

# AllCovered NEWS

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## HIGHLIGHTS TO HELP YOU THIS WEEK

- Make Your Brochures Sell – With Help From Allcovered
- Truckers' Strikes in US Today – 'Illegal Immigrant Strike'
- US Transport Workers Face Background Checks
- 100% Cargo Screening Loses Battle But Not Decided

Monday, 1 May 2006 --- Edition #486

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### DETAILED CONTENTS THIS WEEK

#### SMALL BUSINESS:

Marketing – Make Your Brochures Sell  
Marketing Help From Allcovered  
Tech Tools To Consider  
Health Insurers 'Near Monopolies'

#### TRUCKING:

Diesel Up  
Jail in CDL Scam  
Ad Campaign Wants Good Long-Haul Truckers

#### SECURITY:

US Transport Workers Face Background Checks  
Port Worker Deadline 30th  
100% Cargo Screening Loses in One Committee – Passes in Another  
C-TPAT Web Reporting Required Now

#### OCEAN & AIR FORWARDING:

Illegal Immigrants Strike – Goal: Close US For the Day"  
US Port Truckers Strike Today  
Puerto Rico Broke - Faces Shutdown

### AllCovered News

Information to help you to manage and grow your logistics business.

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

## >> SMALL BUSINESS SECTION <<



### SMALL BIZ – MARKETING – MAKING YOUR SALES BROCHURE SELL

When you complete sales calls with potential customers, are you only leaving a business card for them to remember who you are and what you can do for them? If so, shame on you.

Armed with a color printer you can create a custom brochure for every sales call.

Don't customize these brochures down to your client's name, but do customize them to your client's needs. This leaves your client with the impression your products/services are tailor-made to match their requirements.

#### ONE: DESIGN A GENERIC BROCHURE

Start by designing a generic brochure for your business. If the purpose of your brochure is to sell your services, then determine 3-5 bullet statements that capture your areas of expertise. Make sure these bullets are focused on topics that state a clear benefit of value to your customer. Put these bullets on the front cover. This allows a reader to quickly discern the key benefits of your product or service immediately.

On the inside, include a paragraph on each of your front-cover bullets, detailing your experience and your problem-solving abilities while substantiating each bullet topic. If you have brief testimonials from satisfied customers, include them. Remember the emphasis should be on solving client's problems rather than focusing on the features of your product or service.

The final flap of the brochure should contain a call-to-action, specifying what the next step should be and how the client can contact you.

#### TWO: START CUSTOMIZING:

If you have a brochure to hand out at a trade show, have it tailored to the general topic of your trade show, then focus the inside on selling your credibility using customer testimonials and possible photos of customer installations.

#### THREE: KNOW WHAT COMPETITORS HAVE:

Pick up copies of your competitors' printed material and take note of their claims. Ideally, you want the written material in your brochure to present an image that your business is better than your competition. Whenever you make a claim, ensure it is well substantiated with proof to back it up.

#### FOUR: QUALITY SELLS:

As with your personal appearance, you have only seconds to make a first impression. In the eyes of your customer the quality of your printed material reflects the quality of your product or service. A snappy brochure can yield snappy results.

MORE: [http://www.bizjournals.com/extraedge/consultants/company\\_doctor/2005/12/05/column491.html](http://www.bizjournals.com/extraedge/consultants/company_doctor/2005/12/05/column491.html)

### SMALL BIZ – SALES HELP

You're an expert at moving freight, not a marketing expert.  
How do you tell the world how good you are?

Today
Panama Canal Expansion
Air Cargo Surcharges Up
New Ocean Services
<b>JUST FOR FUN:</b>
True Friendship
<b>NEXT WEEK</b>
Cash-In By Listening
Links to source stories at end of excerpts
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**How do you:**

- Plan an effective marketing plan?
- Know the 7 reasons customers buy?
- Write a letter that really sells your service?
- Create a "Selling" Brochure?
- Write a good ad?

**Tips on these and many other ideas to help you grow your business are always here for you at Allcovered.net.**

Want more ideas?  
GO TO: [www.allcovered.net](http://www.allcovered.net)  
CLICK: "Training & Help" ... then...  
CLICK: "Sales" for ideas on better marketing

Are your current insurers helping you like this? We help you GROW.  
**-- YOU DESERVE IT -- WE DELIVER IT --**  
<http://www.allcovered.net> ---- We have logistics AllCovered

**TECH BIZ – AN OFFICE ON WHEELS:** Do you or your sales staff spend a lot of time in your car? Do you use it for work? Maybe you'd like to integrate a computer into it. You're in luck: The folks at E-Letters latest project is all about putting an entire office into your car. Check out the step-by-steps and the pictures in the detailed story. Build a Work Car today:  
MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-645-1-278-829574-34012-0-0-0-1>

