

AllCovered NEWS

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HIGHLIGHTS TO HELP YOU THIS WEEK

- Build Your Brand – Allcovered Has Help For You
- Have Alternatives Built Into Your Supply Chain
- Are Lower Ocean Freight Rates Near?

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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 – BUILD YOUR BRAND

--- Adapted from an article by Charlene Willey – Link at end ---

What's the first name that comes to mind when you hear the phrase: "When it absolutely, positively has to be there overnight." Do you think of FedEx?

When you think of specialty coffee? Is it Starbucks?

How about "Low prices everyday?" Wal-Mart, right?

"What can brown do for you?" You think of UPS as the company builds its brand around the distinctive color of its trucks and employee uniforms.

Your response to these questions demonstrates the power of a brand.

Companies like FedEx, UPS, Starbucks and Wal-Mart owe their success to compelling brand messages that help consumers distinguish their products from those of their competitors.

SO WHAT?

For logistics and forwarding providers competition is intense. There is always a competitor down the street who will promise to provide the same services for less.

You must make your brand, your reputation, your service, unique or in the minds of potential customers, you're just another firm promising cheap freight.

Your brand is a promise: it pledges quality to the user.

To most of us, the term "brand" conjures up an identifying symbol, a catchy phrase, or a trademark that a company uses to identify and advertise its product. However, the true purpose of a brand goes well beyond sending a series of impressions into a target market to create a response.

Effective branding strategies transcend marketing programs by defining the firm's core attributes and values both inside and outside the organization. The brand characterizes the professionalism, work style and quality of service that the firm delivers. Ultimately, the brand determines the people who work there and the clients that they serve.

Brand success is critical in the professional services where the people are the product and the brand must be lived to ensure that the promise is fulfilled.

Five Steps to Branding

Once unleashed inside the firm, comprehensive branding programs morph into a powerhouse of marketing and management tools.

Following five basic steps helps ensure that your branding program will extend beyond a new logo and tagline.

STEP ONE: Begin with a definition of who you are

Start by asking clients what elements of the service they receive from your firm are the most important to them.

Look for the emotional component, such as, "Your firm helped me through a

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complex transaction that changed my business. I felt reassured knowing I could call you anytime and get a prompt response to my questions."

STEP TWO: Match that to your own organizational values

Define the qualities that make your firm different from others like yours.

This step requires thoughtful introspection from the firm's leadership.

What drives your organization?

List the intrinsic qualities of the service you provide.

As you explore these questions, do more than catalogue the firm's expertise.

Take this opportunity to clearly articulate the firm's mission and values.

STEP THREE: Now put it together to create a message

Start by formulating your external message -- the one that goes outside the firm to your clients and the general market. Keep in mind that the logo should depict your brand message visually in a way that is timeless and unique. Ideally, this visual representation should elicit an emotional response.

For example, the curve of an ellipse suggests encirclement or protection.

The red arch in the Allcovered.net logo symbolizes our goal to keep you "All Covered". It arches over a map of the world, for we want to visually show "We have logistics Allcovered."



The font style and color play major roles in illustrating the essence of your brand.

A strong tagline stands as a definitive and lasting element of your campaign.

Most of us recognize Nike's "Just Do It" because it provides a great example of a thoughtfully developed, memorable catchphrase that sums up the benefit of the product. We would be hard-pressed to recall a tagline for another shoe company.

Put your brand image to work by incorporating it in all of the firm's communications, including your stationery, brochures, advertising, proposals, and Web site -- even your e-mail signature.

STEP FOUR: Bring it inside

Logistics --- Forwarding --- is a professional service.

In a professional services environment, people fulfill the brand promise.

A compelling internal branding message breathes life into the promise by mobilizing the professionals inside the firm to achieve meaningful performance objectives.

Your internal branding message should clearly define the clients, the characteristics of the service provided, and the work style of your firm's professionals.

Captivate your employees with a creative internal branding slogan. Clarify the message with a special presentation at a fun-filled afternoon or evening event. Provide small keepsakes that can be found on desks throughout the firm long after the event.

