



Spring 2015

Supporting the Customized Logistics and Delivery Industry



The Complete PACKAGE

Shipping, Networking, Education

May 6th-9th, 2015

Walt Disney World's Swan & Dolphin Resort
Orlando, FL

Inside:

2015 Convention Preview

What the CLDA Can Learn From the 'Sharing Economy'

2014: What Happened in Retail?

Better, Faster: Adapting to the 24/7 Business Cycle

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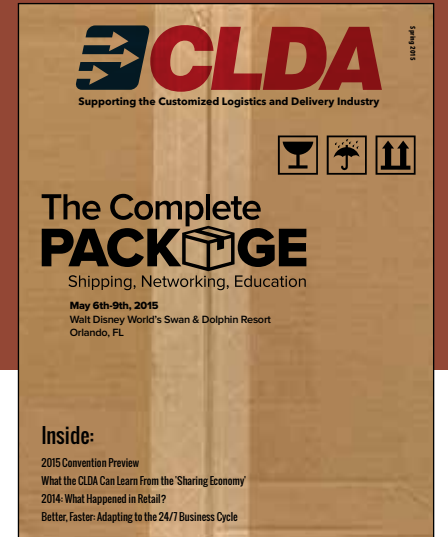
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Renew Your CLDA Membership Online
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and click on RENEW.



Kirk Godby
President CLDA

This year we've added a special emphasis on getting you face-to-face advice with shippers who have come to the conference looking for ways to do business with you.

Spring marks the count-down to our Annual Meeting and a time to renew your membership in the CLDA.

In this issue you'll get a preview of our May Annual Meeting. CLDA members get a substantial discount to this largest gathers of shippers, delivery companies, industry experts and state-of-the art vendors. So, if you haven't renewed your membership that needs to be at the top of your t-do list.

We're calling this year's event "The Complete Package: Shipping, Networking and Education". That's because it's got everything you'll need to cultivate more business than ever before. Want to get more business from shippers? This year we've added a special emphasis on getting you face-to-face advice with shippers who have come to the conference looking for ways to do business with you. In fact, there are two sessions dedicated to helping you get more business from shippers. These shippers will talk about their companies, their needs, what it takes to do business with them and what upcoming opportunities they have for companies big and small. Among the shippers currently signed up to participate are Abaxis, Cardinal Health, Dealer Tire, FedEx SmartPost, Office Depot/Max , Priority Solutions and Racetrac with more expected.

Now that I have your attention, here are the details: The Customized Logistics & Delivery Association's (CLDA) Annual Meeting is May 6 to 9, 2015 at The Walt Disney World Swan & Dolphin in Orlando. The meeting will offer opportunities for participants to attend workshops, network with others in the industry, connect with agents who can expand their delivery territories and share common problems and solutions. They will also learn about the latest tools from cutting-edge vendors that work with the customized logistics and delivery industry.

Over 450 shippers, transportation companies and vendors are expected to attend. In addition to the two face-to-face Shipper Sessions, you can also participate in workshops on such topics as: Emerging opportunities offered by shipping marketplaces; measuring performance and progress; new opportunities in cold chain delivery and successful responses to RFPs.

If you haven't signed up yet, you'll want to do that before April 3, 2015 to get a \$100 discount on top of your members-only price. After April 3, the cost for members will be \$825 and \$1,005 for non-members. Sponsorships and booths for vendors are available and include registration fees. On-site registration is available for an additional charge.

Take a look at the Spring issue of the CLDA Magazine to get a sneak peak at the meeting, the benefits of CLDA Membership, our industry and the opportunities in store for all of us. You'll also want to follow us on LinkedIn, Facebook and Twitter as we offer you new and exciting ways to grow your business in an ever-changing supply chain world.

I'll see you in Orlando in May!

Kirk Godby
President
CLDA

LETTERS TO THE EDITOR

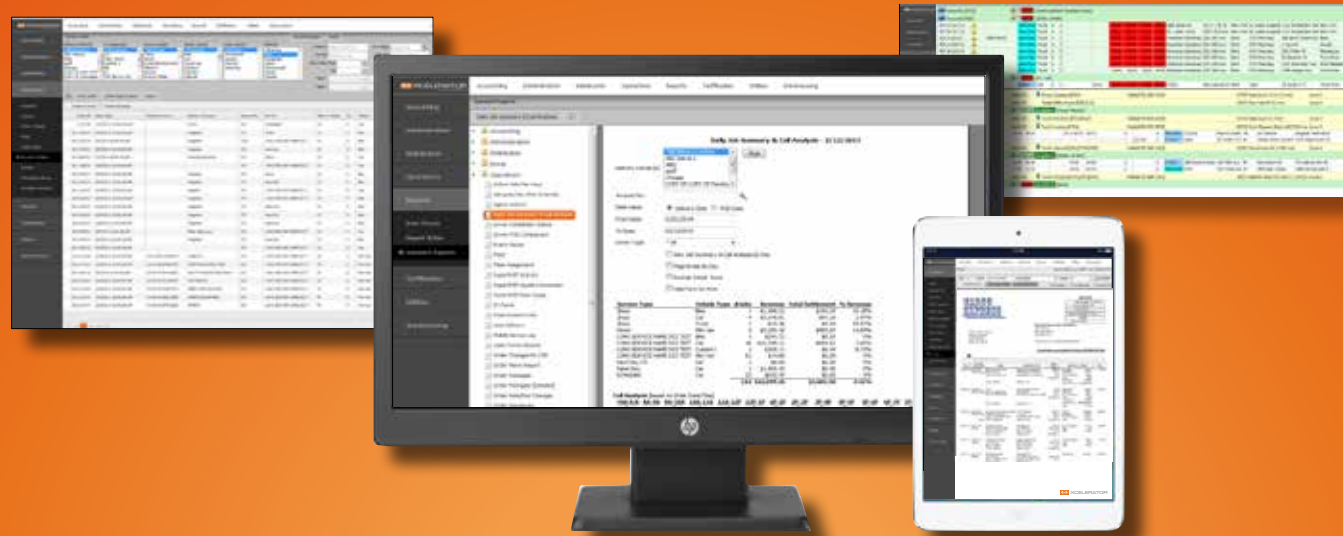
We welcome letters on any article or issue raised in the CLDA Magazine, please include your name and company affiliation.

We reserve the rights to edit all letters for length, and clarity.

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- RaceTrac
- Staples
- uShip
- Wayfair



CLDA Government Affairs Update



John Benko



Shawn Swearingen



Follow Us on Twitter and Government Affairs Newsletters!

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

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

Although winter's icy grip is still holding on to much of the country and its delivery routes legislatures are certainly heating up! In addition to meetings on Capitol Hill, CLDA has been keeping eyes and ears open throughout the states from Missouri to Washington and New York. Watch for our updates through the CLDA Government Affairs Newsletter, the membership update during the Annual Meeting and through our CLDA twitter account. As I'm writing this it is the single digits outside in DC and we're bundled up like an Eskimo as we go to the Hill for a meeting later this morning. I know we are definitely looking forward providing our Government Affairs and Advocacy updates in much warmer Orlando in a few short months at the Annual Meeting!

Working with New Majorities and Members

The new 114th Congress hit the ground running with the new majority leaders testing their boundaries with the executive office, pushing back on various national issues ranging from funding programs and executive actions. CLDA has been on Capitol Hill since before swearing-in day in order to capitalize on new members joining Congress and the new majorities. Even with the largest majority the Republicans have had since the 1920s, a broad based tax reform package will still be an up-hill battle in the new session. CLDA will continue to a part of the discussions by working with coalitions on Section 530 Safe Harbor.

CLDA contract lobbyist Keith Smith and I have been meeting with committee staff and members on both sides of the Hill discussing the impacts of increased Department of Labor audits. President Obama proposed in his budget to raise \$10 billion over the next ten years by allowing the Internal Revenue Service to reclassify ICs as employees. On the same tangent, the Department of Labor Wage & Hour Division is requesting \$49 million to "increase pressure on fissured industries." In the 22% increase over the last budget for the department, Wage & Hour is looking to increase audits on employment status where there is no clarity. One of the main reasons CLDA has pushed so long on Section 530 Safe Harbor issue is to not only provide protection for ICs but to provide clarity for ICs and those industries that utilize them as well. With the aid of the new leaders and Republican majorities, CLDA and the other associations we work closely with will not allow these proposals to move forward.

Work in the States

Although both federal and state legislatures are back in session, that doesn't mean that constituents can't find opportunities to meet with their elected officials. Federally, Congress takes several breaks during session to go back to their home districts to meet with constituents like you. Even though state legislatures typically don't take the recesses to the extent that Congress does, they will still hold town halls and committee hearings on the road for various policy issues of interest to the state.

If you are interested in finding out when your Congressional Representative or Senator is back in your state or if your state legislature might be holding a committee hearing out of the capitol city and near you, contact Shawn Swearingen at sswearingen@theclda.com.

Thank you to Advocacy Donors in Orlando!

Are you and your company a donor to the CLDA Advocacy Fund? Be sure to check your in-box for your invitation to the Advocacy Donor Thank You luncheon during the CLDA Annual Meeting and Exposition in Orlando! Without your support our Government Affairs and Advocacy activities would not be possible. If you did not receive an invitation or are not sure if you donate to the Advocacy Fund, contact CLDA Government Affairs Director Shawn Swearingen. Make sure you are registered for the Annual Meeting and we'll see you in sunny Orlando!

Lobby Day 2015 – Save the Date!

Now is the time to mark your calendars for to meet with your elected representatives in Washington! CLDA is shaking things up on Capitol Hill in 2015 by holding the annual Lobby Day event on June 10-11th. The 2015 event will be held at the Washington Court Hotel on Capitol Hill; walking distance to Union Station and most importantly, the Capitol! CLDA has secured a room rate of \$299 a night for registered attendees.

Lobby Day is an annual CLDA event held in Washington, D.C. that gives you the opportunity to educate your elected officials on the concerns of the industry and to explain how your business is critical to the regional economies in the US. In addition to building relationships with your Representative and Senators, this event allows elected officials to understand our industry and our association.

Over the past 7 years, through relationships fostered at Lobby Day events with members of Congress, CLDA has been able to introduce legislation that protects the Section 530 Safe Harbor provision, as well as learn of potential negative legislation to the industry to get in front of. This event is also a great opportunity to meet and network with other active CLDA members from across the country.

Holding the event in June will also allow families to take advantage of traveling to Washington, D.C. when school is out. With so many monuments and the Smithsonian museums surrounding Washington Court Hotel (and in non-winter weather), this will be excellent opportunity to see our nation's capital city!

Without you, CLDA will not be able to continue to educate offi-

cial in Washington on the critical role of your business in the national economy. Mark the dates on your calendar and look for registration to open in early 2015!

News From Around the States

With changes across the board in many states CLDA is remaining vigilant on any harmful legislation to the independent contractor business model while promoting clarifying language. Republicans took Governorships in key states such as Illinois, Massachusetts, Maryland and Maine. In total, 24 states elected Republican Governors and 11 elected Democratic Governors. In preparing for the future and increasing grassroots outreach, look for future communications of team building in states where there are not yet state associations.

Massachusetts: I'd like to first issue a special thank you to all of the CLDA members and the MDA Board members that continue to push this fight forward and to protect our industry. The case still isn't finalized but is getting close. A final hearing date in early May is being scheduled and we'll be

sure to keep the industry posted on any developments as they occur. I know that the MDA appreciates any support in finishing this battle.

State Association Meetings: Be sure to watch for your state association meetings in 2015! Several states have had meetings across the country ranging from California, Texas to Florida which you can read about more in the state update section. If you are not aware if your state has an association, contact Shawn Swearingen at sswearingen@theclda.com.

What are Drivers' Responsibility on Snow Removal and Chains?

It is the time of the year in most states that Mother Nature and Old Man Winter team up to make deliveries difficult. In order to keep members up to date on laws that are of interest, CLDA has posted the 50 state laws pertaining to snow removal and tire chain requirements. You can find the links on the CLDA website under "Courier Resources."

A hat-tip to the American Trucking Association for combing through the countless state regulations in putting together these charts. Each state has different rules and regulations; companies and drivers should also check with their local municipalities. **CLDA**



The Complete PACKAGE

Shipping, Networking, Education

May 6th-9th, 2015

**Walt Disney World's Swan & Dolphin Resort
Orlando, FL**

Shippers to Offer Advice on Doing Business with Them at Customized Logistics and Delivery Annual Meeting



Over 450 shippers, transportation companies and vendors are expected to attend. In addition to the two Shipper Sessions, they will participate in workshops on such topics as: Emerging opportunities offered by shipping marketplaces; measuring performance and progress; new opportunities in cold chain delivery and successful responses to RFPs.