**TECH BIZ – AFFORDABLE & EASY VIDEO SURVEILLANCE:** Need video protection for your office or warehouse? The problem with most video products is that they're tough to set up, not to mention expensive. Here's a camera that's easy to set up and configure, can sit anywhere in your house or office, and will even work in groups of up to six. Plus it doesn't even cost that much. If you want to monitor the kids (sorry, I meant to say 'employees'), check this product out. It'll let you watch what's happening there, while you're here. Wherever in the world here might be.  
MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-645-1-278-829574-34015-0-0-0-1>

**TECH BIZ – KEEP YOUR HOME & BUSINESS SAFE:** Did you know that one of the most dangerous threats to your computer's safety comes not from outside, but from within? That's right, your employees, your family or even you yourself could be opening holes wide up--just inviting the bad guys in to play. It starts innocently enough--maybe with an unsecured wireless hub, or a port opened up for gaming. But it can end in disaster and destruction. How do you know whether you are at risk? By conducting a security audit. And how do you conduct one of those? It's not hard. Here is information on a free online seminar on security audits.  
MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-645-1-278-829574-34024-0-0-0-1>

**TECH BIZ – "THINKFREE" FREE OFFICE SOFTWARE:** It won't supplant Microsoft Office anytime soon, but ThinkFree is offering Office document compatibility and a lot of Office-like functionality--for free. And a gigabyte of free online storage space.  
MORE: <http://ct.eneews.extremetech.com/rd/cts?d=185-347-2-10-110217-43894-0-0-0-1>

**TECH BIZ – WORST PRODUCTS OF 2006:** It's just May, and already analysts have seen a boatload of products that are bad... devices, gear and software so bad that you'll gag.  
MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-648-1-278-829574-34375-0-0-0-1>

**TECH BIZ – 750GB HARD DRIVE AVAILABLE:** You can never have too much RAM, too much power, or too much storage. Seagate has a 750-Gigabyte hard drive shipping now.  
MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-648-1-278-829574-34378-0-0-0-1>

**TRAVEL BIZ – STANDING ROOM ONLY FLIGHTS?:** Airbus is offering a solution for travelers who can't stand high ticket prices -- fly standing up strapped to a wall. Later this year the company will roll out its first A380 super-jumbo, which can accommodate about 500 passengers. But to help airlines maximize efficiency by getting as many passengers as possible aboard, the company has floated the concept of stand-up flights. Passengers in the standing section would be propped against a padded backboard and held in place with a harness, experts who have seen the proposal said.  
MORE: <http://www.upi.com/NewsTrack/view.php?StoryID=20060425-104636-2400>

**TRAVEL BIZ – THE ‘UGLY AMERICAN’ IMAGE:** Americans are loud, arrogant, poorly dressed... and fat too. That’s the image of Americans abroad. Though it can't solve the US obesity problem, the non-profit Business for Diplomatic Action is attempting to beautify the time-worn image of the ugly American by promoting an attitude adjustment among business executives traveling abroad. The BDA is offering its “World Citizen Guide” online at.

GUIDE: <http://www.businessfordiplomaticaction.org>

MORE: [http://www.usatoday.com/travel/destinations/2006-04-27-ugly-americans\\_x.htm](http://www.usatoday.com/travel/destinations/2006-04-27-ugly-americans_x.htm)

**HEALTH BIZ – HEALTH INSURERS ‘NEAR MONOPOLIES’:** Consolidation among health insurers is creating near-monopolies in virtually all reaches of the United States, according to a study. In 166 of 294 metropolitan areas, or 56%, a single insurer controls more than half the business.

MORE: [http://biz.yahoo.com/ap/060417/health\\_insurers\\_monopolies.html?.v=2](http://biz.yahoo.com/ap/060417/health_insurers_monopolies.html?.v=2)

**HEALTH BIZ – WAL-MART OFFERS TO HELP FIX US HEALTH CARE:** Wal-Mart Stores, at the center of debate over corporate responsibility for health care, says that it wants to use its cost-cutting expertise to help make the US health care system more efficient.

MORE: <http://tinyurl.com/qv4zt>

**HEALTH BIZ – A BAND-AID FOR SMALL BIZ HEALTH COSTS:** Small businesses are driven crazy by soaring employee health costs, an expense that surveys show has become the biggest headache and obstacle to growth. Now, a growing army of consultants and benefits experts are promoting new health plans and services aimed at owners desperate to rein in costs.

