



THE PORTAL

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Welcome to
San Diego!
42nd Annual Meeting

Ethics and Etiquette:
Doing the Right Thing ...
Doing Things Right

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TABLE OF CONTENTS

FEATURES

- 4 About This Issue
- 5 **PORTAL FOCUS: Ethics and Etiquette**
The Psychology of Ethical Behavior (5) • Traveling in Asia (8) • Ethics and Etiquette: Matters of Principle! (10) • Ethics of Business Writing Applies to E-mail Too (11) • Cheaters and Chumps (13) • The Art of Fine Dining: A Refresher Course in Table Manners (15) • Guidelines for Ethical Business Operations (17) ... and more
- 21 **HHGFAA 42nd Annual Meeting**
Meet the Candidates (21) • Security Assessment and Business Continuity (25) • Keynote Speaker Rep. Duncan Hunter (27) • Welcome to San Diego! (28) • Dennis Nickolai Retires from TechMate International (31) • Annual Meeting Sponsors and Exhibitors (32-33) • Container Scanning 'Tech-neats' (35) • YP-35 (36-37)
- 38 Military/Government Update
- 39 Sales and Marketing
- 41 Trucking
- 42 TechNotes
- 44 Maritime/Ocean Shipping
- 45 Air Cargo/Air Travel

COMMENTARY

- 3 President's Message / *Terry R. Head* "Doing the Right Things Right"
- 55 Washington Update
Jim Wise / PACE-Capstone

DEPARTMENTS

- 36 YP-35 Page
- 48 Industry News
- 51 Welcome New Members
- 54 Price List for HHGFAA Publications
- 59 Websites to See
- 62 *Portal* Advertising
- 63 Advertisers' Index
- 64 Industry Calendar

About our cover: HHGFAA 's Annual Meeting will convene Oct. 13 in beautiful San Diego, California, shown on our cover at twilight. Annual Meeting coverage begins on page 21.

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By Terry R. Head
HHGFAA President

Doing the Right Things Right

I think we would all admit that we live in a world of relaxed standards. However, knowing the importance of etiquette and ethics is perhaps more important today than it was 20 or 30 years ago. Furthermore, knowing what is the right thing to do or the right way to do (or not do) something in a given situation takes on even more importance in a global business environment such as the worldwide moving and relocation industry.

I certainly don't claim to be an expert in the area of ethical behavior and social etiquette. However, I do pride myself on my knowledge of manners and strive to act well and treat others in the proper way. I have spent many hours reading numerous books on the subject and am very grateful to my mother and father, who set basic standards of behavior for me at an early age. The best compliment anyone can give me is to refer to me as an honest "gentleman."

Throughout this issue of *The Portal* you will find a variety of articles related to Ethics and Etiquette from which we feel everyone can benefit. Some may wonder what place this type of information has in a business-oriented publication. But I'm certain we can all think of instances when we, or someone who works closely with us, failed to act appropriately or to recognize cultural diversities. Sometimes it's the little things that cause the most problems and consternation. There has been many a deal lost just because someone failed to make a proper introduction.

Introductions, especially when a variety of cultures and nationalities are involved, require a certain skill. There is a distinct order to how introductions are to be made, and rank or standing is important. Always introduce a junior person to a senior person. The highest-ranking person is mentioned first, followed by the person being introduced. Remember, "Big, may I introduce Small." Do not use the first name of the senior person, unless he or she has given you permission. However, you should use the full name of the junior person. If you are introducing two people of equal rank, introduce the person you know better. Think, "Mr. Longtime Acquaintance, may I present Ms. New Acquaintance." As you make the introductions try to convey enough information about both parties so they have a basis to start a conversation of their own once you walk away. Also, in a business environment I've learned that women want no special treatment, but I still prefer to introduce females first unless the standing or rank of the parties involved in the introductions dictate otherwise.

In our world, business cards are so important. I feel sorry for the person who comes to the Annual Meeting and forgets to pack enough business cards. A business card is a representation of the person who carries it and should be treated with due respect — to the point where, in some Asian cultures, the card should be held in both hands upon receipt. The receiver should purposefully read the card and repeat the information on it, such as name, title and company. Contrary to popular practice, it is a sign of disrespect to write information on people's cards in their presence or stuff them into your pocket.

The common form of greeting in the United States is a handshake. A firm handshake, not a limp extension of the hand or an overly strong squeeze, makes the right impression. Although the American handshake is now used in many countries, it's good to be aware of introduction traditions in other cultures. Bowing may be common, especially for Japanese guests. In some cultures, a kiss on both cheeks is expected, while in others such familiar bodily contact is considered inappropriate.

The above are just some of the issues of which we all should be aware, particularly in a multinational gathering such as the HHGFAA Annual Meeting. It would be difficult to know every cultural nuance, but it's probably wise to acquaint yourself with the basics of accepted behavioral standards. If you're not sure what is proper, remember: it always seems to work if you treat the other parties in the same "manner" in which you would like to be treated. ■

ABOUT THIS ISSUE

This issue focusing on Ethics and Etiquette is timely and important, as HHGFAA members prepare to gather for the Association's 42nd Annual Meeting in San Diego. Could you use a refresher course in dining and table manners? It's right here, on page 15. You also will find useful insights on ethics as it relates to our industry and the business world in general. Three of our articles were provided by HHGFAA members (see pages 10, 12, and 18) and all are very much worth reading. The pros weigh in as well, illuminating the psychology of ethical behavior (page 5) and offering guidelines for conducting business in an ethical fashion (page 17).

The 42nd Annual Meeting is of course covered thoroughly in this issue as well. It includes profiles of our candidates for office (page 21), a schedule of events (page 34), and discussions and backgrounds of the presentations that will be offered during the week's events. Security—which weighs heavily on everyone's mind these days—will be discussed during the general membership meeting (see overview on page 25); and Keynote Speaker Rep. Duncan Hunter is profiled on page 27. At press time, another presentation tentatively on the schedule relates to new techniques and devices to enhance the effectiveness of container scanning (35). The goal of the program for this gathering is, of course, to ensure that you leave the Annual Meeting more informed and better equipped to face the challenges and uncertainties of tomorrow. ■

Ethics and Etiquette: Doing the Right Things ... Doing Things Right

The Psychology of Ethical Behavior

By Sander I. Marcus, PhD, CPRW

The issue of ethics in business and public life today is recognized as critical in determining success or failure. Yet even with all of the emphasis on morality and spiritual values in business and professional life, our society sometimes appears to be spiritually rudderless.

Multibillion-dollar business and government scandals are practically a daily item in the news. Disgraceful scandals have already tarnished the reputations of (and sometimes ruined) talented people, great corporations, and government organizations. And you don't have to look far to find ethical problems. With the economy the way it is, businesses are tempted daily to charge more than they should, or short-change their customers in a variety of ways.

One of my favorite jokes is the classic Henny Young man line about ethics in business: "You own a dry cleaning place. A guy walks in and gives you his suit to be cleaned. When he leaves, you find a \$100 bill in one of the pockets. Now, the ethical question is this: Should you tell your partner?"

All of us who are in business or in a professional practice are also the customers. And customers aren't immune to ethical problems, either. How many people who, through a mistake are undercharged \$2 at the gas pump or at the

Most of us, no matter what our background or beliefs, share a basic morality in our approach toward others and toward our business and professional lives.

grocery store or in a restaurant, do anything to correct the error?

Most of the attention is on ethical principles, guidelines, and codes of conduct, which are developed more and more by schools, professional associations, companies, and governmental bodies. Every professional association has a set of ethical guidelines for practitioners. Service organizations, such as Rotary, have long had statements of ethics designed for the everyday practice of business and professional activities.

As a psychologist, I look at ethical problems from a psychological (rather than business, religious, or legal) point of view. It seems to me that if we can better understand why people are motivated to behave ethically or unethically, then we will know better how to prevent or at least minimize unethical behavior.

The reasons behind unethical behavior

I believe that it is crucial that you, as a manager or business owner, learn the different reasons why people violate or follow ethical guidelines, and how each of these must be handled differently.

Generally, people violate ethical guidelines for one or more of the following reasons:

1. **Ignorance of ethical principles and guidelines.** Many violate ethical principles solely because they did not know about them. Consider that many ethical choices are in areas that are not always clear. This is why posting and other availability of ethical guidelines is crucial.
2. **Ethical lapses or lack of vigilance.** In some situations, people have lapses and may do or say something unethical that they would not usually do because they simply are not paying careful attention. This is why frequent discussions and training sessions are so important for any organization or business.
3. **Desperation.** Some people are in such dire straits — financially, professionally, or personally — that they feel forced to compromise their usually strong ethical standards. For these people, it is important to focus on what their needs are. If you as a manager recognize that an individual is in this situation and can help him solve his problems, your assistance might make the possibility of resorting to unethical behavior unnecessary.
4. **Immorality.** Unfortunately, there are people in every part of society whose values simply are unethical. At their

worst, they display the sociopathic behavior that is criminal — they will lie, cheat, and steal. No amount of short-term ethical training or posting of ethical principles on the office bulletin board will make a difference in changing the values of these people. Only taking the appropriate formal action will protect the organization and its ethical functioning.

Ethical compass guides majority

What are the reasons that make most people follow ethical guidelines?

1. **Fear of the consequences.** Some people will follow ethical guidelines not so much because they consider them important, believe in them, or even agree with them. Some people follow ethical guidelines simply because the potential consequences of not doing so can be severe. We see every day the legal, financial, and career-ending problems brought on by unethical behavior. For some, this is enough to make the difference in their behavior. For this person, obviously, it pays to dwell on the consequences of not behaving ethically.
2. **Being a “good soldier” and following guidelines.** For some people, following ethical guidelines is not so much out of fear but because they consider that ethical guidelines are simply rules to be followed, and that this is part of their job. For this person, simply making explicit the ethical guidelines and keeping them visible is important.
3. **Having an inner “ethical compass.”** For many people (ideally most of us), following business and professional ethics is truly an outgrowth of a strong, inner sense of morality and ethical beliefs. Most people, I believe, will behave ethically under most circumstances. Most of us, no matter what our background or beliefs, share a basic morality in our approach toward others, our business, and professional lives. There are, of course, business and professional situations that are so complex or unusual that it is not always clear how to apply our inner moral compass. That is where having formal ethical guidelines and access to appropriate consulting can make a big difference.

It is better to anticipate potential ethical problems than react to them when they occur. In our practice, we always try to ask ourselves in every activity, “Is there another side to this? What is on ‘the other side of the coin’?” If we’re looking at the advantages of a decision, what are the potential disadvantages?

We hope that this provides a framework for understanding why simply applying one approach to all ethical problems or needs may not be enough.

—SOURCE: *Forum*

What Did You Say?

Should you be offended if a German responds to an announcement by saying, “Schwein gehabt!” (“You’ve had pig!”)? No, you’re in luck. The phrase means that something lucky or good has happened. Pigs are considered lucky in Germany, where people exchange marzipan pigs on New Year’s to bring prosperity and good fortune.

The Ethics of Foreign Currency

By Alastair Paulin

We love our greenbacks, those comforting, no-nonsense US bills; in the dollar we trust. Which is why we can be thrown by foreign currencies. When faced with the unfamiliar script and exotic design of the bright pink Thai 500 baht note (equivalent to \$12.82), for example, many travelers will grumble about “Monopoly money.” Our anxiety is understandable — we don’t want to pay 10 times too much because we got confused by the number of zeroes on our Chilean pesos (\$1 equals 623 pesos) — but it can blind us to the beauty of foreign currency.

Money is the first tangible way you engage with a foreign country and one of the most frequent cultural interactions.

Money is the first tangible way you engage with a foreign country and one of the most frequent cultural interactions. It can be fun to prepare for arrival in the country by spending some time examining the money. Not only does this help to avoid expensive mistakes, but each note and coin is a little window into the country.

A little preparation will pay off too:

- At **oanda.com**, a foreign exchange site, travelers can create wallet-size “cheat sheets.”
- Check what fees your bank charges to use foreign ATMs; if you’re only making small withdrawals, surcharges can erase the better exchange rates that ATMs offer over cash and traveler’s checks.
- Call your credit card company to check on surcharges. Most banks charge 2 percent on top of the institutional interbank rate — which still makes using your credit card your best deal.
- Plastic is convenient, but travel agents advise that a mix of money is the best approach. You’ll need some local cash for incidentals — and besides, colorful bank notes make more exotic souvenirs than credit card receipts.

—SOURCE: *AAA World*

‘Little Things’ Mean a Lot

- The way you handle customer complaints (including the number of people they get passed to)
- What you put on your billing sheets, time sheets, and expense reports
- Office supplies you don’t (or do) take home
- Commitments you make and keep (or don’t keep)
- Personal business you don’t (or do) conduct at work
- “Unimportant” work rules you follow (or break)
- Things you reproduce on the copy machine
- Standards you set for yourself
- Level of quality you put into whatever you do
- Credit you appropriately share (or don’t share) with others.

These, and scores of behaviors like them, reflect who you are and what you stand for. When it comes to ethics and integrity, everything is important - including (and especially) “the small stuff.”

SOURCE: *George S. May International Company, a resource to help people find ethical guidelines when running a business. Website: <http://ethics.georgesmay.com/>*

A Stand on Ceremony

By Nicole Gull

When an employee at Botanicals gets married, a wedding gift is a no-brainer for CEO Casey Cooper. The Chicago-based special-event floral design firm pays for arrangements for the big day. “I haven’t had to go to Tiffany’s in a long time,” says Cooper.

If only every CEO had it so easy. But for many company owners, employee weddings can be confusing, from whether to go to what to give. If you’re invited, gauge whether you’ve been invited out of obligation. Don’t attend, for example, if you have little contact with the employee. Dallas-based event planner Steve Kemble goes so far as to suggest declining all invitations to avoid any appearance of favoritism.

As for gift-giving, Lydia Ramsey, author of *Manners That Sell*, says that company owners out to send a present. “If you don’t,” she says, “you’re saying you don’t value your employees.” Determine an amount you want

You’re invited to an employee’s wedding. Now what?

to spend (Ramsey suggests \$100) and head for a couple’s registry. Kemble says a handwritten congratulatory note is enough (except for personal assistants or if your company has fewer than 10 employees). Scott Allison, CEO of Allison & Partners, a PR firm in San Francisco, sends both a personal and a corporate gift, accompanied by cards with either his or the company’s name to show who is bearing the cost. He doesn’t give gifts only a boss can give, such as extra vacation days. “If you do it once,” he says, “you have to do it all the time.”

However you decide to handle staff weddings, make your policy consistent and known so employees know what to expect.

—SOURCE: *INC. Magazine*

Travelers in Asia Benefit From Proper Etiquette

By Bruce Mynint

Planning an excursion to the Pacific Rim? Before loading up the Samsonite, you might want to brush up on your cross-cultural manners. As many Western business travelers have discovered, language and food aren’t the only things in Asia requiring adaptation.

“In Asia, the first step in business relationships is to develop respect and trust with your associates. Once you learn this time-honored tradition, business will come much easier,” says Steve Halliday, director and senior vice president of Singapore-based Pan Pacific Hotels and Resorts. To help travelers build better relationships in Asia, Pan Pacific offers these tips:

- **Use titles and surnames** when addressing business associates (i.e., “Director Cheng”).
- **Ask a guide about the appropriateness of a gift** before you give. While a clock might make a nice present in the United States, for instance, Malaysians believe timepieces symbolize death. Likewise, giving a knife to a Singaporean might be seen as a desire to end a relationship.
- **Never touch your host’s head.** In cultures such as Thailand’s, even passing an object over someone’s head is taboo.
- **Avoid sitting cross-legged.** In parts of Asia, shoes and feet are considered unclean, so be aware if the local custom is to shed shoes indoors.
- **Present your business card with both hands** — written materials facing the recipient — and make bow slightly when handing the card off. Also, be sure to bring plenty of cards; other-wise your host might think you don’t really want to do business.

—SOURCE: *Meetings & Conventions*

Is Etiquette a Core Value?

By Rob Kurtz

If Ann Marie Sabath has her way, all human resources training programs will one day include “rudeness reduction.” She owns At Ease Inc., a Cincinnati firm that offers a Miss Manners-style course for businesspeople. Bookings have jumped 34% in the last year, she claims, as companies look at employee behavior as ripe for improvement.

Q. What do your clients hope to achieve through this class?

A. Our training assists professionals in recognizing what their prospects and clients consider to be rude. We’re not talking about Emily Post extending her pinkie when lifting a glass of white wine. We’re talking about why people do business with some organizations and avoid others.

Q. What are some of your tips?

A. Regarding punctuality, we teach people that if you’re early, you’re on time, and if you’re on time, in reality, you’re late.

Q. You focus on cell phone, too.

A. Yes. We encourage individuals to shut off their phones before walking into a building. All that beeping is noise pollution. And when using a cell phone in public, stand two arm’s lengths away from others.

Q. And your rules for e-mail?

A. Avoid acting like a frustrated e. e. cummings by keying in lowercase. That gives people the impression that you do not have enough time to focus on them. Also, spell-check and grammar-check should always be used. It’s very easy to key “Anal” when “Alan” was meant.

Q. Why are your sales growing?

A. I think managers feel like they have no choice but to play the role of professional parents — teaching employees how to dress, and how to interact. And does this have an impact on the bottom line? Yes, because people have more money than time.

—SOURCE: *INC. Magazine*

What You Can’t Talk About

By Marjory Abrams

My father often says, “The only things worth talking about are the things you can’t talk about.” Like my father, I always have admired people who have the courage to speak their minds, and I strive to do so myself. But “reality” programs such as American Idol — rife with put-downs and other hurtful comments — make it all too clear how easily frankness can descend into rudeness or worse.

You don’t have to keep opinions to yourself, but share them thoughtfully.

Psychologist Joy Browne, PhD, host of a nationally syndicated call-in radio show and author of *Getting Unstuck: Eight Simple Steps to Solving Any Problem*, believes that the world would be a better place if we stopped telling other people how they look. “Our lives are full of mirrors,” says Browne. “People don’t need to be told that they look tired or have put on weight.”

Giving unsolicited advice is another of Joy’s pet peeves. I asked her if it is really better to keep quiet when I see a friend making a major health mistake, for example, or if experience tells me that a couple should be handling their troubled teen in a different way.

In situations like these, Joy suggests letting the person know that you have some ideas about his/her health, parenting problem, etc. Ask, “Would you like to hear them?” If the answer is No, don’t pursue it. You will be wasting your words.

Browne advises proceeding with caution if you hold an unpopular opinion. “Gather the facts — historical precedents, competitive data, and so forth,” she says. “Wow them with facts if you want to win them over.”

Also: Give a genuine show of respect to the opposing point of view. A statement such as “I can see why you are enthusiastic about this” or “I can see the benefits of this proposal” will make people far more receptive to your contrary views.

—SOURCE: *Bottom Line Personal*

Ethics and Etiquette: Matters of Principle!

By Dr. Jim Lundy

Ethics? Honesty? Integrity? How should we measure them? Do they exist by degrees, like the inches on a ruler, or the number of pounds on a scale?

And are there various types, such as business ethics, honest participation in relationships, and integrity-guided personnel decisions?

