

AllCovered-NEWS

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NOTE: At the end of most stories excerpted within is a link to the full story at its source.

AllCoveredNEWS - EASY TO READ & PRINT VERSION:

<http://www.allcovered.net/AC-News-PDF.htm>

AllCovered NEWS

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

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SMALL BIZ – MARKETING - TEN TIPS FOR AD WRITING

Writing an ad?

The tips below -- and the important warning that follows -- will help you to get the very best response.

ONE: BIG BENEFIT:

Start by choosing a single benefit of your product or service that you wish to highlight above everything else. This is your "principle selling position". To choose this, ask yourself what specific benefit makes your product or service different, better, or special. Is it the price?, the convenience? the reliability? How are you different from your competitors?

TWO: ATTENTION-GRABBING HEADLINES:

Write attention-grabbing headlines. This is very important. People are overloaded with information, so they skim read -- particularly on the Internet. If your headline doesn't get their attention everything else may go unread. Your headline will often highlight your principle selling position.

THREE: FEATURES:

Write a list of all the features of your product or service then translate each of these into a benefit for the customer. One way to do this is to look at each feature in turn then ask yourself "So what?" Imagine you're a customer; why should you care about this feature? Ask yourself, "What will it do for me?" For example, don't just say that your product is fast (a feature) tell the customer that it will give them more free time (a benefit). Better still, paint a picture of them using their free time to go to the beach, read a book, or relax.

FOUR: MAKE THE CONNECTION:

Write copy that emphasizes the benefits in a way that makes an emotional connection. For example, let's say you're selling toothpaste. A feature might be that it contains fluoride. Sure, but that's boring. Rather, say it "Lessens Tooth Decay!" or even better: "Brush with Boffo and Avoid the Dentist's Drill!" See? You've turned a dull feature into a strong emotional benefit linked to people's fear of dental procedures. Isn't that more effective than "Contains fluoride"?

FIVE: START STRONG:

Start with your strongest selling points. The first few paragraphs are particularly important. Use them to create a desire for your product or service by briefly touching on the major benefits it will bring the customer. You don't have to go into too much detail up front as you can expand on these benefits later. Do try to get your big guns in early, though.

SIX: TESTIMONIALS SELL:

Testimonials sell. Good, believable testimonials from real people will help sales, particularly on the web where establishing credibility is a tough job. For even better credibility, ask your testimonial writers if you can include their contact details along with their testimonial.

SEVEN: WRITE NATURALLY:

Write with a natural style. Don't try to be pretentious or over friendly. Just write it the way you'd say it.

EIGHT: WRITE FOR THE READER:

Decide who you're writing for and why. What tone are you trying to convey: light hearted or serious? What level of jargon are you going to employ? Suit your language to your intended audience.

NINE: ADD THE SPICE:

The final sales pitch can be strengthened with some or all of the following techniques:

A good deal; e.g. "20% off".

Urgency; e.g. "This week only".

Risk free; e.g. "Comes with a money-back guarantee!"

TEN: CALL FOR ACTION:

End by telling the reader what to do; e.g. "Ring now" or "Click here to order now for immediate delivery". Needless to say, ordering details must be clearly visible and simple to follow.

SUMMARY:

Looking at these tips, it may seem that good advertising involves manipulating the emotions of your customers. Yes, it does. Selling is a blatant form of emotional manipulation that involves convincing your customer that they want to buy your product or service, and they want to do it now.

Is this unethical? Well, it can be. It depends where you draw the line. In point 9 we said that your sales message could include a sense of urgency. A common ploy on the web is to include a claim like "Offer closes this Saturday". If you go back to the site the following week, though, the offer is still available. If you were tricked by such a claim, would you order from that company again?

So, by all means, use the tips above to write as persuasively as you can, but remember that if you attract sales by deceiving your customers you risk legal action, poor word of mouth, no repeat business and refund requests.

So, be as persuasive as you can possibly be, but avoid the temptation to be "too" persuasive.

MARKETING HELP FROM ALLCOVERED

Want more ideas and tricks to help grow your business?

GO TO: "www.allcovered.net

CLICK: "Training & Help" – then –

CLICK: "Sales Help"

www.allcovered.net **We have logistics ALL covered**

SMALL BIZ – HEALTH – OPTIMISTIC OUTLOOK: Health insurance brokers see consumer-driven health plans as increasingly attractive products for their customers, many of them employers beset by steep increases in the cost of their workers' health benefits.