MORE: [www.usatoday.com/money/smallbusiness/2006-04-18-health-costs-usat\\_x.htm](http://www.usatoday.com/money/smallbusiness/2006-04-18-health-costs-usat_x.htm)

**HEALTH BIZ – OBSTACLES TO GENERIC DRUGS:** A huge number of top-selling drugs will go off patent within five years. Branded drug companies are trying to block potential savings of \$23-Billion.

MORE: <http://tinyurl.com/mqd4y>

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

**TRUCKING – SO-CAL PORTS & TODAY’S TRUCK STRIKE:** See “Air & Ocean” section.

**TRUCKING – US TRANSPORT WORKERS FACE BACKGROUND CHECKS:** See “Security” section.

**TRUCKING – DIESEL JUMPS ANOTHER 11-CENTS:** The US national average retail price of a gallon of diesel shot up 11 cents for the week ending April 24, to \$2.876, or 58 cents more than in the same week of 2005. Diesel prices rose 11-cents a gallon for the week ending 17 April as well.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=53020>

MORE: <http://www.thetrucker.com/News/Stories/2006/4/24/Priceofdieaselumps111centsforsecondstraightweekreaches2876.aspx>

**TRUCKING – DETROIT MAN JAILED IN FAKE CDL SCHEME:** The US District Court has sentenced a Detroit man to a year in prison for helping the sale of fake driver’s licenses, including CDLs. Andre Donaldson, 34, was sentenced after pleading guilty to the felony charge in January. According to prosecutors, Donaldson referred people who wanted fake licenses to Regjean Welch, 26, a former employee of the Michigan Department of State. For \$100 to \$500 each, Welch provided fake licenses without requiring a written test, proof of residency or valid identification, prosecutors said.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=52970>

**TRUCKING – EPA MODIFIES LOW-SULFUR RULES:** The US Environmental Protection Agency is temporarily adjusting the sulfur tolerance test to smooth the transition to ultra-low sulfur diesel fuel. The agency is making the change until better tests are developed to reliably measure low sulfur in the fuel distribution system. The tolerance will rise from 2 parts per million to 3 parts per million through October 2008.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=53014>

## TRUCKING – AD CAMPAIGN FOR LONG-HAUL TRUCK DRIVERS

On the road, time slips by for Kevin Loomis.

Steering his tractor-trailer over the stretches of asphalt between Florida and the Midwest, he finds a quiet that has kept him driving nine years for Palm City, Florida-based Armellini Express Lines.

"It's peaceful. You're out here and you're your own boss. If you want to stop and eat, you stop and eat," the 53-year-old said. "If you just want to stop and get a pair of cowboy boots, you can do that."

The \$60,000 a year he takes home doesn't hurt, either.

Yet drivers like Loomis are a coveted rarity in the trucking industry, which is coping with nationwide shortage of 20,000 long-haul truckers, according to the American Trucking Associations.

To prevent an all-out crisis that could delay deliveries and push up the cost of trucked goods, the ATA this summer will roll out an advertising campaign that tugs at the hearts of would-be drivers.

Called "Take the Wheel," it wants to reach people with the personality to make it as a long-haul trucker.

### --- WHO IS A LONG-HAUL TRUCKER? ---

Long-distance drivers are a philosophical, independent breed. They tend to think, "I can sit there in an office or I can go out there, and I can see things and I can be alive."

Seizing on that free-spirited image, the campaign will plaster slogans such as "My office has a better view than yours" on billboards and tout them in radio spots, says Mike Russell, spokesman for ATA.

"It is all about being out there and seeing different things," said Smith, the agency president. "It is about the freedom of not having a boss hanging over your head 24 hours a day."

### --- PAY SEEMS NOT THE ISSUE ---

Low pay isn't the problem. Industry-wide, truckers start at about \$40,000 a year, and there's potential to hit the \$100,000 mark according to ATA's Russell.

Rather, the physical demands, unusual hours and long periods away from home are deterrents. Hurting for enough employees willing to cope with those workplace realities... and bracing for the retirement of thousands of Baby Boomers... companies are stealing each others' drivers.

If recruitment trends don't change, the trucking industry expects the driver shortage to hit 111,000 by 2014.

MORE: [http://www.palmbeachpost.com/business/content/business/epaper/2006/04/23/a1f\\_truckers\\_0423.html](http://www.palmbeachpost.com/business/content/business/epaper/2006/04/23/a1f_truckers_0423.html)

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

## SECURITY – US TRANSPORT WORKERS FACE BACKGROUND CHECKS

Eventually 850,000 truckers, port workers, air cargo workers and others will be required to have a Transportation Worker Identification Credential. TWIC processing will start with port workers.

