

# AllCovered NEWS

The news YOU need to grow your business and stay ahead of your competition

A weekly service for clients and friends of Allcovered.net and the Allen Insurance Group

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AllCovered-NEWS is sent via email to all who request it in "Plain Text" to limit your download times.

## -- CONTENTS THIS WEEK --

### SMALL BUSINESS:

FOCUS: Added Risks For Logistics  
Marketing – 21 Words That Sell  
Health Care Costs Remain Top Concern  
Excuses For Missing Work

### TRUCKING:

Fatal Truck Accidents Down  
HazMat Fees Finalized  
Diesel Prices Fall

### SECURITY:

\$10 Smart Seal for Containers

### OCEAN & AIR FORWARDING:

Tsunami Relief Update  
Earthquake & Tsunami Reshape Malacca Straits  
Ocean Carrier Consolidation Coming?  
Ship Charter Rates Record High  
Freight Rates Continue Climb  
Delays at SoCal Ports Have Shippers Eyeing Canada & Mexico  
Supply Chain Prophecies  
Logistics Costs Rise In Europe

### JUST FOR FUN:

Youth Versus Age  
Goals For Life

**NEXT WEEK:** Getting Off the Treadmill

## **FOCUS: ADDED RISKS FOR LOGISTICS – WE HAVE HELP**

--- Protect Yourself – Protect Your Shipper ---

If you move freight for others, or for your company, the risks you face now are much greater than they were a few years ago. One paperwork mistake can cost you a minimum \$5000 fine.

Allcovered.net has a 10-minute training video to help you and your staff understand your rights, your risks, and your responsibilities.

GO TO: [www.allcovered.net](http://www.allcovered.net)

CLICK: "Training & Help" – then –

CLICK: "Video Training"

Allcovered.net ..... We have logistics ALLCOVERED

## **SMALL BIZ MARKETING - 21 WORDS THAT SELL**

--- From an article by Dawn Josephson [www.cameopublications.com](http://www.cameopublications.com) ---

Also available at: [http://www.allcovered.net/AC-OM-Training\\_Sales\\_Main.html](http://www.allcovered.net/AC-OM-Training_Sales_Main.html)

The English language contains hundreds of thousands of words. Did you know that only 21 of them can easily sell your clients?

When you know what these proven words are and how to use them, you'll save both time and money when selling to prospects. In fact, once you master the use of these 21 words, your business will quickly get the results it deserves. (Hint: This paragraph contains eight of those 21 words. Did you spot them all?)

The exact words you use in your marketing materials can make the difference between success and failure. Choose the right words and your prospects will find your company irresistible. Choose the wrong words and you'll spend most of your time convincing prospects to do business with you. Why waste time selling prospects on your products or services when you can let strategically written marketing pieces do the work for you?

Here are the top ten of the 21 words that sell. Use them wisely and watch your marketing response rate soar.

### **--- THE TOP TEN WORDS THAT SELL ---**

**1)- You/Your:** "You" is the most powerful word in the English language. It's more powerful than the word "money." It's more powerful than the word "sex." Your prospects want to feel as though you are talking to them directly, and the word "you" accomplishes that. So instead of writing, "Our clients report increased income as a result of our products/services," write: "You will experience increased income and growth as a result of our \_\_\_\_." Keep every sentence in your prospect's perspective.

**2)- Money:** Ask people what they wish they had more of and chances are they will say "money." People love to save money as much as they love to earn it. If a benefit of your product or service saves people money, state it along with a figure people can grasp, such as: "Cut your insurance bill by 20%."

**3)- Health/Healthy:** The second thing people wish they had more of is good health. People want products and services that either improve their health, or at least not hurt it.

**4)- Guarantee/Guaranteed:** By nature, most people are not risk takers. They want assurance they are not wasting their money. By giving some sort of guarantee, you put prospects at ease and make it easier for them to trust you.

**5)- Easy/Easily:** Between working more than 40 hours a week and increasing demands at home, people want things that are easy. Always state how easy your product or service is to use.

**6)- Free:** Everyone loves getting something for nothing. That's why the word "free" continues to be one of the top selling words of all times. A "Free" offer does not have to have a high monetary value, but it

must have a high perceived value. Some freebies that work include: “Free Consultation,” “Free Estimate,” and “Free Report.”

**7)- Yes:** You love to hear someone say “Yes” to you. Yes means you have permission, you were right, or you can get what you asked for. “Yes” is a pleasing word to the ear. Tell your prospects “Yes” often. Ask a series of Yes/No questions in your marketing materials and answer “Yes.”

**8)- Quick/Quickly:** In the microwave/Internet age we want things quickly. You don’t want to wait weeks or months for results. As long as you know your product or service is quicker than something else, make sure you tell your prospects.

**9)- Benefit:** Most marketing materials explain what benefit they offer, but few use the word “benefit.” When people read the word “benefit” they subconsciously perk up and pay more attention.

