



Fall 2014

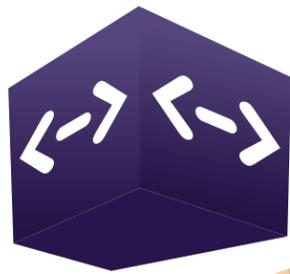
Supporting the Customized Logistics and Delivery Industry

Arizona Delivers Successful Annual Meeting for Regional Carriers

Inside:

- CLDA Elects New Board of Directors
- Meet Kirk Godby, Your New President
- Past President Honored by CLDA
- How Regional Carriers Fit Into the Supply Chain
- Meeting the Speed of Expectations

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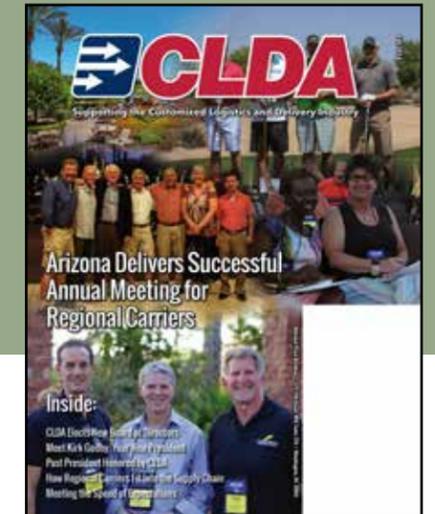
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POSTMASTER: Send address changes to CLDA Magazine, National Press Building, 529 14th Street, NW, Suite 750, Washington, DC 20045.

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Kirk Godby
President CLDA

They told us they wanted to learn more about the needs of shippers.

One of the great pleasures of heading this organization is that I get a front row seat on how our members ride the waves of change in our industry. I am constantly amazed at how they spot trends before they hit and make the most of them when they do.

You'll see evidence of that in this month's edition of the CLDA Magazine. Make sure you read the interview with Annual Meeting presenter Rob Martinez called "Where Do We Fit? How Regional Carriers Fit Into the Supply Chain Along With the Big Two" to get a flavor of that.

Then, consider our new partnership with PARCEL Forum that's playing now at this month's joint meeting in Dallas. The idea of joining forces with PARCEL Forum this Fall came from our members. They told us they wanted to learn more about the needs of shippers. So, for the first time in our 26 year history, CLDA is combining our annual Fall Forum with the PARCEL Forum, the industry's leading educational event for parcel shipping, distribution and logistics professionals. At PARCEL Forum we'll be providing a track for those interested in expanding their supply chain capabilities through same-day local and regional carriers. It's open to anyone who wants to create a more robust supply chain. Our members will also have the opportunity to network with several hundred shippers, and other logistics professionals.

The CLDA tracks will cover topics such as

- Customized Logistics' Role in Today's Multichannel Transportation Solution
- Beyond the Messenger, Beyond the Courier: Trends in the Customized Logistics and Delivery Industry
- The Fast, Last, Mile: Drones, Data and Distribution
- Clouds, Platforms, and Shipping Marketplaces
- The Benefits of Working with Regional Delivery Companies in Residential Delivery
- Boots on the Ground: How Large and Small Delivery Companies Work Together in Your Final Mile Solution
- The Power of Vision: Using Business Insights and Predictive Analytics to keep your Business Strategy and Methods ahead of the competitive curve advantage.

We'll be reporting on the meeting in the Winter issue of the CLDA Magazine, so watch these pages for that!

This is an exciting time for all of us in the CLDA and others in the customized delivery and logistics industry. Learn more about it in the pages of this magazine and at PARCEL Forum 14. Change can and will lead to exciting and challenging times for all of us. Let's embrace it together.

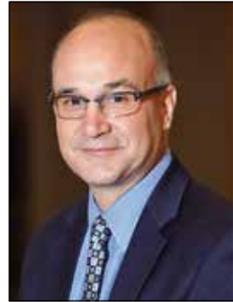
Kirk Godby
President, CLDA



LETTERS TO THE EDITOR

We welcome letters on any article or issue raised in the CLDA Magazine, please include your name and company affiliation. We reserve the rights to edit all letters for length, and clarity. Send letters to

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Bob DeCaprio
Executive Director

Have a great show and if you like what you see about CLDA, we would welcome your involvement in our association

Getting the Word Out About Regional Delivery Companies

The Customized Logistics and Delivery Association is delighted to be a part of this year's Parcel Forum event. Our once little corner of the transportation sector has evolved over the past several years to become an integral part of the global supply chain. CLDA is a natural fit for this meeting as more and more shippers are turning to our members for their last-mile and/or same day delivery needs. CLDA members have the footprint, technology and ability to customize to fit your specific delivery model.

If you are not a CLDA member, I hope you will attend some of the informative tracks we are holding at the show that will explain our industry and answer any questions you may have about what our members can do to help your business.

Please also stop by the CLDA booth to learn more about us and how you can locate member companies who can assist you. We also have a stand-alone convention in May where you can meet even more companies in our space and find the provider in your market that can help you get to the next level of service for your critical delivery solutions.

Have a great show and if you like what you see about CLDA, we would welcome your involvement in our association. **Contact me at bdecaprio@theclda.com.**

CLDA Remembers Industry Titan Ed Katz



Ed Katz was a man loved and highly respected by all. Ed guided thousands of members in the transportation industry to excel, both personally and professionally. His door was always open to members of our industry to walk in and learn. An industry Titan who revolutionized the business; his analogies, stories and leadership will be sorely missed.

MARK CHIUSANO, FORMER CLDA PRESIDENT

Ed Katz was a mentor to two generations of "courier company guys" like me and I speak for many of us "old timers" when I say that I am better man and manager for knowing him. Here are just a few of the life lessons I learned from Ed:

- Don't let your customers or competitors "commodify" (i.e. make a commod-

ity out of) you or your business.....make yourself valuable and sell value.

- Never worry about things twice--most things you worry about never happen and there is plenty of time to worry after they happen, so why worry before?
- The boss' job is to set the vision, to get the big picture right, to set clear, short term goals and to hold people accountable. Also, to be an active listener and to ask good questions. Questions like: "how do you want to be measured? What are your big issues? How can I help you?" Eddy made us understand that your job as a boss is to be a coach and mentor, and not a manager.
- Eddy was the acknowledged Godfather of the courier industry. Choice Courier, founded by Eddy and Archer Courier,

founded by Ed's brother Stan, were the first modern day courier companies, both founded and operated in New York. The systems and processes that they pioneered still make up the foundation of what we still all use today.

- There was never anyone like Ed Katz. To say that he was one of a kind is an under-statement. For those of us lucky enough to know him and to be influenced by him, he was a force of nature, with a personality and style to match, straight out of central casting.

Rest in peace Ed, we're gonna miss you... and I will also miss picking up the phone every so often and hearing you greet me in always the same way: "Hey Gillie, what's doin'?"

GIL CARPEL, FORMER CLDA BOARD MEMBER

CLDA Welcome New Members

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Mr. Todd Pehlke
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Woodbury, MN 55125
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Package Express dba EDS Excel Delivery Systems

Mr. Kevin Tucker
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Perimeter International DBA PGL

Mr. Trey Dilley
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Zeschke Delivery Service & Warehousing Inc.

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Email: rick@zeschkedelivery.com
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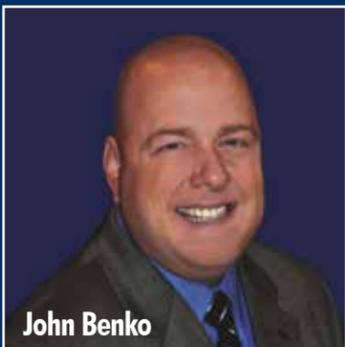
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Government Affairs Update



John Benko



Shawn Swearingen



Follow Us on Twitter and Government Affairs Newsletters!

Be sure to look for continuing Government Affairs updates via the CLDA Twitter account (@CLDAGovtAffairs) as well as on the CLDA website and email alerts.

If you have any questions on the CLDA Government Affairs activities or would like to become more involved, please contact Shawn Swearingen at sswearingen@theclda.com or Bob DeCaprio at bdecaprio@theclda.com.

CLDA has partnered through-out the industry during advocacy efforts, in particular with shippers. They have helped us carry the water and get our message across especially when combatting harmful legislation in New Jersey. Governor Christie's (R-NJ) policy advisors most certainly took notice when they had several points of an economic supply chain sitting together at the table across from them saying the bill would kill an industry while driving prices up for the consumer; the bill was later vetoed by the Governor. The CLDA co-hosting with the PARCEL Forum this year is a great opportunity in opening other doors for our members with a segment of the industry that the association continues to work with.

National Highway Trust Fund

The Federal Highway Trust Fund, which provides funding for transportation infrastructure projects, was schedule to be depleted by the end of August 2014. The Senate Finance Committee worked on a stop-gap measure in order to hold the Trust Fund over until the end of the calendar year. During this process Senator Sherrod Brown (D-OH) had publically announced he would like to offer up his S 1706, which

Thank you all of those members who stepped up and reached out to their Senators in this effort!

would remove the Safe Harbor IRS provision, as a way to offset monies for the Trust Fund; thinking that increased tax funds from ICs becoming employees would be an increase.

Thanks to his ears-to-the-ground lobbyist Rich Meade, CLDA got in front by directly meeting with members on the Senate Finance Committee to educate them how harmful S 1706 would be to our industry and the economy. With the benefit

from association members, our CLDA champions in the Senate were also encouraged to talk to their colleagues on the Finance Committee as well. When public hearing day came on the Highway Trust Fund stop-gap bill Senator Brown offered and immediate rescinded his bill so he could speak to the policy without adding it to the package. Thank you all of those members who stepped up and reached out to their Senators in this effort!

Lame Ducks on Capitol Hill

This summer Congressional members have been hitting the town halls, constituent coffees and the parade circuits heavily in working for re-election this November. With 435 members of the House and 36 Senators up for election, we will not be seeing much action on Capitol Hill until after the election. With that being said whichever way the Senate goes this fall will determine what type of legislative action we will be working with. If Senate majority control changes to Republican, there will be key measures that the Democrats will want to pass before handing the reigns over in January 2015. Included in those bills we are likely to see is Senator Brown's (D-OH) S 1706, which would remove the Safe Harbor IRS provision.



News From Around the States

Much like at the Federal level, this is another key election year in the states. All of the state legislatures are holding elections with another 36 states having elections for Governors. The elections of course will dictate which policies are likely to see action in the coming two years starting in 2015. While some depend on if there are political shifts some of the hot spots we'll be watching again are in California, New York, New Jersey, Washington, Minnesota and Colorado.

All of the state legislatures are holding elections with another 36 states having elections for Governors.

CLDA will provide a full election break-down and how it will affect the association's advocacy efforts in the Government Affairs Newsletter this November.

Massachusetts: The Massachusetts Delivery Association's (MDA) oral arguments on summary judgment in their case before Federal District Court were pushed back from June until September 9th by the Judge. Even though this issue is to print before the hearing is held, be sure to look for the latest updates on the MDA case against the Commonwealth's Attorney General in the Government Affairs Newsletters.

Schooling During Lunch: State associations are hitting their stride with hosted "Lunch And Learns" from Florida to Texas. These events provide a quick break for their members during the day to network with fellow members and educate themselves on current regulatory issues affecting the industry. Most recently, the Florida Messenger Association held a Lunch and Learn with 30 members in attendance to discuss industry best practices as well as learn about new technology platforms. If you'd like more information or learn if there is a state association where you are or operate, contact Shawn Swearingen at sswearingen@theclda.com. **CLDA**

California Bill Updates

BY CHRIS MICHELI, APREA & MICHELI, INC., CLDA CALIFORNIA LOBBYIST

The California Legislature has been busy this year debating and moving through the process a number of priority bills for labor unions in this state. A June article in the Sacramento Bee highlighted their three priority bills, all of which have been deemed "Job Killer" bills by the California Chamber of Commerce. These three bills are: AB 1522 (Gonzalez), AB 1897 (Hernandez), and AB 2416 (Stone). These bills are strongly opposed by the employer community because of their potential harm to California's business climate if the bills are enacted.

The California Legislature has been busy this year debating and moving through the process a number of priority bills for labor unions in this state.

AB 1522 (Gonzalez) would require all employers, both small and large, to provide up to three paid sick leave days to both full-time and part-time workers in California. This bill could increase costs on all California businesses with the threat of statutory penalties and litigation for violations of the law. While many large companies provide some form of paid sick leave or PTO to full-time employees, AB 1522 would mandate paid sick leave be provided to even temporary, seasonal and part-time workers. Several studies are cited by opponents that paid sick leave laws in other states have resulted in businesses hiring fewer people, laying off some employees, and providing fewer raises in pay.