Approximately 400,000 port workers in the United States will face tough background checks for possible terrorist links.

US Department of Homeland Security Secretary Michael Chertoff last week ordered longshoremen (dockers) across the country to be checked against terrorist watch lists, saying the checks would offer an "immediate security boost".

The department will begin asking all longshoremen and maritime employees of facility owners and operators for names and dates of birth to be checked against terrorist watch lists,

Criminal history checks and the collection of biometric information, such as fingerprints, will not be included at the start. But Chertoff promised that the agency soon will publish rules - long awaited in industry circles - spelling out its approach to the Transportation Worker Identification Credential, a biometric-based and tamperproof identification card intended for truck drivers, rail workers and all those who must access sensitive areas of ports. That includes about 850,000 workers, according to DHS.

The US Coast Guard will be responsible for check on dockworkers nationwide.

Immigration authorities will ensure workers are eligible to work in the United States. The Transportation Security Administration will vet the data through the Terrorist Screening Center.

DHS has been criticized by Congress and industry for delays and cost increases in TWIC, conceived of shortly after 9-11. DHS issued about 4,000 TWIC cards to port workers during a prototype phase that ended last June, and industry representatives have been waiting since to hear exactly what kind of technology will be used.

MORE: <http://today.reuters.com/News/CrisesArticle.aspx?storyId=L27650634>

MORE: [http://www.govexec.com/story\\_page.cfm?articleid=33932&sid=28](http://www.govexec.com/story_page.cfm?articleid=33932&sid=28)

#### **SECURITY – 30 MAY DEADLINE TO SUBMIT PORT WORKER NAMES FOR TWIC:**

MORE: <http://www.joc.com/20060428/sections/ocean/w81221.asp>

**SECURITY - TWIC COULD COST JOBS:** Port operators, workers and shippers are all worried tighter security and the Transport Workers Identification Credential could lead to a shortage of labor. It depends on how strict the checks are and what criteria are used to decide who gets a TWIC card and who is refused. "Just because a guy was in a bar fight does not make him a terrorist," says one industry leader... referring to concerns about criminal background checks mandated by the screening process.

MORE: <http://msnbc.msn.com/id/12423287/>

#### **SECURITY – CONGRESS PANEL DEFEATS 100% SCREENING**

**--- BUT ANOTHER COMMITTEE HAS PASSED IT ---**

Under intense election-year pressure from interest groups, Republicans on the House Homeland Security Committee last week defeated an amendment from Democrats that would have required all US-bound cargo to be inspected at foreign ports. Republicans on the panel argued 100% screening is not technologically feasible and would harm US commerce.

Democrats on the committee say the measure was identical to a cargo screening bill approved unanimously by the House Transportation and Infrastructure Committee earlier in May. Democrats believe the GOP leadership will try to kill his measure, but vowed to bring it to the House floor.

This version of the 100% screening concept would specify the Homeland Security secretary must determine within one year whether adequate technology can be deployed at foreign ports. If foreign governments refuse to cooperate, the secretary can refuse to accept cargo from their ports.

The full House of Representatives will decide the matter.

MORE: [http://www.govexec.com/story\\_page.cfm?articleid=33942&sid=28](http://www.govexec.com/story_page.cfm?articleid=33942&sid=28)

MORE: <http://www.joc.com/lede/20060426/sections/ocean/w97465.asp>

**SECURITY - PRESSURE ON CONGRESS FOR NO 100% SCREENING:** A coalition of industry groups is mounting an aggressive lobbying campaign to persuade the US Congress to stop a proposal that would require all cargo to be scanned at foreign ports before being shipped to the United States.

MORE: <http://www.govexec.com/dailyfed/0406/042506cdam2.htm>

#### **SECURITY – SHIPPERS REPS ARGUE AGAINST UNREALISTIC SECURITY MOVES:**

A panel of US shipping interests warned Senate lawmakers that the efficient flow of trade has increasingly taken a back seat to cargo security within Customs and Border Protection. "Achieving this productive balance between these roles (security and smooth cargo transport) is a vital national interest and it is critically important for the United States to remain competitive in the global marketplace," said Marian Duntley, chairman of the American Association of Exporters and Importers, and corporate customs manager for Toyota Motor Sales USA, in testimony before the Senate Finance Committee. "It is paramount that these rules be crafted to match the real world environment in which trade takes place, and that they be capable of evolving to match the changes in trading systems, said Jerry Cook, vice president of Sara Lee Branded Apparel.

