

- To Succeed Get Involved
- Put Sales Focus On the Client
- Contractors Ruled Employees
- Security – How Much Is Enough

Monday, 13 February 2006 --- Edition #475

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Allcovered.net – PO Box 1439 – 304 MLK Jr Dr – Fort Valley, GA 31030 USA – Voice: +1.478.825.5566

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AllCovered News

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>> SMALL BUSINESS SECTION <<



SMALL BIZ – TO SUCCEED GET INVOLVED

If you want to grow your business, help your clients grow their business. Get involved.

As more companies "Outsource" logistics, you need to step up and fill their needs... or someone else will.

Worldwide, companies are faced with challenges to reduce cost and improve service to customers, something which necessitates not only the need to rethink entire logistics operations, but also to improve the effectiveness of logistics systems.

If you can answer their needs and wants, you'll get their business.

Supply-chain consultant Industrial Logistics Systems (ILS) MD Martin Bailey reports that the South African market has recently started to recognize the value of logistics and that logistics services are consequently moving into a growth phase there. South Africa's situation has lessons to teach anyone.

Total logistics costs make up 15.2% of South Africa's GDP versus only 8.6% in the US.

"Proliferation of supply of almost all products is placing increased pressure on the supply chain to differentiate between organizations and provide high levels of service far from the manufacturing source.

In a global marketplace, logistics providers have to compare themselves to the best in the world, not just the best in their area.

"The problem with companies outsourcing logistics to third-party contractors is that it is unlikely that the contractors have the same passion for the company."

Anyone can move a box of stuff from one place to another, but can you offer the added services that solve client problems and tie them closer to you?

MORE: <http://www.engineeringnews.co.za/eng/news/today/?show=79444>

CHECKLIST

- Can you prove to a client you care as much for their needs as they do?
- Can you offer faster shipments?
- Can you offer "Just-In-Time" deliveries consistently?
- Can you offer warehousing?
- Can you store goods and deliver them when clients need the goods?
- Can you offer cross-dock services to break one shipment to multiple delivery points?
- Can you offer real-time track and trace?
- Can you provide logistics partners around the world that you know and can trust with the client's goods?

SMALL BIZ – EXAMPLE - SUPPLY CHAIN IN THE MIDDLE: As industries change, neither manufacturers nor final customers want to tie-up their money to maintain parts inventory. As a result, some companies are specializing in the warehousing and rapid delivery of parts. BEVCORE supplies parts for the beverage and commercial kitchen industry in the US. Here's how they do it. Are there ideas or lessons for you?

MORE: <http://www.logisticstoday.com/displayStory.asp?sNO=7695>

CONTACT US

Allcovered.net
PO Box 1439
304 MLK Jr Dr
Fort Valley, GA
31030 USA

Voice:
+1.478.825.5566

Email:
mike.miller@allcovered.net
john.jarrard@allcovered.net



SMALL BIZ – PUT SALES FOCUS ON CLIENT

Successful salespeople put the emphasis on their client. Most people love to talk about themselves. But what is a top-performing salesperson's favorite thing to talk about? It's someone else.

Great salespeople have figured out that customers appreciate being the focus of the conversation. This valuable insight offers a huge competitive advantage.

Imagine you're at a business-networking function. When you meet someone, including potential prospects, often one of the first questions you are asked is "What do you do?"

How do you respond? Your answer helps imprint how you'll be remembered.

If you're like most salespeople, I'll bet your answer has one of these two nasty verbs: "work" as in "I **work** for ABC Freight Services," or "sell" as in "I **sell** freight services."

You've warned them you "work" and "sell" and your focus is on you.

Next time someone asks you what you do, say: "I help people move freight and work with them to find ways to increase their profit."

I'd want to talk with someone who helps me profit. Wouldn't you?

MORE: http://www.bizjournals.com/extraedge/consultants/sell_more/2006/02/06/column204.html?hbx=e_sol



SKYPE 2.0 WITH VIDEOCONFERENCING

You've seen stories about Skype in Allcovered News before.

Skype allows you to make voice quality calls to any other Skype user, anywhere in the world, for free. Now Skype allows videoconferencing.

