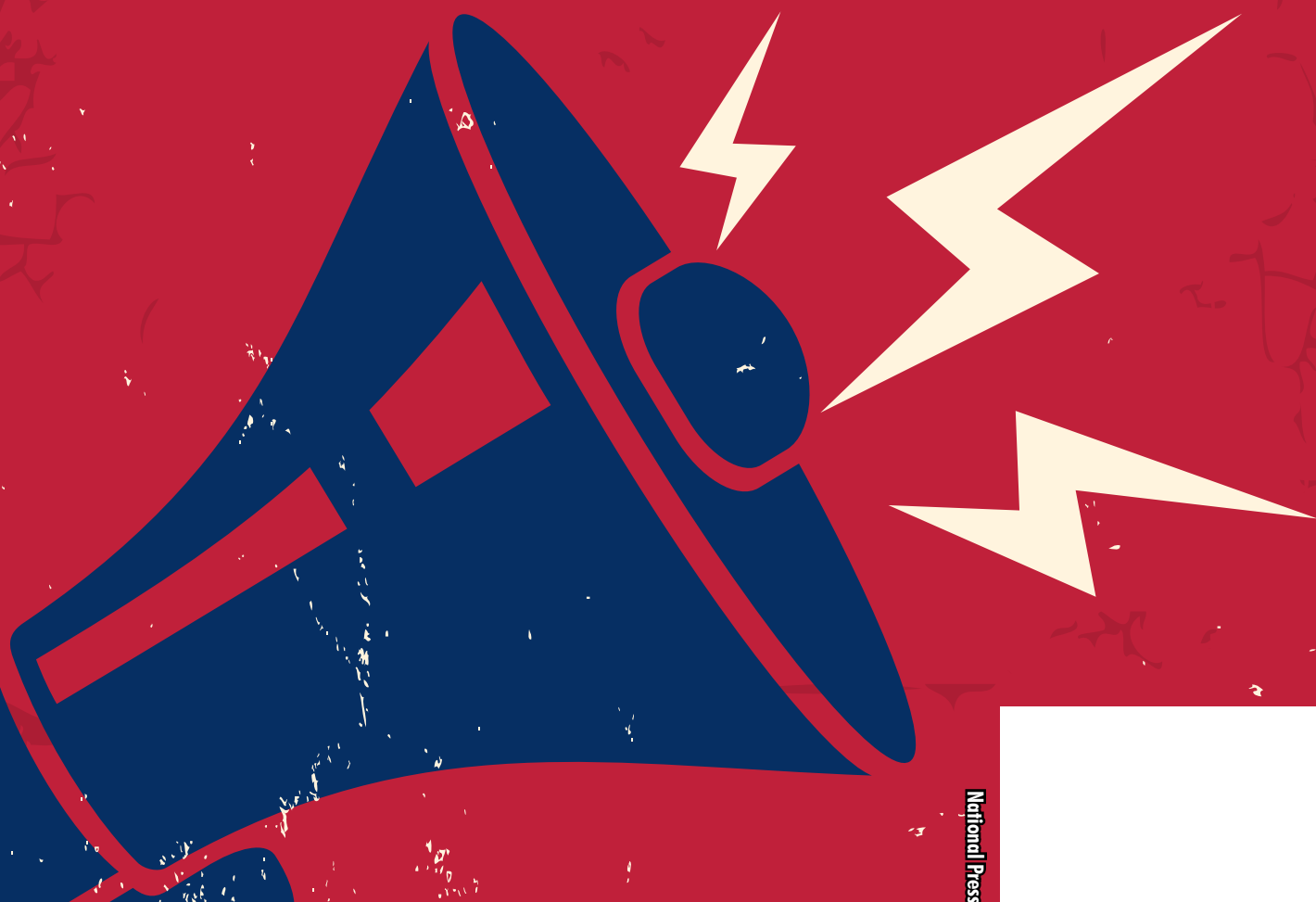


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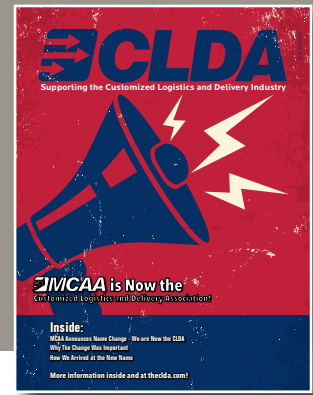
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**Rob Johnstone,
Priority Express
President CLDA**

**Your customers
said you were
nimble, creative,
reliable and most
importantly:
customized.**

WHAT'S IN A NAME?

I have one of those motivational posters outside of my office that has a picture of a giant wave with the tagline, "If you're not riding the wave of change, you will find yourself beneath it."

Our industry has been in a constant state of change. Paper deliveries disappeared due to the fax machine and email. Pharmaceutical deliveries have become a huge opportunity. Bank deliveries are consolidating due to Check21. The use of messengers has greatly diminished. The use of logistics services is omnipresent. We now even have an advertisement jingle about logistics that you can sing in your head. The changes have been both positive and negative. *But no matter what, change is constant.*

The founders of our association were truly pioneers. They started small, but had big plans and dreams for our industry. They set a foundation that successive members have built on. And without their commitment, we would not be here! When they started the association, they choose a perfect name for the times, MCAA - Messenger Courier Association of the Americas. It could not have been any better at describing their mission.

However, our industry and membership are evolving, and so is the association that serves them. Today, our members are less focused on messenger type deliveries, except in a few major cities. Our membership has become much more sophisticated with the use of technology, warehousing, and truck delivery that has put us on the same footing as many of our larger overnight industry peers. Our membership is smart; they know how to compete and how to set themselves apart from the big guys.

Our members have learned to provide customized logistics and delivery service. This is how we bring value to customer's every day. You want something delivered in two hours, no problem. You want to drop off at our warehouse and 2:00 a.m. and have delivery by 8:00 a.m., sure. You want your paperwork signed in purple ink and returned to you in 24 hours, no worries.

Your association understands that it was time to change too. To update the way we present ourselves, we embarked on a comprehensive market research study to better identify what your customers think of you and expect from you. Our goal was to utilize this research to craft a more modern name for the association that reflects the changing times.

Your customers said you were nimble, creative, reliable and most importantly: customized. Your customers have spoken, so here is our new name: **We are now the Customized Logistics and Delivery Association, the CLDA!** I thank all of the members of the association and the board for their help in creating it. And let's all welcome a brand new day for our association as the CLDA.

We are the CLDA!



Bob DeCaprio
Executive Director

Each of your companies is a customized business organized to fit the needs of its individual shippers, and that is what the shippers value most – your ability to customize.

CUSTOMIZED!

I resisted it for years. Some Board member or past president would say, “You know, we really ought to change our name because blah blah blah”. I had stopped listening since I didn’t want to change the name. I liked the old name, and everyone in the industry knew who we were. I didn’t want to even think about changing the name. But over the last five years or so, I grew less certain how well the old name was serving us outside of our membership.

It’s not that the old name wasn’t descriptive; it was that it was starting to give the wrong description of who the members were and what they were doing to move goods around the country. In meetings on Capitol Hill, my inside joke was, after introducing ourselves, to ask by a show of hands how many people in the meeting thought we were the guys on bikes. Usually every hand went up, and I’d turn to whatever Board member I happened to be with and shoot him an “I told you so” look and then explain all the many things the industry does on a daily basis—yes, including bicycle work in major metro areas.

What finally convinced me was when I sitting in a Board meeting and a couple guys walked by and saw our old name on the door and commented, “Look, a bunch of bike messengers are having a meeting.” Again, this is not to cast any aspersions on bike messengers, who have a long and honorable place in our industry, but to emphasize that the old name no longer gave a full picture of whom we represented. We needed to change.

In Board meetings, we starting talking about what a new name could be, but always ran into some problem with every name or combination we considered. Some were too broad and some were too narrow. But the train had left the station, and we spent at least a few minutes at each Board meeting over the next couple years talking about it. Then we did what all good boards do and formed a committee who, along with our PR director Andrea Obston, conducted some market research to find out how our members’ customers actually thought of us – what was the members’ unique selling proposition.

Turns out it wasn’t necessarily last-mile, sameday, on demand; it was customized. Each of your companies is a customized business organized to fit the needs of its individual shippers, and that is what the shippers value most – your ability to customize. Other segments can’t do this nearly well or at all (see USPS). So Customized Logistics and Delivery Association it is. Let’s hope it serves us nearly as long (26 years) and as well as the good old name did in its time.



Welcome New Members

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(518) 361-0201

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delivery3d@aol.com
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A Class Courier

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Huntsville Express Delivery Service

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John Benko



Shawn Swearingen

CLDA Continues the Fight on Capitol Hill

The Messenger Courier Association of America has fought on behalf of the same-day delivery and courier industry for the last 25 years in the government affairs realm. In that time, the industry has evolved and changed. With the landmark move forward as the Customized Logistics and Delivery Association (CLDA) it will continue to do so under a new name – but the fight will be the same – only we hope to be perceived as smarter and more effective than ever before.

The process of determining a new name is described elsewhere on this issue. What drove the point home to need a better way to describe the association and the industry became evident in every meeting with elected officials. Even on Capitol Hill and in state legislatures where CLDA has been prevalent over the last 6 years, we would continually be asked after introductions, “Aren’t you the guys on the bikes?”

While there is still the occasional bike messenger (we love them!) used in the larger metropolitan areas, the industry has diversified to fill numerous verticals. And the other underlying factor that describes all of your businesses is that each of you customizes logistical plans and deliveries for each of your clients. Whether it is moving important banking documents, delivering pharmaceuticals and medical devices, or even the essential buns to the famous Five Guy’s hamburgers, each delivery is customized and specific for your client.

Changing the name of the association to the CLDA better describes what you do and allows Rich Meade and myself to better represent you on Capitol Hill. With this change, we are certain that we will no longer be asked if we are the ones riding along on bikes by the Hill staffers or Members.

Currently, a lot of efforts continue to be pursued on the state and federal levels. In this issue, we again have another great article from association contract lobbyist Chris Micheli in California.

Another Successful CLDA Lobby Day Advances our Legislative Agenda!

Lobby Day attendees created another great advocacy event helping their own cause and that of the entire industry! Not even the morning rain and the long security lines due to Sequestration couldn’t hold our attendees back. Great guest speakers were bookends to our over 100 Capitol Hill meetings with Adam Pradko, Legislative Director for Rep. Dave Camp (R-MI) Chair of the Ways & Means Committee, leading off by addressing the attendees on the current tax reform issues facing Congress. Congressman Tom Latham (R-IA), Chairman of the House Appropriations Subcommittee on Transportation, House and Urban Development, spoke to the attendees in Cannon House Building at the end of the day Tuesday. As Chairman of the Subcommittee he is responsible for approving transportation and infrastructure initiatives. With this background the Congressman was able to provide insight into the budget and Sequestration process for the attendees.

Attendees at this year’s Lobby Day had the treat to be the first to hear of a new national business and trade association coalition that the CLDA will be a part of, called “It’s My Business.” This coalition will be the public relations arm in many cases to the legislative battles that our industry and many others who utilize ICs have been fighting for years. Connie Partoyan of the coalition spoke to the group about the founding of the coalition’s shared interest in protecting the rights of companies to utilize independent contractors as well as the need to have a unified public relations front on the issue. “It’s My Business” coalition is a great development and step forward in protecting the IC business model.

The 2013 Lobby Day doesn’t end for us when the last attendee leaves Capitol Hill. We have been busy coordinating the “thank you” emails from attendees back to the Hill offices as well as help arrange elected officials to visit member’s facilities back in the districts later this Summer during the Congressional recess. As you have heard in the news, national tax reform is the one of the leading subjects of this Congressional session. Because of the tax reform negotiations, Congressman Paulsen had not re-introduced the Safe Harbor bill so this year’s Lobby Day was all about education and asking elected officials to lend support to the tax reform package. Rich Meade and I continue to meet with staffers and officials on Capitol Hill to get the CLDA-backed language as part of the tax reform package. This effort would not be possible without the help and support of Lobby Day attendees from this year and year’s past.

CDW Pushes NLRB Clarification Legislation Forward

The Coalition for a Democratic Workplace (CDW) has been actively pushing and lobbying for Federal legislation that would clarify the limits of the National Labor Relations Board (NLRB). On January 25th, 2013, the U.S. Court of Appeals in D.C. issued a decision in *Noel Canning v. NLRB* that President Obama's recess appoints in January 2012 were constitutional. According to the Court's decision, the NLRB lost its quorum on January 3, 2012 when the President violated the Recess Appointments Clause of the U.S. Constitution. However, since the Court's ruling, the NLRB is continuing to issue decisions. Anyone facing an adverse decision issued by the Board since that time may appeal the ruling to the D.C. Circuit Court.

HR 1120 is the legislative answer to DC Circuit Court's ruling that the recess appointments were unconstitutional. The measure would cease all NLRB rulings and enforcement until a full and legal NLRB has been re-appointed. The CLDA is a member of the CDW and will continue to provide assistance to the coalition as it fights to seek clarification of the employment laws and regulations.

News From Around the States

Some good news has come out of the state legislatures so far this season. In Washington State, House Bill 1440 was defeated by a strong multi-industry coalition that CLDA participated in, leading to the bill not passing before a legislative deadline. This measure would have redefined Independent Contractors for all industries to the level that we are currently witnessing in Massachusetts. Thank you to those association members in Washington that wrote letters to their elected state officials! It may not seem like much, but members of the legislature really do listen to their constituents when you are an active advocate.

On April 10th, the Massachusetts Delivery Association had its lawsuit against the Massachusetts Attorney. Look to the State Association Update section of this CLDA Magazine edition for the latest news!