MORE: [http://www.americanshipper.com/SNW\\_story\\_main.asp?news=31958](http://www.americanshipper.com/SNW_story_main.asp?news=31958)

**SECURITY – NEW US DHS CARGO REGS COMING:** The Department of Homeland Security is planning to issue new regulations to improve cargo and port security. The DHS measures will go beyond what Congress might require through legislation, according to the

department's policy. Stewart Baker, assistant Homeland Security secretary for policy, says DHS wants foreign ports to do a better job of screening cargo before it is loaded on ships bound for the United States. He says the department is also "looking hard" at whether new mechanical or electronic seals can be used to secure containers.

MORE: <http://www.upi.com/SecurityTerrorism/view.php?StoryID=20060424-120749-6656r>

**SECURITY – US SENATE OK'S \$1.9-BILLION FOR BORDER PROTECTION:**

MORE: [http://www.govexec.com/story\\_page.cfm?articleid=33941&sid=28](http://www.govexec.com/story_page.cfm?articleid=33941&sid=28)

**SECURITY – C-TPAT WEB REPORTING REQUIRED NOW:** Starting this month, importers and transportation providers will be required to use a Web-based portal to communicate with US Customs and Border Protection about their participation in the Customs-Trade Partnership Against Terrorism, a voluntary supply chain security program. CBP says companies seeking to enter the program will submit their application and security profile through the new security portal, while existing companies will also use the site to periodically update their profile, submit questions and receive security alerts and other information through the Internet-based system. CBP says it will issue an address for the new Web page.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31956](http://www.americanshipper.com/SNW_story.asp?news=31956)

**SECURITY - CARGO THEFT THREATENS MOMBASSA:** The profitability of the Port of Mombasa may decline if cargo theft is not stopped, Transport minister Chirau Ali Mwakwere says. Most of the cargo passing through the port is of high value and theft sends wrong signals about the facility. Mwakwere says containers have been known to disappear from the port only to be recovered empty. "This must be stopped in order for KPA and the port to maintain its reputation."

MORE: [http://www.eastandard.net/hm\\_news/news.php?articleid=1143951494](http://www.eastandard.net/hm_news/news.php?articleid=1143951494)

**>>> AIR & OCEAN SECTION <<<**

**TRADE – ILLEGAL IMMIGRANTS GOAL: "CLOSE DOWN US FOR THE DAY":**

Demonstrations set for today (Monday, 1 May) are to demand the US accept all illegal immigrants by calling on all illegal immigrants to 'go on strike' for the day.

MORE: [http://reuters.myway.com/article/20060428/2006-04-28T002206Z\\_01\\_N26224260\\_RTRIDST\\_0\\_NEWS-USA-IMMIGRATION-DC.html](http://reuters.myway.com/article/20060428/2006-04-28T002206Z_01_N26224260_RTRIDST_0_NEWS-USA-IMMIGRATION-DC.html)

**TRADE – SO-CAL PORTS & TODAY'S TRUCKER STRIKE**

Thousands of truck drivers vital to the transit of goods from the neighboring ports of Long Beach and Los Angeles are expected to take part in today's May 1 work boycott and rallies for immigrant rights if organizers are right.

A large walkout would be disruptive to the combined ports which together are the primary US trading gateway with Asia. But port officials say it was difficult to determine how many drivers will take part, and for how long.

Local organizers involved in the nationwide call to stay away from work today -- international labor day -- have called on the upward of 12,000 drivers at the two ports to stop work or attend rallies.

The ports of Los Angeles and Long Beach normally handle 24,000 containers a day.

The vast majority of truck drivers serving the complex is Latino.

The International Longshore and Warehouse Union representing longshore workers at the ports is not taking a position, says spokesman Steve Stallone. "I'm looking forward to seeing what will happen," Stallone said. "(The boycott) could be a flop or it could be total chaos at the ports."

One organizer of the strike says drivers will decide today during the rally whether to extend the sit-out to five days to press demands for collective bargaining rights and a 25% pay increase.

MORE: [http://today.reuters.com/investing/FinanceArticle.aspx?type=bondsNews&storyID=2006-04-28T001118Z\\_01\\_N27456095\\_RTRIDST\\_0\\_TRANSPORT-IMMIGRATION-PORT\\_XML](http://today.reuters.com/investing/FinanceArticle.aspx?type=bondsNews&storyID=2006-04-28T001118Z_01_N27456095_RTRIDST_0_TRANSPORT-IMMIGRATION-PORT_XML)

**TRADE – PUERTO RICO FACES SHUTDOWN TODAY:** A financial crisis in Puerto Rico could threaten the island's logistics operations. Puerto Rico's government, facing a \$1-Billion deficit, will run out of cash today according to the Associated Press and plans to close all

government offices "except for essential services, such as police and hospitals."  
MORE: <http://www.joc.com/lede/20060426/sections/ecom/w49763.asp>

### **TRADE – PANAMA CANAL EXPANSION**

Panama officially announced a \$5.25-Billion plan to expand capacity last week. The expansion would allow the world's largest container ships to transit. Today's locks are too small. When completed in 2014 (exactly 100 years after the canal opened) the larger locks may change world trade patterns by offering more capacity and cost savings for shippers that want to reach US East Coast markets.