Existing California law authorizes employers to provide their employees paid sick leave. However, AB 1522 would provide that an employee who works in California for 30 or more days in a cal-

endar year is entitled to paid sick days, to be accrued at a rate of no less than one hour for every 30 hours worked. An employee would be entitled to use accrued sick days beginning on the 90th calendar day of employment. The bill is pending in the Senate Appropriations Committee for a hearing on August 4.

AB 1897 (Hernandez) would unfairly impose liability on a business that contracts with another employer that provides labor or services to that business. The bill would eliminate the common law "right of control" test that is used in determining liability and properly classifying workers as employees or independent contractors. AB 1897 would require a client employer to share with a labor contractor all civil liability for the payment of wages, the failure to report and pay all required employer contributions, worker contributions, and personal income tax withholdings, and the failure to obtain valid workers' compensation coverage.

AB 1897 defines a client employer as an individual or entity that obtains or is provided workers to perform labor or services within the usual course of business of the individual or entity from a labor contractor. The bill defines a labor contractor as an individual or entity that supplies workers, by contract or otherwise, to perform labor or services within the usual course of business for a client employer.

Several major businesses have been settling multi-million claims under the "joint employer liability" doctrine which

imposes liability when the employer exerts too much control over the contracted workers. As an alternative to AB 1897, the California business community has advocated for additional state regulatory powers over businesses that have documented instances of improper contracting practices. AB 1897 is pending in the Senate Appropriations Committee for a hearing on August 4.

AB 2416 (Stone) attempts to address the very real and serious problem of wage theft by unscrupulous employers. However, we believe it does so in an unwarranted manner. This bill would authorize an employee (or his/her representative or even a creditor of the employee) to record and enforce a wage lien upon real and personal property of an employer, or a property owner, for wages, other compensation, and related penalties and interest allegedly owed to the employee.

As Sacramento Bee columnist Dan Walters opined in a June 18 piece: "How can government help California's lowest income workers be paid what they are owed without subjecting reputable businesspeople to ruinous legal harassment?" This statement is the crux of AB 2416. But we agree with Walters who noted, "liens, or their threat, could become extortionate and discourage job creation if misused."

CGA and other business groups have argued to expand the Labor Commissioner's (LC) powers as the Legislature did last year in granting the Commissioner the power to file wage liens on an employer's property, but only after she has rendered a final determination that wages are owed. The bill is pending in the Senate Appropriations Committee for a hearing on August 4.

CLDA

CLDA's New President Combines His Love of The Business, His Colleagues and Some Fast-Moving Four-Legged Friends



his trip from the baseball diamond to the Presidency of the Customized Logistics and Delivery Association.

The year was 1993 and the idea of starting a courier company came to Kirk because his college baseball teammate had started a similar business in Dallas. "I felt it was something I could do. I had knowledge of the area and I had a lot of young friends who were business professionals who could use couriers, especially those in the law," he says. "At that time the legal area was very hot for couriers. I knew enough people who I could count on to do business with me initially. So, I put on a suit and started selling myself and my company to them. Through a lot of cold calling and selling I got the business off the ground."

It wasn't exactly a straight shot into the industry for Kirk. He originally expected to go into another career. "I was a business administration major in college with a minor in finance and real estate. I thought real estate would be my career," he recalls. "I worked for a real estate developer in my hometown right out of college, but I wasn't really successful at it. Eventually, I tried my hand at it in California where I worked for Cushman

& Wakefield. I'd gone out there to visit friends in Manhattan Beach and fell in love with the town. We lived 50 yards from the beach. I had a great time so I decided to move out there. Working for Cushman & Wakefield in California worked out for a while, but I spent a lot more money out there than I ever made. After 18 months at that job, I realized it was time to get back to reality, so I moved back home."

As he drove back across the country, Kirk wasn't sure what he wanted to do next.

Living at home, his dad started to put pressure on him to find a job. Finally the idea for his next career came to him: "I told my dad I wanted to work in the industry he was involved in, thoroughbred horse racing. I had so much passion for that sport. I decided I'd work for my dad's trainer at Louisiana Downs and learn the business from the ground up. Maybe I could become a trainer or create partnerships to get people involved in the sport. It seemed perfect. I groomed five horses and was up at 4:00 a.m. seven days a week and for five months. I was in heaven, except for one thing: I found out I was allergic to hay!"

When Kirk's dreams of making a living through horse racing didn't pan out he again faced with the big question, "What do I want to do?" He puts it this way: "I had to go find a job or I had to start something. That's how I ended up starting Corporate Couriers in 1993. I

met my wife eight months after I started the business and I can tell you it wasn't the money that attracted her to me. At that time, I was making \$80 a week!" He's still married to her and the couple will celebrate their 20th anniversary in December.

The early days of Corporate Couriers were hard. Kirk was doing it all – selling, dispatching and delivery. "We started with nothing. I had to do it all or the income just wouldn't come in," he says.

Kirk's first office was a spare room in his cousin's architectural firm. "I had a little desk and I ran my own phone line into a small extra office they had," he recalls. "When I had to go out and do deliveries I forwarded the phone to my cell phone. If I got another delivery while I was out, I had to hope I was close enough to handle it."

Things got a little easier when he got some help with deliveries "The day we had enough business to contract with our first owner/operator to help us with deliveries was a big one. It was scary because it meant a big portion of each delivery went to them. To cover that expense, we essentially had to double our business just to stay even, but it was worth it in the long-run."

Six months after he started the business, Kirk got a partner who quit his job to join the company. "That helped. I wasn't quite doing it all myself," Kirk recalls. "It was nerve-wracking before then. I had to handle customer service and I had people counting on us. When my partner came aboard, it gave us flexibility to cover additional deliveries."

Eventually, he contracted with more drivers. But with that came the challenge of dispatching all those drivers.

"For some reason, I decided to start a courier company with a beat up car and a cell phone."

"Things got a lot easier in 1997 when we were able to hire a dispatcher," he recalls. "That really freed up my partner and me to go out and sell. We put on our suits, visited every law firm we could find and just kept plugging away." Those law firms turned out to be the bedrock of Corporate Couriers' initial success in the mid-90s. "We serviced a lot of law firms in those days," Kirk recalls. "And then we added title companies. That was the beginning of a big growth spurt for us. I couldn't believe how many deliveries they needed every single day. We also got substantial business from a couple of big printing companies. They kept us really busy."

From the beginning, Corporate Couriers understood the value of technology. "We made use of technology as soon as we could. The best part was that it allowed us to serve both Dallas and Ft. Worth," he says. "There was always a big line between Dallas and Ft. Worth that courier companies just wouldn't cross. They'd work in one or the other of those markets, but not both. Technology helped us serve both. Technology meant we could get to our guys with cell phones and get jobs to them. It was especially crucial in doing deliveries for multi-branch title companies. We were one of the few who were able to do it. I give a lot of credit to technology for helping us get that advantage early on."

Today, a lot has changed for Kirk. In 2012, he sold Corporate Couriers in Ft. Worth to his original partner, but maintained his ownership of the Austin operation, Corporate Couriers and Logistics. And those three big sectors that kept him busy in the 1990s? Two of them have all but disappeared. "We do a lot more parcel work today than I could have even

imagined back then," he says. "We've gone heavily into same-day parts delivery and warehousing. By adding warehousing we're able to store goods and create additional deliveries. Today, our 10,000 square foot warehouse is filled with computer parts and medical devices and supplies."

"We built the Austin operation from scratch nine years ago," recalls Kirk. "We had no accounts and four drivers back then," he recalls. "I had a close friend who was an attorney in Austin and one of his friends sold his business. He wanted to get into another field. It turns out that he always wanted to get into the courier world. He helped me open that office and that man, Corey Pullen, is now our managing partner. Building the Austin office from scratch allowed us to create the company I always wanted. It was a different world from when I started in the business in '93. When we built the Austin business we had an advantage I didn't have the first time - my experience in the business. When you start fresh, but are armed with experience, you can build things from the ground up that work in today's environment."

Kirk credits Corey Pullen and the company's ability to shift into different industries as the key to its success. "This industry is always changing," he says. "It's unbelievable what's happened in just the last five years. Folks in this industry have broadened what they do. They're

"We built the Austin operation from scratch nine years ago," recalls Kirk. "We had no accounts and four drivers back then," he recalls."

"The day we had enough business to contract with our first owner/operator to help us with deliveries was a big one."

into on-demand trucking and line hauls, sophisticated warehousing and logistics. Many years ago you'd never dream we'd be doing that stuff."

He's impressed with how members of the industry have changed their business models to meet new customer demands. "I find it really interesting how each member of the CLDA has created his or her own niche," he says. "The ones who see opportunity in different places are responding and thriving. It's all about spotting trends early and learning how to take advantage of them."

It's the reason he's been so active in the association since he joined in 2003. "I was in the business for ten years before I joined this association," he says. "I became a member because I got a copy of the magazine and read through it. I said to myself, 'This little world I live in, there's a lot more to it.' I thought this association might help me spot new opportunities and show me how to take advantage of them by learning from other members."

He was amazed at how quickly his membership led him to more revenue. "At the first show I attended I met a lot of people, and one of those new acquaintances ended up bringing me a \$1 million account," he recalls. "I was hooked, but I never thought about being a board member. Within three years of becoming a member, the association's vice-president, Mike Gualtieri, asked me to run for the board. At first, I said no. I never thought about something like that, but he encouraged me. The truth is that I really didn't think I had a chance of being elected, but I was and I joined the board in 2006."

Kirk found himself getting more and more involved with the association. He was a key driver in creating the associa-

tion's new website, professionalizing the two large meetings and rebranding and renaming the group. Two years after joining the board he moved to the Executive Committee where he progressed from Secretary to Treasurer to Second and First Vice President to his election this past May as President. Along the way he took responsibility for the Fall Forum and eventually the Annual Meeting, which chaired in 2012, 2013 and 2014. "The relationships I formed throughout the years are priceless to me," he says. "I never dreamed I would know so many people across this whole country and move up to head the CLDA."

His involvement with the association

also had unusual and personal benefit, indulging his old passion for horse racing. Along with four other current and past board members, Kirk started "Don't Tell My Wife Stables" in 2010. The group owns and races eight race horses and has 31 wins to its credit.

Kirk sums up his experience with the association this way. "The people in this industry are fantastic. There are so many challenges but we get through it together. They make it happen every day. It's a pressure business but it's very satisfying. I give credit to the people I met through this association for my success. The people I've met through this association have saved me so much money

along the way. The CLDA has given me deep and important friends all across the country who I can call on for advice any time. That's pretty neat."

And, what are his thoughts about becoming president CLDA? "It's very humbling. We have members from across the continent. I know I represent them through this association and that's a big responsibility. I have a lot love for this association. I look forward to the next two years when I hope to create additional value for our members. At the end of my two years I'd like to leave the CLDA better than when I took over the leadership."

CLDA

CLDA Names New President and New Board of Directors



During the CLDA Annual Meeting in May, members elected a new president and two new members of their Board of Directors. The new president is Kirk Godby of Corporate Couriers & Logistics (Austin, TX). Godby enters his new position after serving eight years on the CLDA Board, and chairing many committees, including the Convention Committee for the last three years.

The first new board member is Errol Cvern, President of Select Express and Logistics. (New York, NY) Cvern has been a member of CLDA for 25 years and has served on many committees as part of the New York State Messenger and Courier Association.

CEO of Hackbarth Delivery Service (Mobile, AL), Kelly Picard will also be

joining the CLDA Board. Picard has been an active member of CLDA for 16 years as well as an active member of The Express Carriers Association, the Southeastern Warehouse Association, Mobile United, Leadership Mobile, Mobile Chamber of Commerce and the Council of Supply Chain Management Professionals.

Rounding out the 15 member board are: John Benko, Pace Runners (Birmingham, AL); Chuck Moyer, Express Courier, Inc. (Franklin, TN); Monte O'Hara, Capital Express, Inc (Omaha NE); Steve Howard, Esquire Express, Inc. (Hialeah, FL); Rob Johnstone, Priority Express Courier, Inc (Boothwyn, PA); Jason Burns, QCS Logistics (New Orleans, LA); Rick Chase, OnTrac (Chandler, AZ); Mark Cossack, Priority Courier Experts (Vadnais Heights, MN); Tom Jowers, ADL Delivery (Tampa, FL); Matt Lawrence, Pace Runners (Birmingham, AL); Julie Thomas, Priority Dispatch, Inc. (Cincinnati, OH); Charlie Wolfe, Blaze Express Courier Service (New Orleans, LA)

Along with President Kirk Godby,

CLDA's other officers include: First Vice President John Benko; Second Vice President Chuck Moyer; Treasurer Monte O'Hara and Secretary Steve Howard. Rob Johnstone is immediate past president.

