrer Ltd: *international@welti-furrer.ch*
Willis Corroon Trans. Risk Svces: *iris@willis.com*
YP-35: *lincmove@Blarg.net*
Zuhal: *zuhal@emirates.net.ae*

FORGING STRONG LINKS

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

21st Century Relocations (Mumbai, India)
7M Transport, Inc. (Spring, TX)
A & A Cronin Movers (Dublin, Ireland)
A Lusitana (São Paulo, Brazil)
A-Mrazek Moving Systems (Kirkwood, MO)
A & S Roseth Int'l (Ontario, Canada)
ACE Shipping Co. Ltd. (Seoul, Korea)
A-Cross Corp. (Tokyo, Japan)
A. Kuehner & Sohn (Vienna, Austria)
A.M.S. Atlantic Int'l (Dusseldorf, Germany)
A-1 Warehouse & Forwarding Inc. (Laredo, TX)
Aachener Int'l (Dublin, Ireland)
Aarid International Movers (Baltimore, MD)
Action Moving Services, Inc. (Burnsville, MN)
AGS Brussels (Brussels, Belgium)
AGS Prague (Prague, Czech Rep.)
AGS London (London, England)
AGS Marseille (Marseille, France)
AGS Paris (Gennevilliers, France)
AGS Umzugs Berlin (Berlin, Germany)
AGS Budapest (Budapest, Hungary)
AGS Ivory Coast (Abidjan, Ivory Coast)
AGS Kenya (Nairobi, Kenya)
AGS Morocco (Casablanca, Morocco)
AGS Warsaw (Warsaw, Poland)
AGS Lisbon (Lisbon, Portugal)
AGS Bucharest (Bucharest, Romania)
AGS Madrid (Guadalajara, Spain)
AGS Senegal (Dakar, Senegal)
Ahjin Transportation Co. (Seoul, Korea)
Ambassador International (Dulles, VA)
American Movers Inc. (Waipahu, HI)
American President Lines (Washington, DC)
American Red Ball Int'l (Seattle, WA)
American Vanpac Carriers Inc. (Martinez, CA)
Arpin International Group (East Greenwich, RI)
Arrowdene Moving and Storage (Norfolk, England)
Arven Freight Forwarding Inc. (Woodbridge, VA)
Ashoka Int'l (New Delhi, India)
Asian Tigers K.C. Dat (S) Pte (Singapore)
Asian Tigers Premier Worldwide Movers Co. Ltd. (Tokyo, Japan)
Asian Tigers Trans China Int'l (Wanchai, Hong Kong)
Asian Tigers Trans China Int'l (Beijing, China)
Asian Tigers Trans China Int'l (Guangzhou, China)
Asian Tigers Trans China Int'l (Shanghai, China)
Atlas International Service, S.A. (Lima, Peru)
Atlas Van Lines Int'l (Seattle, WA)
Australian Vanlines (Pendle Hill, Australia)
Australian Van Lines Pty Ltd (Dandenong, Australia)
B.M. Int'l Pvt. Ltd. (New Delhi, India)
Biddhulphs International (Gauteng, South Africa)
Birkart Globalistics AG (Raunheim, Germany)