Or are different standards appropriate according to the circumstances? For example, if a significant long-term customer makes an overpayment by mistake, should we correct the error — but not bother to be fair to a small first-time customer? Do we tend to be more fair and conduct ourselves with greater integrity when interacting with family and friends than when we deal with strangers, or even associates at work?

When we face a challenge or an opportunity, shouldn't we be absolutely committed to doing the right things and doing things right? It seems that taking any other approach just wouldn't be right!

Of course, being imperfect, each of us has made mistakes. And day by day we undoubtedly will make more. But our lives are in our own hands. We are, in fact, the masters of our own fates. Sure, there will be varying degrees of difficulty ahead. We can't count on perpetually smooth sailing in our future any more than a sailor can count on a storm-free voyage.

As we continue our journey into the future, in order to do the right things and do things right we must commit to principled versus expedient behaviors. Instead of "Fire, ready, aim," we should commit to taking a "Ready, aim, fire" approach.

As you undoubtedly have heard many times, we somehow find time to address things that have gone wrong, yet we make excuses for expedient behavior by saying we didn't have time to do things right. And of course, the time and effort to get back on track almost always exceeds the investment we should have made in principled behavior at the outset.

At Albert Moving & Storage we strive very hard to do the right things and do things right. We know that our ability to grow and be of increasingly beneficial service to more and more customers is dependent on our ability to succeed in being principled, not expedient, as we drive to achieve customers for life (our company purpose). We also strive to pursue principled approaches absolutely — not conditionally.

We feel our environment has "good news/bad news" dimensions. The bad news is that each of us, as a consumer, has to endure experiences that, at best, are only satisfying. And frankly, we feel that having a target to just satisfy customers would relegate us to levels of mediocrity. That's why we invest so much time and effort, in a principled way, in trying to maximize customer delight consistently.

Functioning in principled ways isn't always easy — but in the long run, it surely can be gratifying. We love receiving the almost daily plaudits and expressions of appreciation from delighted customers.

In order to help ourselves and our associates keep doing the right things and doing things right, we hold three or four half-day and full-day workshops each year. We also hold numerous short participative sessions weekly.

To continually remind ourselves of some of our basic learning experiences, we have developed brief guidelines that we review periodically. In fact, each Thursday we prepare an all-hands voice-mail announcement of the particular topic for the next day. For each weekly review we wear a related button covering a total of seven topics. Any teammate who wears the week's button and a company shirt is permitted to wear jeans that day.

Among the themes that address individual and team behavior relating to ethics and etiquette is the "1-2-3" message. It reminds each of us to ask these three questions prior to making any decisions: 1. Who can help me make a better decision? 2. Who will have to carry it out? and 3. Who will be affected by it? We should then get those individuals (or representatives of their groups) together to discuss the best approach to take.

Our Inside/Outside button was created to remind us that "Our service to our external customers can only be as good as our internal service to each other." We recognize that we need to relate to each other internally as teammates in order to be able to delight our external customers.

Another button shows three E's in capital letters. It reminds us that only through principled behaviors can we consistently "Provide customers with Experiences that Exceed their Expectations."

For years we have put considerable emphasis on maintaining relationships as we drive for results. We are absolutely committed to ethical behaviors and reliance on age-old practices of etiquette. In essence, we want to do things right as we do the right things every time and at all times. ■

Dr. Jim Lundy is a consultant for Albert Moving & Storage. He also is the founding director of the Center for Management and Leadership Development at Midwestern State University in Wichita Falls, Texas. He is the author of three internationally published books, including Lead, Follow, or Get Out of the Way.

Etiquette of Business Writing Applies to E-mail Too

By Deborah Willoughby, Montgomery (AL) Advertiser

The structure of a formal business letter is well known, but it feels as if all bets are off in the world of business e-mail.

People in the business world sometimes treat electronic correspondence the way they would a scribbled note on a piece of scratch paper when they would be better off treating their messages with the care they would give a formal business letter on company stationery.

Among the biggest changes of the computer age is the extent to which high-level managers do their own typing, rather than dictating correspondence to a secretary. Thus, a manager's correspondence — e-mail correspondence in particular — may be sent without ever having been reviewed by a colleague.

Many of Libby Christensen's students at the Auburn University Montgomery (Ala.) campus understand the basics of writing and grammar, but still worry about how the rules may have changed.

"Grammar rules do change, and some teachers are stricter than others," said Christensen, who teaches business writing. Those rule changes can lead to workplace disagreements about grammar and punctuation. "I tell my students, 'When all else fails, do what your supervisor says.'"

The basic rules of business writing apply to e-mail correspondence. Christensen focuses on accuracy, brevity and clarity. Here are her tips for e-mail etiquette:

- **Treat it like a business letter.** E-mail tends to be more conversational than a formal business letter, but that doesn't mean anything goes, in terms of either style or content. "What you're saying will represent your office, not just you," Christensen said.
- **There's no such thing as privacy.** Don't put anything in an e-mail that you wouldn't want your boss to read. Remember that recipients may be quick to forward your message to other parties. Be extremely alert when you reply to a message that has been forwarded to you.
- **Use spell-check.** It's not perfect, but sometimes it's all we've got," Christensen said. "Mistakes reflect poorly on yourself and your company.
- **Reread your work.** For important letters, consider asking someone from your office to take a look, too, for content as well as for grammar and punctuation. "If you're upset about something, be careful, because e-mail is very quick," Christensen said. Many people have angrily fired off a quick e-mail to their deep regret. Wait until you're calm before sending an e-mail.
- **Supply contact information.** The recipient may want to drop something in the mail or give you a call. Provide your name, address and telephone number in a business-related e-mail.
- **Keep it short.** "If something is long, it's better to make an attachment and let the other person download the attachment," Christensen said.
- **Stick to the plain fonts.** Christensen suggests the dignified Times New Roman in black or blue rather than a colorful, flowery script.
- **Don't use all capital letters.** It's the e-mail equivalent of yelling.

—SOURCE: *Military Times*

What Is Ethics?

By Donna J. Williams, Executive Insurance Services

What is ethics? Webster defines it as “the study and philosophy of human behavior, with emphasis on the determination of right and wrong.” In decision-making, ethical individuals consider the question, “What is the good or right thing to do?” Ethical behavior requires honesty, integrity, loyalty, compassion, respect, and concern. Valued relationships, business or personal, are built on trust. Essentials to create solid relationship foundations are truth and doing what you say you’ll do. Adding loyalty to the relationship requires the ability to genuinely care about other people and hold oneself personally accountable.

The news in the headlines recently, and society’s actions in general, suggest that in some quarters ethics is an endangered species, threatened with greed and self indulgence. Is taking an action the ethical thing to do if you simply think it’s necessary, or if you’re doing it for someone else and you gain nothing personally? Is it ethical if

Ethical behavior requires honesty, integrity, loyalty, compassion, respect, and concern.

Valued relationships, business or personal, are built on trust.

everybody else is doing it, or if it doesn’t hurt anyone? Unfortunately, these are all too common rationalizations for unethical decisions. Elements of ethical decision-making are (a) commitment to do the right thing, (b) increased awareness, and (c) reasoning and judgment skills for problem-solving and implementation.

Develop an ethical checklist:

- Listen to the little voice in your head.
- Think about how comfortable you would be explaining your decision publicly.
- Follow the Golden Rule: Treat others the way you would want them to treat you.
- Give it the smell test; if you know it stinks ...

When working with companies and individuals around the world we must keep in mind that every country’s culture is unique. Utmost care should be taken not to embrace biased opinions or judgments based on our differences, but to bridge our differences through increased awareness and respect. Surely you would agree that news travels fast in the moving and storage industry. Do you conduct business in an ethical manner that assures it’s good news?

There’s an old saying: “Sometimes the hardest decision made is the right thing to do.” ■

Cheaters and Chumps

By Jennifer J. Salopek

The latest TV advertising campaign for PriceWaterhouseCoopers carries the tagline: “Business needs a chief courage officer.” Social critic and political scientist Dr. David Callahan of Princeton University, author of the recent book, *The Cheating Culture: Why More Americans Are Doing Wrong to Get Ahead* (Harcourt, 2004), may be a foremost nominee.

Callahan cofounded the public policy center called Demos in New York City, where he is director of research. While investigations for his five previous books were primarily in the field of political science, this time his work has led him to attempt to address a problem that crosses all strata of American life: ethics, or perhaps the lack thereof.

Callahan says he has “long been bothered by the shifts in our culture and economy. I feel that we have lost our broader purpose; there seems to have been a turning of people inward into their own heads. I am troubled by the economic insecurity that more people face.” Callahan’s hypothesis was that dishonesty was a growing trend in America. He set out to find evidence of the trend and to discover why it was happening. He researched various professions, government and legal systems, the economy, US culture, and people’s values. His research is primarily assimilation and analysis of others’ findings — government reports, polls, articles, and studies — that he topped off by conducting more than 80 interviews with confessed cheaters.

Most of the book is devoted to four major reasons why Americans are doing wrong, and his recommendations for what we can do to get the country back on track. In his preface, he writes, “I don’t want to overplay the bad news about the overall ethics culture in American society. ... The country is actually much less corrupt than it has been during notable periods in our past, such as those of the robber barons and in the 1920s. Americans are better educated, and we have more ethical standards of conduct.

“However, I did conclude that there is more cheating in some areas, and there are many new opportunities for cheating than there were in the past.” He cites Internet piracy as one example.”

Corruption of the American Dream

Why are Americans cheating more? Callahan lists four main cultural and economic changes that have developed over the past 25 years, namely an increased focus on money and the bottom line; an increased income gap between wealthy Americans and everyone else; laissez-faire thinking that has rendered government watchdogs impotent; and a fundamental change in American character.

“Individualism and self-reliance have morphed into selfishness and self-absorption,” he writes. “Competitiveness has become social Darwinism; desire for the good life has turned into materialism; aspiration has become envy. We have become divided into the ‘Winning Class’ and the ‘Anxious Class.’” Callahan explains that cheaters in the Anxious Class generally have not prospered economically in the past decade and are angry and frustrated as a result. They work hard and deserve their fair share of the good life, right? In other words, cheaters in the Anxious Class try to take what they think they are due, regardless of the law, and they pine for the “rewards” of the Winning Class.

Winning Class cheaters, meanwhile, don’t expect to be caught, and if they are caught they generally don’t suffer too much. These cheaters — the Sam Waksals, Martha Stewarts, and Enron executives — are the ones with successful parents and privileged upbringings, a natural part of capitalism that has blossomed in an era of deregulation. Callahan concludes that “the most potent fuel for bad behavior ... was the lure of wealth, status, and luxury.”

He adds that “Nonprofits face the same major accountability problems and challenges [as corporations].” What’s more, he adds that “[nonprofit employees] are no more immune to temptation than anyone else.”

Trickle-down corruption. “Trickle-down corruption,” as defined by Callahan, comprises the motivations and sometimes petty crimes that drive normal people who, overall, consider themselves to be honest and ethical. In many cases the Anxious Class is just trying to get some of its own back.

“People are prone to invent their own morality when the rules don’t seem fair to them,” writes Callahan. As the gap between the haves and the have-nots widens, the latter feel increasingly powerless to do anything about it — anything ethical, that is.

Thus, Americans who believe they are underpaid steal from their employers. Those who think that they are overtaxed cheat on their annual returns. People who think CDs are “too expensive” engage in illegal file-sharing, and others who feel the same way about cable help themselves to illegal hookups.

Be a chump

So what, as a nation, are we to do? Callahan makes specific, if highly optimistic, recommendations for economic and social change that aims to boost America’s moral climate. First, we should make work pay, he says, by increasing the minimum wage, authorizing new tax credits, and allowing or encouraging government intervention in the economy.

Second, he suggests expanding access to higher education, through major new investments to build a system of universal higher education accessible to all students via affordable tuition, more low-interest loans, and grants and scholarships.

Third, people must be able to build wealth and personal assets. Callahan cites creative approaches that seek to bridge the gap between the haves and the have-nots. Creative savings programs, such as accounts in which the savings of the impoverished are matched on a 1:1, 2:1, or even better basis as long as the savings goes for such things as buying a home or education, are one such program. And he notes that there are dozens of other housing programs and small-business assistance programs that could help. The problem is that in today's anti-welfare environment, many innovative ideas never have a chance.

Fourth, Callahan says that we should address the shortages of key services — in particular child care and health care — that contribute to the rising insecurity of the Anxious Class.

Callahan believes that “Taken together, these four strategies would reduce the financial anxieties that stalk many households and help restore people’s faith that ‘the system works,’ that if they play by the rules, they will be rewarded with a decent life.”

Social change also is crucial. Americans need more ways to find and to measure meaning in their lives aside from money. Nonprofits, he says, play a crucial role in this effort, and “will continue to grow, and its more humanistic approach can play an enriching role in American life.”

Professional associations have developed codes of ethics that govern various jobs and industries, but associations must give those codes teeth, he says, not through voluntary participation, but through self-regulation and accreditation.

On an individual level, “be a chump,” says Callahan. “The cheating epidemic ... can be traced back to large-scale shifts in America over recent decades, but that doesn’t mean that as individuals we’re not responsible for our actions.” In being a chump, you file an honest tax return even if you believe everyone else is cheating. You’re honest with your insurance company about who drives your car. You expose corruption at your office.

His argument makes sense. The more people who are being chumps, the fewer people who are being cheaters. Then, no longer will a person believe that “everyone is doing it.”

—SOURCE: Adapted from an article in *Executive Update*

Evidence of a Cheating Culture

- According to a 2002 survey of 13,000 workers, just 39% of employees said they trust senior managers.
- Americans may make up as much as half of the \$250 billion lost every year to tax evasion.
- Some 70% of doctors said they had exaggerated patient symptoms so that HMOs would allow longer hospital stays.
- 82% of corporate executives admitted to cheating on the golf course.
- Americans are now stealing nearly \$6 billion a year worth of paid television.
- As many as 2 million Americans now have illegal offshore banks accounts that they use to evade taxes.
- One 15-year-old in New Jersey made nearly \$1 million by masquerading as multiple people on Yahoo! and hyping low-priced stocks.
- Kids spend \$600 billion of their parents’ money each year; advertisers spend \$12 billion a year to influence those buying decisions.

—SOURCE: The Cheating Culture

The Art of Fine Dining: A Refresher Course in Table Manners

By Corby O'Connor

As a businessperson, you probably often find yourself sharing meals with clients and trading partners. But how are your dining skills? You represent your company in highly visible situations. When faced with an array of knives, forks, glasses, and plates, do you know which fork to use for the entrée and which bread plate is yours? Reach for the wrong water glass and the shine comes off even the most polished of professionals.

You might think eating is a simple task. We eat three times a day; we should know what we are doing by the time we reach adulthood. But like most activities, proper dining is a skill. If you haven't been properly schooled, you are likely to make mistakes — and how you conduct yourself during a meal says a lot about you and your attention to detail.

The place setting

- You will find your napkin under or to the left of your forks, on the entrée plate, or perhaps folded decoratively in your water glass. Open the napkin after it is on your lap and leave it folded in half with the crease facing your waist. Do not tuck it into your waist or collar.
- Solids are to the left of the place setting and liquids are to the right. In other words, your bread plate is at the left and your beverages are to the right.
- Begin your meal using the utensils furthest away from your plate and move in toward the plate with each new course. The fork furthest to the left is the one you use first, typically for your salad.
- Use your entrée knife for your salad if you have not been given a salad knife. After using it, rest the knife on your bread plate when the salad plate is removed. Do not rest a soiled knife — or any other used utensil — on the table.
- The large spoon to the right of the place setting is the soup spoon. Rest your soup spoon on the saucer when finished.
- Move the dessert spoon and fork, if they are above your plate, to either side of your place setting after your dinner plate is removed.
- When you have completed your meal, place your knife and fork together, with the handles to the right over the dinner plate, in the 4 o'clock position. The cutting edge of the knife blade should face you, and the fork tines should be facing down.

Dining skills

- Wait for everyone at your table to be seated before you begin eating. The host, if seated at the table, will give the signal to commence when he or she begins eating.
- Use your napkin to wipe your mouth only. Place the napkin on the back of your chair or on your seat when you leave the table temporarily. Place the napkin to the left of your place setting when you are finished with your meal and are leaving the table. This signals to the server that you are finished dining and will not be returning.
- Cut your food by holding it down with the fork in your left hand, with the prongs facing down. After cutting, place the knife across the top of your plate and switch your fork to your right hand, if right-handed, to place the food into your mouth. (NOTE: Some cultures differ on this point.)
- Pass the salt and pepper as a pair when asked by a dining companion. It is impolite to use any condiment yourself first after another has asked for it.
- Offer bread or rolls to the person to your left, before taking one for yourself. Then, pass the basket to your right. If the basket is at the other end of the table, wait until it comes to you, or ask for it to be passed in your direction.
- Break off a small piece of bread or roll. Keep it on the plate and butter one small piece of it at a time before placing it in your mouth. Do not butter the entire roll at once and then bite from it.

Table manners

- Keep your personal items, such as glasses, cell phone, or purse, off the table. Those items should be kept either in your jacket, on your lap, or on the floor, and not on an empty chair at the table.
- Keep your jacket on. If your host removes his, you may then remove yours. If you are unbearably hot, ask your host if he would mind if you removed yours.
- Do not put lipstick on, apply contact lens solution, or do anything else at the table that falls under the grooming category. These things can be taken care of in the restroom.
- Leave the table, after excusing yourself, if you have a sudden coughing fit or must blow your nose vigorously. If you must leave the table, try to do so between courses.
- Chew with your mouth closed and don't talk with your mouth full. Take small bites so you don't find yourself

trying to speak with food in your mouth.

- Take a sip from your beverage only when you have finished what is in your mouth. Otherwise, you could leave food on the glass or the foot in your mouth will be visible to others.

Challenging situations

- Use your fingers to eat artichokes, removing one leaf at a time, and scraping the “meaty” part of the leaf between your teeth, and then place the leaf on the side of your plate. The artichoke heart is to be cut with a knife and eaten with a fork.
- Use the cocktail fork provided to spear an oyster. Dip it into the sauce and eat it with one bite.
- Pull lobster meat out from its shell with your cocktail fork. If the piece is too large, cut it with your knife before dipping it into the melted butter.
- Use your dinner fork to remove all the pieces of vegetables and meat from a shish kabob. When all the food has been transferred to your dinner plate, place the shish kabob skewer on the side of the plate, and eat the meat and vegetables using the dinner fork and knife.

As the guest at a business meal

- Do everything in moderation. It is acceptable to leave a small amount on your plate. Do not drink to excess.
- Do not complain about the service or the meal. If you find something totally unacceptable, tell your host. It is his or her job to handle the matter.
- Wait for your host to see that your wineglass or beverage needs refilling. Do not refill the glass or order from the waiter yourself.
- Thank your host for the meal and his or her time. Send a written thank-you note to your host upon returning to your office so as not to forget. It takes a short time but makes a lasting impression.

