



Winter 2015

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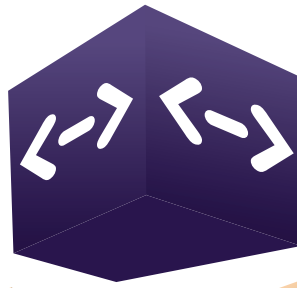
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Kirk Godby
President CLDA

As a member of the nation's largest association in the customized logistics and delivery sector, you get business, education and an advocate for what you do to keep the global supply chain running.

Check your desk. Right there, in the upper right hand corner you'll find your renewal for your membership in CLDA. If it's still there, that's a mistake. For your business. For you.

As a member of the nation's largest association in the customized logistics and delivery sector, you get business, education and an advocate for what you do to keep the global supply chain running. Your CLDA membership opens the doors to new business opportunities with shippers and as agents for other providers. 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.

You'll find a great example of this in the content of this issue of the CLDA Magazine. Check out the articles on working with shippers, multichannel transportation, and delivering the final mile solution. You'll get a heads up about key legislative issues and you'll hear from industry insider Jim Tompkins about your role in delivering on the ecommerce's promise of instant gratification.

Much of what you'll read about here comes from the CLDA's participation in the PARCEL Forum. This new partnership turbo-charged our fall forum offering. And you can expect even more at our Annual Meeting in Orlando in May. It's shaping up to be one of your best sources for business with its emphasis on getting you in front of the shippers who want to do business with you. These are just two examples of how the CLDA is evolving to meet your needs to get you face-to-face with shippers, other carriers and other paths to success.

So, here's what you need to do: Check out all the content in this issue and then secure your continued ability to stay ahead of the industry by renewing your CLDA membership. Do it today. Why wait?

Kirk Godby
President
CLDA



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CLDA Government Affairs Update



John Benko



Shawn Swearingen



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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.

As we look back over the past year, it was a great 2014 for the association! CLDA was able to include Section 530 language as part of Ways & Means Chair David Camp's proposal, putting the CLDA in an excellent position for the new Congress and for working with the new Ways & Means Committee Chair, Congressman Paul Ryan (R-WI). The association also had a successful new partnership with the Parcel Forum this past fall in Dallas. Sharing meeting and convention space with national ship-

pers put an excellent spotlight on our members, what we do and the great educational materials. CLDA has some exciting things in the works for 2015, including webinars and holding the annual Lobby Day event in June so stay tuned!

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.

New Majority on Capitol Hill

The election results have been eventful, no matter which side of the aisle you stand. Most importantly, the party control in the U.S. Senate swinging from a Democrat to a Republican majority. Although as I write this, one Senate seat still remains up in a special election, the Republicans will take at least a 53 seat majority with 8 new members

being sworn-in after the New Year. The tone is being set for the new 114th Congress right now through the Lame Duck session of passing a budget, the tax extenders package with discussion of immigration reform. 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.

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 mem-

bers 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 officials 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

In addition to the federal elections, we saw a number of changes take place in state governments in November. 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. This pattern was also seen in the state legislatures. Even with these changes, CLDA will remain vigilant on any harmful legislation to the independent contractor business model while trying to promote clarifying language when possible. 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: As you will read in a separate Massachusetts Delivery Association (MDA) update in this issue, there have been some great developments in the pending case against the MA Attorney General. 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. I know that the MDA appreciates any support in finishing this battle.

State Association Meetings: Be sure to watch for your state association meetings coming up in 2015! The Florida Messenger Association has their annual meeting in January - always been an educational and fun event. 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.

Follow Us on Twitter and Government Affairs Newsletters!

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

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



PARCEL FORUM

This year, for the first time, CLDA held our Fall Forum in conjunction with the PARCEL Forum 14 conference in Dallas, TX.

We had a great turnout for the event, both PARCEL attendees as well as CLDA members coming to Texas for 2 days of education and networking with others in the supply chain industry. Feedback from our attendees was positive, and we hope to continue our relationship with PARCEL in coming years.

PARCEL Forum has been an influential annual conference and exposition for the parcel shipping, distribution and logistics industry since 2003. It provides the opportunity for those in the industry to learn about industry trends, meet influential members in the business and learn about the latest products and services. CLDA was proud to be a part of this conference!

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Boots on the Ground:

How Large and Small Delivery Companies Work Together To Deliver the Final Mile Solution

BY ANDREA OBSTON, CLDA DIRECTOR OF PUBLIC RELATIONS

It was a session that attracted both shippers and those working for small and large delivery companies. All were looking for ways to work together to get products from A to B, no matter where “B” was located.

Moderated by CLDA Board Member Charlie Wolfe of Blaze Express, the panel included both large and small carriers. Representing the smaller carriers were Chris Kurzadkowski of Lonestar Delivery and Linda Louviere of First Choice Delivery. Representing the larger carriers were Richard Whitlock of Courier Express and Jim Witmer of Dynamex. All had the same message: getting it there cost-effectively and on-time means using the services of carriers, both big and small.

Panelist drew from their experience, providing real-life examples of how smaller delivery companies are providing shippers and larger regional carriers with total geographic coverage. Those representing regional companies also learned about the opportunities available to them to be involved in the larger supply chain.

Moderator Charlie Wolfe put it this way: “There are many creative ways to get a package to the customer. Recently, there’s been a trend by shippers to use larger regional carriers to enhance their supply chains. On the surface, that might look like the smaller carriers are being left out; that they are not being given the ability to bid on those jobs. But, in truth, it’s good news for them too because many larger carriers are turning to them in those areas that are too small for them to cover. Essentially, the larger carriers like Dynamex are using smaller ones to extend their footprints. This is good for shippers and it’s good for whole industry.”

Question: We’re talking about shippers, large carriers and smaller carriers all being part of the same supply chain. How do those carriers overcome the essential competitiveness they have for each other to do that?