There will be a number of events dedicated to getting supply chain executives and logistics and delivery companies together on a one-on-one level to develop joint business opportunities.

Those registering before April 3, 2015 will get a \$100 discount. After April 3, the cost for members will be \$825 and \$1,005 for non-members. Sponsorships and booths for vendors are available and include registration fees. On-site registration is available for an additional charge.

For hotel reservations, call (800) 227-1500 and reference CLDA. Or reserve online. CLDA has obtained a special group rate of \$209.00 single or double per night, exclusive of applicable taxes. This room rate is available until April 10, based on availability. Registration to attend the meeting does not serve as a hotel confirmation.

For more information, go to www.theclda.com or contact CLDA at info@theclda.com or (202) 591-2460.

WASHINGTON, DC, Feb. 16, 2015 – Regional carriers interested in cultivating more business from shippers will get face-to-face advice from them at the Customized Logistics & Delivery Association's (CLDA) Annual Meeting May 6 to 9, 2015 at The Walt Disney World Swan & Dolphin in Orlando.

During two Shipper Sessions, meeting participants will hear directly from a select group of shippers who are looking for ways to expand their supply chains locally, regionally, and nationally. These shippers will talk about their companies, their needs, what it takes to do business with them and what upcoming opportunities they have for companies big and small. Among the shippers currently signed up to participate are Abaxis, Cardinal Health, Dealer Tire, FedEx SmartPost, Office Depot/Max, Priority Solutions and Racetrac with more expected.

It's all part of the "The Complete Package: Shipping, Networking and Education" presented by the CLDA. The meeting will offer opportunities for participants to attend workshops, network with others in the industry, connect with agents who can expand their delivery territories and share common problems and solutions. They will also learn about the latest tools from cutting-edge vendors that work with the customized logistics and delivery industry.

About the Customized Logistics and Delivery Association

The Customized Logistics and Delivery Association connects shippers and carriers to keep the global supply chain running. The association opens the doors to business success for delivery companies, logistics providers and the shippers who rely upon them. Members handle the expedited shipping needs of large and small shippers across North America. CLDA has been providing business opportunities, professional development, trend spotting and advocacy for all of those involved with time-critical and last-mile deliveries since 1987. For more information see www.theCLDA.com.

Media Contact

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(860) 653-2712 – home

2015 Registration Rates	Early Bird (expires 4/3)	Regular	On-Site
Member - 1st Attendee	\$725	\$825	\$880
Member - Additional Attendee	\$625	\$725	\$805
Non-Member	\$925	\$1005	\$1,080
Spouse Fee	\$525	\$525	\$580
Member Exhibitor (Booth space, includes one registration)	\$1,650	\$1,650	Not Available
Member Additional Exhibit Attendee	\$500	\$500	\$500
Non-Member Exhibitor (booth space, includes one registration)	\$2,050	\$2,050	Not Available
Non-Member Additional Exhibit Attendee	\$600	\$600	\$600
Second Booth Space	\$1,200	\$1,200	Not Available
Golf Tournament – Wednesday	\$190	\$190	\$190
Rental Clubs	\$25	\$25	\$25
Tour of Leu Gardens & Farris & Foster's Chocolate Factory	\$125	\$125	Not Available
Additional Ticket - Reception (Wednesday, Thursday or Friday) - per night	\$100	\$100	\$100



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RESERVATIONS

To make your hotel reservation, call (800) 227-1500 and reference CLDA. We have obtained a special group rate of \$209.00 single or double per night, exclusive of applicable taxes. This room rate is available until Friday, April 10th, 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 Orlando, FL! 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 at (202) 591-2460 or via email at bdecaprio@theclda.com for more information or if you are interested in sponsoring. We are flexible and can work within your budget!

The Complete PACKAGE

Shipping, Networking, Education

AGENDA

Tuesday, May 5

9:00am - 4:00pm
CLDA Board of Directors Meeting

Wednesday, May 6

8:00am - 2:00pm
Golf Tournament (optional) (includes lunch)
Palms Golf Course

8:30am - 12:00pm
Leu Gardens & Farris and Foster's Famous Chocolate Factory Tour (optional)

3:00pm
Exhibitor set up starts

5:00pm
Registration opens

5:00pm - 6:00pm
CLDA Growth Council Session (Open to accepted participants)

This new CLDA initiative will pair experienced members of the customized logistics and delivery industry with senior executives of up-and-coming companies in the industry. The year-long development process involves one-on-one business coaching, mentorship, networking with industry leaders and advice on proven best practices. The goal of the program is to leverage the knowledge and experience of existing members to help newer companies to grow and develop the relationships and resources they need for future success.

Note: This session will be open to those accepted into the program for 2015. More details on applying to participate will be available soon!

6:00pm - 6:30pm
First Time Attendee Networking Workshop

New to the Annual Convention? Calm your nerves and join us for a quick run-down on what to do, what not to do, and how to get the most out of your experience with CLDA.
 Led by Andrea Obston, Director of Public Relations, CLDA

Wednesday, May 6

6:30pm - 7:30pm
First Time Attendee Reception
 Session for all first time attendees to get the most out of their meeting experience

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

Thursday, May 7

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

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

- State of the Association Update
- Meet the Growth Council Inaugural Class
- Board Election

10:00am - 10:30am
Vendor Break in Exhibit Hall

10:30am - 11:30am
KEYNOTE: Synchronizing Your Greatness for Professional Excellence
 Presented by Dr. Calvin Mackie

Dr. Mackie has the unique ability to connect with his audience in a way that rallies the workforce and creates buy-in for the common objectives of the management team. He works with your leadership group to create alignment on the issues in your company that require a renewed commitment or a new direction. He brings an extraordinary perspective to sales and marketing meetings and can rev up the energy so that the entire team is focused on hitting their goals.

11:30pm - 12:30pm
Lunch in Exhibit Hall

Thursday, May 7

12:30pm - 1:45pm

NEW - SHIPPER PRESENTATION SESSIONS

Our new Shipper sessions will involve shippers looking for CLDA companies to provide services locally, regionally, and nationally. New business opportunities for all companies, regardless of size. Each shipper will present information about their companies and how to do business with them. We will provide information to them from all CLDA members in attendance in a consistent format so they are able to update their carrier files geographically and know how to contact you for new opportunities and RFP participation. Opportunities to network and meet with them throughout the event.

- Partial list of confirmed Shippers:
- Cardinal Health
- FedEx SmartPost
- Office Depot/Max
- Priority Solutions
- Racetrac
- Dealer Tire
- Abaxis

More to follow....

1:45pm - 2:15pm

Vendor Market in Exhibit Hall

2:15pm - 3:00pm

The Emergence and Opportunities of Shipping Marketplaces

uShip + CLDA members = Bringing Shippers and Carriers Together

This don't miss session will explain what a shipping marketplace is, how it works, and how CLDA carriers large and small can benefit from a marketplace approach where shippers push business to carriers seamlessly through a single platform. You can expect to walk away with an opportunity to sign up for new business opportunities before you get on the plane to go home.

Discussion will also cover the differences between a marketplace and a broker, and why large shippers such as eBay, LTL providers, and many others gravitate to a marketplace and what the advantages are for them.

CLDA Members are well positioned to take advantage of the last mile trend, especially in the "Larger-than-Parcel" segment where there is no time-definite service with real time tracking and pricing solution that works in a world of eCommerce "Free Shipping". uShip has done extensive research with a range of eCommerce merchants and transportation providers to find an answer. This session will go into detail on how CLDA members can help the eCommerce merchant help you grow. It probably won't be what you might think. uShip will explain how they validated their strategy and how CLDA and uShip together can collaborate to solve the eCommerce merchant's dilemma and needs.

Thursday, May 7

3:00pm - 4:30pm

Focus Groups 2.0: Proven Factors to Drive your Growth & Financial

Performance

This year, our Focus Groups will include a panel of experts to lead the conversation on our topic. Following a brief Q&A by these panelists, your focus groups table will discuss the following topics, all aimed to drive your company's growth & financial performance.

- Vision
- Multi-Year Strategy/Plan
- Resources
- Systems
- Metrics
- Discipline

6:30pm - 8:00pm

Networking Reception

Friday, May 8

8:00am - 9:00am

Breakfast in Exhibit Hall

9:00am - 10:15am

The Great KPI Debate: Measuring Performance & Progress

This lively debate about the pros and cons of the work necessary to measure KPIs will get you thinking. KPIs are something we all know we have to do, but are they worth the time, money and aggravation? Join in as these two CLDA board members, shippers and other logistics providers energize your brain and unveil the truth about how measuring KPIs improves the health of your business. They'll get you thinking, they'll tell you what you need to hear and help you judge the benefits of using KPIs to measure performance. How well your organization is progressing towards its goals?

10:15am - 10:45am

Vendor Break in Exhibit Hall



Friday, May 8

10:45am - 12:00pm

NEW - SHIPPER PRESENTATION SESSIONS

Our new Shipper sessions will involve shippers looking for CLDA companies to provide services locally, regionally, and nationally. New business opportunities for all companies, regardless of size. Each shipper will present information about their companies and how to do business with them. We will provide information to them from all CLDA members in attendance in a consistent format so they are able to update their carrier files geographically and know how to contact you for new opportunities and RFP participation. Opportunities to network and meet with them throughout the event.

Partial list of confirmed Shippers:

- Cardinal Health
- FedEx SmartPost
- Office Depot/Max
- Priority Solutions
- Racetrac
- Dealer Tire
- Abaxis

More to follow....

12:00pm - 1:00pm

Lunch in Exhibit Hall

12:00pm - 1:00pm

Advocacy Lunch

A special session for all CLDA Advocacy donors, presented by CLDA's lobbying firm Prime Policy Group with updates on CLDA's federal advocacy efforts



Friday, May 8

1:00pm - 2:00pm

Panel: New Opportunities in Cold Chain Delivery

Are you looking to expand your business into a new vertical market? Well you're in luck, as we will literally present the "coolest" vertical you can find: The Cold Chain! Cold Chain opportunities require a series of uninterrupted storage and distribution activities which maintain a given temperature range for products such as fresh agricultural produce, seafood, frozen food, photographic film, chemicals and pharmaceutical drugs.

While this may seem easy on the surface, there are several challenges (i.e. specialized equipment, product knowledge, training/certifications, etc.) to successfully operating within this space. Come to this panel to hear shippers and carriers discuss the obstacles and opportunities in the cold supply chain.

2:00pm - 2:30pm

Vendor Break in Exhibit Hall

2:30pm - 3:30pm

Panel: Keys to Successful RFP Execution and Carrier Selection

6:00pm - 7:30pm

Networking Reception

Saturday, May 9

9:00am - 10:30am

Closing Brunch

WHEN SHIPPERS WITH NEEDS MEET CARRIERS WITH SKILLS EVERYONE WINS

Want to know what it takes to deliver for Cardinal Health, FedEx SmartPost or Office Max? What advice would you like from Priority Solutions, Racetrac or Dealer Tire about what they're looking for? And how can a regional carrier do business with the medical and veterinary equipment company Abaxis?

These are just a sampling of the shippers scheduled to take part in one of the two Shipper Sessions on Thursday and Friday at the CLDA Annual Meeting in May.

Meeting participants who attend in these sessions will hear directly from a select group of shippers who are looking for ways to expand their supply chains locally, regionally, and nationally. These shippers will talk about their companies, their needs, what it takes to do business with them and what upcoming opportunities they have for companies big and small. If you want to grow your business, you'll want to be there.

"This will provide opportunities for large and small companies to expand their reach. We'll have shippers that will offer opportunities for all sized companies. It's a session no one should miss," says Monte O'Hara, chair of CLDA's Shipper committees.

CLDA Magazine asked O'Hara about what these Shippers Sessions will bring to those who attend. Here's what he told us:

CLDA Mag: Why would someone from a logistics and delivery company want to attend the Shipper Sessions?

O'Hara: To grow their business. The shippers we've gathered for these two sessions want to do business with regional carriers. That's why they will be at the meeting. They are looking for delivery companies to provide services locally, regionally,

and nationally. There are opportunities with these shippers for all companies, regardless of size.

CLDA Mag: How will the Shipper Sessions work?

