

# AllCovered NEWS

## HIGHLIGHTS TO HELP YOU THIS WEEK

- Hire Athletes And Score
- RFID Vs. Satellite In Container Security
- TWIC Cost Set – Enrollment Delayed
- Rate Hikes & Strike Threats

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NOTE: All links to stories in PDF version work – just click them

## >> SMALL BUSINESS SECTION <<

### SALES BIZ – HIRE ATHLETES AND SCORE

--- Excerpted from an article by Jeffrey Gitomer – Link at end ---

Why hire an athlete? Because they know how to score!

Everyone wants to hire the best person for the job. I do, too.

Here's a concept: Hire an athlete. It may help you as an employer to make the right choice, or at least a better choice. And it's a reality check if you're an individual striving for a career win.

Are you fit to be hired? Are you fit to succeed? Are you as physically fit as you are mentally fit? Do you think of yourself as a winner?

Why am I asking all these questions?

I went around my office and asked each person if they ever played sports on a team or competitively. Many said yes. Many had played competitive team sports in college, and most spoke about it enthusiastically and with fond memories.

What I found most interesting was that the people who had played sports were among my best employees. Not just based on their job experience. Equally based on their athletic experience, their team experience, their competitive experience, their coaching experience, and their winning experience.

If you're an employer, you may want to look past job experience, and read deeper into athletic experience. It will give you greater insight as to the life skills of a person, not just their job skills.

People who had played sports were among my best employees.

If you were a competitive athlete, you have qualities and a wealth of experience that most people don't. You have self-discipline and a dedication. Your desire to win is high, and you're willing to give it everything you've got to play and win the game.

Think about that. Employers are always looking for “experience” when they hire. I look for smart, self-starting, happy people who know how to win. I'd rather have an eager athlete I can train, than a know-it-all with ten years of experience that already thinks he knows everything before he walks in the door.

An athlete knows he or she has to warm up before playing the game and is therefore more likely to be prepared for the job, the customer, and the sale.

Athletes love to compete. Athletes know there are skills that must be learned and mastered in order to win. And athletes have the drive, determination, and self discipline to learn them and master them.

Jeffrey Gitomer is the author of The Little Red Book of Selling. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales and customer service at <http://www.trainone.com>.

**There are other great, but subtle, qualities that athletes have:**

**NEXT WEEK****Office Workers  
Risk Blood  
Clots**Links to source  
stories at end of  
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1. They have made friends with many of their teammates, but even the ones they have not made friends with, they know how to cooperate with, and play with as a team.
2. They have made victory a habit. They know what winning feels like, and how to repeat it.
3. They have stamina, based on practice and desire.
4. They have superior coordination, and are more observant of their surroundings.
5. They have the ability, interest, and desire to learn "the game," not just "the job."
6. They play by the rules, and have learned that there's a penalty or a price for not playing by the rules.

6.5 They visit their old coach. There's a pride in going back and telling your coach who and what you have become, often from the foundation that the coach helped create. They bring those skills as part of their foundation. It's part of their make-up.

**Athletes bring winning and a winning attitude to the workplace.**

Think about this: All athletes play to win. All athletes want to succeed. They have the internal drive not only to play the competition and beat them, but also to compete against themselves, always bettering themselves. Athletes are always raising their own personal standards – always aiming to achieve their personal best.

ONE FINAL SUCCESS NOTE: Here's an axiom that fits everyone: You can't win every game, but you can ALWAYS give your personal best.

I want to be associated with people who are always willing to give their personal best. Play Ball!

MORE: <http://www.gitomer.com/index.cfm?GitAction=Column.ArticleDetail&ArticleID=2083>

**SMALL BIZ – MESSY DESK PEOPLE ARE MORE PRODUCTIVE:** Although neat and orderly gets all the kudos, it appears that the more disorganized and messy your desk is, the more productive you are.