Richard: We all have a competitive nature. But the truth is that Courier Express and First Choice Delivery can compete for busi-

ness in a particular market but still combine resources to work for the larger shippers. It’s all about relationships. I use these smaller carriers to do work for some of our larger customers because we can’t be competitive without them. So instead of telling our customer we can’t do a job (and losing the business), we’ll cultivate relationships with smaller carriers. Yes, we’ll still compete with those carriers for other business in a particular market. But we also know that we need to work together to help each other grow. It’s all about relationships.

Linda: It’s always our goal to move up, so of course there’s a sense of competition with the larger companies. But we also realize that without our relationships with larger carriers we wouldn’t be where we are today. These are relationships that will lead to larger business. We might not have the footprint the larger carriers have, but they do turn to us to do what we do best.

Jim: We work with these smaller carriers to become more competitive for our customers.

Chris: That’s the point. Our customers look to us to get it done. We’re only as good as our last delivery and we’re terrible when we fail. And one way to fail is to overextend yourself. You make a commitment to cover the work. These smaller carriers allow us to do that. We see working with them as a formula for success on the ground.

Richard: Customers expect a lot of us. And our expectations of the carriers who work with us are also high. We depend on them to maintain the level of service we’ve promise our customers. We can’t stick our necks out by using one of these small carriers without checking them out. We can’t just assume these people are good. We vet them. We talk to people who’ve used them before to make sure they can maintain our standards.

Question: That brings up another question that I want to direct to the smaller carriers: When a smaller regional carrier gets a piece of business from a larger carriers, chances are they’ll be using their network of ICs do the work. What type of safeguards do you put in place to keep the ICs who work

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



with you from eliminating you and going to work for the larger companies?

Chris: The word relationship applies here, too. We build relationships with the ICs we use based on the idea that we're providing work to them. We're also handling the level of complexity needed to deal with the customer that they don't have to worry about. We make them a part of our structure and compensate them so they do the job. It's easier for them to take the check from us and have us take care of other requirements with the customers. We have the technology. Customers expect this. That means that the entry point to this business is higher than it used to be and a good part of that is the technology requirements. It's an easier thing for an IC to let us handle those costs and not have to do it themselves.



Question: We're all here to solve the problems shippers have. We want to be the people who get their stuff into the hands of their customers. When you're serving a larger shipper in multiple markets what goes into your decision making about using a smaller carriers or put in your own facility and do the work yourself?

Richard: A lot goes into the decision about whether to use our people or outsource to an agent. Among the factors we consider are backup, insurance, technology and customer requirements.

Jim: For us it's often a question of whether or not we're already going into an area. If not, it might actually be cheaper to outsource to an agent. Each situation is different. It depends on the opportunity.

Richard: We have to ask ourselves if we want to be in that market. Is it worthwhile for us to get our own building and recruit our own employees? We tried that in 2006. We went into markets outside southwest. It didn't work out. It wasn't our niche. That's why I'm here. I want to connect with agents to expand our footprint without setting up operations in mar-

kets outside the southwest.

Jim: We're often making the decision to use agents and to work together to get good pricing. We look for true partnership agent; ones that will help us competitive in that market.

Question: What's the flip side for smaller carriers? What makes it worth it to take work from regional carriers? You are giving up some revenue handling their work. .

Linda: The work helps keep our drivers busy. Also, it opens up a relationship with a regional carrier. We do the job and then we may go back to them and ask "What else can we do for you?" It's good to have visibility with regional carriers.

That doesn't mean we take all the work the larger carriers offer us. We have to ask ourselves questions like: Is it our niche? Can we co-mingle? Is it what we do? What other opportunities does it present? Is it going to be profitable? What's the risk to us? What are the administrative requirements? If we have staff in place, can leverage those costs?

Chris: You have to know what you need to make to keep a driver on the road. Some companies take all the work they can and ignore their margins. We're not going to do that. You have to be able to say no. It doesn't make sense to pay \$1.10 for work that brings in a dollar. Don't get caught up in volume. The top line will look nice but the bottom line won't. I keep track of the bottom line, asking myself each time "what's this going to cost me?" If, for example one of those deliveries is going to take the driver 40 miles out of his way it may not be worth it. That one delivery will cost me more and I'll be honest in sharing that information when it comes to pricing. It makes the large carrier understand my thinking. If they've made unrealistic promises to the customer, I'm hoping they rethink what they proposed and go back to their customer with a more realistic cost.

Question: We have to talk about technology. Today, it's not just about picking up and delivering. It's all about information. That can put a strain on a smaller shipper when they are representing a bigger shipper. Shippers want transparency all the way through. Talk about that.

Richard: When we contract with a smaller carrier, we let their IT department know what our customer's requirements are. Shippers are requiring more. They want instantaneous responses about when their packages are delivered. We get our IT departments to talk to the smaller carriers so we can come up with ways to make things work.

Jim: Technology is part of the qualification for us when it comes to using a smaller agent. They have to have the technology to make things work out. My advice to smaller carriers in this arena is to under promise and over deliver.

Linda: On our end, we ask ourselves what kind of adjustments we have to make to fulfill the technology requirements of large

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carriers' customers. We've been fortunate. The larger carriers have partnered with us, supplying some of the technology they want us to have. That's helped, but, of course, we're always adding technology on our own too.

Chris: We're doing agent portals for larger clients. Our dispatchers take care of them. We have our own technology with our drivers and our dispatcher will relay their information into agent portals. We have six of these. Each has its own application. Some of our customers provide us with their own apps. Our driver sends information to us and we use the customer's app to send it to them. You'll find that in medical business. Some labs are coming out with apps to integrate with their programs

Question: This one's for Jim. How much say-so does a shipper have when you pick agents?