"The expansion could cause some shifts in the way trade will flow," says Jack Kyser, chief economist for the Los Angeles Economic Development Commission. "If you can get the megaships through the canal, it could have a big impact on East Coast ports, which could see more traffic. The shipping lines' customers might say, we will use the canal even if it takes longer because it will cost less."

With the new larger locks the Panama Canal would be able to handle ships that carry as many as 12,000 standard cargo containers, rising from 5,000 now. Shipments from Asia that go directly to US East Coast ports such as New York/New Jersey can cost 20% less than those that use West Coast ports such as Los Angeles and then move by train across the country.

The expansion will add a third lane and be able to accommodate 1,400-foot-long ships that are 180 feet wide and extend 50 feet below the water line.

MORE: <http://www.miami.com/mld/miamiherald/business/international/14428345.htm>

MORE: <http://framehosting.dowjonesnews.com/sample/samplestory.asp?StoryID=2006042312470000&Take=1>

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31816](http://www.americanshipper.com/SNW_story.asp?news=31816)

**TRADE – PANAMA CANAL TOLLS TO DOUBLE:** Panama plans to double tolls for its famous canal over the next 20 years to finance an ambitious US\$5.25-Billion expansion of the waterway. "We expect the Panama Canal to double the price of the canal in the next 20 years, an average of 3.5% per year," says Panama Canal Authority chief executive Alberto Aleman. The expansion centers on building a second lane and a new set of locks to double capacity. Construction should be complete by 2014.

MORE: <http://business-times.asia1.com.sg/sub/shippingtimes/story/0,4574,193448,00.html>

**TRADE – SINOTRANS EXPANDING:** China's leading logistics company, Sinotrans, will embark on a spending spree this year for port and transportation facilities as a way to quickly gain a competitive edge. Sinotrans will spend 2.5-Billion yuan (USD 312-million) to buy infrastructure facilities in targeted areas. In China's big coastal port cities such as Shanghai and Shenzhen, Sinotrans will focus on container yards and container freight stations, where they will receive, assemble, hold, store and deliver containers, according to Zhang Jianwei.

MORE: [http://en.ce.cn/Business/Enterprise/200604/27/t20060427\\_6837349.shtml](http://en.ce.cn/Business/Enterprise/200604/27/t20060427_6837349.shtml)

**TRADE – PAPER PALLETS BETTER?:** According to the Scotch Group that manufacture the Scotch Paper Pallet, the use of paper pallets avoids export restrictions on wooden pallets and reduces delays for shipping to foreign countries. Traditional wooden pallets face quarantine if not approved. Scotch says paper pallets save money and time with no fumigation or certification is required. The pallet is lightweight, (12kg lighter than a wooden pallet) and so particularly useful for air freight which is charged on weight. It is also ideal for one way non-returnable. For sea freight, it means a higher cargo weight.

MORE: <http://www.supplychainreview.com.au/index.cfm?li=displaystory&StoryID=26816>

### **FULL COVER CARGO INSURANCE AS LOW AS 0.075%**

That's not a mistake – members of our affiliated associations pay as little as 0.075% for Full Cover cargo insurance *including* War & Strikes for air cargo shipments.

Our system is fast, simple and can be paperless... pay only for what you use... no up-front costs.

We mean it when we say "5 Steps + 2 Minutes = Allcovered."

**YOU DESERVE IT – WE DELIVER IT**

<http://www.allcovered.net> ..... **We have logistics Allcovered**

**AIR – LH-CARGO HIKES SURCHARGE:** Lufthansa Cargo will raise its fuel surcharge to 0.55 euro per kilogram from 0.50 previously, effective next Monday, May 8.  
MORE: <http://www.finanznachrichten.de/nachrichten-2006-04/artikel-6323694.asp>

**AIR – BA-CARGO HIKES SURCHARGE:** British Airways World Cargo is increasing its fuel surcharge to 55 cents per kilogram as of May 11.  
MORE: <http://www.joc.com/lede/20060427/sections/air/w87297.asp>

**AIR – CARGOLUX HIKES SURCHARGE:** Cargolux is raising its fuel surcharge to 55 eurocents as of May 5. The new charge is based on actual shipment weight.  
MORE: <http://www.joc.com/20060421/sections/air/w39419.asp>