MORE: <http://ct.eletters.whatsnewnow.com/rd/cts?d=181-831-1-426-261855-48408-0-0-0-1>

**TECH BIZ – CAN YOU DUMP OUTLOOK?:** Microsoft Outlook has a vast base of users. Outlook is a personal information manager (PIM) comprised of three major functions: e-mail, contact management, and scheduling. As it turns out, Windows Vista comes with all three of these PIM tricks built in to the OS. This raises a question: If you upgrade to Vista, do you need Outlook? If you don't need Outlook, can you get by with a FREE office suite for word processing, spreadsheets and basic tasks like "Open Office?"

MORE: <http://www.pcmag.com/article2/0,1895,2106384,00.asp>

OPEN OFFICE: <http://www.openoffice.org/product/index.html>

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

**TRUCKING – WEIGHT AND FUEL MILEAGE MANDATE?:** A bi-partisan bill would increase federal weight limits and fuel-efficiency mandates for heavy trucks. US Senators Bryon Dorgan, D-N.D., and Larry Craig, R-Idaho, co-sponsored the measure that would authorize the US Department of Transportation "to increase freight efficiency by raising the maximum allowable gross weight for highway vehicles from 80,000 to 97,000 pounds." The legislation also would demand an annual 4% increase in the fuel economy of all new vehicles, including heavy trucks, from 2012 to 2030.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=58841>

**TRUCKING – TWIC COST SET:** See "Security" section

**TRUCKING – 3 SENATORS TRY TO DELAY MEX TRUCKS:** An amendment offered by three US Senators to a Supplemental Appropriations bill now before Congress would effectively delay the Department of Transportation's limited one-year demonstration project to authorize up to 100 Mexican trucking companies finally to perform long-haul international operations within the US until such time as the Mexican government could reciprocate to US carriers. The Supplemental Appropriations bill is best known for its request from President Bush to provide additional funds for the Iraq War, but also contains appropriations for other initiatives, including the Mexican pilot program.

MORE: <http://www.thetrucker.com/News/Stories/2007/3/22/SenatorsfilelegislationthatmightdelayDOTMexicantruckingpilotprogram.aspx>

**SECURITY – RFID V SATELLITE IN CONTAINER SECURITY**

--- Excerpted from an article by Jim Giermanski – Link at end ---

Well, here is the reality: RFID is not good for global supply chain usage and satellite is good. In fact, RFID usage is actually dangerous for applications in U.S. seaports. It's time to compare.

**--- TECHNICAL APPLICATIONS ---**

RFID is critically impaired for global usage, first because there is no worldwide agreement on frequencies. Since frequencies vary, so do the equipment requirements, making it virtually impossible to use everywhere in the world.

Satellite has no such limitations. Vendors' systems will work anywhere in the world that they have coverage. Therefore, satellite applications are not critically impaired by regional differences and are useful for global container security.

**--- INFRASTRUCTURE ---**

RFID, since it is radio frequency, needs antennas in every location where one wants to read or talk to the RFID unit of the container. Antennas for RFID readers have only limited distance and direction. Therefore, handheld transceivers must replace the fixed antennas, creating another problem of equipment needs, the need for increased personnel to interrogate each container, and the high costs of handheld units.

Satellite has virtually none of these problems.

**--- TIMELINESS & FEATURES ---**

Automated RFID systems can only make use of chokepoints or physical areas through which the container must pass, such as at the gate of a port, or on the crane in charge of unloading a ship. If the container were breached and goods stolen or an explosive device inserted prior to the chokepoint, it would be too late to actively respond to the breach.

The benefit of a satellite system is that it can communicate in real time or nearly real time depending on the satellite system used.

RFID can utilize different sensors for different purposes. It can be electronically linked to sensors such as light, vibration, and temperature, in addition to access, humidity and more. The problem, again, is that it lacks the capacity to report what it detects until it reaches a choke point where its data can be read.

Satellite-equipped containers can likewise utilize these sensors, but the benefit is that satellite systems can be programmed to transmit immediately what was detected.