The New York State Messenger Courier Association (NYSMCA) is continuing its strong advocacy efforts by holding their own NYSMCA Lobby Day on April 16th in Albany, NY. After a busy legislative season last year, hiring a lobbying firm and making several trips to Albany to combat negative legislation, this year NYSMCA is going big by organizing a larger Lobby Day event. The advocacy efforts last year and development of legislative relationships have paid off so far into this year as the negative independent contractor legislation has only been introduced in the Assembly and not in Senate. Assembly Bill

CLDA Board Member Makes His Own "Lobby Week"



by Rick Chase, CLDA board member and Chief Administrative Officer with OnTrac

I stayed in Washington DC for a few extra days following Lobby Day in order to call on additional legislative offices that represent the diverse areas that have OnTrac branch offices. Together, with Shawn Swearingen I visited offices from states like South Dakota, Utah, Nevada and Washington. In meetings with elected officials and with the Legislative Directors, we were able to introduce the CLDA, and demonstrate the impact that OnTrac has in the districts by supplying specifics on the number of deliveries, which companies benefit from contracting with the company as well as how many families in their district rely on OnTrac for their livelihood. On previous Lobby Day events my focus was on the Arizona legislators because our company is headquartered in Arizona. However, as a regional carrier we recognize the importance of developing relationships in all of the states where we operate. With a lot of planning help from Shawn we were able to have some good productive meetings, including two with the actual House member. We also had a very interesting meeting with Jeff Post, who is the staffer with oversight on the U.S. Postal Service for the House Committee on Oversight and Government Reform. I put this meeting at the top of my list because it was great to meet with someone in Washington DC that fully grasps the efficiencies and flexibility of using the independent owner operator business model.

5237 still poses a serious threat to the Independent Contractor business model for all delivery and transportation companies and needs to be actively lobbied against. If you are interested in being involved in New York, Massachusetts, California or in your own state, contact me at sswearingen@clda.com.



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@clda.com or Bob DeCaprio at bdecaprio@clda.com.

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Thank you!

California Should Provide Clear Guidance for the Use of Independent Contractors

By Chris Micheli

The California Legislative Session has begun and we urge consideration of legislation to provide certainty with the use of independent contractors by establishing a clear and consistent definition. Currently, California businesses are unfairly subjected to different definitions of independent contractor from multiple state agencies with the threat of duplicative penalties if they get the classification wrong.

Given the wide range of benefits the use of independent contractors can provide, this lawful business model should not be discouraged by the State of California. Yet, without clear guidance and necessary certainty, that is precisely the result. This uncertainty discourages businesses from utilizing this popular and effective business model that provides benefits to not only the contracting business, but also to the independent contractor and our economy overall.

With the state's interest in finding an employee relationship in most circumstances, often just one factor is used to override the other factors. While state agencies other than the DLSE may utilize similar factors as those listed in the common law test, their analyses are not identical, thereby leading to differing interpretations and lack of certainty among businesses.

Due to the inconsistent tests between the various agencies and the subjective nature of the factors involved in determining independent contractor status, it is unfair to penalize employers who act in good faith to accurately classify an individual as an independent contractor, yet get it wrong. This is especially the case for those businesses that rely upon and satisfy the independent contractor analysis of one state agency, only to be held liable by another state agency for misclassification, or even worse, for willful misclassification.

In order to achieve greater compliance from employers with regard to the accurate classification of employees, California needs to provide employers with certainty by implementing an objective test as to who qualifies as an independent contractor and allow such businesses to safely rely upon a written determination made by a government agency. Such certainty will not only benefit workers, but also employees who will be able to more easily decipher when they have been misclassified.



Chris Micheli is a Principal with Aprea & Micheli, Inc., a Sacramento-based government affairs firm where he handles multiple policy areas including labor and employment legislation. He represents the CLDA in California.



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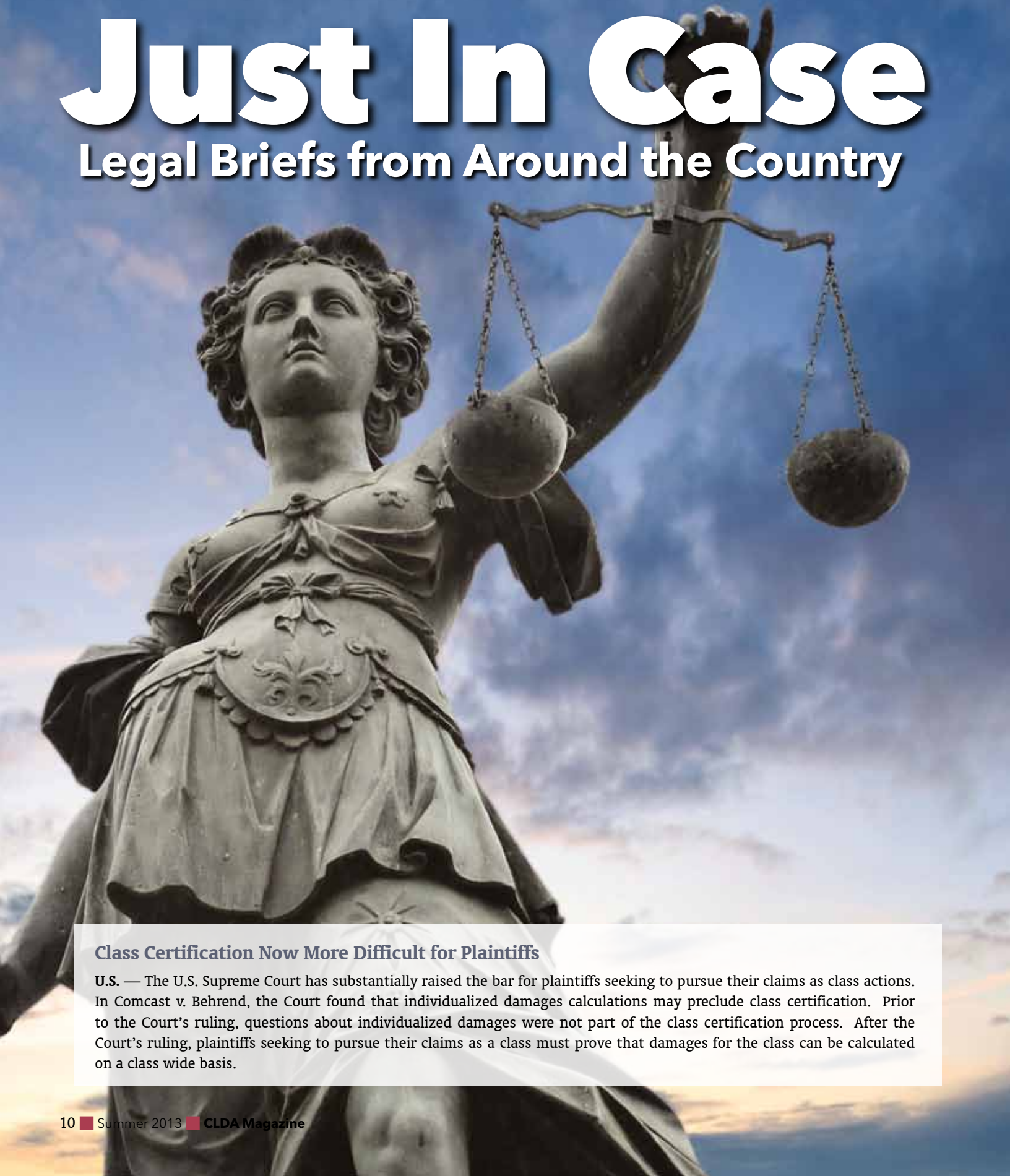
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Just In Case

Legal Briefs from Around the Country



Class Certification Now More Difficult for Plaintiffs

U.S. — The U.S. Supreme Court has substantially raised the bar for plaintiffs seeking to pursue their claims as class actions. In *Comcast v. Behrend*, the Court found that individualized damages calculations may preclude class certification. Prior to the Court's ruling, questions about individualized damages were not part of the class certification process. After the Court's ruling, plaintiffs seeking to pursue their claims as a class must prove that damages for the class can be calculated on a class wide basis.

Pennsylvania Federal Court Decertifies Drivers' Class

Pennsylvania — Variations in the evidence required to determine driver misclassification claims caused a Pennsylvania federal court to decertify an FLSA overtime class action. In *Spellman v. American Eagle Express, Inc.*, a group of over 200 delivery drivers alleged that they had been improperly classified as independent contractors. In 2011, the federal court conditionally certified the class of drivers, reasoning that each signed a standard form contract with the company. However, in March 2013, the court revisited the class certification issue. This time, the court determined that varying accounts of each driver's relationship with American Eagle Express, Inc. and fluctuations in the company's control over the drivers' work warranted denial of the class.

Armored Car Company Plans To Appeal FLSA Exemption Ruling

N.J. — The U.S. District Court for the District of New Jersey recently determined that an armored car company owed its driver overtime, despite the fact that the driver spent approximately half of her time driving commercial vehicles. As a commercial vehicle operator, the driver was arguably subject to the FLSA's motor carrier exemption. However, the District of New Jersey court found that the motor carrier exemption did not apply to plaintiff because her work hours were equally split between operating commercial vehicles and non-commercial vehicles. Federal courts have often disagreed about how to classify such drivers. Eastern Armored plans to appeal the decision.

Section 530 Safe Harbor Not So Safe Under Obamacare

U.S. — The IRS Section 530 safe harbor has long allowed companies to, in good faith, classify their workers as independent contractors. However, the protections of the Section 530 safe harbor are not currently included in Obamacare. That is, companies that classify workers as independent contractors under Section 530 cannot also classify those workers as independent contractors for purposes of Obamacare. Instead, those independent contractors must be considered employees. Because a company's number of employees is a key determinate in deciding whether a company is subject to the requirements of Obamacare (and any associated excise tax liability), incorporating the safe harbor into the Obamacare analysis is incredibly important. Without it, a company with 10 full-time employees and 100 Section 530 "full-time" independent contractors would have to include those 100 independent contractors as employees when determining whether the company meets the

50 employee threshold for purposes of Obamacare. Because of the safe harbor's importance, the ERISA Industry Committee ("ERIC") recently requested revisions to Obamacare regulations. The requested changes would incorporate the Section 530 safe harbor into Obamacare so that companies would not need to count their Section 530 independent contractors as "employees" in determining employee numbers for the purposes of Obamacare.

U.S. DOL Finds More Than \$160,000 Owed To Drivers Of Iowa Trucking Company

Iowa — The U.S. Department of Labor recently determined that an Iowa trucking company with U.S. Postal Service contracts failed to pay drivers for delay time during trips. The trucking company had been paying drivers per trip based upon a predetermined number of hours. However, this formula did not necessarily account for trip delays due to construction, weather, and traffic. The U.S. Postal Service contracts, under which the trucking company was operating, required that drivers be paid for the actual time of the trips, instead of the predetermined number of hours. Accordingly, the U.S. Department of Labor found that the company owed its drivers more than \$160,000 in back wages.

It has never been more important for employers to remain vigilant, informed, and assertive about all of these matters. If you have a specific question about any of these summaries, or if you have other labor or employment related questions, please contact the authors, Peter P. Perla, Jr., Esq. and Erin L. Henderson, Esq.

Peter P. Perla, Jr. is a partner in the law firm Jasinski, P.C. and has been practicing law since 1996. Erin L. Henderson is an associate at the law firm Jasinski, P.C. and has been practicing law since 2007. Jasinski, P.C. has been representing employers in employment litigation and labor law matters since 1990. The firm's practice is devoted to labor negotiations, resolving contractual labor disputes, employment litigation, and advising and training employers in the area of employment and labor law. Jasinski, P.C.'s response to combating the growing number of lawsuits is to mount a cost-effective, but very aggressive defense, against what in many cases amounts to frivolous allegations. This approach involves tried and true methods of what we like to call "risk management from a legal perspective."

Mr. Perla is licensed to practice law in New Jersey and New York and has defended lawsuits on behalf of employers that have been filed in these states as well as California and Florida. Ms. Henderson is licensed to practice law in New Jersey and New York and has defended lawsuits on behalf of employers that have been filed in State and federal court.



The Why and How of the New CLDA Name



What do the International Herald Tribune, Old Spice and Abercrombie & Fitch have in common with the newly renamed CLDA? All of them took on new identities in response to change through a process called rebranding.

When the Messenger Courier Association became the Customized Logistics & Delivery Association, the organization did more than a change its name. It rebranded itself to better reflect who and what the association and its member represent. Rebranding is process that creates a more contemporary identity for an organization. One that's in-step with the times. One that's comes from the intersection of what an organization does, how they see themselves and the way their customers see them.

Let's take a look with how the new name came about:

When MCAA began, its Founding Fathers and Mothers saw a need for others in the courier business to meet and share ideas. Through the early years of the organization, most of its members did the same thing – picking up and delivering critical documents or small items for same-day or overnight delivery. As the industry matured, our members responded to the changes in the marketplace. Today, our members have added services like distribution, warehousing, and inventory management to their traditional courier duties. They are critical contributors to the global supply chain, going well beyond their courier roots to meet their customers' changing needs. The names of “messenger” and “courier” only tell part of what our members do.

Several years ago, the MCAA board began wrestling with this issue. Some felt the “messenger” and “courier” terms no longer fit. The words restricted customers’ views of what the association’s members could deliver. “We are not the ‘guys on the bikes’ and we felt it was time to get away from that stereotype,” says Rob Johnstone, president of the association. “It was time that our name and our brand reflected who our members are and what their customers expect of them. Those

customers’ expectations fueled the need for a new identity for the association. One that better reflected our critical role in the supply chain. One that positioned our members as providers of logistical support and deliveries that are customized to our customers’ demands.”

MCAA’s rebranding effort started with a trip into our customers’ heads. Involved members of the association met with a market research firm, The Pulse Group, for a working session in September 2012. The goal was to answer three questions:

- 1) Who do we want to talk to?
- 2) Why do we want to talk to them?
- 3) What will we do with the information when we get it?

After the session, the group identified customer segments that best represented the majority of shippers members work with. The group outlined the goals for the research as: Taking the pulse of those customers, learning how they view our members and understanding how those customers use our members to their advantage.

Next, involved members submitted names of shippers from the identified segments. Each of these shippers had extended (and confidential) interviews with the market researcher from the Pulse Group. Thirty-five shippers participated, giving in-depth responses to questions such as:

- When you think of courier services, what images, perceptions come to mind?
- What is the #1 need that couriers address for you?
- What is your biggest concern about using a courier service?
- What are the benefits of using a courier service vs. other providers such as Fed Ex or UPS?
- Does using a courier service give you any competitive advantages? If so, what?
- How have your needs changed over time and where do you see your needs evolving to over the next three to five years?

The results of these interviews helped us learn about their perceptions of couriers; what they’d like to hear to better understand their importance in the global supply chain and what we need to communicate to improve their perception and use of members. It brought the “voice of the customer” in to help us build the new brand and resulting name.

