



Spring 2014

Supporting the Customized Logistics and Delivery Industry

Scottsdale's Calling

CLDA Heads to Arizona for
Annual Meeting May 14-17

Inside:

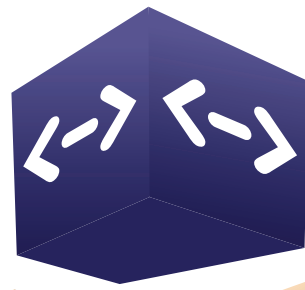
CLDA Champion Section 530 Safe Harbor
Provision Included in National Tax Reform!

Industry Veterans On Why They Never Miss
an Annual Meeting

Defining and Managing Client Expectations

Grease Monkey Garage

National Press Building • 529 14th Street, NW, Suite 730 • Washington, DC 20045



Streamlining mobile courier communications

with intelligent technology for simplified tracking and synchronization

Working in tandem with Xcelerator's logistics and courier tracking software, MobileTek features barcode scanning, signature capture, real-time data synchronization and much more for increased delivery efficiency—all in one driver-friendly handheld device. **Increase your speed, accuracy and accountability.**

- Increase tracking accuracy and customer satisfaction
- Improve productivity and efficiency with real-time information
- Simplify deliveries with intuitive wizard-like workflow in handheld mobile device



Get your free Demo 732-409-6068



KeySoftwareSystems.com/results

A Smart Business is Well Aware of the Traps In Front...



**If You Find Yourself in a Trap -
Make Sure to Use the Right Club to Get Out!
We've Got You Covered!**

**Occupational Accident • Innovative Technology
IC Model Support • Owner Operator Administration**

**(800) 821-5344
SCIconcourier.com**



WE GET SHIP DONE.®

When you need to ship air cargo, there's one Team you can count on. One Team delivering Relentlessly Reliable® service to destinations across the map. When you need someone who'll get the job done, you need Southwest Airlines Cargo.® For information, visit swacargo.com.®



IN THIS ISSUE

9 Convention Preview: Agenda

12 Convention Preview: Industry Veterans Talk About Why They Never Miss an Annual Meeting

14 Convention Preview: Scottsdale's Calling

18 Convention Preview: Defining and Managing Client Expectations

20 Feature Article: From Courier to Carrier

26 Feature Article: Best Buy's Ship-From-Store Push Good for CLDA Members



DEPARTMENTS

Presidents Message 3
 Directors Message 4
 New Members 5
 Government Affairs 6

In the News 29
 State Association Reports 44
 Grease Monkey Garage 48

CLDA Officers

PRESIDENT

Rob Johnstone
Priority Express Courier, Inc.
Boothwyn, PA

FIRST VICE-PRESIDENT

Kirk Godby
Corporate Couriers • Austin, TX

SECOND VICE PRESIDENT

John Benko
Tampa, FL

TREASURER

Chuck Moyer
Express Courier, Inc. • Franklin, TN

SECRETARY

Monte O'Hara
Capital Express, Inc. • Omaha, NE

IMMEDIATE PAST PRESIDENT

Chris MacKrell
Custom Courier Solutions, Inc.
Saratoga Springs, NY

Board of Directors

Fred Aryan, Lasership • Vienna, VA

Jason Burns, QCS Logistics • St. Rose, LA

Rick Chase, OnTrac • Phoenix, AZ

Mark Cossack, Priority Courier Experts
Vadnais Heights, MN

Steve Howard, Esquire Express • Hialeah, FL

Tom Jowers, ADL Delivery • Tampa, FL

Matt Lawrence, Pace Runners
Birmingham, AL

Julie Thomas, Priority Dispatch, Inc.
Cincinnati, OH

Charlie Wolfe, Blaze Express Courier Service
New Orleans, LA



Magazine Staff

PUBLISHER Bob DeCaprio

EDITOR Tara Wagner

DESIGN Kellen Creative

STAFF WRITER

Andrea Obston, CLDA Director of PR

EDITORIAL CHAIRMAN

Rob Slack
SCI, Inc.

STAFF PHOTOGRAPHER

Charles Chiusano
Avant Business Services

AUTOMOTIVE EDITOR

Reed Hitchcock

Advisory Committee

CHAIRMAN

Michael Gualtieri
ProCourier, Inc.

Phyllis Apelbaum
Arrow Messenger Service, Inc.

Mark Chiusano
Avant Business Services

Larry Day
Jet Messenger Service, Inc.

Steve Miley
Go Between Inc.

Tony Racioppo
SDS Global Logistics, Inc.

Jay Scarola
Jet Messenger Service, Inc.

Rob Slack
SCI, Inc.

Dick Thomas
Priority Dispatch, Inc.

CLDA Magazine is published quarterly by CLDA. Editorial, advertising, and administrative offices: CLDA, National Press Building, 529 14th Street, NW, Suite 750, Washington, DC 20045. Telephone: 202/591-2460. Fax: 202/591-2445. Copyright ©2011 by CLDA. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. The material herein presented is for informational purposes only. A qualified professional should be consulted with regards to any specific, factual situation. Opinions expressed are not necessarily those of the publisher, editor, CLDA or its officers or directors.

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

Renew Your CLDA Membership Online

Simply go to www.theclda.com and click on RENEW.



Rob Johnstone,
Priority Express
President CLDA

We've got an industry expert who will show you how to outsmart national competition, educate your customers and grow your business.

Change. It's what we're all about. And responding to change is why we're calling the CLDA Annual Meeting in May "Same-Day Logistics Revolution."

In this month's issue, you'll get a preview of that meeting. You'll find out from some of the industry's most trusted insiders how our business is growing, changing, adapting and yes, even stumbling as it responds to change. You'll learn about the opportunities and the "pot-holes" so you can maximize the positives and side-step the negatives.

Want to learn directly from shippers about what they want from our industry? A panel of shippers will give you that insight. Want to learn the lessons of getting more done in less time with less waste? You'll get that from our keynote, an ex-Marine fighter pilot who now takes the lessons he learned to companies to help them improve their productivity. Want to compete with the "Big Two"? We've got an industry expert who will show you how to outsmart national competition, educate your customers and grow your business. Want a peek into the future of our business? Industry authority Jim Tompkins will give you that. Then, you'll get the opportunity to process all that with your peers in the meeting's ever-popular Focus Groups and networking sessions. You'll also get information on CLDA's legislative efforts to keep our industry successful. Our panel of CLDA resources who concentrate their efforts on Government Affairs will give you the story.

This issue will also give you the collective wisdom of some of our most successful members as they talk about how they weathered the bumps and bruises that come with change. They'll tell you how they embraced change, picked themselves up after they stumbled and where they see our industry going. And check out the Q & A session with Annual Meeting Chair, Kirk Godby, as he talks about the "ship from store" trend that opens up opportunities for CLDA members.

Take a look at all this issue of the CLDA magazine has to offer. It will get you primed to take on and thrive in the Logistics Revolution. Then, make sure you join us at the CLDA Annual Meeting in Scottsdale, AZ May 14 to 17.

Register today. Join us in May and prosper tomorrow.

See you there,

Rob Johnstone
CLDA President

LETTERS TO THE EDITOR

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

Send letters to

Letters, CLDA Magazine
National Press Building • 529 14th Street, NW, Suite 750
Washington, DC 20045



Bob DeCaprio
Executive Director

The Revolution is Here!

As you all know, your industry is changing at a rapid pace. When we rebranded from MCAA last May, and became the CLDA, we did so with these changes in mind.

This year at our Annual Meeting, our Convention committee has planned a great agenda that will help you to understand what these changes are, and how you can best place your business to adapt with the changing business. Our Annual Meeting is the only place where you can learn about new verticals and how to deal with issues specific to the same-day, customized logistics industry. We have brought in the best in the business to help you make the most of this environment.

We are looking forward to seeing you in Scottsdale this May (14-17) to network and learn with you!

If you haven't yet renewed your membership with CLDA, please do so before you register for the Annual Meeting. Members tell us that retaining their membership pays for itself thanks to the business you gain by being plugged in to the latest in this fast changing industry. A part of that membership comes with attending the meeting in May, and learning and networking with other companies just like yours from around the country. If you aren't attending the Annual Meeting, you're not getting the most from your membership.

In this revolutionized business environment, CLDA membership is more important than ever, but - here's the catch - you can't sit and wait for the benefits to come to you. If you don't already it's time to leverage your membership and help your business. Renew today at www.theclda.com, and then register for the Annual Meeting. You won't regret it!

Invest in Your Company — Support Your Industry. Renew your membership in CLDA now.

We are looking forward to seeing you in Scottsdale this May (14-17) to network and learn with you!

Affiliate Members

Elite EXTRA

Mr. Jon Ward
2985 58th Street
Eau Claire, WI 54703
Email: jhagen@eliteextra.com
Phone: (715) 874-2985

Fleetmatics

Ms. Chelsey Carlson
1600 E. Golf Road, Suite 800
Rolling Meadows, IL 60008
Email: chelsey.carlson@fleetmatics.com
Phone: (866) 844-2235

Heffernan Insurance Brokers

Mr. Owen Oakley
101 Second Street, Suite 1203
Petaluma, CA 94952
Email: oweno@heffins.com
Phone: (707) 789-3061

NexTraq

Mr. Curran Corrigan
1200 Lake Hear Drive
Atlanta, GA 30319
Email: curran.corrigan@nextraq.com
Phone: (678) 762-4310

Vesigo Studios

Mr. Jeremy Tilley
P.O. Box 459
Rogue River, OR 97537
Email: info@vesigo.com
Phone: (541) 326-4200

Regular Members

American Courier Delivery Service LLC

Mr. Rajni Marwaha
6180 B Old Alexandria Road
Alexandria, VA 22310
Email: acdsllc@yahoo.com
Phone: (703) 417-9121

Federated Couriers

Mr. Jack Anderson
P.O. Box 115
Rantoul, IL 61866
Email: jackanderson@frontier.com
Phone: (217) 419-3966

First Class Courier LLC

Mr. Chris Enke
3022 Javier Rd., Ste. 102
Fairfax, VA 22031
Email: customerservice@1stclasscourier.com
Phone: (855) 999-7828

High Desert Courier Services

Mr. Dennis Heman
P.O. Box 281
Redmond, OR 97756
Email: support@hdcourier.com
Phone: (541) 325-2306

Novex Delivery Solutions

Mr. Ken Johnston
105-14271 Knox Way
Richmond, BC V6A2Z4
Canada
Email: kenj@novex.ca
Phone: (604) 220-4819

O.N.E. Transport Group

Mr. Rob Kessler
#56 4216 54 Avenue SE
Calgary, Alberta T2C2E3
Canada
Email: robk@shipexpedite.com
Phone: (403) 235-5053

Safety Express Courier Service

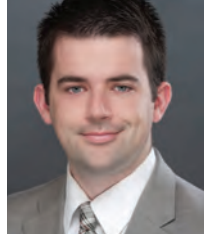
Mr. Peter Cabrera
2121 Atlantic Ave., Suite 106
Raleigh, NC 27604
Email: pete@safetycourier.com
Phone: (919) 413-2010

Spartan Worldwide Logistics

Mr. Nick Rozakis
141-I Rt. 130 South, United #244
Riverton, NJ 08077
Email: nickrozakis@yahoo.com
Phone: (888) 311-7568



John Benko



Shawn Swearingen

CLDA Champion Section 530 Safe Harbor Provision Included in National Tax Reform!

As we wrapped up this issue, outstanding news arrived from Capitol Hill – the CLDA Developed Safe Harbor Provision Section 530 included in the comprehensive tax reform package! Ways & Means Chairman David Camp (R –MI) unveiled the committee’s tax plan on the afternoon of February 26th. Overall, the plan will simplify taxes for individuals, streamline the tax code and reinvigorate the economy through re-investment.

For years, the association and member advocates have walked the halls during lobby days asking elected officials to preserve Section 530 and provide clarity to businesses and independent contractors. Building off of our work with Representative Paulsen (R – MN) to introduce HR 6653 in 2012, CLDA continued work with the Congressman, Ways & Means staff and other industry associations to get that language included in the possible tax reform package. This will be of great benefit for the association and industry as well as allow 2014 Lobby Day attendees to be flag bearers for this initiative in April! A big thank you goes out to all of those CLDA advocates involved over the years, Board and Government Affairs Committee members, and Advocacy Fund donors!

This year continues to show signs of promise in the government affairs world of the same-day industry despite legislative and regulatory fights in New York, New Jersey and the legal battle in Massachusetts. More and more CLDA members are getting involved in their own states - from working with the legislature and state department of labor in New York, to testifying before a legislative committee on beneficial and clarifying language in Ohio.

Along with the Lobby Day event this Spring, we look forward to seeing you in Scottsdale, Arizona for the CLDA Annual Convention! The government affairs panel will provide discussion on hot button employment issues that affect your daily business activity, what you need to do to prepare for impending government regulations along with the CLDA advocacy activities on Capitol Hill and around the country.



CLDA Members Descend on Capitol Hill

The 2014 Lobby Day event now has a renewed focus and a greater need for more CLDA members to walk the halls of Congress. Having language included in such a key legislative proposal as the tax reform package is a great win for the association and industry! With this, Lobby Day attendees can point to the tax reform as a positive piece of legislation for the same-day delivery industry.

This year’s event has members staying the historic Mayflower Hotel with the evening reception and the day-of breakfast educational session there as well. In addition to asking their elected officials to not support two anti-IC bills in the U.S. Senate, members will be asking for support of the national tax reform package which would create a clear definition for employment and independent contractors as well as codify the Safe Harbor provision.



FDA Proposed Rule on Safe Transport of Food

On Wednesday, February 5th, the Food and Drug Administration (FDA) released the full language of a proposed rule on food transportation. This rule intends to establish criteria for the transportation of human and animal food traveling by motor or rail vehicle by establishing requirements for vehicles and transportation equipment; transportation operations; information exchanges between shippers, carriers and receivers; and provides for training and record keeping.

The proposed rule does exempt the following: transportation of shelf-stable food that is completely enclosed by a container; shippers, receivers or carriers with less than \$500,000 in total annual sales; food transshipped through the United States to another country; and, transportation of compressed food gasses.

The FDA views this proposed rule to be consistent with current practices and does “not anticipate large scale changes in practices as a result of the requirements of this proposed rule.” The CLDA is gathering input from membership on the various type of food deliveries made in the industry and preparing comments on the proposed rule to the FDA. The comment period ends May 31, 2014. Public hearings on the proposed rule will be held in Chicago, IL on February 27, in Anaheim, CA on March 13, and in College Park, Maryland on March 20. We will keep you informed on future developments of this proposed rule in the coming months.

News From Around the States

Each of the 50 states is different in the organization of legislative sessions. States like New York, Ohio and Michigan carry the bills over from one year to the next, in two year cycles. Other states like Washington require bills to be re-introduced

each year in each session. Some of the states that we will have a close eye on are Washington, New Jersey, California, Kentucky, Minnesota and Missouri.