The video quality is far better than the web cam features in Yahoo Messenger or MSN Messenger.

If you DO want folks to see you as you talk, hook up your web cam.

SKYPE ALLCOVERED
Our User-IDs

Mike: mdouglassmiller
John: johnjarrard

If you DO NOT want folks to see you as you talk, do not hook up your camera. You will still be able to see anyone you are skype-ing with who has their camera on.

Skype 2.0 audio is the same high quality as Skype 1.

HOW TO:

GO TO: www.skype.com
DOWNLOAD: Skype 2.0
INSTALL IT

TECH BIZ – WONDERFUL WEBCAMS: You can find a cheap web cam for \$10, or if you want to see the latest and greatest web cams, click here.

MORE: <http://ct.eneews.pcmag.com/rd/cts?d=184-2508-4-54-205416-304301-0-0-0-1>

SMALL BIZ – HOW SCHENKER CUSTOMIZES LOGISTICS FOR HIGH-TECH:

MORE: <http://www.transportjournal.com/e/itz/itz/artikel.php?id=10421>



SMALL BIZ – THE REAL US CONSUMER

--- Excerpted from an article by Gary Halbert of Investors Insight – Link at end ---

If you believe the press reports, US consumers are spending like drunken sailors... but the facts do not match the myth.

And it puts business at risk.

US consumer spending makes up 2/3 of the economy.

News reports give you an image of American consumers as borrowing all they can to allow all sorts of frivolous spending.

Not True. Analysis by Harvard law professor Elizabeth Warren in Harvard Magazine suggests that does not tell the story.

Today the median income for a fully employed male is \$41,670 per year. On an inflation adjusted basis that is \$800 **less** than a generation ago.

Today, the typical home consists of two workers, with an average combined income of \$73,770, which is 75% higher in dollar terms than in the early 70's.

As Warren points out, **that puts the family at more risk.**

In 1970, if the husband lost his job, the wife could find work. Today, she is already working, and on average her one income is not enough.

In the 1970s, with half of their income discretionary spending, if a disaster happened, families could cut back on the discretionary items for a while, even if the wife

had to work for lower income. *There was a margin for error... not now.*

Today's two-income family has higher fixed costs on housing, health insurance, education and taxes. 75% of household budgets are for "Fixed Expenses."

--- NO SAFETY MARGIN ---

"In other words, today's family has no margin for error. There is no leeway to cut back if one earner's hours are cut or if the other gets sick. There is no room in the budget if someone needs to take off work to care for a sick child or an elderly parent. Their basic situation is far riskier than that of their parents a generation earlier. The modern American family is walking a high wire without a net," says the study.

STUDY: <http://www.harvard-magazine.com/on-line/010682.html>

--- SO WHAT? ---

"The renewed downtrend in year-over-year real average hourly earning comparisons suggests that growth in consumer spending will slow further in 2006."

Housing prices have soared in some parts of the country in recent years. If they begin to fall many consumers will be forced to sell... flooding the market... knocking the economy more.

If gas prices rise farther there is no "margin for error" in discretionary spending for families so they will cut back on "essentials" that drive the economy.

If the economy slows, less freight will move. The slowdown will be harder and more severe because there is less margin of error.

Do you have a version of your business plan to reflect less volume?

MORE: www.investorsinsight.com

SMALL BIZ – HEALTH – HSA COVER TRIPLES: Insurance coverage through health savings accounts has tripled in ten months to 3 million people, according to a survey.

MORE: http://www.bizjournals.com/industries/health_care/health_insurance/2006/02/06/orlando_newscolumn1.html?t=printable

>>>> TRUCKING SECTION <<<<



TRUCKING – CONTRACTORS RULED 'EMPLOYEES'

Depending on the fall-out, independent truckers and other contractors could legally be your employees.

FedEx will appeal a National Labor Relations Board decision that some FedEx drivers were incorrectly classified as independent contractors instead of employees.

The National Labor Relations Board ruled that 23 FedEx Home Delivery drivers at the company's Northboro, Massachusetts, terminal should be considered employees and allowed to unionize.