The CLDA Board of Directors sets policy and guidelines; oversees committees; participates in the group's legislative efforts on behalf of their members and is heavily involved in the association's two major meetings in the Spring and Fall. Last year, the association's board was extensively involved lobbying against bills that deter businesses from using independent contractors to meet customer demand. In addition, The CLDA joined the "It's my Business" coalition, a group dedicated to emphasizing the critical role independent contractors play in the economy. Two years ago The Customized Logistics and Delivery Association (CLDA) rebranded its self in response to their members' widespread involvement in the global supply chain. For the 26 years before that it was known as the Messenger and Courier Association of America (MCAA). **CLDA**

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Keynote at Annual Meeting Sets the Stage for Action

OORAH! OORAH! OORAH!



If you walked by the Ballroom of the Westin Kierland on May 15, you would have heard 359 voices all belting out this traditional Marine battle cry.

"If you're motivated and dedicated say OORAH," demanded Annual Meeting Keynote Speaker Ed Rush. He charged the crowd with sending the sound of that battle cry down the halls so that it could be heard eight meeting rooms away. It was. The former fighter pilot fired up the crowd with those chants and then layered on his messages: "Search out and embrace change" and "Go decisively with speed."

Citing his Marine fighter pilot experience, Rush drew parallels between what he did in his former career and what CLDA members do every day. In both cases, he said, there's a need to deliver to an intended target on time. "The difference," he added wryly, "is that those you deliver to expect you and look forward to it!"

"This industry is moving faster and faster," he told conference participants. "As things speed up, you need to be a part of events like this meeting. You need to do more than attend.

You need to bring back ideas to your company. The key to an event like this is not taking back 25 ideas. You can't do them all so you'll do nothing. The goal is to get one really good idea that you're going to put into action as soon as you get back to your desk."

His presentation was all about identifying and pursuing what's important to you, in both your business and personal life. "Focus your attention on what's important," he advised. "Set your attention and your time on all of the things that revolve around your core mission and live that passion through your work and home life."

Rush talked about the ways that our industry is changing, both in the expectations of the customer and its expectations of technology: "The key questions you have to ask yourself are this: 'What am I going to do to make my organization and the industry better in the next three years?' and 'What am I going to do to myself better in the next three years?' It's all about change. If you're a leader and you begin to change, it will have a catalyzing effect on those who work for you, your company and eventually on your whole industry."

Throughout his presentation Rush cited the ever-increasing speed of business. "If you're not moving faster, you're toast," he said. "Our world is all about instant – instant noodles, instant communications. There's even a site called Instant-Voodoo.com," he said. He cited examples of speed trumping quality: "Beta-Max lost out to VHS because of their speed to market. And does anyone remember George Selden? He actually invented the automobile, but it's Henry Ford who gets the credit because he took it to the people first. The

point is that you've got to go fast and you have to go decisively and with speed."

Bringing speed to the way you do your job is all about the decisions you make every day. "When you first walk into the office, every morning, what do you do? You check email," he said. "That keeps you from getting started with the day. It's like you're a jet and you pulled back the throttle, but you don't



take off. Like a jet engine, it's hard for you to get from 0 to 50 MPH. But once you get going, it's a lot easier to go from 450 to 500 MPH, whether you're a jet or an executive. Instead, how about tackling that key project right off before you jump into email? Really focus on it as soon as you walk in the door. Devote dedicated uninterrupted time to that project to get it done first."

He also suggested dedicating that kind of concentration when it comes to family. "All of us need to move slower when it comes to family time. The problem is we're too slow at work and too fast at play," he said, pointing out the need for all of us to disconnect from work and reconnect with family. He advised turning off all electronics for one hour a day. "I want you to completely disconnect for that hour," he advised. "You'll experience sheer panic the first ten minute you to it, but after an hour, I guarantee you'll love it."

Staying true to his fighter pilot roots, he concluded his presentation with a list of what he called his "Pre-Flight Principles":

- You must have the right foundation. You have to have the right tools and the right training to keep up with today's fast-paced world of business. "The wrong tool in the hands of an untrained worker is dangerous," he cautioned.
- There is no "magic move" to success. "There are no fast, easy solutions," he advised
- Everything is your responsibility. "It's not all your fault, but it's all your responsibility if you're the boss," he pointed out. "The more responsibility you're willing to take on, the greater your success."
- Everybody's got a good idea and it's your job to open the door for them. Create an environment that encourages every member of your team to contribute to its success. In the military, Rush said, there is a system to do just that. "We used a process called the Rankless Debrief," he said. "Here's how it works: We would call together members of a team to solve a problem as peers and individuals, not

as people with a hierarchy of ranks. This process is tough to implement, but worth the effort. We'd gather them together, take off the patches that indicate rank and create an environment where everyone's idea was considered according to its merit." He said such a process can be very useful for a company. "Once a week, you can say to your people, 'We're going to innovate and I want your ideas to do that. For the next half hour, everything's open. No judgments; no retribution. I just want your ideas.'"

- Courageously couple information with implementation. Learn, implement, learn from that implementation and grow. "All the great ideas in the world aren't worth much if you don't put them into action," Rush advised.
- Use mistakes as launching pads for success. Rush talked about the way missiles readjust until they hit the target. "Every missile first overcorrects when it comes to hitting their targets," he said. "Missiles will move past the target and then turn. As they hone in on the target, those turns get smaller and smaller, until the missile locates and hits the target. Those missiles are essentially zig zagging towards success. In your career, you, too, will be zig-zagging towards success. If you want to be successful, you'll want to learn from your failures and adjust. You're going to have to learn each time you encounter obstacles and keep coming back again and again, adjusting as you go. The challenge isn't the problem, it's not getting past the problem and adjusting for your next shot at it."
- Systemize, systemize, systemize. Every pilot knows the procedures for dealing with an out-of-control aircraft," he said. "They know them cold and they trust those procedures. They put their faith in the fact that the system works, dictating the way of doing things every single time. Think of McDonald's. Their procedures have systematized everything about your hamburger. Every McD's burger looks the same and tastes the same every time. That's a good system in action. If you want your company to move farther and faster, you've got to implement faster and better systems. And the best way to develop them is to go to your people. Incentivize them to create systems and reward them for their great ideas."

Rush concluded his remarks with a call to action spurring on the crowd to chant one more OORAH. Here's how it went:

Rush: "Today, I charged you with learning one good idea. Say OORAH if you did."

Crowd: "OORAH!"

Rush: "Well, here's the bad news: that one good idea isn't worth the paper it's printed on without implementation. So go out there and put that good idea to work! OORAH!" **CLDA**



Where Do We Fit?

How Regional Carriers Fit Into the Supply Chain Along With the Big Two

AN INTERVIEW WITH CLDA KEYNOTE SPEAKER ROB MARTINEZ, PRESIDENT AND CEO SHIPWARE, LLC



In a world dominated by two big delivery players, how can regional and specialized carriers find their footing with shippers? CLDA Magazine sat down with Annual Meeting keynote speaker Rob Martinez to discuss these issues. Rob is President & CEO of Shipware LLC, a lead-

ing parcel consulting and technology firm whose mission is to help volume parcel shippers reduce shipping costs. Rob offers 25 years' experience negotiating parcel contracts – on both sides of the negotiating table – for some of the most recognizable brands in the world, and is a sought after speaker and industry thought leader.

Question: You meet with shippers all over the country. What are they telling you about regional carriers?

Martinez: Big shippers want to work with regionals, but they don't know enough about what you offer. They are hungry for alternatives. Many have taken steps over the past 12 months to reduce parcel costs. They've been renegotiating their rates. They've been passing rate increases along to customers. They've been making greater use of the postal service and regional parcel carriers. They see regionals as a way to control cost, but they have reservations.

Shipware did a survey of Parcel Magazine readers that should give regionals both pause as well as hope. While only 30 percent of these shippers said they currently use regional carriers, more than 60 percent said they'd be open to exploring them as an option to the Duopoly. Overall, those shippers that use regionals have a favorable impression. They see them as a way to save money while delivering good service to their customers. Those less familiar with regionals expressed concerns including long term financial viability, service parity, driver image, and loss of potential discounts with the Big Two. A ship-

per's perception is his reality, and therefore regional carriers need to demonstrate that you offer a professional, cost effective alternative to the big guys.

My company surveyed shippers about the use of regional carriers. Most important were service, cost, image, convenience and ease of use. But when we asked regional carriers what they thought was important to shippers, they only got some of that right and overemphasized flexibility and customized delivery. So the first lesson for regionals is to get a better understanding of what's important to shippers and market around that.

Question: You mentioned that shippers are feeling like they don't have alternatives. Talk about that.

Martinez: Shippers feel it's harder than ever to negotiate with the big, national providers. They hate the lack of competition. In 1985, there were at least nine domestic, private parcel carriers servicing the U.S. Now there are only two: FedEx and UPS. That means that shippers today have fewer choices and limited ways to control costs than ever before. Shippers are hungry for alternatives. Regional carriers can be the beneficiaries of that need.

Question: Recent announcements regarding revenue enhancement by the Big Two have garnered headlines. How can CLDA members talk about these developments when they deal with shippers?

Martinez: You're referring to the announcement that FedEx and UPS will eliminate the three cubic foot exception before they apply dimensional weight to packages. Yes, the mother of all rate increases, effective 2015.

But it's not just the volume based pricing changes. The annual rate increases of four to eight percent year-over-year have sent parcel pricing skyrocketing. Some packages have experienced double-digit annual rate increases for certain weights and zones. The impact of ground minimum charges has been huge for shippers. And surcharges on certain shipments can actually be higher than the freight costs.

Shippers do appreciate that regionals have fewer accessorial charges, but your customers need to know you're taking a sac-



rifice by not charging them. Many accessorial charges imposed by the Big Two are also subject to fuel surcharges. For the most part, regional carriers aren't imposing such additional fuel surcharges on accessorial fees. When you sell to these shippers, you should point that out. Conduct fully landed side-by-side cost evaluations with all these additional charges baked into the comparisons.

And then there are Dimensional Weight charges. The Big Two use 166 domestic dimensional divisors, while many regional carriers use more favorable divisors. As I was describing earlier, both FedEx and UPS will eliminate the three cubic foot dimensional exception in 2015, which amounts to one of the largest rate increases in history. Twenty-two of the 25 most popular box configurations sold in this country will be subject to higher dimensional costs. You need to educate the market about these cost challenges, AND let your customers know how you're different.

Question: How else can regionals differentiate themselves?

Martinez: Pricing agreements with the Big Two are more complex and conditional than I've seen in my 25 years in the par-

cel business. They are loaded with what I call "gotchas". And most shippers don't really understand how numerous terms within their carrier agreements can have an adverse impact on their costs. Shippers know what they are up against and how you are different. Talk to them about:

- Your discount structure, volume & revenue commitments, and flexible terms;
- Accessorial charges, and how regional carriers carry very few versus the dozens of the Big Two that now account for as much as 30% the total cost of service for many shippers;
- Your minimum charges and dimensional rules, if any;
- Your simple contracts compared to the numerous "gotchas" and exclusions in the contracts with the big carriers.
- Your willingness to work with third party market experts like our firm. The Big Two won't allow their customers to use third party market experts to negotiate contracts for shippers. That limits their ability to get the best rates they can.

Question: What benefits should regional carrier underscore when they talk to shippers?

Martinez: Sell the cost savings. Our research shows that shippers could realize as much up to 40 percent cost savings by using regionals. Underscore that you have fewer accessorial charges. Remind them how much easier it is to negotiate contracts with regionals. But equally important is service. Show customers how you offer a higher level of service, earlier deliveries, later pickups, and a wider Zone 2 footprint for next day delivery.

Question: You told our members that they could be limiting themselves by not taking a page from the Big Two book. Talk about that.