The New York Messenger and Courier Association (NYSMCA) is actively working legislatively and with the New York Department of Labor on Governor Cuomo’s (D) new independent contractor regulation. When the Governor received the New York Commercial Goods Transportation Fair Play Act on his desk for signature in January, he asked the legislature to remove “commercial” from driver’s license and add “commercial motor vehicle” to the scope of the Act. In doing so, he is expanding the reach of the law to any driver who is licensed in the state of New York who operates a commercial motor vehicle (10,001 plus pounds). The NYSMCA is doing tremendous work in order to stay ahead of the curve and educate the state’s membership. If you do business through the state reach out and let them know you would like to help!

Despite the CLDA’s victory in securing Governor Christie’s (R) last year, the exact language has been reintroduced this session. The CLDA needs all of those who were active and helpful in the advocacy efforts last year to re-engage in the grassroots process and even help secure a lobbyist in the halls of Trenton. Legislative assaults like this will not succeed as long as the industry shows a united and coordinate front. If you’d like to be engaged in the effort, contact Shawn Swearingen at sswearingen@theclda.com.

Two other states we are monitoring closely are Kentucky and Texas. Kentucky is currently in a legislative session and has a bill introduced that would provide only vague guidance for independent contractors that could very well be more harmful than beneficial. In Texas, despite not being in session, the Speaker of the House has charged the interim committee to “examine the issue of misclassifying employees as independent contractors on workers, employers, income tax withholding, and the unemployment insurance system.” Although this doesn’t lead to instantaneous changes in the laws, it is precursor to possible legislation being introduced in 2015 or regulator rule making. Look for updates from the Texas Courier & Logistics Association and from the CLDA regarding this interim study.

 **Follow Us on Twitter and Government Affairs Newsletters!**

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

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



Same-Day LOGISTICS REVOLUTION

Annual Meeting 2014
May 14-17 2014 in Scottsdale, AZ

AGENDA

Wednesday, May 14

8:00am - 2:00pm
Golf Tournament (includes lunch) - Kierland Golf Club
Beverage Cart Sponsored by Relay Express

8:00am - 12:00pm
Jeep Tour of Desert

3:00pm
Exhibitor set up starts

5:00pm
Registration opens

6:00pm - 6:30pm
First Time Attendee Networking Workshop
Led by Andrea Obston, Director of Public Relations, CLDA

6:30pm - 7:30pm
First Time Attendee Reception
Special session for first time attendees to get the most out of their meeting experience
Sponsored by Complete Innovations

7:30pm - 9:00pm
Grand Opening Reception with Vendor Market in Exhibit Hall

Thursday, May 15

8:00am - 9:00am
Meet the Candidates Breakfast in Exhibit Hall
Sponsored by Datatrac

9:00am - 10:15am
CLDA Annual Business Meeting

- Board Election
- State of the Association Update

Thursday, May 15

10:15am - 10:30am
Vendor Break in Exhibit Hall
Sponsored by Xcel Delivery Services

10:30am - 12:00pm
KEYNOTE: Top Gun Success & Fighter Pilot Precision For Logistics & Delivery
Presented by Ed Rush

Ed will show you how to get more done in less time, and with less waste. With principles learned in his 13 year Marine Corps career, Ed will demonstrate the 3 keys to speed and success as a leader. You don't need to be a fighter pilot to tap into Ed's resources for personal & corporate productivity. In fact, Ed will show you how he went from failing Kindergarten to flying \$40 Million dollar supersonic fighters in combat.
Sponsored by Key Software Systems

12:00pm - 1:00pm
Lunch in Exhibit Hall

1:00pm - 2:00pm
Parcel Industry Perspectives: Competing With "the Big Two" to Grow Your Regional & Specialized Delivery Business
Presented by Rob Martinez, Shipware, LLC

FedEx and UPS have declared war on your business and you may not even know it. Tired of being the best kept secret in delivery business? Learn perspectives of an industry insider to out-smart national competition, educate your customers and grow your business.

2:00pm - 3:00pm
Vendor Market in Exhibit Hall

3:00pm - 4:30pm
CLDA Focus Groups
One of our most popular tracks is back and better than ever! Take part in CLDA's Focus Groups to share information with other attendees on best practices, share your experiences, and network with attendees and panelists.

6:30pm - 8:00pm
Networking Reception
Sponsored by SCI



Friday, May 16

8:00am - 9:00am
Breakfast in Exhibit Hall
Sponsored by Lasership

9:00am - 10:15am
How Customized Delivery and Logistics Will Shape the Future
Presented by James A. Tompkins, Ph.D., CEO, Tompkins International

Last year Dr. James A. Tompkins, CEO of Tompkins International, a supply chain consulting and implementation firm, gave a stunning presentation at the CLDA Annual Meeting in New Orleans on retail and same-day delivery. His insights have been spot on, and the pace of events for the customized logistics and delivery industry has continued to be very positive. But how can you plan for the future? Tompkins will help participants understand "the rest of the story." Not only will he trace our steps from New Orleans to Scottsdale, but more importantly, he will provide insights into where the industry is headed. Attendees will leave knowing how individual transportation providers can maximize their success going forward.

10:15am - 11:15am
Vendor Market in Exhibitor Hall

11:15am - 12:30pm
Forming an Acquisition Mindset To Make You a Better Competitor
Presented by Abe Garver, Managing Director, BG Strategic Advisors

Whether you're looking to be acquired or not, understanding what the major and mid-sized strategic buyers take into account when they make acquisitions can only help you become a better competitor. Our speaker, an acquisition advisor, will talk about what he has observed as relevant buyers have made acquisitions over the years. He will examine the consistent themes that have emerged across a wide range of deals. He will also identify the one criterion that was most important, and explain how meeting the standards can both increase your valuation and make you a better competitor.

Friday, May 16

12:30pm - 1:30pm
Lunch in Exhibit Hall

1:30pm - 2:30pm
Panel: Shippers Looking for Partners in Customized Logistics
Moderated by James A. Tompkins, Ph.D., CEO, Tompkins International

Panelists:

- *Mitch Williams, Wayfair.com*
- *Mike Fiorito, eBay/Shutl*

Hear the latest from shippers – what they do, why they are looking to work with customized delivery companies, and how you can better prepare your business to work with them.

2:30pm - 3:00pm
Vendor Break in Exhibit Hall

3:30pm - 4:30pm
Panel: Government Affairs
Presented by Rich Meade, Prime Policy Group, Shawn Swearingen, CLDA Director of Government Affairs, and Shannon Armstrong, Armstrong Consulting

A three segment discussion on hot button issues that affect your daily business activity, what you need to do to prepare for impending government regulations and the CLDA advocacy activities on Capitol Hill and around the country.

6:00pm - 7:30pm
Networking Reception

Saturday, May 17

9:00am - 10:30am
Closing Brunch

2014 Registration Rates	Early Bird (expires 4/11)	Regular	On-Site
Member - 1st Attendee	\$695	\$795	\$850
Member - Additional Attendee	\$595	\$695	\$775
Non-Member	\$895	\$975	\$1,050
Spouse Fee	\$495	\$495	\$550
Member Exhibitor (Booth space, includes one registration)	\$1,550	\$1,550	Not Available
Member Additional Exhibit Attendee	\$450	\$450	\$450
Non-Member Exhibitor (booth space, includes one registration)	\$1,950	\$1,950	Not Available
Non-Member Additional Exhibit Attendee	\$500	\$500	\$500
Second Booth Space	\$1,100	\$1,100	Not Available
Golf Tournament – Wednesday	\$210	\$210	\$210
Rental Clubs	\$65	\$65	\$65
Desert Jeep Tour	\$125	\$125	Not Available
Additional Ticket - Reception (Wednesday, Thursday or Friday) - per night	\$100	\$100	\$100



HOTEL
Westin Kierland
 6902 E. Greenway Parkway
 Scottsdale, AZ
 Phone: (800) 354-5892

Tucked into the Sonoran Desert setting of Scottsdale, Arizona, The Westin Kierland Resort & Spa enjoys a temperate year-round climate amidst stunning natural beauty. Inspired by the theme "Treasuring the Essence of Arizona," the resort brings the state's colorful history to life with artwork, photography, and historical artifacts throughout our hallways and venues. We encourage our guests to explore the local area and learn about its offerings—historical, cultural, and recreational. The resort is part of the 730-acre, master-planned Kierland community, and one of its highlights is Kierland Commons, an open-air shopping center just a short walk from the resort grounds (or accessible by free shuttle). Countless other attractions abound within just 20 miles.

RESERVATIONS

To make your hotel reservation, call (800) 354-5892 and reference CLDA. We have obtained a special group rate of \$259.00 single or double per night, exclusive of applicable taxes. This room rate is available until Friday, April 18th, 2014, based upon availability. Please note: Registration to attend the meeting does not serve as a hotel confirmation.

SPONSORSHIP

We are expecting a great turnout for CLDA's Annual Meeting & Exposition in Scottsdale, AZ! If your company is looking to increase its profile within the customized logistics and delivery industry, why not have the CLDA create a memorable event with your company's name on it!? Please contact Bob DeCaprio or Tara Wagner at (202) 591-2460 or via email at bdecaprio@theclda.com or twagner@theclda.com for more information or if you are interested in sponsoring. We are flexible and can work within your budget! **CLDA**

Industry Veterans Talk About Why They Never Miss an Annual Meeting

Veterans of this association's Annual Meetings know that it's an event they don't want to miss. They come from all across North America for the information, the education and most of all the connections. This year's CLDA Annual Meeting in May in Scottsdale promises to deliver that and more.

For information and inspiration, you're not going to want to miss our keynote speech, "Top Gun Success & Fighter Pilot Precision For Logistics & Delivery" by Marine fighter bomber pilot Ed Rush. You'll also want to be there for a presentation called "Parcel Industry Perspectives: Competing With "the Big Two" to Grow Your Regional & Specialized Delivery Business" by Shipware LLC's Rob Martinez. And then there's the continuation of the cutting edge information shared by supply chain consultant Jim Tompkins who will also moderate a panel of shippers including Wayfair.com and eBay/Shutl. There will also be an informative session called "Forming an Acquisition Mindset To Make You a Better Competitor" that will change the way you look at your business.

For those who want opportunities to develop valuable connections, there will be the CLDA Focus Groups, where members of the industry share ideas, concerns and innovative solutions. There will also be numerous receptions and meals where you can meet the people you need to know to be a success in the customized logistics and delivery industry. And throughout the event, you'll get a front row seat on the innovations that will keep you one-step ahead by visiting our Exhibit Hall. Here you'll meet a variety of vendors who will show you the tools you'll need to succeed.

The meeting has been a "must" for industry insiders for over 25 years. Here's why two industry veterans say they never miss an Annual Meeting:

"Key Software Systems has attended every CLDA/MCAA meeting since 2000," says Key Software Systems' Patrick Scardilli. "I first attended as a sales rep for Key Software Systems. My primary goal then was to learn about the industry that I had just become a part of, and to open new business opportunities for Key Software. I keep coming back because it's a phenomenal way to connect with existing customers and create new relationships while remaining current on the challenges of the industry. The CLDA meetings have provided me with education on the industry as a whole, enabled us to partner with great companies, and helped us expand our business by welcoming new customers to Key Software. I would urge other members of the association, industry or vendors to the industry to attend CLDA meetings because the meetings put me in position to talk with folks who know more than I do. These people

let me learn from them, and I apply that knowledge on a daily basis to grow personally and professionally."

Here's another perspective from Jack Messerly, CEO of Courier Express: "I have attended a majority of the Spring CLDA/MCAA meetings over the past 20 years. I started attending because I wanted to learn more about the industry and felt this was a great place to do so. I continue to attend because I really value the networking with other members as well as seeing what new things are being offered by the many vendors that attend. Over the years, I have gained a ton of knowledge about the industry both from attending the classes at the meetings and by talking with other business owners to see how they do things in their company. Everyone typically is very friendly and open to sharing ideas. Also, since we are in the logistics business, we are always talking with others in different parts of the country that could possibly help us in the future. I would urge other members of the association, industry or vendors to the industry to attend CLDA meetings because there is a wealth of information that can be learned about our industry from year to year. Whether it is through classes, legislative updates, or just by mingling with others during the social events, I personally have learned a great deal and made some great friends along the way! From a vendor's perspective, if you are targeting this industry, I can't think of a better place to be able to get your product or service in front of so many individuals at one time."

Well there you have it. You've heard it from us and you've heard it from industry insiders. Now, it's your turn to put yourself in a position to learn, grow and connect at a meeting where you will learn all about the "Same-Day Logistics Revolution." **If you haven't registered for the CLDA Annual Meeting on May 14 to 17 at the Westin Kierland in Scottsdale, AZ, do it now. Go to www.theclda.com or contact Tara Wagner at twagner@theclda.com. **CLDA****



We'll see you in Scottsdale!

CLDA

Same-Day LOGISTICS REVOLUTION

Annual Meeting 2014
May 14-17 2014 in Scottsdale, AZ



Vesta Home Delivery provides logistics services to a major global retailer. They do it with highly trained and certified staff, environmentally friendly fleet vehicles and a dedication to customer service that is unmatched. Why would their logistics software solution be any different? Vesta chose **Datatrac** for its cutting edge routing, planning and monitoring platform **Ascend** — a platform created from the ground up to perform as a stand alone solution or to integrate easily with other business systems. They also chose Datatrac for its experienced and dedicated implementation team.

"I'm excited and eager to work with the new Datatrac. The collaborative experience and the new Ascend platform promise to be game changers for us."

— Pete Warren, CEO Vesta Home Delivery

Is Ascend the right choice for your company? Call us or Learn more at www.datatrac.com/ascend

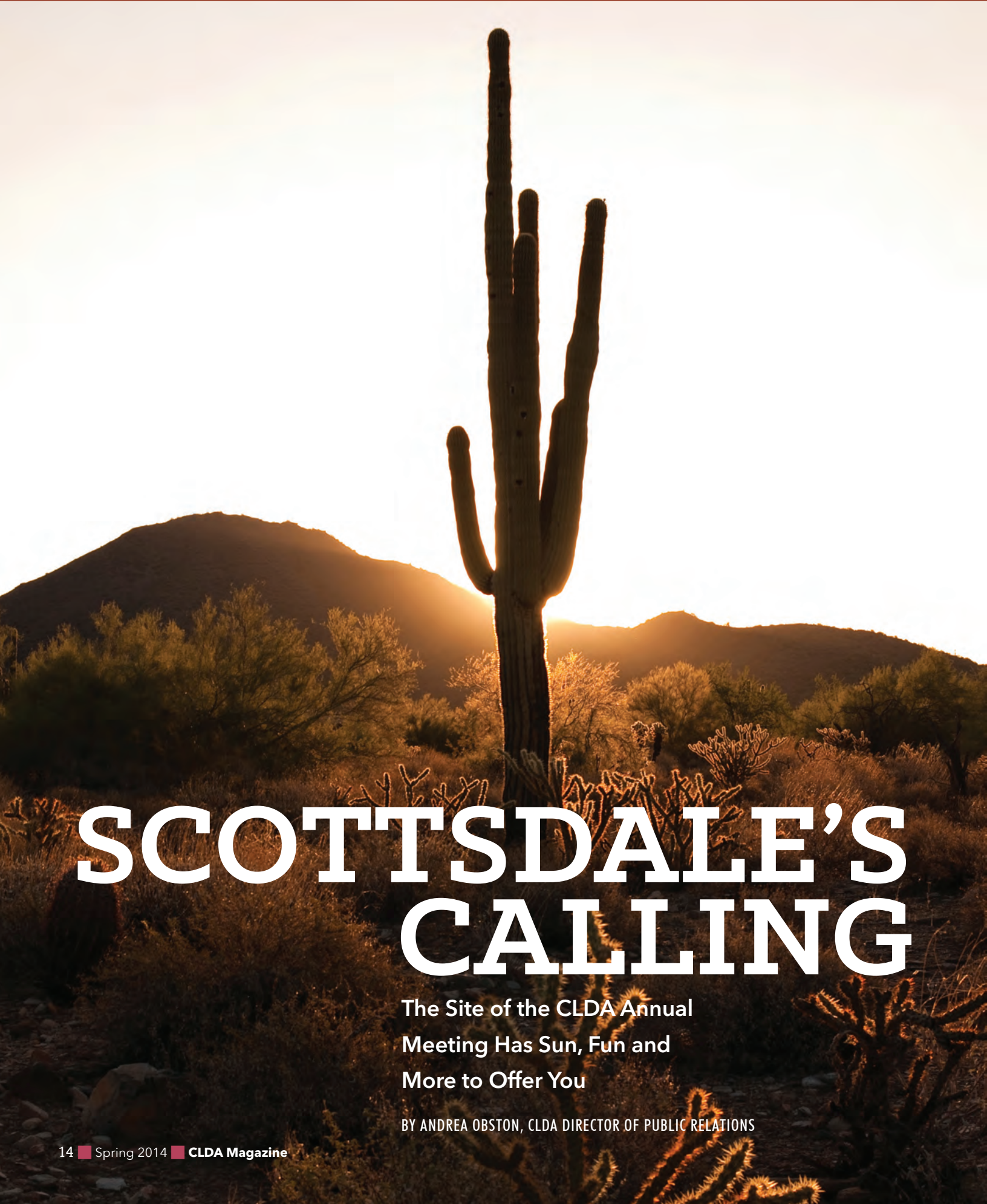
ASCEND

800.827.2677 | www.datatrac.com



Datatrac

Developing more than software.