The Tennessee-based company will appeal the decision, which does not currently affect FedEx's 14,000 other owner-operators, says Perry Colosimo, managing director of communications for FedEx's ground division.

NLRB regional director Rosemary Pye noted in her decision that the board had ruled in 2004 and 2005 in two New Jersey cases that FedEx contractors are statutory employees rather than independent contractors. Court cases are still pending.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=51626>

TRUCKING – CONTRACTOR OR EMPLOYEE?

Allcovered News first covered this question in 1999 and 2000. There is a serious question as to who is a 'contractor' and who is an 'employee.'

It's not a simple "If-Then" proposition... But the worker is either one or the other.

INDEPENDENT CONTRACTOR	EMPLOYEE
<ul style="list-style-type: none">• can earn a profit or suffer a loss from the activity• furnishes the tools and materials needed to do the work• is paid by the job• works for more than one firm at a time	<ul style="list-style-type: none">• can be fired at any time by the hiring firm• is paid by the hour• receives instructions from the hiring firm• receives training from the hiring firm• works full time for the hiring firm• receives employee benefits

- invests in equipment and facilities
- pays his or her own business and traveling expenses
- hires and pays assistants, and
- sets his or her own working hours.

- has the right to quit without incurring liability, and
- provides services that are an integral part of the hiring firm's day-to-day operations.

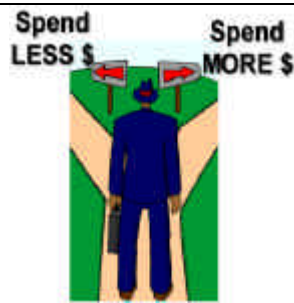
MORE: <http://www.irs.gov/govt/fslg/article/0,,id=110344,00.html>

MORE: <http://www.nolo.com/article.cfm?ObjectID:3BE13B50-D693-44AA-B3332888DC526A6B/callID:561FF7A5-12CD-4059-8EA7DE4254733BE3/111/259/173/ART/>

TRUCKING – SMALL FLEETS EXEMPT FROM OSHA POSTING REG: Small fleets with less than 10 employees are exempt from a federal requirement that employers report and post a summary by April 30 of total job-related injuries and illnesses in 2005. The US Occupational Safety and Health Administration requires larger companies to complete an OSHA Form 300A between 1 February and 30 April.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=51299>

> > > > SECURITY SECTION < < < <



SECURITY – HOW MUCH IS ENOUGH?

-- Excerpted from an article by Leslie Downey – Link at end –
 What must be done to provide an "adequate" measure of cargo security? Are electronic freight container seals (e-seals) a good investment?

Corporate supply chain security managers are grappling with the change in cargo security emphasis since 9/11... from prevention of theft and contraband... to terrorism.

Is the US supply chain more vulnerable?

Global trade is increasing at a 10% annual rate. More than 10 million containers entered US ports in 2005. Some experts predict that this number will double by 2010.

An increasing proportion of US-bound containers are arriving from developing countries, where security practices are less reliable.

The biggest security gap exists between the overseas factory or distribution center, where containers are filled, and the port where they are loaded onto ships. US importers have limited ability to close this gap because of national sovereignty and the number of cargo handoffs obscuring the chain of custody.

Ted Langhoff of Unisys, points to complexity. "In addition to international jurisdiction, the typical international shipment involves 20-plus handoffs, 25-plus documents, 200-plus data elements, and public/private sector integration."

The US government has begun four security programs since 9-11: Customs-Trade Partnership Against Terrorism (C-TPAT), a voluntary program for forwarders and shippers bringing goods into the US; the Container Security Initiative (CSI) that stations US customs inspectors in foreign ports; the Smart Box program which has yet to make any definite recommendations or requirements; and Customs' Advanced Trade Data Initiative requiring advance manifests.

--- DOES SECURITY SPENDING PAY? ---

If you spend money on smart containers and tags, it can save money as well as provide security. A recent survey of the top 100 US importing and exporting companies indicates supply chain efficiencies gained from automatically tracking containers... reducing inventories and out-of-stocks, minimizing lead-time variance and increasing manufacturing uptime... were estimated to save \$1,150 per container.