Martinez: Yes, in my opinion the regionals are giving too much away. Many regional players are challenged with regards to revenue growth and margin. Charging for accessorial charges like residential delivery or delivery area surcharges – or minimum shipment charges and dimensional pricing practices – can generate much needed revenue and still allow the regionals to be cost competitive with the Big Two. We asked shippers what kind of cost saving they would require to consider switching part of their volume to regional carriers. Most said somewhere between five and 15 percent. Yet some of your members are offering savings of 30, 40 and even 50 percent savings over the Big Guys. You can still be competitive and not leave quite so much revenue on the table.

Question: You've said there are some negative perceptions about the shortcomings of regional carriers. How do we head off those objections?

Martinez: Anticipate, understand and address their concerns head on. When they worry about your limited delivery area

coverage, you can counter that your geographic concentration is actually a benefit that will result in faster delivery service to a larger area than the zonal designations assigned by FedEx and UPS. And that you can offer more flexible operations and later pickups.

When they say, "You're too small", turn the objection on its head by countering "They're too big!" I commonly hear shippers complain that the Big Two don't treat them like the customer. They raise rates every year. They make contracts complex, with service guide changes that hit shipper's bottom line. They employ high pressure negotiation techniques, force shippers into early termination penalties, and don't allow shippers to hire outside market experts to help negotiate. Assure shippers that your size and underdog position offers tangible advantages, and that you will try harder to earn and keep their business. To counter concerns that you can't handle their business, give them peace of mind by sharing case studies and offer customer references. Show statistics on your growth and market acceptance and adoption. As an example, inform shippers that Amazon is shifting from deliveries handled predom-

inantly by the Big Two to the use of regionals in 60 of the largest U.S. markets. Remind shippers of the 2013 Christmas delivery problems they experienced with FedEx and UPS, and the constraints of a central-hub based system. Finally, convince shippers that choice and competition in the market place is a good thing for shippers!

Question: The issue of image seems to come up frequently as something that keeps shippers from making more use of regional carriers. How important is that?

Martinez: It's critical. Carriers need to understand that they are the connection between a merchant and his customer, an essential part of the customer experience. A bad delivery experience and the seller might lose a customer for

Carriers need to understand that they are the connection between a merchant and his customer, an essential part of the customer experience. A bad delivery experience and the seller might lose a customer for life.

life. A good experience on the other hand leads to reorders, positive promotion and higher customer lifetime value. Shippers need to be assured that vehicles and drivers portray a professional image. Regional carriers need to ensure that your vehicles are well-branded, clean and well-maintained. And your drivers must be uniformed, well-groomed and professional.

But more than that – regionals must build a professional brand image. You are competing against FedEx and UPS, two of the most admired brands, ever. Your marketing has to look professional and contemporary. That includes your website, social media, marketing materials, sales staff, and customer service team. The big guys have this stuff down pat. You need to do the same if you want to compete.

Question: So what you're saying is that shippers want to work with regionals as much as regionals want to work with shippers. Can you sum up what that means?

Martinez: Most shippers recognize the advantages of having alternatives in the market place. In fact, two-thirds of all shippers surveyed told us they are open to exploring the use of regional carriers. Regionals need to tailor their message to reflect the needs of shippers: Cost, image, service, convenience and ease of use. Regional players have a tremendous opportunity to grow their business. The market is wide open, and shippers want to hear from you. It's up to you to take advantage of it! **CLDA**

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CLDA Awards Its Highest Honor to Industry Veteran Michael Gualtieri

One of the biggest surprises at the CLDA Annual Meeting gave its former president Michael Gualtieri quite a shock. He was completely surprised when Hall of Fame Chair Gil Carpel announced him as the 2014 inductee. "We wanted it to be a surprise. Mike's not the kind of guy who looks for kudos, so it had to be that way," says CLDA Executive Director Bob DeCaprio. "The hardest part was getting him to the meeting dressed for photos. He gave me a lot of grief when I told him he had to wear a jacket and tie to the opening day of the conference. I told him we were doing a photo of past presidents so he reluctantly agreed, but it was a battle that we almost lost." Gualtieri, president of ProCourier in West Hartford, CT, was surprised by the honor at the CLDA's recent annual meeting in Scottsdale, AZ.



Gualtieri is the association's former president and its biggest booster. He has been an active member since its founding as the Messenger Courier Association of America in 1988. An instrumental part of the association's new branding as the Customized Logistics and Delivery Association, Mike has served on committees, the board and eventually as president from 2008 to 2010.

Gualtieri has been associated with the industry since 1980, when he started as a sales rep for Sky Courier in Boston right out of college. In 1983, he was part of the start-up of a new courier, Eastern Connection. Five years later, he started his own company, Connecticut Courier, along with his childhood friend, Rick Mastrianna. Seven years later, he sold the successful company to US Delivery. The entrepreneurial bug bit him again in 1997 when he started a second company, ProCourier.

CLDA's Hall of Fame award is presented annually to a CLDA member who is known and respected in the industry. It seeks to pay tribute those who have made noteworthy contributions to the industry. Gualtieri's honor comes after nomination by the Awards Committee, headed by Gil Carpel, former Board member of CLDA. "The purpose of the CLDA Hall of Fame is to recognize people who have made noteworthy contributions to our industry and Mike certainly deserves this honor. He's served as a leader and a role model of a successful member of

this industry for well over 20 years," says Carpel.

The surprise presentation included long-distance congratulations by former fellow board member Rob Hackbarth. Unable to attend in person, Hackbarth sent his remarks by video, recounting a story about Mike lending him a belt to help him maintain his dignity during an important presentation. "I'd say he's a man who'll give you the shirt off his back or the belt off his waist," Hackbarth said. "He wants your success that badly. Induction into the Hall of Fame is an honor well deserved for someone who's been instrumental in our association. Congregations, Mike. I honor you."

There were also in-person "Mikey" stories at the meeting from former CLDA president Rob Johnstone, former fellow board member Charles Chiusano, and Association Executive Director Bob DeCaprio. DeCaprio lauded Gualtieri as "...a strong steward of this organization. He left it stronger than when he came in."

Hall of Fame Committee Chair summed it up this way: "You've always been our wingman. You've provided encouragement to your fellow industry members. These are men and women who survived the courier wars and came out the other side with your help. We thank you."

Gualtieri brought the crowd to its feet with his remarks. "I want everyone here to know how thankful I am for this honor," he said. "You have benefited me both personally and professionally. I have so many close friends in this room. This association has given me friends and offices around the country. It's made my business better and each and every one of you have made me a better person. I thank you for this honor."

CLDA

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Can a Business Exit Plan Make You Happy?

BY LOUIS TUCCI, L. TUCCI FINANCIAL LLC

Owning and running a successful privately-held business is a constant challenge that is full of obstacles and opportunities. It is pretty well understood that putting your business (and personal) plan down in writing tends to increase the chances of achieving them. However, what is less often discussed is how you might feel when you apply a high level of discipline to planning the future. If, in fact, you value the freedom and financial benefits of owning a privately-held business, then it is also likely that you place a high emphasis on not only what the business can provide to you but how you feel about the business and its future. This newsletter is written with the purpose of answering an important question, i.e. “Can planning for the future through an exit plan make you a happier business owner?”

A Recent Study Tying Planning to ‘Happiness’

In a recent 2014 Planning and Progress Study performed by Harris Poll on behalf of Northwestern Mutual, 2092 American adults (18 years of age or older) were ranked in four (4) categories of ‘planners’:

1. Highly Disciplined
2. Disciplined
3. Informal
4. Non-planners

When the survey turned to the topic of retirement, 91% of Highly Disciplined planners were ‘happy in retirement’ while only 63% of non-planners could make the same claim. It appears, therefore, that those who plan, tend to be happier when the time and occurrence (i.e. retirement) that they planned for arrives.

All owners will one day exit their business, either voluntarily or involuntarily. Therefore, can the Harris Poll survey results regarding retirees in general be applied to business owners?

“Happiness” for Business Owners

On any given day, many business owners are happy just to still be in business. However, in the aggregate, most owners balance a few factors in their overall determination of their own happiness.

First, most owners are “unemployable” so they know that by owning and running their privately-held business they avoid the circumstance of working for someone else, providing one level of ‘happiness’.

Next, owners tend to grow their businesses around the disciplines where they hold [often times] a high degree of specific expertise. Therefore, being able to ply their trade in their specialized area also makes owners relatively happy.

When an owner generates profits there is yet another level of happiness because of the recognition that the marketplace is putting on the value of the products and/or services that you provide.



Finally, successful owners who surround themselves with good people who help them achieve all of these goals also experience a level of satisfaction in leading their companies.

The question remains, however, as to whether or not having an ‘exit plan’ will increase one’s happiness as an owner. Well, drawing on the findings from the Harris Poll study, it only seems natural that an owner who recognizes that they WILL one day exit their business, would be happier if they knew that the marketplace would continue to get the benefit of the company’s services, the profits would continue to benefit their families (and others) and that the people who have helped that owner achieve success will also be taken care of in the future.

This newsletter suggests that having a plan to address these items, while also defining how and when the owner will experience their own exit and post-exit lifestyle, should, all things being equal, add to that owner’s overall happiness.

With all of these attributes of what may or may not make a business owner happy, where does disciplined planning fit in?

Surprises and Being Unhappy

Since we know many of the areas where owners experience happiness within their businesses, it is worthwhile to look at some of the areas where owners cringe.

First, when businesses struggle to meet their financial obligations owners experience a unique form of pain.

Next, when a business does not keep pace with the marketplace or loses key employees, the owner will directly feel those losses.

Finally, when a business fails to transition to the next owner in a successful manner, many owners will feel this the hardest.

CLDA



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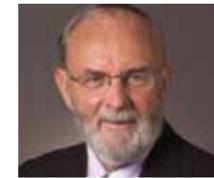
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Meeting Speed of Delivery Expectations Is Not So Simple

BY JIM TOMPKINS, CEO, TOMPKINS INTERNATIONAL



Picture this scenario: “Bob” is a VP of Operations for a regional carrier. He has a call with the VP of Fulfillment named “Sue” from a major retailer. While he has done a good job with her expectations put forth two years ago, she has asked that his company increase their speed of delivery to meet evolving customer expectations.” Sue is a very important account to Bob’s company, so Bob and his team discuss their options.

Due to Bob’s company’s success with Sue’s firm and some acquisitions made by Bob’s company, they have a variety of contracts for different geographical areas. They have some locations where the customer promise for delivery is five days, four days, three days, two days, and next day. Bob’s company wants to provide Sue with a clear and robust response for increased speed, so they identify the following five options to increase speed of delivery:

- 1. Improvement A:** 1-day improvement in delivery speed (from 4 days to 3 days, and from 3 days to 2)
- 2. Improvement B:** 2-day improvement (from 5 days to 3 days, and 4 days to 2)
- 3. Improvement C:** A day improvement (from 2 days to next day)
- 4. Improvement D:** 1 day improvement (from next day to same day)
- 5. Improvement E:** Improvement in service from same day to same day (time definite)

As Bob and his team analyze how they can achieve each of these improvements, they rank each opportunity. Of course, Improvement A is the easiest and the most difficult is Improvement E. On a scale of 1 to 10 in ascending difficulty, they rank the improvements this way: Improvement A=1, B=2, C=3, D=6, and E=10.

As the team reviews what improvement processes are needed to be pursued to achieve the desired improvements, they see their path forward for each of the five improvement alternatives as:

1. Improvement A: Small operational changes that are low risk and inexpensive.

2. Improvement B: Streamlining of processes and better use of existing IT. It is easy to implement and no support is needed outside of operations.

3. Improvement C: Includes changing how the process works, addition of a person in the office, and the alteration of existing IT. It is a two-month effort requiring four weeks of IT support, investment of \$12,000, and hiring an additional office support person.

4. Improvement D: Requires the creation of a new process to support same-day, two new people in the office, and significant alteration of existing IT. It is a six-month effort requiring 15 weeks of IT support, \$50,000 investment, and hiring two new people in the office to support same-day.

5. Improvement E: Transforming the final delivery function requires reorganization, a new process for time definite, new cloud-based IT, and additional drivers, trucks, and four office personnel. There is substantial difficulty in implementation, requiring an investment over a 12-month period of approximately \$500,000.

What we glean from this is that Sue’s simple comment of “We need you to increase your speed of delivery” may not be such a simple request. In fact, this seemingly straightforward process may require a few small operational changes all the way up to a total transformation of how final delivery functions. Consider what this scenario means for your company and understand that, while a “speed of delivery” discussion can begin as a simple conversation, it can ultimately change the way your business operates. **CLDA**

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Thank you!