**--- COSTS ---**

Both RFID and satellite require hardware, and RFID and satellite require the installation of an antenna into the container.

But once installed in the container, satellite costs are limited to the cost of message traffic since the rest of the technology is provided by established vendors... making satellite a less expensive proposition, especially when compared to the infrastructure, maintenance, handheld readers, and corresponding personnel costs needed for a large-scale cargo security RFID deployments.

**--- RISKS ---**

RFID connected to container interrogation should not even be allowed in US ports. It actually could serve as the means to detonate an explosive device.

While there is risk of this in any communication system, satellite signals are not as susceptible to this type of usage.

**--- CONCLUSION ---**

The more one knows about global supply chain security, the more one has to accept the inevitable: The future of global container security is not RFID; it is satellite.

MORE: <http://www.securityinfowatch.com/article/article.jsp?id=10630&siteSection=387>

**ABOUT THE AUTHOR**

Dr. Jim Giermanski is now Professor of International Business and Director of Centre for Global Commerce at Belmont Abbey College.

He often serves as a consultant on international transportation and transportation security, border logistics, and trade matters.

Dr. Giermanski is chairman of the board of Powers International, Inc., which provides supply-chain security solutions, consulting, and training.

**SECURITY – MORE FROM JAMES GIEMANSKI:**

**“A Smarter Smart Box: What are we waiting for?” --- EXCERPTS:** “If a terrorist weapon had 10 centimeters (about four inches) of shielding, it would take a detector a day-and-a-half to detect it from 20 inches (45cm) away.” ... “Since it takes an extended time and close proximity for a sensor to detect shielded highly enriched uranium, it would make more sense to put such a sensor in a container...” ... “There are container systems available today that can detect radiation, or a container breach, and sound an alarm via satellite at a cost of a few dollars a month. It is both amazing and disappointing to witness the lack of vision by DHS, and the Congress in adopting this system.”

MORE: <http://www.joc.com/articles/news.asp?section=ocean&sid=41511>

**SECURITY – TWIC COST SET:** The US Transportation Security Administration has set the standard user fee for issuance of a transportation worker identification credential, or TWIC, to \$137.25. Previous rules had given a range of \$139 to \$159.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=52999](http://www.americanshipper.com/SNW_story.asp?news=52999)

**SECURITY – LATE NEWS – TWIC ENROLLMENT DELAYED:** Enrollment in the Transportation Worker Identification Credential (TWIC) was supposed to start today (Monday) but has now been delayed until “late spring” according to a government spokesman.

MORE: <http://www.joc.com/articles/news.asp?section=ocean&sid=41581>

**SECURITY – CANADIAN AIRPORT SECURITY ATTACKED:** Security at Canadian airports remains dismal more than five years after 9-11 and responsibility for the protection of travelers should be taken away from the Transport Department, a Senate committee is recommending. A report released by the Senate defense and security committee says the government should put the Public Safety Department in charge of airport security. "There are still way too many holes in security at Canada's airports for any Canadian's comfort," says the 144-page report by the all-party committee. The senators didn't single out any particular facility, saying they're all in bad shape.

MORE: <http://www.canada.com/topics/news/national/story.html?id=5be7ded9-ad53-463b-98f2-0d35257c1738&k=46379>

**SECURITY – CANADA PORT CARGO SCREENING LAX:** Canada is not doing enough to screen cargo containers for potential terror threats or to weed out organized crime activity at its sea and freshwater ports, according to a report by the Canadian Senate's national security and defense committee. The panel renewed a call for dock workers to undergo strict background checks, and receive high-tech identification cards that can be screened each time they enter or leave restricted areas.