E-seals clearly have numerous advantages over mechanical seals. They can be used to identify containers and report intrusions automatically, while mechanical devices cannot. Furthermore, e-seals can be connected to sensors that detect movement, intrusion through any of the six container sides, and radioactive, biological and chemical hazards. International e-seal standards have not yet been issued so no e-seal can be used worldwide.

--- MANDATES ARE COMING ---

While international standards do not exist, "Watch for [CBP] mandates," says Doug Doan, former business liaison for border and transportation security at DHS.
MORE: <http://www.rfidjournal.com/article/articleprint/2120/-1/128/>



SECURITY - THINK TANK EYES SECURITY

The GreenLane Cargo Security Act is a good first attempt at securing the international supply chain. There is room for improvement, says Heritage Foundation.

The GreenLane Maritime Cargo Security Act (S. 2008), has numerous laudable objectives. These include increasing security for cargo and seaports, minimizing closures of US seaports in case of an accident or attack, providing layered security in the supply chain, "pushing out" US borders, and focusing resources on suspect cargo.

However, the legislation as written also contains provisions that should be removed or modified.

The legislation contains some excellent provisions that should facilitate information sharing and the generation of actionable intelligence, but it also has provisions that squander limited federal resources on ineffective programs.

Congress should avoid getting caught up in parochialism or hype. Instead, Members need to legislate calmly in a manner that promotes effective and efficient trade security.

Congress must continue to grapple with this issue and create a bill that promotes a sound approach to trade security.

MORE: <http://www.heritage.org/Research/HomelandDefense/em989.cfm>

SECURITY – NITL SURVEYS US IMPORTERS ON C-TPAT: The National Industrial Transportation League is sponsoring a survey to get feedback from importers and their service providers about the Customs-Trade Partnership Against Terrorism. C-TPAT promises reduced cargo inspections for companies that take steps to secure shipments and do business with suppliers who follow similar standards. The NITL survey contains 21 questions about the benefits and costs of implementing an extensive cargo security protocol and possible improvements to the program. The American Association of Exporters and Importers is concerned about reports that C-TPAT importers still face cargo delays at ports of entry despite their low-risk status. Faster clearance was a leading reason for C-TPAT compliance.
TAKE SURVEY: <http://survey.lbjlivewire.com/index.php?sid=3>
MORE: http://www.americanshipper.com/SNW_story.asp?news=28160

SECURITY – US BUDGET PROPOSES MORE SECURITY SPENDING: The White House released its proposed fiscal 2007 fiscal budget. Congress will decide what is actually spent. The White House asked for 6% more money for Customs, the TSA would get a 1.5% hike, and \$2-Billion for port security programs.
MORE: <http://www.joc.com/lede/20060206/sections/ecom/w18064.asp>

SECURITY – MALAYSIA BOOSTS PIRACY PATROLS IN MALACCA STRAITS:
MORE: <http://business-times.asia1.com.sg/sub/shippingtimes/story/0,4574,185602,00.html?>

>>> AIR & OCEAN SECTION <<<

AIR – WORLD AIRWAYS & PILOTS REACH PACT: World Airways says it has reached a tentative contract agreement with its pilots and was resuming commercial cargo and passenger operations.

MORE: <http://news.airwise.com/story/view/1139264091.html>

MORE: http://www.americanshipper.com/SNW_story.asp?news=27935

AIR – NWA PILOTS UNLIKELY TO STRIKE: Bankrupt Northwest Airlines is negotiating USD\$2.5 Billion in annual savings and faces the threat of a potentially devastating pilots' strike, but experts say the chance of an actual work stoppage is remote.

MORE: <http://news.airwise.com/story/view/1139264448.html>

AIR – DELTA PILOTS OPEN 'STRIKE CENTER': The pilots' union at bankrupt Delta Air Lines has opened a strike center in Atlanta as negotiations with the troubled airline for a new

contract suffered a setback. "This response is an act of self-defense," Lee Moak, chairman of the union, told pilots. Delta says it needs about USD\$325 million in givebacks from pilots as part of its efforts to cut costs.