Cargo Insurance

Good News! SCI's partner Gallagher Transportation Services has developed a program that protects against liability for cargo loss for a minimal weekly fee. The costs are as follows:

Per Occurrence Limit	Per Occurrence Deductible	Weekly Cost
\$10,000	\$500	\$7.00
\$25,000	\$1,000	\$8.00
\$50,000	\$1,000	\$9.00
\$100,000	\$1,000	\$14.00

These rates with this coverage makes this program second to none. Owner operators that have cargo insurance can significantly lower premiums for the delivery customer. Just another way SCI has got you covered.

Growing Business

SCI is also pleased to announce its new affiliation with Integrity Medical Courier Training. Integrity Medical offers owner operators comprehensive education that meets all OSHA requirements in the fast growing business of medical deliveries. With a certificate of completion from one of the several OSHA compliant programs offered by Integrity Medical Courier Training, Owner Operators can perform deliveries in this emerging field with confidence and safety.



New Insurance

SCI is pleased to announce a new and improved occupational accident program offered by ACE USA Insurance and their new relationship with Arthur J. Gallagher Risk Management Services, Inc. ACE is an A+ rated carrier (AM Best) and has a long history of providing superior insurance products to the transportation industry. Gallagher also brings its 20 plus years of claim management expertise to this program.



In addition to these new partnerships, SCI is also pleased to announce its new relationship with IHA and Gallagher Transportation Services. IHA is a transportation association with over 20 years of serving the industry. Together, IHA and Gallagher Transportation Services can offer owner operators a wide range of new beneficial programs to grow and support their business.

SCICourier.com

SCI continues to grow on the technology side. We recently released our brand new website at SCICourier.com. Stop by and find out the latest in all of SCI news, as well as learn even more about our programs and the added protection having the premier third party administrator in the transportation industry on your side.

Substitute / Helper Program

One of the programs that will undoubtedly help owner operators grow their business will be the new "Helper / Substitute" program. IHA, through Wilson Gregory, provides access to occupational accident coverage for the people that help or substitute for owner operators. The liability limits will provide protection to these individuals for minimal premium amounts. Owner operators that may have hesitated to use helpers or substitutes because of liability concerns no longer need worry.



Pay Cards

We've got them! Pay cards have become a popular request by owner operators that want more flexibility in their payment options. SCI can accommodate every owner operator with electronic payment to ensure payments are made on time every time. Owner operators no longer have to worry about lost checks, dealing with cashing paper checks, or the added expense of shipping. This is a convenient and economical program that's a win-win for everyone.



SOUTHWEST AIRLINES UNVEILS ITS NEW LOOK, SAME HEART

Company Introduces New Aircraft Livery, Airport Experience, and Logo—Dedicating 'Heart' Livery to its Employees

DALLAS—Sept. 8, 2014—Southwest Airlines® (NYSE: LUV) introduced a modern new look to its iconic brand today at an event dedicated to its Employees. The airline proudly unveiled a new aircraft livery, named Heart, airport experience, and logo. The new look puts the airline's Heart on display, showcasing the strength of the nearly 46,000 Employees Companywide—whose dedication can be felt by every Customer each time Southwest Airlines connects them to what's important in their life.

"Our collective heartbeat is stronger and healthier than ever, and that's because of the warmth, the compassion, and the smiles of our People," said Gary Kelly, Southwest Airlines Chairman, President, and Chief Executive Officer. "The Heart emblazoned on our aircraft, and within our new look, symbolizes our commitment that we'll remain true to our core values as we set our sights on the future."

It's a big year for Southwest, as the airline introduces its legendary brand to international destinations; the repeal of the Wright Amendment is within sight; and the integration of AirTran Airways operations is on track to be completed later this year. Southwest continues to evolve, serving more than 90 destinations, and expanding its footprint in big markets like New York City and Washington, D.C.

"With all these exciting changes happening, we thought it was time for a new visual expression of our brand—one that marries our past to our present and sets the course for where we're headed in the future," Kelly said.

NEW LOOK, SAME GREAT EXPERIENCE

The announcement of Southwest Airlines' modern new look introduces a striking new livery design, new iconic Southwest logo, newly designed inflight materials and magazine, an advertising campaign that celebrates the airline's unique personality, and a revamped experience both online and at its airport locations, all of which showcase the unique spirit and Heart of the brand, and communicate its focus on Customer care. In addition, the airline will introduce a refresh to its signature "DING!" mnemonic. **CLDA**

SDS Races to the Finish with Gran Fondo

Selected as the logistics provider of choice for massive biking event

SDS Global Logistics was chosen as the preferred provider of custom logistics solutions Granfondo, one of the largest cycling races in the US. The event, which runs from New York City to the finish line in Fort Lee, NJ for the Granfondo NY, was held on May 18th and by all accounts was a startling success. This event is one of the premier cycling races in the US with over 5,000 cyclists and some of the top racers in the world.

Granfondo NY needed a reliable logistics company and they chose SDS as its partner of choice.

SDS and its team were on site from start to finish ensuring that all exhibitors and their representatives from around the world experienced a cycling event like no other. SDS was instrumental in providing everything from water, apparel, nutrition and other necessities needed for the race.

Len Froio VP of Sales said "my experience at the finish line was breathtaking as the racers came down the Palisades' with the crowd roaring for their team. I was absolutely amazed at the excitement, energy and loyalty for their riders who came from around the globe." **CLDA**

EXCEL GROUP RELEASES CORPORATE VIDEO

Excel Group is pleased to announce the release of an on-line video which depicts their business and their value to clients. The video was shot and produced by Riley Arthur and Jack Roebuck of Mandala Productions in Richmond, Virginia.

CEO Chris Marchetti explains: "At Excel Group, we have many types of clients and several services. We needed a way to tell our story, so prospective customers could see that we provide solutions for various business needs. And that we often customize a program for them."

The video can be viewed at <https://www.youtube.com/user/ExcelCourier>.

For more information contact Mr. Chris Marchetti, CEO and President, Excel Group

Phone: 703.478.0140 or cmarchetti@excelgroup.com. **CLDA**



All Canadian Courier Corp. Ranks No. 257 on the 2014 PROFIT 500

PROFIT magazine unveils 26th annual list of Canada's Fastest-Growing Companies

All Canadian Courier was ranked 257 on the 26th annual PROFIT 500 ranking of Canada's Fastest-Growing Companies by Canadian Business and PROFIT. Published in the July issue of Canadian Business and online at PROFITguide.com, the PROFIT 500 ranks Canadian businesses by their revenue growth over five years.

All Canadian Courier, a transportation provider leading the industry with their innovative technology, made the 2014 PROFIT 500 list with a five-year revenue growth of 219%.

"All Canadian is proud to be on the PROFIT 500 ranking for the first time and I am proud to be a member of a team that achieves such significant accomplishments," said Steve Zinck, President and Founder of All Canadian Courier. "This achievement reflects the strength of our services and most importantly, our people. We are excited and honoured by this prestigious ranking and we feel privileged to be named among these great companies."

All Canadian Courier has had one goal since opening in 1989 which is to be the company of choice for their customers, partners and employees. With unparalleled customer service and technologically advanced shipping, tracking and reporting systems, All Canadian provides the peace-of-mind you need when moving your shipments around town or across the country.

"The members of the PROFIT 500 are the elite of the country's entrepreneurial community," says James Cowan, Editor-in-Chief of Canadian Business and PROFIT. "Their stories are lessons in business strategy, innovation, management excellence and sheer tenacity."

About PROFIT and PROFITguide.com PROFIT: Your Guide to Business Success is Canada's preeminent media brand dedicated to the management issues and opportunities fac-

ing small and mid-sized businesses. For 32 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at PROFITguide.com.

About Canadian Business

Founded in 1928, Canadian Business is the longest-serving, best-selling and most-trusted business publication in the country. With a readership of more than 800,000, it is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. We provide concrete examples of business achievement, thought-provoking analysis and compelling storytelling, all in an elegant package with bold graphics and great photography. Canadian Business—what leadership looks like.

About All Canadian Courier Corp.

As one of Canada's leading transportation companies, All Canadian Courier is a technological innovator with virtually no limitations in terms of shipment size, time demands or destination. For 25 years, All Canadian Courier has set the standard for excellence providing exceptional customer service while delivering customized courier and transportation solutions. Moving the packages that move commerce, the All Canadian way. For additional information, please contact Carly Zinck at All Canadian Courier. **CLDA**

Key Software Systems Expands with New Team Members

Key Software Systems, developers of Xcelerator & MobileTek, the most innovative, all-in-one courier management software proudly announces the additions of Neal O'Connor, Amin Hannini and Jonathon Giordano to their team.

"We're thrilled to add to our EDI and Mobile Development Support teams," states Company President Charlie Pisciotta. "Each new team member brings valuable customer service skills and a wealth of knowledge for the latest technologies to help continue with all of our new up and coming developments in Xcelerator and MobileTek."

Before joining the MobileTek team, Neal helped develop the educational content for an Augmented Reality app, (STAR App) here in the US. Before joining that project he taught Linguistic Development in China and Southeast Asia for two years. "After talking with Chris and Charlie and hearing where Key Software Systems had come from and where it was heading; I knew I wanted to be a part of this team. Key Software's commitment to always improving, for each year to be bigger than the next, spoke volumes to me about the character of the people that I now call teammates, which made my decision to join Key Software Systems, an easy one." Neal still continues to travel and hopes to fill another passport in the next 10 years.

"The widespread impact this company has nationwide along with the 'family' style atmosphere is really what made me gravitate towards it," states Amin Hannini. Before joining Key Software Systems, Amin was a web developer and IT consultant, in his spare time he enjoys reading and studying new languages.

Jon enjoys Android and iOS development as well as other web based side projects. "I am looking forward to being a part of the Key Software Systems team and being a vital role on all of their projects. I am always excited for the ability to expand my knowledge and add to my skill set and Key Software seems like a great place to grow as a Software Engineer." Before becoming a new member of the Xcelerator team Jon was a Software Engineer at Gaming Laboratories International.

Our 2014 User Conference will be held on October 8th, 9th and 10th at the Ocean Place Resort & Spa located on the beautiful Jersey Shore in Long Branch, NJ.

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today's courier, messenger, logistics, distribution and warehousing industries. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative. Follow us on Twitter for up to the minute technology information @KeySoftwareSys. **CLDA**

Hackbarth Delivery Service Announce new COO

Former Office Depot Director joins the HDS Team

Hackbarth Delivery Service is pleased to welcome Tim Dyer as Chief Operating Officer. Prior to joining HDS, Tim served as a Director in the Office Depot Supply Chain where he had full Transportation responsibility for the Atlanta & Weston DC's, the Atlanta, Orlando & Jackson Retail Cross-docks and the Savannah & Norfolk Direct Import operations. He managed a team of five transportation leaders, in addition to the relationship with UPS plus several 3PLs and regional LTL carriers. Prior Trans responsibilities also included the oversight of the Chicago, Minneapolis, Cincinnati, Newville, Boston, Philadelphia & Baltimore delivery markets at various times over his 9 ½ year tenure within the OD Supply Chain.

Prior to Office Depot, Tim spent 17 years with King Provision Corporation, a full service distributor that supplied food, paper products and supplies to Burger King Franchisees. During his time at King Provision, Tim held various roles including Operations Manager, General Manager and Vice President. He worked at a start-up DC in Louisville, KY and facilitated the DC growth from 35 restaurants to over 475, with corresponding sales growth from \$10.5 million to over \$150 million during that time. He then led the Atlanta DC which serviced over 450 Burger Kings. Additionally he implemented a warehouse pick system that resulted in a 35% decrease in mis-picks and shortages and oversaw the design and construction of a new DC to support business expansion.

Tim has extensive experience in Operations and Transportation management and has achieved success through building teams that can execute. He received a BBA in Business Management from St Norbert College in DePere, WI and is an active member in the Council of Supply Chain Management. Hackbarth is excited to have Tim join the executive team, bringing experience and talent to the organization, while adding value for our clients.

He and his wife Julia are in the process of relocating to the Mobile area from Buford, GA.

Hackbarth Delivery Service is a privately held corporation that offers single source solutions for all transportation and logistics needs and is a certified Woman Owned Business Enterprise (WBE). By delivering (KYSO®) Knock Your Socks Off™ service, Hackbarth has been providing excellent service since 1975. At Hackbarth, We Deliver Service. To find out more, visit the website at www.HackbarthDelivery.com.

CLDA



Hackbarth Delivery Service Employee Celebrates 25 Years of Service

[Hackbarth Delivery Service recently recognized Joe Pacheco in the IT Department for 25 years of service. The celebration luncheon was held at the Corporate Headquarters in Mobile, AL and Joe was presented with a plaque, bonus check, and a certificate for a weekend getaway that included 2 roundtrip airline tickets and hotel accommodations.