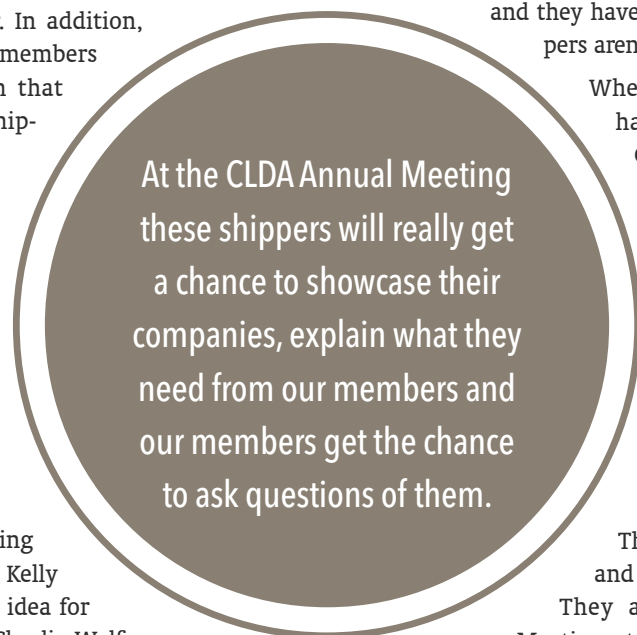
O'Hara: Each shipper will present information about their company and how to do business with them. There will be two sessions - on Thursday afternoon and on Friday morning. We expect to have six to eight shippers in each session. Each will talk about their company, speak to what they need from their delivery providers, explain what qualifications they expect, share their expectations for providers, outline their geographic needs and tell us how to do business with them. They will share what they are looking for in a logistics and delivery provider, preview upcoming RFPs and tell participants how to get in touch with the right people in their companies. There will also be time for questions from the audience.

CLDA Mag: If you're part of a smaller, regional delivery company, does it make sense to attend this session?

O'Hara: Definitely. The great things about the variety of shippers on our panels is that they are looking for a range of providers, not just the big companies. Our members have the unique ability to know and service specific geographic areas. These shippers need that coverage - in large and small markets. Some are national, but others are regional and need those companies to help them expand their footprints.

The idea here is to benefit the membership and expose them to shippers that can provide business to all different sizes of companies - from smaller lab companies to large office suppliers.

Among the shippers participating will be: Cardinal Health,



FedEx SmartPost, Office Depot/Max, Priority Solutions, Racetrac, Dealer Tire and Abaxis.

CLDA Mag: These Shipper Sessions are new at the 2015 conference. Why did your committee decide to add them?

O'Hara: Because we're hearing from shippers that they want to do business with our members. And we've been hearing from members that they aren't sure how to approach these shippers to get those relationships started.

We've had shipper panels at our conferences before and they've always been popular. In addition, we got a lot of feedback from our members who attended the PARCEL Forum that they enjoyed connecting with shippers there last fall.

By bulking up the shipper presence at our Annual Meeting we're adding a fourth "leg" to what we've always provide at these meetings. So, in addition to the networking, advocacy and education that our Annual Meetings have been known for, we can now add shipper relations.

Member of my committee, including Matt Lawrence, Chuck Moyer and Kelly Picard, have been working on this idea for almost a year. We had help from Charlie Wolfe and Tom Jowers. All of these people are running large regional companies, but know what it's like to grow from small to large. I, for one, started with a Honda Civic and Nissan pickup with a topper. I know what it takes to grow a company from scratch.

I, personally, have been interested in giving shippers and delivery companies a chance to meet on common ground for many years. There's a reason we're calling this Annual Meeting "The Complete Package." It's because now we've added shipper relations to our traditional strengths in at this meeting in education, networking and advocacy.

CLDA Mag: Why did so many shippers want to participate in the meeting?

O'Hara: It's an easy, painless way to get in front of 400 delivery companies and explain to many carriers what they do and how to do business with them. It helps them develop their active carrier files for the whole county. And they are able to do it all at once rather than sit at table for two days, meeting companies they may or may not be interested in doing business with.

At the CLDA Annual Meeting these shippers will really get a chance to showcase their companies, explain what they need from our members and our members get the chance to ask questions of them. They won't have to spend lot of time in the process. Plus shippers can attend the educational sessions and networking events and set up individual meetings with companies that fit their needs.

In addition, some of these shippers are already doing business with our members. This gives them an opportunity to reconnect with their current vendors face-to-face. And, it gives them an opportunity to update their files. Many carriers have grown and they have probably have capabilities the shippers aren't aware of.

When shippers this meeting, they will have updated information on every CLDA company at the conference, including a way to contact them for upcoming RFPs.

In short, everyone wins. The shippers get a way to expand their supply chain and our members can meet the people who want to give them business. That's a formula that works for all of us.

Shipper Sessions will be on Thursday, May 7 from 12:30 to 12:45 and Friday, May 8 from 10:45 to noon.

They are free and open to all Annual Meeting attendees. The CLDA Annual Meeting

will be held May 6 to 9, 2015 at The Walt Disney World Swan & Dolphin in Orlando. Registration is now open with early bird discounts available until April 3. Register or learn more at www.theclda.com **CLDA**

The Complete PACKAGE

Shipping, Networking, Education

CLDA Annual Meeting Keynote Calvin Mackie, PhD will kick off the May meeting with his remarks called "Synchronizing Your Greatness for Professional Excellence" where he'll inspire you with advice on strengthening your team. Here he talks about responding to change and cultivating a strong work ethic in the members of your team.

Good Things Come to Those Who ~~Wait~~ Work! Creating a workplace culture of strong work ethic BY CALVIN MACKIE, PHD

I interact with young people every day at my companies. I get a lot of shiny, young faces coming up to me, looking for one thing or another—mentorship, an internship, or even a job. Well, one day, I looked at one of these shiny, young faces, and I said "yes."

Suddenly, I'm traveling all over Louisiana with my new road dog sitting shotgun. Now of course, I appreciate the company. We whiled away long stretches of road talking, laughing, trading life experiences. But the truly amazing thing: this young man actually proves himself useful. Speaking as a fairly stubborn and self-sufficient man, admitting this means a great deal. Without even asking, he's carrying my computer, carrying and moving boxes, checking my mic, selling my books, getting me water when he sees I'm parched...the kid's a miracle!

Although I tell this story with a great deal of enthusiasm, there's an element to the tale that makes me stop and shake my head—why do I find this young man so remarkable? Shouldn't honest, bright-eyed diligence be the norm? Didn't it used to be? Over the past couple of years, I've had several other interns and employees who didn't take the initiative; these young people would just sit there daydreaming then roll their eyes when I ask them to do something. Because they were just along for the ride, these young employees expected something for nothing. They were just going to wait around 'til the thing up and got done itself—like passing out business cards was the same as watching the grass grow. They'd just wait.

Well, my daddy only had the opportunity to stay in school up to the eighth grade. He was one of the hardest working people you'd ever want to meet, and he never once gave me a bad piece of advice. Contrary to the expression most folks are familiar with, my daddy taught me that good things come to those who work! Although a dropout, my father eventually founded a successful roofing company, and everyone who worked at the company knew one thing: they had to work. The company had a culture of "everyone must do!" Regardless of whether it was his sons in the warehouse, daughters in the office or his brother on the roof, everyone had to do their jobs and do them with the expectancy of excellence. I saw many people, even

relatives, get fired for not delivering the goods or thinking they could be less productive due to their closeness to the family.

Even today in America, people are not optimistic about the economy. The nature of work has changed, and employment is not easy to come by since competition is literally global. And yet, people are still losing jobs due to sheer laziness. A recent University of Ohio Study found that 85 percent of terminations are due, not to a lack of job skill, but to a lack of good work habits. People are not willing to listen, to communicate, to cooperate, even to show up on time. To show up at all!

We, as a nation, as companies or organizations, cannot turn things around, cannot grow, innovate, and produce excellent products and services for our clients until we are willing to change. We need to be instilling a positive work ethic not only in our children, but in ourselves and especially in our organizations. And just like parents to their children, companies need to impress these ideals upon their employees. The people in leadership positions need to make strong work ethic understood as a core value. When your organization is filled with people who possess a strong work ethic, the workplace embodies certain principles that guide work behavior, leading employees to produce high-quality work consistently and efficiently, without prodding and micromanaging. When the environment is one of work, production and focus on outstanding outcomes, this positive attitude becomes contagious, and new hires immediately see what is necessary to survive and thrive within your company. Moreover, the owners and leaders of the organization must lead by example and make sure that "good things come to those that work!"

A workplace with a strong work-ethic culture is one in which:

- 1.) Work Is Valued, i.e. Rewarded.
- 2.) Work Is Done By Everyone.
- 3.) Work Is Organized.
- 4.) Consequences (for doing poor work, or no work) Are Clear.

CLDA

The Canadian Courier & Logistics Association to Join CLDA Annual Meeting

CLDA welcomes the Canadian Courier & Logistics Association as it becomes a part of our 2015 Annual Meeting in Orlando.

For the first time, this 30 year old professional association of Canada's time-sensitive delivery and logistics services provid-

ers will hold its business meeting at the CLDA Annual Meeting. Members of the CCLA will also participate in the CLDA Annual meeting at our members-only registration fee.

The Canadian Courier & Logistics Association (CCLA) is a non-profit organization with a broad-based membership of time-sensitive delivery and logistics services providers operating in Canada. Their membership represents 80 percent of the Canadian courier market and boast. It's members include such large providers FedEx, UPS and DHL as well as some of the country's smaller providers. In total, the CCLA's members employ or use the services of over 100,000 Canadians, maintain operations across Canada, generating annual sales in excess of \$10 billion per year.

"We wanted to have our meeting at the CLDA conference because our members have told us that it's a wonderful gathering of industry professionals. Many of them have wanted to attend," said CCLA President and CEO David Turnbull.

"We are delighted to welcome the members of the CCLA to our Annual Meeting," says Jason Burns, chair of the event. "In the past, we've had some of their members attend and we expect move to come this year because of this new arrangement."

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CLDA's New Growth Council Gives Smaller Companies a Growth Boost

High-potential companies focused on growth will get a hand from industry pros through the new CLDA Growth Council. Executives from ten smaller companies will be paired with five mentors who will spend a year sharing their knowledge and experience. It's all about growth – for the participating companies, for the mentors and for the industry.

The first class of the new CLDA Growth Council will be revealed at the 2015 Annual Meeting. They will be paired with five more experienced members of the customized logistics and delivery industry who have expressed an interest in helping smaller delivery companies grow.

Those chosen for the Growth Council Class of 2015 are senior executives of up-and-coming companies. To gain entry into the class they went through an extensive application process to find those most eager to be mentored by experienced members of the industry. They will go through a year-long development process with their mentors that will involve one-on-one business coaching, mentorship, networking with industry leaders and advice on proven best practices. The goal of the program is to leverage the knowledge and experience of existing CLDA mem-

bers to help newer companies grow and develop the relationships and resources for future success.

It's an idea that's been brewing in the mind CLDA Board Member Jason Burns since he joined the board in 2011. "When I first came into the association, I had the benefit of being second generation. My parents were very involved in the association and they introduced me to the right people to help expedite my learning curve. When I came to my first Annual Meeting, I met a lot of attendees who were trying to get established and who didn't have that advantage. They were newbies. They looked a bit lost. They didn't know where to start. Once I got connected with the members of this association, I found they were anxious to share their wisdom and knowledge. I realized that there was something that the CLDA needed to offer – a more intentional way to get those two levels of experience to learn from each other. It was clear we were missing an opportunity to do what this organization was founded upon - networking and making sure that every member grew and succeeded. I also strongly believe that this association has a duty to help the smaller companies grow for the overall stability of the industry."

"May you have mentors to support your life's journey."
Lailah Gifty Akita



"If you cannot see where you are going, ask someone who has been there before."
J Loren Norris

tégés will discuss issues, share concerns, give and get counsel, review the goals and track progress towards those goals on a scorecard. Those protégés who successfully complete the program in 12 months will graduate at a ceremony at the 2016 Annual Meeting in Las Vegas, NV.

"The idea behind the Growth Council is simple: we all benefit from a strong, professional industry," says Burns. "By pairing up those with experience with members who are trying to figure out how to grow and succeed, we strengthen the industry as a whole and guarantee a future for all of us who care about it."

If you are a CLDA member in good standing who would like to be considered for a spot in Growth Council Class of 2016 or an experienced member of the industry who would like to share your knowledge, contact Bob DeCaprio (bdecaprio@theclda.com) to apply. **CLDA**

The idea for the new Growth Council was also built on what members of the industry said they wanted from the association. "We talked to newer members, asking them what the CLDA could do to help them grow. Quite simply, they told us they needed to be able to pick up the phone and talk with those who'd been there," says Burns.