MORE: <http://www.ama-assn.org/amednews/2005/03/07/gvsc0307.htm>

TECH BIZ – LINUX NOT FOR EVERYONE YET: Linux software use is growing because the software is free, but Linux is not always the right answer--at least not yet.

MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-416-1-278-829574-18837-0-0-0-1>

TECH BIZ – WIMAX WILL BE GREAT: We often look ahead at technology we think is years down the road WiMax brings high speed data access to large areas, not just the small hot spot your home or office WiFi has.... But from the 100-yard range to the 10-mile (16km) range. This WiMax report focuses on how the technology could change everything.

WiMax Challenges Broadband:

<http://ct.eletters.whatsnewnow.com/rd/cts?d=181-416-1-278-829574-18843-0-0-0-1>

WiMax SuperSite:

<http://ct.eletters.whatsnewnow.com/rd/cts?d=181-416-1-278-829574-18846-0-0-0-1>

IDF Special Report:

<http://ct.eletters.whatsnewnow.com/rd/cts?d=181-416-1-278-829574-18849-0-0-0-1>

US ECONOMY – ANALYSTS SEE MODERATE GROWTH:

MORE: http://story.news.yahoo.com/news?tmpl=story&cid=1518&ncid=1518&e=1&u=/afp/20050304/bs_afp/useconomy_050304221837

>>>>>>> TRUCKING SECTION <<<<<<<<

TRUCKING – DIESEL SURGES

The US national average retail price for a gallon of diesel rose 9.8 cents to \$2.118 for the week ending 28 February. That is the highest price since mid-November and one of the largest increases in fuel prices since the Department of Energy began tracking diesel prices in 1994.

Why? Analysts say:

- + Oil is trading close to \$55 a barrel
- + Oil is imported. The dollar is weaker thus buying less oil
- + Concern continues OPEC will cut production
- + Colder weather has spiked demand for heating oil

STATE-BY-STATE PRICES: <http://www.etrucker.com/apps/promiles/fuelprices.asp>.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=46467>

>>>>>>> SECURITY SECTION <<<<<<<<

SECURITY – AIR CARGO SECURITY CONCERNS

Two years after federal officials described a "gaping loophole" in air cargo security, little has changed in the way packages are handled by shippers who transport goods in the cargo holds of passenger planes.

Air travelers who have had tweezers and pocket knives confiscated and their luggage X-rayed during airport security screening still sit a few feet away from cargo holds with contents that haven't undergone anywhere close to the same level of scrutiny.

To add to the irony, the US will no longer allow cigarette lighters on planes beginning in April.

Packages are not routinely X-rayed or even closely examined by security personnel.

The Transportation Security Administration (TSA) relies on a system that's equivalent to an industry honor code called the "known shipper" program. It requires major shippers and freight forwarders that ship cargo on passenger planes to verify the legitimacy of its customers.

Privately, shippers and airline officials admit that the system has security holes. But they say subjecting every package shipped in a passenger plane to an X-ray inspection would paralyze the air cargo system.

"There are definitely holes," says retired pilot Steve Luckey, chairman of the national security committee for the Air Line Pilots Association. "It's a vulnerability. Every time you put another step in the thing, the holes get greater ... it's easier to get something into the system through the freight forwarders."

TSA said it's working on a plan to strengthen its system and has requested \$55 million from the federal government in fiscal year 2005 to develop and deploy new security technologies.

Cargo companies can be specially certified with the federal government under what's called C-TPAT, which designates their cargo as low-risk, requiring minimal inspection at ports.

The Intelligence Reform Act enacted 17 December gives the TSA eight months to:

+Establish an effective national air cargo inspection program and to work with foreign countries to conduct regular inspections at facilities transporting air cargo to the United States.

+Create an industry database of all known air cargo shippers and require better scrutiny of indirect air carriers and facilities.

+Develop a training program for air cargo handlers.

+Require strictly cargo carriers to develop approved security plans for their facilities, operations, cargo and personnel. Plans must include background checks for employees and contractors with security responsibilities.

MORE: http://www.bizjournals.com/industries/travel/airlines_airports/2005/02/28/denver_story3.html?f=et184

SECURITY – SCHIPHOL ADDS SECURITY

Following last week's \$100-million jewelry theft, military police are to guard valuable cargo at Amsterdam's Schiphol Airport.

The largest ever gem theft recorded by Guinness World Records resulted in an estimated loss of USD\$100 million when most of the vaults at the Antwerp Diamond Centre in Belgium were emptied.