Jim: Some of them spell out exactly what they want from agents. The conversation gives us the opportunity to educate them. Our sales team is helping educate them on these decisions.

Richard: We are transparent with our customers if we're expecting to use agents. We'll ask if it's okay with them. If they don't want that, we'll consider whether it's going to pay for us to put up our own brick and mortar operations to handle the account. But a lot of times it's better to use agents and tell the customer why.

Question: Are large shippers only interested in looking at larger regional carriers? Do they prefer not to deal with smaller carriers?

Richard: It's all about simplifying their lives. They'd prefer to get their needs satisfied with five carriers versus, say, 35. They don't strictly mind going to smaller companies, but the trend is definitely towards the larger ones. They want to get out of the logistics side and out of the transportation business. Usually it's the larger carriers that can handle that.

Jim: I'll tell you what drives the bus on the shipper that only wants to deal with one carrier: the administrative costs involved in invoice tracking.

Chris: True. The larger ones only want to look at consolidating invoices. These make it easier for them to operate. We know that. They'll still use us to supplement the larger, nationwide carriers despite that because it can be more cost-efficient instead of having the regional carriers do it all. We market ourselves to them based on that. We encourage them to look at their larger carriers and integrate us into that

Question: Is there resistance from shippers against larger carriers subbing out business to smaller ones?

Jim: Yes. They worry about control. But when they bring up

that issue, we'll push back. We explain that technology helps with those concerns about control. And then we'll remind them that there can be cost savings.

Richard: That's what we say when they insist that we can't sub. We'll tell them that a lot of our vendors do it more cost-effectively than we can in certain areas.

Linda: It is a smart thing to allow carriers to sub it out for other reasons, too. Smaller ones are closer to the drivers. We are really tuned into driver accountability. In addition, we can be more flexible and offer faster responses.

Richard: If I'm going into a region and I'm dealing directly with the owner of a small carrier, I see that as a benefit. I know I'll have better control because of that.

Question: At the end of the day, it's all about relationships and how we use them to build more creative ways to get a package into the customers' hands. It sounds like that's what all of you are saying.

Richard: It is. There's a huge benefit to shippers for us to have these relationships with smaller carriers. It's all about those relationships.

Jim: The relationships and the control they give us. If these are done correctly, having relationships with smaller carriers can be an absolute benefit

Linda: Clearly I'm going to agree. When you deal with smaller carriers you deal with the owners. We're financially invested. We're there. And we care. We need to work together. **CLDA**

It's all about simplifying their lives. They'd prefer to get their needs satisfied with five carriers versus, say, 35.



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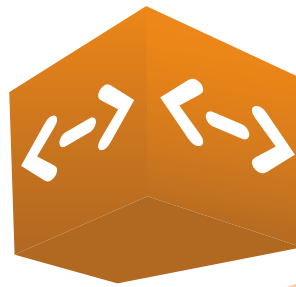


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Customized Logistics' Role in Today's Multi-channel Transportation Solution

BY ANDREA OBSTON, CLDA DIRECTOR OF PUBLIC RELATIONS

How can logistics providers work with retailers, manufacturers, distributors and end-users to create cost-effective final mile solutions? That was the topic a near-capacity crowd came to discuss on the second day of the PARCEL Forum.

It was part of the Customized Last Mile Logistics track, which was presented by the CLDA. The discussion focused on how logistics providers can provide the final link in a supply chain model that connects multi-channel service providers, retailers, manufacturers, distributors and end users.

Led by CLDA board member Chuck Moyer, the discussion included comments by Sean O'Keefe of Dealer Tire. He added his insights as a large shipper that uses a multi-channel supply chain to deliver tires to auto dealerships across the country. Sean is a senior supply chain engineer for the company who brings a background in the global supply chain and freight.

Joining him in the discussion was Stuart Hyden, the Founder & C.E.O. of Fusion Logistics, Inc. His company provides end-to-end multiple offerings to both shippers and carriers in the small-package, final mile delivery space.

It's all about the brand experience they have with the retailer versus the channel they are buying through

Why is there a need to change the supply chain to include multi-channel and omni-channel solutions?

Stuart – Customers don't care how you get it to them. Large retailers like Home Depot know this. They want to offer a brand experience that lets the customer get what they want in a number of ways. In the store. On the web. It's all about the brand experience they have with the retailer versus the channel they are buying through. It's all about getting the product to the customer

What kind of changes in the supply chain have you seen over the last five years?

Sean – It's a challenging market for us because there are so many alternatives and customers want what they want when they want it. We deliver tires to auto dealers across the country. A couple of years ago, for example, we had to meet needs of BMW dealerships that carried 15 models. In 2015, they'll have 250 models. It's impossible for us to have every skew in every

location. Our warehouses are getting larger. The amount of distance that goods have to travel is getting farther and farther to meet customer demands. We're looking for solutions from our carriers to help satisfy those customers.

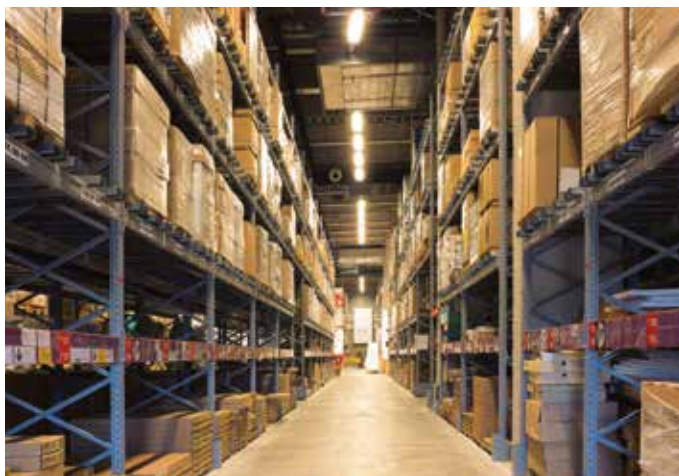
Stuart – Our big challenge is meeting those expectations and dealing with rates that continue to go down not up. A lot of that stems from advances in technology. As we respond to national RFPs we're seeing a push for more and more technology. The last RFP we responded to had 78 questions related to technology. Technology overpowers so many other factors. Shippers are asking us, "What can I get with the data you can provide us?" and "How can I use your data to predict what customers will do?" The technology changes are allowing us to partner with them to answer those questions.