The interviews told us that customers value the following things about our members:

- Customizing pickups and deliveries to meet the customers’ schedules
- Providing on-demand deliveries that respond to customers’ time-sensitive needs
- Functioning as reliable, trustworthy professionals that provide on-demand specialized transportation and logistics’ solutions.
- Offering flexibility in meeting time-sensitive needs and demands as well as providing customized delivery solutions
- Giving logistical support that goes beyond deliveries
- Delivering cost-effective, flexible and efficient delivery solutions
- Becoming trusted business partners.

The new name encompasses the attitudes and demands that our customers expect of our industry.

These voices of the customers led us to the new name. We are now the Customized Logistics & Delivery Association. “The members of the board enthusiastically endorsed this new name at their January 2013 meeting,” says Johnstone. “We understand that the change won’t be easy for all of us in the association. We’ve had 25 good years as the MCAA and that name has served us well. But the business climate has changed and we’ve changed in response to it. All of us pride ourselves in our ability to adapt to the needs of our customers. This new name will, once again, require that we adapt to change. But this is a change that we can and should approach favorably. The new name encompasses the attitudes and demands that our customers expect of our industry. It provides a clear picture of our members as key players in the supply chain. It’s the right change for our association. And, it’s a change that comes at the right time.”



CLDA Brings Second Generation to MCAA

By Julie Thomas

Priority Dispatch, CLDA Board Member and Public Relations Committee Chair

This time last year, we were celebrating the 25th anniversary of the Messenger Courier Association of America. It was a privilege to be a part of the planning and orchestration of this milestone event. We invited the past presidents, board members and members of our association--honoring those who led and pioneered the same-day delivery industry. It was more than interesting to listen to the many escapades of how it all began, much like the cowboys of the Wild Wild West. Twenty five years later, we have much to be proud of and some remarkable shoulders to stand on.

And now, the baton has passed—the MCAA has officially transitioned to the second generation and is now the CLDA – the Customized Logistics and Delivery Association. And as you are aware, it's a game changer. The statistics prove it—only three out of every ten organizations make a successful transition to G2.

I could write a book on the topic, and maybe someday I will. Our family business transitioned from G1 to G2 in 2005. It was a game changer. Everything changes, everything is renegotiated. Ownership, leadership, strategy, roles and responsibilities, and culture all change. You need a good lawyer, accountant and family counselor. And you know going into it—there's a 70 percent failure rate. It's an ominous task—but one well worth the effort. Therefore, you commit to whatever it takes to make it work.

The CLDA Board of Directors is committed to whatever it takes to make this G2 transition successful. The mission statement of our organization is -- to promote and advance the common interests of those engaged in the

delivery and logistics industry worldwide through education and advocacy. After 25 years, our industry has certainly changed! We are larger and more sophisticated than before. And in order to promote, advance and better communicate who we are, to our customers as well as our members, we need an accurate snapshot of who we've become.

Our opinions are interesting, but not necessarily accurate. Therefore, we hired a marketing firm to conduct a market branding research project to "listen to the voice of the customer".

The Pulse Group interviewed customers from coast to coast. Shippers were asked questions regarding their perception of the messenger/courier industry. Several of the questions they asked were;

- When you think of courier services, what images, perceptions come to mind?
- What is the number one need courier's address for your business?
- What is your biggest concern about using a courier service?
- What are the benefits of using a courier service verses other providers?
- Does using a courier service give you any competitive advantages? If so, what?
- Have you heard of MCAA? What is the role and perceptions of MCAA?
- How have your needs changed over time and where do you see your needs evolving to over the next 3-5 years?

The research results were informative and it was very clear—we have outgrown our name. The perception of

"courier" and "messenger" no longer correlates with the majority of work we do. Changing the name of our Association is no easy task. We have a lot invested in our name, twenty five years' worth. However, the newly informed vote was unanimous. The research results gave us the building blocks to create a more accurate branding platform—and helped us define a new name, tag line and key messages to deliver to our customers, members

Welcome to the Next Generation of the Customized Logistics and Delivery Association!

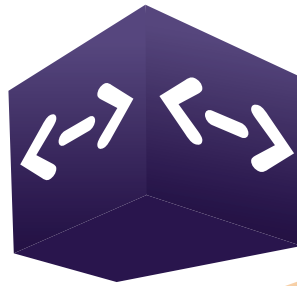
and potential members.

Change of any kind is challenging. Dr. Henry Cloud wrote one of my favorite books on change management called Necessary Endings. He reminds us that whether we like it or not, endings are a necessary part of life. "They are woven into the fabric of life itself. And for us to ever get to a new level, a new tomorrow, or the next step, something has to end. Life has seasons, stages and phases. For there to be anything new, old things always have to end, and we have to let go of them. Growth itself demands that we move on. And without the ability to end things, we may never become who we were meant to be, never accomplishing all that our talents and abilities could afford."

The Board of Directors is willing to make the necessary changes and do whatever it takes to make a successful transition to G2. Part of that transition is to make a name change.



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What's in a Name?

By **Andrea Obston**
CLDA Director of Public Relations

“Words have meaning and names have power” - Anonymous

For some, it was geography. For others, it was speed. Still others just liked the sound of a name. And for many who responded to our question “How did you choose the name of your business,” it was a good story. So, in honor of our association’s new name, we thought we’d bring you a few of their stories.

Blue Streak Courier Service Inc.

Robert J. Carickhoff Sr. picked his company’s name under pressure. In 1978, he offered to deliver letters of credit for his then-employer at a really good rate. “I approached the shipping manager and told him that I had a delivery service I was running as a sideline,” recalls Carickhoff. “I asked if he would be willing to give me a chance if we could save him 10 percent over his current vendors. He asked me for my business card and I told him I would give it to him the following day. A friend offered to make me up some cards right away, but I would need a name. Out of nowhere I said that I liked “Blue Streak Courier Service” because it gave the sense of things being done quickly. We went with my suggestion and, as luck would have it, we ended up being first in the Yellow Pages because it started with the letter B. From that point on, the business took off and I am still running it 34 years later with the Blue Streak Courier name.”

Skyline Courier & Logistics

This company’s original name, Atlanta Courier Service, was a no-brainer - they are based in Atlanta! But, when a competitor incorporated as ATL Courier Service, Inc. (the airport code for Atlanta) they felt it was too close and that they had

to make a name change. “The likely confusion between the two firms was immediately apparent. So, as I was always a fan of city skylines, we decided on Skyline Messenger Service, Inc. and incorporated as such in 1985,” says John Grainger, one of the original founders of Skyline. The name changed as the company added more services. “The ‘messenger’ moniker worked fine for many years, but as we diversified our service offerings, it was no longer accurately descriptive.” As a result, they recently changed their trade name to Skyline Courier & Logistics.

Lonestar Delivery & Process

Local pride was the inspiration for Lonestar’s name. “We wanted to have regional flair and at the same time, we wanted to have a name that attracted both regular delivery customers as well as legal customers,” says owner Chris Kurzadkowski. “It is a known fact that Texans are fiercely proud of the Lonestar State and all that it represents, so the first part of our name was easy.” For the second part of the name, ‘Delivery and Process’, the company drew on its reputation as process servers, which constitutes a big part of their business. Combining the two, they came up with Lonestar Delivery & Process.

Ace Express, Inc.

This name is personal, practical and productive. Ace was the name of founder Bob Banks’ father - that’s the personal. The practical is that it started with an A, so it would always be one of the first names to appear in any directory. And the productive aspect? Bob says this: “When people hear the word Ace they think of the best, top of the line, and best in class. And we think of ourselves as being a quality courier company.”

Central Courier LLC

Finding a name that said “quality” was also important for Central Courier’s CEO Mike McBain. “I was drawn to the name ‘Central’ because, it meant ‘significant’, ‘important’ or ‘at the heart of.’ I wanted a name that would not restrict future growth into other areas. I chose ‘Courier Service’ instead of the more specific ‘messenger’ and less specific ‘delivery’ and ‘express.’ During the past 36 years, the name and the real company that the name represents have helped us become a go-to brand in our market.”

USA Couriers, Inc.

The name says it all for a courier with the motto of “Anything. Anytime. Anyplace.” When the CLDA magazine asked owner Kris Wiegman why they chose their name he said, “That is an easy one. USA Couriers defines who we are and where we are. We are everywhere and go everywhere within the United States and its territories.”

Soluisce Solutions

There’s no denying this company name is unique. Aisleigh Mc Gann, the company’s VP of Implementation Services says they get a lot of questions about how it’s pronounced and what it means. “Whether at meetings, conferences, on the telephone or even when chatting at a local bar, our name Soluisce Solutions, is always a good place to start to give others insight into who we are and what we value as an innovative software company,” she says.

“Soluisce (pronounced “Sol-ish-ka”) is an Irish way to say ‘Sunrise’, a reminder that every day we rise, we inspire and we innovate... At Soluisce, we create systems to limit waste and improve efficiencies. We have a dedicated team who bring experience and expertise to our customers, as we provide software solutions using the latest technology, while staying focused on sustainability and growth for global commerce. We chose the name to symbolize all that.”

TransTek

This company’s name changed over time as they added services in response to customer demands. Richard Ziemba, V.P. of Business Development, tells the story this way: “In 1985, we started Front Range Couriers, and did local on-demand (mostly airport related) work. At that time, it just sounded right. But, by 2000 we had expanded into distribution and Front Range Couriers was not a good name or branding for a regional parcel service.” The company undertook a rebranding process with a local marketing firm when their business largely shifted into parcel distribution, causing the old name to be out-of-step with their business. “We chose ParcelTek to mean ‘parcels with technology’ since technology was a major

component of our service offering. Also, technology was really emerging during this period as a sought-after feature for our customers,” Ziemba recalls.

But in 2008, the business changed again when the company merged with another firm that did a lot of distribution. “The ‘parcel’ part of the name simply didn’t fit anymore. So we stated looking at options for adjusting the name like ‘FreightTek’, ‘DeliveryTek’, or ‘CargoTek’, but nothing was working for us,” says Ziemba. “There really was nothing we could come up with for a while until we settled on TransTek – for “Transportation with Technology.” This worked well for the company as a whole and with all the different services we offered like distribution, on-demand, dedicated drivers and more.”

Blaze Logistics, LLC

When Charlie Wolfe joined his dad’s company in 1981, it was named Barnett Services, Inc. A friend, Marvin Barnett, had started a courier service in Houston and convinced Charlie’s dad to open a presence in Louisiana. Over the years the company diversified to offer different services such as warehousing, freight distribution, home delivery, medical delivery and rush demand.

Here’s how Charlie talks about the change from Barnett Services to Blaze: “I never really liked the name - not for the courier division at least. We wanted a name that described fast service. After thinking of all of the “fast sounding” names such as Speedy and Fastway, we still were not satisfied. Then one night I rented a movie. This was a movie about former Louisiana Governor, Earl K Long’s Mistress. Her name was Blaze Starr. As the movie opened, the title popped up on the screen – BLAZE. I said, ‘That’s it. We will name our courier division Blaze Express Courier Service.’” Today, in acknowledgement of an expanded serviced offering, they use Blaze Logistics.

Bonded Transportation Solutions, Inc.

What could make a company with a 50 year old name adopt a new one? Progress and growth. Here’s how Bonded Transportation Solutions’ President, Pam Witt, describes it: “Our name was Bonded Messenger service from 1955-2005. It was chosen because it reflected what we were at the time --- insured messengers. However, to celebrate our 50 years in business, we changed the name to Bonded Transportation Solutions. It reflects that we were no longer only messengers without giving up our branding as ‘Bonded’. Our old customers still call us Bonded Messenger. Newer ones have embraced the Bonded Transportation name. As they say, ‘As long as they call us...’”



When Companies Re-brand and Re-boot the Re-sults can be Re-markable

By Andrea Obston
CLDA Director of Public Relations



When MCAA decided to update its image and rebrand, it joined a Who's Who of American companies that updating their brands. And these rebranding efforts are paying off for many of them. Well-known name such as Arbys, McDonalds, Old Spice, Papst Blue Ribbon Beer, Blackberry, Walmart and Target are just some of the household names that decided they were due for a change.

Lose that "fast food" stigma – Both McDonalds and Arby's have worked to combat the criticism of the fast food industry that they contribute to rising obesity rates. Following the documentary "Super Size Me," McDonalds decided to take action. They altered their menu by adding salads, smoothies, and healthier breakfast choices. They also freshened up their ad campaign including the well-known "I'm lovin' it" original jingle by Justin Timberlake. In addition, they introduced higher-end coffee to appeal to a more upscale crowd. Arby's, too, tried to update their image from a quick stop burger joint to a place to sit down and get a refreshing meal.

Just call me "Oscar" – Even the revered institution of the Academy Awards gave itself a facelift (much like many of the attendees). This year, The Academy of Motion Picture Art and Sciences (AMPAS) decided to rebrand the '85th Academy Awards' simply as 'The Oscars.' The Academy Awards show had previously been called "musty," so the new name was a signal that the ceremony would have a more modern feel. It acknowledged what most people already knew – that the general public had been calling the ceremony "The Oscars" for years.

Control your image – Retail titans Target and Walmart both rebranded successful in recent years. Target wanted to differentiate itself from other retail stores and Walmart wanted to change the perception that it only sold low-price, low quality merchandise. By changing the way they marketed themselves to their consumers they were able to effectively reach a more well-healed crowd.

Get Your Brand a Younger Feel – Both Old Spice Deodorant and Papst Blue Ribbon Beer had brands that were painfully outdated. Most people who knew about the 70-year-old Old Spice brand associated it with their grandfathers. To combat this they launched their “Swagger” campaign in 2008. This very modern and cheeky advertising campaign gave new life to the company, positioning it as hip and turned it back into one of America’s top deodorant brands. Papst Blue Ribbon, known as PBR, has long been regarded as a cheap beer for blue-collar workers and college students. With market share fading, the company decided to rebrand itself to appeal to “hipsters”. They did this by sponsoring independent rock concerts, scooter rallies, and other events focused on their new target audience. While remaining a very affordable beer, PBR was able to change its image as a cheap, low quality drink to one of a hip and less expensive alternative to the other brands.

Be clear or be gone – Currently, Blackberry is trying to get back into a game they fell out of during the past few years. Once considered a cell phone giant, Blackberry is attempting to regain lost followers by doing a brand overhaul. They started with the name. Most people didn’t realize that the company was called Research in Motion Limited (RIM). Even many loyal Blackberry users were unaware of that. As a first step in their

rebranding the company changed its name to Blackberry in January of this year. Reclaiming market share may not be as easy, but taking the name of the company’s signature product is a first step.