Put up posters in the lunchroom, and add the brand message to your firm's policy manual. Make the message meaningful by adapting performance evaluations to reflect the new expectations.

STEP FIVE: Assimilate your brand

Keep the momentum going by connecting the branding process to your technologies, work flow and overall management systems.

Well-designed branding programs deepen your culture by connecting professionals with highly specialized skills who might otherwise operate independently.

As the branded message permeates the organization, the firm will attract professionals with compatible values and work styles.

In this way, the firm's brand becomes a tool for employee recruiting and retention

Keep In Mind: Don't just "talk the talk," but "walk the walk"

Developing a brand means everyone in the organization has to live up to the implied promise. Management has to live it. Employees have to live it. A brand promise is worthless if it is not backed up with action that proves you mean what your brand says.

Robust branding programs allow a professional services firm to set a strategic course by establishing clear objectives for growth.

An effective brand breaks down the internal barriers that often arise in organizations made up of highly skilled professionals and creates a positive atmosphere of trust and openness.

Most of all, a solid branded approach ensures consistent standards of client care.

MORE: http://www.bizjournals.com/denver/stories/2006/06/05/focus3.html?f=et154&hbx=e_vert

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?

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?

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

CLICK: "Sales" for ideas on better marketing

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SMALL BIZ – WORLD CUP LOSSES HIT STOCKS: It's hard for many to understand, but the impact of World Cup football (soccer) matches goes far beyond a win, loss or draw in rankings. Defeats in football World Cup games also weigh heavily on the stock markets in teams' home countries, according to a study to be published later this month. According to the study, to be carried in the Journal of Finance on June 29, a World Cup loss during a competition's group phase shaves an average 0.38% off a team's home stock market index. MORE: <http://www.breitbart.com/news/2006/06/20/060620124520.yqxykopm.html>

>>>> TRUCKING SECTION <<<<

TRUCKING – IDLING STUDY EYES "IN-CAB" POLLUTION: An Environmental Protection Agency study of air pollution inside and outside trucks idling at a truck stop indicated particle concentrations "might be a concern." The study involved just six trucks. Researchers concluded that particulate concentrations may be a concern inside and outside the truck. "It was noted that there might be routes of entry other than just the fresh air intake vents and that it may arise from crankcase emissions or other leaks inside the engine compartment," said the study's conclusion. The study's authors recommend a follow-up study to identify the source of contamination.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=53925>

TRUCKING – TRUCK-ONLY TOLL LANES FOR ATLANTA?: Georgia now allows private companies to propose road-building projects, invest in them and reap revenue from them in the form of tolls, including truck-only toll lanes. The latest would provide two truck-only toll lanes in each direction along the northwest quadrant of I-285. This part of the Atlanta bypass is traveled by 20,000 heavy trucks per day.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=53927>

TRUCKING – DIESEL DOWN: The US national average price of a gallon of diesel fell three-tenths of a cent in the week ending June 19, to \$2.915. That is 60 cents more than the same week last year.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=53940>

MORE DETAILED: <http://www.thetrucker.com/News/Stories/2006/6/19/Dieseldipsslightvcostofcrudeoilfalls.aspx>

TRUCKING – SOME DIESEL ADDITIVES NO-GO FOR 2007 ENGINES: Diesel fuel additives that are not clearly labeled as approved for use in model year 2007, or newer engines, should not be used in new diesel motor vehicles according to the Automotive Specialty Products Alliance (ASPA). Check your label carefully.

MORE: <http://www.aspalliance.org/dieselfuel>

MORE: http://www.truckinginfo.com/news/news-detail.asp?news_id=56838

>>>> SECURITY SECTION <<<<

SECURITY – CANADA UPGRADING SECURITY

Canadian Prime Minister Stephen Harper unveiled a \$250-million package of transit security improvements that will see air travelers have their baggage more thoroughly screened and security at marine ports tightened up.

Part of the CD 1.4-billion for security announced in last month's federal budget, will serve to win the fight against terrorism, by "plugging the holes, filling the gaps," in Harper's words.