MORE: [http://ca.today.reuters.com/news/newsArticle.aspx?type=domesticNews&storyID=20070322T204528Z\\_01\\_N22302603\\_RTRIDST\\_0\\_CANADAPORTS-COL\\_XML&archived=False](http://ca.today.reuters.com/news/newsArticle.aspx?type=domesticNews&storyID=20070322T204528Z_01_N22302603_RTRIDST_0_CANADAPORTS-COL_XML&archived=False)

**SECURITY – DHS TO TEST RADIATION DETECTORS:** The US Department of Homeland Security will begin operational testing of an integrated radiation detection and density imaging system for cargo containers at Puerto Cortes, Honduras, next month. The pilot test is part of the Secure Freight Initiative to evaluate at six foreign ports systems designed to automatically scan all containers transiting a terminal or specific gate.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=52866](http://www.americanshipper.com/SNW_story.asp?news=52866)

**SECURITY – MEMORY CHIP HEIST:** The Fremont, California Police Department's High Tech Task Force is investigating the hold-up of a truck driver delivering computer memory chips. It appears the thieves targeted the truck driver, detective Bill Veteran said. "They knew what his cargo was, it's obvious."

MORE: [http://www.mercurynews.com/breakingnews/ci\\_5496896](http://www.mercurynews.com/breakingnews/ci_5496896)

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

**AIR – EMIRATES SAYS NOT BUYING BA:** Dubai-based airline Emirates says it has no plan to buy British Airways, refuting trader talk that Europe's third-largest airline could be taken over. "We have absolutely no intention of making a bid for BA," a spokesman said.

MORE: <http://www.theage.com.au/news/Business/Emirates-says-no-plan-to-bid-for-BA/2007/03/22/1174153204135.html>

**AIR – LH-CARGO INCREASING SUMMER CAPACITY:** Lufthansa Cargo will increase its freighter frequencies to Dallas, Sao Paulo and Shanghai in the summer timetable.

MORE: [http://www.aircargonews.net/article.asp?art\\_id=1800](http://www.aircargonews.net/article.asp?art_id=1800)

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**AIR – KAL TO ADD TO ISRAELI SERVICE:** As of March 30th KAC will add an additional weekly cargo flight on Seoul-Tel Aviv route. Major export/import items of this route are electronic goods, computer parts, automobile parts

MORE: <http://www.port2port.com/Index.asp?CategoryID=44&ArticleID=1271>

**AIR - AIR CHINA AND CATHAY EYE JV:** Air China will set up an air cargo joint venture with Cathay Pacific Airways in Shanghai by the end of this year to increase its market share in the lucrative market.

MORE: <http://www.forbes.com/markets/feeds/afx/2007/03/20/afx3535774.html>

**AIR – CARGOLUX ADDS ATLANTA SERVICE:** It's taken three years and required some globetrotting, but Hartsfield-Jackson Atlanta International Airport has landed Cargolux, Europe's largest cargo-only carrier. The Number 11-ranked cargo carrier worldwide will begin twice-weekly flights to Atlanta on March 29.

MORE: [http://atlanta.bizjournals.com/atlanta/stories/2007/03/19/story3.html?f=et184&b=1174276800\\*1431884&hbx=e\\_vert](http://atlanta.bizjournals.com/atlanta/stories/2007/03/19/story3.html?f=et184&b=1174276800*1431884&hbx=e_vert)

**AIR – EU OKS “OPEN SKIES” WITH US:** The European Union unanimously backed a deal with the United States to liberalize transatlantic air travel but delayed its start by five months at Britain's request. German Transport Minister Wolfgang Tiefensee said the agreement would enter force on March 31, 2008, instead of in October as initially agreed with Washington. The pact, agreed after four years of talks, will allow any EU airline to fly from any city in the 27-nation bloc to any city in the United States and vice versa. The agreement is scheduled to be signed at an EU-US summit in Washington on April 30.