Update a classic and you give it new life – Even a classic brand that’s over a century old can benefit from an updated image. Later this year, the 125-year-old International Herald Tribune will officially become the International New York Times. The New York Times Co. has owned all of the International Herald Tribune since 2003 and they have chosen to change the name to coincide with the flagship brand, the New York Times.

When a company has existed for a number of years a rebranding campaign can be the perfect remedy to bring it back into the conversation. As these companies have shown, changes, whether big or small, can help an organization successfully reconnect to their audiences.

Much like these other organizations, MCAA needed a new brand that better defined what the members do in the 21st century, By rebranding themselves as the Customized Logistics and Delivery Association, the organization has given itself a name that better reflects the future of our industry.

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As the World Turns, the Names Do Too

Why Three CLDA Member Companies Chose to Change their Names

What do Steveland Judkins, Caryn Johnson and Lawrence Harvey Zeiger have in common with many of the CLDA's members? All have changed their names in response to the needs of the market. Hence, Steveland Judkins became Stevie Wonder; Caryn Johnson is now famous as Whoppie Goldberg; and Lawrence Harvey Zeiger is recognized as Larry King. For three CLDA members, their name changes have also been dramatic. Here's what they told the CLDA Magazine about their transformations.

OnTrac

CLDA members recognize Rick Chase as a Board Member, as well as the Chief Administrative Officer of OnTrac. But keeping the names straight in his company used to be a lot more complicated. Here's how he tells it: "We used to operate under three different DBAs, by product line. Express Messenger Systems, Inc. was our traditional courier business - it was primarily in the Midwest. California Overnight was our overnight distribution network, and EMI (Express Messenger International) was our international re-mail service.

"Over time, our California Overnight business became sig-

nificantly larger than the other two business units. California Overnight was set up and marketed as an overnight delivery service to any address in California, but has since expanded to include Arizona, Oregon, Washington, Colorado, Utah, and we just opened our first Idaho service in Boise this month. The California Overnight name was perfect when we only marketed the service in California, but when you are making sales calls in other states, that early identity is more confusing than helpful." Clearly, the company needed a change.

They went about researching a new name. In the end, they decided to name the company after their proprietary software, OnTrac, because this internally developed tracking software was one of their competitive advantages. In addition, customers and employees had already heard the name for a decade. "Another prime reason was that we were able to make it through the 50 state legal mazes with the new name OnTrac," Rick adds.

The last part was deciding whether or not to brand all three business units as OnTrac, or just the California Overnight unit. In the end, Chase and his team decided that they would get greater brand recognition and purchasing power if they were united under one name.

Avant Business Services

Today, this company defines itself as “a solutions-based company with its backbone firmly planted in the delivery business.” And, while the definition gives a nod to the company’s almost 90 year history roots as a delivery service, it’s become so much more. This is why a company founded in 1924 as Service Messenger Company, Inc. is now Avant Business Services.

Here’s how Avant’s owner, Jim Chiusano, summarizes the evolution of the name: “The company was founded in 1924 by two writers from the New York Times, who needed their reviews to get to the paper’s main newsroom in time to make the bulldog edition. They were not happy with the speed they got from other messenger services, so they started their own, Service Messenger Company Inc. They eventually left the paper to devote their full attention to running the fledgling messenger service.

“Before they left to start a new business, they wanted their own logo. They needed a design, so they turned to a draftsman in their building who could draw. Legend has it that Norman Rockwell was that draftsman! We acquired that company in the 1990s and we made sure to keep that logo. We still use it today.”

Avant is truly a family business and its origins date back to 1932, but the Chiusano family got involved in 1971. That’s when Jim’s father, Chuck, left the hotel industry and took on the challenge of managing a then-small and struggling publicly-held messenger company named Airline Delivery Services. “It was Dad’s intention to turn it around then and take it private. In 1986, he did just that,” says Jim Chiusano. Years before, three of Chuck’s six sons, Charles, Frank and Mark had joined the firm and after the leverage buyout, Jim came aboard. More recently, a third generation of the Chiusano family has joined in.

As the years progressed, the company acquired a number of courier and messenger companies, all with a distinct name and heritage. “When you buy a company, you shouldn’t take the name away. People are creatures of habit and change causes anxiety and fear. Immediately removing the identity of a trusted supplier is a fast track to failure,” says Jim.

“Between acquisitions and addition of other services such as IT deployment, warehousing, logistics, time-service personnel, messenger control centers, time-sensitive delivery and facilities’ management, Avant had a bucket full of individual companies with their own names. We decided we needed a name that encompassed all these services. And, of course, we wanted to keep that Norman Rockwell logo, so it had to go with that. We chose Avant because it’s close to the Italian word, Avanti, which means moving forward. When we added other business services, we changed it to Avant Business Services. And we combined it with our slogan, ‘Delivering more than you’d expect.’ We think that name says it well.”

SDS Global Logistics

This company traces its roots back to 1943, when it was founded by John J. Racioppo as a local trucking company. He later passed the business on to his brother, Anthony J. Racioppo. After operating as a sole proprietorship for over thirty years, they decided to incorporate. In October 1974, Security Delivery Service Inc. was formed. In 1976, John called on his son Tony, an accountant who had been working as the Controller of a \$35 million cooperative buying group. His dad felt that there was tremendous potential in the delivery business and asked his son to take a year and try to grow the business. Early the following year, Tony brought his cousin John R. Racioppo (Anthony’s son) aboard.

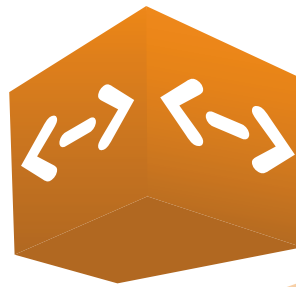
Business names must describe what you do, when you do it.

The company is keenly aware of its roots in rush trucking. But, over the years, it’s added a variety of services in response to customer needs. The name didn’t seem to fit as they grew. They started naming divisions separately. In 1982, they added warehousing capabilities, calling the new division SDS Terminal and Warehouse. When customer demand for freight forwarding rose, SDS responded to that, too with a division called SDS Express. As the company grew, two other companies were formed, Marnic Messenger, which handled hand deliveries of daily financial publications, and Franeli Inc. which handled foreign remail.

As the company continued to grow, it was clear to Tony that the original name just wasn’t adequate. “People thought we were a security and alarm company,” he says. And, when the company started to get into both domestic and international freight forwarding, he knew he had to acknowledge their part in the international supply chain. “The variety of names was also getting cumbersome. We needed one name. A name that would encompass all of the services and would speak to our global reach,” says Tony. So, in 2006 Security Delivery Service became SDS Global Logistics. “The name fits,” says Tony. “We have grown from a one-man operation, to a company with numerous product lines, over 80 employees and the capacity to deliver anything in the world.”

So what’s the moral? Business names must describe what you do, when you do it. As delivery services adapt to a changing supply chain, many look to rebrand and rename to reflect their growing reach. As these three CLDA members have proven, acknowledging and accepting change is a critical part of a business’ evolution.

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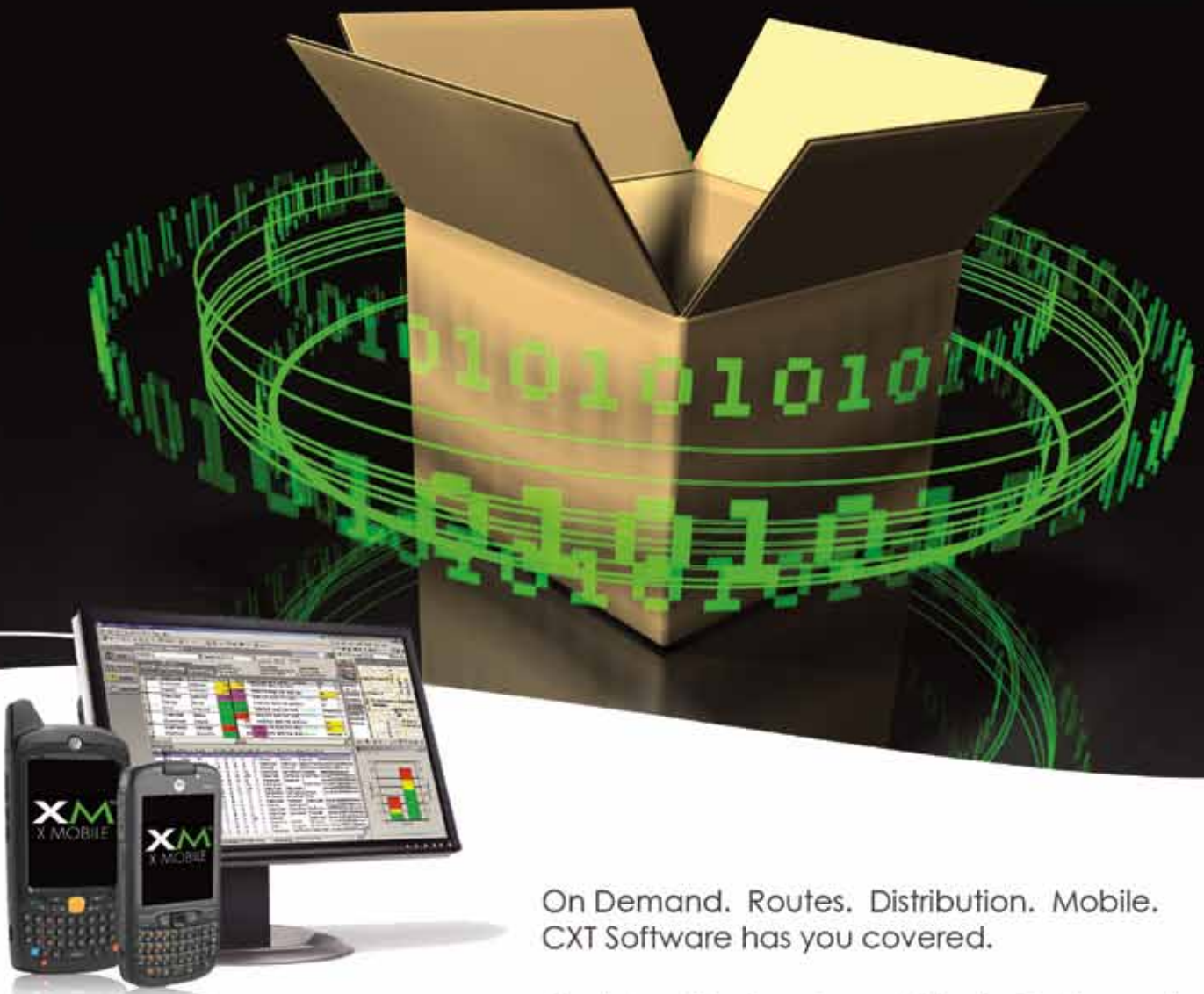
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Two Simple Questions

BY RICK MCCLELLAND

I'm a big fan of Tom Peters. Tom is an admired guru on the subject of leadership. He often tells the following story about his first exposure to the practice of Management By Wandering Around:

"When I worked for McKinsey, we were looking at companies that did things well. One of the CEO's we met revealed

As a leader, you have the power to act and bring resources to bear on many issues.

a management discipline he called "MBWA" or Managing By Wandering Around. It is more or less a metaphor for being in touch, for not losing touch with your

employees, your vendors or your customers. It is the discipline of getting out of your office and getting close to where the work is really done and working like heck to make sure the normal course of affairs does not keep you from doing that."

After 30 years of studying and meeting with the best leaders in business, Tom is still passionate about being in touch with what is REALLY going on in the business. It's about seeing and experiencing things from the point of

view of the people on your team and the people they work with and the customers they serve. It's also about understanding the things that are helping your people "win" and the things that are holding them back and disappointing your clients.

MBWA involves walking around in your plant, warehouse or office, and walking around inside your customers operations and asking questions in order to understand how your business impacts everyone involved and probing to understand how you may be able to do more, or better, or both.

Tom has seen highly effective leaders use 2 very simple, open-ended questions when they are "wandering".

The first question is **"What do you think?"** After describing a challenge or opportunity, you ask: "What do you think? And then you listen - without interrupting. Just listen. And then ask for embellishment. You push through the surface of the issue asking for perspective and input from the people who are closest to the action. Most people want to help make a positive impact. Most people want (and need) to feel valued. "What do you think?" is a great way to involve and engage your people, show respect for their knowledge and perspective AND get right to the root of an issue.

The second simple question is **“How can I help?”** Once again, it is essential to listen without interrupting and then ask for embellishment in order to obtain additional information and make sure you completely understand the situation. As a leader, you have the power to act and bring resources to bear on many issues. Why wouldn't you want to know how best to use that power – from the vantage point of the folks that are in the thick of the battle every day.

When you genuinely engage people in this way you will receive great feedback. These two questions will open the door to highly productive discussions that help you fully understand and diagnose a situation, set a final course of action and achieve strong buy-in from those who will have to implement and live with the plan.

Care to make a commitment to MBWA?

How about just 5% of your gross calendar time? That's just 1 day per month based on 21 working days in the average month; or just 30 minutes during each day. 5% of your gross calendar time spent “wandering” and sharing and learning with the front line people on your team and clients and vendors. Out where the rubber meets the road, doing things like:

- Understanding and solving problems.
- Removing barriers and obstacles that your people describe.
- Understanding and taking advantage of opportunities to increase productivity or quality or reduce waste.
- Identifying ways to better service and expand relationships with clients.
- Keeping abreast of ways to take advantage of the evolving capabilities of your most important vendors, including new ways to leverage technology in your business.

Is there a strong return on investment related to MBWA? You bet. So go ahead; plug that time right into your schedule. You will not regret it!



About the author: Rick McClelland is a veteran in the “mobile workforce” business having spent 40 years in the transportation and logistics industry. Rick is the former Chairman and CEO of Dynamex, the leading provider of same-day transportation services in North America. Rick is currently an advisor and

consultant and welcomes you to reach out to him if you have a question about this article. Rick can be reached at rickmcclelland1@gmail.com.