As the host at a business meal

- Find a restaurant that you enjoy and patronize it. When you have an important lunch or dinner meeting to host, you will be familiar with the layout and staff and can request extra courtesies like a select table or special course.
- Don't ask your guest to choose the restaurant. That is your job. Take into consideration the location of your guest's office and, if you are aware, his or her taste.
- Have your guest seated, either by you or the maitre d', in the chair with the best view or with his or her back to the wall. You should take the aisle seat.
- Allow your guest to order first. It is a nice gesture to discuss what you will be choosing, so that your guest, who may be unsure, will know what price range to stay within.

Try not to let all the rules make you anxious. Keep in mind that the purpose of business etiquette, while dining and at all other times, is to make the people you are with feel as though they are the most important in the world. Do that and you will be forgiven for using the wrong fork.

—SOURCE: PCMA Convene

Guidelines for Ethical Business Operations

Knowing what's ethical helps you and your employees make appropriate decisions. Too many ethics discussions are theoretical. Here are six very practical steps for ethical decisionmaking.

It seems every day there are new stories about businesses and organizations being accused of or investigated for ethical violations. These events around the world have heightened everyone's awareness of ethical business practices.

Investigations of many high-profile companies accused of unethical conduct show that most had elaborate ethics policies or guidelines. It was the people at the companies, however, who did not pay attention to the policies.

A key point to remember about business ethics is that in spite of the codes of ethics, ethics programs and special departments, corporations do not make ethical decisions. Individuals make the ethical choices. A business should provide the environment or atmosphere for acting ethically, but it is the people of the business that put ethics into practice.

To help you determine whether your actions are ethical, compare them to these six basic guidelines for ethical business operations.

- Laws
- Rules and procedures
- Values
- Conscience
- Promises
- Heroes

Laws. Laws are created to help society function. Is the action you are considering legal? Do you know the laws governing the activity? In general, ignorance of a law is no excuse for breaking the law.

Rules and procedures. Companies create specific policies and procedures to help the business function appropriately. Typically, these rules have developed as ways to keep the company successful and avoid problems. How does your planned action compare to what is stated in the company's policies and procedures?

Values. These social principles help to create society's laws and a company's policies and procedures. In turn, laws and policies reinforce the values. One example of values in operation is to ask yourself: "Does the action I'm considering follow not only the letter of the law, but also the 'spirit' of the law?" Is your action in agreement with the overall purpose of a law or rule? Or are you attempting to find a loophole?

Conscience. This internal sense of right and wrong develops from an early age. Your conscience recognizes certain principles that lead to feelings of guilt if you violate the principles. Will your actions make you feel guilty? Can you truly justify your actions?

Promises. Business is based upon trust. It is the belief that what is stated will be delivered. Will your action live up to the commitment that you made to the other person (customer, client, supplier, employee, employer) in the business relationship? Will your action build more trust?

Heroes. Every person has at least one individual who is a role model in some way. A hero may be a parent, teacher, coach, mentor or friend. Is your action what your hero would do in the same situation? How would your hero act?

Using these six guidelines will help you take action that is ethical.

—*SOURCE: George S. May International Company, a resource to help people find ethical guidelines when running a business. Website: <http://ethics.georgesmay.com/>*

Ethical Conduct In the World's Hinterlands

*By Matthew Enticknap
Communications Manager at Move One/ERC*

In the wake of the high-profile corporate scandals that have dominated the headlines over the past few years, the business world has been taking a long hard look at itself and reexamining the role of ethics in business conduct. As members of an industry that spans borders and cultures, moving companies have an uncommon view into the world of ethical business conduct and how this corporate responsibility is interpreted in various parts of the globe.

As a moving company that operates in “off the beaten track” regions, Move One International Movers has a unique perspective on the ethical divide that can exist between cultures. Having been a moving pioneer in the Balkans, Russia & CIS, Afghanistan, and Iraq—all regions where instability and volatility are a constant threat—the company is well aware of the ethical pit falls that many companies fall into when conducting business in these regions.

“When faced with a business environment that is corruptible a lot of companies will opt for the easy path,” observes Curt Clements, Move One’s Managing Director. “Many companies that try to get a foothold in regions such as Central Asia, Russia and the Middle East think that the answer to their problems is to simply flash a wad of

Maintaining a high standard of ethical business conduct, in the face of entrenched corruption, is not only the right thing to do—it’s also essential to long-term business success.

cash. It’s a short term solution, but in the long run it’s a dead end.”

The point is, says Clements, while a company can’t expect to change the business culture, they should also not simply adopt unethical business practices to compete in the market. Opting for this approach will not only undermine the long term prospects for a business in the local market but it also contributes to the long term stagnation of the local economy

“While throwing around money to overcome uncooperative bureaucracy may seem like a good solution, we’ve found that staying true to our principles has been essential to Move One’s long term success,” Clements adds.

Maintaining rigorous ethical standards has even paid off in unexpected ways for the maverick moving company. For example, Clements notes, it’s not uncommon for Move One to be approached by local companies looking for honest and uncorrupted business partners. The state of ethical business conduct has deteriorated so much in some of these regions that local business players look to outsiders for a degree of stability.

Equally important, says Clements, is the impact that a company’s actions can have on its global partners. “Move One relies on a strong partner network and the way we conduct our business also reflects on our partners. Of course the reverse is true as well, so we choose our partners carefully, based on a proven track record of ethical behavior and reliability.” ■

Know What Cannot Be Compromised

Every business owner knows that there are some aspects of work that are discretionary and other aspects with procedures that must be followed exactly. Do your people know what these discretionary and non-discretionary areas are?

Discretionary areas of business are those situations where you and your employees have room to maneuver, compromise, bargain and make deals within established boundaries.

These boundaries are the non-discretionary aspects of a business.

Non-discretionary areas are topics or situations with very specific rules, regulations or other guidance that requires one — and only one — way of acting. Compromise is unacceptable in these areas.

Safety is one non-discretionary area that is immediately recognizable. There are certain safety procedures that **MUST** be followed or there is danger to workers. However, there are other areas where your employees may not have quite as clear an understanding of what is ethically correct.

To act ethically, it is vitally important that you, as a business owner — and your employees — understand what actions fall into which of these two areas — discretionary or non-discretionary.

Often different organizations and businesses provide different guidelines on operational latitude. These differences may be due to the responsibilities that employees have in performing their jobs. Or, the job requirements may permit only a certain procedure.

Universal norms

However, there are several universal areas where zero tolerance for violations is appropriate for all organizations. These universally accepted norms include:

- Laws and regulations
- Public and employee safety
- Truthfulness of records and statements.

Stop and think what would happen if you did not obey laws and regulations. Most public and employee safety rules were created because injuries occurred or because there was obvious danger. Business is based on trust and truthfulness. If records and statements are not accurate, trust is lost.

Company-specific standards

Businesses may add to this list with specific policies and procedures that they wish to enforce for the performance of the company or to differentiate the company from competitors.

Both the universal norms for ethical action and the specific policies and procedures that a company adopts as standards are areas where ethics cannot be compromised. As a business owner, you must set the example and ensure your employees know these ethical boundaries.

SOURCE: George S. May International Company, a resource to help people find ethical guidelines when running a business. Website: <http://ethics.georgesmay.com/>

How to Say 'NO' with Tact

You may be faced with a situation in which a partner or co-owner proposes an action that you believe is not ethical or outright wrong. Perhaps an employee comes to you with this situation. What do you do? What do you tell your employee?

You may be tempted to do what is asked because you know the person or you feel obligated for some other reason. Are you looking at doing the questionable action simply to “go along to get along”? If so, you would knowingly be doing what you believe is unethical. That makes you as wrong as the other person.

Fight the temptation. Take a stand. Say NO, with tact. Don't accuse the other person of being unethical. Instead, use “I” statements to describe your feelings.

State your objection and concern without judgment.

- I have serious concerns about that, and I need your understanding ...
- I honestly believe it is wrong because ...
- I can't do what I feel is wrong ...

Propose an alternative action that you feel is ethical.

- I think I know what you want to accomplish, and I feel there's a better way to do it. How about ...

Ask for the person's help and agreement.

- I really need your help.
- I want to make sure we both do the right thing.
- Will you go with me on this one?

If you aren't the owner or president, seek assistance from higher authority.

Here are some words of wisdom from well-known individuals about this topic:

- “Keep true, never be ashamed of doing right, decide on what you think is right and stick to it.” —George Eliot
- “If you don't stand for something, you will fall for anything.” —Multiple sources.
- “To know what is right and not do it is the worst cowardice.” —Confucius
- “Honesty is the cornerstone of all success, without which confidence and ability to perform cease to exist.” —Mary Kay Ash
- “It is not who is right, but what is right, that is of importance.” —Thomas H. Huxley

Acting ethically sets an example. Others see your actions. Once the ethical barrier has been breached, others may assume it is appropriate to act unethically and improperly in many more situations.

—*SOURCE: George S. May International Company, a resource to help people find ethical guidelines when running a business. Website: <http://ethics.georgesmay.com/>*

Ethics in International Business

The Federal Government wants US companies to take advantage of business opportunities in expanding markets, but it wants them to do so ethically. So the Commerce Department recently announced the publication of *Business Ethics: A Manual for Managing a Responsible Business Enterprise in Emerging Market Economies*. The book available for \$49 through the Government Printing Office, touches on how to establish an ethics program and discusses responsible business conduct. The book includes worksheets and guided exercises, as well as an extensive bibliography, glossary of business ethics, and nine appendices of ethics policies adopted by several countries and organizations.

To order this or any other publication available from the Government Printing Office, access <http://bookstore.gpo.gov/>

HHGFAA 42ND ANNUAL MEETING

Meet the Candidates



Agner



Angell



Cobb



Crown



Groger



Moore



Nelson



Richardson



Rizzo



White

With 30 years' experience in the movement of commercial and military household goods, **Jackie Agner** of Farwest Freight Systems is anxious to serve the members as your Associate Members Representative. "I am excited to not only bring my experience as a mover to the table but having served seven years on the executive board as an active Member At Large, I can work on enhancing projects that I feel will be beneficial to the associate members," said Agner.

"While serving as Commercial Affairs chairwoman on the Active Members' board I led my committee in the development of numerous association benefits, such as the Industry Glossary and The Movers Shopping Center. I also served as the executive liaison for the YP-35 organization. Over this past year I have continued my work with the YP-35 scholarship program and recently accepted the position as secretary/treasurer to the Alan F. Wohlstetter Scholarship program. I am also serving on the Military Affairs Committee and on the Transit Times Task Force.

"Earlier this year I was given the opportunity through Farwest Freight Systems to participate in a management-style program that support the idea that the key to success in business is *shared goals, shared knowledge, and mutual respect*. Believing in this and knowing that a true leader has a sincere interest and concern in helping you to grow and succeed; I am the right person to be your Associate Members' Representative."



Georgia Angell is President of Dell Forwarding in Monroe, Wash., where she has worked since 1997. During her 24 years of experience in this industry, she has held key management positions with Shoreline International, United Van Lines and American Ensign. She has been responsible for all facets of freight forwarding and also has experience in local agency and port management.

Angell, currently the chairman of the HHGFAA Executive Committee, previously chaired both the Accessorial Services Committee and the Claims Committee. She has been extremely involved in the military's development of the Families First program, assisting in both the rates teams and the claims teams.

"Our current program continues to be updated while we forge ahead with the elements of the new program," says Angell. "SDDC is clearly committed to change the method of procurement for the movement of HHG. I support a quality driven program with proper rules, which will allow a fair playing field and proper compensation for all participants. I will continue to pursue ways to ensure the success of our industry and our members.

"Our Associate members are a vital part of the HHGFAA and we need to continue to support their business endeavors. I am also excited about the new website and e-Portal that were launched this year, which allow more information to be disseminated to our membership. The HHGFAA staff and Executive Committee continue to develop additional value-added benefits for our membership and I look forward to participating with those plans during the next year."



Michael Cobb has over 32 years' experience in the household goods industry. He began with a small international forwarder in 1972 before joining American Red Ball International of Seattle, Wash., in 1975 as dispatcher for their

flatbed linehaul division. He later was promoted to manager of their flatbed division and subsequently manager of the military operations department. In 1988 Cobb was named vice president of Red Ball with primary duties of overseeing all aspects of shipments moving for the Department of Defense, both international and domestic.

“My experience with a large international forwarder handling military, government agency, and commercial moves worldwide has provided me a tremendous opportunity to work with and exchange ideas with people throughout the world,” says Cobb. “This exposure will provide a solid foundation to work with the Executive Committee of the HHGFAA, as it represents members, large or small, domestic or international, in matters that impact our industry now and in the future.”

Under Cobb’s direction, Red Ball was an active participant in the DoD’s Re-Engineering and Full Service Move test programs, as well as the SAM program of the Navy through a subsidiary company. As a result of this involvement, he is familiar with the factors that contributed to both the successes and the failures of those programs. This knowledge can be applied in helping to ensure that the “Families First Program” is fair for industry as well as the military.

He currently serves on the HHGFAA Government and Congressional Affairs Committee as well as on the Transit Times Task Force, a collaboration of SDDC and industry representatives reviewing transit times for all international channels based on segmented elements derived from shipment history.

As a member of Red Ball’s executive committee, Cobb is actively involved in setting corporate policy and in strategic planning. “Thinking outside the box with an eye toward the big picture, present and future, are strengths that I will bring to the HHGFAA.”



Christiane Crown is Vice-President of Island Forwarding, Inc. and has been working in the transportation industry for the last eleven years. She currently serves on the Executive Committee as a Member At Large and is the Vice-Chairperson of the Government & Congressional Affairs Committee.

“My focus is on the role of small business, in today’s marketplace as well as tomorrows. In this ever changing environment, it is easy to forget about the little guy. I want to reassure they are represented and that their concerns are heard.”

“This past year has been very exciting and a challenging time for me.” Since elected last October, Ms. Crown

Slate of Candidates Active Member Elections

Saturday, October 16, 2004

Chairman:

Georgia Angell, Dell Forwarding, Inc.

Vice Chairman:

Randy Groger, Air Land Forwarders, Inc.

Member At Large*:

Michael Cobb, American Red Ball International

Christiane Crown, Island Forwarding, Inc.

Jan Moore, BINL, Inc.

Karen Nelson, Expert Forwarders, Inc.

Michael Richardson, Jr., Senate Forwarding, Inc.

Mario Rizzo, Gateways International, Inc.

*There will be four Member At Large positions to fill.

Associate Member Elections

Friday, October 15, 2004

Associate Members’ Representative:

Jackie Agner, Farwest Freight Inc.

Associate Members’ Representative At Large:

Charles White, Executive Moving Systems Inc.

has worked on a variety of projects including the evaluation of the changes made in the D.T.R., worked with SDDC and other industry representatives to develop the Families First Web Based Counseling Program, and is currently working as the industry lead on the Transit Time Task Force, a committee made up of both DoD and industry participants, who together are developing a new transit time table. “I feel that the work being done by the T.T.T.F. is of extreme importance. Since 9/11, our industry has endured many changes in the way we do business. The mission statement of the T.T.T.F. is, “To establish realistic transit times that serve as guidelines for shipper counseling and result in enhanced customer satisfaction at controlled costs. To establish a real time, web-based methodology that allows for maintenance and revision as future changes mandate”, I feel that this statement defines partnering in the best way possible.”

Ms. Crown is very active politically, spending a great deal of time representing industry’s interests on Capitol Hill. “I am proud of the way the industry and the DoD have worked together to develop the Families First Program and I want to see it be a success. Congress is one way to ensure that all aspects are addressed.”



Randall Groger has over 30 years’ experience in the transportation field, including 5 years of military service as an officer in the Army Transportation Corps serving in Europe, the Far East, and CONUS. He began his career in the moving industry in 1983 with Suddath Van Lines affiliate Airland Forwarders Inc., where he was operations manager, general manager, and vice president. He currently is vice president and general manager of Airland International Relocations with overall responsibility for the management and administration of several companies serving our industry. They include Airland Forwarders Inc., a domestic and international forwarder; Suddath Container Service, a flatbed trucking fleet specializing in hauling containerized household goods; Military Relocation Services, an ocean freight forwarder; and Relocation Assurance Corporation, a financial and claims service.

“Over the years,” says Groger, “I have been fortunate to have had the opportunity to meet and work with many fine people in our industry, including the professional staffs of HHGFAA, AMSA, and DoD, who have worked hard to improve the delivery of our services to the military through discussion groups, program reviews, and problem resolution activities. I have also participated in Washington Week rallies, where we expressed our industry positions to congressional and Administration leaders.”

As vice chairman of HHGFAA, Groger — who also chairs the Association’s Government and Congressional Affairs Committee — served on MTMC’s Task Force Fix Committee, consisting of industry and service representatives tasked with assisting in the development of a more effective DoD Personal Property Program.

“I believe the HHGFAA board must provide the leadership necessary to maintain DoD’s focus on an international program that rewards quality at a fair price,” says Groger, “a system that is capable of accurately evaluating carrier service; and then cost-effectively applying that evaluation to a quality-based shipment distribution system. At the same time, we must maintain the same traditional opportunity for small businesses to fully participate in all DoD Personal Property Programs.”



Jan Moore of BINL, Incorporated started her career in the transportation business in 1970 as a file clerk for Bekins Wide World, working her way into the mailroom, and eventually overseeing the entire communications department.

Taking a short break from Bekins in 1976 she went to work for an independent painter, painting tractors and trailers for Pacific Van Lines, Lyon Van Lines, and Imperial Van Lines.

After 2 years of painting, Moore returned to Bekins, supervising the newly created domestic department, marking the beginning of her military involvement that eventually expanded to include international traffic. “I had the good fortune of learning from such industry greats as Joe Drinco and Doug Madsen, who were willing to share their many years of military experience with me,” says Moore.

She was promoted in 1991 to president of BINL (formerly Bekins), and attended her first HHGFAA convention that October. “I was overwhelmed,” she recalls, “with the number of people from all over the world who meet for such a short period of time and accomplish so much, overcoming language barriers and cultural differences with the common goal of making this a better industry.”

Over the years, she has been active on several HHGFAA committees and looks forward to the opportunity to represent the only industry she has ever worked for. “I find it ironic that I would end up working in an industry that moves military families,” she notes, “since I grew up in the military and moved every 2 or 3 years. It would be quite an accomplishment to participate in a forum that will strengthen our industry, not only for us as movers, but also for the thousands of families in the armed forces who disrupt their lives to protect and serve.”



Karen Nelson, vice president of Expert Forwarders, Inc., has been in the household goods forwarding industry for 20 years. She has experience in port operations, dispatching, moving and storage operations, and domestic and international relocations.

“I feel I have a lot of background and history with what we are facing today with the Families First Program,” says Nelson. “I was in on the first round of Reengineering concepts when the plans to change the personal property program were first introduced.”

Nelson says that if elected, she will be an advocate for the industry. “I have no problem speaking on behalf of

our industry to whoever needs to listen,” she adds.



Mike Richardson began his career in the moving and storage industry 12 years ago in the United Van Lines system on the agency level working in both Sales and Operations. During this time he relocated to several markets including New York, Atlanta and Pensacola servicing corporate and government business.

He has been the director and general manager at Senate Forwarding for the last four years. Over that period, Senate participated in all of MTMC’s test programs with Richardson’s guidance. He has also been involved in other areas of the company including claims, billing and rates as Senate continues to be an active participant in both domestic and international DOD traffic.