MORE: <http://news.airwise.com/story/view/1174566887.html>

MORE: <http://www.atwonline.com/news/story.html?storyID=8327>

**AIR – AIRLINES APPLAUD “OPEN SKIES”:**

MORE: <http://www.atwonline.com/news/story.html?storyID=8328>

**AIR – ETIHAD LAUNCHING TORONTO SERVICE 2 JUNE:**

MORE: <http://www.atwonline.com/news/other.html?issueDate=3%2F20%2F2007>

**AIR – IBERIA INCREASING JFK SERVICE:** Iberia is increasing its New York JFK-Madrid service to 14-times-weekly from 10 beginning March 25.

MORE: <http://www.atwonline.com/news/other.html?issueDate=3%2F21%2F2007>

**OCEAN – MAERSK SETS VANCOUVER CONGESTION CHARGE:** Maersk Line is introducing a congestion surcharge on all import cargo to Canada's inland destinations via the West Coast gateway, due to the severe disruption at Canada's Port of Vancouver. The surcharges applicable on the intermodal moves are: \$225 per 20-foot container; \$300 per 40-foot container; \$338 per 40-foot high-cube container.; \$380 per 45-foot container.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=53009](http://www.americanshipper.com/SNW_story.asp?news=53009)

**OCEAN – WTSA INCREASES US-ASIA CHEMICAL RATES:** The Westbound Transpacific Stabilization Agreement plans to increase freight rates for chemicals, industrial resins and plastic scrap, effective May 1 by a minimum \$50 per 40-foot container for US West Coast and East Coast port-to-port and door shipments from the US to Asia, and by a minimum \$300 per FEU for inland point and mini-land-bridge intermodal cargo, including Gulf Coast moves.

MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=52875](http://www.americanshipper.com/SNW_story.asp?news=52875)

MORE: <http://www.joc.com/articles/news.asp?section=ocean&sid=41532>

**OCEAN – ANOTHER ROTTERDAM STRIKE THIS WEEKEND?:** Rotterdam faced a new tugboat strike if a mediator failed to revive deadlocked wage negotiations between Smit Harbour Towing, and unions representing its 240 employees. If he failed, the tugboat workers were expected to walk off the job on Saturday, the fifth stoppage in as many weeks.  
MORE: <http://www.joc.com/articles/news.asp?type=ocean>

**OCEAN – MAERSK HIKES REEFER RATES:** Maersk Line will introduce a general rate increase of \$200 per TEU on all southbound dry and reefer cargo from the United States and Canada to Southern Africa and the Indian Ocean Islands, effective May 1.  
MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=52874](http://www.americanshipper.com/SNW_story.asp?news=52874)

**OCEAN – HAPAG-LLOYD POSTS LOSS:** Hapag-Lloyd Container Line saw earnings plummet to a loss of \$150 million in 2006 from a profit of \$428 million the previous year on lower freight rates and higher fuel and inland transportation costs.  
MORE: <http://www.joc.com/articles/news.asp?type=ocean>

**OCEAN – FCL CARRIER STARTS CA-US-AFGHAN SERVICE:** Belgian non-vessel-operating common carrier FCL Carrier has followed up its entry into the United States last month by starting a service between the United States, Canada and Afghanistan. The service moves breakbulk, hazardous and project cargo, including non-governmental organization shipments for aid and relief projects, via transshipment from the Port of Karachi in Pakistan.  
MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=52624](http://www.americanshipper.com/SNW_story.asp?news=52624)

**OCEAN – CARGOGULF ADDS ASIA-EAST COAST LCL:** CargoGulf, a global NVOCC operator, has extended its less-than container-load consolidation service to include shipments between Asia and the US East Coast. CargoGulf said its new all-water service is based on weekly, Sunday vessel departures with fast transit times including 26-day delivery from Singapore to New York.  
MORE: <http://www.joc.com/articles/news.asp?section=ocean&sid=41516>