Chuck –As our customers require additional capability we're all being pulled into the world of big data. Like it or not predictive analytics is becoming a critical part of our businesses. The use of information and data is what allows us to get involved with many channels and to produce the end product. Data-fueled omni-channel is the wave of the future.

How do you see omni-channel distribution models developing to keep up with increasing expectations in supply chain?

Stuart – Companies want fulfillment to provide the entire service model which includes delivery. We're doing everything we can to help our customers get products to their customer to create a real-time experience. For those customers we serve in the manufacturing sector, for example, it's all about getting the product close to their customers so they don't have to pay to move from stock from a central warehouse.

Sean – We eliminated our hub and spoke model. We're going to direct distribution points all over the country to get our products as close to the customer as we can. Our big challenge is finding warehouse space. There are no warehouse vacancies.



Chuck – I want to add a note about warehouse space and responding to surges, like holiday seasons. You need to look at your leases and make sure you can right-size facilities to meet expanding and contracting customer needs. Work with your landlords. Find out if they will allow you to take more space to respond to a surge. Find that out before you need it.

Stuart – There's space out there and we're happy to warehouse items for customers. But we're also suggesting they follow Sean's lead and make better use of their own retail space. If you have 825 customer stores, why do you have three distribution centers? We suggest they look at their retail space and make it available to move out product. When you have 80 percent of your business within eight miles of your stores in Michigan, why would you do distribution out of Utah? Expect to see more and more distribution being pushed out into stores to serve home delivery. That's what customers want. The benefit is cutting transportation costs.

Chuck – I don't think we've seen the end of hub and spoke though. It will always be part of distribution model. What you're going to see is that that the model will become more fragmented. They'll be smaller hub and spoke facilities at more locations. Retailers are going to do what Stuart's talking about – using the store front as fulfillment centers.

Technology helps us respond to escalating customer demands every day. What do you see on the horizon for that?

Stuart – We've all heard about the dramatic impact that the Millennials are having on the marketplace. As they gain more economic power, they'll expect faster deliveries and quicker response times. Their demand for product is getting quicker and quicker. Heck, if they had their way they'd like their orders to pop out of the computer as soon as they hit Enter. That's going to put increasing pressure on the distributor and retailer who will, in turn, transfer those demands to the supply chain.

It will be the evolving technology that helps us respond to that. Millennials are a generation of people who have grown up with technology which has raised their ability to request and get immediate order fulfillment.

Sean – Technology allows us to deal with those expectations and the pressure they put on shippers. It helps us respond to shippers who want to know exactly when the merchandise will be delivered. With today's technology we can give our customers updated arrival times. Don't get me wrong. They still call and ask where the order is. But with technology, we can offer assurances like "your delivery is eight miles out." Gone are the days when they'd be satisfied with just a scan off the dock. Now, we need to provide them with a better understanding of where the deliver is any time.

We've all heard about Big Data. How are you using predictive analysis?

Sean – We're definitely data-driven these days. We're stocking our product based on the information we get about trends. Going forward you have to use data. It's available but a lot of companies aren't sure what to do with it. It's all about how you chop it up and make use of it.

We've had big growth. Analytics have helped us be more predictive. We're trying to get out in front of what's happening in the industry. It's all about the customer and meeting their expectations

For example we're stocking based on the data we've got about the seasonality of demand. We're using it to segment our products differently based on specific regions of country. We haven't yet come up with a way to use weather data to stock or plan our delivery solutions. That's something we want to do.

Chuck – I'm impressed, though, with how you're using predictive analytics in your stocking plans. So many other companies simply aren't making good use of all that's out there as they create their plans for moving forward. Data allows you to keep up with a fast-changing environment. It used to be you could have a strategy session every 18 months. Now, if you're not doing strategic planning quarterly, you're behind the times. You've got to constantly look at the data to investigate multi-channel delivery solutions based on an analysis of your customers' changing demands.

What I'm hearing from you is that a multi-channel solution is the best way to respond to customers' increasing demands to get everything they want now, especially during peak periods. Talk about where you see that going.

Stuart –As you get into peak periods you'll see more companies use multi-channel solutions that include local delivery pro-

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viders. Locals have the capacity to deliver that last mile. The challenge we shippers face is balancing how much we staff up with local providers with how much we want to absorb ourselves. No matter what the break down, the multi-channel solution is the best way to respond to those peak periods.

Sean – The key to making multi-channel work is doing a better job of collaborating between shippers and delivery providers. We all have the data. We have to use it productively to predict and staff appropriately.

Let's talk about how these synergies between shippers and carriers can improve the bottom line.

Stuart – It's about building services models that provide a single source solution that gives both the customer and the retailer what they want.

Sean – Each segment is different and we're looking at each of them to determine where we can best put our abilities to work. For example, we looked the auto industry. For years, they've had



an outdated model. How can we use our abilities to meet their needs during the overnight hours (which is what they need)?

Chuck – For me, at the end of the day, these multi-channel solutions create stickiness with customers and improve your value proposition for them. The real benefit of multi-channel is how it can tie you into your customers long-term.

We've all seen a decrease in rates while the cost of doing business is going up. How do we, as carriers, deal with that?

Stuart – Just say no. In this industry we have a history of always saying yes. Each of us has to determine what we do best. When a job doesn't fit into our wheel house, we need to learn how to say no.