The First Class

The first class of the Growth Council protégés was selected from applications of smaller companies throughout North America. These ten were chosen based on the strength of their applications, including essays that demonstrated their interest in learning from more experienced CLDA members. Membership in the Growth Council is limited to CLDA members in good standing; those in companies with annual revenues between \$100,000 - \$2 million and those who have an ownership interest in the business. They are paired with five CLDA members who will be their mentors throughout a year-long process. Mentors were chosen from experienced members of the industry who were anxious to share their experience; have long-term track records for success in the industry and operate in similar verticals. To avoid any competitive issues, mentors and protégés were paired from different geographic locations.

A Year-Long Experience

At the Annual Meeting, the mentors and protégés will meet, set goals, agree on the metrics to measure success and set a timetable for regular phone or in-person sessions throughout the year. During the Annual Meeting, mentors will also provide counsel and guidance on how to get the most out of the four days at the conference. Throughout the year, mentors and pro-

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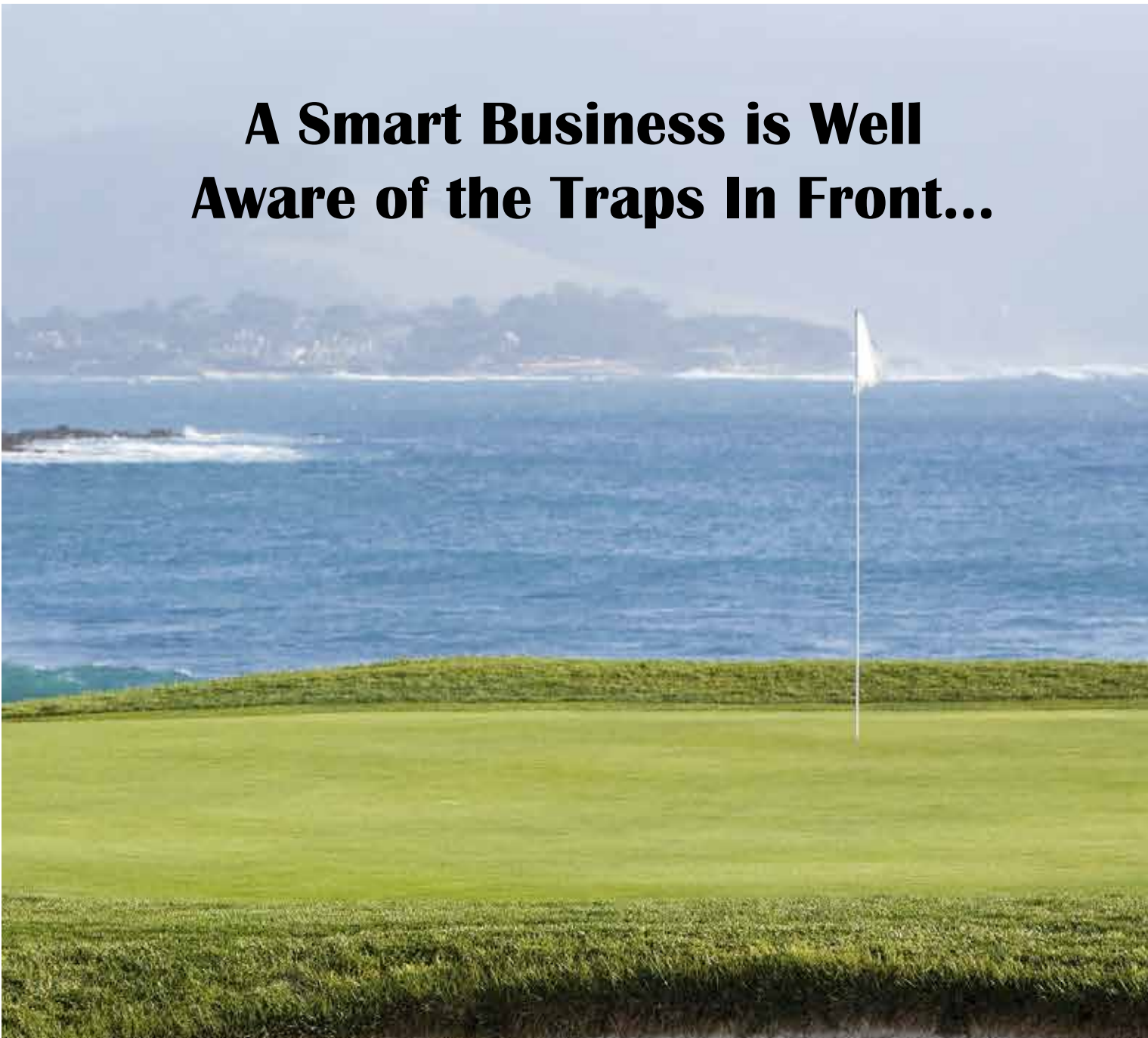
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What the CLDA Can Learn From the 'Sharing Economy'

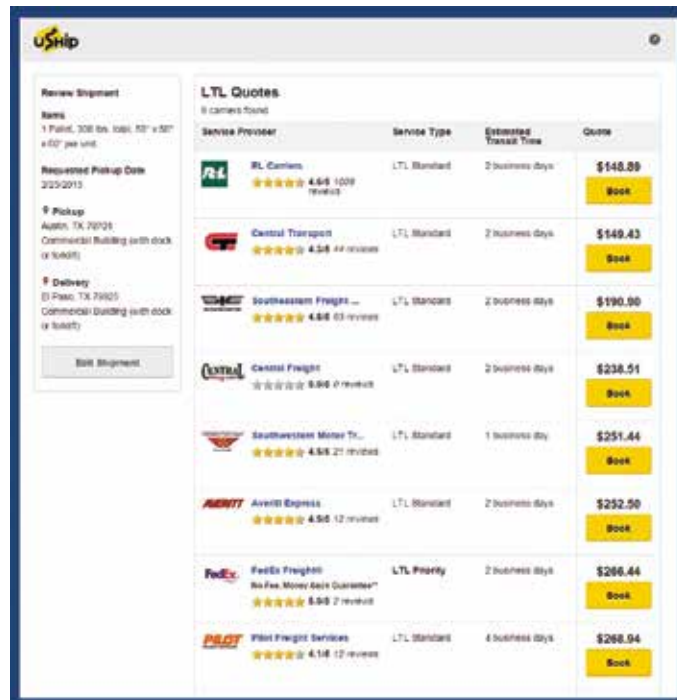
BY JIM BRAMLETT, GENERAL MANAGER, FREIGHT, USHIP

Spend any time around tech startup circles today and you'll quickly come across mention of the Sharing Economy. In fact, you may even be participating in this Sharing Economy right now – and not even know it.

This is where companies develop online marketplaces to help people connect with one another, often perfect strangers, over everything from vacation homes (Airbnb, HomeAway) to restaurant reservations (OpenTable) and boats rentals (BoatBound)

to rides around town (RideRelay, Lyft) and more. Once two parties use a marketplace to connect virtually, they are then able to arrange and coordinate directly with each other through digital tools provided.

Marketplaces in hospitality, e-commerce, personal transportation, and countless other industries have embraced the marketplace model in order to bring greater efficiency to filling that empty space.



Truth be told, the phenomenon isn't exactly new. eBay pioneered the peer-to-peer marketplace model long ago. But today, it's far more sophisticated, now driven by finely-tuned software, pricing algorithms and a multitude of features that enable feedback, payments, security and more.

So, what does this have to do with shipping and logistics, especially CLDA's hundreds of members?

Courier industry professionals, just like that vacation home owner or ride-sharing car owner, have a valuable expiring asset too: empty space. As days pass, any time that space is left unfilled or unoccupied, it fails to provide a return.

It's that empty space that the marketplace model is designed to reduce. It gives shipping customers an efficient way to connect with a highly-fragmented set of 7,000 couriers to take advantage of competitive rates, keep pricing honest, and expect top-notch service through couriers' feedback and reviews. Providers can be added or removed without disrupting the entire network.

One example of this is uShip, which gives both shippers and carriers the advantage by offering a single, integrated platform on which to connect. Carriers use uShip to compete for shipments in real time, and through uShip's mobile app. They're also alerted when nearby shipments pop up with a price tag attached for a quick backhaul. For those who transport LTL, they can publish their rates alongside the competition so shippers can instantly compare and book. Brokers can also directly assign LTL listings to their carriers through uShip.

Marketplaces allow people and businesses to securely transact online, even through mobile phones.

As a relatively new model within shipping and logistics, marketplaces tend to be a bit misunderstood. They're frequently lumped in with 3PLs or load boards because, well, to some they are difficult to classify against "how we've always done it."

But that's the problem. Online shipping and freight marketplaces, such as uShip, are distinct from 3PLs and load boards in several key ways:

Pricing: On marketplaces, pricing is out on the table and transparent, including fees. Both parties know what the other is paying or receiving, creating healthier competition and ability to monitor fluctuations in the market.

Connection: Once people or parties find each other and are connected via a freight marketplace, they then arrange and finalize their own shipping and logistics, not representatives of the marketplace itself.

Technology: Marketplaces provide a host of online tools and technologies for sourcing, booking, BOLs, tracking, delivery confirmation, payments, security, authority monitoring and more that make things more efficient, often completely eliminating the need for time consuming phone calls and faxes.

Transactional: Marketplaces allow people and businesses to securely transact online, even through mobile phones.

Feedback: The philosophical cornerstone of any marketplace is trust. Tactically, the system rewards the good and recognizes the bad. Freight marketplaces display this transparently where other models don't openly put it on display or aren't willing to share it.

So are online shipping marketplaces the slam dunk answer to freight's problems? Hardly, and not every marketplace is created equal either.

Bill Gurley, general partner at Benchmark Capital, an early investor in both eBay, uShip and many other marketplaces, opines that the most successful marketplaces can occur when key conditions are present. Among them equal pull of supply and demand, a highly-fragmented industry, technology that adds value, the opportunity for greater economic opportunity and a sizable addressable market.

On all accounts, this is transportation and logistics.

And if it brings greater efficiency to freight, it's really a good thing. After all, we're all just trying to get stuff from A to B in the best way possible, whether a marketplace, load board or 3PL.

Jim Bramlett is the GM of Freight at uShip, an online shipping marketplace that's been connecting consumers and business shippers with empty truck space since 2004. **CLDA**



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2014

WHAT HAPPENED IN RETAIL?

Jim Tompkins, CEO, Tompkins International



Due to the huge volume of reports and analysis on retail performance for the year 2014 I wanted to wait until now to do my 2014 review. I think having an understanding of historical performance is of value as we all try to anticipate what will happen in the future. The good news is I now have a 3 inch stack of articles that tell me all I ever wanted to know about retail, eCom-

merce and final delivery performance for 2014. However, after an in-depth review of these articles I have come to the conclusion that the data for 2014 is very confusing. Definitions, roles, services, promotions, growth by sectors, different geographies, etc are all influx and the conclusion that must be reached is that any article/expert that claims to tell you the specifics of 2014 performance are suspect. The complexity of our supply chains, the transformation of our businesses and the sophistication/maturity of the customers are changing at such a rapid rate that the future relevance of the data we are trying to work with is suspect and therefore we need to proceed with caution. So, let me limit my risk of error here by saying:

- The trends I present are occurring globally, but the quantification of these trends is specifically about 2014 performance in the United States.
- All the quantification of these trends are presented as ranges as there is a wide range of circumstances covered by the results
- All of the quantification is evolving, so do not attempt to get overly specific with the numbers I present.

Here are my Top 9 reflections on retail in 2014 that we need to carry forward:

1. Retail store traffic is down. In the U.S. we are seeing numbers from 5-12% less traffic. Retail traffic per square foot fell from 2 to 7% for 2014. Conversation rates are up for customers in store. This relates to omnichannel as customers come to the store based on what they have seen online. So the metric of importance here is not conversation rate, but the reality that a company's in-store performance is significantly impacted by their online presence. Numbers

from 45-75% of shoppers are in the store as a result of an online experience (omnichannel) is not unusual.

2. ECommerce sales in 2014 increased between 12-25%, Mobile commerce (Mcommerce) traffic improved from 35-55% and Mcommerce shopping increased 20-35%.
3. Promotions spread the peak periods. Peak periods became less peaky. Fewer shoppers are buying on big shopping days (Thanksgiving, Black Friday, and Cyber Monday) as they already bought earlier at a promotion they felt was a good value.
4. The busier the time of year (Back-to-School, Black Friday, Green Monday, Valentine's Day, Mothers Day, etc) the more likely the shoppers are to go to eCommerce.
5. Due to mobile shopping and free shipping the average Direct-to-Consumer order had 4-10% fewer items per order. Customers are ordering more often with fewer items per order.
6. Customers are taking shopping seriously. Although the recession is behind us, shoppers are focused on what they want (free shipping, free returns, good value, private label quality) and are not shopping as if the recession is behind us. Contrary to what some "experts" claim we do not see customers as being "carefree." To the contrary they are more savvy and methodical.
7. Customers are evaluating the speed of delivery. They are not willing to pay for same day or next day, but they do not accept 4 day or 5 day delivery. FedEx and UPS are troubled. They are not able to keep up with the 2014 peak and maintain profitability. The USPS continues to grow parcel delivery.
8. Final delivery package volume is growing substantially and therefore the business for local and regional carriers continues to look promising. The challenge of course continues to be getting paid a fair fee for delivery and handing peaks.