**10)- Person’s name:** People love to hear the sound of their own name and read their name in print. Including a prospects name in a marketing piece, especially in the middle of a sentence, boosts attention levels. For example: “As you can see, Mr. Prospect, the...”

#### **The Remaining Eleven:**

The other eleven words that sell are:

- 11)- Love**
- 12)- Results**
- 13)- Safe/Safely**
- 14)- Proven**
- 15)- Fun**
- 16)- New**
- 17)- Save**
- 18)- Now**
- 19)- How-To**
- 20)- Solution**
- 21)- More**

#### **Summary:**

When you use these 21 words in every marketing piece you quickly increase your prospect’s interest in what you write, and that leads to more money for you.

## **SMALL BIZ – HEALTH COSTS A TOP CONCERN**

Employers are worried about the economy, increased productivity and rising health care costs based on a survey by the Society of Human Resource Management (SHRM).

57% list the rise in health costs as their top concern.

Nearly 40% say the economy, increased productivity and employee retention are worries as well.

Employer goals for 2005:

- Build up employee morale
- Recruit new top employees
- Align compensation with values and performance

**SMALL BIZ – HEALTH – IGNORANCE ABOUT HSAS:** A survey of US workers finds most have never heard of health savings accounts (HSAs). After receiving an explanation of HSAs, a majority of individuals said they liked features such as the control of funds and lower premiums. However, they disliked the risk of higher prescription drug prices and deductibles.

MORE: <http://www.businessinsurance.com/cgi-bin/news.pl?newsId=4874>

**SMALL BIZ – HIRING PICKS UP:** The growing economy has helped some small business owners decide that it's time to start hiring again or, in the case of new companies, hiring for the first time. They've held off expanding their staffs while they waited for the right business conditions... sales, cash flow and a sense of confidence and optimism in their customers and clients.

MORE: [http://story.news.yahoo.com/news?tmpl=story&cid=588&ncid=749&e=9&u=/ap/20050114/ap\\_on\\_bi\\_co\\_ne/small\\_talk](http://story.news.yahoo.com/news?tmpl=story&cid=588&ncid=749&e=9&u=/ap/20050114/ap_on_bi_co_ne/small_talk)

**SMALL BIZ – BEST PLACES FOR BUSINESS:** Here are rankings for the top locations for small businesses... ranked in three sections... large cities... cities between 100,000 and 500,000... and small towns.

MORE: [http://www.bizjournals.com/specials/2005/small\\_biz\\_towns/best\\_towns.html](http://www.bizjournals.com/specials/2005/small_biz_towns/best_towns.html)

## SMALL BIZ – EXCUSES FOR MISSING WORK

NOTE: These were actual excuses

- + I was sprayed by a skunk.
- + I tripped over my dog and was knocked unconscious.
- + My bus broke down and was held up by robbers.
- + I was arrested as a result of mistaken identity.
- + I forgot to come back to work after lunch.
- + I couldn't find my shoes.
- + I hurt myself bowling.
- + I was spit on by a venomous snake.
- + I totaled my wife's jeep in a collision with a cow.
- + A hit man was looking for me.
- + My curlers burned my hair and I had to go to the hairdresser.
- + I eloped.
- + My brain went to sleep and I couldn't wake it up.
- + My cat unplugged my alarm clock.
- + I had to be there for my husband's grand jury trial.
- + I forgot what day of the week it was.
- + Someone slipped drugs in my drink last night.

**GERMAN ECONOMY – 2004 GDP UP 1.7%:** Germany's economy grew at its fastest pace in four years pulled up by the global recovery.

MORE: [http://story.news.yahoo.com/news?tmpl=story&cid=1518&ncid=1518&e=4&u=/afp/20050113/bs\\_afp/germanyconomygrowth\\_050113115127](http://story.news.yahoo.com/news?tmpl=story&cid=1518&ncid=1518&e=4&u=/afp/20050113/bs_afp/germanyconomygrowth_050113115127)

**US ECONOMY – GROWTH WITHOUT INFLATION:** US Industrial Output rose 0.8% in December. US Producer Prices fell 0.7%. US factory output is at 79.2% of capacity.

MORE: [http://story.news.yahoo.com/news?tmpl=story&cid=580&ncid=580&e=1&u=/nm/20050114/bs\\_nm/economy\\_dc](http://story.news.yahoo.com/news?tmpl=story&cid=580&ncid=580&e=1&u=/nm/20050114/bs_nm/economy_dc)

**US ECONOMY – 2005 GROWTH FORECAST LIKE 2004:** For better or worse the 2005 US economy will look a lot like 2004's if analysts are right.

MORE: [http://www.usatoday.com/money/economy/2005-01-10-econ-cover\\_x.htm](http://www.usatoday.com/money/economy/2005-01-10-econ-cover_x.htm)

**US ECONOMY – PPI TUMBLES:** The US December Producer Price Index fell 0.7% on a drop in fuel costs. The PPI measures inflation at the wholesale level.