"Experience shows that if gems are not found within 24 hours, they are never found. An airport is supposed to be amongst the most impenetrable places of the land. It is unthinkable that armed men entered the terrain and then left without a shot being fired. And I cannot even pass security with a nail clipper," says Michel Einhorn of Cool Diamonds. He told the Dutch daily Algemeen Dagblad he lost USD\$1.2 million worth of diamonds in the theft.

"Dutch Justice Minister Piet Hein Donner announced the extra temporary security measures in parliament, and said they included permanent surveillance on cargo ramps and armed escorts for valuable goods.

Schiphol Airport would try to bring forward the introduction of passes for staff including biometric data such as iris-scans to this year instead of 2006, and that employee screening by the intelligence service would be more intensive.

MORE: <http://news.airwise.com/story/view/1109701786.html>

SECURITY – CANADIAN SENATOR WANTS TIGHTER SECURITY

Canadian federal proposals for background checks on port workers contain too many loopholes, says a senator who argues the dockyards have been havens for organized crime.

Senator Colin Kenny viewed the proposed regulations for the Marine Transportation Security Act, obtained by The Canadian Press. He says the proposals permit too many exclusions for workers at the container terminals in Halifax, Vancouver and Montreal, allowing them to avoid screening for criminal records.

"Everyone should go through the same system," he said in an interview from his Ottawa office.

"(The regulations) are a partial step that probably will look good to some people, but won't do the trick."

He notes that in airports virtually all employees have a security check, while in ports there is still no federally mandated screening.

MORE: <http://www.canada.com/national/nationalpost/news/story.html?id=400e3329-da31-4850-b645-e12d555cb04f>

SECURITY – PORTS LIKELY OPEN POST-ATTACK: The US government does not intend to react to a domestic terrorist attack on a port or intermodal trade lane with a knee-jerk national quarantine of all ocean-borne commerce that could cripple the economy according to the Department of Homeland Security and Coast Guard officials. Officials say one bomb in one container at one port should not force the government to close all ports.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=20352>

TRADE – IS EU TRADE SHIFTING EAST?

(Excerpted from detailed Air Cargo World – link to full story at end)

When 10 new countries joined the European Union in May, Europe's geographical center moved eastward.

Speculation about whether Europe's economic center, and its base for distribution of goods, also would move came to the forefront.

Should the Benelux countries, located in the heart of the old EU, worry about losing their place as the continent's distribution hub? Are Belgium, the Netherlands and Luxembourg really in danger of losing their status in the cargo world?

When in May 2004 eight Eastern European countries, along with Malta and Cyprus, joined the multinational grouping, the EU's population swelled by 20%, or 75 million people.

The relocation of manufacturing to this new low-cost side of Europe has already been pronounced. Practically every big name in the automotive, pharmaceutical and computer sector has set up a factory in Poland, Hungary or the Czech Republic, where labor costs are as much as 20% below the EU average.

Will the European distribution centers, and the air cargo that feeds them, follow suit?

There would seem to be a fairly compelling case for putting new distribution centers in the Czech Republic or Hungary, the most centrally located of the new member states.

MORE: http://www.aircargoworld.com/features/0305_1.htm

TRADE – FAR EAST AIR CARGO SHARE EXPANDING

As the stampede into China steps up, more airports are vying for a piece of the action. Airports throughout China and in other parts of Asia are promoting themselves as key hubs for passengers and cargo; every big Asian airport, it seems, is the "gateway" for traffic heading into the rapidly developing Far East. And each of these airports claims it is ideal for serving a vast swath of Asia, not just the region or country in which the given airport is located.

Shanghai Pudong, currently the world's airport du jour, is aggressively trying to boost its reach and cement its status as a hub beyond an immediate catchment area.

It seems only a matter of time, however, before other destinations come into the picture. According to estimates by UPS, air freight capacity between China and the US must increase by 420% over the next 15 years in order to meet demand.

MORE: http://www.aircargoworld.com/features/0305_2.htm

TRADE – EXPAND PANAMA CANAL: The Panama Canal is nearing full capacity and should seriously consider expansion to continue to be a major player in world trade, according to maritime experts and Canal users at a recent conference. The canal is currently operating at 93% of capacity according to the Panama Canal Authority and can no longer handle the largest ships that move containers.

MORE: <http://www.joc.com/20050303/sections/ocean/w43539.asp>

TRADE – SHIPPERS UPSET AT LOSING "FREE TIME": The The Los Angeles Customs Brokers & Freight Forwarders Association has asked California ports to reconsider their intention of reducing the time that containers can be kept on the docks before a storage fee is charged. Container dwell time is considered a major cause of congestion at US ports. Most ports allow cargo owners to store their containers for free for a specified number of days. Large shippers have been allowed to store containers at ports for 15 days or longer while small shippers are given far less time before being charged demurrage charges of \$60 per day and more.