SCOTTSDALE'S CALLING

The Site of the CLDA Annual Meeting Has Sun, Fun and More to Offer You

BY ANDREA OBSTON, CLDA DIRECTOR OF PUBLIC RELATIONS



When the Annual Meeting Committee asked me to write about Scottsdale, the site of the CLDA's May meeting, I had no idea it would be a form of torture. Snowbound in my home, looking out at 18 inches of snow, I interviewed Tim Cocchia, Vice President, Sales and Marketing for CXT Software in Phoenix. "You probably don't want me to tell you what I'm looking at," he said. "It's a royal blue sky with not a cloud anywhere. And it's 84 degrees." My response was not suitable for print. Nevertheless, I soldiered on and here is what I learned about the site of the CLDA Annual Meeting:

Whether your interests are adventure, art, golf, heritage or just soaking up the sunshine, Scottsdale definitely lives up to its slogan "Bring Your Passion for Life."

Tim started my Scottsdale "tour" with a heavy emphasis on sun. Ignoring the obvious dig at the Northeast's weather, I pressed forward: "Scottsdale is about relaxing by the pool and enjoying the sunshine," he said. "There are limitless outdoor spas where you can kick back, get a massage or just enjoy the view," he said. When the CLDA is in Scottsdale it will be during the season the natives call "Dry Summer." With average daytime lows of 68 degrees and average highs of 99 degrees, the weather promises to include an abundance of daytime sunshine, balmy evenings, very low humidity and little to no precipitation.

The site of the CLDA Annual Meeting, the Westin Kierland Resort and Spa, takes full advantage of those conditions.

The site of the CLDA Annual Meeting, the Westin Kierland Resort and Spa, takes full advantage of those conditions. One of the resort's biggest attractions is its Adventure Water Park which offers a 900-foot lazy river ride and a 110-foot

waterslide. There you'll find poolside cabanas where you can relax in shaded luxury or soak in one of the resort's two hot tubs. The Aguamiel Pool is a heated, adult pool that features lap lanes for fitness swimming, a hot tub and private cabanas. The Kierland FlowRider is a boardsport simulator that lets even first-time flowboarders enjoy the fun-filled challenge of catching a wave. "Flowboarding" has the look of surfing, the ride of snowboarding, the tricks of skateboarding and the boards of wakeboarding.

If you're bringing your family, you'll also want to visit the resort's OK Corral, a spot that's shaded from the Arizona sun. It features lawn chess, basketball, game tables and RC Car Race Tracks.

Need to get up and move? Scottsdale is known for its golf courses. The Kierland Golf Club, at our resort features three courses. They are named after indigenous plants found on the course, Acacia, Ironwood and Mesquite. Their lush, green fairways are surrounded by golden-colored desert grasses. You'll find more than three hundred bunkers, along with lakes, dry desert washes and strands of desert trees.

Want to try some of the other local courses outside our resort? You'll have over 200 to choose from. Here's how Golf.com describes the area: "Heat-seeking golfers have long zeroed in on the Phoenix metropolitan landscape and for good reason. Three hundred thirty days of sunshine. More than 200 courses with unique and dramatic holes set in the desert landscape. Annual PGA, LPGA and Champions Tour events. Award-winning resorts with 36 holes and public facilities among the country's best." Among the best local courses they suggest are: Troon North (which they call "the king of the Scottsdale public must-plays); We-Ko-Pa Golf Club; Southern Dunes Golf Club; The Boulders (which Tim describes as "A classic desert golf course" for its dramatic desert views); Grayhawk Golf Club; Gold Canyon; Talking Stick and the TPC Scottsdale. It's the home of the Waste Management



Phoenix Open, the best-attended — and rowdiest — stop on the PGA Tour.

For those who like to shop, there are plenty of opportunities. “Scottsdale is known for its shopping,” says Tim. Want to bring home a bit of the Old West?

Tim suggests Old Town Scottsdale. This neighborhood within Downtown Scottsdale features restaurants, shopping, and Western bars. Its wooden beams, wagon wheels, and abundant supply of cowboy hats will make you feel like you’ve traveled back in time to the era of outlaws and saloons.

Looking for something more contemporary? Tim suggests a trip to Scottsdale Fashion Square. It features over 250 shops including Burberry, Bulgari, Cartier, CH Carolina Herrera, David Yurman, Gucci, kate spade new york,

Microsoft, Prada, Salvatore Ferragamo, Omega, Ted Baker London and Tory Burch. Scottsdale Fashion Square’s department store selection includes Barneys New York, Dillard’s, Macy’s, Neiman Marcus and Nordstrom.

Try the Ocean Club across from our resort. “The bar there during Happy Hour gives you a perfect overview of the people who live in Scottsdale,” Tim says.

Feel like you came to the meeting underdressed for the sunshine and desert? Head over to Kierland Commons, which is a short walk from our resort. “It’s a great plaza for pool clothes,” he told me. It features over 70 high-end specialty stores. Tim recommends Tommy Bahama if you want to look like a native.

At this point in the interview my envy made me both thirsty and hungry, so I asked Tim about his picks for local refreshment. “You’ll find everything from Southwest to French around here,” he advised. And, indeed, Trip Advisor

alone rates over 980 restaurants in the area ranging from fine dining to saloons. One of Tim’s favorites is Cowboy Ciao in Old Town Scottsdale. “It’s a nice place with great food and some interesting local dishes,” he says.

And then he gives me a tip that only the locals know: right around the corner from Cowboy Ciao is the unmarked door to Kazimierz World Wine Bar. You’ll know it by the sign over the door that says, “The trust is inside.” Look for the faux stained glass windows on your left and the two black columns next to them. Head down the outdoor corridor -- the sign above will say “Stetson Plaza”.



Kazimierz is downtown Scottsdale's hidden jewel, offering live entertainment, classic and craft cocktails, global small plates and over 2000 wines. Tim especially loves the music (which is often jazz) that’s featured daily from 9:00 to midnight.

Looking for something a little more low-key? Try the Ocean Club across from our resort. “The bar there during Happy Hour gives you a perfect overview of the people who live in Scottsdale,” Tim says. “Some are dressed to the nines. Others look like they just came from work and then there ‘surf and turf’ crowd. It’s definitely Scottsdale. You’ll see a lot of locals. It’s a good bar crowd.”

Want to spend a few days before or after the meeting site seeing? When it comes to unique experiences, Scottsdale has you covered with options from world-class museums and a renowned botanical garden to the nation’s largest wilderness preserve. Amusement parks, an award-winning zoo and a railroad museum offer something for all ages. And if you’re hankering for a taste of the Old West, the state’s largest remake of an 1880s Western town is just minutes away.

For those who want to experience a classic Western-type town, Tim suggests the 20 minute drive to Cave Creek and Carefree. These offer a more laid back experience with a real look into the historic Old West, complete with saloons. Carefree also often hosts arts festivals.

Feeling lucky? There are two casinos in Scottsdale: Casino Arizona and Talking Stick Resort Casino. Casino Arizona is a sports-themed casino that offers visitors over 100,000 square feet of gaming, dining and entertainment. Amenities include 1,026 slots, 51 blackjack tables, keno, and five unique restaurants, including the Cholla Prime Steakhouse & Lounge. The casino also boasts one of the Southwest’s largest collections of contemporary Native American art.

Talking Stick Resort has a 240,000 square foot casino. Its state-of-the-art gaming floor offers more than 700 slot machines and 50 table games where you can play Blackjack, Three Card Poker and Let It Ride. It’s also home to the largest poker room in state. This non-smoking room has more than 45 tables where you can play Texas Hold ‘Em, Omaha and 7-Card Stud.

And if you prefer to watch your

games, rather than play them, there are the local pro teams: The Arizona Diamondbacks, the Phoenix Suns and the NHL Coyotes. Only the Diamondbacks will still be playing when we’re there. They have a three-game, home stand against the L.A. Dodgers at Chase field while we’re in town on May 16 -18.

It all comes down to this: The site of the CLDA Annual Meeting is calling you (and me). Before the memory of snow, cold and ice leaves your brain, sign up for a meeting in a place where the sun’s always shining and the snow never falls.

Join me and the members of the CLDA in Scottsdale on May 14 to 17 by registering at www.theclda.com. We’ll see you there! CLDA

The Scottsdale Convention and Visitors Bureau lists 13 “must-see” sights in or near Scottsdale:

- Bearizona Wildlife Park
- Bob Bondurant School of High Performance Driving
- Butterfly Wonderland
- Desert Botanical Garden
- Grand Canyon Railway
- MacDonald’s Ranch
- McCormick-Stillman Railroad Park
- McDowell Sonoran Conservancy
- Phoenix Zoo
- Queen Creek Olive Mill
- Rawhide Western Town and Steakhouse
- SEA LIFE Arizona Aquarium
- The Desert Belle Tour Boat.

Defining and Managing Client Expectations

BY JIM TOMPKINS, CEO, TOMPKINS INTERNATIONAL
PRESENTER AT CLDA ANNUAL MEETING

On December 19, 2013 Bloomberg Businessweek published a feature article titled: "UPS's Holiday Shipping Master: They Call Him Mr. Peak." Some of my favorite excerpts from the article include:

- "Mr. Peak's job, in effect, is to fulfill the Internet's promise of instant gratification."
- "Perhaps the biggest holiday challenge for UPS is satisfying Amazon.com, which does not behave like a traditional retailer."
- "By late November Mr. Peak finally has all the pieces in place: the planes, the pilots, and the extra package handlers."
- "The peak guys work 14-hour days through the season but should be especially busy on December 23, the last day before Christmas Eve. UPS has a 7 pm cutoff for overnight shipments, but frequently bends the rules."

My overall impression from reading the article is that UPS had the peak delivery season in hand, and they would again be "The Ones Who Saved Christmas." However, as it turned out, this article tempted fate and UPS did not have peak season in hand. In fact, on Christmas morning, Amazon sent millions of customers emails apologizing for failing to fulfill

their promise—a result of UPS's failure to deliver. The press went into a frenzy with comments like "UPS sucks" and "I will never use UPS again," to "UPS ruined my Christmas" or "The customer service was horrific." Some even said "UPS is the Grinch of Christmas."

As the dust has settled, it is clear that UPS had major problems for Holiday 2013. According to some estimates, UPS had Christmas delivery problems for more than 5 million packages. Of course we had the early winter storms and the December 19 winter storms, but back in the "Mr. Peak" Businessweek article, we were led to believe that a contingency group separate from the peak group would handle weather contingencies. But more than 5 million packages not delivered? Wow. Something really bad took place.



Before we throw UPS operations under the truck, let's review what really happened. During the week of December 18, Amazon unleashed a promotion for AmazonPrime that beget 1 million new AmazonPrime members. This, plus the ongoing growth of Amazon, resulted in Amazon far exceeding the peak expectations they had agreed to with UPS. In fact, despite the storms, UPS operations did a good job with Holiday 2013. I know what you're thinking: "Okay, if UPS did a good job, how did they miss delivery on 5 million Christmas deliveries?"

The answer lies not in Mr. Peak or Mr. Contingency, nor in UPS's operations. The fault lies with UPS management's failure to define and manage client expectations.

What are the takeaways going forward? Here are three things UPS should do for Holiday 2014 to avoid the Holiday 2013 disaster:

1. Do not have a major article run in Businessweek on December 19, bragging about what a great job UPS and Mr. Peak are doing planning holiday deliveries.
2. Do clearly define expectations for customers and be certain sufficient contingency (e.g., weather and emergencies) is in place to achieve 100% of those expectations.
3. Based on the expectations, do set clear limits for each customer and do not allow customers to overrun those limits.

The answer is not about building more capacity for peak, but in the management and utilization of the available capacity. I do not believe UPS operations people failed; I believe UPS leadership failed to define and manage their customers' expectations, and also failed to set reasonable marketplace expectations. These leadership failures all but assured failure. Remember these lessons that we can all learn from based on the problems of Holiday 2013 delivery:

- Set clear limits on the peak volume to be handled for each customer.
- Do not allow customers to surpass their limits.
- Establish a clear plan to handle peak capacity and use contingency capacity to handle unforeseen interruptions. **CLDA**



Technology that delivers.



On Demand. Routes. Distribution. Mobile. CXT Software has you covered.

Dispatch and track on demand deliveries. Tackle complex route and distribution scenarios. Integrate with shippers, and meet their parcel tracking and proof of delivery requirements. Accept orders over the web. Equip your drivers with the information they need at the point of service.

Let us show you how our X Dispatch suite can increase efficiency and productivity in your operations.





From COURIER to CARRIER

BY ANDREA OBSTON, DIRECTOR OF PUBLIC RELATIONS, CLDA

In a lot of ways, Harold Boyett's story is the industry's story. He's been in the transportation business for three decades and he has seen it go from moving paper locally to transporting goods nationwide. "The industry used to be all about moving two-dimensional objects. Now it's about moving three-dimensional objects," says this president of Blue Streak Couriers.

Boyett started in the transportation business with a 20 year stint with UPS. One of his agents was a local North Florida-based company called Blue Streak, and the company's sweet spot was banking. Boyett became friends with the owner, who eventually asked him to come to work for him. Boyett refused, but in 2005 he made the owner another offer: he would buy the company from him. "When you look at when this was happening, you know a lot about the changes in this business," he says. "I bought Blue Streak at the beginning of 2005. At the end of the 2004 the Check 21 Act came into being. That changed the banking industry and our company forever. The outcome of Check 21 was that banks didn't need couriers to transport check the way they used to. In 2005, 90 percent of what Blue Streak did was move checks. So, the business I thought we could count on would be going away."