“I believe my experience in the industry from the ‘trenches’ on the local level to servicing government/military business will be a benefit to the Executive Committee and the membership if elected,” says Richardson. “I am committed to our business for the long haul and wish to continue to help strengthen the relationship between our members and the Executive Committee. I am very excited about the possibility of continuing to serve on the board and hope my energy will serve the Association well.”



Mario Rizzo is the vice president of the Gateways office in Lombard, Ill., which provides international moving services for military and government, as well as door-to-door full move management for international corporate and private transferees. He has served for the past year as chairman of HHGFAA’s Carrier Relations Committee.

Rizzo has over 32 years’ experience in the international household goods moving industry and currently is a member of the Executive Committee. Prior to joining Gateways, he had served in various executive capacities with Allied International. Rizzo is a Vietnam veteran who served 3 years in the US Army infantry and graduated from the Infantry Officer Candidate School at Ft. Benning, Ga.



Charles (Chuck) White is director of sales at Executive Moving Systems, Inc. in Woodbridge, Virginia. For the past 4 years (two terms) White has served as the Associate Members’ Representative At Large to the HHGFAA Executive Committee. “It has been a real honor and a pleasure to serve the Associate membership,” says White. “In the four years that I have served, our industry has seen many major changes in the way we conduct business. Changes involving security concerns, currencies, procurement methods, technology and the world economy are a few of the issues our association has dealt with.

“Other pressing issues dealing with the US military include the move to ‘Families First’ and PowerTrack. Now, more than ever, it is important for our members to have strong representation that is well versed on the issues and understands what is needed to influence change. I believe that in my four years in this position I have learned what is necessary to help facilitate positive influences on the decision makers that can and will affect our industry. I have enjoyed serving you and there is still plenty of work to be done.”

Security Assessment and Business Continuity

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

Does it matter where in the world you operate your business? In today's global market, an incident or attack involving a critical segment of the transportation infrastructure is certain to have an impact on you, whether your business is in Berlin, Virginia, or Berlin, Germany.

Everyone involved in this interconnected global economy has to make decisions on the cost and pricing of products and services being brought to market and the overall profitability of the business. Deciding not to invest in new security protocols, both procedural and physical, because they are too expensive may at first glance appear to be a necessary and logical business decision. If you choose to invest in new security protocols and your competitor does not, it may mean that you have to raise your rates. This in turn could drive business away from you and toward your competitor.

Each and every person involved in the transportation industry bears responsibility as a global citizen to incorporate deterrent procedures into his or her daily operations.

Let's take the question of increased security and/or protection and apply it to a moderately sized city with five hotels. Four of the five hotels have great security procedures and the fifth hotel has none. What logical assumption can be made about the vulnerability of the fifth hotel? Right — its guests will be more vulnerable to being robbed, assaulted or even being victimized by a terrorist attack. However, should the fifth unsecured hotel fall victim to a terrorist attack, all hotels will lose substantial revenue and business, not just the unsecured one that decided not to invest in security procedures.

The same principle can be applied to companies operating within every aspect of the global transportation industry. A successful attack on this vital conveyor of the global economy will affect everyone in every corner around the world; thus each and every person involved in the transportation industry bears responsibility as a global citizen to incorporate deterrent procedures into his or her daily operations.

I recently had the opportunity to read *America the Vulnerable*, a book by Stephen Flynn that has received a lot of attention because of its unabashed look at security shortfalls since 9/11. In his book, Flynn addresses a multitude of critical security failures and shortfalls by both the public and private sector. A pivotal point that I focused on is the "absence of clearly defined and well-enforced government security requirements," wherein the ability of implementing better security procedures are hamstrung.

This lack of well-defined security requirements has a negative impact on the individual company attempting to implement security procedures. That is because a company that "invests in protective measures for the part of the infrastructure that they own, places [itself] at a competitive disadvantage" due to the aforementioned increase in the cost of doing business. As Flynn points out, approaching security and protective measures investment on an individual company basis illustrates the "tragedy of the commons." This theorem, first proposed by William Foster Lloyd in 1833, revolves around the principal idea that if left to their own accord, individuals and/or companies will not look out for the common good, but rather for themselves.

If one applies the "tragedy of the commons" to the issue of investing in security measures, the theory would apply as follows: Securing a particular company's assets involved in the larger global transportation infrastructure is accompanied by certain expenses. A company may be reluctant to take on that additional financial burden because the benefits are intangible. If that "company does not believe other companies are willing or able to make a similar investment, then it faces the likelihood of losing market share while simply shifting the vulnerability" to a competitor. Furthermore, in the event of an attack, the company that has made additional investments will suffer right along with the competitor that has not.

Put more succinctly, if left unchecked and unregulated, individuals will do what is good for them and their company, not what is good for the industry. As a business owner you certainly don't want regulations imposed on you that will make conducting business an even more arduous activity. Notwithstanding those concerns, the burden of securing the global transportation infrastructure does not fall on the shoulders of national governments alone, but on each and every company and individual involved in and profiting from that industry.

As an industry — in this case household goods transportation — each and every one of us must commit ourselves to taking appropriate and rational deterrent measures that will bolster other security initiatives undertaken by both the public and private sector. Although we will never be able to completely shield ourselves from those who

wish to harm us and our friends and allies around the world, we must strive to deter them in every conceivable way. Security is everyone's obligation, and the costs to implement necessary measures are insignificant compared to the potential costs incurred by damage to the worldwide transportation infrastructure and the global economy.



Gregory Shaw

As part of HHGFAA's ongoing effort to assist our members in making educated and well-informed business decisions, we have invited Gregory Shaw of The George Washington University (GWU) Institute for Crisis, Disaster and Risk Management to provide insight into how to manage and evaluate security risks inherent to the global transportation industry, especially the household goods transportation segment. At the General Membership Meeting on Oct. 16, Shaw will discuss how managing risk will serve not only to increase the level of security, but provide tools that can be implemented in a variety of potentially disruptive situations.

Prior to joining GWU's Institute for Crisis, Disaster and Risk Management in 2001, Shaw was director of the Geospatial Services Group for Veridian Systems Division in Chantilly, Virginia.

While at Veridian, he served as an emergency management consultant and analyst for the Disaster Management Interoperability Services (DMI-S) Implementation Project Team. DMI-S is a government-funded initiative to provide communication interoperability for weapons of mass destruction readiness and response.

Currently Shaw is a research scientist who has conducted research in support of Operation Safe Commerce, the organizational response to the 9/11 attacks, mass casualty preparedness and response, and the impact of the 9/11 attacks on corporate America, as well as a risk assessment of the San Francisco ferry system. He is an adjunct faculty member for The George Washington University and Florida Atlantic University, teaching graduate level courses in crisis and emergency management.

Previously, Shaw served as an officer in the United States Coast Guard, retiring as a Captain in October 1996. While on active duty, he commanded four cutters and the Coast Guard's largest shore unit, and served as liaison officer to the United States Navy Mine Warfare Command and as a senior analyst for the Congressionally chartered Commission on Roles and Missions of the Armed Forces.

Shaw earned master's degrees in physics at Wesleyan University, education and human development at GWU, and business administration at Webster University. He is currently a doctoral candidate in crisis, emergency and risk management at GWU.

Keynote Speaker Rep. Duncan Hunter

Congressman Duncan Hunter represents California's 52nd Congressional District consisting of eastern and northern San Diego County. He is a Vietnam veteran, who served in the 173rd Airborne and 75th Army Rangers. In 1973, Hunter attended Western State University Law School in San Diego on the G.I. Bill, while also working at farming and construction. Opening a law office in Barrio Logan San Diego, Hunter assisted many in the Hispanic community free of charge and without government compensation. In 1980, he was asked to run against Congressman Lionel Van Deerlin, an 18-year incumbent, where, in a 2-to-1 Democrat district, Hunter won the Congressional seat.

Hunter's first assignment in Congress was to the House Armed Services Committee, where he continues to serve today as its Chairman. Responsible for a defense budget totaling more than \$360 billion, Hunter focuses his national security efforts on providing the President the resources he needs to win the nation's military conflicts, modernization initiatives that quickly move new and effective technologies into the field, making the Department of Defense more efficient by moving resources from redundant and unnecessary bureaucracy to warfighting capabilities, and strongly supporting our nation's military personnel and their families by ensuring that they are well-compensated and well-equipped with safe and effective weapons and equipment.

Prior to his current position as Chairman of the full committee, Hunter served from 2001 to 2002 as Chairman of the House Military Research & Development Subcommittee, where he was responsible for overseeing the development and testing of key military systems, weapons programs, and technologies that fulfill military needs. Hunter also served from 1995 to 2000 as Chairman of the House Armed Services Subcommittee on Military Procurement, where he presided over \$60 billion for the acquisition of military weapon systems and components.

Having a district located in the California-Mexico border region, Hunter has made border enforcement a major priority. In 1988, Hunter authored legislation making the military the lead agency in illegal drug interdiction and was successful in obtaining military units for building roads and fencing along the U.S. border with Mexico. Over 40 miles of fencing and border infrastructure have been constructed to date. Additionally, Hunter passed legislation in 1995 to authorize an additional 5,000 Border Patrol agents in response to the Clinton Administration's budget which attempted to cut agency resources. Hunter remains committed to sealing the U.S. border to illegal alien and drug trafficking, ensuring that the region remains safe for communities on both sides of the international boundary.

Hunter's other legislative priorities include fulfilling promises to our nation's veterans, providing tax relief to America's working families, and continuing cleanup efforts at the New River and Salton Sea in Imperial County, which he previously represented for 20 years.

Congressman Hunter and his wife, Lynne, live in Alpine, California. They have two sons, Duncan Duane and Sam, and two grandchildren.

Welcome to San Diego!

In the meeting planning business, it's often said that the winning formula for a great event is "sun, sand, and water ... and golf doesn't hurt either!" San Diego offers all the winning elements and the HHGFAA Annual Meeting offers you a fine opportunity to explore many of the attractions this great city has to offer.

Our hotel, the Manchester Grand Hyatt, is poised at the gateway to San Diego, right on spectacular San Diego Bay and within walking distance to many spots favored by visitors, including Seaport Village, which features shopping, entertainment, and fine dining; the San Diego Zoo; SeaWorld; historic Old Town; and Balboa Park. And just minutes away are challenging golf courses and miles of sunny beaches.

A detailed guide to the metropolitan and outlying areas of San Diego can be found at www.sandiego.org. Meanwhile, here are just a few of the diversions you might want to consider during your visit. (A * indicates a site or activity within walking distance or a short ride of our hotel.)

- **Gaslamp Quarter District.*** This 16-1/2 block area encompasses art galleries, restaurants, theaters and antique shops, many housed in Victorian and California-style buildings. Nearby, Harbor Drive and Fifth Avenue was once the party scene of the California Gold Rush days, with saloons, gambling halls, and opium dens.
- **Horton Plaza.*** This contemporary shopping, dining and entertainment complex bears the name of Alonzo Horton, a native San Franciscan who bought 960 acres in the Gaslamp District for \$265 in 1867.
- **Balboa Park.*** This 1,400-acre park is dedicated to Vasco Núñez de Balboa, credited with discovering the Pacific Ocean in 1513. Visit 15 museums (including the San Diego Automotive Museum), the San Diego Zoo, the Houses of Pacific Relations, theaters, gardens, sports facilities and the Paseo del Prado — a promenade reminiscent of the one in Madrid, Spain.
- **Embarcadero.*** Within this marina park, the Maritime Museum features three ships, including the Star of India, which has circled the globe 27 times. From Broadway Pier, ferries travel to the island of Coronado, of Hotel de Coronado fame, where Thomas Edison supervised the installation of electricity.
- **Cabrillo National Monument.** Spain and Juan Rodriguez Cabrillo "discovered" San Diego, landing in what is now known as San Diego Bay. The Old Point Loma Lighthouse located here is open to the public on special occasions. The most southwestern part of the continental United States, this site is popular for whale-watching.
- **Mission Bay Aquatic Park.** The SeaWorld marine life park is one of the highlights of this 4,600-acre aquatic playground.



- **Seaport Village.*** This 14-acre village's three bustling shopping plazas are designed to reflect the architectural styles of early California, especially New England clapboard and Spanish mission. A 1/4-mile boardwalk that runs along the bay and 4 miles of paths lead to shops, snack bars, and restaurants. A highlight of this waterfront shopping mecca is a ride on the restored 1890 Broadway Flying Horses Carousel.
- **Old Town San Diego State Historic Park.*** San Diego's Spanish and Mexican heritage are most evident in Old Town, north of downtown at Juan Street, near the intersection of Interstates 5 and 8. The six square blocks on the site of San Diego's original pueblo are the heart of Old Town. Most of the 20 historic buildings cluster around Old Town Plaza.
- **Museum of Contemporary Art.*** A patterned terrazzo floor leads to galleries where the museum's permanent collection of post-1950s art (such as works by Andy Warhol and Robert Rauschenberg, among others) and rotating exhibits are on display. You can look out from the top of a grand stairway onto a landscaped garden that contains sculpture exhibits as well as rare 100-year-old California plant specimens.
- **San Diego Museum of Art.*** Known primarily for its Spanish Baroque and Renaissance paintings, including works by El Greco, Goya, and Rubens, San Diego's most comprehensive art museum also has strong holdings of South Asian art and contemporary California paintings. The Baldwin collection includes more than 100 pieces by Toulouse-Lautrec.
- **San Diego Zoo.*** Balboa Park's — and perhaps the city's — most famous attraction is its 100-acre zoo. Nearly 4,000 animals of some 800 species roam in hospitable, expertly crafted habitats that replicate natural environments as closely as possible. The flora in the zoo, including many rare species, is even more costly than the fauna. The zoo is best when you wander its paths, but open-air trams, bus tours, and a Skyfari ride are also available.
- **SeaWorld of California.*** One of the world's largest marine-life amusement parks, SeaWorld is spread over 100 tropically landscaped bayfront acres. SeaWorld's highlights are its four large-arena entertainments. The traditional favorite is the Shamu show, with synchronized killer whales.
- **Little Italy*** features an array of quaint stores, as well as a multitude of dining options.

Help Raise Money for Breast Cancer Research: Sign Up for the 5K Charity Run

Santa Fe Relocations of Singapore and HHGFAA invite you to warm up for the HHGFAA Annual Meeting and support a very worthwhile cause, by participating in the Breast Cancer Research 5K Charity Run on Tuesday, Oct. 12 — the day before the meeting begins.

Santa Fe Relocations, the founding member of the Johns Hopkins Singapore Research Fund, has obtained approval for the event from the City of San Diego, according to the company's general manager, Robert E. L. Cormier. Registration will open at 1 p.m. on Oct. 12, and the race will begin at 3 p.m. Runners and walkers will assemble at the starting and finishing point just outside the back of the Manchester Grant Hyatt, HHGFAA's Annual Meeting headquarters hotel. The route will take you along San Diego's stunning bay, and whether you're walking or running you're sure to enjoy the experience.

All entrants will receive an official event T-shirt and completion certificate, and there will be trophies for the fastest times in each age category. The registration fee is US\$25 per person, with all proceeds going to Johns Hopkins Singapore, where research holds the promise of unique advances in the treatment of breast cancer.

For information e-mail rcormier@santafe.com.hk



Few sights can compare with San Diego at sunset.

San Diego's Top Ten Beaches

- **Carlsbad State Beach.** Nearby restaurants and shopping (and even a winery) make this a prime getaway location.
- **Moonlight Beach.** This lovely stretch of beach in Encinitas is easily accessible and has parking.
- **Fletcher Cove.** This is a small beach surrounded by cliffs. At low tide there are great tidepools to examine.
- **Del Mar Beach.** Two and a half acres of sandy beach, accommodating surfers, swimmers, volleyball players, and those who just want to stroll hand in hand.
- **Torrey Pines State Beach.** Sitting at the foot of the Torrey Pines State Reserve, this is one of San Diego's most treasured locations.
- **La Jolla Shores.** Family-friendly beach popular with scuba divers and kayakers (thanks to the gentle wave action).
- **La Jolla Cove.** Striking horseshoe-shaped beach surrounded by sandstone cliffs and perfect for snorkeling and kayaking.
- **Windnsea Beach.** A world-class surf spot (this is no place for beginners), it's also a wonderfully romantic location, with great tidepools as well.
- **Pacific/Mission Beach.** Three miles of sand, boardwalk, restaurants, clubs, boutiques — even a roller coaster.
- **Coronado/Silver Strand State Beach.** Coronado was named one of the nation's top 10 beaches by the Travel Channel. The Strand is popular with families and has lots of parking.

Dennis Nickolai Retires From TechMate International

By Joyce Dexter, Portal Editor

It seems that every year at Annual Meeting time, we're saying good-bye to someone who's long been an industry fixture. This year, Dennis Nickolai, cofounder of TechMate International, will be pressing some flesh and saying his own farewells as he begins a new phase of his life in retirement.

Nickolai has spent the past decade helping to revolutionize the moving and storage industry with a unique technology conceived by his old friend and business partner, Lynn Peterson. At times, this industry has been slower than some to embrace the new products that have streamlined other businesses. But as the old guard has retired and the younger generation has taken the helm of their businesses, companies have begun to understand just what technology has to offer them.

A Midwesterner who was born in Michigan and spent 10 years in Minnesota before moving to California, Nickolai spent a good 30 years working for computer companies, primarily in sales and marketing. Then came an opportunity to join forces with Peterson, who had come up with the idea for a portable, hand-held device to make moving surveys and inventories more precise and less error-prone. Nickolai's role was to get the message out and to sell the product.

Actually, Nickolai says he has never considered himself a salesman despite several decades of promoting products. "I've always had a role in sales and marketing," he explains, "but I don't think of myself in that way. I think of myself as a problem-solver."

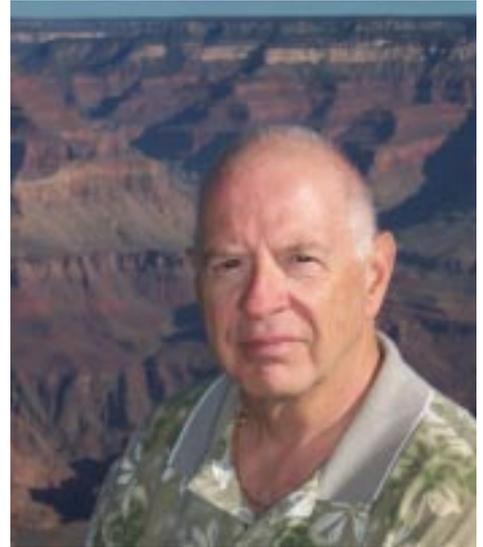
The new gizmos that the moving industry was initially slow to accept are now widely recognized as an important tool for companies around the world. Surprisingly, says Nickolai, the larger companies and van lines — the very entities that could best afford the products — weren't particularly interested in them. "In the beginning," he recalls, "there was a lot of resistance to change in the industry. What I found most surprising was that rather than the big companies embracing the technology, our first successes were with the smaller companies that recognized these products could make them different and more productive."