MORE: [http://story.news.yahoo.com/news?tmpl=story&cid=1518&ncid=1518&e=1&u=/afp/20050114/bs\\_afp/useconomyprices\\_050114142104](http://story.news.yahoo.com/news?tmpl=story&cid=1518&ncid=1518&e=1&u=/afp/20050114/bs_afp/useconomyprices_050114142104)

## **TRUCKING – FATAL ACCIDENTS DOWN**

According to preliminary data from the Federal Motor Carrier Safety Administration, the rate of fatalities from big truck accidents declined in 2004.

Warren Hoeman, deputy administrator for FMCSA, says commercial motor vehicle fatality rates fell from 2.31 per 100 million miles traveled to an estimated 2.23. The decline is a good sign for an agency hoping to reach a fatality rate of just 1.65 fatalities for every 100 million trucking miles by 2008.

### **--- WHEN TRUCKER WAS AT FAULT IN CRASH ---**

3% = Driver nonperformance/sickness or sleep

46% = Driver recognition/inattention

36% = Driver decision/misjudging a distance

5% = Driver performance/poor control over the vehicle

MORE: <http://www.etrucker.com/apps/news/article.asp?id=45957>

**TRUCKING – TRUCK INSURERS IN US MAKE A PROFIT IN 2003, FIRST IN 16 YEARS:** Commercial motor insurers achieved a combined ratio of 95% in 2003, down from 117% in 1999 and the sector's first underwriting profit in 16 years, according to a study by Conning Research and Consulting. A ratio of 95% means \$0.95 were paid in claims and expenses for every \$1.00 in premium.

**TRUCKING – TSA ISSUES FINAL CDL HAZMAT FEES:** The US Department of Homeland Security's Transportation Security Administration (TSA) has issued its final rule establishing a fee for security threat assessments that TSA is required to perform on individuals who apply for, or renew, a hazardous materials endorsement for a commercial driver's license. Fees range from \$83 to \$103.

FINAL RULE: [www.tsa.gov](http://www.tsa.gov)

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19758>

**TRUCKING – TEAMSTERS PREPARE HARBOR-TRUCKING BILL:** The Teamsters union says within a month it will have a bill before the California Legislature that will seek to exempt harbor truck drivers from federal antitrust laws so they can collectively negotiate freight rates and withhold services at marine terminals.

MORE: <http://www.joc.com/20050110/sections/logis/w46223.asp>

### **TRUCKING – ELECTRONIC BORDER CLEARANCE COMING – BUT WHEN?**

MORE: <http://www.etrucker.com/apps/news/article.asp?id=45716>

**TRUCKING – LANDSTAR FREE FREIGHT BROKERAGE BOARD:** Landstar, the owner-operator-based truckload service provider, has launched LandstarBroker.com, a freight brokerage Web board.

SERVICE: [www.landstarbroker.com](http://www.landstarbroker.com).

MORE: [http://www.truckinginfo.com/news/news-detail.asp?news\\_id=53606](http://www.truckinginfo.com/news/news-detail.asp?news_id=53606)

### **TRUCKING – 2005 TRUCK MODEL LINE-UP:**

MORE: [http://www.randallpub.com/ccj/ccj1104makes\\_and\\_models.pdf](http://www.randallpub.com/ccj/ccj1104makes_and_models.pdf)

### **TRUCKING – US TRUCKERS SPENT \$10-BILLION MORE FOR DIESEL IN 2004:**

MORE: <http://www.etrucker.com/apps/news/article.asp?id=45991>

**TRUCKING – DIESEL DOWN AGAIN:** The US national average retail price for a gallon of diesel fell again this week, from \$1.957 to \$1.934. Prices have been dropping for the past nine weeks.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=45965>

## SECURITY – GE AND PARTNERS HAVE \$10 SMART SEAL

For fighting both terrorism and billions of dollars in annual cargo theft, General Electric Security and its partner CIMC claim their new product is the first commercially viable secure cargo container.

GE Security makes the seal, called "Tamper Evident Secure Container," or TESC.

CIMC is the world's largest producer of cargo containers.

GE claims the reusable seals cut costs to \$10.

The GE/CIMC system revolves around a palm-size device that can fasten to any container and, through a wireless network, detect unauthorized access to any part of the door (including hinges). Scott Brown, general manager of container security for GE Security Monitored Solutions, says the technology can also be adapted to detect holes around the perimeter as well as humans inside the containers.

General Electric expects to ship TESC as a commercial product in the second quarter of this year.

Target markets include freight carriers as well as big importers.

GE says it will also release CommerceGuard, a similar tamper-evident seal geared for use with the world's approximately 15 million legacy cargo containers.