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PACKAGE EXPRESS

RUSH Transportation & Logistics Opens New Terminal in Columbus, OH



Located at the CROSSROADS of the HEARTLAND at Interstate 70 and 71, RUSH Transportation & Logistics is ecstatic to announce their NEW SERVICE CENTER IN COLUMBUS, OHIO, has a 60 bay cross dock facility on a 4.6 acre property with a 20,000 sq. ft. warehouse. 1733 McKinley Avenue made its grand opening Friday, March 1st to better serve the Midwest region. Cross dock, warehousing, trailer storage and parking

Is available 24/7, 365 days a year for any size vehicle! For more information, please contact RUSH Delivery at www.rush-delivery.com or (800) 989-7874.

Follow Key Software on Twitter

Key Software Systems, developers of Xcelerator & MobileTek, are pleased to announce their Twitter launch, and can be found @KeySoftwareSys.

“We are finding Twitter to be an exciting medium that fits in with our business model nicely. We have a lot of exciting features and services that are available or that are being released monthly and Twitter gives us the ability to speak to those items with a few sentences and make everyone aware of what is going on. This can help our customers grow too. When we highlight a feature in the system that maybe they never thought about, they can look to incorporate that into their business to streamline a process or capture new business. It’s very cool. Follow us!” says Company President Charlie Pisciotta.

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today’s transportation, logistics and warehousing company. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative.

CXT Software Releases X Dispatch 2013

Latest release of CXT Software’s X Dispatch suite features hundreds of improvements

CXT Software, a leading provider of software applications for expedited delivery and last-mile distribution businesses, announced today that it has released X Dispatch 2013, the latest general release of its flagship software product suite.

“There are over 300 improvements in X Dispatch 2013, including 75 new features,” according to Tom Herman, CXT Software’s Product Manager. “Our customers continue to utilize our online Product Community to help steer product direction, and we have incorporated over two dozen of their useful suggestions into our products so far, including a more robust email processing engine and the option to include links to supporting documents with invoices.”

ASAP Express used the beta test version of X Dispatch 2013 to operate their business for more than five months. “The X Dispatch software and advanced per-piece rating are two critical elements to our operation,” according to Dave McCann, ASAP Express’ Director of Operations.

Josh Weinstein, CXT Software’s Implementation Manager, adds, “I’m extremely excited about the new features available in X Dispatch 2013! I work closely with our customer base and see ‘hands-on’ exactly how the functionality and performance of our products affect end users. In my experience, there is rarely a ‘normal’ day in route and distribution operations. Our new capability to easily move multiple route stops simultaneously from one route to another will greatly assist dispatchers in dealing with ever-changing route and distribution scenarios. This added flexibility will not only save our customers time, but just as importantly, it will improve service levels to their distributor, retailer, and consolidator customers as well.”

X Dispatch 2013 is available immediately for download at CXT Software’s support portal website at no additional charge for licensed X Dispatch customers.

About CXT Software:

CXT Software is a leading provider of software products that help package and parcel delivery companies manage on demand, route, and distribution work. The company is dedicated to providing courier, messenger, express carrier, distribution, and logistics companies with the tools necessary to compete and grow in an ever-evolving marketplace. CXT Software is an Arizona company headquartered in Phoenix. For more information on CXT Software, visit www.cxtsoftware.com.

Quality Transportation Opens New State-of-the-Art Headquarters in Long Island City, NY

Quality Transportation, a leader in logistics consulting, delivery and courier services, expanded its commitment to the NYC metropolitan area with the opening of its new headquarters in Long Island City, NY. This new facility features state-of-the-art technology, and provides a unique space in which to support its customers with enhanced call center capabilities.



While this new office further strengthens Quality Transportation's presence in the five boroughs of NYC, Long Island, and New Jersey, Quality Transportation also has a strong presence in the Southern Florida and New England markets, and provides nationwide services through a national network of logistic partners.

Quality Transportation was founded in 1983 and acquired by Transportation Consultants of America, Inc. (TCA) in 1998. IF YOUR BUSINESS DEMANDS QUALITY, please call (212) 481-ASAP or visit: www.qualitytca.com.

AllPoints Courier Express Opens Doors for Business!

An Atlanta, GA based and Roswell, GA headquartered brand new executive courier service opened their doors for business January 31,2013. AllPoints Courier Express is Atlanta's new premier executive courier service. We are offering a 10% discount on what you are currently paying for your existing courier service to switch to the newest most reliable and affordable courier service in Atlanta. Please visit our website to sign up for one of our personalized business accounts. www.allpointscourierexpress.com.

SDS Earns Grant from NYC Workforce Development

Each year hundreds of qualified businesses apply for focused business grants to support the growth of business in New York City. Of those that apply, only a handful are selected. Selections are based upon criteria set forth by the Workforce Development Corporation (WDC). Key areas include the plan, purpose and a use of funds that will drive the economic engine of the City of New York. This year, SDS was one of the companies selected for this grant for its plan to significantly expand, broaden and improve its technology to better serve its clients. The planning document written by SDS CFO, Matthew Wizeman, focused on an innovative integrated software solution that combines systems of different facets of the logistics industry and bundles them together to form a single seamless system. The concept of integrating each of these particular segments is something that is completely new to the industry.

SDS will be working directly with a highly experienced industry software solutions provider in developing this unique business application that will not only assist SDS and its clients but the industry at large. Mr. Wizeman notes that, "the system provides SDS with the opportunity to not only be on the leading edge of critical systems solutions but also in the unique position of having significant input in its development."

The grant will be used for training key staff personnel on the software. The City saw the value of this program to enhance the workforce with skills that will make them better prepared for the future of the industry. Mr. Wizeman adds that, "the City is making an investment in what they see as the future of the workforce in this industry, and we are happy to be a part of this positive change."

The new systems are set to go into development in Q2 of 2013 and will likely be fully functional by the end of the year.



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Xcelerator Incorporates Automated Credit Card Processing



Wall Township, NJ – Key Software Systems, developers of Xcelerator & MobileTek, are proud to announce a fully automated Credit Card Processing system built into Xcelerator.

Company President Charlie Pisciotta starts, “Our customers were looking for a way to take full advantage of our

built in accounting system, where other systems stop at the invoice level, Xcelerator takes them all the way through the process. This gives our customers a very precise system which lends to more accurate reporting of Margins, Aging, and Settlements.” He continues, “The Automated Batch Credit Card Processing feature lets our customer process hundreds of credit cards in seconds as they go through the invoice process.”

Robert Kotch of Breakaway Couriers puts it simply, “In 15 seconds, I collected \$75,000.00!”

The set-up is simple, when the Xcelerator user customizes their customers’ file, they’ll indicate if they’d like to automatically process the card on file. After processing, accurate reporting becomes incredibly important and Xcelerator provides that insight to see a list of all transactions applied to the invoices in the batch. Xcelerator also notifies the user whether an attempted transaction succeeds or fails, and if it fails, the system includes details as to why the transaction did not succeed.

Charlie summarizes, “Our customers like Rob, are very happy with the results.”

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today’s transportation, logistics and warehousing company.

For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative.

Breakaway Courier Systems creates innovative, customized solutions to delivery and logistical challenges. For more information about Breakaway, you can visit www.BreakawayCourier.com or call 212.947.7777

Skyline Messenger Service, Inc. Becomes Skyline Courier & Logistics



Skyline Messenger Service, Inc., Atlanta’s oldest privately owned and operated courier service, announces a new name, Skyline Courier & Logistics. The change was agreed upon to better describe the service offerings while keeping the well-regarded and easily recognizable “Skyline” as part of the corporate identity.

Founded in 1982 and incorporated in 1985 by John Grainger and Dave Weikers, two childhood friends, to serve the needs of Atlanta-area banking and same-day package customers, Skyline has matured into many areas of transportation and logistics. With true, round-the-clock operations, specialties include on-demand/same-day pickup and delivery, airport transfer and retrieval, long distance expediting, medical courier service, scheduled routes, and warehousing.



Diamond Lumpkin, Jr. celebrates 25 years with Skyline in 2013

Recently rated in the “Atlanta Business Chronicle” Top Ten Atlanta Courier Companies, Skyline celebrates its 28th year in 2013, and also celebrates another first; its first 25 year employee! Skyline congratulates Dispatcher and Customer Service Representative, Diamond Lumpkin, Jr. for a quarter-century of valued service. Mr. Lumpkin was hired as a driver in 1988, and has provided unmatched service to Skyline and its clients. Skyline’s average employee tenure is now at 15.5 years.

Bryan Bilchik promoted to Chief Operating Officer at MANKO Delivery Systems Inc.

MANKO Delivery Systems Inc. (MANKO) based in Tampa, FL, is excited to announce the promotion of Bryan Bilchik from General Manager to its COO effective April 1st 2013. Bryan's career started with MANKO in 2007 as Director of Sales. Bryan quickly identified that with his skill set and experience he could better serve MANKO operationally rather than in a sales capacity. When a General Managers position became available in 2010, he applied and was awarded the GM position. Bryan rapidly embodied all facets of the GM's position and developed and enhanced the entire MANKO team through his leadership and tireless efforts.

Bryan grew up in Youngstown OH, and attended Youngstown State University in 1991 graduating with a degree in electrical engineering. He has held a variety of positions with both public and privately held companies such as GE, Westinghouse and Siemens. He has developed his entire professional career with Black Belt Six Sigma training and significant operational and sales experiences. Bryan has demonstrated and proven leadership skills that have resulted in positive economic and growth results while at MANKO. Bryan's new role will allow him enhanced leadership responsibilities and supervision of the operational team and strategic partnerships throughout MANKO's network.

John Benko, CEO at MANKO said "I continue to be impressed with Bryan's passion and commitment to improve and expand our organization. I have every confidence that Bryan will continue to be an integral ingredient to MANKO's growth; success and prosperity into the future".

Since being founded in 1999, MANKO continues to be recognized as the "Best in Class" service provider by all of its customers throughout the southern United States. Year after year MANKO continues to provide the best dollar value, for reliable time critical delivery and fulfillment solutions. For more about what MANKO can do for you, visit www.mankoinc.com. "Our product is service, our commitment is excellence"!

First Delivery Service's new Operations Manager: Rick Nyhan

First Delivery Service is expanding and has promoted Rick Nyhan to the position of Operations Manager. In the past year, Rick Nyhan has taken First Delivery to a new level of effectiveness; increasing our service success rate above industry standards.

David Sellers, President said, "People in this industry understand how difficult it is to keep the service level so high when you are providing an on-demand service 24/7/365. Our customers' needs are constantly changing and we continue to meet every special request or specific requirement. Rick made this happen through his continued coaching and training of our staff. He has very high standards, and that translates into excellence in customer service. Our customers rely on us now to the point where they consult with us before making significant procedural changes to improve operations. Rick's expertise in Operations is clearly being recognized."

Rick recently hired a new Operations Supervisor to replace himself in the old position. Paul French comes to First Delivery with years of Operations and Logistics experience. At First Delivery the expansion continues. To make that happen we rely on the talent and expertise of a great Operations Manager like Rick Nyhan.



Rick Nyhan, Operations Manager, First Delivery Service

To learn more about First Delivery visit our web-site at www.FirstDeliveryService.com or call us at (877) 837-3761.

MobileTek Web Exceeds Expectations



Key Software Systems, developers of Xcelerator & MobileTek, are proud to announce MobileTek Web has outpaced expectations and reached over 2000 drivers nationwide, in only the 2nd quarter since its release.

MobileTek Web (MTWeb) provides seamless driver communication with a feature rich, user friendly web based application; compatible with any HTML5 enabled Smartphone or Tablet on any Operating System like Android, iOS, Windows Phone and Blackberry. MTW provides the ability to accept work, populate pickup and delivery times, edit package counts, weight, reference numbers, and brings it all together with digital Signature Capture and active GPS.

Mark Chiusano of Avant Business Services, expresses, "Avant is proud to be a key ingredient to MTWeb. When Avant needed a streamlined signature capture program to work on the Apple IOS platform, System Architect Chris Miller and his MobileTek Development team had solutions in mind, and were ready for us to beta within weeks. With over 200 iPhones and 35 iPads out in the field, the result has been a cost effective, real-time, sleek program, with customizable options, that is simple to use and provides our clients with all the information they require."

Company President Charlie Pisciotta adds, "The MTWeb reviews have been tremendous and everyone is extremely pleased with the ease of operation, reliability and professionalism MTWeb adds to their business." He continues, "I really love that our customers can use any device out there today, even Kindles and Nooks, it really opens up their options."

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today's transportation, logistics and warehousing company. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative.

Avant Business Services is a family owned and operated business, established in 1924, that supplies superior service for all your logistical needs. For more information about Avant, visit www.avantservices.com or call 212.687.5145.

Corporate Transit of America (CTA) Celebrates its 20th Anniversary with Expansion

Corporate Transit of America proudly announces and celebrates 20 years in business currently with operations in fifteen (15) states servicing over fifty (50) cities.



CTA Announces Detroit Metro Area Expansion

Corporate Transit of America (CTA) announced the expansion of its branch office in Livonia, Michigan. This expansion will provide local area support services for its growing customer base in Detroit, MI and the surrounding areas. With over 25,000 Sq. Ft of floor space, multiple docks, and drive in doors the new facility will allow CTA to provide its customers with flexible options. We have also expended our hours of operation and will be staffed 24 hours a day six days a week.

Hiring of National Sales Manager

Corporate Transit of America announces the hiring of Bryan Jessee as new National Sales Manager. Bryan brings nineteen years of experience within the courier/transportation industry, he is currently concentrating on expanding CTA business within our south and west regions.

New Web Site

On January 21, 2013 Corporate Transit of America launched a new interactive web site. Check us out at www.GOCTA.com

Southwest Airlines Cargo Awarded Highest Honors For Excellence In Air Cargo

Southwest Receives Multiple Awards for Outstanding Service Including the Diamond Award and Domestic Carrier of the Year!

Southwest Airlines Cargo receives continued recognition for excellence in air cargo and has once again been recognized in Air Cargo World's annual Air Cargo Excellence (ACE) Survey as the Diamond Award winner of the "up to 299,999 tonnes" category. The Diamond Award is the top award given in this category. Southwest was the highest rated carrier in three of the four performance categories: Customer Service, Performance, and Value.

"This prestigious recognition represents the tremendous commitment and hard work of our Employees in many different capacities across our system," says Vice President of Cargo & Charters Matt Buckley. "We are honored to receive this award, however, we realize this is a journey, and we will continue to work diligently towards improving the Customer experience."