\$26 million has been earmarked for beefing up air cargo screening with particular attention to packages ferried on passenger planes.

\$133 million will go to improve resources for the Canadian Air Transport Security Authority, the body responsible for checking passports and screening passengers.

MORE: <http://www.ctl.ca/issues/ISArticle.asp?id=57309&issue=06202006>

MORE: <http://www.washtimes.com/world/20060616-105353-3205r.htm>

>>> AIR & OCEAN SECTION <<<



TRADE – HAVE ALTERNATIVES IF SUPPLY-CHAIN SNAPS

Serious supply chain disruptions have become a regular occurrence. Build in flexibility to help clients cope.

By the Easter weekend, air cargo hubs in Asia were largely back to normal, having cleared backlogs that piled up in the second half of March and well into April.

This was not the first time that a surge in exports in the first quarter of the year clogged up gateways. Two years ago, Asian gateways from Bangkok to Seoul were choked with cargo, causing backlogs and delays.

Supply chains have become more vulnerable, in part because of longer distances as a result of globalization, and also because of cost-cutting strategies built around just-in-time (JIT) manufacturing techniques coupled with workforce reductions that left little margin for error, according to a study published last year by the Georgia Institute of Technology and the University of Western Ontario.

The researchers, who examined close to 800 major supply chain disruptions that happened between 1989 and 2000, found that the push for lean supply chains with JIT logistics strategies has left shippers with little room to maneuver when problems occur.

--- FOUR OPTIONS ---

For a forwarder helping a client make sure supplies are on time, there are options:

- **Spread manufacturing base to several continents to minimize the risk that disruptions in one place will affect supplies.**
- **Use regional warehouses to act as buffers, holding enough inventory to keep operations running.**
- **Hold larger inventories to prevent supply shortages.**
- **Have routing options built into the budget so not all supplies are arriving in one location.**

That way disruption at any one point in the supply-chain can be routed around.

--- PLANNING FOR THE FUTURE ---

There are ways for forwarders and clients to be prepared:

- **Have contingency plans. If a bottleneck appears along the supply-chain, how will you work around it?**
- **Meet at least quarterly so the client can keep the logistics firm up-to-date on broad market developments and plans, and the forwarder can pass along any new information on potential problem spots in the supply chain and discuss options.**

MORE: <http://www.cargonewsasia.com/ecna/preview.aspx?article=2887>

TRADE – ALL-WATER SHIPPERS NEED OPTIONS: Shippers and carriers need diverse options to handle the movement of cargo to US East Coast ports, according to speakers at The Journal of Commerce's Asia-East Coast Maritime Conference. The focus of the

conference is on all-water routes through the Panama Canal and the Suez Canal because of congestion at West Coast ports and on the intermodal network.
MORE: <http://www.joc.com/20060620/sections/ocean/w7781.asp>

ALLCOVERED - HELPING YOU GROW

At Allcovered.net we work to help you grow and manage your business... with specific ideas on ways for you to tie your clients closer to you, like the story on Supply-Chain disruptions above.

Why? Because as you grow, we grow.

With this newsletter each week keeping you better informed...

With training, research and reference materials only a click away to help you...

With personalized service only a mouse click, a chat, an email or phone call away...

We're here when you need us.

Ask yourself... are your current providers helping you like this?

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TRADE - US & UK INVESTIGATE AIR CARGO PRICE-FIXING: The US Justice Department (DOJ) and the UK Office of Fair Trading (OFT) are investigating possible anticompetitive practices in airline passenger fares and cargo shipments. "The antitrust division is investigating the possibility of anticompetitive practices involving surcharges and rates for passenger fares and air cargo shipments," according to a DOJ statement. The statement did not identify which airlines were under investigation and Justice Department officials declined to comment.