**AIR – NWA-CARGO HIKES SURCHARGE:** NWA Cargo, the cargo arm of Northwest Airlines, will raise its fuel surcharge for international and domestic shipments effective next Monday, May 8. NWA Cargo's surcharge will increase from 50 cents to 60 cents per kilogram for US-origin international bulk shipments, while domestic bulk freight and VIP surcharges will rise to 25 cents from 21 cents per pound.  
DETAILS: <http://www.nwa.com/services/shipping/cargo/surcharge.shtml>  
MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31826](http://www.americanshipper.com/SNW_story.asp?news=31826)

**AIR - EU EYES SKYTEAM ALLIANCE:** The European Union is expressing skepticism about Air-France-KLM's plans to link its transatlantic alliances with Delta and Northwest. Speaking at the International Institute of Air and Space law conference in the Netherlands, EU antitrust commissioner Neelie Kroes said she planned to coordinate the review of the SkyTeam air alliance with the US The Department of Transportation in Washington cautioned the three airlines late last year about planning to combine their schedules. "In the SkyTeam investigation, Commission is examining the competition effects of a global airline alliance in its quasi-totality, for the first time," Kroes said. The alliance review arose after Air France took over KLM. Air France is partnered with Delta. KLM has a code-sharing deal with Northwestern. The airlines want to combine all these arrangements.  
MORE: [http://money.iwon.com/dsp/mw/mwdt\\_rt\\_top.jsp?cat=TOPBIZ&src=704&feed=dji&section=news&news\\_id=dji\\_00009220060424&date=20060424&alias=alias/money/cm/nw](http://money.iwon.com/dsp/mw/mwdt_rt_top.jsp?cat=TOPBIZ&src=704&feed=dji&section=news&news_id=dji_00009220060424&date=20060424&alias=alias/money/cm/nw)

**AIR – POLAR AIR CARGO TO PARK SOME PLANES:** Freight carrier Polar Air Cargo will park its remaining fleet of Boeing 747-100 and -200 freighters from 1 July. In an internal memorandum to staff Atlas Air Worldwide Holdings' Jeffrey Erickson says the aircraft "...are not profitable in any of our service segments other than AMC [military air mobility command services] and charter, our most volatile market segments". AAWW is currently merging Polar, which was acquired in November 2001, with its Atlas Air subsidiary.  
MORE: <http://www.flightglobal.com/Articles/2006/04/24/Navigation/177/206144/Polar+Air+Cargo+to+park+older+747s%3B+begin+pilot+lay-offs.html>

**AIR – INCHEON AIR-CARGO RECORD:** Air cargo imports and exports through Korea's Incheon International Airport reached record levels during the first three months of the year. The airport handled more than US\$41-Billion worth of air cargo in the first quarter, up more than 9% from the same period last year.  
MORE: <http://english.chosun.com/w21data/html/news/200604/200604270012.html>

**AIR – US & VENEZUELA AGREE:** Venezuela's threat to restrict flights by US airlines into the country appears to have been successful, as the US FAA raised the nation's safety rating to Category 1, meaning it complies with ICAO standards.  
MORE: <http://www.atwonline.com/news/story.html?storyID=4823>

**OCEAN – WITASS HIKES JAMAICA HANDLING CHARGES:** The London-based Association of West India Trans-Atlantic Steam Ship Lines (WITASS), a carrier group in the Europe/Caribbean trade, will increase its terminal handling charges for Jamaica. Effective June 1, the new charge will be \$218 per imported container and \$176 for containers set for export.  
MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31967](http://www.americanshipper.com/SNW_story.asp?news=31967)

**OCEAN – CTSA HIKES SURCHARGE:** Shipping lines of the Canada Transpacific Stabilization Agreement say CTSA's fuel recovery charge will be adjusted June 1 to \$475 per 20-foot container, \$635 per 40-foot container, \$715 per 40-foot high cube container, and \$805

per 45-foot container.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=32066](http://www.americanshipper.com/SNW_story.asp?news=32066)

**OCEAN – HYUNDAI FORTUNE AWAITS REPAIRS:** The Hyundai Fortune, severely damaged by fire in March, arrived Friday at the Port of Fujayrah, United Arab Emirates. Cargo from the 5,511-TEU container ship had previously been offloaded at Oman's Port of Salalah, after salvors extinguished fires that had burned for several weeks while the vessel lay stricken in the Arabian Sea. The cause of the fire, which began in the stern and damaged an unspecified number of containers, has not been determined.