Chuck – This industry is becoming more professional. That's partially due to our involvement from venture capitalists that are encouraging us to take good hard looks at EBITDA. As a more mature industry, we will see rates increase to support the customers' needs

What's do you expect to be the most important factors to focus on for 2015 and beyond?

Stuart –Technology. It's a dashboard environment. One that allows customers to get data they need. It's all about how quickly you can get data to them and what they can do with that information. I think the other factor we discussed earlier, downsizing of retailers brick and mortar investments, is something important to keep a close eye on. We'll want to be a part of the solutions they are looking for to maximize their investments in brick and mortar by putting product into those buildings.

Sean – 2015 and beyond is going to see increased collaboration between suppliers and carriers. Both will begin to see the advantage of working together and involving multiple carriers. That will help with cost containment and improve service. There will have to be collaborative to make that happen. **CLDA**

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The Last, Fast Mile: Drones, Data and Distribution

BY ANDREA OBSTON, CLDA DIRECTOR OF PUBLIC RELATIONS

Will drones deliver packages to consumers' doors? Will artificial intelligence help us build better routes? And what will tomorrow's pool of workers look like?

These were some of the forward-looking questions posed to two experienced members of the customized logistics and delivery industry in a lively discussion led by CLDA member Todd Wiebe, CXT Software's VP of Enterprise Accounts. Wiebe gave a presentation at PARCEL Forum 2014 on the future of the delivery industry entitled, "The Fast, Last Mile: Drones, Data and Distribution."

Wiebe set up the discussion with a presentation that looked at the past and how it directs us to the future of our industry. "It's all about technology, productivity and employment," he summarized.

He gave conference participants a look at the changing factors affecting the workforce. "Advances in technology used to lead to the creation of more jobs," he said. But it's changed. For the first time in history, technology has resulted in more sectors losing jobs than gaining them. Due to advances like artificial intelligence, the high value jobs of tomorrow will be for workers who can do things computers can't. That means there will be a demand for workers with cognitive skills. The market will look for workers with strong interpersonal skills as opposed to being competent in performing tasks. Wiebe based the presentation on an article from Fortune Magazine article from earlier this year. In that article, the magazine identified what it called the Evolving Worker as it looked into what is driving productively and efficiency. The article concludes that jobs requiring creativity and complex human exchanges are increasing. Those that can be computerized are in decline.

Also exerting influence on our industry will be something as far from the human touch as possible – drones. The goal of "Amazon's Prime Air" is for a drone-based delivery that arrives at the consumer's doorstep within 30 minutes of the order. "If Amazon has its way, seeing Amazon Prime Air drones in the sky will be as normal as seeing mail trucks on the road," said

Wiebe. "But what interests me is not the 'wow factor' of that. What interests me is that this idea signals a way for our industry to boast profit through automation. That's not so far in the future, especially since Amazon began testing their drones in July 2014."

While the possibility of drone deliveries is on the far horizon, the promise of the self-driving vehicle is not. Google's Autonomous electric car has a 100 mile range on one charge and Mercedes expects to have its auto-piloted, self-driving Future Truck on the road by 2025. "Given the current and projected truck driver shortage, this seems like an advance that could be very important to our industry," he said.

Wiebe then threw out one more factor for discussion: e-commerce. Much has been written about consumers' ongoing love affair with e-commerce and its impact on delivery providers. Wiebe presented some of the newer issues surrounding e-commerce from a September 2014 Wall Street Journal article about UPS and e-commerce deliveries:

- The average revenue on each Internet-related package delivered by UPS is dropping
- Profits on US deliveries have been flat for the last three years
- UPS is delivering fewer e-commerce goods. Forty-two percent of e-commerce goods were delivered by UPS as of September 2014, down from 55 percent in 1999.
- Free shipping is something more and more consumers expect
- UPS is facing competition in this sector from Google, Uber, Amazon, USPS and more.

"Our industry is on the cusp of things. We have to learn and decide what to do," said Wiebe. "The only thing that's certain is that doing things the same way we have been, while everything around us is changing, is not where we want to be."

With that set-up, Wiebe opened questioning from the audience for himself and the members of the panel: Scott Foate, Director of Business Development at Dunham Express, Madison, WI and Jason B. Smith, Director of Major Accounts at Eastern Connection, East Hartford, CT.

One of the issues we're all facing is route optimization. What's available to you that's been useful in this area?

- Smith: There are a lot of challenges in dealing with this issue. We have to balance our needs with the timeliness



the customer demands. And it's all shaped by the ultimate concern: that the delivery won't be where it needs to be when it needs to be. There are no easy answers. UPS threw \$20 million at this issue so we know we're not alone in wanting to find better ways to optimize routes. As regional carriers, we have to wonder if our budgets will allow us to optimize routes the way they need to be. Any solution's got to be affordable.

- Wiebe: As software providers, we're looking at it too. There are a lot of moving parts. The Holy Grail is taking into account the time window and the unpredictable factor of traffic. And then there's the issue of the costs the market will bear. We expect to see something in the next two years at a lower to mid-level price point that allows you to layer on things as your needs grow. That should be workable for regional carriers. We're looking at ways to tap into programming interfaces with Google maps and then layering on real-time interaction.

What about artificial intelligence and other advances like what Uber's developing? Where are technology suppliers on issues like that?

- Wiebe: We've got 250 customers that have our software platform. It seems like a next step needs to be connecting everybody together. That way we'll be able to find the driver who's the closest to do the job, like Uber does. Uber has leapfrogged forward over the taxi and delivery industries because they were able to build everything in the cloud. They didn't have legacy technology. They had a fresh start. They didn't have to interface with the tens of thousands of features already built into systems when they developed their platform. They were creating a new model and we'll need to be doing the same.
- Foate: Look at what Amazon's doing. They are building distribution centers all over the country. They are making optimal use of automation. For example, they are using Google Glass to pick merchandise off the shelves. Technology is going to move us forward if we use it or hold us back if we don't. We need to collaborate and become more agile and nimble. New technology will emerge out of small companies working together to solve our common problems.