MORE: http://today.reuters.com/stocks/QuoteCompanyNewsArticle.aspx?view=CN&storyID=2006-06-22T192656Z_01_N22440874_RTRIDST_0_AIRLINES-CARTEL-USA-UPDATE-1.XML&rpc=66

MORE: <http://www.atwonline.com/news/story.html?storyID=5490>

TRADE - US LOGISTICS COST JUMP: Logistics costs in the US jumped 15.2% from 2004 to 2005 according to Rosalyn Wilson, who delivered the 17th annual State of Logistics report Monday to members of the Council of Supply Chain Management Professionals. Increased fuel costs, higher interest rates, and higher inventory levels for goods to offset uncertainties in deliveries are leading the rise. Transportation costs accounted for almost two-thirds of overall logistics costs. The \$1.2-Trillion logistics business makes up 9.5% of the total US economy.

MORE: <http://www.joc.com/lede/20060619/sections/ecom/w28704.asp>

OCEAN - SIGNS OF A SLOWDOWN? - RATE WEAKNESS?

Importers are seeing lower freight rates as trade growth cools and capacity increases.

Crammed inside a big metal box, Charlie Woo's toys make their way from Asia to his downtown Los Angeles warehouse. Lately, the trip has become less expensive for containers of miniature tea sets, remote-control cars and super-size squirt guns.

Woo, owner of Megatoys, says he is saving \$50 to \$100 for each cargo container he fills. That might not sound like much, but Woo uses 2,000 of the 40-foot containers a year, so that amounts to at least \$100,000 in annual savings.

"If their ships are full and their business expands, they want to raise the rates," Woo said. "I think the ships are not completely full, and the competition to fill them is fierce."

"Typically, people were paying \$2,000 to move a container from Hong Kong to Los Angeles last year. Now, it's down to about \$1,800 to \$1,900," said Kelby Woodard, a principal at Minnesota-based Trade Innovations Inc., a consulting company for importers.

--- MORE VACANT SPACE SOON? ---

"The deluge hasn't hit yet, but we will see more and more vacant space on these ships," said Mark Page, director of research for Drewry Shipping Consultants of London.

In both 2003 and 2004 worldwide trade grew by 14%. The growth rate slowed to 11.5% in 2005 and is expected to drop to less than 10% in 2006 and about 9% in 2007, Page said.

Piers Global Intelligence Solutions, predicts US import growth of 9% this year and 7% in 2007 and US export growth of 10% in 2006 and 9% in 2007.

--- NO SLOWDOWN YET ---

In L.A. and Long Beach, the busiest container port complex in the US (it handles 43% of US imports), there is no hint of a slowdown. The neighboring ports are predicted to handle the equivalent of 15.6 million 20-foot containers in 2006. That represents an increase of nearly 11% from last year's record pace, which was up 8% from the year before. Twenty-foot

containers are the standard gauge for containers of varying size.

--- HINTS OF SLOWER FUTURE ---

But several factors are weighing on the industry.

Chief among them is the growing evidence of economic cooling in the US and other countries, coupled with rising prices and interest rates.

Another factor that could slow shipping growth is that many US and European manufacturers already have moved their manufacturing overseas, bringing a moderating in new outsourcing, said Page of Drewry Shipping Consultants.

At the same time, worldwide box ship capacity will grow 14% this year and 11% in 2007.

--- CARRIERS CAUTIOUS ---

In March, Copenhagen-based A.P. Moller-Maersk warned that earnings would fall "considerably" because of a sharp decline in rates.

UBS analysts say, "With capacity increasing on average by up to 15% through '06-'08, and demand running at 10%, we believe it is very early in the current shipping downturn."

--- STRUCTURAL CHANGES MAY HELP RATES ---

"In the past three years, there has been a shift in the transpacific market. Now, it is less a trade lane than it is a supply chain corridor. China ... is a supplier to the US now," says Niels Erich, a spokesman for the Transpacific Stabilization Agreement, a carrier group.

Robert Sappio, senior vice president of transpacific trade for American President Lines, said APL ships from Asia to the East Coast were full and that those to the West Coast were running at about 90% of capacity. But APL's Pacific fleet runs against the industry grain, relying on vessels that carry about 5,500 20-foot containers... while many carriers are introducing ships that can carry 8,000 containers and more.