Bishops Move Group (London, UK)
Brytor International (Mississauga, Ont., Canada)
Capitol Transportation Inc. (San Juan, PR)
Careline International Moving & Storage (Limerick, Ireland)
Carl Hartmann GmbH & Co. (Bremen, Germany)
Caribbean Moving Services (Willemstad, Curaçao)
Certified Transportation Group (Islandia, NY)
Christ International Movers (Heilbronn, Germany)
Circle Freight Int'l (Muscat, Oman)
Clements International (Washington, DC)
Columbia World Wide Movers (Limassol, Cyprus)
Confianza Moving and Storage (Miami, FL)
Conroy Removals Ltd. (Napier, New Zealand)
Cosmopolitan/M.L. Transportes (Brasilia, Brazil)
Cosmopolitan Transport, Mandiri, PT (Jakarta, Indonesia)
CSX Lines (Washington, DC)
Crystal Forwarding (Carlsbad, CA)
Davel Demenagements SA (Meyrin, Switzerland)
Decapack (Santiago, Chile)
Delahaye Blue Ribbon Movers (New York, NY)
Deliver USA (Jessup, MD)
Delmarva Port Services (Baltimore, MD)
De Marti, S.A. (Barcelona, Spain)
Denali Int'l dba Pacific Movers (Anchorage, AK)
Dependable Auto Shippers (Dallas, TX)
Desbordes Int'l S.A. (Paris, France)
DeWitt Moving & Storage (Tamuning, GU)
DHX Ocean/Air (Dominguez, CA)
Dijkshoorn Int'l Movers (Vlaardingen, The Netherlands)
Doree Bonner International (Kent, UK)
Eagle Shipping Services (London, UK)
East Int'l Freight Forwarders (Cairo, Egypt)
Elliott Int'l (Johannesburg, South Africa)
EMS Hansard ltd. (Dover, Kent, UK)
Era Moving Services Pte Ltd. (Singapore)
European American Van Lines, Inc. (Ridgefield, NJ)
Euro-USA Shipping Ltd. (Suffolk, UK)
Excargo Services (Houston, TX)
Excess International Movers (Auckland, New Zealand)
Excess International Movers (London, UK)
Executive Insurance Services Inc. (Oviedo, FL)
Executive Moving Systems (Woodbridge, VA)
F & N Worldwide Moving (Lincs., UK)
Favia Int'l Transport (Cairo, Egypt)
Fidelity & Marine Inc. (Miami, FL)
Foehrenbach International (Paris, France)
Freight Systems Int'l (Cairo, Egypt)
Fukuoka Soko (Fukuoka-Ken, Japan)
Gamma Shipping (Yavne, Israel)
Gateways Int'l Inc. (Settle, WA)
Gezairi Group Cargo (Beirut, Lebanon)
Global Packers & Movers (Islamabad, Pakistan)
Global Worldwide (Naperville, IL)
Gosselin World Wide Moving (Deurne-Antwerp, Belgium)
Grace Int'l Removals (Seven Hills NSW, Australia)
Green Van Int'l Co. (Taipei, Taiwan)
Greenbriar Forwarding (Edison, NJ)
Hauer & Kopal, Robert Hauer GesmbH (Vienna, Austria)
Henri Harsch HH S.A. (Geneva, Switzerland)

HL Van Transport (Bassum, Germany)
Hollander International Movers (Elk Grove Village, IL)
Humboldt International (Canton, MA)
IAL Nigeria Limited (Lagos, Nigeria)
Intercontinental Van Lines, Inc. (Markham, Ont., Canada)
Inter-Jet Customhouse Brokers (Jamaica, NY)
Inter Trans Insurance Services Inc. (Irvine, CA)
Inter-Transport SA (Geneva, Switzerland)
Intermove Limited (Newton, CT)
Internacional Mudancera Mexicana, S.A. de C.V. (Mexico City, Mexico)
International Wood Industries Inc. (Sherwood, OR)
Interport Executive Movers (Singapore)
Inters & R S.L. (Barcelona, Spain)
Interstate Int'l Inc. (Springfield, VA)
Intra-Mar Shipping S.A. (Santafe De Bogota, Colombia)
ITO Mobiltransport GmbH (Bremen, Germany)
J. Calenberg (Bonn, Germany)
John Ryan Removals (Springvale, Vic., Australia)
Jordanian Coast Cargo & Tourism Services (Amman, Jordan)
Kar Kia Co. Ltd. (Tehran, Iran)
Keller AG (Bern, Switzerland)
Keller AG (Basel, Switzerland)
Kelly's International Ltd (Guildford, Surrey, England)
Keys Bros Removals & Storage (Canningvale, Western Australia)
King & Wilson International Movers (Melbourne, Australia)
L. Rettenmayer (Wiesbaden, Germany)
L. Rettenmayer Transitorios (Lisbon, Portugal)
M. Dyer & Sons Inc. (Honolulu, HI)
Martin Stephen (Canada) Ltd. (Ontario, Canada)
Matco Transportation Systems (Alberta, Canada)
McGimpsey Brothers (Removals) (Ireland)
Mesa Int'l (Grand Junction, CO)
Mexpack (Mexico City, Mexico)
Mobiltransport Danmark A/S (Copenhagen, Denmark)
Mobil-Transport Ltd. (Zurich, Switzerland)
Moreno Int'l (Monterrey, Mexico)
MoveAssist Int'l Ltd. (Hitichin, Herts, England)
Move One (Budapest, Hungary)
Orbit Int'l Forwarders SARL (Beirut, Lebanon)
OTB Overseas Transport GmbH (Achim, Germany)
P.M. Packers & Movers (New Delhi, India)
Pacific Island Movers (Main Facility, Guam)
Panda Transporti s.r.l. (Rome, Italy)
Paxton International (Springfield, VA)
Peter E. Reid Stevedoring Inc. (Pago Pago, American Samoa)
Phoenix Transport (Japan) Ltd. (Yokohama, Japan)
Phoenix Transport Services (Bremerhaven, Germany)
P.N. Writer & Co. Ltd. (Mumbai, India)
Portan S.A. (Bogota, Colombia)
Prime Movers Int'l (Munich, Germany)
Pumex International Movers (Korea)
Raffles Movers International Pte Ltd (Singapore)
R.C. & B. Group S.R.L. (Milan, Italy)
Reliable Van & Storage (Elizabeth, NJ)
Renmer International Movers (London, England)
Rose International Inc. (Hoboken, NJ)
Rose International (Bremen, Germany)
Rose International Inc. (Berkshire, England)
S.G. Global S.A. (San Jose, Costa Rica)