What's the future of on-demand? Is that really what people want?

- Audience member: We see a lot of "come by" times instead of true on-demand requests.
- Audience member: Our on-demand business hasn't grown in 30 years. Our company used to operate 60 locations that we built to deal with customers' requests for

on-demand pickups and deliveries. That's stayed stable.

- Smith: We're all focusing on Uber's on-demand experiment in San Francisco. That's skewing the numbers. If you take that idea to a cross-section of America that's not a true test of what's happening. I have no doubt that you're going to see exponential growth in their San Francisco experiment. But, is that really what the rest of the country wants? I don't think so. We as carriers shouldn't necessarily do what works in a concentrated urban environment like San Francisco. I think a better place to focus our attention on is at-home, next-day medical delivery. Consumers are not managing those at-home needs well and I see that as an area of growth for most of us in the room.
- Jim Bernecker, Relay Express: When it comes to the decision between free delivery versus fast delivery consumers choose free. On-demand will need to differentiate between B to B and B to C. There's been expectation that everyone needs it immediately. I don't think the demand is out there in the B to C.

- Audience member: When I think about the products we're delivering it's mostly next day and more. For example, we worked with Harley Davidson. They told us they were going to stay with three-day delivery and that was good enough for their customers. I don't even see the same-day demand that I used to five years ago.

Question: Let's talk about Uber. What do you think is reality and what is fantasy?

- Jim Bernecker, Relay Express: I think we have to put our clout as an industry to protect our best interest against those kinds of services. They are all allowed to ignore insurance risk. What are we as an industry going to do about it?
- Chris MacKrell, President of the New York Messenger and Courier Association: As an association, we've talked about this. We are looking at their impact. The biggest challenge we have an industry is that we have to band together to prevent people from entering our industry that don't have any regard for regulations and laws. At the end of the day, I really don't think big companies are going to do business with companies that aren't insured and don't meet regulations. I also understand that the US DOT is bearing down on them. We have to walk very gingerly as an industry on this matter though because of anti-trust issues. It's a fine line.

Wiebe wrapped up the discussion with this: "We as an industry have to make some decisions about our future. Do we want to be Blockbuster or Netflix? Blackberry or iPhone? Innovation is crucial. That's the most important message!" **CLDA**

Let's talk about Uber. What do you think is reality and what is fantasy?



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Benefits of Working with Regional Delivery Companies in Residential Delivery

BY ANDREA OBSTON, CLDA DIRECTOR OF PUBLIC RELATIONS

Why do large shippers use regional carriers for residential deliveries? Flexibility, customer interaction and their ability to get the delivery into the hands of customers when the customer wants it.

That was the consensus of a panel of large shippers at the recent PARCEL Forum. Led by CLDA member Josh Dinneen, SVP of LaserShip, the panel included large shippers from across the country. They were: Mike Bollman, Manager of North American Logistics for Amway Corporation; Greg Dahlstrom, Director of Global Logistics for Vitacost.com; John Janson, Logistics & Transportation Manager at MVI Veterinary Supply and Angelo Ventrone, VP of Logistics at Barnes & Noble. All use regionals in combination with national carriers for residential deliveries. The reason? "It's all about how fast we can get things into the customer's hands and how can we can enhance the customer's experience," to quote John Janson.

Here are some of the issues the session covered:

Question: What are the components that make regionals cost effective for your company?

Bollman: They start with lower rates coupled with fewer assessorial charges. For large shippers like us, these fees add up. We also like that they have less complicated rate structures. In addition, they'll do long-term deals which make projecting out costs simpler for us. That all adds up to making it easier for us to work with them.

Question: How do you handle integrating the technology of multiple carriers?

Janson: That hasn't been a problem for us. We operate off a

connection platform that does the integration piece for us. As time has gone by solutions like that have made this less and less of an issue.

Ventrone: We've been doing same-day in Manhattan since 1999 because New York City is our backyard. We signed up with LaserShip in 1999 because of the technology they offered us that gave us real time tracking of packages and drivers. We

liked that they were able to contact a driver minutes before they make a delivery and have them go somewhere else because a customer changes his or her mind. Their tracking and reporting is amazing compared from what we got from another provider. We get a daily email with all information. That kind of proactive reporting makes customers happy. That's how technology makes a difference for us.

Bollman: We provide tracking to our customers. The regionals we use have to have the technology to do that. The problem is that there's a lot of variation by regional carriers. That makes things hard to handle if you're dealing with several of them.

Question: What sort of reporting are you getting with regionals or would you like?

Janson: We get daily exception reports from the regionals every morning. We know about things that don't make it on the truck. We use that information to generate a weekly report card about on-time deliveries by date and service. We get real-time data that's populated back to our system.

Ventrone: With the reports we get from the nationals we don't know everything. For example, they don't tell us about weather delays. Regionals give us that in real time and that's very helpful.

Question: For all of us, customer service is critical. How do regionals help you out with these issues?

If you are not entertaining the idea of using regional carriers I don't think you're doing your job as a supply chain manager correctly.



Dahlstrom: We like the way regionals treat our customers. The national carriers don't give you that one-on-one interaction. We are heavy into terms of customer service. We solicit customer feedback and we react to it. If there are problems, we find the regionals are much more responsive, right down to the driver levels. We give and get immediate feedback and resolution from the regionals. That means our customers see us taking action on their behalf. They like that. And I have to say that the nationals don't get how important that is.

Question: You've mentioned that regionals are more flexible. How do you make use of that?