Chuck Moyer, president of Express Courier, Inc, picks up the Check 21 story: "Our company's business was almost 95 percent bank work at one time. We would pick up from each branch four or five times a day. We didn't lose the banks after Check 21, we just lost the volume. We still work with banks, but now we'll be at the branches two or three times a week to pick up or deliver marketing material, supplies or checks. The difference is that those checks don't need to get there that fast anymore."

Like many CLDA members, Blue Streak needed to move past their dependence upon banking work. "I knew we had to diversify and expand," says Boyett. "My goal was to focus on three-dimensional shipments. We had to start moving stuff, not paper: anything that couldn't be transmitted electronically. That might mean transporting everything from lab specimens, to industrial parts, to flowers. Today, we still transport some two-dimensional things, but we aren't pursuing that market. What we're going after are those 3D things."

Mike Gualtieri, founder of ProCourier, Inc. in Connecticut, knows all about the 2D to 3D switch. A veteran of three delivery and logistics companies, he, too has seen the change from delivering paper to moving things in his over thirty years in the business. "We used to do a lot of work for legal departments and law firms. We'd handle court filings and get paper drafts back and forth. But the courts on both the federal and state level have gone to e-filings. We're still doing some registry filings. We have a Massachusetts company that does registry filings with town clerks. Right now those still have to be



originals, but that will change when those kinds of things can be done online."

Moyer agrees. He has spent 36 years in the transportation industry, 30 of them in same-day. "Ten years ago most of us were document couriers. We were primarily involved in handling paper using small vehicles. That's changed dramatically.

There's been a shift to more customized logistics, distribution, warehousing and trucking. For many companies, that shift meant a lot of companies had to adjust by bringing on larger equipment. They've had to deal with the constraints of capacity, resources and the additional financial pressure of expanding into larger facilities."

The transformation has been the same of Lasership. Josh Dineen, the company's Vice President of Supply Chain, puts it this way: "We grew up as a document delivery company. That business has been shrinking in the last five years. We've moved to a products-based delivery model. This is, moving physical assets instead of paper. We concentrate on things that can't be moved electronically like pharmaceuticals and e-commerce purchases. We've become a professionalized delivery carrier versus a courier."

Escalating Pace of Change

While adapting to change was something everyone in the industry has always done, it's the pace of change that's been remarkable in the last five years. "For the first 20 years of my career in this industry, companies redefined themselves every three to five years. The industry just wasn't changing

We had to start moving stuff, not paper: anything that couldn't be transmitted electronically.

a lot because the world was operating at a different pace,” says Moyer. “In my first two decades in the business, we’d go through a vision and planning session yearly, but it was more a matter of just tweaking our plans. About every three to five years there would be a significant event that would change things. Maybe it would be expanding geographically or to adding a new vertical market. In today’s environment, companies have to do that quarterly.”

For Boyett, the need to keep a close eye on changes in the environment has become a matter of good business. “I became a student of this industry and what I noticed is the different segments that have emerged: 1) on-demand; 2) routed and scheduled 3) distribution; 4) critical parts and 5) air forwarding. Here’s where adapting and learning came into play for us. We learned the hard way that we can only play in four of these. We tried to play in all five, but there were nuances about the critical parts sector that meant it just didn’t make sense for us. We had to stub our toe in that segment to learn what we don’t do. That’s what adapting is all about — learning what you do well and what you don’t.”

For Gualtieri, that segment did work. “We’re delivering parts for manufacturers. They’re just not storing them on-site anymore. That means when the need for specific part arises, they want someone to get them to them quickly. And they are willing to withstand the expense of getting a part overnight or same day because the cost of being down is simply not worth it. It could be \$10,000 an hour. They can’t wait for overnight shipment of a part.”



Moyer looks at the changes in the market this way. “In the last five years, the industry has seen a shift to specialized final mile. This means having the people to handle white glove, to function as field techs and to become certified or specially trained delivery personnel. For example, people who have been educated or certified to handle certain lab specimens.”

We tried to play in all five, but there were nuances about the critical parts sector that meant it just didn’t make sense for us.

He also points to the enormous impact of technology. “The same-day sector experienced a decline in movements due to the fax machine, electronic document verification and Check 21. Now, more than ever, shippers and consumers expect their service providers to provide track and trace, GPS monitoring, chain of custody visibility and management reports to help them operate their businesses more efficiently. Courier companies have to create solutions that not only service their customer needs, but also allow them to operate more efficiently,” he says.

Home delivery, especially as a result of e-commerce, is the 800 pound gorilla in the room. “We’ve got to find way to meet those demands,” says Dineen. “For us, that’s been an enormous shift. Five years ago five percent of our business was home delivery. Today, it’s 75 percent. For us, it’s small parcel work, like pharmacy and medical product deliveries like IV pumps. We’re also delivering on-line consumables, like products from a

Best Buy, Staples, or Office Depot.”

For Lasership, home delivery was a natural extension of what they’ve been doing all along, especially in the white glove segment. “When we think of what made us successful as couriers, it was our level of service,” Dineen says. “But to move into this arena, you have to transform the mentality of drivers and your customer service people. The process is different and customer service is different. The consumer-facing aspect is really important in residential. When you’re driving down the street at 6:00 p.m. in the dark and you’re pulling up to a Grandma’s house, you’d better be aware of how you present yourself. You’ve got to look trustworthy enough for her to open the door and let you in. For an experience to be acceptable in a residential environment there’s no room for error. If we’re going to satisfy the demands of the immediate online world we’re living in, you can’t afford to have a miss in process or errors. We take every opportunity to enhance our training environment to avoid this. We videotape our drivers as they deliver packages to help us improve the quality of their work. And with security cameras being so pervasive every delivery can live on in infamy. Remember the video that went viral of the FedEx driver tossing the computer screen over a security fence?”

Trends that Shaped the Industry over the Last Five Years

While home delivery and fulfilling the demands of e-commerce have reshaped the industry, Moyer observes some other trends that have meant real shifts for those in the industry: the increase in mergers and acquisitions; the requirement of providing chain of custody visibility and the need to create efficiencies through technology.

Mergers and acquisitions continue to reshape the landscape.

“In the same-day courier sector the smaller companies are being bought up by the larger ones. That’s just a reality of the marketplace,” Moyer explains. “In the current market it’s becoming more difficult for local and state to compete for larger regional shipper businesses. These small, local companies are at a disadvantage as shippers look for ways to work with a limited number of providers to get their goods across the country.”

Boyett’s company has dealt with this issue by forming agent relationships with a number of other companies that he’s met through membership in CLDA and the Florida Delivery Association. “I think the environment has shifted out of necessity,” he says. “Today, we look to other carriers as colleagues, not competitors. By that I mean we work together with other CLDA members to meet a customer’s needs. When one of our customers needs to get something across the country, I have two or three colleagues I can call and get them to help out. I’ve developed a safe environment with these carriers and don’t worry that they will try to take away my customer. Those of us who are involved in our state and national associations know that together we can be the best we can be collectively. We understand the strength of developing those relationships. Those who don’t understand that are doing themselves a disservice. They don’t understand how important it is to be associated with like-minded people who are facing the same challenges they are on a daily basis. Because of my involvement in CLDA and the Florida Delivery association, I can handle just about anything a customer asks of my company because I know where the resources are to provide the best possible solution for my customer. That lets us go up against the Big Boys when it comes to coast-to-coast delivery solutions.”

When it comes to going up against the Big Boys, CLDA members also need to meet the expectations that these larger delivery companies have created when it comes to visibility in the chain of custody. “Shippers and consumers expect chain of custody visibility,” Moyers points out. “They expect track and trace on all shipments. FedEx and UPS have raised the bar here and we have to understand that their efforts have made this the new norm for our customers. Everybody wants to get the alert on their smart phone or to see exactly where their package is on a website. Customers expect any delivery service to meet these expectations.”

Customers also expect more for less. That puts the burden on the carrier to look for ways to use technology to create efficiencies. “Companies that look at technology to meet their customer needs more efficiently are way ahead of the game,” says Moyer. “If you’re not looking at technology to cut costs out of operation, the cost of it is a just burden. You have to find ways to be more efficient in your operation to be able to absorb the costs of technology. That’s what technology has to do for you.”

What’s Ahead?

Increasing customer expectations will shape the next five years in the customized logistics and delivery industry. “It will be a matter of balancing customer demands against resources, regulatory pressures and the emerging changing in technology,” forecasts Moyer. Here’s his vision of the next five years in our industry:

The gap between the international/national next day, second day and multi-channel supply chain service providers and same-day service providers will be reduced. “Today you have the multichannel supply chain guys and then you have the Fed



Everybody wants to get the alert on their smart phone or to see exactly where their package is on a website.

Ex’s of the world and then you have the members of our industry,” Moyer observes. “There’s a huge divide there that will narrow, especially when UPS, FedEx and all the multi-channel look for ways to tackle same-day,” says Moyer.

Gualtieri believes members of our industry will fit right into this new model: “What the third party logistics are looking for is seamless delivery. They want to have partners throughout the country. Partners like our members who understand how to deliver anyplace at any time.”

Blue Streak’s Boyett expands on his comments about agent networks to amplify Gualtieri’s point. “Smaller companies are going to need to expand their capacity to deliver nationwide through the use of agent networks,” he says. “All of us

are going to have to look for ways to work beyond our local markets. Agent networks are the key. Companies that operate nationwide want you be able to be able to deliver nationwide. You’ll need to have the technology to make that happen. We have that technology. It allows us to find companies across the country that we can dispatch with this software. We also connect with like-minded delivery companies through CLDA, the Florida Messenger association and other professional associations. Members of our industry will have to find ways to go beyond their network of local drivers. Like our company, I

expect them to cultivate a network of reliable agents throughout the country that will give you an unlimited amount of horse power.”

Moyer expects dramatic shifts in distribution and delivery models due to a need to balance customer needs for faster, less expensive deliveries. “We can’t stay profitable with the current delivery models,” he cautions. “Over the years certain delivery models have been primary. With the changing times those delivery models are no longer are effective.” He points to the changes at Amazon as an indicator of what members will be dealing with in the near future. “When Amazon started, they had a couple of mega distribution centers. Everything came out of those centers. Over the last few years they have been going to more regional distribution centers because they can’t service the needs without having a more fragmented geographic presence. Just in my state, Tennessee, they’ve now got three distributions centers. Before that change, I’d order something from Amazon and it would come from out West. My expectation is that that change will mean more work for our members, but we’re going to have to develop business models that we can live with as well to meet the needs of big shippers like Amazon.”

All four of these industry veterans reiterated that home delivery will be big in the near future. “We’ll be doing more work with retailers, both local and national retailers,” says Gualtieri. “It will be directly or through third party logistics companies. I’m not talking about furniture. I’m talking about the stuff you buy every day, like paper towels and dog food. For that stuff, delivery in a week used to be good enough. Now consumers expect it in two days. Right now, that’s possible in large cities, but within five years, I expect it to be commonplace in second and third tier cities.”

Same-day for almost everything will become the norm in metropolitan areas, especially for e-commerce in the near future. That opens up opportunities for CLDA members, but they’ll need new ways of making money on these kinds of deliveries. “When this becomes the norm for industry, we’ll have to make it work financially. That’s not the case now, but I’m confident our members will find ways to respond,” says Gualtieri. Dineen agrees: “Everybody on the e-commerce side wants it very fast and very cheap. We’ll have to figure out how to execute that without turning ourselves upside down when it comes to profits.”

The market will toughen in the next five years, requiring companies to be focused, disciplined, technology savvy and visionary and have the ability to adjust quickly. “Companies in our space will need to find ways to forecast and evaluate their current and future competitors. They’ll need a firm grasp on industry trends and regulatory changes. They’ll want to focus on the overall customer experience. And they will need to develop growth strategies that align with the needs of the shippers and the consumer,” says Moyer.

On the business-to-business side, Dineen expects the demand by customers for lower and lower prices to level off. “Right now, what they want are lower and lower prices, with no regard to service,” he says. “Many of our members have long-term customers who keep pressuring them to do more for less. Some are losing these customers after many years just because someone offers them a lower price. But, I expect that to change in the next five years,” he says. “These low-cost alternatives won’t be able to deliver the service and customers will begin to notice. Eventually, they will want the service back and they’ll go back to their original providers.”

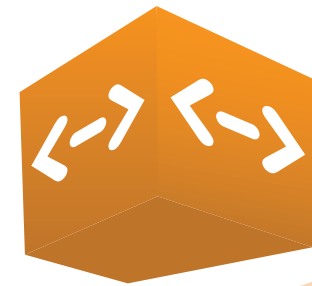
Within the next five years, the need for all members of this industry to become politically active will become more critical, according to Boyett. “Many of us are seeing the importance of being actively involved in more than just the day-to-day needs of our companies,” he says. “We’re paying attention to ways we can the environment in which we operate through involvement in government affairs. This means more than just attending Lobby Days once a year, although that’s important. It means trying to make sure that our elected officials know who we are and understand our industry.”

Lastly, he sees the need for logistics and delivery companies to become more involved in their communities. “Today, you have a bigger responsibility than just making your business grow,” he says. “It’s a responsibility to your people, your contractors and your community. These will become more and more critical factors in success in the future. Our industry is becoming more mature and with that our responsibilities as business owners increase. Those that are truly successful companies will see the importance of doing that. It will come back to them ten-fold.”

What It All Means

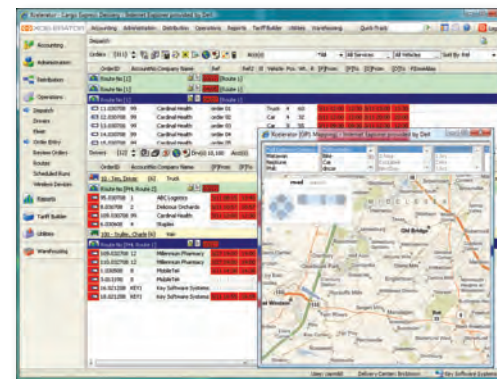
Successful businesses in all arenas know how to balance the need to adapt while staying true to their core. This balance will become even more critical within the next five years. “To be successful you have to be able to strike the right balance between keeping your identify and modifying your business model,” advises Moyer. “Make sure you take the pulse of the market constantly and take that into account with frequent planning sessions. Do more that react. If you’re just reactive instead of proactive you’ll end up following and not leading the parade.”