MORE: <http://news.airwise.com/story/view/1139490119.html>

MORE: <http://news.airwise.com/story/view/1139523303.html>

AIR – LH-CARGO HIKES SURCHARGE: Lufthansa Cargo is raising its fuel surcharge, effective 20 February from 0.45 to 0.50 euro per kilo of actual freight weight.

MORE: <http://www.joc.com/20060206/sections/air/w52226.asp>

AIR - LH EXPANDS ASIA SERVICE: Starting with the summer schedule Lufthansa will add three frequencies from Frankfurt to Shanghai, two flights from Munich to Hong Kong and four weekly flights between Munich and Beijing.

MORE: <http://www.atwonline.com/news/other.html?issueDate=2%2F6%2F2006>

AIR – FRANKFURT EXPANDS PERISHABLES HUB: In April, Frankfurt Airport will start a major expansion of its Perishables Center to be completed in phases by autumn 2007. The project will add about 2,500 square meters of storage area and 400 square meters of office space.

MORE: <http://www.joc.com/lede/20060210/sections/air/w48925.asp>

AIR – EU-US ‘OPEN SKIES’ IN QUESTION: A tentative deal on liberalizing transatlantic aviation could collapse if the US Congress or the courts intervene to stop a Bush administration plan to ease limits on foreign investment in US airlines. ‘Open Skies’ would begin opening each market. US airlines would have greater freedom to fly to and within EU. EU negotiators want the right to buy a larger percentage of a US airline and that is where the US Congress may intervene.

MORE: <http://news.airwise.com/story/view/1139441618.html>

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TRADE – FREIGHT VOLUME REVISED UP: A lot more cargo moves on US roads and rails than the government thought. The US Department of Transportation has revised its estimates up 25% based on its most recent study. 53-million tons of cargo move each day valued at \$36-Billion. Trucking remains the single most-used mode of shipping, totaling 70% by value, 60% by weight.

MORE: <http://www.thetrucker.com/showstory.aspx?id=10622>

TRADE - COSCON & JAPAN FREIGHT JV: Coscon, the Chinese shipping line, and Japan Freight Railway, are launching a joint non-air express logistics service between the two countries. Coscon will transport mainly home electronics and clothing from factories in China through the Moji, Nagoya, and Tokyo ports. The goods will then be distributed by Japan Freight Railway to cities in Japan. Vehicles and electronic parts will be shipped in the opposite direction from factories in Japan to China.

MORE: <http://www.logisticsmgmt.com/article/CA6305411.html>

TRADE – PSA TO P&O: “WE’RE OUT”: Singapore's PSA International pulled out of a bidding war Friday with Dubai's DP World to acquire British port giant P&O, ending a high-profile battle that would have created the world's biggest container port operator. DP World in late November started out with a \$5.7-Billion offer for London-based P&O, which operates 29 container terminals in 18 countries. But Singapore-based PSA made an offer of \$6.33-Billion in January, causing the P&O directors to back off the original deal with DP World. DP World made a counteroffer the next day, upping its bid to \$7-Billion. After reviewing that offer, PSA

decided to withdraw from the purchase attempt. Fitch Ratings says post-merger, DP & P&O will become the world's third largest container port company. DP World will gain from P&O's geographically diversified assets in key regions like East Asia, Europe, Australia and India.
MORE: http://www.americanshipper.com/SNW_story.asp?news=28158
MORE: <http://www.joc.com/20060210/sections/ocean/w35342.asp>
MORE: <http://business-times.asia1.com.sg/sub/latest/story/0,4574,185707,00.html?>

OCEAN – CONTAINERS TURN 50

We've lowered freight costs, cut theft and cut cargo damage.

It was 50 years ago that Malcolm McLean, an entrepreneur from North Carolina, loaded a ship with 58 35-foot containers and sailed from Newark, New Jersey to Houston. He was the first to design a transportation system around the packaging of cargo in huge metal boxes that could be loaded and unloaded by cranes.

It has now replaced the traditional "break-bulk" method of handling crates, barrels and bags, and stowing them loose in a ship's hold in use since the days of the Phoenicians.

"Containerization has transformed global trade in manufactured goods as dramatically as jet planes have changed the way we travel and the Internet has changed the way we communicate," says Joseph Bonney, editor of the Journal of Commerce. "The Asian economic miracle of the last two decades could not have happened without the efficient transportation that containerized shipping provides."