MORE: <http://www.joc.com/20050302/sections/ocean/w41506.asp>

TRADE – CSXI HIKES FUEL SURCHARGE CSX Intermodal's monthly fuel surcharge is about to rise again after holding steady at 10% the past two months. Today, (7 March) CSXI will begin implementing an 11.5% surcharge for March.

MORE: <http://www.joc.com/20050301/sections/logis/w36642.asp>

AIR – GLOBAL AIRFREIGHT UP 14.9%: The Air Transportation Association says international cargo volumes increased 14.9% in January. December air cargo was down 0.9%. For all of 2004 air cargo worldwide was up 1.4%.

MORE: <http://www.joc.com/20050303/sections/air/w33101.asp>

AIR – IATA REPORTS 15.5% CARGO GROWTH: The International Air Transport Association (IATA) reports world cargo traffic for January increased 15.5% in freight ton kilometers over the same month 2004.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=20287>

AIR – NY-NJ AIR CARGO UP 2.7%: Air-cargo volume at the New York metropolitan area's airports totaled 2.9 million tons in 2004, about 2.7% higher than the previous year.

MORE: <http://www.joc.com/20050304/sections/air/w75917.asp>

AIR – MARTINAIR ADDS CHINA SERVICE: Dutch airfreight specialist Martinair Cargo will increase its frequency of two flights per week into Tianjin, northern China to five flights per week effective 1 April. The airline will also set up a Tianjin-based trucking network including Beijing and some 20 other cities in northern China.

MORE: <http://www.joc.com/20050304/sections/air/w85527.asp>

AIR – JUDGE SAYS UAL EMPLOYEES CAN SUE: A US Federal Court judge gave the go-ahead for United Airlines employees to move forward with a class-action lawsuit against the carrier's employee stock ownership plan and its trustees. The suit alleges that those charged with protecting the interests of the employee-owners failed in their duties, costing them "billions of dollars."

AIR – QANTAS TO CUT JOBS: Qantas Airways plans to cut up to 3,000 jobs over two years to slash costs and boost productivity. Reports are the planned cuts to Qantas's 30,000-plus work force will be part of a broad review of the airline's operations.

MORE: <http://news.airwise.com/story/view/1109621463.html>

OCEAN – PORTS STRUGGLE TO HANDLE MORE CARGO

Everyone seems to expect another record year for Southern California's ports.

A total of 13.1 million shipping containers moved through the ports of Los Angeles and Long Beach last year.

This year, international trade has set such a brisk pace that shipping lines are wondering whether predictions for 12% to 14% growth in 2005 might be too low. At Long Beach's port, for example, January container traffic was up 35% compared with the same month last year.

That has raised the specter of another shipping nightmare before Christmas as officials strain to implement efforts to accommodate the ever-swelling volume.

Talk of moving to 24-hour-a-day operations has been just that... talk. Steps to begin the process have been delayed twice. Currently, terminal gates are open from about 8 a.m. to 5 p.m. on weekdays and are closed on weekends.

"We don't know if there will be enough truck drivers. We don't know how many distribution centers will participate," says one operator.

MORE: http://www.latimes.com/business/la-fi-ports2mar02_0_3161787.story?coll=la-home-business

LLOYD'S SECURITY – SAVINGS – PAPERLESS

Want the security of knowing your clients' cargo is insured by Lloyd's?

Want to insure any approved goods in less than two minutes?

Want to lose those time consuming monthly reports with an insurance system that can be paperless... so your employees can be more productive?

– SAVE TIME – SAVE MONEY –

MORE: <http://www.allcovered.net/AC-OM-Info.html>

OCEAN – TACA CONFIRMS HIKE: The Trans-Atlantic Conference Agreement confirms plans for rate hikes first announced in January. The lines say effective 1 April rates will rise \$160 per 20-foot container and \$200 per 40/45-foot box.

MORE: <http://www.joc.com/20050228/sections/ocean/w13775.asp>

OCEAN – EVERGREEN & COSCO ADD CHINESE PORTS TO BRAZILIAN SERVICE: Evergreen Marine, COSCO Container Lines and new vessel-sharing agreement partner Lloyd Triestino will add an 11th ship in April on their joint Asia/South Africa/East Coast of South America container service, resulting in the addition of direct calls at Chinese ports.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=20363>

OCEAN – MAERSK STOPS CALLING IRAQI PORT: Maersk Sealand has halted its operations at the Port of Khor Az Zubayr in southern Iraq after a demonstration outside the port on Wednesday turned violent. Maersk has operated the port since July 2003 and currently has a contract with the Iraqi government that expires March 31. The company says security forces arranged and employed by Maersk Iraq have been withdrawn and that it has declared force majeure, relieving its Iraqi subsidiary of its responsibilities under the few contractual agreements set to expire at the end of the month.