So, lots of evolution and transformation. I strongly recommend you stay in sync with these trends. Falling behind and marching to last year's drummer could very well result in you not looking good at the end of 2015. **CLDA**

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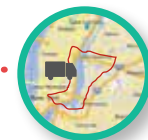
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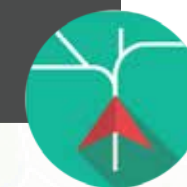


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Better, Faster:

Adapting to the 24/7 Business Cycle

AUTHOR: KRAY KIBLER, CHIEF OPERATING OFFICER, CHIEF FINANCIAL OFFICER, SCRIP COMPANIES

In today's 24/7 business cycle, a quick, responsive distribution center is essential. It means building an efficient process that optimizes both human and technological resources in order to get the best possible results. New warehouse strategies and advanced software and systems are critical factors that enable companies to minimize errors, labor and cycle time, while improving accuracy and service.

To address new challenges, managers must first understand the fundamental changes brought about by the digital age, including:

- Customers have higher expectations, i.e., same or one-day shipping service.
- With the standard work schedule – the way most companies have always done it – orders made on the Internet can pile up over the weekend.
- When work schedules fail to align with customer demand, workers fall behind – adding pressure and creating an unpredictable work schedule – which in turn leads to costly overtime.
- All of the above issues can lead to delivery delays and unhappy customers, who will take their business elsewhere.

In the digital age, a perceived lengthy time gap between order and delivery is no longer acceptable, especially for time-sensitive products. Adding to the challenge, when a company has a broad inventory or one that includes a complex product line, any commitment to a one-stop solution and shipping in-stock orders within 24 to 48 hours is compromised without developing strategies to a) keep workers and customers satisfied, and b) maximize warehouse process efficiency.

Warehouses must be fully integrated and ready to provide instant information about inventory as it is being handled. To remain competitive, this means updating information as soon as tasks are completed and being Web-centric in order to meet growing customer expectation for round-the-clock responsiveness.

This trend will continue to grow, with short and long-term growth relying upon a company's ability to evolve, keep pace with change, adopt the latest technologies and break free of obsolete systems.

Keeping Workers and Customers Happy

The imperative falls on oversight managers to find new strategies for aligning operations, customer support and labor resources to ensure effective problem solving and quick execution. The ability to adapt has become an essential component for companies making the transition from catalog to digital sales of its product line, while managing the challenges of a large centralized distribution facility.

While many companies have shifted into an Internet environment, some have failed to recognize the need to update warehouse management. This situation calls for the leadership team to take an in-depth analysis of their market and recognize the two-pronged challenge: customer dissatisfaction and decline in workforce morale.

When a warehouse is failing to meet demand in a timely way, Internet customer dissatisfaction about delivery times will grow, bringing such comments as, "Why do I have to wait three days?" On the other end of the spectrum, a workforce that is tasked to work overtime to meet the flexible demand schedule leads to increasingly dissatisfied workers, bringing such comments as, "I hate working late and on weekends because we have fallen behind on orders."

To address these conflicting challenges, the management team should meet with employees representing all aspects of the company's operations to start a dialogue, evaluate their suggestions and gather information regarding customer satisfaction.

To overcome the worker/customer challenge, companies should create a two-part plan to realign labor resources to meet peak demand – and, at the same time, improve customer satisfaction.

Strategy Number One

In periods of high demand, warehouse employees should work longer hours to accommodate the volume. On slower days, they should work shorter days. This reduces overtime costs. If overtime is still required, it should be scheduled well in advance so that workers can have an opportunity to better manage their private time.

This strategy can eliminate 90 – 95 percent of shipment delays, and greatly improve customer satisfaction. What's more, workers will be more content because they have a predictable schedule that allows them to coordinate commitments outside of work.

This simple, clearly communicated and effective solution has been shown to enable companies to better manage customer and labor expectations, and reduce costs.

Strategy Number Two

Cross-training employees can be highly effective, and benefits everyone because each warehouse employee is learning every job in the warehouse. The result is that, for example, if the main forklift operator is out sick, anyone on the floor will be ready, able and well trained to take his or her place.

Let's take the example of a national distributor of healthcare products. Their fill rate was less than 50 percent of products sent on the day received, and only two-thirds were shipped by the end of the next day. After implementing the above two-part strategy, today the company benefits from exceptional results:

- Two-thirds of their orders go out the day they are received, while 97 percent go out by the end of the first day
- Customer inquiries about estimated delivery have reduced by more than 50 percent
- There has been a 20 percent reduction in head count
- The workforce is happier, creating a more optimistic company culture and a labor force that is working toward the same goals

Maximizing Warehouse Process Efficiency

Moving products quickly is a key factor in any effective distribution process. An efficient system is one that functions in a way that meets all of the customer's demands in terms of the right product and timeliness. Therefore, it is important to make the warehouse process as streamlined and technologically advanced as possible.

First, minimizing the steps in the process is the best way to ensure faster product movement through the warehouse and freight process. Implementing automated packing and shipping processes, such as the use of a transportation management system (TMS), will yield a more efficient flow on the outbound side. While this would also require the implementation of such technologies as enterprise resource planning (ERP) software and a warehouse management system (WMS), the investment maximizes efficiency for long-term success.¹

Second, incoming warehouse management processes should be handled by a TMS that has automation features for inbound transportation functions. This type of system helps to manage inbound freight in real time, which greatly enhances warehouse speed and performance.

Third, supply chain technology should be used to connect workers with the process and warehouse inventory. Automatic data flow gives employees instant visibility to the stock inventory, enabling them to look for freight quickly and efficiently, and interconnects every part of the warehouse system. For example, the ERP communicates to the TMS, which then communicates with the WMS.² This minimizes instances of misplacement and subsequent delays in product delivery.

The implementation of warehouse technology and automated data allows workers to collect real-time information on the various warehouse and logistics processes. When everyone has access to the same information, as it is updated, it helps to build trust and foster the kind of collaboration that can lead to innovative ideas for creating even greater efficiencies – and getting an edge on the competition.³

Fourth, it's important to evaluate warehouse technology processes and systems on a continuous basis. Given the rapid changes brought about by the digital age, and the constant refinement of technologies, simply adopting systems and sitting back to let them run their course is no longer an option.

The real-time standard of the digital age has created new challenges for warehouse management. Thanks to simple but effective strategies, companies can better serve customer's needs while maximizing labor resources. They can also increase organizational effectiveness by implementing the latest technologies that enable them to create the best possible product delivery environment, remain competitive and be well positioned for more sustainable growth. Going forward, companies should not only continue to evolve with the changing times, but remain flexible and open to new ideas.

About the Author

Kray Kibler, chief operating officer, chief financial officer, Scrip Companies, first joined Scrip in May 2006, gaining broad and deep experience throughout the business with responsibility for oversight of the Company's financial, IT, human resource, customer service, distribution operations and field/corporate sales. Prior to joining Scrip, Kibler served as corporate controller at AbilityOne (Patterson Medical) from 2001 to 2006, where he oversaw the financial and IT operations during a period of rapid growth and acquisitions. Before this, he spent seven years in public accounting before holding positions as a tax manager at Wilson Sporting Goods and as a controller for a national not-for-profit organization. **CLDA**

¹Robinson, Adam; 5 Fundamental Practices to Make The Implementation of Warehouse Technology Pay off Big Time; Cerasis; Dec. 15, 2014; <http://cerasis.com/2014/12/15/warehouse-technology/>; accessed January 20, 2015.

²Robinson, 2014.

³Robinson, 2014.

Thank you to everyone that contributed to the CLDA Advocacy Fund in 2015 so far!

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IN THE NEWS

Blue Streak CEO celebrates a decade in leadership

From statewide to nationwide, Harold Boyett marks his tenth year at the helm of Blue Streak Couriers



Blue Streak CEO Harold Boyett felt certain, when he made the decision to purchase a courier company in February 2005, that the transportation industry had a substantial need for a southeast regional carrier. A long-serving, experienced manager at UPS, Boyett realized the potential for the small, Jacksonville-based courier to become a multi-

state, versatile logistics company and made the life-changing decision to become an entrepreneur.

Ten years later, Blue Streak, which initially operated solely in the state of Florida, now does business in over 20 states across the nation. Its annual growth has increased year over year, and its staff has grown from four to 34 with over 140 independent contractors. The business moved from its humble beginnings in a small rental property to a new office and warehouse, purchased to accommodate the company's rapid growth. In addition, Blue Streak now has a network of warehousing facilities across the nation, allowing the company to expand its territory, while still remaining flexible and customer-focused.

In addition to expanding geographically in the past decade, Blue Streak has also widened the scope of industries it serves. Initially, the courier company worked mostly with financial institutions and attorneys, moving deposits and documents throughout the city. Now Blue Streak offers a much more diverse menu for clients in the healthcare, parcel distribution and air forwarding industries.

Boyett attributes the company's success to its steadfast, hard-working team – some of whom have been at Blue Streak as long or longer than he has. "I am fortunate to work with a wonderful group of individuals who offer their amazing talents and dedication every day. Together, we strive to bring our customers the most innovative and reliable service possible."

Please visit www.bluestreakcouriers.com for more information.

CLDA



Hackbarth Delivery Opens Two Terminals in West Virginia Hackbarth pic

Expanding partnership with key client in Home Delivery services

Hackbarth Delivery Service, a leading logistics provider across the Southeast, is delighted to announce the opening of two new warehouses in Charleston and Clarksburg, West Virginia due to the award of a contract with GE. These locations will increase our footprint and allow us to provide KYSO® service for our clients and their customers, reaching an additional quarter of a million consumers. These two facilities will provide residential and commercial delivery and installation services in the greater metropolitan areas of Charleston, Huntington, Clarksburg, Morgantown, and Parkersburg, West Virginia, in addition to the counties of Boyd and Carter, Kentucky; and Lawrence, Meigs, Scioto, Galia, Athens, Washington, Morgan, Monroe, and Noble, Ohio.

We appreciate the trust our clients have placed in us and in our mission during our 40 year history, enabling our expansion into additional markets. The quality contributions of our customers and employees throughout the years, has led to our growth and success, and for this we are grateful.

We hope this exciting news encourages you to spread the word and help us serve any customers or contacts that may have service needs in these areas. Our coverage now includes Florida, Georgia, Alabama, Tennessee, Mississippi, Louisiana, Texas, Arkansas, Missouri, West Virginia, and Ohio.

Hackbarth Delivery Service is a privately held, certified woman-owned corporation whose mission is to provide KYSO® service as a single source solutions provider for all your transportation and logistics needs. For more information about Hackbarth Delivery Service Inc., visit www.HackbarthDelivery.com or call 1(800) 277-3322. **CLDA**



QCS Logistics Turns 30

As we enter into a new year, many of us set new goals and plans that will guide us over the next 12 months. As I when through this process a couple of weeks ago, I began to reflect upon the prior year's accomplishments as a way to put some perspective around our upcoming goals. While I'm proud that 2014 was another banner year for QCS, more importantly, it marked the culmination of three decades in business as we celebrated our 30th anniversary. In thinking about our journey over the past 30 years I found myself reflecting upon the all the memories and people that have helped mold my vision into a reality. I decided to write a short reflection on who & what has inspired me most. I hope you will indulge me as I share my thoughts on this milestone.

Early Customers

Starting a new business is extremely difficult. It is even more difficult when you are young and inexperienced in transportation. I may not have known exactly what I was doing at that time, but I was determined against all odds to make Quick Courier Services (our original name) a success. Even with my aggressive style and hard-working nature, if some of our early customers did not take a "chance" on us, we would not have survived. I'm so thankful that these early adopters gave us an opportunity because it not only provided us with much needed revenue but also the confidence that we were on the right path.

Staff & Drivers

From day one, our employees have been the secret to our success. In the early days, it was literally just three employees that operated the entire business. Although QCS prides itself on never having missed a payroll, many times these early employees would have to take a call, make the delivery, and then go pick up a check to ensure they got paid! Without their commitment, blind faith, and sheer determination to overcome any challenge; QCS would not have survived.

While those early days had its obstacles, our current employees exhibit the same relentlessness, ingenuity and perseverance to exceed our customers' expectations. Today, our staff manages 400 customers, two warehouses, approximately 80 drivers and over 750 jobs per day covering a territory from Lafayette, La to Biloxi, Ms. their creative solutions and dedication is second to none in this industry.