MORE: <http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2006/02/05/BUGG4H2FIB1.DTL&type=business>

OCEAN – WTSA HIKES NON-TARIFF RATES: Shipping lines that carry US exports to Asia intend to increase their rates on cargoes not specified in tariffs in the westbound Pacific. They also plan to increase their rates on consolidated container loads, as well as exports of chemicals, resins and plastic scrap. The Westbound Transpacific Stabilization Agreement, will increase rates by \$200 per 40-foot container and \$160 per TEU for the freight category known as "cargo not otherwise specified."

MORE: <http://www.joc.com/20060207/sections/ocean/w94414.asp>

OCEAN – SUEZ CANAL REOPENS: The Suez Canal reopened Friday after tug boats moved a cargo ship which blocked the canal on Wednesday. The 93,000-metric ton Hong Kong-flagged Okal King Dor drifted from its path and became wedged across the canal as it traveled from the Red Sea to the Med. 7.5% of global maritime trade passes through Suez.

MORE: <http://www.joc.com/lede/20060210/sections/ocean/w74344.asp>

OCEAN – COSCO & EVERGREEN ALL-WATER SERVICE: Cosco Container Lines and Evergreen Marine are planning to launch a new all-water service from Asia to US East Coast and Gulf ports this spring. The fixed-day weekly service will start in mid-May with nine vessels in the 2,200-3,300-TEU range, of which Cosco will provide four ships, and Evergreen five.

MORE: <http://www.joc.com/20060209/sections/ocean/w58445.asp>

OCEAN – MOL CUTS OUTLOOK: MOL cut its full-year profit forecast in the face of higher fuel prices, even though its net profit for the nine months to 31 December rose 6.6% on increased shipping volumes.

MORE: <http://www.joc.com/20060209/sections/ocean/w4111.asp>

> > > > > **JUST FOR FUN** <<<<<<

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

THE GENDER OF THINGS

Many nonliving things have a gender.

- 1) **Ziploc Bags** are Male, because they hold everything in, but you can see right through them.
- 2) **Copiers** are Female, because once turned off it takes a while to warm them up again. It's an effective reproductive device if the right buttons are pushed, but can wreak havoc if the

wrong buttons are pushed.

3) A **Tire** is Male, because it goes bald and it's often over-inflated.

4) A **Hot Air Balloon** is Male, because, to get it to go anywhere, you have to light a fire under it, and of course, there's that hot air part.

5) **Sponges** are Female, because they're soft, squeezable and retain water.

6) A **Web Page** is Female, because it's always getting hit on.

7) A **Subway** is Male, because it uses the same old lines to pick people up.

8) An **Hourglass** is Female, because over time, the weight shifts to the bottom.

9) A **Hammer** is Male, because it hasn't changed much over the last 5,000 years, but it's handy to have around.

10) A **Remote Control** is Female. Ha! You thought it would be male, didn't you? But consider this - it gives a man pleasure, he'd be lost without it, and while he doesn't always know the right buttons to push, he keeps trying!

YOUR PREGNANCY QUESTIONS ANSWERED

Q: Should I have a baby after 35?

A: No, 35 children is enough.

Q: I'm two months pregnant now. When will my baby move?

A: With any luck, right after he finishes college.

Q: My wife is five months pregnant and so moody that sometimes she's borderline irrational.

A: So what's your question?

Q: My childbirth instructor says it's not pain I'll feel during labor, but pressure. Is she right?

A: Yes, in the same way that a tornado might be called an air current.

Q: Is there any reason I have to be in the delivery room while my wife is in labor?

A: No reason unless the word "alimony" means anything to you.

Q: Do I have to have a baby shower?

A: Not if you change the baby's diaper very quickly.

Q: Our baby was born last week. When will my wife begin to feel and act normal again?

A: When the kids are in college.

If you have curious, interesting, funny or thoughtful items to share in "Just For Fun", Email them to mike.miller@allcovered.net. Thanks.

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American Shipper = www.americanshipper.com	The Trucker = http://www.thetrucker.com
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