MORE: <http://www.joc.com/20060428/sections/ocean/w53312.asp>

**OCEAN – BOX SHIP CHARTER RATES UP:** Charter rates for container ships are rising as ocean carriers book extra tonnage for the mid-summer peak shipping season amid growing evidence that cargo volumes are rising faster than expected on key intercontinental trade routes. The rally is being driven by ships of between 1,500- and 1,700-TEUs (20-foot Equivalent Units) capacity used mainly in feeder trades which are benefiting from strong demand especially on intra-Asian and Baltic Sea routes.

MORE: <http://www.joc.com/lede/20060427/sections/ocean/w4509.asp>

**OCEAN – EMIRATES, ZIM, SCI & MACANDREWS LAUNCH SERVICE:** Emirates Shipping Line, Zim Integrated Shipping Services, the Shipping Corporation of India (SCI), and CMA CGM subsidiary MacAndrews will start a weekly service starting 24 May serving the US East Coast/Mediterranean/Indian subcontinent.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31719](http://www.americanshipper.com/SNW_story.asp?news=31719)

**OCEAN – OOCL STARTS MIDEAST-ASIA SERVICE:** Orient Overseas Container Line will start a weekly service, linking the Middle East to India, Pakistan and South East Asia, in cooperation with Simatech Shipping. Beginning next Wednesday, 10 May, port rotations will be Singapore, Pasir Gudang, Port Kelang, Nhava Sheva, Karachi, Jebel Ali, Bandar Abbas, Jebel Ali, Mundra, Cochin and back to Singapore.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31718](http://www.americanshipper.com/SNW_story.asp?news=31718)

MORE: <http://www.joc.com/20060424/sections/ocean/w26262.asp>

**OCEAN – APL JOINS MAERSK SERVICE:** APL joined Maersk Line's weekly US East Coast/East Coast South America NASA 1 service starting Friday. The NASA 1 uses six ships of about 2,500 TEUs and has a full port rotation of: New York; Philadelphia; Norfolk, Va.; Savannah, Ga.; Miami; Santos; Montevideo; Rio Grande; Itajai; Santos; Kingston, Jamaica; and back to New York.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=31968](http://www.americanshipper.com/SNW_story.asp?news=31968)

**OCEAN – SAVANNAH OPENS NEW BERTH:** The Port of Savannah has opened the first phase of Container Berth 8 at the Garden City Terminal. Phase One features a 1,200-foot dock, bringing the total linear berthing space available at the terminal to 8,800 feet. The Georgia Ports Authority said CB-8 is the largest single terminal container facility on the US East and Gulf Coasts.

MORE: <http://www.joc.com/20060424/sections/ocean/w45501.asp>

**OCEAN – CHINA PORT VOLUME UP 21%:** China's major ports handled 19.37 million twenty-foot equivalent units (TEUs) of containers in the first three months of 2006, up 21.7% year-on-year.

MORE: <http://www.forbes.com/markets/feeds/afx/2006/04/25/afx2693664.html>

**OCEAN – CHINA TO GROW PORT CAPACITY 80% IN 5-YEARS:** China plans to expand total sea port capacity by at least 80% to about 7.5 billion tons by the end of 2010, as trade rises in the world's fastest growing major economy. 'We will speed up building infrastructure in the next five years and focus on expanding container ports in Shanghai, Tianjin and Dalian,' says Zhang Shouguo, deputy general director of the water transport department at the Ministry of Communications.

MORE: <http://business-times.asia1.com.sg/sub/shippingtimes/story/0,4574,193595,00.html>

# >>>>> JUST FOR FUN <<<<<

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

## TRUE FRIENDSHIP

Guys, are you tired of those "I feel your pain" friendship poems that sound nice and soft and warm and fuzzy and make you want to vomit? Well, here is a series of promises that actually speak of true male friendship:

When you are sad: I will help you get drunk and plot revenge against the sorry weasel who made you sad.

When you are blue: I will try to dislodge whatever is choking you.

When you smile: I will know you finally met the right woman.

When you are scared: I will tease you about it every chance I get.

When you are worried: I will tell you horrible stories about how much worse it could be until you quit whining.

When you are confused: I will use little words.

When you are sick: Stay away from me until you are well again. I don't want whatever you have.

When you fall: I will point and laugh at you.

This is my oath..... I pledge it to the end. "Why?" you may ask; "because you are my friend".

Remember.....A good friend will help you move.....a REALLY good friend will help you move and bury things without asking "What is it?" ...let me know if you ever need me to bring a shovel.

Friendship is like soiling your pants, everyone can see it, but only you can feel the true warmth... and only a True Friend would look you in and eye and then fall down laughing with you at how silly it is.

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

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