Today, of course, TechMate systems are boosting productivity for companies of all sizes and eliminating many of the headaches suffered by sales and moving professionals in decades past. This gives Nickolai a lot of satisfaction as he winds up his career. "I consider myself very fortunate to have been part of the moving industry," he says. "It makes me feel good to know I have actually been able to positively affect the way an industry does business. When we started TechMate, everything was being done with pencil and paper. Our products have made things faster and easier by producing documents that the customer can use and understand, and that leads to greater customer satisfaction. Now, for example, there's less chance that on moving day a customer will insist that his piano was supposed to have been included in the survey."

Nickolai credits TechMate's acceptance and success in part to HHGFAA and the way it views suppliers. "I have found HHGFAA to be unique among the industry associations. Under Terry Head's leadership, suppliers are treated as equal partners. I think Terry understands that suppliers share the association goals of maintaining a high standard of service and a forum where professionals can meet to exchange ideas. Many of our most popular features were a result of listening to the attendees at the annual convention. It's a kind of circle of business that enables us to make better products so that the industry can be better and then in turn will demand better products.

"I am very proud of TechMate's contribution to the industry," Nickolai adds. "I would attribute much of TechMate's success to a very dedicated staff who understand the importance of great customer service. It feels very good to have brought products to market that not only improved our clients' productivity but also helped them establish a professionalism in their customers' eyes. The fact that others have developed competing products validates the industry's need for TechMate-type products."

The future, he believes, will provide even more opportunities for technology to improve the industry in surveying, accounting, and other areas. But Nickolai would like to see the industry establish standards for business documents so that information can be exchanged between dissimilar systems. "Consumers have come to expect instant information and get it on demand from the Internet," he points out. "Standards for information interchange



Newly retired Dennis Nickolai takes in the Grand Canyon.

will permit the industry to elevate itself to the next level of customer service.”

Those developments, however, will come from other innovators. Nickolai, who retired in March, has spent the past few months in China, Europe, and the Virgin Islands pursuing other interests such as sailing and traveling with his wife to see the world and spend time spoiling his five grandchildren, who are scattered from Hong Kong to Las Vegas.

Whatever the future holds, Dennis Nickolai will fondly remember the years he’s spent working with the moving industry. “It’s given me the opportunity to meet countless good people from around the world,” he says, “and I’m proud to call many of them personal friends.”

So if you see him milling through the crowds at HHGFAA’s 42nd Annual Meeting in San Diego, take a moment to wish him well. You can also e-mail him at dm@nickolai.us.

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HHGFAA 42nd Annual Meeting Schedule

Wednesday
October 13

7 a.m.–6 p.m.

Registration
Elizabeth Foyer East

9 a.m.–5 p.m.

Exhibit Setup
Douglas Pavilion ABCD

9 a.m.–11 a.m.

AMMB/Executive Committee
Breakfast Meeting
America's Cup CD

11 a.m.–4:30 p.m.

Executive Committee Meeting
America's Cup AB

1 p.m.–2 p.m.

Executive Committee Lunch
America's Cup CD

5:30 p.m.–6:30 p.m.

New Members' Reception
Elizabeth F

6:30 p.m.–10 p.m.

Opening Reception
Rooftop Pool Deck

Reserve a Table
for the
Closing Dinner

Should your company be interested in purchasing a reserved table for 10 guests at the Closing Dinner, please direct all inquiries to the Registration Desk on site. Tables will be available for \$250 each.

Thursday
October 14

7 a.m.–5 p.m.

Registration
Elizabeth Foyer East

7:30 a.m.–9:30 a.m.

Buffet Breakfast
Elizabeth DEFGH

9 a.m.–5 p.m.

Network Central & Exhibits
Douglas Pavilion ABCD

9:30 a.m.–11 a.m.

Claims Workshop
Elizabeth AB

11:30 a.m.–1 p.m.

Exhibitors Reception
Douglas Pavilion ABCD

12 noon–2 p.m.

ISA Board Luncheon
Betsy C

1 p.m.–2 p.m.

YP-35 Board Meeting
Edward D

2 p.m.–3 p.m.

YP-35 Members Meeting
Edward ABC

2 p.m.–4 p.m.

ISA Members Meeting
Elizabeth AB

4 p.m.–5 p.m.

ISA Board Meeting
Betsy C

Friday
October 15

7 a.m.–5 p.m.

Registration
Elizabeth Foyer East

7:30 a.m.–9:30 a.m.

Breakfast with Exhibitors
Douglas Pavilion ABCD

9 a.m.–12:30 p.m.

Network Central & Exhibits
Douglas Pavilion ABCD

9:30 a.m.–11:30 a.m.

Associate Membership
Meeting & Elections
Elizabeth AB

11:30 a.m.–1 p.m.

Cocktail Reception
Elizabeth Foyer

1 p.m.–3 p.m.

Speaker's Luncheon
Elizabeth DEFGH

3:15 p.m.–5 p.m.

Network Central & Exhibits
Reopens
Douglas Pavilion ABCD

3:30 p.m.–5:30 p.m.

Military and
Government Affairs
Workshop
Elizabeth AB

9 p.m.–11:30 p.m.

YP-35 Reception
Buster's Beach House

Saturday
October 16

7:30 a.m.–1 p.m.

Registration
Elizabeth Foyer East

7:30 a.m.–9:30 a.m.

Buffet Breakfast
Elizabeth EFGH

9:30 a.m.–11:30 a.m.

General Membership Meeting:
Modern Challenges
Elizabeth AB

9 a.m.–1 p.m.

Network Central & Exhibits
Douglas Pavilion ABCD

11:30 a.m.–1 p.m.

Exhibitors Reception
Douglas Pavilion ABCD
(Lunch on your own)

2 p.m.–4:30 p.m.

Active Membership Meeting
Elizabeth ABC & I

2:30 p.m.–6 p.m.

Exhibit Teardown
Douglas Pavilion ABCD

3:30 p.m.–4:30 p.m.

HHGF Tariff Bureau Meeting
Betsy C

6:30 p.m.–7:30 p.m.

Reception
Elizabeth Foyer

7:30 p.m.–10:30 p.m.

Closing Dinner and
Entertainment
Elizabeth Ballroom

10:30 p.m.–12:30 a.m.

Post-Banquet
Entertainment
Elizabeth Foyer

Container Scanning 'Tech-neats'

By Boris A. Populoh, Director of Programs & Education

The fact is that more than 80% of all the containerized cargo arriving in the United States transits through one of the world's five or six mega ocean ports before arriving here. This is why a new pilot program was launched on September 1, 2004, at one of Hong Kong's largest container terminals. The pilot program will examine the feasibility of scanning all containers that transit the facility. The process of scanning and denitrifying the containers will be carried out by US-based Science Applications International Corporation (SAIC). The main purpose of the 6-month study is to compare two models of the Integrated Container Inspection System (ICIS), while allowing the terminal operator to compare cargo documentation with the associated scanning results. The generated data is intended to provide Customs

Nifty new technology could revolutionize container shipping.

and other officials with clear and integrated information on every container. One of the main objectives of the trial is to keep the resulting delays to a minimum. The technologies being tested will scan containers while they are driven at approximately 10 miles per hour.

I personally have had the opportunity on several occasions to see various scanning technologies in operation, most recently during a visit to Portsmouth, Va. The Port of Portsmouth is the most technically advanced port in the United States in terms of scanning and detection equipment. This particular port has been chosen because of its strategic importance and the fact that it is the home of the United States Navy. During my visit I was able to observe stationary and mobile, as well as hand-held, scanning and detection units. The challenges in scanning and identifying containers hiding possibly harmful materials are great. The very technologies employed during scanning could potentially interfere with identifying radiological



Left: Boris Populoh of HHGFAA tries out some of the new scanning technology.



threats, since the scanning process itself uses radiation. Therefore, tests currently being performed aim to combine the scanning and detection process into one seamless process that would reduce time requirements and potential detection interference.

In addition to scanning devices, Customs Port Agents use hand-held detection units like SAIC's Identifier GR-135. The GR-135 hand-held isotope identifier is outfitted to detect the presence of radioactive emissions in field operations where ease of use and simplicity are critical. The Identifier is an automatic, gamma-ray spectrometer that performs three functions in one hand-held instrument. It allows the user to Survey (locate contamination), Dose (measure and determine the hazard level), and Analyze (identify) nuclides for risk assessment.

Editor's note: At press time, HHGFAA is discussing with SAIC the possibility of demonstrating some of these technologies to HHGFAA members at the 42nd Annual Meeting in San Diego.





Young Professionals

"Leadership Through Innovation"

Congratulations to the 2004 Alan F. Wohlstetter Scholarship Recipients

Krista Kohlberg

Apollo Forwarders, Inc.

Boris Populoh

Household Goods Forwarders Association of America, Inc.

Volunteer 2 Hours in San Diego!

Please sign up to work a shift in the YP-35 booth—it's a great way to get know other members. Please contact Heather Engel via e-mail at heather@truenorthrelocation.com and we'll get you on the schedule.

See you in beautiful, sunny San Diego!

* Annual Meeting Update * San Diego, California

YP-35 events scheduled:

Thursday, October 14, 1:00–2:00 p.m.
Board Meeting

Thursday, October 14, 2:00–3:00 p.m.
YP-35 Membership Meeting

Friday, October 15, 9:00–11:30 p.m.
Reception
Buster's Beach House
www.bustersbeachhouse.com

Within walking distance to the Hyatt Manchester Grand Hotel, with beautiful waterfront views of San Diego Bay, Coronado and Embarcadero Park!

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

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

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

ALAN F. WOHLSTETTER SCHOLARSHIP UPDATE

The “Alan F. Wohlstetter Scholarship Fund” is the cornerstone for the HHGFAA Scholastic Assistance Program, which is aimed at promoting and supporting individuals engaged in higher education involved in the areas of transportation and logistics. At last the Scholarship program is in place.

Donations (by major annual giving levels) to the Alan F. Wohlstetter Scholarship Fund received to date are as follows:

Platinum (\$5,000 or more)

Household Goods Forwarders Association of America, Inc.
Joyce Wohlstetter

Gold (\$2,500–\$4,999)

Tri-Star Freight Systems

Silver (\$1,000–\$2,499)

Axis International
Covan International Inc.
Gosselin World Wide Moving NV
Hayden-Boettcher & Co.
Jet Forwarding Inc.
Orca Moving Systems
Pac Global Insurance Brokerage, Inc.

Bronze (\$500–\$999)

Abba International Inc.
Air Land Forwarders Inc.
American Red Ball International
Great American Forwarders
Phoenix Transport Services
The Day Companies
True North Relocation

In Kind or Other

S & E Transportation

Join this prestigious list of contributors by sending your contribution TODAY! For more information on how to donate, please go to www.hhgfaa.org or www.yp-35.org. Make checks payable to **Alan F. Wohlstetter Scholarship Fund**.

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Anchorage Becomes DoD's Newest Strategic Seaport

By Patti Bielling, Public Affairs Officer, SDDC Operations Center

The port of Anchorage, Alaska, has been selected as the Surface Deployment and Distribution Command's newest Strategic Seaport.

The port becomes one of 15 in the United States that are designated by the Department of Defense for use in moving surge military cargoes in time of crisis. Anchorage is the only port outside the continental United States. The port was selected following a joint assessment by the US Maritime Administration, US Army Alaska, and SDDC. The team evaluated a number of capabilities, including highway, water and rail access, cargo staging area and berthing capacity.

"As we continue to transform to a more expeditionary joint force, we constantly need to reassess our Strategic Seaport capability," said Maj. Gen. Ann Dunwoody, SDDC's Commanding General. "In today's environment, redundant capability is critical to eliminate choke points and single point failures. Future restationing of forces will be key in future assessments."

The port is embarking on a two-phase, major expansion plan, including a road and rail expansion that will improve cargo flow and loading facilities. In addition, the marine terminal will be redeveloped to increase vessel, dock and staging capacity.

The 14 other commercial ports that are designated as Strategic Seaports are located at Oakland, Long Beach, and San Diego, Calif.; Corpus Christi and Beaumont, Texas; Wilmington and Morehead City, N.C.; Tacoma, Wash.; Jacksonville, Fla.; Savannah, Ga.; Charleston, S.C.; Philadelphia, Pa.; Hampton Roads area ports in Virginia; and the New York/New Jersey Port Complex.

Base Closure Debate Looms as Defense Panels Await Conference

When a House-Senate conference convenes in September to draft a defense authorization bill for fiscal 2005, its most contentious debate is expected to be about when to hold the next round of military base closings in the United States.

The House-passed version of the bill (HR 4200) would delay the planned 2005 round of closures until 2007. The Senate-passed measure is silent on the issue, but the Senate in May narrowly defeated an attempt to kill the round and close bases abroad instead.

After the base closure debate, the next most controversial question is about "Buy America" protections governing Pentagon procurement. Other hot-button issues include a \$23.5 billion contract for aerial refueling tankers and whether to extend medical benefits to reservists at a cost of \$14.2 billion over a decade.

A Bush Administration plan to reposition US forces worldwide, announced in August, added a new wrinkle to the base closure debate.

The United States will bring home up to 70,000 of its troops now stationed in Europe and Asia as well as 100,000 family members and civilian employees, the White House said.

House members seeking to delay base closures — including Gene Taylor (D-MS) and Joel Hefley (R-CO) — are expected to contend that, as a result of the changes, the demand for US facilities will rise.

The Pentagon has already collected data from US installations that will inform the base-closing decisions. Those in Congress who want to delay base closings plan to argue that the addition of all the new information complicates the process and requires additional time to sort through.

Supporters of base closures — including Senate Armed Services Chairman John W. Warner (R-VA) and the panel's ranking Democrat, Carl Levin of Michigan — are expected to argue that the foreign drawdown has been long expected and the new data about the redeployment can be included in the 2005 process.

Not helping the administration's case for holding the 2005 round on schedule is the fact that the Defense Department has still not provided Congress with a long overdue report on the worldwide changes called the Global Posture Review.

But advocates of a delay face an uphill battle. The Senate voted against postponing the round of closures, and the White House has threatened a veto if the 2005 round is put off.

Bad Manners Turn Customers Off, 'No Sale' Sign On

By *Laura Laaman*

The decay of bad manners in this country is a pet peeve of mine. I'm not alone. In a recent survey, 51% of those polled said the biggest turnoff on a first date is bad manners.

While we aren't "dating" our customers, we certainly are courting them. Bad manners turn customers off, while great manners can supercharge your sales and personal success.

The most common display of bad business manners is taking payment from a customer without saying "please" or "thank you." Recently, my family and I were staying at a nice beachfront hotel, and my son wanted to rent a boogie board. We took the board to the cashier and without looking at either of us, she ho-humly announced, "Five-thirty." Not even a "please," let alone, "Did you find everything OK?"

I dutifully handed her the money and said, "Here you go." She said ... nothing! Taking money without a "thank you" suggests an untrained employee and a company in trouble.

Before we blame greedy corporations for service industry jobs lost overseas and to machines, should we look at ourselves? If the machines are smart enough to say "Thank you," why aren't we?

If you went to an airline ticket counter and saw a friendly customer service representative eager to assist you and next to him was a ticket machine, which would you approach? How about a miserable customer service rep and the same ticket machine?

Superior manners are a fierce and free competitive edge for employees and companies. While helping companies interview salespeople, customer service people and managers, make it a point to evaluate an applicant's manners. Exceptional manners help salespeople sell more, help customer service reps create more loyal customers, and help managers create a positive work environment.

Indifferent employees open the doors to competitors. If a customer can get the same goods from a more polite company, he probably will. How many companies do you avoid because their employees are rude?

Smart companies clarify their high expectations to employees. They explain to cashiers, for example, that their job is not simply to make change — it's also to reinforce the company's positive reputation by being polite and appreciative.

Stellar companies have created even higher standards, such as having all employees happily greet every customer they encounter and training all employees to answer with, "My pleasure" or "I'd be happy to."

I'm convinced that my good manners have significantly contributed to my success. Even if you are already dazzling others with your exceptional manners, brush up by reading a book on manners or attending an etiquette class.

Simply stated, people want to do business with people they like, and people like polite people. If you're looking for a competitive advantage, at the risk of sounding like your mother, "Manners, please!" Thank you.

—*SOURCE: Washington Business Journal*

Color Me Successful

By *Nadine Heintz*

You've figured out what color your parachute is — now what about your wardrobe? The hues you wear, says image consultant Carla Harris of Miami-based ImageWorks, affect the way you're perceived. When landing a big client, presentation goes beyond PowerPoint. To make a strong first impression, Harris suggests wearing contrasting hues (such as white shirts with navy-blue suits) or patterned ties or blouses, all of which connote power and authority.

Once your foot's in the door, tone down with more subdued shades that complement your natural color palette (for example, pinks and tans for rosy-complected blondes and browns and purples for brunettes with violet skin tones); this will make you seem more approachable.

Above all, ditch that head-to-toe black ensemble. "All black shows a lack of interest," says Harris, whose clients include Office Depot. "You want to make an impression."

—*SOURCE: INC. Magazine*

When Relatives Are Clients

Q. I do a lot of work for the businesses of family members, and even though I give them discounts, they always put me off about paying. How can I get them to pay promptly without causing hard feelings?

A. Forget about blood and water. What you need is ink — the kind used to sign contracts. “I love you, Aunt Ernestine — now these are the terms and here is the payment schedule. If payment is late, ask if the job was satisfactory and offer to make reasonable adjustments on the condition that payment follows, pronto. Pat Weiler, owner of Kavanah Cards, a stationery shop in Mission, Kansas, waits two weeks before sending friends and family a polite reminder. “I always say something like, ‘According to my records, I don’t show payment for this. Am I incorrect?’” says Weiler. After that, payment is generally prompt.

If patience and politeness don’t work, end the business relationship. But the personal relationship may suffer, too. After all, it’s tough to sit down to Thanksgiving dinner with someone after you’ve sicced a collections agent on him.

—SOURCE: *INC. Magazine*

The Art of the Meishi Exchange

Understanding the correct way to exchange a business card, or *meishi*, is a key part of guaranteeing a smooth business introduction in Japan, advises the Japan Convention Bureau, New York City. While non-Japanese are not expected to know all of the courtesies involved, the following tips can help you get off to a good start.

1. Always have *meishi* with you. Not offering a business card in Japan is like refusing a handshake in the West.
2. Upon receiving a card, take time to study it. Putting it away quickly, as is sometimes done in the United States, is not considered good manners. Hold the card with both hands and ask questions about its content. This is also an excellent way to break the ice.
3. Don’t write on it. Remember that the card represents someone’s identity.
4. When you offer your card, give a small, quick bow. This will be considered respectful.
5. Don’t sweat the mistakes. If you make a mistake, there’s no need to worry. Remember that just a little effort toward following the country’s customs goes a long way in earning the respect of your Japanese counterparts.

For more information, go to www.jnto.go.jp.

—SOURCE: *Association Management*

5 Tips for Everyday E-mail Etiquette

E-mail is a valuable business tool, but only when used properly. Here’s a quick refresher course to help you out.