### --- HOW TESC WORKS ---

The seal itself... known as the Container Security Device (CSD)... uses a wireless "Hall effect" sensor to tell whether anyone has attempted to open the container and, if so, whether that effort succeeded.

A subset of Bluetooth, known as "Bluetooth Lite," is used to transmit secure "challenge/response interrogations" between the CSD and two types of reader hardware: a handheld reader device and a fixed reader.

The fixed readers will typically be mounted in two places: at entrances to port facilities and on truck cranes at port exits.

### --- SO WHAT ---

The ultimate success of the so-called Tamper Evident Secure Container (TESC) will depend on a buy-in from the US Homeland Security Department.

MORE: <http://www.eweek.com/article2/0,1759,1750572,00.asp>

MORE: [http://www.businessweek.com/technology/content/jan2005/tc20050112\\_2951\\_tc119.htm](http://www.businessweek.com/technology/content/jan2005/tc20050112_2951_tc119.htm)

**SECURITY – STRICT C-TPAT FOR FASTER CLEARANCE:** Importers that adhere to the very best security practices will get long-promised expedited clearance for their cargo before the end 2005 according to Robert Bonner, commissioner of Customs and Border Protection. Bonner proposes what he calls "C-TPAT-Plus" to be open for companies that have gone beyond the minimal requirements for the anti-terror program immediate clearance of cargo on arrival in the US. "My vision is to provide them this year with the "green lane," and [that] means no inspections upon arrival, immediate release, because we have validated that they in fact are using the best supply-chain best practices," Bonner says.

MORE: <http://www.joc.com/20050114/sections/trade/w16093.asp>

**SECURITY – CUSTOMS TO EXPAND CSI:** The US now has Customs officers stationed in 20 ports around the world to pre-screen cargo bound for the US. Customs wants to expand the program to 40 ports by the end of 2005.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19756>

**SECURITY – MARITIME SECURITY BILL LIVES AGAIN:** Congress is already proposing new measures to raise security. One measure would require the Department of Homeland Security to develop a "shipment profiling plan" for imported loaded and empty containers, inspection of merchandise at foreign ports and issue final rules for biometric identification cards for seaport employees.

MORE: <http://www.joc.com/20050110/sections/ocean/w62590.asp>

## >>>>> AIR & OCEAN SECTION <<<<<<

### **TSUNAMI RELIEF – INDONESIA LIMITS AID GROUP TRAVEL:**

MORE: <http://news.bbc.co.uk/2/hi/asia-pacific/4163517.stm>

### **TSUNAMI RELIEF – SECOND AIRPORT OPENS ON SUMATRA:**

MORE: <http://www.thestar.com.my/news/story.asp?file=/2005/1/16/latest/20765Secondair&sec=latest>

**TSUNAMI – RELIEF PROVIDERS PLAN LONG STAY:** With two crucial assets, helicopters and organizational skills, the US military is likely to stay on the devastated coast of Indonesia's tsunami-stricken Sumatra island for an extended period.

MORE: [http://www.boston.com/news/world/asia/articles/2005/01/10/us\\_military\\_plans\\_on\\_long\\_stay\\_to\\_airlift\\_supplies\\_to\\_coast/](http://www.boston.com/news/world/asia/articles/2005/01/10/us_military_plans_on_long_stay_to_airlift_supplies_to_coast/)

### **TSUNAMI – ASIAN AIRLINES AT FRONT OF RELIEF EFFORT:**

MORE: <http://www.thestandard.com.hk/stdn/std/Business/GA10Ae02.html>

**TSUNAMI – CHARLESTON WAIVES FEES ON RELIEF SHIPMENTS:** The South Carolina State Ports Authority will waive terminal-handling charges on containerized humanitarian supplies shipped through the Port of Charleston to the Indian Ocean for tsunami relief efforts.

MORE: <http://www.joc.com/lede/20050114/sections/ocean/w63592.asp>

## **TRAIN YOUR STAFF ABOUT ADDED RISKS FOR LOGISTICS**

--- Protect Yourself – Protect Your Shipper ---

If you move freight for others, or for your company, the risks you face now are much greater than they were two years ago. One paperwork mistake can cost you a minimum \$5000 fine.

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CLICK: "Training & Help" – then –

CLICK: "Video Training"

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## **OCEAN – EARTHQUAKE AND TSUNAMI RESHAPE MALACCA STRAITS**

One of the hidden costs of the tsunami disaster in Southeast Asia has been the damage to the Malacca Straits, one of the most important trade routes in the world.

The channel between Sumatra and the Malay Peninsula that connects the Andaman Sea with the South China Sea is traditionally one of the most active shipping lanes on the globe. As much as \$1-Trillion in cargo and services passes through it each year.

But water depths in sections of the Straits have shifted dramatically in the wake of the 26 December tsunami. Sections that were once more than 1,000 feet deep are now as shallow as 100 feet, slowing shipping as routes are recharted and changed.