"Southwest communicates to its customer base a sincere desire to provide them with the very best in service and value," says Publisher of Air Cargo World Steve Prince. "Their success is built upon customer satisfaction, and having won the Diamond Award in consecutive years clearly demonstrates they are achieving their mission."

The Airforwarders Association presented Southwest with the "Domestic Carrier of the Year" Award for the fourth year in a row. The award was presented based upon Southwest's ontime performance, Customer Service, problem resolution, claims handling, technology support, service options, and overall value.

"The Airforwarders Association recently awarded its 2013 Domestic Carrier of the year award to Southwest Airlines in recognition of the airline's outstanding performance," said Executive Director of AfA Brandon Fried. "The members wish to congratulate Southwest on its ongoing commitment to quality and on receiving this highly esteemed honor, and look forward to working together in delivering high quality standards essential to our mutual success."

In addition, Southwest is proud to be recognized for excellence at this year's Air Cargo 2013 Conference. Southwest received the "Domestic Airline of the Year" Award, along with the award for "Excellence in Web Site and Technology" by the Express Delivery & Logistics Association (XLA). This is the 13th year Southwest has been placed on XLA's Airline of the Year list and the third year the Excellence in Web Site and Technology Award has been received.

"The Express Delivery and Logistics Association (XLA) annually surveys its membership on the levels of service, value, reliability, and performance provided by the airlines cargo teams," said Executive Director Express Delivery and Logistics Association Jim Conway. "The results of this service serve as the basis for our Airline Excellence Awards. At the March Air Cargo Conference in Las Vegas, the XLA was pleased to announce that Southwest Airlines was voted as the top Domestic Airline for cargo performance. Additionally, Southwest Airlines was also recognized with the Award for Best Web & Technology. The Board of Directors and membership of the XLA offer our congratulations for these achievements and the resulting awards to the entire Southwest Cargo team."

The ACE Survey, published annually by Air Cargo World, acknowledges Cargo Carriers for achievements in air cargo excellence and is based on a survey conducted by Air Cargo World of more than 600 members of the freight forwarding industries. The XLA Awards are based on an annual survey of association members who use the services of commercial passenger airlines for their express deliveries around the world. The Airforwarders Association is an alliance of Indirect Air Carriers, Cargo Airlines, and affiliated businesses located throughout the global transportation community.

TransPharma Assists New Drug Trials

TransGroup has been shipping temperature controlled chemotherapy drugs for the treatment of advanced prostate cancer to assist in new clinical trials. The temperature of the sensitive pharmaceuticals must remain between 2-8 degrees Celsius, which requires every step of the supply chain to be carefully monitored.

The medication is first picked up in a refrigerated truck and brought to the Denver TransGroup facility, where they are transferred into Lufthansa RAP containers that are preconditioned with dry ice and affixed with programmed data loggers to monitor the drugs along their way. The RAP containers are placed on a flight to Frankfurt where they are off-loaded onto a refrigerated truck again, and then sent up to a distribution center in Belgium from which they are delivered to hospitals and clinics throughout Europe. TransGroup has moved as many as 17 containers in just ten days, and has many more shipments slated for the near future.

MobileTek Welcomes New Team Member

Key Software Systems, developers of Xcelerator & MobileTek Software proudly announce the addition of Brian Repetti to the MobileTek Support and Deployment Team.

Brian brings with him 14yrs of IT Management and Software Development experience with Dickson Supply Co. out of Brielle, NJ where he developed and administered an in-house, ecommerce and warehouse distribution software platform. As a resident of the Jersey Shore, when Brian isn't working, you'll find him fishing in the ocean or out experimenting with photography.

Brian adds, "I'm psyched to be a part of the Key Software Team, getting to know our customers has been great, it feels like a family environment here. Key Software has also enabled me to expand my skill set, and I'm excited to see how I can help this company grow even more."

"We are very excited to welcome Brian to the MobileTek team," states Company President Charlie Pisciotta. "He fits right into our company dynamic and brings a wealth of knowledge and passion for the latest technologies that we incorporate into our mobile software solutions. Brian is having an immediate impact on our customers' experience, especially since our MobileTek Android App has been deployed rapidly throughout our customer base."

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today's transportation, logistics and warehousing company. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative.

HSS Expands AZ Facility—Footprint Increasing



**HOT SHOT
SERVICES, INC.**
THE DELIVERY COMPANY

Albuquerque, NM –Jon Vogen, Arizona Site Manager of Hot Shot Services, Inc., has announced expansion of the delivery company's Tempe facility by an additional 19,000 square feet. "This will give us a total of 35,000 square feet," says Vogen, "making it the largest facility in the HSS network."

Women owned and operated, Hot Shot Services, Inc. has corporate headquarters in Albuquerque, NM and delivers nationally through coordinated warehousing in New Mexico, Arizona, Idaho, California, Oregon, Texas, Vermont, Massachusetts, New Jersey, and New York.

"This expansion displays our growing distribution and warehousing footprint," Vogen added. "Our network of national warehousing provides for focus on Ecommerce same day delivery, on-site inventory management and time critical shipping."

Founded in 1989 by Kim Housholder, Hot Shot Services has grown rapidly from a modest local courier to national warehousing and distribution capability. Beginning full warehouse operations in 1992, Hot Shot Services is a full service supply chain provider that includes value-added distribution and fulfillment, public warehousing, comprehensive transportation management, material handling services and supply chain intelligence—all engineered for operational excellence.

Recognized as a top privately-held third-party logistics provider (3PL), Hot Shot Services gets much of its work from the semiconductor industry, handling logistics for large equipment manufacturers. Distribution is also a significant part of the business equation. Industries affiliated with Hot Shot Services include Retail, Appliance, Electronics, Healthcare, Furniture, Consumer Products, and Ecommerce.

"Regardless of the industry, we work closely with our clients to provide custom solutions that work," says CEO Kristin Browning-Mezel. "Our service is not limited to timely deliveries, but tailored to the convenience of delivery points," she added. "Expanding our footprint provides us the opportunity to capitalize on the growing Ecommerce market. It will also allow us to continue to delight our customers."

Now Booking Advertising for the Fall Issue CLDA Magazine

Deadline to reserve space:

July 31, 2013 for space and ad copy

Want to get your message out to the courier industry?
Then you need to advertise in the next issue of **CLDA Magazine**,
the official magazine of CLDA.

If you have not already pre-booked an ad for the Fall issue and would like to, please feel free to call 202-591-2460 for a media kit.

Richmond Express Acquires New Cargo Van



Richmond Express has acquired a refrigerated cargo van to transport temperature sensitive products for their food distribution customers. Business Development Manager Melanie Rodgers stated, "Several of our customers were relying on Richmond Express to transport fresh and frozen product to their customers on a weekly basis. With the purchase of our refrigerated vehicle we are now easily able to keep up with their demand and ensure that their product reaches their customer's destination in perfect condition."

The specially outfitted vehicle is equipped with the Thermo King V-300 Series temperature control system. This allows the transporting of fresh and frozen items in its dual controlled compartments. The in-cab control box which ranges from 0 C to -20 C ensures that the temperature in each zone is accurate for the duration of the trip. The compressor is engine driven with an electric back up keeping with their green initiative; this also allows them to save on fuel costs.

"The dual control system allows us to transport bagels to Einstein at the same time we are delivering chicken to Subway. We can service our customers more efficiently while reducing their costs at the same time. It is a win/win scenario and our customers have been thrilled with it." notes Melanie.

Richmond Express is an employee based, full service, on demand and routed delivery service. The addition of the refrigerated vehicle to the fleet has added value to their marketplace. For more information, please visit www.richmondexpress.com or contact Melanie Rodgers at 804-788-8080 or email her - Melanie@richmondexpress.com.

Courierboard Adds New Enhancements to Match.com type Search System for Shippers

Courierboard.com, the Online Delivery Network, announces it has unveiled an enhanced free search and match system with additional search option filters for shippers to more efficiently find courier companies that offer the delivery services they require. Courierboard's "match.com" type online searchable profile system is accessed by thousands of shippers every week looking to find courier companies meeting their specific delivery needs.

The system allows individuals and businesses who are looking for a courier delivery provider to search Courierboard's online courier company profile database by city, state, multiple states, airport code or company name, and then further filter search results by checking off from a list of search criteria including specific vehicle types, 24 Hour Dispatch, TSA certified drivers, On Demand/Hot Shot Service, Scheduled Routes, Distribution, Warehouse Facility, Biohazard Experience, Pharma Distribution, International Freight Experience, IAC, GPS Fleet System, Uniformed Drivers, and more.

New filters recently added to Courierboard's "Match.com" type search system include additional vehicle types: 26 foot box truck, flatbed truck and tractor-trailer. In addition, due to increasing demand from shippers, white glove service has also been added to profile search options.

Courierboard's courier company premium members that offer white glove service or have the new vehicle types (26 ft. box truck, flatbed truck or tractor-trailers) are encouraged to update their profile to make sure their company profile is matched when shippers use these new filters.



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David H. Armitage Named President of MANKO Delivery Systems Inc.

MANKO Delivery Systems Inc. (MANKO) based in Tampa, FL is excited to announce David H. Armitage as its new President. In business since 1999, MANKO provides time critical, final mile delivery solutions to a wide variety of customers across five main verticals and throughout the Southeastern United States:

- Traditional hub & spoke ground freight distribution
- Dedicated and integrated air-freight cartage operations
- Strategic warehousing & fulfillment services
- Time critical courier services, both on-demand and routed/scheduled
- White glove / threshold / pad wrap



David comes to MANKO with over 25 years of experience in senior management. He has developed his professional career with Six Sigma training, Total Quality Management, Human Resource Management with significant operational and sales experiences. David Armitage has proven leadership and economic results with numerous business awards from past employers with recognition in areas such as Region of the Year, Innovation Award, Most Improved Region of the Year and led companies

to significant growth and success.

With four years of Last Mile Delivery service experience as COO for Hackbarth, joining the MANKO team will allow David to engage his innovative and result-oriented style to advance supply chain visibility, delivery times, information flow and growth for MANKO throughout Florida. David's expertise brings MANKO to the next level with proven experience as a leader for national companies with branches all over the USA. David and his wife Tammy will be relocating from Fairhope, Alabama to Tampa, Florida where they will establish their home and enjoy all that the West Coast of Florida has to offer.

John Benko, CEO at MANKO said "We could not be more pleased to have Dave joining our ever-growing organization. With Dave's proven leadership and experience at growing companies, and his ability to envision creative expansion ini-

tiatives, will serve MANKO as it continues to accelerate its systematic growth into the future.

Since its founding, MANKO continues to be recognized as the "Best in Class" service provider by all of its customers throughout the southern United States. Year after year, MANKO continues to provide the best dollar value, for reliable time critical delivery and fulfillment solutions. For more about what MANKO can do for you, visit www.mankoinc.com. "Our product is service, our commitment is excellence"!

CXT Software Adds Technical Talent

Two seasoned technologists join the CXT Software team

CXT Software, a leading provider of software applications for expedited delivery and last-mile distribution businesses, announced today that Darrell Dawson has joined its Services Team as Infrastructure Manager, and Robbie Reed has joined its Engineering Team as a Senior Application Developer.

Darrell Dawson brings over 20 years of IT industry experience to the CXT Software team, including seven years in managerial roles. Darrell, who is focused on administration of the company's cloud offering, X Dispatch Hosted, adds, "I am excited about the opportunity to leverage my knowledge and experience to provide CXT Software customers with a great cloud experience and maintain our exceptional uptime performance record."

Darrell currently resides in Columbus, Ohio, with his wife and enjoys the outdoors and various sporting events in his spare time.

Robbie Reed has been in the software engineering field for 10 years and holds degrees in Computer Science and Web Development. Robbie, who is focused on development of CXT Software's next generation product offerings, notes, "I am honored to be on a team with such focus on product excellence through teamwork, effective processes, and striking a healthy balance between cutting edge and proven web technologies."

Robbie spends his spare time with his wife and children, as well as hacking away at a variety of computer projects.

The TranShow Must Go On

TransGroup Worldwide Logistics has been catering to various industry verticals for over 25 years by developing logistics products tailored to meet their specific demands. One aspect that is common to almost all commerce is the trade show industry. TranShow, TransGroup's trade show service, was developed to take efficiencies in exhibit shipping to a completely new level.

Research has found that a vast majority of businesses have exhibited at trade shows; with some only attending once, and some exhibiting as frequently as every week. According to Bloomberg Businessweek, the trade show industry spends \$100 billion annually, and has over 7,000 professional events and over 3,000 public events that draw between 20 and 30 million consumers every year. In an industry that demands time-specific deliveries, custom crating, and detailed check-in/check-out procedures, TranShow excels at the basics of trade show shipping and takes these practices a step further. Each trade show shipment is flagged in TransGroup's shipment initiation platform, which proactively creates notifications that alert all parties involved on what criteria the exhibition center requires, such as the marshalling window and the paperwork required to make an efficient and timely delivery.

Each of TransGroup's 40+ stations in North America is equipped to handle anything from a small popup display, to massive structures that include multi-story exhibits, advanced Audio/Visual displays, and even overweight machinery or products. TranShow has demonstrated these efficiencies in practice and continues to be a major presence in trade show logistics across North America.

Dash Courier and Logistics upgrades straight truck fleet

Dash Courier and Logistics has just taken receipt of 13 new 26' International Straight trucks to distribute in their service areas across the Carolinas. These trucks are all outfitted with Air ride, Liftgate, GPS tracking, and rear view cameras.

Bob Carlson commented, "These trucks are state of the art with the most current technology and will allow Dash Courier and Logistics to service our clients better than ever before."

Diligent Delivery Systems has launched a new website!



State of the art communication and information tool is informative, easy to navigate and contains features that are relevant to the transportation industry.

The Diligent Delivery System website was designed with our existing and prospective clients in mind. Our desire for this internet solution is to effectively represent our company's brand:

- Simple and easy to work with
- Servicing Clients is priority
- Concerns are acknowledged and resolved quickly and proactively
- Able to service all transportation needs
- Diligent Delivery Systems has taken the time to incorporate several key and relevant features within the website:
- Industry and general business development news
- Online tracking of shipments
- Quick quoting process
- Cost Calculator for companies that are considering outsourcing their fleets
- And multiple means to contact and connect with the Diligent team

Please take a moment to visit our website today at DiligentUSA.com and feel free to forward a comment about your impression of the site and if there is anything we can do to make it more relevant for your needs.