- **Get permission.** Never send unsolicited e-mail. It’s a surefire way to lose a lead.
- **Keep it brief.** We are all inundated with e-mails these days. Get to the point quickly so your recipient doesn’t think you’re wasting her time.
- **Quote sparingly.** When replying to questions posed in an e-mail, copy and paste only the pertinent information from the original e-mail into your response.
- **Ask before sending an attachment.** Companies have different policies on what attachments they can receive. It’s always best to check before sending a file your recipient may not be able to open.
- **Forward frugally.** Forward only information you think someone will find interesting, and make sure he or she doesn’t mind getting forwards before hitting that Send key.

DOT Transfers Carrier Reports To FMCSA

The US Department of Transportation said Aug. 18 that it would transfer responsibility for the Motor Carrier Financial and Operating Statistics Program to the Federal Motor Carrier Safety Administration, the Federal Register reported. That program is currently under the auspices of the Bureau of Transportation Statistics.

The move will take effect on Sept. 29, according to the Federal Register notice, which added that there would be no change in the underlying regulation, but the information now is supposed to be filed with FMCSA.

The transfer would affect motor carriers that are required to file “Form M” annual and quarterly reports covering financial and operating data.

—*SOURCE: Transport Topics*

Netiquette Tips for Managers

1. Regularly remind employees that the organization has the right to monitor employee e-mail and Internet usage. Don't allow employees to assume they have an expectation of privacy when it comes to the organization's computer assets. Following the initial introduction of the organization's e-mail policy, managers should create opportunities to remind employees that Big Brother may be reading over their electronic shoulders at any given moment.
2. Enforce the organization's e-mail policy consistently. Do not allow managers, supervisors, or senior staff any special e-rights that other employees cannot enjoy equally. If the organization's e-policy states that employees will be terminated for sending e-mail messages that violate sexual harassment guidelines, managers must follow through by firing all violators. The only way the organization's e-mail policy will succeed at reducing liability risks is if it is enforced consistently — no exceptions.
3. Be realistic about the company's personal use policy. Although e-mail is intended for business use, most organizations accept a limited amount of personal use. E-mail may be the only way for some employees to keep in touch with children and spouses during working hours. Working parents who are prohibited from communicating with family members via e-mail may decide to look for a more family-friendly employer.
4. Never use e-mail to fire employees or deliver bad news. Without the benefit of body language, facial expression, or intonation, e-mail is the worst way to deliver bad news to employees. Whether your objective is to terminate an employee or notify a department head of budgetary cutbacks, demonstrate respect for your employees by delivering bad news in person. A one-on-one meeting will give the employee the opportunity to ask questions and absorb shock. Should a wrongful termination lawsuit follow, personal notification will cast management in a better light than electronic notification would.
5. Do not use e-mail to discuss an employee's performance with other managers. Managers are not required to like every employee on a personal level, but they are obligated to treat each worker with professional courtesy. If a manager needs to discuss an employee's professional shortcomings with the human resources director or instruct a department head to terminate an employee who just isn't working out, this discussion should be held in person and behind closed doors.

E-mail is fraught with too many dangers for sensitive or confidential communication. Strike your group list key accidentally and you could send negative comments about an employee to everyone in the organization. Type in the address of the employee in question, rather than the human resources director, and the employee (and the employee's lawyer) would be alerted to management's negative feelings and comments.

Worst case scenario: If the employee in question were to file a workplace lawsuit, alleging a hostile work environment or wrongful termination, the manager's electronic discussion with the human resources director could come back to haunt the company. E-mail messages, like written performance reviews and other documents, can be subject to discovery and subpoena in litigation. In the event of trial, e-mail messages concerning this employee could be used as evidence against the organization.

Unless writers are willing to risk a breach of security and have their words read by unintended readers, they should not use e-mail. It simply is not secure.

6. Do not rely on e-mail to the exclusion of personal contact. To varying degrees, employees, customers, and suppliers all crave human interaction. While some people may be content to communicate electronically nearly 100% of the time, others may feel slighted or unappreciated unless you maintain ongoing personal contact. Even in the age of e-mail, relationship skills remain at the heart of long-term business success. Supplement your e-mail communication with periodic staff, customer, and supplier meetings.
7. Do not use e-mail when there is any chance a message will be misunderstood. If a message is complex, technical, or otherwise in any danger of being misinterpreted, opt for a telephone call or a personal meeting instead of e-mail.
8. Do not rely solely on e-mail to communicate e-policies to employees. Create a sense of policy ownership among employees by holding e-policy training sessions. Explain why the company has created the e-policies and what you and the rest of the management team expect from the staff. Create an environment in which employees feel free to ask questions about the organization's electronic policies.

Taming the E-mail Beast

Unwanted e-mail wastes more than just hard-drive space. Workers spend an average of about two hours each day sorting through 25 unread e-mails, according to Christina Cavanagh, a communications professor at the University of Western Ontario in London, Ontario. She offers the following tips:

- At the beginning of the day, scan all new e-mails by subject heading, and delete all unwanted messages.
- Delete messages sent to you from unrecognizable addresses.
- Transfer low-priority letters into a “read later” folder.
- Group important e-mails by topic, and start by reading the first and last messages for a given subject; it might be possible to ignore the thread of e-mails in between.
- Each time you receive an unwanted e-mail, reply with a request to be removed from the distribution list.
- Find out if your e-mail software package features an out-of-office assistant or has the ability to filter out annoying junk mail.

Cellular Etiquette

There was a time when public use of a cell phone was unforgivably gauche. Nowadays, however, it’s difficult to ride a bus without hearing the opening strains of Mozart’s 40th in MIDI format. For a primer on modern cell phone manners, the experts at nextel.com offer the following list.

- You rang? Ringing telephones aren’t only an intrusion at the movie theater or in the boardroom. Nextel suggests you check with those around you even at restaurants or the gym before taking calls.
- Quiet on the headset. For the next passenger over, your barking into a cell phone is worse than any bite. Keep your carpool conversation quiet and brief.
- Good vibrations. Make use of the vibrate function. Setting your phone accordingly will spare your colleagues the disruption and save you the embarrassment of a ringing pant leg.
- Citizens unite. Use your city’s airwaves for good. Emergency numbers like 911 receive more than 100,000 life-saving reports a day from cell phone users.

SOURCE: Morten D. Rosenbaum, writing in Meetings & Conventions

Online Etiquette

Candid conversation makes sense online, but use good judgment. Often, disaster occurs inadvertently when people respond to an e-mail and press the REPLY ALL button. The next thing you know, everyone knows exactly what you think of your boss or mother-in-law — including your boss or mother-in-law. Yikes! Also, on the business side, keep in mind that e-mails can be subpoenaed, so be smart about what you put in writing.



Brevity is bliss online. For instance, if you get a play-by-play account of a friend’s vacation, you could imply reply, “Thanks for the update. Great to hear from you. Things are good on this end. Thanks for checking in. Look forward to catching up more.



Add some style. We don’t all have the same handwriting, and we need not have the same e-mail style. There are all kinds of ways to add personal touches to your online correspondence through color, fonts, links, photos, and other graphical images, including the very popular emoticons, otherwise known as smiley faces.

E-notes

Atlas Van Lines, a nationwide interstate motor carrier and division of Atlas World Group, plans to use Qualcomm’s untethered trailer asset management solution for its fleet. Atlas plans to install the systems in 4,000 units by the end of 2005. Tracking data will be available to customers once implemented over the Internet.

FMC Realignment

Federal Maritime Commission Chairman Steven R. Blust announced that the Commission has implemented a realignment of the agency effective Aug. 23, 2004. Blust noted that the new organizational structure neither creates any new programs or additional staffing requirements, nor eliminates any Commission projects, activities, or positions. Rather, the planned restructuring seeks to reallocate the Commission's existing resources to maximize the effectiveness of the staff and facilitate agency efforts to better serve the ocean transportation industry.

The current Office of the Executive Director, which consists of an executive director and a deputy, with oversight over the three program bureaus and four administrative offices, will be separated into two offices. Dr. Austin Schmitt will head the Office of Operations with oversight of the three program bureaus: the Bureau of Certification and Licensing (formerly the Bureau of Consumer Complaints and Licensing); the Bureau of Enforcement; and the Bureau of Trade Analysis.

In addition, to better carry out the Commission's compliance and outreach initiatives, the Area Representatives (currently assigned to the Bureau of Enforcement) will report directly to the Director of Operations. Bruce Dombrowski will head the Office of Administration with oversight over the four administrative offices: the Office of Budget and Financial Management; the Office of Human Resources; the Office of Information Technology; and the Office of Management Services.

In addition, because of the rapid growth of the Commission's consumer complaints program, the Commission is realigning the program's resources. The complaints program and the Alternative Dispute Resolution function (currently located within the Bureau of Consumer Complaints and Licensing) will be renamed the Office of Consumer Affairs and Dispute Resolution Services and will be transferred to the Office of the Secretary. Ronald Murphy will be the director of this realigned unit.

The Bureau of Certification and Licensing will continue to be headed by Sandra Kusumoto and will be responsible for passenger vessel certifications, as well as licensing and financial responsibility requirements of entities regulated by the Commission.

This restructuring is the culmination of a several-month effort during which the Commission's work processes and practices were reviewed in light of changes in the industry to determine how the agency could best perform its duties.

Marad Asks for MSP Ships

The Maritime Administration is accepting offers for ships to enroll in the expanded Maritime Security Program, which provides subsidies for US-flag liner ships. The MSP that takes effect Oct. 1, 2005, is essentially an extension of the current program that began in 1996, although the number of ships in the program will increase to 60 from the current 47. Five MSP contracts have been set aside for product tankers, with the intent that the ships will be newly built in US shipyards. Operators in the program will receive annual subsidies that begin at \$2.6 million, with biennial increases to \$3.1 million for fiscal years 2012 to 2015.

SOURCE: The Journal of Commerce

TSA Begins Screening Some Cargo

The Transportation Security Administration (TSA) has started a 2-month test at three airports to see whether machines designed to detect explosives in airline passengers' luggage can be used to scan other cargo transported by commercial planes.

TSA said its Operational Test and Evaluation program would inspect a certain percentage of cargo at Atlanta's Hartsfield-Jackson International Airport, Dallas/Fort Worth International Airport and Miami International Airport.

"This test further enhances our security regime at these crucial shipping hubs and takes us one step closer to our goal of screening 100% of higher risk goods," Rear Adm. David Stone, assistant secretary of Homeland Security for TSA.

A key aspect of the pilot program at the three airports will be to see whether checking cargo can be done quickly enough to keep planes and shipping companies on schedule.

TSA said the explosives detection systems would check some loose air cargo—cartons and packages that could be consolidated into a pallet or a container—before it is loaded onto passenger planes operated by Alaska, American, Delta, and United Airlines.

TSA also said it planned to extend the program to Ted Stevens Anchorage International Airport, Los Angeles International Airport and Chicago O'Hare International Airport in the near future.

The TSA's "known shipper" program requires air cargo companies to register with the government. Passenger air carriers are not allowed to accept cargo from companies that are not on a TSA-approved list.

SOURCE: Transport Topics

US Airways, via Lufthansa Cargo

US Airways is turning over the sales of its cargo capacity out of Europe to Lufthansa Cargo in a freight cooperation that extends Lufthansa's bid to build its network and to handle the belly business of fellow airlines, *TrafficWorld* magazine reported recently.

The agreement, to be phased in beginning Sept. 1, gives Lufthansa Cargo its first partner in the United States, at least partly filling a geographic gap in the airline's strategy of expanding its network reach through alliances.

When completed next year, it will have Lufthansa sell the American carrier's cargo capacity for European exports and have US Airways and Lufthansa Cargo work out of the same facilities in Europe. At the same time, Lufthansa says it will move into cargo facilities used by US Airways at its US hubs in Philadelphia, Pittsburgh, and Charlotte, N.C.

The pact falls short of the full alliance agreements Lufthansa has pressed around the world; US Airways isn't part of the WOW cargo alliance, for instance, although it is part of the passenger-focused Star Alliance that includes Lufthansa. But the German carrier notes it carries the possibility of interline arrangements that can extend the airline's reach to secondary American cities.

With its largely narrowbody passenger fleet focused mostly on the US east coast, US Airways was No. 6 in cargo revenue among American combination airlines. The \$141 million gave the airline about 4.1% of the market among its combination competitors.

US Airways has been looking for ways to get more out of its cargo business from Europe, where its gateways include Amsterdam, Rome, Munich, Paris, Manchester, London Gatwick, and Frankfurt. It also flies to Glasgow, Scotland, and Dublin and Shannon in Ireland.

The agreement is not a formal part of the Lufthansa Cargo division that is seeking to sign up airlines to outsource their entire cargo sales business. But with Lufthansa eventually selling the US Airways bellies for exports, it puts that much more capacity under the airline's wing.

SOURCE: TrafficWorld

More, Bigger Freighters Forecast

Larger freighters will take up the largest share of the growth in the world's cargo fleets in the next 20 years, according to Boeing, which projects that the number of freighters in operation will double by 2023.

Boeing says the number of widebodies, including the workhorse 747-400, the new Airbus A380, and the smaller aircraft such as 767s, will nearly triple in the next 20 years as airlines look to get the most out of limited air traffic capacity.

In its forecast, Boeing says 2,950 freighters will be added to air-line fleets in the next two decades. With some 1,766 all-cargo planes in use at the end of 2003 and about 1,230 due to be retired, that means operators will count about 3,456 aircraft dedicated for cargo by 2023.

For shippers, capacity will grow even more because so many of those converted aircraft will be so-called medium widebodies (twin-engine aircraft such as Boeing's 767 and Airbus' A300) with bulky fuselages that will replace smaller narrowbodies. Overall, widebody freighters will grow from 44% of the world's freighter fleet to 60% during the forecast period. By 2023, freighters of all sizes will provide over half of the world's total air cargo capacity, a slight increase from today, said Boeing.

The belly capacity of passenger aircraft also will grow as planes are added to those fleets, but the expansion of all-cargo planes may also give forwarders and airlines more pricing power for the upper-deck capacity that is prized by many industrial shippers.

About half the new freighter growth will be in North America, where integrated express carriers dominate the cargo market. But, said Boeing, "Asia-Pacific and European airlines will add many large long-haul freighters, especially new and converted 747s."

UPS, FedEx Among Carriers Awarded New China Cargo Flights

The Department of Transportation recently proposed adding 39 weekly all-cargo flights between the United States and China.

The deal signed between the two nations would give UPS Inc. and FedEx Corp. an additional 12 weekly flights each and Northwest an additional six flights. In addition, Polar Air Cargo would gain its first nine weekly flights.

"This marks the first step in an unprecedented expansion in all-cargo aviation services between the United States and China," DOT Assistant Secretary for Aviation and International Affairs Karan Bhatia said in a statement.

The overall deal would allow a total of 195 new weekly flights over the next six years — 111 by all-cargo carriers and 84 by passenger airlines. Of the new cargo flights, 21 are available for operation now and 18 may be added on March 25, 2005.

Gratuity Guidelines

By Paige Porter

In these days of plastic money, many of us carry little, if any, cash. But on a trip, it's important to bring along the money clip — and plenty of \$1 and \$5 bills — for the endless situations that call for gratuity. Here are some guidelines for domestic use.

- **Housekeeper.** \$1 to \$2 per person, per day (envelopes or tray often found on desk or bedside table).
- **Concierge.** Varies according to service: \$2 for an easy lunch reservation, \$20 for difficult-to-snap dinner reservations or theater tickets.
- **Room service.** 15% service charge usually included in the bill; anything extra is up to customer's satisfaction.
- **Bartender.** 10%–20% of the tab is customary; more generous tips are sometimes given for more generous services (full glasses of wine, complimentary topping-off of the glass, etc).

When abroad, check other countries' policies. It's easy enough to learn the rules; just surf a foreign country's tourism website for tipping customs. For more guidelines on travel tipping within the United States, go to www.aaaworld.com.

SOURCE: AAA World

Frequent Flier Seats Not Hard to Come By

By Dan Reed, USA TODAY

Travelers cashing in frequent-flier miles for free tickets have nearly a 3 in 4 chance of getting the trip they want when they want it, contrary to the perception that airlines have tightened up on the availability of free award seats.

In what might be a first, *InsideFlyer* magazine tested the common complaint about hard-to-book frequent-flier awards. Researchers for the magazine, published by frequent-flier guru and **USATODAY.com** travel columnist Randy Petersen, tried to book frequent-flier award seats on the six big network airlines: American, United, Delta, Northwest, Continental and US Airways.

The test involved booking travel on several popular routes 1 week, 1 month, 3 months and 11 months in advance.

The result: Testers got free seats on the routes and days requested 73% of the time. For award seats in business class, which require more miles, the success rate was 54%.

Carriers don't have to make any seats available for use by frequent fliers cashing in miles for restricted awards. "Getting a seat on the route you want on the day you want more than 50% of the time is a pretty good performance," said *InsideFlyer* associate editor Mikel Bowman.

Overall, Delta's SkyMiles frequent-flier program was the top performer, rendering free seats on the desired route and day 85% of the time. American's AAdvantage program placed second at 80%, followed by United's Mileage Plus at 79%, US Airways' Dividend Miles at 67%, Northwest's WorldPerks at 62%, and Continental's OnePass at 54%.

Savvy Rental Car Strategies

Use **www.travelocity.com** to determine the "going rate" for a rental car in the area to which you will be traveling. Check the total price, including taxes and fees, and the gas tank policy. If traveling within the next week, check **www.lastminutetravel.com**. You might be able to get a larger car at the price you would pay for a compact. Using the prices you found on the previous sites, bid a lower price for a rental car at **www.priceline.com**. If your bid is accepted, your credit card will be charged immediately. If you still can't find the deal you want, check **www.rentalcars.com**, which tracks deals on rental-car company websites. Don't overlook individual rental agency websites. Most post last-minute specials that toll-free operators may not know about. Many rental-car companies offer additional discounts to members of such groups as AAA or AARP, as well as teachers, government employees, and military personnel.

SOURCE: *Bottom Line Personal*

TSA Wait Times—How Long Will You Wait?

<http://waittime.tsa.dhs.gov>

These days you have to get to the airport early when you travel, because of lines at security checkpoints. Now there's a website you can search to find how long you'll have to wait at these checkpoints in US airports. At TSA Wait Times, a site created by the TSA, you just select the airport, day of the week, and time of departure, and you can find out the average and maximum wait times at various security checkpoints. It's a useful tool for trip planning in this age of heightened security.

Air Fares Well

The total value of air freight transported in the United States doubled from 1993 to 2002 and now reaches \$2.7 billion a day. This makes air freight the fastest-growing segment of the US cargo transportation industry, according to a report by the US Department of Transportation's Bureau of Transportation Statistics.

The overall cargo industry has seen tremendous growth over the past decade, according to the DOT report, *Freight Shipments in America*. Between 1993 and 2002 the total amount of freight transported in America grew 18% to 16 billion tons a year while the total value of that freight grew 45% to \$10.5 trillion annually.

Small-parcel shipments fared even better, with a 56% increase in the value of less-than-500-pound shipments from 1993 to 2002, the DOT report says.

A copy of *Freight Shipments in America* is available at the DOT's Bureau of Transportation Statistics website: **www.bts.gov**.