MORE: <http://www.joc.com/20050303/sections/ocean/w11180.asp>

OCEAN – K-LINE ORDERS MEGA-SHIPS: "K" Line said Monday it has decided to order another four 8,000-TEU containerships, which feature an unusual design including the ability of carry 18 containers abreast. The megaships will be delivered from 2008 through 2009.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=20292>

OCEAN – SWIRE STARTS TRANS-PACIFIC SERVICE: Swire Shipping is launching a transpacific multipurpose and container service. The monthly-frequency operation, called "Indotrans Asia," will link ports in Southeast Asia, Papua New Guinea and the Pacific Islands to Los Angeles, Oakland and the Canadian port of Vancouver.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=20291>

OCEAN – COSCO STARTS NEW SHUTTLE: COSCO Container Lines has begun a weekly Manila/Hong Kong shuttle service.

MORE: <http://www.americanshipper.com/frm2001.asp?Target=NewsFrame.asp?news=20289>

OCEAN – GEORGIA PORT GROWTH: The Georgia Ports Authority reports a container jump of 19.7% in January over January 2004.

MORE: <http://www.joc.com/lede/20050228/sections/ocean/w25462.asp>

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

CONVERSIONS

For all of you who have difficulty converting units ...

1. Ratio of an igloo's circumference to its diameter = Eskimo Pi
2. 2000 pounds of Chinese soup = Won ton
3. 1 millionth of a mouthwash = 1 microscope
4. Time between slipping on a peel and smacking the pavement = 1 bananosecond
5. Weight an evangelist carries with God = 1 billigram
6. Time it takes to sail 220 yards at 1 nautical mile per hour = Knotfurlong
7. 16.5 feet in the Twilight Zone = 1 Rod Serling
8. Half of a large intestine = 1 semicolon
9. 1,000,000 aches = 1 megahurtz
10. Basic unit of laryngitis = 1 hoarsepower
11. Shortest distance between two jokes = A straight line
12. 453.6 graham crackers = 1 pound cake
13. 1 million-million microphones = 1 megaphone
14. 1 million bicycles = 2 megacycles
15. 365.25 days = 1 unicycle
16. 2000 mockingbirds = 2 kilomockingbirds
17. 52 cards = 1 decacards
18. 1 kilogram of falling figs = 1 Fig Newton
19. 1000 milliliters of wet socks = 1 literhosen
20. 1 millionth of a fish = 1 microfiche
21. 1 trillion pins = 1 terrapin
22. 10 rations = 1 decoration
23. 100 rations = 1 C-ration
24. 2 monograms = 1 diagram
25. 4 nickels = 2 paradigms
26. 2.4 statute miles of intravenous surgical tubing at Cornell University Hospital = 1 IV League
27. 100 Senators = Not 1 decision

SENIOR MOMENT

This is a true story.

An elderly Florida lady did her shopping and, upon returning to her car, found four males in the act of leaving with her vehicle. She dropped her shopping bags and drew her handgun, proceeding to scream at the top of her voice, "I have a gun, and I know how to use to it! Get out of the car!"

The four men didn't wait for a second invitation. They got out and ran like mad. The lady, somewhat shaken, then proceeded to load her shopping bags into the back of the car and got into driver's seat.

She was so shaken that she could not get her key into the ignition. She tried and tried, and then it dawned on her why.

A few minutes later, she found her own car parked four or five spaces farther down. She loaded her bags into the car and drove to the police station.

The sergeant to whom she told the story couldn't stop laughing.

He pointed to the other end of the counter, where four pale men were reporting a car jacking by a mad, elderly woman described as white, less than five feet tall, glasses, curly white hair, and carrying a large handgun.

No charges were filed.

If you're going to have a Senior Moment, make it a memorable one!

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 . Thanks.

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Information for this week's AllCovered-NEWS was gleaned primarily from:

Air Transport World = <http://www.atwonline.com>
AirWise = <http://news.airwise.com/index.html>
American Shipper = 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>
Logistics News = <http://www.logisticsnews.com>
Trucking Info = <http://www.truckinginfo.com>
The Trucker = <http://www.thetrucker.com>
eTrucker = <http://www.etrucker.com>
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