Sancalsa Int'l Services (Mexico D.F., Mexico)
 Santa Fe Transport (Singapore)
 Scanvan Kungsholms Express & Spedition (Stockholm, Sweden)
 Simorgh Pack Transportation (Tehran, Iran)
 S.I.T. Transportes (Madrid, Spain)
 Sonigo Transport Jerusalem Ltd (Jerusalem, Israel)
 Soyer International Moving Co. (Istanbul, Turkey)
 Stangl International Worldwide Movers (Vienna, Austria)
 Sterling International Movers Ltd. (Perivale, UK)
 Stevens Worldwide Van Lines (Saginaw, MI)
 Subalipack (M) Sdn Bdh (Kuala Lumpur, Malaysia)
 The MI Group (Mississauga, Ont., Canada)
 The Moving Company (NZ) Ltd. (Auckland, New Zealand)
 The Pasha Group (Corte Madera, CA)
 The Viking Corporation (St. Thomas, VI)
 Tokyo Express International (San Francisco, CA)
 Tower Int'l (Bezons, France)
 Transpack Ltd. (Zurich, Switzerland)
 Transeuro Worldwide Movers (London, UK)
 Transcontainer (Tlalnepantla Edo de Mex., Mexico)
 Transworld Freight Systems, Inc. (Los Angeles, CA)
 Transworld International (Brussels, Belgium)
 Transworld International Movers (Rio de Janeiro, Brazil)
 Treyvaud-Interdean SA (Geneva, Switzerland)
 Tri Star Freight Systems (Houston, TX)
 TG Int'l Insurance Brokerage Inc. (San Juan Capistrano, CA)
 Unipack S.A. (Tehran, Iran)
 Universal Cargo SRL (Buenos Aires, Argentina)
 Universal Household Fwdg. (Tokyo, Japan)
 V. Pack & Move Co. Ltd. (Bangkok, Thailand)
 Van Der Ent Kuster Koot Topmovers (Spijkenisse, The Netherlands)
 Vanliner Insurance Co. (St. Louis, MO)
 Vayer Group Ltd. (Tel Aviv, Israel)
 Venezuelan International Packers C.A. (Caracas, Venezuela)
 Victory Van International (Sterling, VA)
 VIP Transport, Inc. (Corona, CA)
 Voerman Int'l (Leidschendam, The Netherlands)
 W. H. Hofmann & Co. AG (Zurich, Switzerland)
 Wabash Forwarding (Warrensburg, MO)
 Ward Van Lines (Santiago, Chile)
 Watson Services Limited (Accra, Ghana)
 Williams Moving Int'l (Vancouver, B.C., Canada)
 World Wide Overseas Moving Service Inc. (North Vancouver,
 B.C., Canada)
 Worldmover C&R Ltda. (Rio de Janeiro, Brazil)
 Worldwide Movers (P.T. Gelombang Fajar) (Jakarta, Indonesia)
 Worldwide Movers Tanzania (Dar es Salaam, Tanzania)
 Worldwide Movers Uganda (Kampala, Uganda)
 Worldwide Movers Kenya (Nairobi, Kenya)
 Wridgeways The Worldwide Movers (Ringwood, Vic., Australia)
 Ziegler, S.A. (Brussels, Belgium)