SOURCE: *Inbound Logistics*

A look at the people and events shaping HHGFAA member companies

APPOINTMENTS



Mithal



Piirainen



Kitayama

Al Mithal, president and CEO of **Star Worldwide Group**, a HHGFAA member that operates out of several locations in India, was elected as vice-president to the board of FIDI at the recent FIDI conference in New Orleans.

Mithal was born into a family that pioneered the moving business in India. After completing his schooling and graduation, in India, he moved to Washington D.C., for an advanced course in traffic management and transportation control. Upon successfully completing the course in 1975, he joined Merchants International, which at that time was one of the leading moving companies in the Washington, D.C., area; there, he worked at the company's international moving division and also as Merchant's implant at the World Bank Shipping Office in Washington.

Mithal returned to India in 1976 and immediately joined the family moving and forwarding business, where he was instrumental in the rapid growth of the business in diversified areas of freight forwarding, international moving and exhibition handling. In 1996 he established Star Worldwide Movers as an independent company with a clear objective to become one of India's premier moving companies, an objective that was achieved in a remarkably short time. The Star Worldwide Group has also diversified into relocations, fine art handling, records management, and logistics.



To strengthen its sustained growth since 1987, **Trans-Link Relocation** has welcomed expat members to join its team in Bangkok, Thailand. **Rami J. Piirainen** recently joined Trans-Link as marketing manager. Rami will oversee the western market, especially in the Scandinavian region.

Katsumi Kitayama has joined Trans-Link as Japanese marketing manager to oversee the Japanese market. Kitayama has an outstanding background in servicing parents and their children in the Intrax English Institute in San Diego, Calif., from 2000 to 2003.



Senate Forwarding Inc. in Orange Park, Fla., has announced the promotion of **Michael A. Richardson** to vice president. Richardson joined Senate in 2000, and his first assignment was managing the company's Reengineering and FSMP programs. His responsibilities now include overall management for Senate's international and domestic companies.

EXPANSIONS

As **Eastern Seaboard Packaging (ESP)** celebrates its 20th anniversary, the company has announced the opening of four new offices to serve moving and storage companies in Baltimore, Indianapolis, Dallas, and Houston. In addition to being a full-service provider of packaging materials such as corrugated boxes, stretch wrap, and tape, ESP facilities stock moving equipment in all its warehouses. ESP specializes in Just In Time delivery of custom inventory.

ESP is also a woman-owned business enterprise (WBE). Understanding the relationship between WBE suppliers and potential customers can help moving and storage companies generate more sales revenue, according to the company. For more information, call 800-844-8282 or visit www.easternseaboardpackaging.com.

STARLIGHT: A Community Initiative by Star Worldwide Group

India, although a fast developing country, still has a vast population living under poor and unfriendly conditions in both the urban and rural areas. These are predominantly people having little or no income and often uneducated and unemployed. They may be street children or orphans, senior citizens, mentally or physically challenged individuals, or others in need of rehabilitation. Several charitable and welfare organizations throughout India are constantly and valiantly trying to improve the living conditions of these people and alleviate their suffering.

Star Worldwide Group is one of India's leading relocation and moving companies and as a leader in its field in India, it has always been aware of its environmental and social responsibilities. While being totally dedicated to providing the highest quality of service to its valued customers, Star has always been committed to contributing to the community as well.

To this end, the company launched the "Starlight" project in 2003. This initiative, spearheaded by Aulina Mithal, manager — international sales, was targeted at providing the less fortunate people with basic items such as clothing, shoes, toys, books and any other household items that are in usable and clean condition but may no longer be required by customers who are relocating and which they would be willing to donate to charity. So far the project has generated more than US\$10,000 worth of donated goods.

Star provides a free of charge service to pack these goods in separate, specially labeled boxes to distinguish them from the rest of the shipment, pick them up from the customer's location and deliver them to a welfare organization, which the donors may specify or select from Star's list of identified charities.

The concept is introduced to customers and other donors through the company website (www.starww.com) and by direct mailers printed on recycled paper. For more information, log on to the website or e-mail starlight@starww.com.



Gabriele Bates looks on as George Dunaway tries to bowl a strike.

Bowling and Burgers

Employees of **Albert Moving and Storage** in Wichita Falls, Tex., recently took a few hours out of the workday to build team spirit and enjoy some good hamburgers. It was their annual Employee Appreciation Day, and in keeping with the tradition they spent it at the Village Bowl. It is the fourth year the Albert team took some time to build team spirit as bowlers.

Although not all the employees wanted to bowl, there were other ways they could enjoy themselves, by being a spectator or a judge. Each team/individual was judged and awards were given. Some of the winners were the RAMBOWlers, wearing their camouflaged QIC company logo (for Quality Is Contagious) shirts, for most spirited team. The highest scoring female was Christi Rivers with a 125, and the highest scoring male was Bobby Albert, president of the Albert companies, with a 165.

The lowest scoring female was Karen Gray (60 points) and the lowest scoring male was Miles Lockstone (63 points). Four people tied for the most strikes: Jim McMahan, Mark Nelson, Cody Newton, and Jason Turner, with four strikes each. Karla Kay Ryan got the "loudest thud" award and Lynda Hillary was named the most dangerous bowler.



Table Mountain makes an impressive backdrop for AGS's new Road Security Container.

AGS International Unveils 'Trouble Spot' Container

A tough new security container designed to eliminate the risk involved in moving personal belongings across international borders — especially in politically troubled regions — has been launched by AGS Frasers International, Africa's largest removal network.

The container is a refinement of one that first entered service in eastern Europe some years ago during the political turmoil that followed the collapse of the Soviet Union.

"It was an instant success there, and because logistical and security challenges in parts of Southern Africa closely resemble those in Eastern Europe, we have made the container available here," said AGS Frasers General Manager Kim Becker.

Known internationally as ROSEC — for Road Security Container — the steel unit provides maximum security and flexibility for personal possessions from origin residence to destination. Doors are airtight and waterproof, locked and sealed with individually numbered press-lock seals, and no unauthorized access is possible even if storage is required. The container has a capacity of 9.26 cubic meters.

"Cross-border complications are also reduced, as each container is recognized as a separate and individual customs unit," Becker said. "This means that one container being customs-examined does not affect other containers. Containers are never grouped together as is conventionally the case. Each container is for the sole use of one home mover only."

Interstate Offers Online Claim Filing

Interstate Worldwide Relocation recently added online claim filing capability to its website, www.InterstateWorldwide.com. The new system allows customers to go online to file their claim, rather than having to complete a hard copy claim form. The shorter handling time promises a higher degree of customer satisfaction.

All the customer needs to do is access Interstate's website, select the "Contact Us" tab and then select "Online Claim Filing." From there, by entering the name and registration number, the customer is able to begin the claim filing process. Once the claim is registered online, an Interstate representative contacts the customer the following business day.

HONORS AND AWARDS

Ambassador Worldwide Relocation has named its July 2004 Employees of the Month. Honorees were as follows: Mover of the Month, **Cristobal Sorto**; Packer of the Month, **Ellen Chess**; Helper of the Month, **Alberto Nolasco**.



Interstate Worldwide Relocation has named its July 2004 Employees of the Month. Springfield headquarters: Mover of the Month, **Chris Hudson**; Packer of the Month, **Maggie Sheppard**; Helper of the Month, **Manuel Alegre**; Administrative Employee of the Month, **Carmen Seminario**.

Landover facility: Mover of the Month, **Russell Anderson**; Packer of the Month, **Jaton Davenport**; Helper of the Month, **Mandrill Edelin**. **Corey Bernsdorff** received the July 2004 Long Distance Driver of the Month honor.



Georgia Angell
President
Dell Forwarding
HHGFAA Chair

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

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P.O.C: Kristina Armstrong

NEW ASSOCIATE MEMBERS

A2Z Relocation Management A/S

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Fax: (45) 4616 0080
E-mail: jbl@a2zrelocation.com
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By Jim Wise
PACE-CAPSTONE



EDITOR'S NOTE: As this year's legislative session briefly resumes before the November elections, the following are issues being followed by HHGFAA's Government Affairs team.

DOD Authorization

House and Senate conferees are still attempting to reconcile the differences between their two versions of the Department of Defense (DoD) 2005 Authorization bills. Reportedly there has been little progress resolving the major areas of difference this summer.

The House version included a provision (Section 1065) that would require the Secretary of Defense to analyze elements of Phase I of the Families First Program before proceeding with implementation of Phase II. The House version also requires DoD to re-evaluate the cost estimates and risks associated with the implementation of Families First. The Senate version did not address either measure.

DoD believed it could implement Families First within a 13% cost increase to the program. DoD's study on this point later was reviewed by the General Accounting Office, which said DoD had not provided sufficient data to assess whether only a 13% cost increase was enough to implement, which in fact GAO doubted. There is significant concern that the Surface Deployment and Distribution Command (SDDC) could face a repeat of what occurred during the most recent pilot programs, where the services terminated participation because of huge cost overruns and general dissatisfaction with the service to military members. If that happens, and with no fallback program, the services could completely outsource their program to a large third-party relocation company or other single-source contractor.

The House, concerned about the potential financial cost and impact on small businesses, included Section 1065 in its version of the bill. But there is now concern that the DoD Authorization bill might not be considered until the very end of this Congress — and possibly not until a lame duck session, if one is convened. There does not appear to be a strong commitment to resolve the major differences between the two bills. Among the most contentious issues are a Base Realignment and Closure (BRAC) provision [see Military/Government Update in this issue of *The Portal*] and a “Buy America” provision. Complicating the discussions is the position of the White House, which may not necessarily share Congressional perspectives on these issues.

Transportation Funding

With House and Senate transportation bills complete, Congressional leaders have geared up for a bumpy series of Conference Committee negotiations. Reconciling the cost difference between the House level of \$283 billion in its version of the Safe Accountable Flexible and Efficient Transportation Equity Act of 2004 (SAFETEA) bill and the Senate's proposed \$318 billion for SAFETEA is the most critical concern on the conference agenda. The White House continues to oppose any transportation bill submitted for the President's signature costing more than \$256 billion. But if Congressional leaders choose to press forward anyway, both houses reported their respective bills with more than enough votes to override a presidential veto: 357 to 65 in the House and 78 to 12 in the Senate.

Meanwhile, there have been a series of temporary transportation extension bills — part of a series of stopgap measures — that have kept transportation programs operating since TEA-21 expired last fall. With the conference in a stalemate since June 23, House leaders are trying to determine how close they can come to the Senate funding without triggering a presidential veto.

The conference co-chairman, Rep. Don Young (R-AK), chairman of the House Transportation and Infrastructure Committee, remains committed to moving the House as close to the Senate-approved funding level as possible. But Young has avoided a public showdown with House Speaker Dennis Hastert, who has balked at sending to the floor a conference report that would draw a veto. The pressure on the conferees to come to agreement over the next few

weeks is based as much on meeting the transportation needs of the country as it is on creating thousands of additional jobs with this legislation.

Container Security

In a related issue, 3 years after 9/11, container security has heated up again thanks to a confluence of multiple events. First, there is a fierce effort within Congress to capitalize on homeland security in this first Presidential election year since that catastrophic day. Democrats stress the inadequacy of current steps, while Republicans don't want to let their rivals capture the issue. A new bill offered by Senator Fritz Hollings (D-SC) was designed to fund the port infrastructure improvements dictated by an earlier Maritime Transportation Security Act (MTSA). However, a user fee, viewed by some as a "tax" and by others as a federal responsibility, was defeated in committee.

This left a number of provisions, including a study of empty containers, a study of the Customs and Border Protection (CBP) targeting system, a \$5,000 fine for goods left on the dock after 5 days, and an assortment of lesser provisions. Lawmakers are skeptical that CBP has measures in place to avoid another disaster. The Customs-Trade Partnership against Terrorism (C-TPAT) looks like standards without teeth; Container Security Initiative ports look like international cooperation without many demands; the targeting systems resemble a Maginot Line, with capability at best inconclusive.

Responsibility for container security lies within the Department of Homeland Security (DHS). Two government-sponsored studies critical to an accurate diagnosis of the scope of the problem are now underway: Operation Safe Commerce (which tests vulnerabilities in the supply chain) and CBP's "Smart Box Initiative" (which looks at the physical vulnerabilities of containers).

Results are incomplete now and most of the early conclusions are unsurprising. There are many gaps, not least of which are the movements overseas that occur before a container is presented for lading in a foreign port. Enter the agency's Commercial Operation Advisory Committee (COAC) "MTSA" subcommittee. Its objectives are threefold:

- Evaluate performance standards for a "smart container" concept;
- Consider the MTSA-required "Secure Systems of Transportation" mandate; and
- Look at quantitative performance metrics to measure success of specific programs and guide future efforts.

Assembled for the COAC subcommittee are representatives from all the major international transportation organizations: carriers, shippers and intermediaries. The process will continue for an estimated 3 months, during which the private sector will examine each link in the supply chain and evaluate security measures for DHS. Early on the subcommittee will issue an interim report on performance standards — e.g, the physical security of containers, with recommendations for seals, other devices, and protocols for preserving their integrity. Next will come a broader examination of security that could include proposals for international agreements, suggestions for a security data stream, and ideas for eliminating security gaps.

Security and Trade Facilitation

The House Ways and Means Subcommittee on Trade is trying to address the critical need for regulators to ensure a balance between security and trade facilitation. During a series of hearings, the committee examined the FY2005–2006 Bureau of Customs and Border Protection Authorization Act. Subcommittee Chairman Bill Thomas (R-CA) said the industry has committed its time and resources to protecting America from terrorism but "the cost of these measures need not be to sacrifice time of movement and to create cost burdens on shippers and consumers that they cannot afford."

Thomas lauded CBP's actions to date but added, "Having the right intentions and giving the trade community the opportunity for effective input are only part of the equation." He noted that this approach is limited by CBP's resource crises involving the retirement of experienced staff, the lack of high-tech inspections equipment, and the redirection of staff to security inspections from commercial operations.

This loss of commercial orientation is symptomatic of a shift that is proving very harmful to the smooth flow of trade. However the committee praised C-TPAT as having both commercial and security advantages that has been used deftly by CBP as a "carrot" that cannot be ignored and must be embraced. However, it can involve only 7,200 importers out of approximately 400,000 because it cannot include small periodic importers.

Security, said Thomas, will depend on more programs than C-TPAT. He cited "programs that complement each other as they reduce risk and increase the government's ability to intercept the one container that could devastate our country." One problem, he said, was the emergence of "...[DHS] agency programs that often prove duplicative, overreaching or at cross-purposes." He noted private sector concern with reconciling these disparate programs but concluded that the DHS was attempting to correct this situation.

One recent area of concern he pointed out was the joint implementation of the Bioterrorism Act by CBP and the Food and Drug Administration (FDA). Unfortunately, the going has been less than smooth. “The relationship between CBP, the agency more experienced in the details of border processing and the FDA,” he said, “appears to be at best ‘tentative’ to trade community observers.”

September 11 Commission Recommendations: Port Security

Leaders of the September 11 Commission who investigated that tragedy recommended antiterrorist measures to Congress during a hearing in August — recommendations that particularly focused on areas dealing with transportation security. Commission members told the Senators they must assess risks and set funding priorities soon.

Former Rep. Lee H. Hamilton (D-IN; 1965–99) vice chairman of the commission, told members of the Senate Commerce, Science and Transportation Committee that they must focus on the areas most vulnerable to terrorist attacks and at greatest risk of becoming targets. This has been difficult for Congress to do because it has pitted lawmakers representing urban areas, which would stand to gain more money, against those from rural areas, which would likely lose money.

“The toughest job in government is setting priorities,” Hamilton said. “The reason it’s so tough is because it requires you to make an awful lot of decisions — what are the targets you ought to protect, and in what order? I do not envy government officials that have to make these decisions, because they are really hard. But it’s important that we do it.” Hamilton said DHS must stop dragging its feet in developing comprehensive plans for enhancing transportation security. He urged Congress to set a deadline for the plans’ completion and enforce it.

“The time to plan for planning is past. We need specific blueprints,” he said. “As a legislator you cannot assess how things are going unless you have a benchmark, and that’s what’s been missing.”

Asa Hutchinson, DHS’s Undersecretary for Border and Transportation Security, said the plans should be finished by the beginning of next year, and that his agency is not remaining idle in the meantime. Meanwhile Sen. Olympia J. Snowe, (R-ME) asked Hutchinson to expedite the schedule so Congress could act on the comprehensive transportation security plan before adjournment. “I’d hope we can accelerate that. It’s absolutely vital so that we can take action.”

Commerce Committee Chairman John McCain (R-AZ) said he will introduce a comprehensive, bipartisan bill intended to implement the Commission’s recommendations when Congress returns in September. He did not say what the bill would contain, but in general the Commission recommended that the government make comprehensive, risk-based plans to address the remaining gaps in transportation security. Many of those gaps are in rail and port security, which have not received the same attention as aviation. The Commission found that nearly 90% of federal resources have been devoted to aviation security since Sept. 11.

Funding for additional port security measures is also pending in the FY05 Department of Homeland Security Appropriations bill. The Senate version of the bill would increase funding for port security grants to \$150 million and \$150 million for rail and transit security, with \$15 million for trucking industry grants. By contrast, the House’s version would provide \$125 million for port security but similar levels for rail and trucking grants.

The Senate’s proposal would shift responsibility for port security to the Office of Domestic Preparedness within DHS. Last year, the TSA provided \$125 million for port security grants, funding that would not be separately appropriated for 2005. The Senate levels also include \$38 million for expansion of the Customs-Trade Partnership Against Terrorism (C-TPAT), \$126 million for the Container Security Initiative (CSI), and \$17 million for International Trade Data Systems.

It is expected that the conferees will complete their work on this bill prior to the October adjournment.

Unsolicited Faxes

In 2003, the Federal Communications Commission passed new regulations to halt the spread of unsolicited faxes. Unfortunately, in adopting these new regulations, the FCC also imposed a new standard that eliminated a provision previously in place that allowed businesses with established business relationships (EBR) with their customers to send faxes without having their express written permission in advance. In an effort to restore this EBR standard, the House on July 20 passed by unanimous voice vote legislation (HR 4600) that would restore the EBR provision governing facsimile communications.

The Senate is considering identical legislation (S. 1603) and that version has already passed the Senate Commerce Committee. It must be adopted by Congress and approved by the President prior to Jan. 1, 2005, when the new regulations are due to take effect

Service Agreements

Conditional exemption for NVOCCs to enter into service contracts that several ocean transportation intermediaries are seeking would not be adequate, according to Congressman Sensenbrenner, chairman of the House Judiciary Committee. Sensenbrenner called on the Federal Maritime Commission (FMC) to move ahead and approve the broader tariff exemptions proposed by his committee and the commercial freight industry a year ago. Sensenbrenner believes that the FMC

- has had ample time to review the comprehensive record presented by the Industry and the Committee and petitioners that have sought relief;
- has the authority to grant this relief.
- should expeditiously grant the exemption without any further proceedings.

He also believes that tariff exemption sought by the industry is essential for shippers and NVOCCs alike.

Sensenbrenner views the new initiative, filed on Aug. 2, as furthering a goal of removing unnecessary and inefficient obstacles to the services that NVOCCs may provide their customers. Thus, granting this exemption would be a positive and significant step toward eliminating unnecessary, non-competitive barriers to NVOCCs and help level the playing field between NVOCCs and the steamship lines.