**OCEAN – NEW EUROPE-ECSA SERVICE:** Five ocean carriers on Wednesday launched a new weekly liner service between North Europe and the East Coast of South America. The port rotation is Rotterdam, Hamburg, Antwerp, Santos, Buenos Aires, Montevideo, Rio Grande, São Francisco do Sul, Santos, Rotterdam, and back to Hamburg.  
MORE: <http://www.joc.com/articles/news.asp?section=ocean&sid=41541>

**OCEAN – GRAND ALLIANCE LAUNCHES ASIA-BLACK SEA:** Ocean carrier members of the Grand Alliance will start a weekly service connecting the Far East with the booming East Mediterranean region in late June.  
MORE: [http://www.americanshipper.com/SNW\\_story.asp?news=53010](http://www.americanshipper.com/SNW_story.asp?news=53010)

**OCEAN – LIVERPOOL TO ADD 500,000 TEU CAPACITY:** The Port of Liverpool has won government approval to build a 500,000-TEU container terminal that will boost annual capacity at the United Kingdom's third-largest box hub by over 60%.  
MORE: <http://www.joc.com/articles/news.asp?type=ocean>

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

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

### **SOUTHERN SPECIALS**

The owner of a golf course in Kentucky was confused about paying an invoice, so he decided to ask his secretary for some mathematical help. He called her into his office and said, "You graduated from the University of Kentucky and I need some help. If I were to give you \$20,000, minus 14%, how much would you take off?" The secretary thought a moment, and then replied, "Everything but my earrings." You gotta Love those Kentucky women.

A group of Alabama friends went deer hunting and paired off in two's for the day. That night, one of the hunters returned alone, staggering under the weight of an eight-point buck. "Where's Henry?" the others asked. "Henry had a stroke of some kind. He's a couple of miles back up the trail," the successful hunter replied. "You left Henry laying out there and carried the deer back?" they inquired. "A tough call," nodded the hunter. "But I figured no one is

going to steal Henry!"

A senior at Louisiana was overheard saying, "When the end of the world comes, I hope to be in Louisiana." When asked why, he replied he'd rather be in Louisiana because everything happens in Louisiana 20 years later than in the rest of the civilized world.

### **BECOMING ILLEGAL**

An entertaining, humorous approach to the USA problem of illegal immigrants and the inability to deal with the associated problems entailed.

This is supposedly a letter from an Iowa resident and sent to his senator.

The Honorable Senator Tom Harkin  
731 Hart Senate Office Building  
Washington DC , 20510

Dear Senator Harkin,

As a native Iowan and excellent customer of the Internal Revenue Service, I am writing to ask for your assistance. I have contacted the Department of Homeland Security in an effort to determine the process for becoming an illegal alien and they referred me to you.

My primary reason for wishing to change my status from US Citizen to illegal alien stems from the bill which was recently passed by the Senate and for which you voted.

If my understanding of this bill's provisions is accurate, as an illegal alien who has been in the United States for five years, all I need to do to become a citizen is to pay a \$2,000 fine and income taxes for three of the last five years. I know a good deal when I see one and I am anxious to get the process started before everyone figures it out.

Simply put, those of us who have been here legally have had to pay taxes every year so I'm excited about the prospect of avoiding two years of taxes in return for paying a \$2,000 fine. Is there any way that I can apply to be illegal retroactively? This would yield an excellent result for me and my family because we paid heavy taxes in 2004 and 2005. Additionally, as an illegal alien I could begin using the local hospital emergency room as my primary health care provider for free. Once I have stopped paying premiums for medical insurance, my accountant figures I could save almost \$10,000 a year.

Another benefit in gaining illegal status would be that my daughter would receive preferential treatment relative to her law school applications, as well as "in-state" tuition rates for many colleges throughout the United States for my son.

Lastly, I understand that illegal status would relieve me of the burden of renewing my driver's license and making those burdensome car insurance premiums. This is very important to me given that I still have college age children driving my car. Insuring them is expensive.

If you would provide me with an outline of the process to become illegal (retroactively if possible) and copies of the necessary forms, I would be most appreciative.

Thank you for your assistance.  
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