Family & Advisors

Being in business is a lot like navigating a foreign land without a map. The only way you'll survive is by relying on the help and guidance of those around you. I'm so blessed and appreciative for the support, advice, and resources I received from my family, fellow entrepreneurs, and supporters who literally would not let us fail. Thank you for believing in me, especially when I did not!

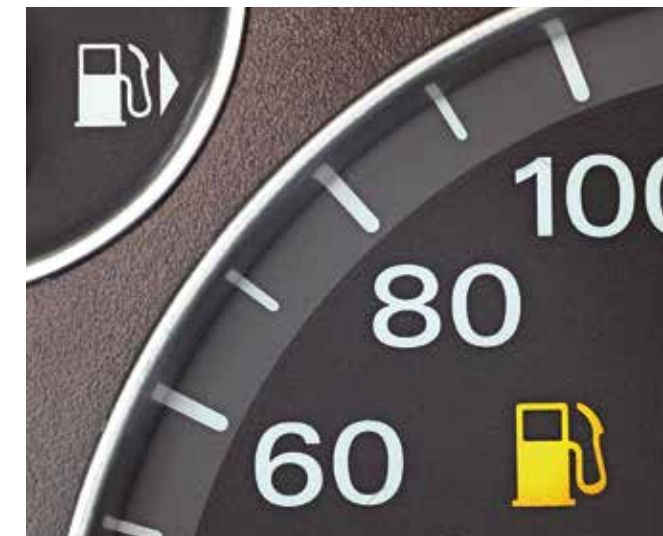
Perseverance

One of my favorite quotes from MLK, Jr is "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy." As a business owner, you will inevitably confront difficult times that can destroy your organization if you are not equipped to push forward. We've certainly had our fair share of challenging times but none more significant than rebuilding after Hurricane Katrina. I didn't realize it at the time, but looking back, it made us a better company. We learned the value of innovation, teamwork, cross-training, and customer diversity. I've never been more proud of our team than when we overcame our do or die moment.

Community Service

Since Day #1, I've always been a big proponent of giving back to those less fortunate than us. Over the years, we have worked hard to make our community a better place to live. Whether it's been serving on boards, supporting charitable organizations, volunteering our time, or donating to deserving families; I'm extremely proud that we are living up to our expectation of being a good corporate citizen.

In conclusion, I want to thank everyone who has played a role in the life of QCS Logistics. Whether that role was small or large, it impacted us in a positive way and we are grateful. The next 30 years for QCS is beyond bright. We are poised for incredible growth and have impeccable leadership and skilled employees at all levels of the organization. While change is inevitable, our commitment will be to continue to pursue excellence in everything we do. After all, you're only as good as your last delivery! **CLDA**



Hackbarth Delivery Earns Partnership with the EPA's SmartWay® Program

Transportation Collaboration Targeting Fuel Conservation and Emissions Reduction

Mobile, AL – Hackbarth Delivery Service today announced that it has submitted and had approved their data update with the SmartWay® Transport Partnership, an innovative collaboration between U.S. Environmental Protection Agency (EPA) and industry leaders that aims to reduce transportation related emissions to improve air quality, increase supply chain

fuel efficiency and protect the environment for future generations. The SmartWay Transport Partnership provides a framework to assess the environmental performance dealing with the movement of goods.

Hackbarth Delivery Service will continue to contribute to the Partnership's savings of 120.7 million barrels of oil, \$16.8 billion

in fuel costs, 51.6 million metric tons of carbon dioxide (CO2), 738,000 tons of nitrogen oxide and 37,000 tons of particulate matter. This equals taking 10 million cars off the road. CO2 is the most common greenhouse gas, and nitrogen oxide is an air pollutant that contributes to smog. By joining SmartWay Transport

Partnership, Hackbarth Delivery Service demonstrates its strong environmental leadership and corporate responsibility.

"We are headquartered on the Gulf of Mexico and our long-standing commitment to sustainable environmental practices has led us to this positive partnership. As a leading transportation company in this region, we believe it is our responsibility to also lead our community by being a responsible corporate citizen. We engage both the public and our team members to make an impact with projects that promote improved environmental quality such as wetland restoration, litter removal and conservation of resources. This SmartWay Partnership is part of our deep commitment to this ideal and, along with our other stewardship projects, will help create a better world for today and future generations" says Kim Hackbarth-Sweet, Director of Community Support for Hackbarth Delivery Service.

Hackbarth Delivery Service is a privately held, certified woman-owned corporation whose mission is to provide knock-your-socks-off KYSO® service as a single source solutions provider for all your transportation and logistics needs. For more information about Hackbarth Delivery Service Inc., visit www.HackbarthDelivery.com or call 1(800) 277-3322.

The SmartWay Transport Partnership is a public-private initiative developed jointly by the EPA, businesses, consumers and industry associations throughout the United States. Partners rely upon SmartWay tools and approaches to track and reduce emissions and fuel use from goods movement. The program just celebrated its ten-year anniversary and currently has over 3,000 partners including shipping, logistics companies, truck, rail, barge and multimodal carriers. For information about the SmartWay Program visit www.epa.gov/smartway. **CLDA**

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CXT Software Provides Perspective on the Direction of Last Mile Logistics

Phoenix, AZ, November 25, 2014. CXT Software, a leading provider of software products that empower delivery and logistics operations, continues to provide its perspective on the direction of last mile delivery and logistics, most recently at PARCEL Forum 2014 and the upcoming Last Mile Advantage conference.

Todd Wiebe, Vice President, Enterprise Accounts, at CXT Software, gave a presentation at PARCEL Forum 2014 on the future of the delivery industry entitled, "The Fast, Last Mile: Drones, Data and Distribution." This session, in PARCEL Forum's Customized Last Mile Logistics track, explores how economic trends have driven significant changes in the last mile delivery and logistics industry. Todd has also been invited to present this content at the Last Mile Advantage conference in March 2015.

"I have attended a multitude of presentations at different trade shows in the delivery industry and can say without a doubt that the presentation 'The Fast, Last Mile: Drones, Data, and Distribution' by CXT's Todd Wiebe was one of the most intriguing I have heard in many years,"

explodes how economic trends have driven significant changes in the last mile delivery and logistics industry. Todd has also been invited to present this content at the Last Mile Advantage conference in March 2015.

"I have attended a multitude of presentations at different trade shows in the delivery industry and can say without a doubt that the presentation 'The Fast, Last Mile: Drones, Data, and Distribution' by CXT's Todd Wiebe was one of the most intriguing I have heard in many years," according to Thomas Jowers, ADL Delivery's Vice President and Chief Operating Officer. "Todd's unique perspective on the direction of our industry and how technology has improved over the years was second to none!"

Drones, Data, and Distribution' by CXT's Todd Wiebe was one of the most intriguing I have heard in many years," according to Thomas Jowers, ADL Delivery's Vice President and Chief Operating Officer. "Todd's unique perspective on the direction of our industry and how technology has improved over the years was second to none!"

Darin Soll, CXT Software's Chief Executive Officer, participated in a PARCEL Forum 2014 panel discussion entitled, "Technology Solutions Connecting Last Mile Carriers and Shippers." This session, also in PARCEL Forum's Customized Last Mile Logistics track, featured the top technology providers in the last mile delivery and logistics space discussing solutions and best practices in carrier technology. Darin adds, "As online and omnichannel retailers continue to expand their utilization of local and regional carriers, technology providers such as CXT Software continue to integrate these carriers into their retail customers' supply chains."

"This year's partnership between PARCEL Forum and the Customized Logistics Delivery Association (CLDA) was a huge

success, and we look forward to participating in the Last Mile Advantage conference," notes Tim Cocchia, CXT Software's Vice President, Sales and Marketing. "We always appreciate the opportunity to help support the last mile delivery and logistics industry and we will continue to contribute our perspective and expertise to conference sessions."

About CXT Software:

CXT Software is a leading provider of software products that empower delivery and logistics operations performing on-demand, route, and distribution work. The company is dedicated to providing courier, messenger, regional carrier, distribution, and customized logistics companies throughout the U.S. and Canada with the technology necessary to compete and grow in an ever-evolving marketplace. CXT Software is an Arizona company headquartered in Phoenix. For more information on CXT Software, visit www.cxtsoftware.com. **CLDA**

Key Software Systems Announces New Product Release - Fleet Commander

Wall Township, NJ – Key Software Systems, developers of Xcelerator & MobileTek Software are excited to announce the addition of a new product, Fleet Commander, to their industry leading line-up of software solutions.

Fleet Commander is a simple to use fleet tracking management software that will enhance fleet supervision, safety and fuel savings, improving upon customer service and overall productivity. Fleet Commander includes reporting, device assignment profiles, GPS tracking, GEO fencing, driver performance monitoring, diagnostic alerts and DOT compliance. CDL drivers will also have the ability to report HOS (hours of service) and DVIR (driver vehicle inspection reports).

Compatible with any operating system, Fleet Commander installs instantly with a discreet plug and play device designed to work on all light/medium duty vehicles for a company of any size.

Partner and System Architect, Chris Miller states, "Fleet Commander was built from scratch to be a completely independent Fleet/Asset Tracking solution. That means independent from Xcelerator or any other carrier management software. This flexibility allows Fleet Commander to be used by anyone and function in harmony alongside any other software system."

Fleet Commander is a fleet management software solution designed by Key Software Systems for all of your fleet assets. For more information visit www.FleetCommander.com or call 732-409-6068 to speak with a representative. **CLDA**

Jean-Sébastien Joly becomes the new President and CEO of logistics, shipping and courier leader, Intelcom Express

Montreal – Intelcom Express is pleased to announce the appointment of Jean-Sébastien Joly as the company's President and Chief Executive Officer. Until recently, Mr. Joly held the position of Operations Manager. The announcement was made by the company's founder, Daniel Hudon, who remains Chairman of the Board.

Intelcom Express operates in a fast-paced industry in the heart of the new economy, and this appointment is consistent with the succession plan it crafted a few years ago. "Over the past few years, Jean-Sébastien and his team have been the main drivers of growth at Intelcom Express. As the company's Operations Manager, he successfully oversaw the integration of various acquisitions in Quebec and elsewhere in Canada. I strongly believe that under his leadership, Intelcom Express is destined to have a promising future," said Daniel Hudon.

This appointment takes place at a time when the outlook for the logistics, shipping and courier services industry is positive. "We are confident that we will be able to increase our market share even though consumer behaviour is evolving and online transactions are rapidly increasing, which actually creates new opportunities for our industry. Intelcom Express will be able to pursue its expansion in Montreal and across Canada, and maintain its market-leading position. I am very enthusiastic about this challenge," added the new President and CEO, Jean-Sébastien Joly.

About Intelcom Express

Founded in Montreal in 1986, Intelcom Express is a national leader in logistics, shipping and "same-day" courier services. With a network covering numerous cities and regions in Canada, the company serves local, regional and national clients. Each year its team of more than 400 couriers delivers over 4,000,000 parcels and envelopes coast to coast. **CLDA**



Expedited Courier Group announces the retirement of Ms. Nancy Dennis an employee with our organization since 1980.

Nancy Served at RSI The courier Group as a lead dispatcher since 1980 and continued with Expedited courier Group when they acquired RSI The Courier Group a Columbia based courier company in 2007. Nancy continued as a dispatcher and later on as customer service manager and HR manager with Expedited Courier Group. She never missed a day of work, We at ECG are going to miss her and her dedication to our clients and drivers. Good luck in your retirement. **CLDA**

SONIC LAUNCHES ONLINE SUPPORT

Sonic is pleased to announce that we have launched an online support portal to help our customers communicate more efficiently with our team. The aim of this portal is to allow our customer to quickly submit common questions and request while avoiding a phone call to our customer service team. Some request types include billing inquiries, changes to existing orders, estimated time of arrivals, proof of delivery questions and more. Read more about our portal at SonicTL.com/support.

Much has changed since Sonic Courier opened its doors in 1976. We have seen the courier industry and Sonic as well adapt as technology has changed the way business is done. With this in mind we have changed our name to accurately describe the services we currently provide to Sonic Transportation & Logistics. **CLDA**

CXT Software Adds Mark Tuchmann to Board



CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today that Mark Tuchmann, former founder and CEO of BeavEx, Inc., has joined its board as a Board Advisor.

“Mark’s extensive transportation and logistics experience, in particular his leadership in the last mile delivery space, will be a tremendous asset to CXT Software’s board,” according to Darin Soll, CXT Software’s CEO.