Moreover, thousands of buoys that served as navigational aids disappeared, and old shipwrecks were relocated and joined by new wrecks, meaning these all must be mapped anew.

If shippers now need to go much slower than normal through the Straits, the price to shippers will be passed along to customers and will also show up as revenue improvements for the shippers themselves.

MORE: <http://www.thestreet.com/more/funds/jondmarkman/10203048.html>

MORE: <http://www.joc.com/20050110/sections/ocean/w38541.asp>

## OCEAN – LINER CONSOLIDATION COMING?

It is not a well kept secret. AP Moeller-Maersk the world's largest container shipping carrier and Royal P&O Nedlloyd, the fourth largest are both shopping for smaller carriers to buy.

Container-ship capacity will increase 12% this year and more than 14% next year (2006) as shipyards step up deliveries according to Drewry Shipping Consultants in London.

This increase in capacity is expected to pressure freight rates next year.

That's a big change from rate hikes each of the last four years.

### --- TAKEOVER TARGETS ---

Rotterdam-based Royal P&O, Hanjin, and Hyundai Merchant Marine are potential targets, says Tor Olav Troim, of Bermuda-based Frontline, the world's largest oil-tanker operator.

Norwegian billionaire John Fredriksen bought stakes in Royal P&O, Hanjin and Hyundai Merchant in 2004 and already owns an interest in Singapore-based Neptune Orient Lines.

### --- SHIPPING RATES ---

The cost of sending a standard 20-foot-long container from Asia to the US rose to \$1,946 in the third quarter of 2004, according to Containerization International.

Frontline's Troim remains upbeat about container rates into 2007. "Analysts first predicted a crunch in 2005, which may turn out better than even 2004."

MORE: <http://www.bloomberg.com/apps/news?pid=10000085&sid=aMxqt4szCYe8&refer=europe>

## OCEAN – SHIP CHARTER RATES RECORD HIGH

Charter rates for container ships continue to reach record highs but few deals are being struck because the supply of vessels for immediate hire has sunk to record lows.

The supply crunch, aggravated by owners taking advantage of a sellers market to extend average charter periods to between three and five years from the traditional 12 months, is particularly affecting carriers seeking larger tonnage.

The average daily hire rate for a 3,500-TEU gearless Panamax vessel is \$42,000, up 10% over the past three months, while a 2,000-TEU sub-Panamax ship is fetching \$33,000, 14% higher than in October, according to London shipbroker H. Clarkson.

MORE: <http://www.joc.com/20050114/sections/ocean/w12911.asp>

## OCEAN – BULK FREIGHT RATES CONTINUE CLIMB

Shipping rates in Asia have regained strength amid hopes that demand from China will pick up ahead of the Chinese New Year in February.

Shipowners are hoping demand from charterers in the region, such as those from Japan and South Korea, to ship grains and minerals will continue to rise due to expectations that global economic growth will keep vessel demand strong.

Panamax dry bulk rates for February loading on the benchmark US Gulf-Japan route rose to around US\$65 per tonne, including cost, insurance and freight (CIF), from around US\$60 during the year-end and the start of the year, according to Tokyo and Seoul brokers.

Shipping rates soared as high as US\$70-\$75 on robust Chinese demand for commodities in early December, coming close to the record high US\$75-\$80 seen in February last year.

MORE: <http://business-times.asia1.com.sg/sub/shippingtimes/story/0,4574,141865,00.html>

**OCEAN – TACA HOLDS FEES STEADY:** The Trans-Atlantic Conference Agreement will extend its Bunker Adjustment Factor through 15 March. For traffic to, from or via Atlantic and Gulf Coast ports, the charge is \$161 per TEU, \$322 per FEU and \$16 by weight and measure for all other cargo. The Currency Adjustment Factor remains at 9%.

MORE: <http://www.joc.com/lede/20050110/sections/ocean/w51853.asp>

**OCEAN – CADA ADDS HONDURAN SECURITY CHARGE:** Members lines of the Central America Discussion Agreement, a carrier agreement in the U.S./Central American trade, are implementing a "Honduran Port Security Charge" for all cargo to and from Honduras, effective 10 February.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19706>

## **OCEAN – DELAYS AT US PORTS HAVE LINERS EYEING MEXICO AND CANADA**

Newton's Law states that for every action there is an equal and opposite reaction.

Put another way, if you don't build roads and don't expand your port so you can handle freight, someone else will.

Shipping companies like NYK are searching from Alaska to Mexico for ports able to handle goods from Asia because bottlenecks in Southern California are delaying cargo by as much as a week.

NYK, Japan's biggest shipping line, is considering sending goods through Prince Rupert, on the Canada-Alaska border, and Manzanillo, on Mexico's Pacific Coast.

Why Prince Rupert? Prince Rupert is 1,259 miles, or about two days sailing, closer to Hong Kong than Los Angeles.