Essentially, the new filing requests allowing all NVOCCs to enter into agreements with shippers that are similar to ocean service contracts. As is the case with ocean service contracts, parties would file these agreements confidentially with the FMC with their essential terms published in a tariff format.

However, the committee believes that a grant of this request would not fully achieve its objectives for NVOCCs. In the first place, a grant of this request would not eliminate the cost and burden associated with tariff filing. Nor would the requirement that these agreements be filed benefit the shipping public or the FMC, as it is clear that the filing and publication of tariffs no longer serves any useful public purpose.

Moreover, the requirements of filing and publication do not alleviate the urgent need that NVOCCs and their customers have to be able to participate in the dynamic marketplace that ocean shipping has become since the enactment of the Ocean Shipping Reform Act.

The ocean transportation intermediaries filing the comments with the FMC include United Parcel Service, FedEx, and BAX Global, together with the National Industrial Transportation League.

China Trade Initiatives Win FMC Approval

The Federal Maritime Commission (FMC) unanimously approved a proposal to enable licensed NVOCCs to comply with the People's Republic of China maritime rules. The final rule allows NVOCCs to obtain an optional \$21,000 bond rider that complies with China's financial security regulations.

Without this bond, US NVOCCs would have had to post approximately \$96,000 in cash deposits in Chinese banks to satisfy the Chinese financial security requirements. This FMC action concludes a multi-year effort to solve problems imposed by the Chinese regulations. The final decision in this proceeding covers several relevant points:

- The bond applies only to the US-China trade.
- The bond relates only to fines and penalties assessed by the maritime regulatory agency of the Chinese government.
- The forms of the optional bond rider are set forth as Appendices E and F to the decision.
- The surety may satisfy a judgment in either US dollars or Chinese yen.
- The FMC will indicate the parties with these bonds on its Ocean Transportation Intermediary list.

Association Health Plans

S. 545, a bill sponsored by Senators Jim Talent (R-MO) and Olympia Snowe (R-ME), would allow for the establishment of association health plans. Under this measure, group health plans whose sponsors are trade, industry, professional, chamber of commerce, or similar business associations could band together to provide health benefits to all members of the association. It is especially targeted at small business employers who are members of such associations and would allow them a cost-driven method to offer medical care for their employees. The bill is currently pending in the Senate Health and Labor Committee.

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

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

HHGFAA: hhgfaa.org

24-hour Cargo Rule: nntl.org/new/24hrrule.pdf

7M Transport: 7m-transport.com

A.Alternativa: a-alternativa.com.br

A-Cross Corp: a-cross.jp/

AE Worldwide: aenationwide.com

AES Cargo: aescargo.com

AGS: ags-worldwide-movers.com

Air Animal: airanimal.com

Airport Terminal Maps: mapquest.com

APA Worldwide: apaworldwide.com

Arrowpak: arrowpak.co.uk

Asian Tigers: AsianTigersGroup.com

Bradman's Travel Guides:

fita.m.xtenit.com/ct.jsp?uz663502Biz402808

Brazil Worldmover: brazilmover.com

Business Etiquette:

executiveplanet.com/community

Careline Int'l: careline.ie

Confianca Moving & Storage:

confiancamoving.com

Covan World-Wide: covan.com

Crystal International: crystalinternational.com

Customs Service C-TPAT Program:

customs.ustreas.gov/enforcem/tpat.htm

DeHaan Removals: dehaan.nl

DeWitt Trans. Services of Guam: dewittguam.com

Doree Bonner: doreebonner.co.uk

EasyJet: easyjet.com

Empresa de Transportes Galamas: galamas.pt

EUROPAGES: europages.com

Europe By Air: europebyair.com

EUROUSA: the-eurogroup.com

European Union sites of interest:

- EU VAT: eurunion.org/legislat/VATweb.htm

- Roadmap for EU-US Regulatory Cooperation:

europa.ue.int/comm/enterprise/enterprise_policy/gov_relations/internitl_regul_coop_eu_us/index.htm

Executive Insurance Services: execinsurance.net

Executive Moving Systems: thebestmove.com

Federal Maritime Commission: fmc.gov

Flight and Airport Information: www.faa.gov

Forearm Forklift: forearmforklift.com

Freight Analysis Framework:

ops.fhwa.dot.gov/freight/adfrmrwk/index.htm

Freight Int'l: freightinternational.com

Fukuoka Soko Co.: fukuokasoko.com/moving

Garcia Trucking: garciatrucking.com

Gateways Int'l: gatewaysinternational.com

Globalink: globalink.kz

Global Int'l Moving: globalinternational.com

Global Security Updates:

airsecurity.com/hotspots/hotspots.asp

Gosselin Worldwide Moving: gosselin.be

Green Liner: greenliner.com

Guardian Services Inc.: moveassist.com

Homeland Security Department:

<http://www.dhs.gov/dhspublic/>

HR2B Relocations: hr2b.com

IAL Nigeria: ial.com.ng

Interem: freightsystems.com

Intermove: Intermove.com

Internet Hoaxes: hoaxbusters.ciac.org

Interport: interport.com.sg

Inters &R: inters-r.com

Iraq Maps: http://news.bbc.co.uk/nol/shared/spl/hi/middle_east/03/v3_iraq_key_maps/html/military_operations/1.stm

Jet Lag Cures: stopjetlag.com

JVK Movers: jvkmovers.com

La Rosa Del Monte: larosadelmonte.com

La Vascongada, S.L.: vascongada.com

Links Relocations: linksasia.com

Lykes Lines: lykeslines.com

Magna Int'l Movers: magna.co.za

Maps: <http://plasma.nationalgeographic.com/mapmachine>

McGimpsey Removals: mcgimpseys.com

Metropolitan: metropolitantransports.com.br

Military Traffic Management Command (MTMC):

see Surface Deployment & Distribution

Command

MoveMagic: movemagic.com

Move One: moveone.info

Mudanzas Trafimar: mudanzastrafimar.com.mx

National Van Lines: nationalintl.com

NEER Service: neerservice.com or neerservice.fr

New Haven Moving Equip.: newhaven-usa.com

Official Airline Guide: oag.com

OMB Contract Bundling Report: acqnet.gov

Orbit M&S: orbit-kazoulis.com

Orient Pacific Int'l: opimovers.com.tw

Outaouais Moving: outaouaismoving.com

P.M. Packers & Movers: packersindia.com

Pac Global Ins. Brokerage: pacglobalins.com

PAIMA: paima.com

People Finder: AnyWho.com

Phoenix Transport Services: phoenix-transport.de

Planes Inc. planesmoving.com

Raffles Movers Int'l: rafmover.com.sg

Remove Me Now!: removemenow.com

Rhema Movers: rhemamovers.com.sg

Ryanair: ryanair.com

San Diego: sandiego.org
• SeaWorld San Diego: seaworld.com
• San Diego Zoo: sandiegozoo.org
Santa Fe: santaferelo.com
SBA Solutions Newsletter: <http://web.sba.gov/list/>
Schenker Stinnes Logistics: schenker.bg
SecurePort Conference: secureport2004.com
SEM Movers: sem-movers.com
Simpsons Removals & Storage:
simpsons-uk.com
SIT Transportes Internacionales: sit-spain.com
Small Business Administration Advocacy Office:
sba.gov/advo
Small Business Guide to Exporting:
<http://www.sba.gov/OIT/info/Guide-To-Exporting/index.html>
Small Business Survival Committee: sbsc.org
Spam filter software: cloudmark.com
Sterling Int'l Movers (UK): sterlingmovers.com
Surface Deployment & Distribution Command:
sddc.army.mil
TechMate: TechMateIntl.com
TG International: tginternational.com
The eXternal Revenue Svce. of The Day
Companies: xrsnet.com
The Guardian Svcs Group: guardianservices.com
Tower Movers: towermovers.com
Transmove: trans-move.com
Trans Movers Worldwide: centrin.net.id/tranmove
Transcontainer: transcontainer-group.com
Trans-Link Express: translink.co.th
Transpack Packing & Frt. Fwd: Transpack.com.pk
Transportation Security Admin: tsa.dot.gov
• Emergency hotline: tsa:hqcac@tsa.gov
Transworld Int'l Movers Brazil:
transworldmovers.com.br
Travel Health Resources:
• cdc.gov/travel
• tripprep.com
• istm.org
• sosinternational.com
Travel Safety: travelindicators.com
Tumi Int'l Movers: tumimovers.com
UniGroup UTS: unigroupworldwide.com
Universal Express Relocations: uexgroup.com
UPM Int'l: upm.com.pk
US Department of Defense — Procurement
Report: acq.osd.mil/sadbu/
US Department of State:
• Safety tips for travelers:
travel.state.gov/asafetripabroad.html
• Emergency numbers list for Western Europe:
healthcareland.com/sos/embassy_links
US House of Representatives Small Business
Committee: house.gov/smbiz
US Visas: unitedstatesvisa.gov
Veron Grauer: veron-grauer.ch
Visa Waiver Information: <http://travel.state.gov/vwp.html>
Welti-Furrer: welti-furrer.ch
Westbound Transpacific Stabilization Agreement
(WTSA): wtsacarriers.org
Worldmover/Brazil: brazilmover.com
YP-35: yp-35.org
Zuhal: zuhalshipping.com

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A.Alternativa: transp@a-alternativa.com.br
AGS: castro-j@ags-paris.com
Air Animal: petmover@airanimal.com
APA Worldwide: apawwm@sol.racsa.co.cr
Arrowpak: sales@arrowpack.co.uk
Asian Tigers: thomas.meyer@asiantigers-vietnam.com or info.hanoi@asiantigers-vietnam.com
Brazil Worldmover: worldmover@brazilmail.com
Careline Int'l: info@careline.ie
Corstjens WW Movers: info@corstjens.nl
Cosmopolitan Transport Mandiri:
cosmotrans@cbn.nct.id
Covan World-Wide: international@covan.com
Crystal International:
info@crystalinternational.com
DeHaan Removals: info@dehaan.nl
DeWitt Trans. Svc Guam: ezdewitt@dewitt.com.gu
Doree Bonner: moving@dbonner.co.uk
Empresa de Transportes Galamas:
Lisbon@galamas.pt
EuroMove & Relocation:
tabor.baramy@euromove.hu
Eurovan: info@eurovan.com
Executive Insurance Services:
info@execinsurance.net
Executive Moving Systems:
salesinfo@thebestmove.com
Fidelity & Marine Ins.: info@fidelitymarine.com
Freight Int'l: removal@emirates.net.ae
Froesch: info.berlin@froesch.de
Fukuoka Soko Co.: moving@fukuokasoko.com
G.E.P.: gepbox@gep.be
Gateways Int'l: gateways@themovers.com
Gil Stauffer: international@gil-stauffer.com
Globalink: relocation@globalink.kz
Global International Moving:
andrew.rosemeier@globalinternational.com
Global International Portugal branch:
portugal@globalinternational.com
Gosselin Group: comm@gosselin.be
Green Liner: safetymove@greenliner.com
Guardian Services Inc.: info@moveassist.com
Guyana Overseas Traders:
guyotrad@networksgy.com
HR2B Relocations: ben.vo@hr2b.com
IM France: move@imfrance.com
Interem: albert@freightsystems.com
Intermove: move@Intermove.com
Intermud: intermud@guate.net
International Shippers Association.:
isamanager@comcast.com
Interport: sales@interport.com.sg
Inters &R: info@inters-r.com
JVK: thailand@jvkmovers.com

La Rosa Del Monte Express:
logistics@larosadelmonte.com

La Vascongada, S.L.: *comercial@vascongada.com*

Leader Pack: *leadpack@emirates.net.ae*

Links Relocations: *links@linksasia.com*

Magna Int'l Movers: *removals@jhb.magna.co.za*

McGimpsey Bros.: *removals@mcgimpseys.com*

Metropolitan:
metro@metropolitantransports.com.br

Move One: *moving@moveone.info*

M/S Swift Packers & Movers:
naveen12@satyam.net.in

Mudanzas Trafimar:
sales@mudanzastrafimar.com.mx

National Van Lines: *info@nationalintl.com*

Neer Service: *info@neerservice.fr*

New Haven Moving Equipment: *nhmela@aol.com*

Nurminen Prima Oy: *Nurminen.Prima@co.inet.fi*

Orbit: *orphee@beinoglou.gr*

Orient Pacific Int'l: *SOPisc@npc.haplink.com.cn*

Outaouais Moving: *ray@outaouaismoving.com*

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*

Planes Inc. *intl@planesunited.com*

P.M. Packers: *info@packersindia.com*

Portal Advertising: *bel.carrington@hhgfaa.org*

Premier Worldwide: *info@premierwww.com*

Raffles Movers Int'l: *sales@rafmover.com.sg*

Regulatory Flexibility Act Info:
claudia.rayford@sba.gov

RexMovers: *rexco@public.tpt.tj.cn*

Rhema East China Ltd: *rhema@pub.sz.jsinfo.net*

Rhema Movers: *general@rhemamovers.com.sg*

Santa Fe Transport: *sales@santafe.com.hk*

S.E.A. Transport: *nevillesaunders@hn.vnn.vn*

SEM Movers: *semmove@indosat.net.id*

Simpsons Removals & Storage:
enquiries@simpsons-uk.com

SIT Transportes Intl: *sit.mad@sit-spain.com*

Sterling Int'l Movers (UK):
mail@sterlingmovers.com

T.A. Mudanzas: *tamoving@sol.racsca.co.cr*

TechMate Int'l: *Sales&TechmateIntl.com*

TG International: *webmaster@tginternational.com*

The eXternal Revenue Service of The Day
Companies: *tag@daycos.com*

The Guardian: *dvaughn@guardianservices.com*

Tower Movers: *enquiries@towermovers.com*

Transmove: *transmove@btinternet.com*

Trans Movers Worldwide: *nutrans@centrin.net.id*

Transpack Argentina: *info@transpack.com.ar*

Transpack Packing & Freight Forwarding Co.:
transpack@isb.comsats.net.pk

Transworld Int'l Movers Brazil:
transw@transworldmovers.com.br

Tumi International: *tumi@netrox.net*

United Prof. Movers: *Fazla@upm.sdnpk.undp.org*

Universal Express Relocations:
stefanh@uex.com.pl

UPM Int'l: *upm@isb.sdnpk.org*

Vanpac: *rauf@vanpac.edunet.sdnpk.undp.org*

Veron Grauer: *moving@veron-grauer.ch*

Welti-Furrer Ltd: *international@welti-furrer.ch*

Willis Corroon Trans. Risk Svces: *iris@willis.com*

Worldmover/Brazil: *worldmover@att.net*

YP-35: *lincmove@Blarg.net*

Zuhal: *zuhal@emirates.net.ae*

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 July/August Issue July 15, 2005
September/October Issue September 11, 2005
(ANNUAL MEETING ISSUE)

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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.**

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ADVERTISERS' INDEX

21st Century Relocations	95	Link Int'l	43
7M	37	Magna	63
A Alternativa	48	McGimpsey	65
A. Arnold	70	Metropolitan Transports	99
Aarid Companies	13	Milbin	21
AE Worldwide	57	MoveOne	25
AGS	40	M/S Swift Packers & Movers	89
Air Animal	12	Mudanzas Trafimar	93
APA	13	Neer Service	41
Arrowpak Int'l	67	New Haven	42
Asian Tigers	17,61	Nomad Express	92
Atlas Wood Products	13	Nurminen Prima OY	23
Beverly Smyth	24	Orbit	34
Careline International	46	Orient Pacific Int'l	56
Confianza	19	OTB	88
Consensus Software	7	Outaouais Moving	78
Continental Removals	85	Pac Global	72
Corstjens Worldwide Movers	36	Pelichet	69
Cosmopolitan Transport Mandiri	48	Penbroke Marine Services	73
Covan	100	Phoenix Transport Services	94
Crystal Forwarding	16	Planes Incorporated	38
De Haan	89	P.M. Packers & Movers	31
DeWitt Transportation Services	35	Raffles Movers Int'l	47
DGM Veron Grauer SA	27	Rex Movers	31
Dolphin Movers	66	Rhema China	28
Doree Bonner	23	Rhema Movers Pte Ltd.	59
Empresa de Transportes Galamas	80	Rosebrock	70
European Van Lines Int'l	82	Santa Fe	44
EUROUSA	71	Schenker	88
Executive Insurance Services	18	S.E.A. Transport Services	45
eXternal Revenue Svce of the Day Cos.	66	SEM Movers	91
Fidelity & Marine Int'l Insurance	3	Simpson's	60
Forearm Forklift	98	SIT Transportes	83
Freight International	26	Star Worldwide	15
Fukuoka Soko	84	Sterling International Movers (UK)	21
Garcia	84	Subalipack	48
Gateways International	29	T.A. Mudanzas	78
GEP	55	TechMate International	74
Gil Stauffer	59	TG International	81
Globalink	64	The Guardian	4
Gosselin	52	Tower Int'l	37
Green Liner	87	Trans-Link	11
Guyana Overseas Traders	10	Transmove	80
HR2B Relocations	28	Trans Movers	91
IM France	27	Transcontainer Group	2
Interdean Interconex	8	Transpack Pakistan	63
Interem Ltd.	82	Transpack Argentina	33
Intermove	74	Transworld Int'l Movers Brazil	10
Intermud	50	Tumi Int'l Movers, Inc.	81
International Shippers Association	30	UniGroup Worldwide UTS	68
Inters & R	69	United Professional Movers (UPM)	87
Intra-Mar	39	Vanpac	11
Isaac's Relocation	90	Viking Shipping	58
Jacksonville Box	61	VIP	37
JVK	78	Welti-Furrer	95
Kontane	16	Willis Corroon	7
La Rosa del Monte	58	Worldmover/Brazil	94
La Vascongada, S.L.	79	YP-35	54,55
Leader Pack	62	Zuhal Shipping & Clearing	77

Industry Calendar

Oct. 11—12, 2004

PAIMA Convention
San Diego, CA

Oct. 13, 2004

FIDI Academy Workshop
San Diego, CA

Oct. 13–16, 2004

HHGFAA 42nd Annual Meeting
San Diego, CA

Oct. 23–29, 2004

FIDI EiM Training
Brussels, Belgium

Nov. 9–15, 2004

FIDI EiM Training
Cape Town, South Africa

Nov. 20–26, 2004

FIDI EiM Training
Beijing, China

Jan. 24–27, 2005

SDDC/Pacific 2005 Personal Property and
Passenger Training Workshop
Honolulu, HI

Feb. 22–25, 2005

GSA HHG and Freight Forum
Philadelphia, PA

April 16–19, 2005

AMSA Annual Convention & Trade Show
Grapevine (Dallas), TX

Sept. 10–14, 2005

NDTA Forum 2005
San Diego, CA

Sept. 11–25, 2005

FIATA World Congress
Moscow, Russia

Oct. 22–25, 2005

HHGFAA 43rd Annual Meeting
Washington, DC

Oct. 9–12, 2006

HHGFAA 44rd Annual Meeting
San Francisco, CA

Oct. 14–17, 2007

HHGFAA 45rd Annual Meeting
New York, NY