Joe started with Hackbarth in 1989 as a route driver and worked his way through many positions, including dispatcher, accounts receivable and into the IT Department, by developing and writing our first route database program. Since then he has managed equipment, data plans, scanners, software implementation and customer EDI integration. Long term employees, like Joe have made a difference in Hackbarth and been a big part of the success we have had.

As Kelly Picard, CEO, stated at the celebration, "Everything we do gets done through the people on our team. We are honored to have such dedicated and committed employees like Joe that continue to develop and contribute solutions for our internal team and our external partners. This is what has enabled our company to succeed."

Hackbarth Delivery Service is a privately held corporation that offers single source solutions for all transportation and logistics needs and is a certified Woman Owned Business Enterprise (WBE). By delivering (KYSO®) Knock Your Socks Off™ service, Hackbarth has been providing excellent service since 1975. At Hackbarth, We Deliver Service. To find out more, visit the website at www.HackbarthDelivery.com. **CLDA**

Key Software Systems Moves to New Facility

Key Software Systems, developers of Xcelerator & MobileTek, the most innovative, all-in-one courier management software are excited to announce that they have moved to a new and larger facility.

We are thrilled about growing our company and better serving our clients. I am really excited about our onsite training facility, new customers will be able to train with our highly experienced support team first hand

The new facility is a 10,000 + square foot space that features an on-site customer training area, expanded conference room for live demonstrations and an enhanced development and customer support center. The company's growth has allowed additions to the Xcelerator and MobileTek teams to further address customer needs as well as staying up with the latest technology developments.

"We are thrilled about growing our company and better serving our clients. I am really excited about our onsite training facility, new customers will be able to train with our highly experienced support team first hand. 2014 has and will continue to be a big year for us and I look forward to the future for Key Software Systems," states Company President Charlie Pisciotta.

Our 2014 User Conference will be held on October 8th, 9th and 10th at the Ocean Place Resort & Spa located on the beautiful Jersey Shore in Long Branch, NJ.

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today's courier, messenger, logistics, distribution and warehousing industries. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative. Follow us on Twitter for up to the minute technology information @KeySoftwareSys. **CLDA**

SCI's Driven Discount Program

SCI recently announced a new program for the benefit of all Owner Operators and their families.

The SCI Driven Discount program ... membership into a merchant network offers the most powerful way to combine access to over 500 world-class brands of local merchants from every community in America. The collection of over 300,000 discount providers offers unparalleled value of up to 50% off at the places consumers shop every day.

There are even discounts for everyday household items like - plumbing, electrical, and hardware - you name it and it is available.

You can shop from home for the best deal, or use The SCI Driven Discount program Mobile App. Not only does it use GPS functionality to find the nearest deals, its on-screen coupons are welcomed at over 100,000 merchant locations throughout America – with no printed coupons necessary, and no confusion at the register.

Membership is free for all owner operators with SCI. You will be able to just login to SCIDriver.com and create your account.

There is something for everyone - from discounts for your vehicle repairs - including tires and do it yourself auto parts to keep your business moving and help it grow, to memberships in local gyms that help keep your family healthy. There are even discounts for everyday household items like - plumbing, electrical, and hardware - you name it and it is available.

Do your taxes need attention? Check the discounts with national Tax preparation services. Have you wanted to use Quickbooks to manage your business? Why pay retail when you can save on the software through this program.

Special occasion coming up? Look for dry cleaning or tuxedo or limousine discounts.

Need some storage help for your business or home? Take a look at the different storage facilities offered.

Time to upgrade that mobile phone? Check the discounts from name brand national providers.

The family pet needs to see a vet? That's here too.

It's all there for you - with more to great offers in the coming months.

So check your email for the announcement - or just login to SCIDriver.com for information and start saving today! **CLDA**



CXT Software Celebrates 5th Anniversary of Cloud Solution with 5,000 Users

Strong growth continues with CXT Software's cloud solution for expedited delivery and last mile logistics

CXT Software, a leading provider of software products that empower delivery and

logistics operations, announced that its cloud solution, X Dispatch Hosted, had reached the milestones of five years in service, and 5,000 active users.

"As of June 30th, we had 1,018 desktop and 4,253 mobile users on X Dispatch Hosted," according to Darrell Dawson, CXT Software's Infrastructure Manager. "Stability and reliability have been our top priorities since the launch of X Dispatch Hosted in mid-2009, and our 99.962 percent uptime performance in the quarter ending June 30th ensures that those 5,271 users get the job done, day in and day out."

"We recently switched to X Dispatch Hosted, and we couldn't be happier with the performance," explains Mik Castro, Owner of One Hour Messenger, Inc., Phoenix, AZ. "X Dispatch runs even faster on CXT Software's hosted platform than it did on our in-house server."

"As we celebrate the fifth anniversary of X Dispatch Hosted, its momentum in the marketplace is as strong as ever," Darin Soll, CXT Software's Chief Executive Officer, observes. "Our customers see tremendous value in leaving the hassles of securing, configuring, monitoring, patching, and upgrading X Dispatch servers to us."

X Dispatch Hosted, CXT Software's cloud solution, was launched in mid-2009. Deployed across three tier-4 data centers in the U.S. with best-in-class infrastructure and SSAE 16 certification, X Dispatch Hosted is a cost-effective option for expedited delivery and last mile logistics businesses wanting the power of the X Dispatch suite without the burden of managing their own servers. **CLDA**

City Express, Inc. announces receipt of Improper Bostonian's "Best Courier Service" Once Again!

Since 2004, City Express, Inc. has been the Official Courier for The Improper Bostonian. We are proud to announce that for 2014, we have yet again been awarded "Boston's Best Courier Service". This means that for the last decade, Boston has chosen us to deliver every day... Again, and Again, and AGAIN!

City Express attributes this award to the company's continuous focus on achieving an unwavering standard of excellence for over 25 years. President, Aaron Driben, recognizes that in today's economy a successful company must provide unsurpassed customer focused services at competitive rates.

According to Driben, "As a leader in the courier industry for over 25 years, City Express is committed to being the most responsive, the most innovative, and the most professional courier service in New England."

In these turbulent economic times, Driben recognizes that employee dedication has been pivotal to City Express' success. "All members of the City Express team understand the mission and work together to exceed expectations."

About City Express, Inc.

City Express, Inc. is the largest privately-owned courier company in Massachusetts. At City Express, we consider our company an extension of your business- taking your clients'

"As a leader in the courier industry for over 25 years, City Express is committed to being the most responsive, the most innovative, and the most professional courier service in New England."

deadlines, time-sensitive materials and packages just as seriously as you do. Using an array of transportation modes ranging from foot, bicycle and vehicles, we offer our customers unparalleled personal service 24 hours a day, 7 days a week, 365 days a year to clients throughout New England and beyond. City Express, established in 1989, is known as an industry leader providing prompt service and honest scheduling of package pick-up and delivery using the latest industry technology to ensure up-to-the-minute package tracking and continual communication with clients. Additionally, City Express enforces the most stringent safety standards in the industry. **CLDA**



EXCEL GROUP CONTINUES TO GROW

New Elkridge space supports company's growth in Mid-Atlantic region

Excel Group is pleased to announce their recent move to a new warehouse in Elkridge, MD and upcoming move to a larger warehouse in Camp Hill, PA.

Near the end of June, Excel Group relocated their Elkridge warehouse on Business Parkway to a larger, 21,000 square foot warehouse on Amberton Drive, only five minutes down the road. This exciting new move was made to support Excel's recent growth, as well as their continued growth in the Mid-Atlantic region.



Chris Marchetti, President and CEO, commented on the recent relocation: "Our priority is to accommodate our customers by any means necessary. This move was a great deal of help in continuing that mission. We are excited about having the extended operating space and what that will do for our continued expansion."

In September, Excel's Camp Hill, PA location will be upgraded to a larger warehouse as well. Details of the expected move will be released soon.

The new office and warehouse are located at 6675 Amberton Drive, Suite 11, Elkridge, MD 21075.

About Excel Group

Established in 1985, Excel Group is comprised of two divisions, Courier and Logistics. Excel Courier offers the most reliable same day delivery service available, helping clients fulfill all of their delivery commitments in and around the Mid-Atlantic region. Their fleet consists of a wide range of vehicles from compact cars to tractor trailers – all equipped with GPS and state-of-the-art communication supported by real-time tracking. The company accepts scheduled or on call orders, and will deliver anything from a letter to a tractor-trailer of goods. Their drivers are specially trained to handle all types of deliveries including medical and are HIPAA and TSA compliant.

Excel Transportation and Logistics has renamed itself to Excel Logistics. The company provides efficient and effective management of flow-of-goods from origin to end consumer,

including any number of destinations in between. With warehousing services that include critical parts management, pick-and-pack, inventory management and same day delivery, Excel offers complete solutions which are customized to each client's needs.

All Excel divisions operate 24x7x365 and provide all services during those hours.

For more information contact Mr. Chris Marchetti, CEO and President, Excel Group

Phone: 703.478.0140 or cmarchetti@excelgroup.com. **CLDA**

DMC Logistics announces expansion of operations in Tucson, Arizona

DMC Logistics, the leading provider of same and next-day, critical LAST MILE transportation and expedited logistics services in the Southwest announces opening of a new facility in Tucson, Arizona. Combined with primary hubs located in Albuquerque, El Paso, Phoenix, and Salt Lake City, Tucson combines with other facilities to serve markets in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Texas and Utah.

President & CEO Stephen Griego says, "Our point-to-point delivery and full-scale distribution network is out there every day. The addition of the Tucson facility will assist us in meeting the growing demands of our customers and will service new evolving business. Our goal is to meet customer expectations."

With state-of-the-art technology, DMC Logistics' scalable fleet is readily poised to grow with its customers, as their business needs change.

With state-of-the-art technology, DMC Logistics' scalable fleet is readily poised to grow with its customers, as their business needs change. Now in its 28th year, DMC Logistics is known for customized logistics and delivery service requiring time sensitive and time critical expedited services while delivering on a promise: Safe, secure, reliable delivery; web-based real-time tracking 24/7.

Customized logistics and delivery service includes: AIR FREIGHT, BUSINESS DELIVERY, DISTRIBUTION, FREIGHT, HOME DELIVERY, INTEROFFICE, MEDICAL and LAB, OUTSOURCING DELIVERY, PHARMA, RETAIL and WHITE GLOVE.

1-800-825-7274 www.dmc-logistics.com **CLDA**

Elite EXTRA Continues to Grow in the Industry

After attending the two major courier and carrier industry conferences in 2013 (ECA and MCAA, now CLDA), it became clear that an all-in-one solution would propel the industry to new heights.

We listened to the dozens of industry professionals with whom we spoke at the conferences, and took their ideas back with us. We then set about developing an order and dispatch management solution that provides everything at a low cost, with an open ear always turned toward our clients.

The differentiator here is that EXTRA is truly a Software as a Service (SaaS) platform, often called cloud or web-based. In the spirit of brevity, that just means that it is easy and inexpensive to update, tweak, and improve.

With 20 years of mapping and software development under our belt, and already having an award-winning and industry-leading routing and tracking dispatch management solution for the auto-parts industry on which to build, EXTRA partnered with courier organizations across North America to consult, learn, and build specifically for you.

The differentiator here is that EXTRA is truly a Software as a Service (SaaS) platform, often called cloud or web-based. In the spirit of brevity, that just means that it is easy and inexpensive to update, tweak, and improve.

Fast forward to fall 2013, and EXTRA's partners became instrumental in plotting the direction of software and mobile development efforts. By early winter 2014, the goal was to have brand new functionality available to demo for the spring run of industry shows: ECA in Atlanta and CLDA in Scottsdale, AZ. The shows were a smashing success, with more organizations coming aboard to utilize and help fine-tune EXTRA.

You might notice a theme here: constant updating and innovation for clients. One thing we learned early on in our business is that software development is never done. In other words, with your input, we are continually able to enhance functionality and versatility for you. That attitude has pushed EXTRA to be the leader in other industries, while driving us to be the best in yours.

Now, EXTRA is able to streamline a courier's entire business, beginning with order creation, all the way to billing and invoicing, with the important and varied steps and tasks in-between.