Waiting ships not only do not make money, they eat up to \$300,000 a week in overhead costs.

Maersk-Sea Land, the largest carrier and Neptune Orient Lines, the sixth-biggest carrier, also admit considering alternatives to Southern California.

Other ports are being sought as alternatives to Los Angeles and Long Beach, the biggest US port complex, where a record of almost 13 million standard-sized containers crossed the docks in 2004.

Drewry Shipping Consultants in London forecasts a 14% increase of freight from Asia to the US in 2005.

MORE: <http://quote.bloomberg.com/apps/news?pid=10000086&sid=afStcc IOGQY>

## **OCEAN – BILLIONS BEING SPENT ON WEST COAST TO HANDLE CARGO CRUNCH:**

MORE: [http://www.tennessean.com/business/archives/05/01/64161757.shtml?Element\\_ID=64161757](http://www.tennessean.com/business/archives/05/01/64161757.shtml?Element_ID=64161757)

**OCEAN – RETAILERS EYE HALIFAX TO AVOID SO-CAL:** The Port of Halifax, left out of the cargo boom of 2004, is forecasting a 4% to 5% increase from existing North Atlantic carriers in 2005. Growth may come from Asian traffic diverted from the West Coast of North America through the Suez Canal.

MORE: <http://www.joc.com/lede/20050113/sections/ocean/w79005.asp>

**OCEAN – LA-LONG BEACH AFTER “FREE TIME”:** Slow container clearance and long ship waits through the shipping season last year have Southern California ports seeking a way to ease terminal congestion. The ports will target “free time” and begin enforcing the five day free storage limit. Many retailers have been leaving containers in port for up to two weeks.

MORE: <http://www.joc.com/20050114/sections/ocean/w42201.asp>

**OCEAN – EC SAYS LINER CONSORTIUM OK, CONFERENCE NOT:** The European Commission has published a preliminary draft for the five-year renewal of the regulation that grants antitrust immunity to liner shipping consortia serving European ports. Consortia include vessel-sharing agreements and operational alliances between shipping lines. Contrary to conferences, operationally focused consortia are seen by the EC and by shippers' organizations as mild forms of carrier cooperation that also produce clear economic advantages.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19746>

**OCEAN – APL & MOL START PANAMA-S.AM FEEDER:** APL and MOL have started a joint weekly service between Balboa, Panama, and ports in Colombia, Ecuador, Peru and Chile.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19731>

**OCEAN – TEAMSTERS PREPARE HARBOR TRUCKING BILL:** See “Trucking” Section

**OCEAN – SOUTH CAROLINA FUNDS CHARLESTON DEEPENING:** South Carolina Governor Mark Sanford has earmarked \$2.4 million of his 2005-2006 fiscal year executive budget to help fund the Charleston Harbor Deepening & Widening Project.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19661>

## WHAT DO I DO?

Have a claim? Need to change a certificate? Sending a shipment to a War Zone? Moving Used goods? Have a question about how to complete a form?

We have simple step-by-step instructions online for you.

GO TO: [www.allcovered.net](http://www.allcovered.net)

CLICK: "Training & Help" ... then ...

CLICK: "What do I DO?"

[www.allcovered.net](http://www.allcovered.net) --- We have logistics allcovered

## TRADE – SUPPLY CHAIN PROPHECIES

Ten years ago few had ever heard the term "Supply Chain Logistics;" now most forwarders hear it every day.

Ten years ago "Just-In-Time" inventory was rare; now many companies use it... putting intense pressure on the entire supply chain from factory to job site to deliver on-time, every-time, all-the-time no matter the distance or challenged involved... Don't tell me about problems... just "Get it done."

### --- WHAT NEXT? ---

So what do we see for the next ten years?

"Supply Chain 2020" is a multiyear effort by MIT to identify and analyze the factors that are critical to the success of supply chains up to the year 2020.

**+ VIRTUAL & TEMPORARY LOGISTICS COMPANIES:** "There seems to be a consensus that different organizations will gel together to form virtual organizations that will ramp up or down to meet demand as needed," says Mahender Singh, a research associate at MIT. "Customers take total control over the creation and delivery of services, and there is a "presumed environment of total trust and commitment from all involved in the creation of such alliances."

**+ REGIONAL TRADE ALLIANCES:** Watch for a tendency to form regional alliances as a protective measure against the economic dominance of the United States.

**+ THE CHALLENGE OF TRUST:** "Many visions predicted or assumed complete sharing of information or knowledge," says Singh. However, sharing these resources could be problematic given that future competition is expected to rest on information-based strategies.

SEE: "A Review of the Leading Opinions on the Future of Supply Chain" at:

MORE: [http://web.mit.edu/ctl/www/research/sc2020/re\\_sc2020.htm](http://web.mit.edu/ctl/www/research/sc2020/re_sc2020.htm)

MORE: <http://web.mit.edu/newsoffice/2005/supplychain.html>

## TRADE - LOGISTICS COSTS RISING IN EUROPE

Driver shortages are as much a problem for European trucking companies as in the US. Fewer people are interested in working long hours for relatively low wages.