MORE: <http://www.latimes.com/business/la-fi-shipping10jun10.1.4220815.story?coll=la-headlines-business&track=crosspromo>

OCEAN – TSA HIKES SURCHARGES: Claiming that even a moderate peak season will mean disruptions for them, particularly in all water shipments to the US East Coast, TSA members instituted a \$400 per 40 foot container (FEU) surcharge as of June 15. Beginning July 15, the surcharge will increase to \$500 per FEU for cargo moving from Asia to US East Coast ports via the Suez or Panama Canals. The surcharges will move to \$600 per FEU on August 15 and end on November 30, the end of the peak season period.

MORE: <http://www.logisticstoday.com/displayStory.asp?sNO=7992&OASKEY=BreakingNews>

OCEAN – US EAST COAST PORT STRAINS: US East Coast ports will have to add 1.5 million TEUs of capacity annually to handle rising container trade volume. "That's a port the size of the Port of Virginia, each year," says Dr. Anil Vitharana, of United Arab Agencies.

MORE: <http://www.joc.com/20060619/sections/ocean/w64485.asp>

OCEAN – ASIA-US VIA SUEZ HAS FUTURE: A new report from the Drewry Shipping Consultants says the time is ripe for growth in trans-Suez container services between Asia and the East Coast of North America. Trans-Suez services to the US East Coast require an additional ship in their strings when compared to trans-Panama services. However, the report said this is being counterbalanced by continuing double-digit transpacific trade, competitive transit times between port pairs and the ability to justify extending Suez vessels to Hong Kong and Shenzhen in China. Its analysis "suggests that the moment has already arrived, and that carriers and importers should be positioning themselves now to participate in the new opportunities which are presenting themselves."

MORE: http://www.americanshipper.com/SNW_story.asp?news=34645

OCEAN – CHEM LEAK ON BOX SHIP: Fire crews at the Port of Brisbane sprayed nitrogen into containers on a foreign container ship carrying toxic chemicals after a report of a possible leak on board. The Liberian-registered container ship Kota Pahlawan, which sailed from China carrying toxic cleaning chemicals used in the mining industry.

MORE: <http://www.optusnet.com.au/news/story/abc/20060623/10/domestic/1669781.inp>

MORE: <http://www.abc.net.au/news/newsitems/200606/s1669942.htm>

MORE: <http://www.theaustralian.news.com.au/story/0,20867,19550978-1702,00.html>

OCEAN – US LINES EXPANDS PACIFIC SERVICE: US Lines says it will expand its Pacific services by introducing fixed-day independent southbound sailings directly between Los Angeles and Australia-New Zealand, new westbound services from New Zealand to Australia, and new export services from both New Zealand and Australia to Hong Kong-South China and North America.

MORE: http://www.americanshipper.com/SNW_story.asp?news=34566

OCEAN – MATSON UPGRADING SERVICE: Matson is upgrading its service to eastern Federated States of Micronesia (FSM) and the Republic of the Marshall Islands (RMI) effective 4 August with a new bi-weekly liner service from Guam.

MORE: http://www.americanshipper.com/SNW_story.asp?news=34565

OCEAN – CHINA IMPORT MIX CHANGES: Container volume moving from China to the United States will continue to grow but the contents of those containers will change, according to Robert West, managing director, global trade and transportation, of consultant Global Insight. "Instead of blenders and flat-screen TVs, we will begin seeing higher volumes of (such cargoes as) office furniture and equipment going into manufacturing processes."

MORE: <http://www.joc.com/lede/20060619/sections/ocean/w73898.asp>

AIR – DRAGONAIR MAY CARGO UP: Dragonair transported 30,876 tons of freight in May, a 5.2% increase from May 2005.

MORE: http://www.americanshipper.com/SNW_story.asp?news=34718

AIR – HK CARGO UP: Hong Kong Air Cargo Terminals handled a total of 201,848 tons of air cargo in May, a 4.6% increase over the same month a year ago.