“Mark’s vision for the industry aligns very well with ours, and I am looking forward to working directly with him on a number of exciting initiatives in our strategic plan.”

In November 2014, Mark stepped down from his CEO and board director roles at BeavEx, Inc., after 25 years of delivery industry leadership. Since founding BeavEx in 1989, Mark’s vision and core values of honesty, respect, integrity, and service have propelled the company into a leading provider of time-critical, same-day transportation and logistics services in over 90 U.S. markets. In November 2011, Mark brought on a private equity partner to drive BeavEx’s continuing success.

Today, Mark is the founder and principal of Million & Associates, advising and supporting clients ranging from entrepreneurs and small businesses to Fortune 100 companies and private equity firms. Million & Associates adds value by applying “Business Basics” to what many clients and organizations have overlooked in the process of formation or growth.

Mark holds a Bachelor of Science Degree in Finance from Southern Connecticut State University.

About CXT Software:

CXT Software is a leading provider of software products that empower delivery and logistics operations performing on-demand, route, and distribution work. The company is dedicated to providing courier, messenger, regional carrier, distribution, and customized logistics companies throughout the U.S. and Canada with the technology necessary to compete and grow in an ever-evolving marketplace. CXT Software is an Arizona company headquartered in Phoenix. For more information on CXT Software, visit www.cxtsoftware.com. **CLDA**

Key Software Systems Expands with New Team Members

Wall Township, NJ – Key Software Systems, developers of Xcelerator, MobileTek and Fleet Commander, proudly announce the addition of Richard Ziemba, Pete Iridoy and Chuck Lupo to the sales team.

“We’re thrilled to add to our sales team,” states Company President Charlie Pisciotta. “Richard, Pete and Chuck bring valuable skills, expertise and a wealth of knowledge for the latest technologies to help us broaden our footprint and enhance our customers’ experience. As we start 2015 with a big wave of development that includes a cross-browser, tablet friendly version of Xcelerator, MobileTek initiatives and the addition of our

In his spare time he enjoys reading biographies, gaming, spending time with his family and improving on his moniker as ‘the world’s okayest guitar player’.

out of Denver in 1985. With Richard’s focus on the benefits of technology and expansion of the company, Front Range Couriers grew into ParcelTek (2003) and then ultimately TransTek (2008). During this period Mr. Ziemba grew to specialize in NFO, critical parts, air freight, routed, parcel and LTL distribution work. His company became early Xcelerator users in 2002, leveraging technology to expand the company’s footprint and streamline operations. He left in the fall of 2014 after 29 years. “I am very excited to come onboard with Key Software because I have always been a firm believer in the product and its ability to take a company to the next level(s).” Richards’s hobbies include camping, working on old cars and scuba diving where the weather is warm and the water is turquoise.

Before joining Key Software Systems, Pete Iridoy was a Property Manager for a group of storage facilities where he was in charge of Site Management, Sales and Customer Service Training. “From my first interview, I was attracted to the company’s true team philosophy. It is a privilege to join an organization that invests in their employees and endeavors to put them in position to succeed,” states. In his spare time he enjoys reading biographies, gaming, spending time with his family and improving on his moniker as ‘the world’s okayest guitar player’.

new fleet management software, Fleet Commander, our sales team will be focused on increasing the double digit growth Key Software has operated under since the beginning. This is a very exciting time for us and our customers.”

Before joining Key Software Systems, Richard Ziemba started Front Range Couriers

Chuck Lupo brings years of experience to Key Software, stating, “I am excited to start a new journey with Key Software Systems and I’m looking forward to the opportunity to apply my knowledge to help the company grow.” Before joining Key Software Systems, Chuck owned and operated a shipping business, with customers represented from around the globe, specializing in crafting creative logistics solutions both domestically and internationally. Chuck is a big sports fan, especially when it comes to hockey and the NJ Devils.

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

Fleet Commander is a fleet management software solution designed by Key Software Systems for all your fleet assets. For more information visit www.FleetCommander.com or call 732-409-6068 to speak with a representative. **CLDA**

Time Logistics Couriers, LLC has been acquired by Dicom Transportation Group

Time Logistics Couriers, LLC has been acquired by Dicom Transportation Group, a portfolio company of Wind Point Partners. Based in Montreal, QC, Canada, Time Logistics is a leading provider of business-to-business (“B2B”) expedited transportation services. EVE Partners acted as exclusive financial advisor to Time Logistics.

Based in Norcross, Georgia, Time Logistics is a non-asset based provider of B2B third-party-logistics (“3PL”) services. The company offers truckload and less-than-truckload transport, last mile delivery, distribution and warehousing services to an array of blue-chip customers across the U.S.

About EVE Partners

EVE Partners, LLC is a financial advisory firm whose practice is focused exclusively on the transportation and logistics industry. We are the most active advisor in our sector of the middle market having completed more than 100 transactions since our founding in 2001, making EVE the clear leader in sector experience. For additional information about this transaction please contact Mark Dyer at (902) 826-1911 or mdyer@evepartners.com. Additional information concerning EVE Partners may be found on our website at www.evepartners.com **CLDA**

CXT Software Announces X Dispatch Version 15.0

Phoenix, AZ, November 26, 2014. CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today that X Dispatch version 15.0, the latest general release of its flagship software product suite, will be released by February 1, 2015.

“Throughout 2014, we worked tirelessly to bring our customers over 100 new features, and nearly 300 improvements,” notes Justin Dickerson, CXT Software’s X Dispatch Product Manager. “We continue to strike the right balance between the development of new functionality, and refining the tools that our customers rely on for their day-to-day operations.”

“Recent enhancements to our integration web services represent a major leap forward in shipper integration technology, increasing the reuse of existing integration definitions and driving standards that will decrease the time required to implement future integrations,” states Derek Figg, CXT Software’s Vice President, Engineering.

“We drew on the experience we gained building up our existing portfolio of 150 distinct shipper, consolidator, retail, and 3PL integrations that we have deployed over the past 15 years. This experience provides CXT Software a unique advantage that our customers rely on to partner successfully with their customers.”

“The ability to post On-Demand recurring orders multiple times in the same day will really be a time saver for us,” explains Elizabeth Klein, Director of Business Development, Crossroads Courier. “Being able to post recurring orders on the same day that they are created will increase the efficiency of our customer service representatives.”

X Dispatch version 15.0 will be available for download at CXT Software’s support portal website at no additional charge for licensed X Dispatch customers by February, 1 2015. X Dispatch Hosted customers will be upgraded on a schedule to be announced.

About CXT Software:

CXT Software is a leading provider of software products that empower delivery and logistics operations performing on-demand, route, and distribution work. The company is dedicated to providing courier, messenger, regional carrier, distribution, and customized logistics companies throughout the U.S. and Canada with the technology necessary to compete and grow in an ever-evolving marketplace. CXT Software is an Arizona company headquartered in Phoenix. For more information on CXT Software, visit www.cxtsoftware.com. **CLDA**

CXT Software Expands Operations Team

Phoenix, AZ, November 21, 2014. CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today a number of changes in its software Operations organization, which encompasses Engineering, Product Management, Quality Assurance, Implementation, Devops, and Technical Support functions. These changes include the promotion of Chris Geer to Chief Operating Officer, the hiring of Douglas Moore as Vice President, Product Delivery, and the addition of Engineering, Implementation, and Technical Support talent.

“Chris Geer has demonstrated a deep proficiency in software architecture and engineering, development methodology, product management, technology infrastructure, and technical support,” according to Darin Soll, CXT Software’s Chief Executive Officer. “Chris will do a stellar job as CXT Software’s new Chief Operating Officer, and his promotion will allow me to focus more energy on important strategic opportunities in the last mile delivery and logistics space.”

“CXT Software’s customers expect us to continue providing excellent products and services as we grow,” notes Chris Geer, CXT Software’s Chief Operating Officer. “Bringing Douglas Moore on board as our new Vice President, Product Delivery, and consolidating our Product, Quality Assurance, and Implementation teams into his organization will drive effectiveness across our product management, testing, and delivery functions.”

“And, a more effective Product Delivery organization will increase the efficiency of our highly skilled Engineering teams, led by Derek Figg, Vice President, Engineering, and Aaron Newman, Engineering Manager,” Chris adds. “It will also facilitate improved knowledge transfer to our Devops and Technical Support teams, led by Shaun Richardson, CXT Software’s Vice President, Technical Operations.”

In addition to the organization changes in its software Operations organization, CXT Software added multiple resources to its Engineering, Implementation, and Technical Support teams during calendar year 2014.

About CXT Software:

CXT Software is a leading provider of software products that empower delivery and logistics operations performing on-demand, route, and distribution work. The company is dedicated to providing courier, messenger, regional carrier, distribution, and customized logistics companies throughout the U.S. and Canada with the technology necessary to compete and grow in an ever-evolving marketplace. CXT Software is an Arizona company headquartered in Phoenix. For more information on CXT Software, visit www.cxtsoftware.com. **CLDA**



Patriots Claim Another Innocent Victim

BLOOMFIELD, CT – And so it began... on January 23, 2015 the gauntlet was thrown down by CLDA member Priority Express, Inc. <http://priorityexpressinc.com/> from Connecticut, to the CLDA member team of Delivery Express <http://www.delivery-expressinc.com/> in Seattle, Washington.



The wager?

In addition to bragging rights, if the New England Patriots were victorious in the 2015 Big Game, a package of treats from the West Coast including smoked salmon, scrumptious sea salt caramels and a bag of special coffee would be shipped across the country from the folks at Delivery Express.

Conversely, should the Seattle Seahawks win, a gallon of Legal Seafood’s world famous clam chowder would be headed out west, courtesy of Priority Express.

And so a week of cross-country, trash-talking and fun on Facebook began between these two “frenemies”... (<https://www.facebook.com/priorityexpress> and <https://www.facebook.com/deliveryexpressinc>)

Of course, we know how it turned out and the box of awesome West Coast goodness was truly savored by the victors! Maybe next time Delivery Express, maybe next time. **CLDA**



Quality Transportation partners with a leading New York Hospital to transport blood specimens through the National Cord Blood Program.

Quality Transportation, a leading provider of medical logistics based in Long Island City, NY is partnering with a leading New York hospital in support of the National Cord Blood Program to deliver cord blood to collaborating birthing hospitals.

The program provides cord blood that mothers donate for use by patients in need for a hematopoietic stem cell transplant. Quality Transportation’s medical logistics team, handles and transports the blood specimens across participating local hospitals in the Bronx and Long Island, NY.

The program entails scheduled delivery, five days a week, transporting blood supplies from the processing laboratory to the birthing hospitals, and then transporting blood specimens back to the processing laboratory. This requires Quality

Transportation’s medical logistics team to adhere to strict time parameters, OSHA regulations and be HIPPA compliant. The processing laboratory freezes and stores the cord blood units in liquid nitrogen freezers, ready for transport whenever needed.

The program entails scheduled delivery, five days a week, transporting blood supplies from the processing laboratory to the birthing hospitals, and then transporting blood specimens back to the processing laboratory.

The program makes cord blood available for children and adults who face a life-threatening illness and need “stem cell” transplants from unrelated donors. “We are proud to be associated with such an important program”, said Julius DeVito, CEO and President of Quality Transportation.

To learn more about Quality Transportation’s medical delivery solutions, please call (800) 677-2838, or visit www.qualitytca.com. **CLDA**

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Hazel Receives Membership in the Prestigious Archives of the Women of the Southwest in the DeGolyer Library at Southern Methodist University

Hazel's Hot Shot is proud to announce that its founder, Hazel Marshall, was honored by the DeGolyer Library at Southern Methodist University with membership in the prestigious Archives of the Women of the Southwest.

The primary mission of this library collection is to document the historical experience of women in the Southwest, with special emphasis on Dallas and North Texas, as well as a regional focus that includes Texas, Louisiana, Arkansas, Oklahoma, New Mexico, Colorado, Arizona, and the Spanish Borderlands. The Archives includes papers of leaders in women's organizations and social and political reform movements; papers of outstanding women in the professions, the arts, and voluntary service.

The archive collection honors female leaders over the past several hundred years who were leaders in business, politics, and civic engagement. Hazel joins approximately 150 other women, including such well known women as Barbara Bush, Maya Angelou, Ebby Halliday, Kay Bailey Hutchinson, Laura Bush, Lady Bird Johnson, and Ann Richards.

Hazel was born in Blue Ribbon, Oklahoma on August 31, 1928 to Lester and Alpha Denney. She was one of ten children who lived in a small house. Life was difficult for the Denneys, and they worked hard to support their family. As soon as she was able, Hazel learned to work the fields with her father – and from that moment forward, Hazel was always working. Shortly after finishing high-school, Hazel decided she wanted to live in the “big city.” She took all the money she had, and she boarded a bus to Houston. She didn't know anyone in Texas, but she was determined to make it on her own.