Take a look:

Order and Customer Management

- Create orders on the fly, and dispatch them right away
- Full CRM functionality

Optimized Routing and GPS Tracking

- Dispatch hot shot orders immediately, to any driver you choose (on or off-route)

- Recurring & Skeleton routes auto-create and cut off based on your needs

- Truly optimized routing based on how you do business

- Drivers are tracked with real-time GPS

Advanced Mobile Functionalities

- Scanning onto the truck, off the truck, at delivery, anytime

- Mileage, odometer recording

- Proof of delivery: signature capture, quantity count

- Report breaks, delays, expenses, notes

Billing and Invoicing

- QuickBooks integration

- Invoice, proof of delivery document generation

Elite EXTRAS

- Low cost, quick EDI turnaround

- Award-winning service and support on a cloud platform

- Bluetooth telematics and engine diagnostics is coming in early 2015

- Vehicle Maintenance addition is coming in mid-2015

CLDA

SCI Partners with uShip

If you're familiar with the TV show Shipping Wars then you're familiar with uShip. If you are not, uShip is the largest shipping marketplace in the world where shippers post deliveries and delivery companies and drivers can win those shipments. The show is based on their retail marketplace where drivers bid on available deliveries that are posted by shippers. However, they have other platforms that don't require the time to bid, and this is where you can take advantage of new opportunities.

SCI has partnered with uShip to make these deliveries available to you, and help you earn more money. We are extremely excited to bring this opportunity to all owner operators with SCI.

Keep an eye out for our official roll-out, which is coming soon! **CLDA**

Registration Opens for CXT Software's 2015 User Conference and 15-Year Anniversary Celebration

Record attendance expected at CXT Software's annual user event

CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today that registration is now open for its 2015 CXT Software User

We saw record attendance at last year's event, and we expect that again in January as we celebrate our 15 year anniversary and introduce Live Support and X Dispatch Boot Camp

Conference and 15-year anniversary celebration. The event will be held January 9-10, 2015, at the Pointe Hilton Tapatio Cliffs Resort, Phoenix, Arizona.

"We saw record attendance at last year's event, and we expect that again in January as we celebrate our 15 year anniversary and introduce Live Support and X Dispatch Boot Camp," according to Tim Cocchia, CXT Software's Vice President, Sales and Marketing. "Our goal is to educate our customers so that everyone obtains new tools to help them increase productivity and efficiency in their business."

"I always look forward to the CXT User Conference. Every year I come back with something to help our business," explains Kate Solano, Custom Courier Solutions' Director of Support Services, Saratoga Springs, New York. "The CXT crowd is very knowledgeable and helpful; it is always great to be in such company!"

"We are excited to attend our first CXT user conference as a new customer," said Bob Carver, Chief Information Officer of Pace Runners, Birmingham, Alabama, "Our experience so far with CXT Software has been exceptional and we look forward to putting a face to all the names that we interact with."

The CXT Software User Conference is an educational and networking event that allows users to gain insight into the company's product direction and to learn more about how to leverage the X Dispatch. **CLDA**



CXT Software Releases X Dispatch Version 14.2

Latest release of CXT Software's X Dispatch suite includes 70 new features

CXT Software, a leading provider of software products that empower delivery and logistics operations, announced that it has released X Dispatch version 14.2, the latest general release of its flagship software product suite.

"Over 150 improvements and 70 new features are included in Version 14.2," notes Justin Dickerson, CXT Software's X Dispatch Product Manager. "Many of the features added to each release come from customer feedback and suggestions. New features such as utilizing Google Places™ business listings to look up addresses from the business name and dramatic improvements to the address validation flow make it easier than ever to place quick, accurate orders via X Internet."

We are excited to upgrade to 14.2 for a new customer override feature that will allow us to customize even further the order cut-off times for our customers

"We are excited to upgrade to 14.2 for a new customer override feature that will allow us to customize even further the order cut-off times for our customers," adds Dean Steward, Senior Vice President of ACC

Med+Logistics, Orange County, California. "We are always looking for ways to utilize X Dispatch to help us operate more efficiently and this feature is just another way that CXT Software helps us reduce operational costs and generate new revenue."

X Dispatch version 14.2 is available immediately for download at CXT Software's support portal website at no additional charge for licensed X Dispatch customers. **CLDA**

SCI Announces New Security Initiative

Over the last several months, SCI, the leading premier Third Party Administrator for the Customized Logistics Delivery and Trucking industries, has invested significant capital and resources to ensure its technology, and more importantly, its data are secure.

The challenge was to make every single document, email, and record that SCI handles secure and encrypted at all times. By investing in upgraded hardware, and fully encrypting every single user machine, SCI has ensured that all the information is stored in a secure manner, and only accessed when necessary.

In addition, SCI contracted with Sunera LLC, a leading provider of risk-based consulting, to assist in conducting an internal audit, as well as perform both internal and external threat assessment testing that included attempting to 'hack' SCI's servers, Logistics Broker Management and Owner Operator portal. These audits revealed that SCI's servers are incredibly secure. With Sunera's assistance SCI implemented the latest IT poli-

cies and procedures for maintaining this secure environment, including enacting a Disaster Recovery and Business Continuity plan.

"Everyone at SCI is excited with the outcome of SCI's initiative to secure all its information," offers Ryan Wise, VP of SCI's Information Technology branch. "We're always looking

at improving our security, workflows, and of course, providing the best customer service in the industry. We've beefed up our staffing, and we're constantly performing assessments on the latest technology, and what can be used to improve the customer experience from all points of contact with SCI."

SCI will also unveil a new feature to expand its secure environment using Citrix's ShareFile system that allows logistics brokers and owner operators to securely exchange documents with SCI. This new technology will

make sure that every document is actually encrypted even before it reaches SCI's servers.

"You can never be too secure," states Wise. "We are not a Fortune 500 company by any stretch of the imagination, but we surely take security of our enterprise just as seriously."

CLDA

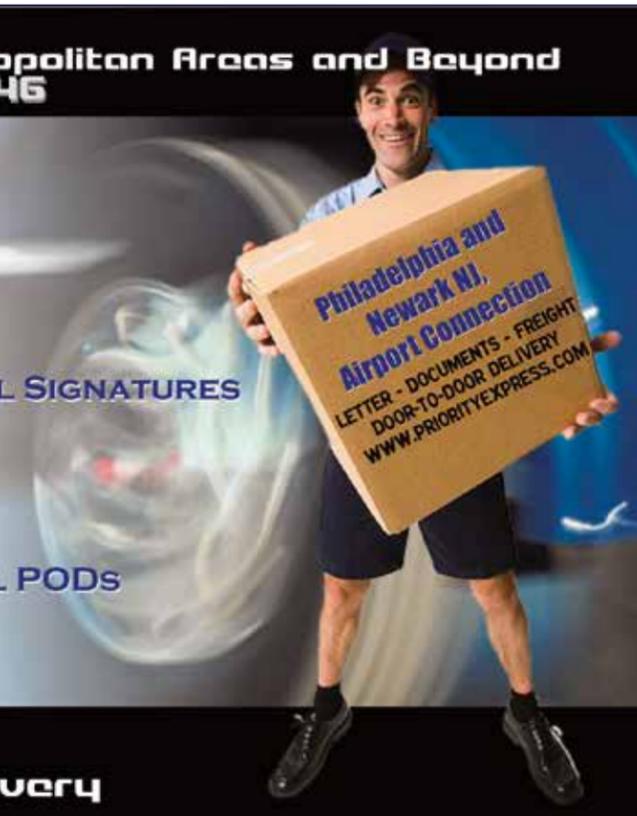
This new technology will make sure that every document is actually encrypted even before it reaches SCI's servers.

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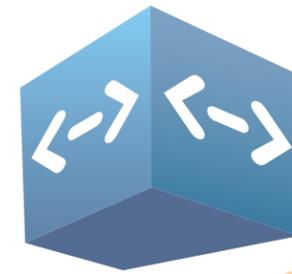
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- ▶ STRICT ATTENTION TO DETAILS
- ▶ INTERNET ORDER ENTRY & E-MAIL PODS
- ▶ MEDICAL DELIVERY SPECIALIST

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Same-Day Time-Critical Delivery

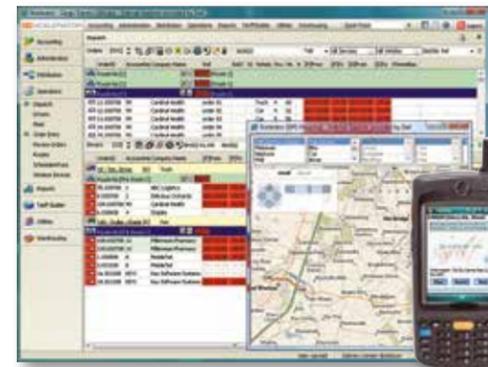


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Key Software Systems - MobileTek for iPhone/iPad now available in App Store

Wall Township, NJ – Key Software Systems, developers of Xcelerator & MobileTek, the most innovative, all-in-one courier management software are excited to announce that MobileTek can now be accessed via iPhone/iPad.

MobileTek for iOS is a natively installed app and equipped with advanced features like barcode scanning, GPS, signature capture, the ability to attach documents and much more. Customers will immediately benefit from the ability to leverage their drivers existing devices (BYOD model), low cost hardware options if providing hardware to their mobile workforce, and quick deployment of the software to the field. Deployment is simple and easy, installation is complete in 2 minutes through the APP store.

Partner and System Architect, Chris Miller states, “It’s vital to support all leading smartphone operating systems available today. We started with Android because of its majority market share and now we’ve completed Apple/iPhone (iOS). Combined, these two represent 94% of smartphones. Next, we’ll move to Windows Phone which currently has a very small market share but shows significant potential for growth in 2014/2015.”

Our 2014 User Conference will be held on October 8th, 9th and 10th at the Ocean Place Resort & Spa located on the beautiful Jersey Shore in Long Branch, NJ.

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today’s courier, messenger, logistics, distribution and warehousing industries. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative. Follow us on Twitter for up to the minute technology information @KeySoftwarSys. **CLDA**

On Time Logistics helps local kids live healthier lives

NORTHWEST ARKANSAS—Hundreds of children and their P.E. teachers in Fayetteville, Ark. will have the opportunity for more fun and to lead healthier lives thanks to multiple Northwest Arkansas community entities including On Time Logistics.

On Time Logistics is a well-established courier service and a logistics and warehousing provider. Based in Springdale, Ark., On Time Logistics recently opened satellite offices in Little Rock, Ark. and Tulsa, Okla.



The Fayetteville Public Schools has a Bike Ed program that until recently targeted students in grades 3-5. Thanks to support of The Walton Family Foundation, the Endeavor Foundation, and the Fayetteville Public Education Foundation, every school will have a set of student and teacher bikes for use in PE class – a total of 520 bicycles in all.

On Time Logistics was a key partner in the process by warehousing the assembled bikes then delivering them to each school.

“I’m a long-time cyclist and love the sport. Any time I can help our community with bike education safety and fitness is important to me,” said Steve Jones, owner of On Time Logistics. “They were able to get the bikes with money from (charitable donations). They then mobilized volunteers to help build the bikes and we helped store then deliver them. It was a good fit for us.”

Jones was able to see the students experience the new bikes first hand. “They seem to really enjoy the bikes,” he said. “The principal told us that we’d be shocked at how many students learn to ride a bike at school and not at home.”

For more information about On Time Logistics, visit www.otlusa.biz. **CLDA**



Congressional candidate Elise Stefanik meets with SCI President Rob Slack and Chief Counsel Pete Fidopiastis at SCI headquarters to learn more about small business and their need for independent contractors

Elise Stefanik Visits SCI Elise Stefanik visited SCI Concepts of Queensbury, New York on August 11, 2014.

As the youngest woman to make a bid for Congress, Elise touts her age as her ability to bring a “fresh prospective” to Congress. At twenty-nine years old, Elise understands the struggles of small businesses because she was brought up assisting her family with their company, Premium Plywood Products of Upstate New York. Elise will bring her small business experience to Washington.

Elise already has significant experience in Washington. Elise was the Policy Director for the 2012 Republican Committee, a Political aide for White House Domestic Policy, and Director of Communications for Foreign Policy Initiative.

The staff of SCI met with Elise and saw her energetic personality. She toured the offices, greeted everyone, and met with the company executives to discuss operations. During that meeting SCI President Rob Slack and Chief Legal Counsel discussed the problems facing small business these days and the need for less government intervention and red tape. “What I like about Elise is that even though she is a young person she has been exposed to the business-world virtually all her life and that she was working in politics at such a high level. Both these experiences give her a unique perspective on the impact politics has on business” states Slack.