In the end, dealing with change is a matter of evolution. Change happens over time. Lasership’s Dineen offers this advice gleaned from his company’s progression: “The company that we have become didn’t happen overnight. We broke a lot of bones getting there. It wasn’t easy. We’ve been transformed from a courier to a carrier with a lot of work. There are no shortcuts for doing that.” **CLDA**



Delivering solutions from every angle

with powerful, cutting-edge dispatch and logistics technology



Xcelerator is an intelligent courier and logistics system, easily customizable to harness and leverage the power of your business. Offering a robust, yet simple Window-based interface, Xcelerator can take your courier operations to the next level. Maximize your resources, streamline operations, and attract new business. Xcelerator automates the flow of valuable, time sensitive information ensuring accuracy and greater control. **Expand your geographic reach instantly with Interconnect virtual network.**

Xcelerator features include: Order Entry • Warehousing • Dispatch • Accounting • Reporting • Online Order Entry & Tracking

Get your free Demo 732-409-6068



KeySoftwareSystems.com/results



Best Buy's Ship-From-Store Push Good for CLDA Members

Best Buy's new Ship-from-Store strategy signals a shift for retailers that could be good news for CLDA members. With its emphasis on delivering online orders to the customer faster by making use of the stock in its stores, the electronics retailer may just have found a way to beat the larger players at their own game.

CLDA Magazine asked Board Member and Annual Meeting Chair Kirk Godby about the opportunity Ship-from-Store and other similar programs presents to CLDA members.

Question: What is the idea behind Ship-from-Store?

Godby: Best Buy is turning its stores into mini-warehouses, fulfilling web orders from some of them directly. It's a way to leverage the inventory in those stores. This is especially important as larger players move inventory closer to consumers by building more and more distribution centers spread across the United States. When Best Buy uses their brick-and-mortar

stores as mini-warehouses, it's essentially bringing far more inventory even closer to their consumers.

The idea is that retailers don't want to frustrate online shoppers by making them wait for out-of-stock merchandise to be replenished from a warehouse, especially if the ordered product is sitting on a store shelf somewhere and a local provider can deliver it quickly.

Best Buy's Ship-from-Store strategy began paying off during the last holiday shopping season. Starting in the second quarter of 2013, Best Buy began fulfilling web orders from 50 of its more than 1,500 U.S. stores. Initially, Best Buy was much slower at delivering orders, but that changed over the holidays when some customers received their Best Buy orders in less than three days.

Wal-Mart has a similar program. It fulfills web orders from 35 of its stores, and plans to add another 15 later this year. Others joining the Ship-from-Store movement are Urban Outfitters

Inc., The Finish Line Inc. and The Jones Group Inc. (which operates the Nine West brand of stores). These retailers use a variety of carriers to deliver items to the consumer from their stores. Some use national couriers. Others use a network of regional providers.

Question: Why is this an interesting development for CLDA members?

Godby: Over the past year we've heard that retailers, shippers and manufacturers are all trying to get their products to their customers faster and cheaper. This Ship-from-Store idea shows this idea is taking root, opening up a huge opportunity for local delivery companies. Our members can be the resource that will help these retailers as they look for ways to get their goods to the consumers faster and faster.

Retailers know they are being measured against each other by how quickly they can get their items to the customer. Everyone's looking for ways to expedite the delivery time. CLDA members can make that happen. And, our members are all over the country. If retailers take advantage of what we've always offered they will be able to cut their delivery times and offer solid same-day solutions to their customers.

Question: What about customer response? How likely are customers to want to pay more for quicker delivery?

Godby: I know customers like the option to choose same-day. When customers buy online right now, they certainly have that choice. But, will they be willing to pay for same-day? I think some will. Amazon gets it. It's one of the options they present to their customers, and several CLDA members already provide that service for them

What's encouraging about retailers looking at the Ship-from-Store option coupled with a same-day delivery option is that they are recognizing that shortened delivery time is their advantage. Our members can make the most of that advantage.

Question: Why are customized logistics and delivery companies so important to making this work?

Godby: It's what we do. It's what we've always done. Our members are nimble and used to providing same-day service. It's no different than any other job where we get the request for a two-hour delivery. It's the perfect marriage – we live in the same-day world and these retailers want to deliver faster and faster. They want to get to the same-day service level and we're the people to do it.

Question: What are our members going to have to do to respond to this challenge?

Godby: From an operations standpoint, they don't have to do anything. They already do it. In fact, our company, Corporate Couriers & Logistics in Austin, TX, is already responding to

those kinds of requests. We pick up in stores and deliver to their customers within a few hours.

The challenge is with the technology. I'm not implying our members don't know how to leverage technology. They do. You can't succeed in this business without harnessing technology. But, they all do it in their own way. There are several industry platforms and many proprietary platforms out there that our members use to allow customers to place, track and verify delivery. But that's the issue. There is such a fragmented use of different platforms. There isn't one platform that would allow a retailer to roll out a program across the country to mobilize CLDA members with ease. In a perfect world, Best Buy would dump a 1000-piece order in Texas and the orders would go directly into the correct local delivery company's software systems. There's going to have to be a national platform where delivery providers can receive the orders, update them and issue PODs if we want to be a part of this development in the supply chain.

There are three ways I can see this happening:

- **National Supply Chain Network** – This would be a national web portal platform that all e-retailers could use to submit orders and delivery companies could use to receive the jobs and get them updated. Right now a number of tech companies are working on this.
- **Retailer-specific portals** – These would be through individual retailers that would have their own portals for approved delivery providers to receive, update and confirm delivery of jobs.
- **Direct integration** – This would be a technology platform that would provide a direct link between the specific retailers and their network of the same-day delivery providers they use. Integrating with several of the major technology providers who serve our industry would be a great first step.

Question: Clearly, Ship-from-Store represents a new approach to fulfilling online orders. What do you expect it to mean for CLDA members?

Godby: Our industry is in a great position to take advantage of this trend. There are tremendous growth opportunities for same-day logistics and delivery companies to become a part of this new supply chain strategy. Companies like Best Buy and Wal-Mart have stores all over the country and there are CLDA members in all of their locations. The members of our industry can help fulfill these orders same-day. Why? Because they are local and this is what they've always done. We have the same-day and on-demand experience. Now, we need to find a way to harness technology that will help us play a key role in this escalating trend. **CLDA**

Thank you to our Advocacy Fund Contributors!

- | | | |
|-----------------------------------|---------------------------------|---------------------------------|
| A-1 International, Inc. | Custom Courier Solutions, Inc. | Priority Courier Experts |
| Affordable Courier Solutions Inc. | Cycle Transport | Priority Express Courier, Inc. |
| American Expediting Co. | DMC Logistics | QCS Logistics |
| Avant Business Services | Eddy Messenger Service, Inc. | Quality Transportation |
| Baron Messenger Service | Esquire Express, Inc. | RDS Delivery Service, Co., Inc. |
| BeavEx, Inc. | Excel Courier | Relay Express, Inc. |
| Blaze Express Courier | Expedited Courier Group | Reliable Delivery, Inc. |
| Blue Streak Expediting | Fleetgistics | SCI |
| Brightstone Insurance Services | Hackbarth Delivery Service Inc. | Select Express & Logistics |
| Brooks Courier Service, Inc. | Hazen Transport | Sir Lancelot Courier Service |
| Capital Delivery Systems, Inc. | Innovative Courier Solutions | Sonic Courier Inc. |
| Capital Express, Inc. | JS Logistics | United Delivery Service |
| CitySprint 1 800 Deliver | Lasership | United Express System, Inc. |
| Columbus Delivery & Logistics | Next Courier | Valley Courier |
| Contractor Management Services | Noble Logistics | Washington Express, LLC |
| Corporate Courier IC's (SCI) | On Time Logistics | WPX Delivery Solutions |
| Corporate Couriers - Austin | OnTrac | |
| Courier Express (GA) | Phoenix Courier, Ltd. | |
| Courierboard | Premier Courier, Inc. | |
| CourierLogistix, Inc. | | |
| Couriers of San Antonio | | |

Thank you!

IN THE NEWS



Kelly Picard Promoted to CEO Hackbarth Delivery Service

Mobile, AL — Kelly Picard has been promoted to CEO of Hackbarth Delivery Service. In her new role, Picard will be responsible for strategy, leadership, and vision in the management of the company. Former CEO, Rob Hackbarth will join the board and Carol Hackbarth will continue as its chair.

Picard has been with the company since 1994, holding a variety of positions. Most recently she was VP Sales & COO. She has also held positions in sales strategy development and execution; sales management; sales and operations integration; customer service management; account development and administration; P&L accountability; executive leadership; organization; marketing and public relations.

“Kelly Picard comes to the role of CEO with both operations and sales experience. She started as a driver and steadily progressed through various management roles. She has been part of the executive team for the last 10 years and has participated in helping to create and implement the strategic plan of our company.”

An active member of her profession, Picard has been involved in the Customized Logistics and Delivery Association, Express Carriers Association, the Southeastern Warehouse Association, Mobile United, Leadership Mobile, Mobile Chamber of Commerce and the Council of Supply Chain Management Professionals.

Picard is also heavily involved in local community activities, par-

ticipating in St. Ignatius Church, Junior League of Mobile, L'Arche, America's Distinguished Young Women, and St. Mary's Home.

Picard received her MBA from The Ohio State University with a concentration in leadership and her BA in International Politics and Spanish from Louisiana State University (LSU)

She and her husband Larry Picard have five children and live in Mobile.

About Hackbarth Delivery Service

Hackbarth Delivery Service is a privately held corporation that offers single source solutions for all transportation and logistics needs including courier, distribution and warehousing, specializing in last mile solutions. They are a certified Woman-owned Business Enterprise (WBE). The company has 25 warehouse terminals and 16 agent networks in nine states. They serve the entire Southeast through their offices in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Tennessee and Texas. By delivering (KYSO[®]) Knock Your Socks Off™ service, Hackbarth has been delivering service since 1975. For more information go to www.HackbarthDelivery.com. **CLDA**

Greyhound Package Express Announces Launch of New Website

Greyhound Package Express (GPX), Greyhound's expedited shipping service, is excited to announce the launch of its newly designed website that features a bold, fresh look, easy navigation and an overall improved customer experience.

The new user-friendly website allows customers to schedule and track shipments directly online, look up the nearest location for convenient shipping and pay bills online. The website also provides service alert updates in the event of delays due to inclement weather.

Customers already have a fast, convenient and reliable option to ship packages at affordable rates with GPX, and the new website allows customers to get the same great benefits with easier access to those services directly from the company's website.

As a leading provider of expedited shipping solutions for more than 90 years, GPX moves more than one million shipments per year in the United States. GPX offers a wide range of same-day, expedited and deferred ground delivery services using the Greyhound network of more than 3,800 North American destinations. GPX is the one-stop source for shipping same day and overnight packages at very attractive rates, offering flexibility with shipment weight and size as compared to other package shipping providers. For additional information visit the GPX website at www.shipgreyhound.com. **CLDA**

Big News for Big D! Southwest Airlines Announces New Nonstop Destinations

Post Wright Amendment Offerings from Dallas Love Field Available Oct. 13, 2014

Dallas, TX — Southwest Airlines (NYSE: LUV) today announced the airline will offer new nonstop service to domestic destinations from Dallas Love Field following the repeal of flight restrictions imposed in 1979 limiting the reach of Dallas' most convenient airport.

Southwest will begin serving five new nonstop destinations on Oct. 13, followed by ten additional new nonstop destinations on Nov. 2. The addition of these 15 new nonstop destinations will bring Southwest to a total of 31 nonstop destinations from Love Field.

"The official repeal of Wright Amendment federal flight restrictions signifies a turning point for the Southwest brand not just in Dallas, but from coast-to-coast," said Gary Kelly, Southwest Airlines Chairman, President, and CEO. "We are pleased to offer this new service to the Customers of our home airport, who have waited 34 long years, and we thank the many, many folks who made this opportunity a reality. Goodbye, Wright Amendment. Hello, America!"

Beginning Oct. 13, 2014, Southwest Airlines will launch non-stop service from Dallas Love Field to:

- Baltimore/Washington (BWI)
- Denver
- Las Vegas
- Orlando
- Chicago Midway

Beginning Nov. 2, 2014, Southwest Airlines will launch non-stop service from Dallas Love Field to:

- Atlanta
- Nashville
- Washington, D.C. (Reagan National)
- Ft. Lauderdale/Hollywood
- Los Angeles (LAX)
- New York (LaGuardia)
- Phoenix
- San Diego
- Orange County/Santa Ana
- Tampa

Dallas Mayor Mike Rawlings and former U.S. Senator Kay Bailey Hutchison today joined Kelly and Southwest Employees at a news conference to celebrate the momentous occasion.

The Wright Amendment, and its subsequent revisions, limit Southwest Airlines' current nonstop all jet service from Dallas Love Field to nine states including Texas. The repeal of the federal law rewrites the map by allowing Southwest to potentially serve an additional 41 states and the District of Columbia (Reagan National airport) from Love Field.

In May, the airline will announce the specific flight schedules and fares for the sale of the new service, giving Southwest's Customers the first opportunity to book these flights via southwest.com. **CLDA**

Key Software Systems Expects New Advances for 2014

Wall Township, NJ — Key Software Systems, developers of Xcelerator & MobileTek, set expectations for 2014 to be a big developmental year. New advances will include adding brand new products to meet and even inspire the diversification of client businesses and, as always, continuing to extend existing products with new options and features.

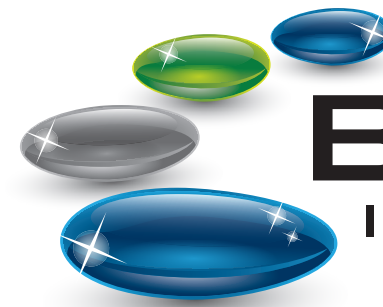
"2014 will be another 'Big Year', I believe it will stand out as our biggest yet and I'm thrilled to lead such a massive development venture which will prove invaluable for our clients and Key Software Systems," says Chris Miller, Systems Architect and Partner.

New Xcelerator products are underway for LTL and Brokering, while simultaneously increasing the potency of several existing modules such as Pricing, Interconnect, EDI and Agent Master.

MobileTek is set to release hyperSHIP, which is a natively installed smartphone and tablet app for shippers, allowing for very quick new-shipment creation and tracking for the shipper, with granular usage reporting in Xcelerator for the carrier. In addition to hyperSHIP, MobileTek Classic for iPhone is about ready for release. Later this year a new feature designed specifically to provide owners and managers visibility into critical real time data, called Vantage Point (VP) will be accessible.

Also on the horizon for 2014 is Key Software's Users' Conference, details coming soon!

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.



BRIGHTSTONE

INSURANCE SERVICES, LLC

Building Blocks for a Strong Insurance Foundation



From Delivery Insurance to Personal Protection for your home, auto and personal valuables, Brightstone can do it all. With the recent development of our Financial Services department specializing in Life Insurance, IRA/401K Rollover, Retirement Planning, and comprehensive Business Continuity products, Brightstone can now handle the core risk management needs of your company, your family and you.

Contact us today to see how we can create a "Bright" new beginning for you!

www.brightstoneins.com
877.862.4755

A KBS-Ice Group Company • Property & Casualty • Personal Risk • Life Insurance • Retirement Planning

NEW YORK, NY • CLEVELAND, OH • LOS ANGELES, CA • SEATTLE, WA

Relevant Business Solutions Introduces a New Service in the Customized Logistics and Delivery Industry

Phoenix, AZ — Relevant Business Solutions (“RBS”), a leader in providing information and services to assist companies in keeping their Independent Contractor practices current, is pleased to announce that it officially offers its Independent Contractor Misclassification Risk Assessment Program (“ICMRAP”) in the Customized Logistics and Delivery Industry.

The new services offers a cost efficient way for companies to understand the misclassification risks that exist with their Independent Contractor practices and documents.