Dahlstrom: In transportation problems will arise with drivers and timing of operations, so flexibility is important. We like that regionals are flexible on pickup times. We zone skip and do injection into regionals at our hubs. They are flexible about when we can inject into their hubs. If you have a late driver, they'll wait and still get packages out. We don't get that with the nationals. They say you have to play by their rules.

Question: What about ecommerce? Is that a place regionals can help?

The regionals have the ability to customize a deal. They can react to changing volumes. They can say, "We can make that happen for you." That's what we need

Ventrone: Ecommerce is booming. The regional carriers are a definite part of responding to that. Even Amazon's using regionals to do a lot of their residential deliveries. Five years ago regionals didn't want to do residential. Now, there's a real relationship between Amazon and the regionals to satisfy their residential delivery needs. Once Amazon's sets expectations like that, there's no going back.

Question: Clearly, the driver is the face of your company when he or she delivers for you. Do you discuss the professionalism of the drivers with regionals?

Bollman: Yes, we spend a lot of time with regionals talking about professionalism. Things like wearing the uniform, displaying the badge and showing our logo on the side of the vehicle. We've been running a courier model for 30 years, so that's a conversation we know how to have.

Question: Do you get internal pushback from management about using regionals?

Janson: Some, but we overcome it with data about deliveries and pricing. It goes a long way to overcome the kinds of comments that the Big Boys inject into the conversation with our executives like, "Do you really want your package delivered in a minivan by a lady in muumuu?" or "The regional guy may not have the gate code to get into a subdivision."

We also let management know that there are things the nationals simply won't do. For example, we started a Sunday to Monday delivery service. The nationals won't pick up on a Sunday and deliver next day.

We also find that internal push-back is a lot easier to overcome once the regionals perform. They see it works and the objections disappear.

Bollman: The hard part is when you get new leaders. They say, "Why don't you just use one of the Big Boys? It's easier." Many have a misguided notion that they are just better than the regionals. So I run the numbers and show them how regionals cost less. It's all about educating them to the value regionals can bring.

Question: What about the objection from management that you'll lose your discount with nationals and end up with other penalties if you start sending business to regionals?

Dahlstrom: That threat is real. If you don't approach things correctly you will lose discounts. You have to negotiate with the national carriers correctly about that issue. It's all about the way you write your contracts with them so that you allow yourself some flexibility in the way you do business. You have to push them around. They are used to



pushing the customers around, so it comes as something of a surprise when you do it. It's all about how you approach them at negotiating table.

Janson: When you're getting into agreements with nationals you have to be able to create as much room as possible. You want to build gaps that allow you to carve off business. It all starts with the Master Agreement. There are binding penalty clauses with them that you have to look into carefully before you sign them.

Question: So you're saying that despite the penalties you need to find a way to balance your supply chain between regionals and nationals?

Dahlstrom: Yes. Just because the nationals have these penalties it shouldn't stop you from looking for a balance. If you are not entertaining the idea of using regional carriers I don't think you're doing your job as a supply chain manager correctly. Regionals provide a lot of benefit to our company. It doesn't make sense to do all of our business with nationals. I think you need to balance your network. It's not easy, but you can do it and you need approach it that way.

Bollman: I agree. We use seven regionals and we move about 40 percent of our volume with them. When we looked at our national carrier spend it just made sense. That 60/40 split has resulted in significant savings.

Ventrone: By using regional carriers, we've found it actually improved our negotiating power with the nationals. Don't worry about losing national carrier discounts.

Question: What about the new DIM policies imposed by the nationals. How does that change your strategy involving regional carriers?

Ventrone: Those new policies are going to have a significant

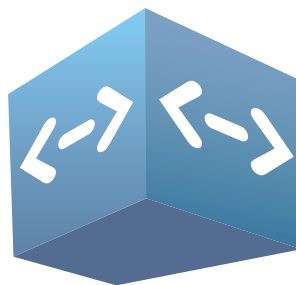
impact for us. Books weigh up. And we've got a big product line in toys and gifts. What is DIM pricing going to do for us? We're still trying to figure that out. We still don't have the data. It's confusing and I suspect we aren't alone. What you'll find will be a lot of shippers are going to ignore it. But, that bill at end of January is going to make phones ring off the hook.

Janson: You know the nationals have already figured this out. They know which customers will be impacted. We're one of them. We have a lot of 8 X 8 boxes. There will be a significant increase for us. But, there are a ton of shippers that have no idea of what the impact on them will be yet.

Dahlstrom: This points to another advantage of the regionals: With them you know what you'll be paying year-over-year. You don't have to worry at year-end. It's not like dealing with the Big Guys where you wonder how they are going to raise rates and have to work at understanding the impact. You don't have that with the regionals. It's so much simpler to understand what you're going to be paying with them long-term. You can negotiate favorable with them on all things and there are no assessorials. The way you pay with regionals is so much more straightforward. For example, when the DIM charges came out, our national carrier talked to us and said these changes wouldn't impact us. I wasn't sure so I went online. My analysis was that that these charges will cost us \$4.5 million. When I told my contact with the national provider he said, "Oh, I guess we didn't figure that correctly." With the regionals you're not going to have that kind of surprise.

Question: How would you summarize benefits of working with regionals in residential delivery?

Janson: The regionals have the ability to customize a deal. They can react to changing volumes. They can say, "We can make that happen for you." That's what we need. **CLDA**



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HOW DO TODAY'S COMPANIES 'GET LOCAL'? It Depends

BY JIM TOMPKINS
CEO, TOMPKINS INTERNATIONAL

The room was packed and the energy of the crowd was high. It was Tuesday, September 30, and I was preparing to give a speech at the 2014 PARCEL Forum on "Getting Local: How to Be Quick and Cost Effective for Final Mile."