With shippers unwilling to countenance further hikes in supply chain costs, rising wages will have to be absorbed by the motor carriers.

Shippers are still pressing for more cost savings despite higher fuel and wage costs for providers.

With many good quality providers going out of business, the balance between supply and demand will eventually reach equilibrium. If governments act to precipitate this through extra tax or fuel duty rises, there could be widespread discontent, leading to blockades and strikes. With economies more reliant than ever on motor carriage, this could have serious consequences.

Congestion at key European ports, clogged with shipments from China, will get worse until new capacity eventually comes on line. For the time being trucks and barges will continue to queue.

Supply chains will get longer, leading to higher levels of exposure to disruption. Some manufacturers will think about increasing their inventory levels and safety stocks.

Freight forwarders will continue to enjoy a positive market environment. Although extra capacity being brought on by airlines and shipping lines will lead to lower rates, forwarders are not expected to pass on all the savings to their clients, leading to lower revenues per shipment but higher margins.

MORE: [http://www.logisticstoday.com/displayStory.asp?S=1&sNO=6862&MLC=SC\\_GlobalLogistics&OASKEY=CurrentIssue](http://www.logisticstoday.com/displayStory.asp?S=1&sNO=6862&MLC=SC_GlobalLogistics&OASKEY=CurrentIssue)

**TRADE – 110 TRAINS BACKED UP IN SIBERIA:** Huge “jams” have developed on the Far Eastern Railway. Around 110 trains with coal, metal, petro products and other goods stand near ports of the Primorye Territory, which are not ready to handle their cargoes. While railroads have expanded capacity, Russian ports cannot handle the cargo.  
MORE: <http://itar-tass.com/eng/level2.html?NewsID=1646148&PageNum=0>

**TRADE – DUBAI FACILITY ADDS PREMIUM HANDLING:** The new Airport City in Dubai's Jebel Ali will create the largest air-sea logistics and transportation center of its kind in the Middle East, according to officials quoted in Gulf News. The new airport will be located next to the world's third largest free zone, the Jebel Ali Free Zone, and will also be connected to Dubai Aid City, Techno Park and Dubai Investment Park.  
MORE: <http://www.ameinfo.com/news/Detailed/52084.html>

**TRADE – 14<sup>TH</sup> CENTURY ASIAN SHIPS WERE HIGH-TECH FOR THEIR TIME:** Discovery of wreck shows they were well ahead of European designs of the day.  
MORE: <http://www.yonhapnews.co.kr/Engnews/20050113/301900000020050113120035E6.html>

**TRADE – 3 BORDER CROSSING OPENINGS IN HK WEDNESDAY:** The new boundary bridge between the Lok Ma Chau and Huanggang Control Points, the boundary bridge between the Sha Tau Kok and Shatoujiao Control Points, and extended portion of the Lo Wu Cross-boundary Footbridge all begin operations on 19 January.  
MORE: <http://www.news.gov.hk/en/category/infrastructureandlogistics/050114/html/050114en06002.htm>

**AIR – US AIRLINES TO LOSE \$3-BILLION IN 2005:** JP Morgan analysts say US airlines will lose \$2.8-Billion in 2005. If this proves true it would be the fifth straight year US airlines have lost money.  
MORE: <http://www.atwonline.com/indexfull.cfm?newsid=4902>

**AIR – US CONGESTION - TAXI-TIMES AT 2000 LEVELS:** Taxi times... the average time from backing away at an airport gate to take-off for airlines... are now more than 16 minutes. Almost 10% of flights have taxi times of more than an hour.  
MORE: [http://www.usatoday.com/money/biztravel/2005-01-09-taxi-time\\_x.htm](http://www.usatoday.com/money/biztravel/2005-01-09-taxi-time_x.htm)

**AIR – US ON-TIME PERFORMANCE DOWN:** Less than 80% of US scheduled flights were on time in November.  
MORE: <http://www.atwonline.com/indexfull.cfm?newsid=4882>

**AIR – CATHAY CARGO SOARS:** Cathay Pacific Airways continues to post freight records. December cargo was up 7.6% compared to December 2003. For the full year cargo was up 11.2%. The airline is reviewing its fleet options and examining a host of aircraft, including the 777-300ER, 747ADV, A380 and A340-600IGW. Insiders at the airline told *ATWOnline* that Cathay is still leery of the A380 and favors the 747ADV

**AIR – CATHAY LAUNCHES HK-SHANGHAI FREIGHTER:** Cathay Pacific Airways will launch daily freighter service from Hong Kong to Shanghai Jan. 27 using a 747-200F.