Little Guys Delivery Service Expands in Home Delivery Market

Little Guys Delivery Service Inc. is proud to announce the further expansion of our services into the home delivery market. As you all know, lives get busier and the ease of online ordering and home delivery is growing. We would like to welcome Select Express Logistics located in New York for whom we are currently the exclusive service provider for Bed Bath and Beyond in the Greater Toronto Area. We look forward to providing our services for other companies, as well as Whole Food Markets, whom we are currently servicing for the past 10 years as the demand for home delivery grows.

It used to be that most people had bread and milk delivered to their homes, but home delivery stopped years ago, made obsolete by the expense and operational difficulties of offering such a service. Little Guys Delivery Service Inc. is hoping to change that with a new home delivery service residents of Toronto are eating up.

A New Look for Hot Shot Delivery



In January, Hot Shot Delivery in Houston, Texas, launched a new and improved website. In addition to maintaining all of the essential customer tools featured on the previous site — including the

ability to place orders, track packages or request a quote — visitors can now learn more about Hot Shot's delivery, logistics and warehousing services.

The site refresh is part of a larger marketing campaign that Hot Shot Delivery embarked on in 2012. Since unveiling the company's new look and tagline, "Driving Business," they have increased engagement with customers through email and social media. After sending out its first eNewsletter about holiday shipping, Hot Shot experienced record volume during the week before Christmas 2013.

"I'm very excited about our new marketing efforts, including our redesigned website," said Eric Donaldson, president of Hot Shot Delivery. Visit hotshot-delivery.com to see for the new site for yourself.

2013 Blue Ash Business Award Awarded to Priority Dispatch



Chamber President with Jeff Thomas

The Cincinnati USA Chamber of Commerce and business community gathered in March for the 2013 Business of the Year Award ceremony. The award is designed to honor the "best and brightest" small businesses which makes up 85 percent of the Chambers member. The criteria, designed to emphasize performance excellence through a sustainable business model, includes leadership, strategic planning, human resource, customer and market focus and job creation categories.



Priority Dispatch was recognized with the 2013 Blue Ash Business of the Year Award (51-250 employees). President and CEO Jeff Thomas pointed to a company-wide initiative launched two and a half years ago where PDI refocused their commitment to providing superior customer service as a recent turning point for the business. These strategic efforts further refined the company's vision, and as a result, the business has experienced exponential growth opportunities.

LaserShip Mobile App Delivers Fast Tracking and Even Faster Shipping

'LaserShip' available on Apple App Store and Google Play



LaserShip, the leader in last mile delivery on the east coast, is proud to announce the launch of their innovative mobile phone application which is now available for free on Apple App Store and Google Play markets.

The LaserShip app is geared towards taking the hassles out of traditional shipment tracking and provides consumers with a convenient, easy-to-use tool which allows them to track and record their shipments, view historical shipping information, and contact LaserShip customer service all from their handheld device. The app's simple design reflects LaserShip's focus on increasing the speed and ease of the package shipping process.

For those frequent shoppers out there, tracking each shipment just got a whole lot easier! With the mobile app's "Nickname" multi-package tracking feature, consumers can now tag their purchases for quick distinction among a list of expected shipments. "One of the pain points of tracking for consumers is the long, impossible-to-remember tracking numbers," states Blake Averill, Executive Vice President of LaserShip. "Now, users can track items labeled 'Birthday gift' or 'Halo 4', 'New shoes', etc."

Know where your packages are at all times! Another exciting feature allows consumers to enter or scan multiple tracking numbers or barcodes on the go. "Our new app provides real-time tracking information and updates; no need to keep checking our website or the retailer's," reports Josh Dinneen, Vice President of LaserShip. "Tracking is now automated and

we'll push the information to your mobile device within seconds."

Version 1.0.1 of the LaserShip application is compatible with iPhone, iPad, and Android devices.

About LaserShip Inc.

LaserShip is a regional parcel carrier facilitating last mile delivery to east coast markets for businesses that desire reduced transit times, greater flexibility, and the elimination of excess costs within their supply chain. Founded in 1986, LaserShip has evolved into a leading provider of regional same day and next day distribution services for premier e-commerce and product supply businesses. For more information, visit lasership.com.

Meeting the Ohio Governor & State Legislators



Governor John Kasich with Julie Thomas and Guy Cook

Julie Thomas and Guy Cook went to the state capital with the Cincinnati Chamber to meet with our legislators and discuss top policy priorities for 2013. They began the day with a breakfast reception with members of the 130th Ohio General Assembly at the Ohio Statehouse. They continued to their first meeting with Senate President Keith Faber and Speaker of the House William Batchelder. Members then lunched with Governor John Kasich, discussing Medicaid expansion, workforce development, and tax reform, among other issues. In the afternoon session, the group discussed the proposed state budget with OBM Director Tim Keen and Tax Commissioner Joe Testa. The dialogue included a heated discussion over the potential legislature as sales tax expansion, income tax cuts, and HB 5.



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.

SCIconcourier.com

SCI continues to grow on the technology side. We recently released our brand new website at SCIconcourier.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

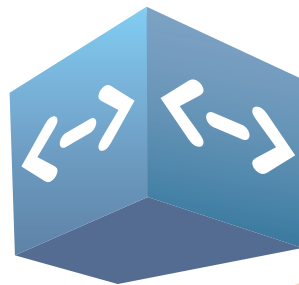
One of the programs that will undoubtedly help owner operators grow their business will be the new "Helper / Substitute" program. IHA, through Wilson Gregory, provides access to occupational accident coverage for the people that help or substitute for owner operators. The liability limits will provide 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.





Bringing it all together

with integrated courier software and logistics solutions



Key delivers the most innovative, all-in-one courier management solution in the industry. Sophisticated features, along with a user friendly interface, can be customized to meet the dynamic needs of your changing business. Maximize your productivity with a truly integrated and reliable courier, dispatch and logistics system. **Increase accuracy, accountability and profits for your business.**

- Xcelerator is the industry's most intelligent, and trusted, courier and logistics management software—automating information flow and maximizing resources
- MobileTek streamlines mobile courier communications with cutting-edge technology for simplified tracking and synchronization—all in one driver-friendly and intuitive handheld device

Get your free Demo 732-409-6068

Priority Dispatch Celebrates 40 years!



Priority celebrated its 40th Anniversary on April 9th this year! We couldn't be more proud--and we are celebrating this milestone with associates, contractors and customers throughout the year. It's hard to imagine we started with two vehicles, pencil and paper in 1973. We have much to be thankful for, and we look forward to what the future brings.

Key Software Systems Keeps Customers in the Lead with Monthly Enhancements

Key Software Systems, developers of Xcelerator & MobileTek, have released over 70 new features within the last 2 quarters, helping customers to streamline operations, drive new business and maximize their resources.

"We have a unique business model that enables us to release enhancements on a monthly basis and our customers get the benefit of incorporating these new features into their business immediately. Our customers help to guide our development, they know what they need, and they can also see where the future of the industry is going. It's a perfect fit that puts us all in a great position for growth," says Charlie Pisciotta, company President.

Some of the new featured components being hailed by customers focus on Dispatch Operations, Order Entry, Accounting and Reporting. For example on the dispatch side, Delivery Center Segments enables companies the ability to segment their business operationally, based on lines of business or even modes of transportation.

Mollie Riddle of Capital Express adds, "Key Software Systems has gone above and beyond our expectations and as a result our company is strategically growing in a pace that is not recognized in today's marketplace. They are continually evolving with their development by incorporating all aspects of our industry needs in their technology. Even more impressive is their ability to respond and find a comprehensive solution for our customer's requirements. Key Software Systems provides more than customer satisfaction, there is an emphasis on customer care and support! Their message is clear...Key Software Systems has maximized their customer loyalty by treating us as partners."

"Our vision since day one has always been to stay ahead of the curve and offer our clients more solutions than anywhere else in the market, we feel confident that we continue to meet these objectives with the guidance of our partners," says Chris Miller, Systems Architect and Partner. He continues, "With 65 current enhancements on the board, we remain strongly committed to that vision."

Xcelerator & MobileTek are enterprise-class software solutions designed by Key Software Systems, for today's transportation, logistics and warehousing company. For more information, screen shots and detailed descriptions, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative.

Capital Express Courier Service is a full service transportation and logistics company serving the Midwest throughout their nine-state region. For more information you can visit: www.capitalexpress.biz, or call 1-800-895-3583

Son of former CLDA President receives National Award

Clancy Slack, son of former CLDA President Rob Slack, has been selected to receive the 2013 National Science Foundation (NSF) Graduate Research Fellowship Program (GRFP) Fellowship for Chemistry and Imagery. The selection was based on his outstanding abilities and accomplishments, as well as his potential to contribute to strengthening the vitality of the US science and engineering enterprise. Over the course of his five year GRFP award term, he is encourage you to take advantage of additional opportunities offered through the GRFP; for example, the Graduate Research Opportunities Worldwide, which offers Fellows the opportunity to enhance their professional development through 3-12 month international research collaborations. Clancy, 23, has received his undergraduate degree from Union College, his Masters from UC Berkley and is now in their Doctorate Program.

Washington Courier First In Service

When one thinks of George Washington, what comes to mind? Like most Americans, we think of a founding father and our first president. The first president to appear on currency, George was also known for his honesty and perseverance. (Did you know that the cherry tree tale was a story made up by a journalist of the time to prove Washington's honesty..?) He possessed solid judgment and common sense.

Washington Courier services the entire Washington, DC/ Baltimore metropolitan area including Northern VA and so, we thought, what better person to hitch our cart to than Mr Washington himself! After all, the capitol city was named after this great individual. Being linked to him and displaying such qualities are the reasons that we decided to call our company Washington Courier. We may be at the back of the alphabet but, we are first in service.

And Washington Courier provides this great service 24 hrs a day, 7 days a week, including all holidays. You can reach us on the web @ www.washingtoncourier.com or call us at (703) 683-3333. We never close!

SCI rolls out new 4 tier cargo program

SCI has negotiated with AJ Gallagher Transportation for a new 4 tiered cargo program that can be offered directly to SCI Owner Operators. These plans are designed to protect the owner operator from cargo loss while insuring the shippers' products are covered. The costs to the owner operators are as follows.

Plan 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

Any questions concerning this program should be addressed to:

Gayle Czeizler

Senior Area Vice President

Arthur J Gallagher & Co.

35 Waterview Blvd, Parsippany, NJ 07054

Office 973-939—3624, Fax 973-299-1864

SCI, the leading third party administrator firm for owner operators, announces new service providers

SCI is pleased to share exciting news!

SCI is changing its owner operator Service Program effective April 1, 2013 and will be offering a new and improved Occupational Accident Insurance policy through our new provider, ACE USA Insurance Company (ACE Ltd.). ACE USA Insurance is an A+ rated Carrier (AM Best), and has a long history of providing superior insurance products to the transportation industry.

"ACE is excited about this opportunity to support the coverage needs of SCI Couriers," said Joe Vasquez, Division President, ACE Accident & Health. "Our high quality occupational accident coverage, which is specifically designed to meet the needs of independent contractors, is supported by experienced underwriting and distinguished claim administration. ACE looks forward to the opportunity to provide accident medical, disability, and accidental death and dismemberment coverage to more than 10,000 owner operators."

SCI is also pleased to announce its new partnerships with IHA and Gallagher Transportation Services. IHA is a transportation association for owner operators that has served the transportation industry for more than 20 years. IHA is a dynamic association and will provide access to a wide-range of benefits for owner operators.

Arthur J. Gallagher Risk Management Services, Inc. ("AJG") brings over 20 years of insurance expertise in the courier industry to the SCI team. In addition to our new Occupational Accident Program, AJG will be helping SCI roll out some exciting new insurance programs for clients and owner operators in the near future.

SCI's future has never looked brighter. Over the years, SCI has strived to provide the best customer service possible and will continue to do so. Anyone having any questions regarding SCI services or desiring additional information please contact SCI at: 800-821-5344.

Faces in the Crowd

Legalpapers.net President Volunteers as Baseball Coach in Pikesville, MD

Pikesville coach David Kopel is helping to save the Pikesville baseball program with the help of his son, Seth, a freshman.

Baseball has special meaning to David Kopel, who was on his own since he was in the 11th grade. "I grew up with no parents and relatives from 11th grade onward," Kopel said. "The thing that kept me in it was baseball and I went on to play in travel leagues with [from former major leaguer] Brian Jordan."

Kopel said the sport helped him maintain a positive attitude while he worked two jobs and went to school. As a coach, Kopel has found a way to give back to the community.

"I coach not just for my son, but the entire team," Kopel said. "The special part is teaching the young kids that come through the baseball program that it's not just about wins and losses, but life situations and how you handle it."

The Pikesville High baseball program was in jeopardy when the former coach left the team. Kopel, an assistant coach at the time, stepped in. Kopel also helped by buying some of the equipment for the young athletes, most of them freshmen and sophomores.

Win or lose, Kopel said, he hopes to help budding players become good men. "The reason why I coach is to maybe make a difference for kids who go out into the world and think it's so negative all the time, and keep a positive spin on things," Kopel said.

We welcome your submissions to this column!

ONE DAY, SAME DAY, EVERYDAY

LaserShip is a last mile delivery specialist, reaching east coast markets from Miami to Maine!

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- REDUCED SHIPPING COSTS
- ACCELERATED DELIVERY TIMES

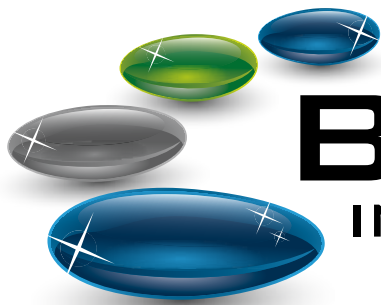


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California Delivery Association



CDA President JR Dicker comments about his visit to Florida. “Recently I went on a quick trip to visit the Florida Messenger Association event. My goal was to learn, network, and find out what is important to them as an association, and also as a group like ours. I met a lot of new friends and people just like us. They are a fun group with top notch leadership. They believe and work on the three elements or pillars, Advocacy, Networking, and Education. They look very strong and are proactive with their state legislature and also Washington, D.C. I also met up with our former CDA President, Rick Chase, along with a lot of vendor associates we know and love because of all the support they give our association and throughout this industry.”