“We developed this program to help the Customized Logistics and Delivery Industry recognize the Independent Contractor misclassification risks that may exist in their operations,” stated Scott Grandys, Chief Executive Officer, Relevant Business Solutions. “State and Federal Agencies continue to put pressure on companies that use the services of Independent Contractors. Our mission is to help our clients understand their potential misclassification exposure and need to develop proactive solutions to reduce their risk.

Once the results of the assessment are reported, we can then work with the client to develop best practices, on a State and Federal level, and implement change to reduce their misclassification risks.”

“Our Independent Contractor Misclassification Risk Assessment Program is done electronically with a focus on a cost-efficient way for companies to get a 360° view of their risks with targeted suggestions to reduce their exposure.” Adds Scott Grandys. “Our program calculates risk based on the review of a company’s practices, employees, Independent Contractors and documents against weighted factors for each State to predict alignment with Independent Contractor best practices.”

For more information about RBS visit their website at www.RelevantBusinessSolutions.com or contact them at (800) 756-1699. Click Here to view a video of the Independent Contractor Misclassification Risk Assessment Program. **CLDA**

Servicing the Philadelphia, Newark, NJ & New York Metropolitan Areas and Beyond
610-364-3300 - 800-526-4646

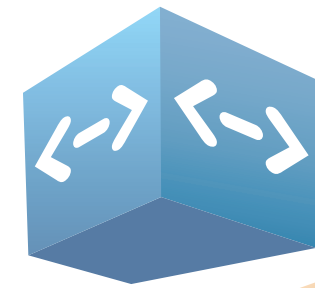


- ▶ **ON-DEMAND & PRE-SCHEDULED**
- ▶ **BARCODE SCANNING AND DIGITAL SIGNATURES**
- ▶ **GPS TRACKED**
- ▶ **PARTS DEPOT**
- ▶ **24-HOURS, 7 DAYS A WEEK LIVE**
- ▶ **STRICT ATTENTION TO DETAILS**
- ▶ **INTERNET ORDER ENTRY & E-MAIL PODS**
- ▶ **MEDICAL DELIVERY SPECIALIST**



Philadelphia and Newark NJ Airport Connection
LETTER - DOCUMENTS - FREIGHT
DOOR-TO-DOOR DELIVERY
WWW.PRIORITYEXPRESS.COM

Professional Quality Service
Same-Day Time-Critical Delivery



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



KeySoftwareSystems.com/results



New Insurance Program Now Available from Brightstone

Brightstone Insurance Services has developed an exclusive new insurance program for Courier, Delivery, and Logistics companies nationwide. The new program boasts a world-class, international, A+ rated carrier and represents the successful completion of many months of effort. Along with our recently-announced IC Misclassification insurance product and the continuation of special programs for specific coverages such as Cargo and Employment Practices Liability, this new comprehensive insurance program represents our biggest accomplishment to date since we all joined together to form Brightstone two and a half years ago.

It combines many of the best features of our existing multi-line courier programs and offers unparalleled flexibility to handle virtually all of the ways companies are expanding and innovating.

Insurance companies still writing transportation sector business are restricting coverage and looking to raise rates substantially so this program could not have come about at a better time. It combines many of the best features of our existing multi-line courier programs and offers unparalleled flexibility to handle virtually all of the ways companies are expanding and innovating. Our new program enables us to keep pace with our clients, who will always do what it takes to address the needs of customers. Brightstone has never been in a better position to serve the needs of your dynamic industry!

We are carefully evaluating every client's account to recommend the best course. Those not currently a client of Brightstone can apply any time to see if you qualify. It's best not to wait until your current insurance is near to its renewal date. Mid-term check-ups are the way to go.

Of course, Brightstone maintains access to virtually every available program and carrier in the marketplace suitable for your industry, and these include other fine carriers. We will continue to develop ground-breaking new programs and solutions for you in the months to come. Brightstone has never been in a better position to serve the needs of your dynamic industry!

Howard Schlactus, Jeff Ice, Peter Schlactus, Principals, Brightstone Insurance Services, LLC. For information email info@brightstoneins.com or call 877-862-4755. **CLDA**

KTI Express Courier Welcomes New Operations Manager

Huntsville, AL — KTI Express Courier welcomes Wendy Daniel as Operations Manager. Ms. Daniel brings over 20 years' experience in the logistics and transportation industry to KTI.

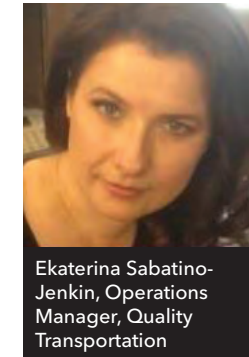
Cecilio Kentish, President and CEO of KTI, said: "I am excited to bring Wendy on board as our Operations Manager. Her passion and knowledge of this industry are very important attributes for this role. With her proven leadership experience, she will certainly help take KTI to the next level."

As a manager at UPS and Fedex, Wendy's skills and achievements in leadership, problem solving, and budgeting were exemplary. She decreased costs without effecting the efficiencies of the operations by restructuring delivery routes.

Wendy said, "KTI has the opportunity to do what UPS and Fedex are currently unable to do which is make express same day deliveries. I am excited to be involved with a company that can provide this type of service."

KTI Express Courier is a professional courier service with headquarters in Huntsville, Alabama. **CLDA**

Quality Transportation contingency weather plan ensures medical specimen flight transport for leading national pathology laboratory in severe snow storm



Ekaterina Sabatino-Jenkin, Operations Manager, Quality Transportation



Newark Airport 2/3/14

Quality Transportation, a leading provider of medical logistics based in Long Island City, NY implemented its flight transport weather contingency plan to ensure delivery of critical medical specimen deliveries during a major snow storm in the New York metropolitan area.

On February 3rd 2014, the New York metropolitan area was hit with 12+ inches of snow, putting medical specimen deliveries at risk. Understanding the critical importance

regarding medical specimen flight deliveries, the Quality Transportation team, lead by NY Operations Manager, Ekaterina Sabatino-Jenkin started its day at 6:30AM with calls to all drivers, laboratories and hospitals to arrange pick-up times of 2-3 hours earlier, confirmation that the specimens would be ready for pick-up at all locations, driven to the airports and tendered to the specified airlines.

This entailed the coordination of multiple drivers, 22 locations within the New York and New Jersey areas for flights leaving Newark (EWR) and Queens, NY (JFK).

As a result of the weather contingency plan and strong communication between the drivers, laboratories and hospitals, combined with the sense of urgency that the specimens be delivered on time, the Quality Transportation team ensured the delivery of 100% of the medical specimens planned for that day, prior to the airports closing down due to severe weather conditions. To learn more about Quality Transportation's medical delivery solutions please call (800) 677-2838, or visit www.qualitytca.com. **CLDA**

CXT Software Releases New Mobile App New smartphone app improves driver and dock workflows



Phoenix, AZ — CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today that Nextstop Mobile version 1.0 is now generally available to its X Dispatch customers.

"If this is 'first' step release, all I can say is, wow!" according to Mike Thompson, CEO of Express Delivery Bakersfield, Bakersfield, CA. "Not that X Mobile isn't good, but Nextstop Mobile...wow!! Better functionality, and much easier to teach to my employees."

"A number of our existing customers are already taking advantage of Nextstop Mobile's streamlined mobile workflows, and it's just going to get better," adds Chris Geer, CXT Software's Vice President, Product & Architecture. "Nextstop Mobile is on an aggressive release schedule, with version 1.1 scheduled for an early March release, and version 1.2 shortly thereafter. Downloading updates from the Google Play™ store vastly reduces the effort involved for customers to deploy new mobile features."

"Nextstop Mobile works seamlessly with our existing X Dispatch and X Route products," notes Darin Soll, CXT Software's Chief Executive Officer. "With this strategy, customers can begin to leverage our next generation smartphone app now, and transition to our full Nextstop suite in the future, on their schedule, without retraining their mobile users."

CXT Software's Nextstop Mobile application provides dock-to-destination tracking of parcels handled by expedited delivery and logistics companies, built on a platform providing broad support for current smartphone and mobile computing platforms. Nextstop Mobile version 1.0 is available on Android™ devices. **CLDA**

CXT Software Releases X Dispatch Version 14

Latest release of CXT Software's X Dispatch suite features mapping enhancements and route ETAs

Phoenix, AZ — CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today that it has released X Dispatch version 14, the latest general release of its flagship software product suite.

"Version 14 provides X Dispatch customers with over 130 improvements, including 38 new features," according to Tom Herman, CXT Software's Product Manager. "The new Route ETA view in X Internet provides estimated arrival times for the last stop on a route. This feature should help our customers solidify new and existing business with shippers, like labs, that benefit from estimated route completion times."

"The addition of the route ETA board has helped us strengthen our relationship with existing customers," adds Melissa Henry, who is responsible for operations and strategic planning at Lab Logistics. "We actively demo the feature for every prospect and have already sold new customers on the feature."

"Nearly 60 percent of CXT Software's customer base has already upgraded to X Dispatch version 14," notes Shaun Richardson, CXT Software's Vice President, Services. "There is no better confirmation that our focus on improving initial release quality is time well spent."

X Dispatch version 14 is available immediately for download at CXT Software's support portal website at no additional charge for licensed X Dispatch customers. **CLDA**

David Armitage and Bryan Bilchik Announce Purchase of Manko Delivery Systems, Inc.

David Armitage and Bryan Bilchik are extremely pleased to announce the completion of their purchase of Manko Delivery Systems, Inc from its' founder - John Benko.

With an excellent base of customers, dedicated team members and a vision for expansion; David Armitage as President/CEO and Bryan Bilchik as VP/COO are extremely excited about the business potential and future success. From its facilities servicing the Tampa, Fort Myers and Orlando markets, Manko is positioned to provide service throughout Central and Southwest Florida. **CLDA**



SDS and Need it Now Courier: A Logistics Team United

SDS Global Logistics is proud to announce that it has expanded its global reach by joining forces with Need It Now Courier. SDS will continue to operate under the name SDS Global Logistics and is now one of the largest privately held transportation firms in the United States.

The alliance gives SDS expanded markets, increased technology and greater resources. Matthew Wizeman, who was CFO of SDS and continues in that role, is excited about the growth.

"Managed growth is the cornerstone of any business and this is literally a perfect fit. The greater resources and volume add to the stability of the company and expanded markets and services allow us to greater serve our stakeholders." The merge brings SDS into several new markets including Connecticut, Long Island and Miami In addition, SDS has more than twice the presence it had in New York.

One question that will arise is if the combination is good for the existing clients. "The only one that will be negatively affected by this strategic alliance will be a certain group of competitors that have fewer resources," says Need It Now President Eric Mautner. "But as for our stakeholders, who are our clients, employees, and vendors, there is nothing but upside."

SDS is a full service transportation provider which is headquartered in New York City. It has offices in Baltimore, Chicago, Dallas, Danbury (CT), Houston, Jericho (NY), Los Angeles, Miami, Newark (NJ), San Francisco, and Washington DC. SDS has been meeting the transportation needs of its clients for over 70 years. For more information about the company go to www.sdsgl.com or contact them directly at 888.737.3977. **CLDA**

Datatrak weathers winter storms Leon and Pax

Alpharetta, GA — Datatrak Corporation is proud to report that it experienced no technical difficulties during both of the Metro Atlanta area's snow and ice events in January and February of this year. This brings Datatrak's consecutive months without downtime to 24.

Despite enormous loss of services citywide and traffic jams of historic proportions, Datatrak reported zero downtime for all hosted environments, and Mobility and eTrac products were fully operational. The support staff experienced a normal volume of calls and resolved them in standard timeframes.

David Norman Executive Vice President of Operations stated "Datatrak support staff was able to continue to help our customers with their support issues via remote environments that we have had in place for some time. We feel it always pays to be prepared in the face of potential emergencies." **CLDA**

Key Software Systems Expects New Advances for 2014

Wall Township, NJ — Key Software Systems, developers of Xcelerator & MobileTek, set expectations for 2014 to be a big developmental year. New advances will include adding brand new products to meet and even inspire the diversification of client businesses and, as always, continuing to extend existing products with new options and features.

"2014 will be another 'Big Year', I believe it will stand out as our biggest yet and I'm thrilled to lead such a massive development venture which will prove invaluable for our clients and Key Software Systems," says Chris Miller, Systems Architect and Partner.

New Xcelerator products are underway for LTL and Brokering, while simultaneously increasing the potency of several existing modules such as Pricing, Interconnect, EDI and Agent Master.

MobileTek is set to release hyperSHIP, which is a natively installed smartphone and tablet app for shippers, allowing for very quick new-shipment creation and tracking for the shipper, with granular usage reporting in Xcelerator for the carrier. In addition to hyperSHIP, MobileTek Classic for iPhone is about ready for release. Later this year a new feature designed specifically to provide owners and managers visibility into critical real time data, called Vantage Point (VP) will be accessible.

Also on the horizon for 2014 is Key Software's Users' Conference, details coming soon!

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. **CLDA**

Key Software Systems Expands Support and Integration Team

Wall Township, NJ — Key Software Systems, developers of Xcelerator & MobileTek Software proudly announce the addition of Muiyiwa Fagbami to the Key Software Support & Integration Team.

"We're thrilled to add Muiyiwa to the team," states Company President Charlie Pisciotta. "He has a real passion for what we do, and has shown incredible commitment to the success of our customers. We're very happy to have him aboard and so are our customers."

Muiyiwa has been in tech support for 8 years with Fortune 500 companies as well as small business alike. He is currently finishing up his Bachelor's in Information Systems, and is nationally recognized for his research in Hydrogen Storage. Muiyiwa adds, "I've moved to New Jersey from Delaware to join the Xcelerator team, and I have never looked back. Working on this team has been excellent, and they have made me feel so welcome. I also have been getting to know our clients, and the fact that I get to work with such a great and diverse group of people on a daily basis adds to the excitement of helping our customers get the most out of Xcelerator." When not at work, Muiyiwa dedicates his time watching movies, playing sports and supporting the greatest football club in the world, Manchester United. One of his biggest goals is to go across the pond to England to watch a live Manchester United match.

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. **CLDA**

Renew Your CLDA Membership Online

Simply go to www.theclda.com and click on RENEW.

Hot Shot Delivery Donates Truckload of Goods to Houston Humane Society

Event Marks Completion of “Delivering Houston” Campaign



On Wednesday, December 18, Santa (a.k.a. Hot Shot Delivery president Eric Donaldson) brought a special delivery to the Houston Humane Society: nearly 500 pounds of goods from the organization's wish list.

Houston, TX — This December, a Hot Shot Delivery truck pulled up to the Houston Humane Society carrying some precious cargo: nearly 500 pounds of goods from the organization's wish list, including dog food, cat food, kitty litter, leashes, towels and treats. Hot Shot Delivery also presented the Humane Society with a check for \$500.

“We are incredibly grateful for the generosity of Hot Shot Delivery,” said Houston Humane Society executive director Sherry Ferguson. “The special delivery of dog and cat food, kitty litter, towels and \$500 will be used to care for the awesome animals at HHS.”