Eventually, Hazel made her way to Dallas, and she struck out to make it on her own. With very little borrowed money and a whole lot of courage, Hazel decided to start up a freight company. She bought a used pickup truck and started going through the phone book calling companies to see if they'd like her to make a delivery. Hazel's Hot Shot was born.

Hazel was an entrepreneur far ahead of her time. As a single woman in the freight industry in Texas in the 1970s, Hazel faced many obstacles to success – but she persevered and continued to fight. By the time Hazel passed away on July 2, 2013, Hazel's Hot Shot had grown to be one of the largest expedited freight companies in Texas. Hazel was a true pioneer. She was a mentor to many, a friend to all, and the center of her family. Her legacy will live on in the love and admiration of all who knew her, the success of her business, and in the Archives of the Women of the Southwest.



Key Software Systems Releases Mobile Reporting Tool - Vantage Point.

Wall Township, NJ – Key Software Systems, developers of Xcelerator, MobileTek and Fleet Commander Software release a new mobile dashboard reporting tool, Vantage Point.

As an extension of Key Software Systems' industry leading software, Xcelerator, Vantage Point is a mobile dashboard reporting app that delivers interactive reporting to Executives and Managers for off-site accountability. Vantage Point has interactive, click-through reporting on distribution, accounting, sales and operational data from the convenience of a smartphone or tablet. Vantage Point is available at no cost to existing Xcelerator customers and integrates Xcelerator's reporting engine into a user-friendly interface that will work across any mobile operating system.

Partner and System Architect, Chris Miller states, “Vantage Point is a ‘Thanks’ to our loyal customers! We came up with the idea to build a feature-rich mobile application for our customers to keep track of their business while on-the-go, and what better way to say ‘Thanks’ than to provide this mobile app FREE, to further increase the high value of their Xcelerator subscriptions.” **CLDA**

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STATE ASSOCIATION UPDATES



California Delivery Association



Overview This will be short one as we are very busy with our Annual Meeting & Convention in San Francisco, which will be over by the time you read this. I hope we will have seen some CLDA members, and we wish you the best for your event in May.

Legislative

In California the new legislative session has begun and bills are being entered daily. So far the CDA has only put a few on our website for anyone to be able to review and get more information by clicking on the bill number. This is a real unique feature to our site and it updates bill information changes daily. If you click on the bill's sponsor you will usually end up on that legislators home page.

Check out AB24, it speaks to Transportation Network Companies the new P.U.C. designation for the Uber, Lyft, etc types transporting people. The CHP via the DMV regulates parcel delivery here and we know there is plenty of activity coming from the same companies mentioned previously.

SB23 seeks more minimum wage increases, and SB8 wants to start taxing some service businesses. Again by the time you are reading this we'll have many more on the site that will affect you or your businesses. The end of February is the last day to introduce new bills, and by that time we will have sifted through way more than 2,500 bills looking for those most important to this industry.

The CDA continues to make progress with our legisla-

tive and regulatory efforts and it is gratifying to know that the time and hard work being expended is being noticed. It is a very long process over time, involving small steps and turns with continued follow up leading to more and more connections and finally the ears of someone in the know, or whom is otherwise concerned. Let the march continue.

Marina Del Rey Meeting

We had a very good group at this meeting that was partly sponsored by ICNJOBS.com. After their brief presentation we moved into some CDA updates and then Beth Schroeder (Lathrop & Gage) presented information on some of the news laws for 2015.

Most of these new laws do little but get in the way of doing business in California so it was a lively discussion with plenty of questions, answers, and groans! Beth and the firm will soon have the 2015 Employee/Employer Handbook ready for exclusive use by CDA members. Just one of the benefits that we can offer here in California. Maybe some of the other State associations could consider something similar in their locales.

Time to get back to work on our San Francisco event, Dan Bender, CDA Executive Director.

The Florida Messenger Association delivers another successful Winter Meeting



The Florida Messenger Association hosted 80 attendees at its annual Winter Meeting at the Orlando Doubletree Universal Resort on January 23rd and 24th. The meeting was held on a Friday night and Saturday, which helped to attract newcomers to the meeting. Attendees benefitted from networking opportunities on Friday night and the educational sessions on Saturday. It also provided a chance for companies to bring more members of their management teams, such as dispatcher managers and customer service managers. Attendance this year included a last minute surge of registrations.

This year's event, themed "Business with a Purpose," began on Friday night with an opening reception (attendee badges provided by Brightstone and Key Software), followed by a buffet dinner sponsored by CXT. After dinner, guests were treated to an insightful presentation from Adam Sarhan of Sarhan Capital. Mr. Sarhan discussed the differences between working "on" the business versus working "in" the business to add value to a company. After the discussion regarding business valuation and investing, the conversation turned to the topic of risk tolerance. Shortly thereafter, the meeting segued into a different version of risk tolerance — when Casino Night began. Participants enjoyed a number of opportunities to gamble with "funny money" which was later used to win phenomenal prizes such as tablets, gift cards, electronics, and a 55-inch flat screen television. The association appreciates Courierboard for sponsoring Casino Night. Many attendees won gifts valued at more than the cost of attending the event!

The Saturday session began with breakfast sponsored by the Friends of the FMA, which includes Baron Messenger, NE Where Transport, Manko Inc., and Stealth Courier. After breakfast, Thomas Jowers, vice president/chief operating officer of ADL Delivery and FMA president, gave opening comments before turning the microphone over to Harold Boyett, president of Blue Streak Couriers, and FMA board member and past president, who discussed the initiatives underway for the Government Affairs Committee. Harold talked about the upcoming state lobby days on March 10th and 11th.

The meeting continued with the keynote speaker, Kevin McCarthy, sponsored by ADL Delivery. Kevin spoke about the "On-Purpose Business Person." His presentation was insightful and included some interaction with the audience. Attendee Lance Dearborn, of Air Traffic Services, commented on Mr. McCarthy's presentation: "As I listened to the topic of being on purpose, I felt motivated and inspired to look at my work in a much different way. I was intrigued by the concepts and perspective that Kevin discussed. His presentation is another example of how our association continues to help all of us raise the bar in our personal and professional lives."

After the keynote presentation, Dan Schutt, president of Double Time Transit, FMA board member, and chair of the Membership Development Committee, addressed the group. He shared the efforts and results of the committee, and then he introduced the Spotlight Courier, Rebecca Knight of Bayside Courier in Saint Petersburg.

Bayside is a new member, and Rebecca shared her enthusiasm with the group as she talked about her entry into the industry.

The meeting included two vendor fair sessions and two round table discussions, sponsored by Fleet Complete. Attendees were provided with "vendor passports," which facilitated quality one-on-one time with vendors during the vendor fair sessions. The roundtable discussions were an opportunity for members to discuss topics important to the health of the industry, as well as best practices and shared experiences.

After lunch and the vendor fair, Harold Boyett led the panel discussion regarding the future of last mile delivery. The panel consisted of Matt Stofflet of Ensenda, Stuart Hayden of Fusion Logistics, and Ben Kaplan of Rightaway Delivery. The discussion gave the attendees great insight into the mindset and perspective of the third party logistics companies our industry serves.

Saturday afternoon continued with the Vendor Spotlight presentation featuring Chris Kane of Courierboard. Chris shared the latest versions of both Courierboard.com and their driver-recruiting site, cbdriver.com. Courierboard continues to be a tremendous advocate for the FMA, and the association is thankful for their support.

The last presentation of the day was by Tim Cocchia of CXT. He had an astute approach regarding the direction and future of the technology of the industry. He covered topics such as the use of drones and unmanned vehicles for delivering packages.

The final moments of the meeting were another highlight of the annual event, as attendees participated in a raffle. Once again, attendees had a chance to win high-value prizes, such as a big screen television. The 50/50 raffle resulted in one of the members winning and then gifting their prize immediately to another member of the association who is experiencing a significant medical crisis in their family. The association did the same thing with the other 50%. This is a true testament to the character of the members of this fine organization.

Overall, the annual Winter Meeting for the Florida Messenger Association was successful. 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

On behalf of the board of directors, as well as the general membership, the FMA is sincerely thankful to our



STATE ASSOCIATION UPDATES

president, Thomas Jowers, for all of his hard work and dedication in organizing our annual meeting.

The feedback from the attendees continues to inspire the board of the association:

"I brought several members of my management team to the meeting because the main event was scheduled for a Saturday. Normally, I could not afford to lose six of my people on a weekday because of the demands of their daily responsibilities." – Harold Boyett, FMA board member and President, Blue Streak Couriers, Jacksonville, Florida.

"The annual FMA meeting is a must-attend function for our team. They get to connect with other courier partners, see the latest vendor offerings, and gain valuable industry knowledge all at the same time. Each year the event improves, and we are looking forward to 2016." – Walker Allen, President, Specialty Freight & Courier, Jacksonville, Florida

"My wife and I attend every year. We enjoy the camaraderie, coupled with the very informative guest speakers. The session with Adam Sarhan helped us, as business owners, to understand financial matters, and we thoroughly enjoyed Kevin McCarthy's intuitive session on helping us to help others. Also, the round table discussions further broaden our business acumen by allowing us to trade ideas on how we each handle certain situations. If you didn't attend this year, you must set a placeholder in your calendar for the end of January 2016." – Steven Seltzer, Comet Delivery Services, Miami, Florida

"This fantastic event was packed with interesting speakers, industry experts and vendors, and non-stop networking. This signature event always exceeds my expectations. For courier, delivery, and trucking companies throughout the state of Florida and southeast United States, there is no better event to spotlight the important issues that our industry faces." – Steve Howard, Esquire Express, Miami, Florida

"Engaging, intelligent, entertaining, and stimulating conference. Although these are powerful adjectives that

I don't use lightly, they still fall short of conveying what a GREAT association we are involved with." – Bryan Bilchik, Chief Operating Officer, Manko Delivery Systems, Inc., Tampa, Florida

"Each year I look forward to attending the winter FMA meeting, not only for the social time with my fellow members, but for the learning experience and networking opportunities. This year, as in the past, I was not disappointed and look forward to next year. Another terrific event — kudos to the board members." – Gary Gilbertson, Vice President, Alpha Logistics Service, Orlando, Florida

"We are so glad that we made the time to go to such a great event. The knowledge that we gained and the contacts that we made are so valuable and so much more than we ever expected. We look forward to becoming an integral part of such a wonderful organization." – Angie Chandler, President, Ace Courier & Delivery Service, LLC, Niceville, Florida

"I am always doing that which I cannot do, in order that I may learn how to do it." – Rebecca Knight, Operations Manager, Bayside Courier, Saint Petersburg, Florida
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New York State Messenger and Courier Association



The New York State Messenger and Courier Association is expanding its membership demographic by offering membership to companies in New Jersey, Pennsylvania and Connecticut.

Since the northeast is a unique business environment, the association believes that this expansion will increase its membership roster and thus its influence in the region. Raising awareness of the issues that the courier industry currently faces is a continuous goal.

With the increased pressure that the state government is putting on small businesses and the Independent Contractor Model, it is time that we begin to work

together to benefit the common interests and concerns of all while providing a single message to the legislature and executive branches in each of these states.

Over the next few months, the NYSMCA will be hosting a series of conference calls with groups of potential members to outline the value and benefit of joining the association and strengthening our collective voice.

Please feel free to contact NYSMCA President, Christopher T. MacKrell at cmackrell@shipccs.com for additional information or to join the growing list of companies that will be part of our future.

The New York State Messenger & Courier Association will hold its next business meeting and seminar starting at 3:00 p.m. on April 8th, 2015, at Arno's Restaurant, located at 141 West 38th Street, NYC.

The meeting will provide information and insight in operating under the Affordable Care Act. A panel of experts will present how small businesses need to address the Affordable Care Act now that it is fully in motion. **CLDA**



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*Good for the calendar year of 2015. Regular dues schedule applies thereafter.

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In anticipation of continued growth and expansion of the ICMpower™ suite of services, CMS augmented already stringent security requirements to obtain SSAE 16 SOC Type 2 compliance and reporting. CMS has also obtained HIPAA certification. Under HIPAA Security requirements, there are specific provisions for administrative safeguards, physical safeguards, and access control. CMS also maintains Payment Card Industry (PCI) Data Security Standard (DSS) compliance certification which is a set of 12 specific requirements covering 6 different goals in establishing a baseline of technical and operational requirements designed to protect cardholder data and reduce the possibility of fraud and identity theft.

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CMS provides continuous monitoring of all relevant requirements to ensure best practices for operational security and forming efficient workflows for audit-trail review and report access.