MORE: <http://www.joc.com/20060616/sections/air/w53710.asp>

AIR – CATHAY ADDS TOR & STO FREIGHTER SERVICE: Cathay Pacific Airways will add Stockholm and Toronto to its freighter network in September, bringing to 30 the number of online freighter destinations served by the Hong Kong-based airline.

MORE: http://www.americanshipper.com/SNW_story.asp?news=34640

AIR – AIR CANADA BEGINS TOR-PVG FLIGHTS: Shipping between Shanghai and Toronto? You have a new choice of carrier. Air Canada has begun its three-times weekly non-stop service between Toronto and Shanghai.

MORE: http://www.americanshipper.com/SNW_story.asp?news=34638

AIR – GREAT WALL STARTS 6X PVG-AMS CARGO FLIGHTS: Great Wall Airlines, a joint venture among China Great Wall Industry, Singapore Airlines Cargo and Dahlia Investments, a wholly owned subsidiary of Temasek Holdings, started a six-times-weekly freighter service from Shanghai to Amsterdam. The cargo carrier based at Shanghai Pudong initially will operate two 747-400Fs. Services to India, South Korea and Singapore will be launched in coming weeks.

MORE: <http://www.atwonline.com/news/other.html?issueDate=6%2F20%2F2006>

AIR – SKYTEAM ALLIANCE FACES EU SCRUTINY: Members of the SkyTeam group of airlines have received a statement of objections from the European Union's competition authority. The European Commission's competition authority has been reviewing the SkyTeam alliance since its launch in 2000.

MORE: <http://news.airwise.com/story/view/1150760929.html>

AIR – DELTA & NWA TO MERGE?: Northwest and Delta have a "real possibility" of merging according to the head of KLM, Leo van Wijk. Other industry leaders and executives have predicted consolidation in the struggling airline industry as rising fuel costs and low-cost carriers assault companies' bottom lines.

MORE: <http://cincinnati.bizjournals.com/cincinnati/stories/2006/06/19/daily6.html>

AIR – IBERIA STRIKE COMING?: Pilots at Spanish airline Iberia have called a 7 day strike in from 10-16 July to protest at the company's plans to start a low-cost airline according to a spokesman for the pilots' union.

MORE: <http://news.airwise.com/story/view/1150846992.html>

AIR – CATHAY ORDERS 6 747-400-ERF: Cathay Pacific Airways has ordered six Boeing 747-400 Extended Range Freighters. The aircraft are scheduled for delivery between May 2008 and April 2009 and will be deployed on trunk routes to North America.










MORE: http://www.americanshipper.com/SNW_story.asp?news=34720

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

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

AMERICAN MANAGEMENT TODAY

NOTE: A magazine recently ran a "Dilbert Quotes" contest. They were looking for people to submit quotes from their real-life Dilbert-comic-strip-type managers. These were voted the top ten quotes from the managers we work for in corporate America:

1)-	"As of tomorrow, employees will only be able to access the building using individual security cards. Pictures will be taken next Wednesday, and employees will receive their cards in two weeks."	
2)-	"What I need is an exact list of specific unknown problems we might encounter."	
3)-	"E-mail is not to be used to pass on information or data. It should be used only for company business."	
4)-	"This project is so important we can't let things that are more important interfere with it."	
5)-	"Doing it right is no excuse for not meeting the schedule."	
6)-	"No one will believe you solved this problem in one day! We've been working on it for months. Now go act busy for a few weeks and I'll let you know when it's time to tell them."	
7)-	Quote from the Boss: "Teamwork is a lot of people doing what I say."	
8)-	My sister passed away and her funeral was scheduled for Monday. When I told my Boss, he said she died on purpose so that I would have to miss work on the busiest day of the year. He then asked if we could change her burial to Friday. He said, "That would be better for me."	
9)-	"We know that communication is a problem, but the company is not going to discuss it with the employees."	

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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Business Times of Asia = http://business-times.asia1.com.sg/	eTrucker = http://www.etrucker.com
Journal of Commerce = http://www.joc.com	Traffic World = http://www.trafficworld.com

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