CDA members Rick Chase and Lorena Camargo recently attended the MCAA Lobby Day in Washington, D.C. and spent several days in meetings. One of the MCAA efforts was to help lobby on behalf of HR 6653, a bill introduced by Representative Erik Paulsen, R-Minnesota. Rep Paulsen stated the bill will have a positive impact on American businesses that rely on independent contractors to meet customer needs. The bill is one to amend the Internal Revenue Code of 1986 to provide standards for determining employment status, and for other purposes. It puts forth a two-part test that establishes a formal definition of who is an independent contractor. In addition, it will clarify Safe Harbor provisions of the Tax Code which also helps to define an independent contractor. The measure was referred to the House Committee on Ways & Means.

This event was a first for Lorena and she reported that it was an amazing experience and enjoyed being able to take in the rich legislative history and buildings. While they weren't able to set up an appointment with California Senators or staff, she was able to meet her district's House representative. Lorena felt the representatives were very eager to learn from people in their own districts, and not just hear the typical lobbyists. Her rep also provided passes so she could see the House at work.

She mentioned that Florida was the most represented with 11 members. They set up the meetings themselves and met with both senators and every one of

their representatives. Lorena wishes California had that kind of representation...maybe next year! Lorena hopes to be able to make it to the NFIB -Day At The Capitol, April 23, and gain more legislative experience.



Lorena Camargo, Pearl Transportation, and Donna Springer, Go – Getters

Several CDA members will be at the NFIB event and will also meet with Governor Brown's office. Following that meeting we will spend the rest of the day meeting legislators or staff at the Capitol, and then finish with a reception below the Capitol rotunda.

Now that 2,400 + bills have been introduced, the California Chamber of Commerce has identified the first “job killer” bill of the year. SB 626 (Beall; D-San Jose) which severely undercuts the recent balanced workers' compensation reform deal agreed to by labor unions and employers. The bill proposes dramatic cost increases for California employers and would leave them worse off than before the reforms of last year were enacted.

In 2012, labor unions and the business community came together to reform the California workers' compensation system, passing SB 863 (De León; D-Los Angeles). The goal of this reform package was to provide injured workers with needed benefit increases, but offset these increased costs by closing certain loopholes and making the workers' compensation system operate more efficiently with fewer disputes and litigation.

The reforms achieved this balance, but now not only will employers face pre-reform escalating costs they also will be burdened by an additional \$1 billion in benefit increases with no expectation that this cost will be offset

by system savings. Basically the unions “goodies” stay in, and the reform offsets go out.

And how is this one? AB 152 (Yamada; D-Davis) seeks to resurrect the Self Employment Assistance (SEA) Program to allow unemployed individuals to collect benefits from the Unemployment Insurance Trust Fund for engaging in undefined “self-employment assistance activities” in order to start their own business. In 1994—the only year in which California operated an SEA program—California’s program yielded no participants successful in starting their own business, but required a significant investment of resources. With these costs taken from UI, CDA member rates are bound to go up to cover something that did not work in the first place.

Always looking to penalize and extract money AB 442 (Nazarian; D- Van Nuys), is an Assembly bill that will add some new wording to the existing law that authorizes the Labor Commissioner to recover liquidated damages for an employee who brings a complaint alleging payment of less than the minimum wage, fixed by an order of the commission or by statute. This bill would expand that penalty and restitution provision for a citation to also subject the employer to payment of liquidated damages to the employee.

Among ways this may affect delivery businesses is if your employee payment plan falls short, when challenged, due to some time and mileage methods and calculations. If you use contract drivers and they are later deemed to be employees, than you might fall in this category and in addition to the taxes, penalties, and interest, become subject to liquidated damages directly to your new found employees retroactively. It is always good to check and recheck payment and reimbursement methods. See other bills beginning across page.

And last, but not least, while you are learning and having fun in New Orleans, don’t forget about us.

CDA Annual Meeting & Convention
September 20-21, 2013
Sheraton San Diego Hotel and Marina
1380 Harbor Island Drive San Diego, CA 92101
(619) 291-2900

We have a great speaker line up this year, along with an introduction by San Diego’s mayor, and a State Assembly person and Senator also offering legislative insight. This CDA event will have a different format and conclude with a luxurious Hawaiian vacation drawing. And, if you’re into fishing it’s a great fish bite that time of the year. So please mark this on your calendars, and check our website as additional information gets added.

Texas Courier and Logistics Association



TCLA – Texas Courier & Logistics Association elects new board and officers. Back row, left to right: Cy Yates, Treasurer, Crown Logistics; Jeff Havens, Board Member, Jetex; Barry Stephenson, Board Member, Jaguar Logistics; Willie Frost, Board Member, DataRush; Garth Wilkins, Vice President, Meteor Logistics; Front row, left to right: Joe Azzaro, Board Member, Zip Delivery; Mark Courson, Secretary, Metro 1 Courier



TCLA storms Washington D.C. - Garth Wilkins, TCLA Vice President and Rod Steinbrook, TCLA President protecting the rights of TCLA and CLDA members in D.C.



Florida Messenger Association

Florida Messenger Association Has Successful Day on Capitol Hill



Members of the Florida Messenger Association (FMA) made their annual visit to Washington, D.C in March for Government Affairs Day conducted by the Messenger Courier Association of the Americas (MCAA).

The objective of this year's trip was to provide an update on the status of H.R. 6653, introduced by Rep. Erik Paulsen (MN-03) last year during the 112th Congress, and to encourage support for its reintroduction into this year's session. Requests were also made to Senators for consideration of a companion bill in the Senate. Additionally, after having attended the past several government affairs lobby days, many of the participants wanted to maintain relationships with delegates and their staff.

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FMA Members Prepare for their Day on Capitol Hill - Left to Right: John Benko, MANKO Delivery Systems, Inc. of Tampa; Lance Dearborn, Air Traffic Services of Orlando; Shannon Armstrong, Armstrong Consulting of Orlando; Chris Kane, Courierboard.com; Lori Baron, Baron Messenger of Miami; Gary Gilbertson, Alpha Logistics Services of Orlando; Barrett Cook, Blue Streak Couriers of Jacksonville; Tim Petty, Pettyco Express of Jacksonville; Rose Thomashow, Express Messenger Service of Boca Raton; Larry Schwartz, Baron Messenger of Miami, and Harold Boyett, Blue Streak Couriers of Jacksonville

Due to the most recent census data, last year's congressional realignment resulted in Florida gaining two seats in the US House of Representatives, increasing from 25 members to 27. Including Florida's two senators, FMA members had 29 legislative offices to contact. The FMA is proud to announce that for the third consecutive year, it was successful meeting with every elected official's office from Florida.

It is a fact that the hard work, planning and execution accomplished on a daily basis within transportation companies throughout the state (and across the country) can be wiped out by one stroke of the legislative pen. With shrinking tax bases and dwindling state revenues, government entities are looking harder than ever for revenue streams. One area that is being aggressively targeted is the classification of independent contractors. Oftentimes when independent contractors are utilized, there tend to be groups that believe companies are simply treating them like employees (and misclassifying as ICs) for the purpose of avoiding payroll taxes, workers' comp taxes, unemployment taxes, etc.



(L-R) Harold Boyett, President of Blue Streak Couriers in Jacksonville; first-term Representative Ted Yoho, Republican from Florida's 7th Congressional District and Barrett Cook, Vice President of Blue Streak Couriers

"That misconception is far from the truth," said Tim Petty, PettyCo Express of Jacksonville and current FMA President. "Thousands of same-day transportation companies across the nation accurately utilize, classify and treat independent contractor owner-operators exactly as they are: an incorporated micro-business providing tools, equipment, service and expertise to complete contract work offered," he added.

During the daylong visit, members of FMA met personally with Representatives Steve Southerland (R-2), and Ted Yoho (R-7). Additional meetings were held with staff of each of the other representatives and both senators.

"We had 11 members from FMA attend last year and we maintained that number this year", said FMA immediate past President Harold Boyett, President of Blue Streak Couriers in Jacksonville. "We thank all participants – from Florida and across the country – for having foresight to understand the importance of strong legislative awareness," Boyett added.

"We don't want to treat this trip as our only mission, however. These meetings really help strengthen the relationships within each district," Boyett added.

In addition to Boyett, who also chairs the FMA's Government Affairs Committee, and Petty, other attend-

ees from the FMA included Barrett Cook, Blue Streak Couriers of Jacksonville; John Benko, MANKO Delivery Systems, Inc. of Tampa; Lance Dearborn, Air Traffic Services of Orlando; Rose Thomashow, Express Messenger Service of Boca Raton; Shannon Armstrong, Armstrong Consulting of Orlando; Larry Schwartz, Baron Messenger of Miami, Lori Baron, Baron Messenger of Miami, Chris Kane, Courierboard.com and Gary Gilbertson, Alpha Logistics Services of Orlando.

The mission of the FMA is to improve and advance the common business interests of couriers, messengers and transportation providers throughout the State of Florida for the benefit of the public need for such services.

For more information, please visit our website: <http://www.floridamessenger.org/>

New York State Messenger Courier Association



The NYSMCA hosted its first Lobby Day in Albany, New York on April 16, 2013. There was a successful turnout in Albany

where we educated our representatives on how their decisions affect our daily dealings and business transactions. We came together to help our Assemblymen and Senators understand the key role the courier industry plays in New York's economy. We dictated how important the courier industry is to businesses in New York State and what the economic impact could be if the current laws are changed. Our attendance in Albany sent an important message on how important it is to protect our business model.

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In the late spring, the NYSMCA will engage in Part 2 of the Healthcare Reform seminar. This seminar will focus on the healthcare bill and the impact it will have on businesses and independent contractors for 2014.

Massachusetts Delivery Association



On April 10, 2013, The Massachusetts Delivery Association had an opportunity to present its oral arguments on its motion for summary judgment in Federal Court. The court was well prepared and knowledgeable about the facts in our case.

The hearing, which was a very lengthy one centered around the fact that the FAAAA preempts the Massachusetts law that effectively bans the use of independent contractors. Recent decisions in other cases that support our position were discussed and our legal team felt optimistic about the outcome. We expect that a decision could be made within 4 to 6 weeks.

Everyone in the MDA would like to thank everyone who has and continues to support our cause. A positive outcome in our legal battle will be positive for the entire industry.



WHAT'S IN A NAME?

BY REED HITCHCOCK

With all of the talk of names and rebranding in this issue, we thought it only appropriate to look at some of the ways automakers have used names to convey an image, make a point, and to provide technical specifications about their vehicles, or conversely where they may have not given names much thought at all.



Much like our own names, the names that manufacturers assign to their vehicles become permanently associated with those vehicles, as well as promoting – intentionally or not – a certain image about them. If you meet someone named “Moonbeam,” do you not naturally assume them to be an earthy-crunchy hippie? Likewise it would not be unrealistic to expect anyone named “Donald” to have more money than brains, and a bad comb-over. It’s not a whole lot different with cars and trucks: names like “Mustang” and “Challenger” convey images of muscle and power, while “5000S” really doesn’t convey a whole lot of anything.



By assigning names of existing places or things to vehicles, product planners and marketing managers want to leverage our personal associations. Race track names, for example, have long been a reliable standby, particularly for performance cars. Names like Bonneville, Sebring, Daytona, and LeMans have graced the fenders of some fantastic road machines, but one little misstep can be catastrophic. In the late 1980s, Pontiac brass applied the fabled “LeMans” moniker to a Korean-built subcompact heap in an ill-advised effort to invoke muscle and speed. To say the car under-delivered is putting it mildly, and the historic name was shelved permanently.



For luxury vehicles, we have seen names of uppity places like “Newport” and “Riviera” applied over the years, but again, as vehicle quality declined, especially during the 1970s and 1980s, many of these names were somewhat tarnished by the substandard cars to which they were applied, and were ultimately taken out of service. From time to time they try to bring the old names back, once those product planners think that enough time has passed. That said, as a matter of principle I will never, ever buy a brand new Dodge Monaco or Ford Fairmont.

DNKEY GARAGE



While places convey a certain image, apparently so do animals, cultural groups, and even just random things. Would you buy a car called “Marauder” or “Falcon”? Well, sure, if they were applied to good looking cars, right? What about a “Navajo” or “Aztec”? Hmm, I’m not sure what they’re trying to sell here. I would buy a “Nova” too, and a whole lot of people did in the fifteen-odd years that Chevrolet sold them – in this country.

However, in one of the biggest naming blunders of all time, the marketing team neglected to get out their pocket translators and ended-up trying to sell a car whose name means “doesn’t go” in Spanish. Opportunity lost. At the same time, would you really want to pay for a “Hummer”?



A lot of manufacturers, particularly Europeans, have taken a more logic-based approach to naming conventions. BMW, for example, assigns a number to each series of car, and then subsequent numbers and letters to specification. A BMW 335ix can be broken out in this way: “3” for 3-series, “35” for 3.5 liter motor, “i” for fuel injected, and “x” for all-wheel drive. Simple and logical, in a very Germanic way, right? You see similar from the

likes of Mercedes Benz. It’s a clean if sterile approach, and safe in that we rarely make the same emotional connections with these alphanumeric designations as we do with names, although I do find myself lusting after an “S600” (Mercedes-Benz, S-Class, 6.0 liter motor) from time to time.

Finally, there are names that mean absolutely nothing, which seems to be the hot trend these days. Do you know how Webster’s dictionary defines “Camry”? Don’t bother looking, because it isn’t there. It doesn’t mean anything. How about “Miata”? Sounds Italian, right? Nope. Often times manufacturers, especially the Japanese and Koreans, like to make names up out of thin air that sound like they mean something impressive. “Optima” and “Maxima” don’t mean anything either, but our minds drive us to like them to words like “Optimum” and “Maximum” which equate to something simply being the best. Numbers are used in much the same way, and it used to be the higher the number, the better the car. The best example of this came in the mid-1980s. Audi had released their “5000” to rave reviews, after their “100” of the 1970s floundered. Not to be outdone, Pontiac upped the ante with a “6000”. Saab ultimately won with the “9000” because surely nobody would make the leap to five digits – and nobody did. These days random number schemes have been largely relegated the realm of trucks and vans: 1500, 2500, 3500, etc. and again, the higher the better, stronger, tougher, and so on. Personally, I’m partial to practical names on my utility vehicles, like “Transit” or the speedier “Freightliner”.

So what’s in a name? Ultimately, whatever you as the consumer, customer, and (in the case of your association) the member sees in it.





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