The delivery was the culmination of “Delivering Houston,” a month-long campaign to raise awareness about local charities. Beginning on November 15, Houstonians were invited

to visit deliveringhouston.com and vote for their charity of choice among the three participating organizations: Houston Children's Charity, Houston Food Bank and Houston Humane Society. By the time voting closed on December 10, Houston Humane Society had earned more than 6,600 votes and with them a donation from Hot Shot Delivery.

The campaign was largely driven through digital word of mouth, including email blasts and social media. For Eric Donaldson, president of Hot Shot Delivery, the event was a way to put the focus on giving rather than spending. “The month leading up to Christmas is dominated by economics — shopping, discounts and revenue,” said Donaldson. “Delivering Houston was our way of contributing something different to the conversation.”

Hot Shot Delivery has provided quality same-day delivery services to individuals and businesses in Houston for the past 35 years. Its comprehensive delivery and logistics services include local courier, same-day delivery, routed and scheduled delivery, express air, process service, freight service, warehousing and third-party logistics. **CLDA**



Representatives from Hot Shot Delivery and the Houston Humane Society gather around a pallet of donated items.



Hot Shot Delivery CFO/controller Phil Walters (far right) presents Monica Schmidt of the Houston Humane Society with a check for \$500 to purchase additional supplies.

Relevant Business Solutions Signs a Partnership Agreement with ETC & Associates to Better Serve the Transportation Industry

Phoenix, AZ — Relevant Business Solutions (“RBS”), a leader in providing information and services to assist companies in keeping their Independent Contractor practices current, is pleased to announce that it has signed an agreement with ETC & Associates, LLC (“ETC”) to offer one another's services to their client bases.

The new partnership will allow both companies to expand their service offerings in the Transportation Industry providing well-rounded solutions for companies that are looking to grow profitably.

“We are excited about the opportunity presented through this partnership with ETC & Associates, LLC,” says Scott Grandys, Chief Executive Officer, Relevant Business Solutions. “The leaders of ETC & Associates, who were former Fortune 500 Senior Officers, bring a wealth of industry knowledge in the small package, truckload and LTL business sectors. Their services are a perfect complement to the Independent Contractor best practices services RBS offers and, together, we can help small to medium sized companies improve their growth, development and efficiency!”

“Relevant Business Solutions services are designed to help the Transportation Industry stay current with their

Independent Contractor information and best practices, which is something we know our clients need,” adds Ivan Hofmann, Principal, ETC & Associates, LLC. “The new partnership allows both of our companies to provide tremendous value to our clients by working with them to grow with the least amount of risk possible. We are proud to be working together and look forward to our combined offering.”

“Since we also do work for private equity firms who have an interest in transportation companies, Relevant Business Solutions will provide a good source for them as well,” says Ron Trombetta, Principal, ETC & Associates, LLC. When these private equity firms are involved in transportation companies they need to understand all the risks that exist, including Independent Contractor Misclassification. Our relationship with Relevant Business Solutions will allow us to offer risk awareness and solutions for the Independent Contractor exposure that looms over our private equity clients.

For more information about RBS or ETC visit their websites at www.RelevantBusinessSolutions.com or www.ETCandAssociates.com or contact them at (800) 756-1699 or (412) 269-2436. **CLDA**

Hot Shot Delivery Hosts Sen. John Cornyn for Roundtable and NFIB Endorsement



Pictured (left to right): Eric Donaldson, president of Hot Shot Delivery; Sen. John Cornyn (R-Texas); and Will Newton, Executive Director of NFIB Texas

On Tuesday, February 18, Hot Shot Delivery hosted Senator John Cornyn at its facility in Houston, Texas. Eric Donaldson, president of Hot Shot Delivery, joined several other local business owners for a roundtable discussion about issues that impact small businesses, including tax reform. Following the roundtable, the National Federation of Independent Business (NFIB) announced its endorsement of Cornyn's campaign to win a sixth term in the U.S. Senate.



Pictured (left to right): Sen. John Cornyn (R-Texas) and Rose Blackwood, customer service manager at Hot Shot Delivery.

One of the most memorable moments was when Hot Shot Delivery customer service manager Rose Blackwood got the opportunity to speak with Senator Cornyn. Although this was the first time they'd

met in person, Cornyn's office played an important role in Blackwood's life by helping her to become a U.S. citizen. Blackwood is from Jamaica and her citizenship application had been caught up in a paperwork log-jam for two years. She reached out to Cornyn and, within six months, was sworn in as a citizen. **CLDA**

Xcelerator Releases 'Interconnect' Numbers as Excitement Grows Among Users

Wall Township, NJ — Key Software Systems, developers of Xcelerator & MobileTek, release usage data from Interconnect, generating excitement throughout its customer base.

Xcelerator Interconnect provides a seamless, real time partnership between two Xcelerator user companies. An automated dispatch-to-dispatch communications system, empowers the Xcelerator user to create their own Nationwide Network to enlarge the geographic area of their services to increase revenue and capture new business instantly. When an order is dispatched to an Agent, the synchronized orders in each system are updated in real time, allowing both companies to see critical, time sensitive information, including a Signature and Scan history.

Since inception, Interconnect has processed over 250,000 orders between Xcelerator users. With no cost to implement or use Interconnect, Xcelerator customers are free to expand their footprint and gain market share using the resources they currently have in a more efficient environment.

Ben Kaplan from Rightaway Delivery adds to the excitement, "Rightaway has been coordinating deliveries all over the country and the Interconnect function that Key software offers has saved my operation a significant amount of time, money and extra work compared to our Agents that do not use Xcelerator!"

Harold Boyett of Blue Streak Couriers touts, "Interconnect has allowed us to leverage the Xcelerator network of like-minded delivery companies, in effect, growing our capabilities exponentially."

"Technology is playing a key roll in the way companies are competing and thriving today, and Interconnect's ability to consolidate the workflow and open the lines of communication is unmatched. This all makes for a very exciting time for our customers" states company President Charlie Pisciotta.

Rightaway Delivery is a local, regional and national delivery and logistics service founded in 1999 and based in the Midwest. For more about Rightaway go to www.rightawaydelivery.com

Blue Streak Couriers was founded in 1984 and provides uniformed routed, scheduled, and on demand services nationwide. For more information about Blue Streak go to www.bluestreakcouriers.com.

Xcelerator is an enterprise-class software solution designed for today's transportation, logistics and warehousing company. For more information or to schedule a demo, visit www.KeySoftwareSystems.com or call 732-409-6068 to speak with a representative. **CLDA**



Flying Toward Change: Courier Service Looks Past Paper

When you imagine couriers, you image Lycra-clad dare devils zipping through perilous traffic on their bikes or scooters, a messenger bag bursting with vitally important and carefully prepared legal documents strapped to their back.

Or you might envision big burly guys backing a large box truck slowly down a narrow back alley to deliver boxes of vitally important and carefully prepared legal documents.

You probably don't think of couriers and envision flowers. But you should. The two industries have more in common than one might think, according to Mike Miller, executive vice president of courier company Washington Express. "The tough part of flowers isn't the flowers, it's the logistics," Miller says.

Miller and his business partner Gil Carpel certainly know logistics. Carpel has more than 40 years of experience in the courier industry. In 1977, he cofounded Sky Courier Network, an international and domestic air express company based in Reston, Virginia. Ten years later, he sold his interest in Sky Courier and took over its former Washington area operations to form Washington Express with Miller.

But Washington Express and the courier industry as a whole have been hit by change and contraction. Courts and federal agencies no longer demand piles of paper—they now rely on electronic filings. Tighter security restrictions imposed after 9-11 closed off many government offices to couriers. Then came the recession and the subsequent belt tightening amongst legal, financial and lobbying firms.

The number of full-time couriers in Washington has fallen from a high of about 200 in the 1990s to less than a third of that today. "In our heyday, we had about 230 to 240 drivers on the roster. It was the wild, wild West. We had paper flying all over this city," Miller says. "We're pretty much the last man standing in D.C."

At the height of the recession, Miller and Carpel found new opportunities in what they were already doing, which included shuttling visa documents between embassies and the State Department. "We noticed a lot of the visas were rejected because they were not meeting the very specific guidelines set out by the State Department. So we developed the expertise and became a full-service visa agency. We pick them up, review them, and prepare them for submissions. We advance the embassy and State Department fees, we go back and pick them up when they're ready, review them again and return them to the customer," Miller says.

Around the same time, Miller and Carpel got the idea to expand into the flower business while talking to fellow courier service owner Mark McCurry at an industry event. McCurry explained that he'd been contacted by a national flower company looking to bulk up their peak flower day fleet in Atlanta. "I sent 40 drivers over to a florist one Mother's Day and that's when we got the idea that we could just sell flowers online. You don't even need a physical location. So, we started Peachtree Petals online in 2011," McCurry says.

Inspired, Miller and Carpel started looking for their own floral opportunity, buying a flower shop in Washington, D.C. "Flower shops just haven't addressed the technological changes in how consumers buy flowers. There are one-third fewer flower shops out there compared to 10 years ago, yet more flowers are being sold than ever before. People want same day order and delivery, and traditional flower shops are not doing that," Miller says.

Fulfillment is the name of the game in the courier business as well, according to Miller and Carpel. "If we're going to eat dinner every night, we have to look at businesses beyond paper for deliveries," Carpel quips. **CLDA**

**Fast.
Reliable.
Convenient.**



**Greyhound
Package Express**
goes more places,
more often. Extending
your network is our
goal and meeting
your deadlines are
our priority.

Visit
shipgreyhound.com
or call 800.441.2368
to open an
account today.



**PACKAGE
EXPRESS**

CXT Software Draws Record Crowd at User Conference

Attendance at CXT Software's annual customer event exceeds 2013 record

Phoenix, AZ — CXT Software, a leading provider of software products that empower delivery and logistics operations, kicked off the new year with record attendance at its 2014 CXT Software User Conference. This year's event was held January 10-11 at the Pointe Hilton Tapatio Cliffs Resort, Phoenix, Arizona.

"Nearly 140 attendees took time out of their busy schedules to join us for our user conference last month," according to Tim Cocchia, CXT Software's Vice President of Sales and Marketing. "It is incredible to talk to so many customers who are passionate about their businesses and driven to use our software to help them increase their productivity and efficiency."

"I was impressed with the balance of nitty-gritty user detail and the future pathway/concepts presented," explains Kate Solano, Custom Courier Solutions' Director of Support Services, Saratoga Springs, NY. "The CXT crowd is very knowledgeable and helpful; it was great to be in such company!"

"It was exciting to see a live demo of the new Nextstop Mobile at the CXT Software User Conference", said Ryan Jacobs, Vice President at Now Courier, Indianapolis, IN. "Once again, CXT is leading the way with innovation, and laying out a roadmap for the future at their conference."

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

Key Software Systems Welcomes New Marketing & Social Media Specialist to the Team

Wall Township, NJ — Key Software Systems, developers of Xcelerator & MobileTek Software proudly announce the addition of Heather Vacca to the Key Software Team, leading the Marketing and Social Media efforts for the company.

"Heather has had an immediate impact on our business, and she's just getting started. To say we are excited about the direction we're going is an understatement," states Company President Charlie Pisciotta. He adds "We've always prided ourselves on having a strong word of mouth and referral based business, and we've experienced solid growth that way. Heather is helping us to expand our marketing efforts with laser beam focus on bringing our website, social media and ad campaigns together."

Heather brings 11 years of marketing experience, most recently with Sea Streak Ferry Service in New Jersey. Heather added "Key Software has been very welcoming, and I'm excited to help build this brand further and expand our presence in the industry. You can follow us on Twitter (@KeySoftwareSys) for news specific to our company and products, as well as industry news. We're more established on Facebook as well, make sure to friend us!" Mrs. Vacca is a graduate of West Virginia University with a degree in Journalism. When away from the office, she spends time with her family, reading, and anything involving the sun and the beach.

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. **CLDA**

SCI NEWS UPDATE



Cargo Insurance

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

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

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

Growing Business

SCI is also pleased to announce its new affiliation with Integrity Medical Courier Training.

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



New Insurance

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



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

SCICourier.com

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

Stop by and find out the latest in all of SCI news, as well as learn even more about our programs and the added protection having the premier third party administrator in the transportation industry on your side.

Substitute / Helper Program

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



Pay Cards

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





California Delivery Association

It is very busy in California during this time of the year. Our legislative session has begun and by the time you read this, over 2,500 new bills will have been introduced by the February 22nd deadline.



CDA members, JR Dicker (Gold Rush), John Kabateck, NFIB's Executive Director, and Donna Springer (Go-Getters) attend an NFIB Legislator Reception in Sacramento, Feb 2014.

The CDA tracks all bills and those that pertain to transportation, wage & hour, work comp, I.C.s, and other small business issues are added to our website www.cadelivery.org. As each bill moves along in the legislative process it will automatically be updated daily on our site.

Two such bills are shown below. AB 1522 is another

attempt at government mandating paid sick time by the employer. SB 935 seeks to raise the minimum wage even further than a bill just passed last year. Cities in California can and do set their own higher minimum wage, known as "the prevailing wage."

AB 1522 Gonzalez D Employment: paid sick days.

Would provide that an employee, as defined, who works in California for 7 or more days in a calendar year is entitled to paid sick days, as defined, to be accrued at a rate of no less than one hour for every 30 hours worked. An employee would be entitled to use accrued sick days beginning on the 90th calendar day of employment. The bill would require employers to provide paid sick days, upon the request of the employee, for diagnosis, care, or treatment of health conditions of the employee or an employee's family member, or for leave related to domestic violence or sexual assault. This bill contains other related provisions.

SB 935 Leno D Minimum wage: annual adjustment.

Would increase the minimum wage, on and after January 1, 2015, to not less than \$11 per hour, on and after January 1, 2016, to not less than \$12 per hour, and on and after January 1, 2017, to not less than \$13 per hour. The bill would further increase the minimum wage annually thereafter, to maintain employee purchasing power. The automatically adjusted minimum wage would be calculated using the California Consumer Price Index, as specified. This bill contains other related provisions.

We will be having our Board of Directors meeting, along with a planned Lunch & Learn, April 7, in Sacramento. Then the following day, we will join the N.F.I.B. "Capitol Day" program which combines visits to legislative offices.

Their program will also feature former California Governor Pete Wilson, along with speakers and panels discussing small business and economic issues, as well as State and Federal 2014 elections and issues. We find the N.F.I.B. to be a valued partner and one that you may want to consider in your association efforts.