**AIR – UNITED ADDS CHICAGO-HK NON-STOP:** United Airlines will add three flights a week between Chicago and Hong Kong in June, bringing the total to 10 nonstop flights a week using a 747-400.  
MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=19761>

**AIR – HKG CARGO THROUGHPUT RECORD:** Hong Kong Air Cargo Terminals handled record cargo in 2004:  
MORE: <http://news.airwise.com/story/view/1105298923.html>

**AIR – LH-CARGO DECEMBER JUMP:** Lufthansa Cargo reports a marked improvement in December as the amount of freight and post carried rose 12.9% from December 2003 to 152,000 tonnes.  
MORE: <http://news.airwise.com/story/view/1105436882.html>

**AIR – CHINA & TAIWAN AGREE DIRECT FLIGHTS FOR NEW YEAR:** 48 direct flights will be allowed between Taiwan and China during Chinese New Year... the first since 1949.  
MORE: <http://news.airwise.com/story/view/1105867427.html>

**AIR – BA SUSPENDS FLIGHTS TO SAUDI ARABIA:** British Airways says it will cut flights to Saudi Arabia effective 27 March due to poor demand.  
MORE: <http://195.224.230.11/english/?id=12397>

**AIR – BOEING CANCELS 717:** Boeing will end production of the 717, it's revamped version of the DC-9/MD-80 in 2006 due to slow sales.  
MORE: [http://story.news.yahoo.com/news?tmpl=story&cid=580&ncid=580&e=4&u=/nm/20050114/bs\\_nm/transport\\_boeing\\_dc](http://story.news.yahoo.com/news?tmpl=story&cid=580&ncid=580&e=4&u=/nm/20050114/bs_nm/transport_boeing_dc)

**AIR – UPS ORDERS 10 A-380S:**  
MORE: <http://www.atwonline.com/indexfull.cfm?newsid=4889>

**AIR – AIRBUS FORMALLY UNVEILS A380 TOMORROW:** Airbus hopes its 555 seat super jumbo becomes as much of a fixture in aviation as the 747.  
MORE: [http://www.economist.com/agenda/displaystory.cfm?story\\_id=3555366](http://www.economist.com/agenda/displaystory.cfm?story_id=3555366)

(These are shared by readers – Please share yours. Thanks. Mike)

## **YOUTH VERSUS AGE**

A college student at a recent USC football game challenged senior citizen sitting next to him, saying it was impossible for their generation to understand his.

"You grew up in different world," the student said loud enough for the whole crowd to hear, "Today we have television, jet planes, space travel, man has walked on the moon, our spaceships have visited Mars, we even have nuclear energy, electric and hydrogen cars, computers with light-speed processing ... and uh.."

Taking advantage of a pause in the student's litany, the geezer said, "You're right. We didn't have those things when we were young; so we invented them, you little twit! What are you doing for the next generation?"

I love senior citizens... 'cuz ya gotta be tough to be one

## **GOALS FOR LIFE**

ONE. Give people more than they expect and do it cheerfully.

TWO. Marry a man/woman you love to talk to. As you get older, their conversational skills will be more and more important.

THREE. Don't believe all you hear, spend all you have or sleep all you want.

FOUR. When you say, "I love you," mean it.

FIVE. When you say, "I'm sorry," look the person in the eye.

SIX. Be engaged at least six months before you get married.

SEVEN. Believe in love at first sight.

EIGHT. Never laugh at anyone's dreams. People who don't have dreams don't have much.

NINE. Love deeply and passionately. You might get hurt but it's the only way to live life completely.

TEN. In disagreements, fight fairly. No name calling.

ELEVEN. Don't judge people by their relatives.

TWELVE. Talk slowly but think quickly.

THIRTEEN. When someone asks you a question you don't want to answer, smile and ask, "Why do you want to know?"

FOURTEEN. Remember that great love and great achievements involve great risk.

FIFTEEN. Say "bless you" when you hear someone sneeze.

SIXTEEN. When you lose, don't lose the lesson

SEVENTEEN. Remember the three R's: Respect for self; Respect for others; and Responsibility for all your actions.

EIGHTEEN. Don't let a little dispute injure a great friendship.

NINETEEN. When you realize you've made a mistake, take immediate steps to correct it.

TWENTY. Smile when picking up the phone. The caller will hear it in your voice.

TWENTY-ONE. Spend some time alone.

If you have curious or interesting or funny or thoughtful items that might be good in "Just For Fun", Email them to [mike.miller@allcovered.net](mailto:mike.miller@allcovered.net) . Thanks.

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AirWise = <http://news.airwise.com/index.html>  
American Shipper = [www.americanshipper.com](http://www.americanshipper.com)  
Business Times of Asia = <http://business-times.asia1.com.sg/>  
The Economist = <http://www.economist.com>  
Financial Times of London = <http://www.ft.com>  
Journal of Commerce = <http://www.joc.com>  
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