Janet Wood, V.P. of Operations at SCI relays some stories about individual drivers that have grown their businesses to fairly large size companies while with SCI.”

“We need more people in Congress that have worked outside of the political system at some point. It’s time to get this economy back on track and historically it has been proven that small business is the backbone to achieve that goal” **CLDA**



STATE ASSOCIATION UPDATES

New York State Messenger Courier Association



NYSMCA met on Wednesday September 17, 2014 for the NYSMCA seminar, business meeting and the 2014-2015 Board of Directors election.

This meeting focused on "Beneficial Ways Technology Can Support Our Industry" and included a panel that highlighted innovative ways technology can be used to support the IC Model in New York.

Panelists discussed and shared how to use an independent network of shared professional drivers equipped with the proper technology to help mitigate some of the major IC issues the industry faces today. Henry Dixon of Datatrac, Corporation presented IPD Mobile — a mobile application

designed to enable fast paced delivery companies to instantly expand their driver capacity to meet business demands.

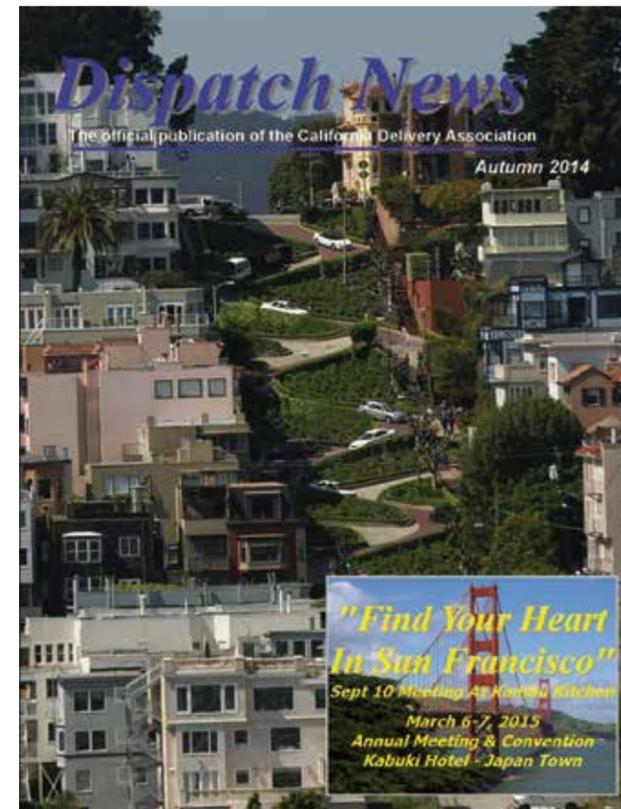
Panelists included:

- Henry Dixon, Datatrac Corporation, NYSMCA Associate Member
- Scott Grandys, Relevant Business Solutions, NYSMCA Associate Member
- Robert Slack, SCI, LLC, NYSMCA Associate Member
- Moderator: Larry Zogby, RDS Delivery, NYSMCA Program Committee Member

This Seminar addressed:

- How Technology Can Help Mitigate Potential Issues
- How Technology Can Protect our IC Model
- The Benefits of IPD Mobile

CLDA



California Delivery Association



Below is a portion of some of my message in the CDA's Dispatch News, that I thought I would share it with you.

Can anybody tell me what's next for our industry? What will we all look like in the year 2020? What is your opinion with regards to all of the new buzz

words like disruptive innovation, platform exchange, shared economy, sourced labor, life style logistics, and normalcy bias?

Do you believe our industry will stay the same forever or at least a long time? Can you see the start of changes in other industries like cabs, hotels, banks, real estate, and retail? This is a very exciting time, and a time to pay attention to what is going on around you. This is one of the major reason I am a member of the CDA and other industry associations. I want to temper my knowledge with the opinions of my peers, so that I may improvise, adapt, and overcome the changes that are heading our way and then grow into the future.

As I said in this message, being a part of an industry asso-

ciation is still a very important ingredient to knowledge and for that matter perhaps survival in an ever changing industry. I am sure you probably see and hear about the effects of the new "internet entrants" in the transport of both people and parcels. As these are very regulated industries, both the positives and negatives from these new entrants will be felt by many. It remains to be seen how the legislative bodies, regulating agencies, insurance carriers, consumers and business will respond, but there is no doubt in my mind that change is a comin'.

The CDA will be addressing some of this with the California powers to be, and at our member meeting in San Francisco, September 10th. While that will most likely have taken place by the time you read this, please keep San Francisco in mind and on your calendars. Why you ask...because it will be where our next Annual Meeting and Convention will occur! So "Find Your Heart in San Francisco" at the Hotel Kabuki, March 6-7, 2015, further details to be announced.

I hope you can visit us.

JR Dicker,
CDA President

CLDA

The Massachusetts Delivery Association



The Massachusetts Delivery Association sued the Massachusetts Attorney General, seeking an order that federal law pre-empts Massachusetts' independent contractor statute. The Massachusetts independent contractor statute essentially bans the use of independent contractor-couriers, instead requiring that delivery companies hire employees. This dramatically negatively effects the companies' prices, routes and service, effects that are prohibited by federal transportation law.

The case is now pending in the United States Court of Appeals for the First Circuit in Boston. The parties have completed briefing their positions. The United States Chamber of Commerce and the Massachusetts Motor Transportation Association filed briefs in support of the MDA. The Court has scheduled a hearing for September 9, 2014, and should issue a decision on this important issue 2-3 months later.

If you would like to learn more about the MDA's arguments, or for information about how you can help with this very important case, you can contact David Casey at Littler Mendelson; dcasey@littler.com. **CLDA**

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STATE ASSOCIATION UPDATES



Record Attendance at FMA Summer Lunch and Learn



The Florida Messenger Association's (FMA) regional Lunch and Learn series recently conducted its summer meeting in Jacksonville, FL July 28. The meeting was brought to

order by FMA President Thomas Jowers of ADL Delivery and was attended by a record-setting group of 30 attendees. Tom opened by stating the meeting's primary focus would be on proper utilization of independent contractors within the same-day delivery industry while some additional topics would be covered:

- Networking
- Sharing best practices regarding the IC business model
- Encouraging involvement in both the FMA and Customized Delivery and Logistics Association
- Vendor(s) educating and informing attendees on aspects of properly using independent contractors

After establishing the parameters of the meeting, Tom introduced Dan Schut of Double Time Transit, who not only discussed the importance of association membership to potential members but also encouraged current members to aid and assist with recruiting efforts.

Following Dan was the keynote speaker, Henry Dixon of DataTrac, who shared a new technology platform – www.ipdmobile.com – designed to enable contractors to work for many different courier companies simultaneously. This not only reinforces the fact contractors truly are independent but allows delivery companies to access more drivers whenever they need them, thus improving efficiency.

Following Henry's presentation, the meeting continued with its focus on education with Shannon Armstrong of the Association for Delivery Drivers presenting various ways independent contractors can contract with multiple courier companies. Specifically, she touched on the importance of sup-

porting the independence of the contract driver, making sure they are free of direction and control, as well as many other aspects of the work they accept from courier companies.

This meeting was a great example of how business owners – that compete against other on a daily basis – can come together for the sake of their industry, become informed on current issues, and share ideas on how to best protect the independent contractor model.

July's gathering, the first in a series of four scheduled to occur throughout Florida in late summer, was sponsored by Brightstone Insurance. The FMA appreciates the support of its vendors, especially Jeff Ice, managing director of Brightstone Insurance Services, LLC.

Attendees included Tom Jowers, Brian Siquefield and Gareth Richards, ADL Delivery; Brian Davis, Double Time Transit, Inc.; John Ellison, Stealth Courier Services; Steve Armitage and Bryan Bilchik, MANKO Delivery Systems, Inc.; Tim Petty (immediate past president of the FMA), Megan Carney, and Sylvia Mencner of Pettyco Express;



Chris Ebrahimoff and Terry Forgie, Budget Truck; Kim Blinn, Kyle Stewart, and Harold Boyett, Blue Streak Couriers; Kristen Scarborough, Fast Lane Express; Walker Allen and Dan Dipiero, Specialty Freight and Courier; Kelly Wilson, Community Couriers; Steve Lukenbach and Chris Flowers, Priority Couriers; John Dickerson, Dynamex; Favina Paris, B&B Expert Courier Service; Steve Wright, Air Van; Shannon Armstrong, The Association for Delivery Drivers; Matt McLaughlin and Scott Callen, Adams & Reese; and Henry Dixon and Ryan Dixon, Datatrac.

Attendees from the Florida Messenger Association's (FMA) regional Lunch and Learn in Tampa, FL August 13 included Tom Jowers, ADL Delivery; Rebecca Knight, Bayside Courier; John Oliva, ADL Delivery; Henry Dixon, DataTrac; Rachel Lee, Budget Truck Rental; Chris Weiss, Alex Banks Ramiro Rivas and John Barna, Enterprise Truck Rental; Barry Nierengarten, Affordable Courier; Bryan Bilchik and Kurt Ochoa, Manko Delivery Systems Inc.; Shannon Armstrong, The Association for Delivery Drivers; Barry McDaniel, Adcom Worldwide and Chad Purgeson, Avis Budget Rental. **CLDA**

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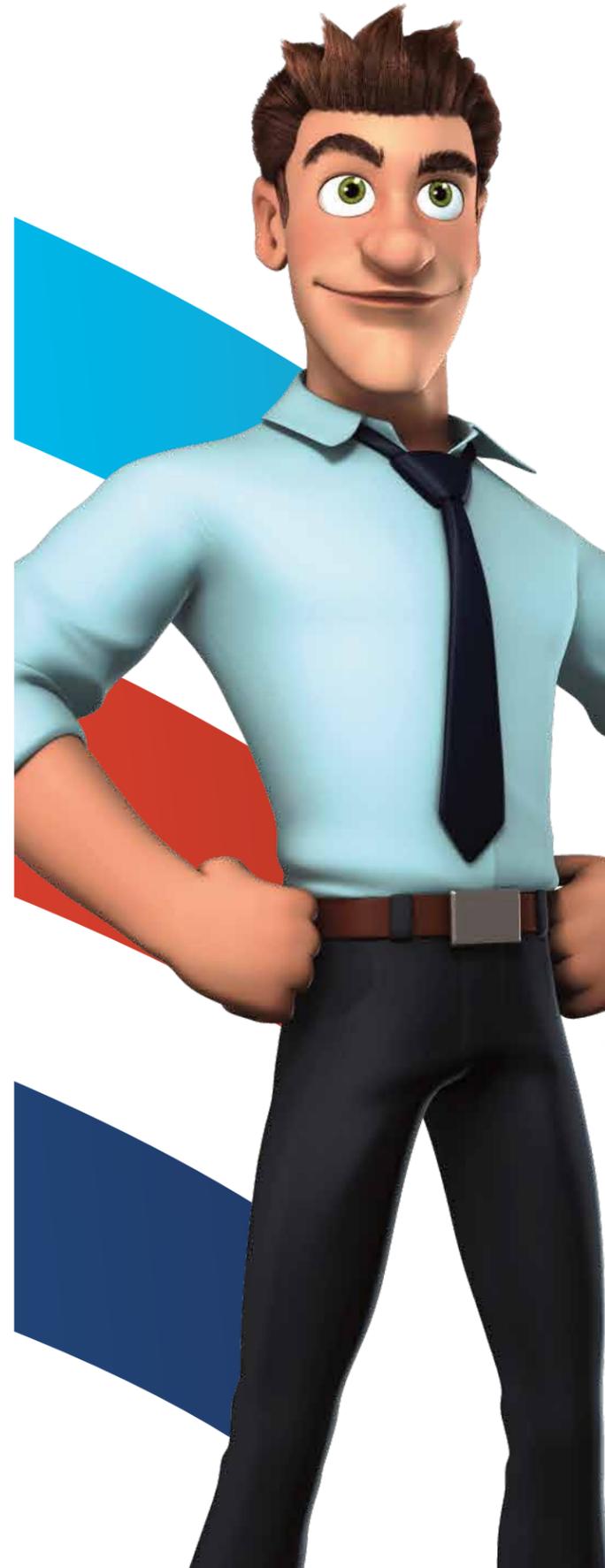
CLDA is a non-profit industry association of, by, and for the customized logistics industry. Our mission is to promote and advance the common interests of those engaged in the industry throughout the United States and abroad. Through industry meetings and educational seminars CLDA provides an excellent opportunity to network with others in the business and stay on top of industry trends.

*Good for the calendar year of 2014. Regular dues schedule applies thereafter.

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