If you are a California company, or just do some business in this state why not consider joining the CDA and helping to combat "job killer" legislation, and assist us in advancing industry issues and concerns. We'd love to have you. **CLDA**

JR DICKER, CDA PRESIDENT

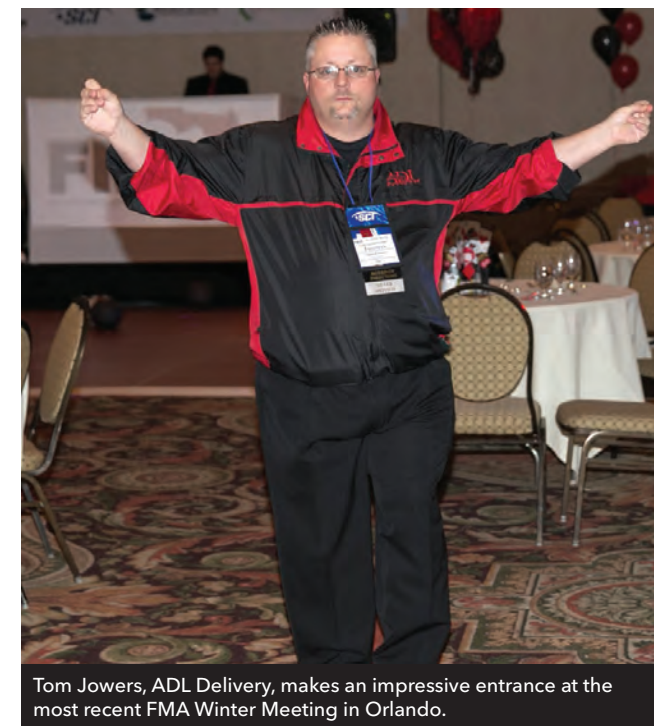
Florida Messenger Association

Weekend Venue Produced Great Results for Florida Messenger Association's Winter Meeting

The Florida Messenger Association hosted nearly 100 attendees at their annual Winter Meeting at the Orlando Doubletree Universal Resort in January. By changing to a Friday night/Saturday event from the previous year's schedule of Thursday night/Friday, an incredible increase in attendance resulted. This agenda format allowed member companies to bring additional personnel as dispatchers and other employees were able to participate in the full agenda on Saturday. "It was so nice to be able to focus on the speakers and participate in the roundtable discussions on a Saturday when my phone is not buzzing with emails, phone calls, and text messages," said Steven Lukenbach of Jacksonville based Priority Couriers. "If this meeting were to occur on a weekday, I would be dealing with the normal barrage of smartphone activity." Steve's comments were echoed by many other members of the association who attended the event.

"I was able to bring several members of my management team to the meeting because the main event was scheduled for a Saturday," said Harold Boyett, FMA Board Member and President of Jacksonville based Blue Streak Couriers. "Normally, I could not afford to lose four of my people on a weekday because of the demands of their daily responsibilities," said Boyett.

The conference began on Friday afternoon once attendees registered and were provided with a "vendor passport."



Tom Jowers, ADL Delivery, makes an impressive entrance at the most recent FMA Winter Meeting in Orlando.

These started being used immediately as the first agenda item was the vendor meeting, where FMA members were able to spend quality one-on-one time with vendors prior to the dinner reception and casino night. This vendor meeting was a direct result of the FMA implementing enhancements to the winter meeting as a result of feedback from both member and vendor attendees. "As a vendor to the courier industry we find it an incredible leverage of our time visiting with existing clients and meeting new prospects. How often can you get to talk to 50-70 courier company owners in one room?" said Chris Kane, CEO of Courierboard LLC.

The meeting continued on Friday night with a dinner reception and the ever popular casino night, where attendees won an ample supply of "funny money." At the end of the evening, the play money was exchanged for raffle tickets that were used to bid for more than two-dozen wrapped prizes. Participants walked away with great raffle prizes such as a 55-inch television, Samsung III Galaxy Tablets, Kindle Fire tablets, and dozens of gift cards. Many attendees won gifts valued at more than the cost of attending the event!

Throughout the evening, one vendor, Armstrong Consulting Group, LLC, provided attendees with complimentary "head shot" photograph opportunities. These pictures are great for profile images on company websites or sites such as LinkedIn. The board of the FMA expressed tremendous gratitude for Shannon Armstrong's continued support of FMA.

On Saturday morning, the meeting began with opening com-



Gabe Allen (l) and Dustin Wallace (r), both of Blue Streak Couriers in Jacksonville, are somewhat excited and curious as to how the dice will roll during Casino Night at the FMA's Winter Meeting in Orlando.

ments from Tim Petty, FMA Board Member and President of Pettyco Express (Jacksonville), and the outgoing President of the FMA. Petty transferred the position of President to Thomas Jowers, FMA Board Member and Vice President of ADL Delivery, which operates throughout the state. Jowers presented his vision of the organization for the upcoming year, as well as a call-to-action for more members to get involved in the affairs of the association. Jowers then introduced Rob Hackbarth, the keynote speaker for the event.

Rob talked about the "B.E.T." in life. He used personal stories and experiences to emphasize the importance of "Belief, Enthusiasm, and Team." He tied his stories to the importance of these three success factors for anyone in a position of leadership. "I never realized how important it is to have someone who believes in you, and who will support you and be there for you, no matter what," said Steve Howard, FMA Board Member and President of Miami based Esquire Express. "Even when we don't realize it, we all have a centerfielder there to always have our back and to support us in our efforts to succeed in life," he added.

The Saturday agenda continued with two roundtable discussions at which members discussed topics such as overcoming funding needs, customer diversification, exit strategies, and standard operating procedures (SOPs). The cross-pollination of ideas has always been a strong point for members of the FMA and the roundtable discussions simply reinforce the sharing of best practices among member companies.

After the roundtable discussions concluded, Shannon Armstrong, of Armstrong Consulting Group, LLC, shared her experiences and knowledge regarding the proper use of the Independent Contractor business model in the same-day delivery industry. Her presentation included a Q & A session

Continued on page 46



STATE ASSOCIATION UPDATES

Continue from page 45

where members were able to get answers to specific questions regarding the industry and compliance.

The afternoon portion of the agenda was started by special panel discussion moderated by Harold Boyett, FMA Board Member and President of Blue Streak Couriers, based in Jacksonville. The panel consisted of customers representing three unique industries. These panelists responded to questions such as, "What are the three most important decision criteria when selecting a courier company, and how do you leverage the technology provided by your courier company?" This session also ended with an opportunity for the audience to ask additional questions of the customers on the panel.

Hazen Mirts, President of Enrollment First, Inc. provided insight on the Affordable Care Act and its implications for small businesses as well as independent contractors. His session was not only intriguing but informative and ended with an interactive Q & A.

As the meeting began to wrap up, participants with visits documented on the aforementioned vendor passports

were eligible to participate in the raffle at the end of the day. Again, big screen televisions, Kindle Fire tablets, iPads, Blackberry phones, Samsung phones, and gift cards were given to participants whose completed passports were drawn from a hat.

Overall, the annual winter meeting for the Florida Messenger Association was another successful event. As always, the FMA leads the country when it comes to state association activities and the Orlando Doubletree Universal continues to serve as a great venue for the meeting. "I drive by the hotel every day and I did not realize what a great meeting facility it was," said Pat Bronos of Orlando based A.S.A.P. Couriers.

"The 2014 FMA Winter Meeting was another spectacular meeting in Florida. It was two days that were filled with thought-provoking speakers, educational discussions, and great networking opportunities," said Lance Dearborn, CEO and President of Orlando based Air Traffic Services. **CLDA**

Ohio Same-Day Transportation Association

OSTA continues to make progress in passing H.B. No 338 in protecting the Independent Contractor model. "We are very optimistic in passing H.B. 338" says Jeff Thomas, President of the OSTA. "Our proponent testimony to the Ohio House of Representatives Commerce, Labor, and Technology Committee was exceptional" says Thomas. After several revisions of H.B. No. 338, our latest version of the bill which we believe is more consistent with the national standard for determining Independent Contractor status, is based on the National Council of Insurance Legislators (NCOIL). This change in language has garnered support of the Ohio Trucking Association (OTA) and the American Trucking Association (ATA).

The model legislation was a product of many months of debate by the committee and input from the ATA, FedEx, UPS, Teamsters and the Owner Operator Independent Driver Association.

OSTA members represent approximately 500 employees and 7000 Independent Contractors. Without the support of H.B. No.338 we run the risk of crippling a number of industries, including the courier industry and ultimately the thousands of businesses and nonprofit associations that rely on the flexibility, service, and independence the current business model provides. **CLDA**

claim it to be: effectively banning the use of contractors in the same day delivery service sector, or, whether a "brokerage" model might pass muster under the statute. If the First Circuit Court were to certify such a question to the Supreme Judicial Court (SJC), and if the SJC were to hold that a brokerage model might pass muster, then the First Circuit likely would affirm Judge Casper's decision, but we would have essentially prevailed by virtue of an SJC decision that allows for deploying independent contractors in your industry (by virtue of a narrow judicial interpretation of the language of the B prong). It is very hard to predict what the court will do, but I think the second and third options are most likely. I do not think the First Circuit will affirm Casper's decision."

If you'd like to help the MDA in its continuing legal battle to clarify and allow the ability for companies to utilize independent contractors in business models, contact MDA President Aaron Driben: info@madeliveryassociation.com. **CLDA**

New York State Messenger & Courier Association

On March 5, 2014, the New York State Messenger and Courier Association held its first seminar/meeting of the year entitled "What does the Recently Passed Fair Play Act Mean to my Company?" The seminar included a panel discussion addressing the concerns regarding the recent passage of the Fair Play Act, along with Department of Labor and independent contractor issues.

Our panelists consisted of:

- Jim Cavanaugh, Empire Strategic Planning NYSMCA Lobbyist
- Paul Gapp, Preferred IC Consultants LLC d/b/a Consultech Unemployment Specialist to our Industry
- Chris MacKrell, Custom Courier Solutions NYSMCA Government Affairs Committee Chair
- Richard Polsinello, RJP Labor Consultants NYSMCA Department of Labor Advisor
- Andrew Turro, Meyer, Suozzi, English & Klein, P.C. NYSMCA Attorney

Larry Zogby, of RDS Delivery, NYSMCA Programs Committee Member, was the moderator of the seminar.

The seminar also included an Obamacare update. Dan Goldstein from the Whitmore Group shared his industry expertise and best practices on how to navigate the ever changing health care laws and extensions that are being discussed in Washington. **CLDA**

Massachusetts Delivery Association

The Massachusetts Delivery Association (MDA) continues its appeal of the recent decision in their case against the Massachusetts' Attorney General in the First Circuit Court of Appeals. A hearing is possible for late Spring or early Fall of this year. The MDA provides the following brief of the possible outcomes by their lead attorney David Casey of Littler Mendelson:

"The hearing is likely to be either in late spring or early fall. The outcomes range from the First Circuit Court: affirming Judge Casper's rejection of our case, on the one hand; to overturning Judge Casper's decision and entering judgment in our favor, declaring that the B prong of the Massachusetts independent contractor statute is void as preempted by the FAAAA, on the other. There is possible middle ground in which the First Circuit Court might certify certain specific questions of state law to the Massachusetts Supreme Judicial Court; specifically, whether the B prong is a broad as we

ONE DAY, SAME DAY, EVERYDAY

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

- INCREASED FLEXIBILITY
- REDUCED SHIPPING COSTS
- ACCELERATED DELIVERY TIMES

LASERSHIP
LAST MILE DELIVERY

Our consultants are available to help you design the solutions that best meet your supply chain objectives.
LSadvantage@lasership.com

(800) 527-3764 • LASERSHIP.COM



Making the Features Fit Your Needs is the Key to Buying a New Car

Purchasing a new vehicle can be exhilarating, but there are many decisions you must make before you head to the dealership. You want your vehicle decision to be one that you make, not the result of a whim in the showroom. For this reason, it is best to do your research before you begin looking at the actual models.

Listing the good and bad points of previous vehicles you have driven is a great starting point. You should also have a budget in mind, not only for the cost of the automobile but research gas mileage, maintenance costs, and the price of auto insurance. Once you have decided how much you can afford to spend on your vehicle you may also want to consider a leasing option. Investigate lease versus purchase carefully to decide how to get the most for your money. If you want a more expensive car, leasing may be a good alternative. Just remember, you will own nothing at the end of the lease. With a car you purchase and maintain well, you will have the trade-in value when you purchase your next vehicle.

Depending on your needs, you may already have some idea of what size of vehicle you want to buy. As you research the options consider whether a sedan, sport utility vehicle, or minivan will be the best fit. You can transport more in an SUV or minivan but the gas mileage can be very different between the two vehicles. If driving people or product from one place to another will be the primary purpose of your automobile a minivan gets excellent gas mileage and is a comfortable alternative to fit a lot in your vehicle. Check the engine sizes available and their towing capacity. There are several websites such as Cars.com or Edmunds.com that will let you compare features on several vehicles all in a single page.

Once you have a good idea of the type vehicle and engine size you want, you can begin to narrow down the styles that are available along with desirable features. Exterior colors can be important not only from the standpoint of a pleasing look but how the vehicle may feel if you must park outside in direct sunlight all day. If you live in the south, that black sedan with black leather interior will be a hot box after a long

Most new vehicles offer many interior features which were previously only seen in luxury models.



work day. Leather is very comfortable and also durable but many vehicles have excellent alternatives that look and wear just as well at a lower price.

Most new vehicles offer many interior features which were previously only seen in luxury models. Some are standard features on certain models while others add to the price of the auto. Navigation systems, blue tooth hookup for your cell phone, multiple automatic door openers, and direct link warning and emergency call systems that do everything from unlock your car if you leave your keys inside to emergency response when your airbags deploy are available. The sound system may be a big attraction for many drivers making vehicle decisions, especially if you spend a good bit of your time on the road. Zoned heating and cooling will also make the vehicle more comfortable for driver and passengers alike.

Buying a new car may seem like work as you begin the process but it is time and effort well spent. By researching your vehicle decisions yourself, you will achieve years of driving satisfaction as you find the automobile best suited to your needs and your business needs. **CLDA**



CLDA Banner Ad Special

We are pleased to announce that all full-page 4-color advertisers can purchase a banner ad on theclda.com for 50% discount — we are now averaging over 30,000 visits a month and our current banner advertisers are generating thousands of click throughs. Increase the reach of your company's marketing campaign by taking advantage of this special offer.

adindex

Brighstone Insurance Services	31
Complete Innovations	IBC
Contractor Management Services.....	BC
CXT Software.....	19
Datatrak.....	13
Greyhound Package Express.....	42
Key Software Systems	i, 25, 33
Lasership	47
Priority Express Courier, Inc.....	32
SCI	ii, 43
Southwest	iii

RENEW YOUR  CLDA
MEMBERSHIP ONLINE

Simply go to www.theclda.com and click on RENEW.

Remember to do business with other CLDA members

For a directory of all CLDA members go to the LocateAcourier section on theclda.com

First Time Members Can JOIN NOW FOR

\$149*

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

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

CLDA, National Press Building, 529 14th Street, NW, Suite 750, Washington, DC 20045 • Telephone: 202/591-2460 Fax: 202/591-2445



FleetComplete®



13 years of last mile industry experience, feedback from over 500 customers, and millions invested in research and development make Fleet Complete 8 the most advanced mobile workforce technology platform in the world!



See for yourself what the software of the future can do for your business.

Contact one of our Last Mile Industry Solutions experts today at 1-800-220-0779 or visit:

completeinnovations.com



Stay
Connected

Stay
Compliant

Stay
Contracted



www.ICMpower.com

Contractor Management Services
9197 W. Thunderbird Road
Peoria, Arizona 85381

1.800.742.7508

CONTRACTOR MANAGEMENT SERVICES

Miss Classification

**INTERACTIVE NEGOTIATION
AUDIT TRAIL
DOCUMENT MANAGER
BENEFITS TO ICs
SETTLEMENT PROCESSING
DOCUMENT PUSH
LEGAL SUPPORT
ELECTRONIC SIGNATURE
IC WEB
TRACKING & ALERTS**