PORTAL ADVERTISING

IMPORTANT NEW INFORMATION CONCERNING PORTAL Advertising Rates and Dimensions

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

1/2 Page \$ 1,350

- Horizontal format: 7-1/2" wide x 5" high
- Vertical format: 3-3/4" wide x 10" high

1/3 Page \$ 950

- Horizontal format: 7-1/2" wide x 3-1/4" high
- Vertical format: 2-1/2" wide x 10" high
- Box format 4-1/2" wide x 5" high

1/4 Page \$ 700

- Horizontal format: 4-1/2" wide x 3-3/4" high
- Vertical format: 3-3/4" wide x 5" high

1/6 Page \$ 425

- Horizontal format: 4-1/2" wide x 2-1/2" high
- Vertical format: 2-1/4" wide x 3" high

1/8 Page \$ 350

- Horizontal format only: 3-3/4" wide x 2-1/2" high

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

Deadlines to receive new artwork:

May/June Issue May 20, 2003
July/August Issue July 15, 2003
September/October Issue August 20, 2003
November/December Issue November 10, 2003
January/February 2003 Issue January 20, 2004
March/April Issue March 15, 2004

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—no exceptions.



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

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

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Industry Calendar

April 2003 (TBA)	New Jersey Movers & Warehouse Association Annual Meeting	TBA
April 5–9, 2003	2003 AMSA Annual Convention & Trade Show	La Quinta, CA
May 1–4, 2003	Georgia/S. Carolina/Florida/Virginia Combined Assns. Meeting	St. Augustine, FL
May 4–8, 2003	Mayflower Van Lines Annual Meeting	Nassau, Bahamas
May 5–8, 2003	GSA EXPO 2003	San Antonio, TX
May 6–9, 2003	OMNI Annual General Meeting 2003	Prague, Czechoslovakia
May 6–10, 2003	California Moving & Storage Association Annual Meeting	Palm Springs, CA
May 11–15, 2003	FIDI Congress	Stockholm, Sweden
May 15, 2003	FIDI-FAIM Seminar	Stockholm, Sweden
May 16–18, 2003	New York Movers & Warehousemen's Assn. Annual Meeting	Manchester, VT
Sept. 13–17, 2003	NDTA Forum 2003	Kansas City, MO
Sept. 15, 2003	FIDI-FAIM Seminar	Brussels, Belgium
Sept. 22–23, 2003	Military/Industry Personal Property and Claims Symposium	Alexandria, VA
Sept. 29–Oct. 3, 2003	FIATA World Congress 2003	Bali, Indonesia
Oct. 8–10, 2003	FIDI-Academy Sales Seminar	Honolulu, HI
Oct. 12–14, 2003	HHGFAA 41st Annual Meeting	Honolulu, HI
Oct. 22–25, 2003	FIDI-Academy Forwarding Seminar	London, UK
Nov. 15–21, 2003	FIDI-Academy Institute	Baltimore, MD
March 31–April 3, 2004	AMSA 2004 Annual Convention & Trade Show	Bal Harbour, FL
Sept. 11–14, 2004	NDTA Forum 2004	Milwaukee, WI
Oct. 13–16, 2004	HHGFAA 42nd Annual Meeting	San Diego, CA
Sept. 10–14, 2005	NDTA Forum 2005	San Diego, CA
Oct. 22–25, 2005	HHGFAA 43rd Annual Meeting	Washington, DC

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