This is a particularly hot topic in today's evolving e-commerce landscape, but I knew there would likely be many in the audience who had never heard of the term "get local" or did not understand its true value. We know that e-commerce is changing retail, consumer products, and distribution—but the question persists: How can companies grow with this evolution and be successful? And what does this mean for delivery and logistics businesses?

Today's companies need to get local, which means moving their inventory closer to their customers, and delivering it as fast as possible to them. But getting local is more complex than that. It is also dependent upon a variety of factors, and successfully getting local for one company is different than successfully getting local for another company. It all comes down to customer demographics and their delivery expectations.

We know that today's customer wants instant gratification, i.e., click-to-doorbell. But expectations for speed of delivery vary by a customer's MSA (metropolitan statistical area). Consider this: There are 157 million people in the top 40 MSAs, or major big cities such as New York, Los Angeles, Chicago, etc. These customers expect same-day or next-day delivery—anything else is considered too slow. In addition, about 67% of Americans live in the top 100 MSAs.

This means at least 67% of the country expects their product to be delivered in two days or less. Is your business fulfilling that expectation?

Businesses need to consider their core customer's location and age, the type of product they are selling, the price point, and what time of year it is. All of these items factor into how you can get local and meet customers' delivery expectations. Remember, "fast" for 2014 is considered next-day to two-day. Next year, "fast" will be considered same-day or next-day. You have to keep pace.

Another important element of getting local is where you are keeping your inventory. Product(s) (i.e., your distribution center, fulfillment center, or combination of the two) now needs to be located in highly populated areas. If you only have one distribution center or fulfillment center, put it closer to the majority of your customers. Figure out what type of facility makes the most sense for your customers, whether it's a national distribution center(s), local fulfillment center(s), or combined distribution/fulfillment center(s).

Now let's circle back to my original question. How do today's companies local? As I said in the title of this column, it truly depends. It depends on customer demographics, where inventory is stored, the delivery channel medium (e.g., CLDA members, Uber, USPS, etc.), what you are selling, what time of year it is...the list goes on. For logistics and delivery businesses, all of these decisions will affect final delivery execution. The first step is to take a close look at each of these factors. The big question is a personal one: If you are a shipper: "How are you going to get local?" or if you are a carrier/3PL: "How are you going to help the shipper get local?"

How can companies grow with this evolution and be successful? And what does this mean for delivery and logistics businesses?

Thank you to everyone that contributed to the CLDA Advocacy Fund in 2014!

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IN THE NEWS



Chicago Messenger Service Highlights Shama Khan, Account Executive

Shama Khan, an account executive, has been working for Chicago Messenger Service for the past seven years. Shama was inspired by the opportunity to be involved with Top Box Foods, created by Christopher Kennedy (Son of Robert F. Kennedy) and his wife Sheila. Shama has now been involved with this Non Profit organization for over 2.5 years.



Top Box Foods buys high quality offerings and bundles them together in food boxes. Top Box sells to the members of houses of worship, community groups, and anyone in their neighborhoods. In fact, ANYONE can buy from Top Box Foods.

- Top Box Foods is a non-profit organization they want people to eat well and affordably
- Foods are delicious and healthy, at an average of HALF the cost of grocery stores
- Deliveries are once a month
- They give 5% of sales back to Partnering Organization

Shama and her daughter bring along friends to join as volunteers each month. Shama takes care of one of the routes each Month to cover a few Churches.

Not only does she volunteer for the program, she oversees the delivery side of the business, and provides Top Box with Chicago Messenger Service's Refrigerated Trucks.

Shama is a big part of the Top Box community. She is driven by the willingness to help the community. She has come across many great companies and organizations who are strive to do well for the community. She wanted to do her part and help bring good quality and nutritious food to underserved communities. She stresses on giving back to the community in some way, as much as she can. We are all so proud of Shama at Chicago Messenger. She is one in a million! **CLDA**

Dicom Transportation Group Acquires Time Logistics Couriers, LLC

Time Logistics Couriers, LLC has been acquired by Dicom Transportation Group, a leading provider of business-to-business ("B2B") expedited transportation services based in Montreal, QC, Canada and a portfolio company of Wind Point Partners. 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 about EVE Partners is available at www.evepartners.com **CLDA**

QCS partners with RaceTrac's Daily Delivery Navigation

QCS was selected as a long-term strategic partner responsible for managing the distribution of an expanded offering of fresh food products to 34 RaceTrac stores in Louisiana including daily delivery of fresh “grab-and-go” sandwiches and salads, fresh-baked cookies, donuts and muffins, and more.

In addition to daily delivery to stores in Greater New Orleans, Baton Rouge and Lafayette, QCS will provide ongoing support to the RaceTrac Logistics Team regarding cost savings and route optimization.



RaceTrac Petroleum, Inc. is an 80 year old, privately held company based in Atlanta with more than 370 RaceTrac stores in Texas, Louisiana, Georgia and Florida. RaceTrac's Daily Delivery program was designed to establish RaceTrac as a food destination in the region

through improved positioning, packaging and variety of fresh quality food offerings, including daily delivered sandwiches, prepared salads and baked goods, a self-serve yogurt bar and expanded coffee bar.

Since being awarded the contract, QCS has expanded to meet the needs of the program, including adding four refrigerator trucks to our fleet and hiring seven full-time employees to work on the account. QCS has promoted former QCS Operations Supervisor LaVale Washington to the position of Project Manager of the RaceTrac account. LaVale is a valued member of the QCS family, and brings a wealth of energy, commitment and experience to his new role. He started with the company as a courier over three years ago, and he has been instrumental in helping QCS advance its warehousing and fulfillment service offerings.

"I'm grateful that the QCS leadership team has the confidence in me to lead this new project," LaVale said. "QCS is like family to me, and I look forward to continuing to do my part to help this organization grow."

We are proud to have been selected to manage RaceTrac's new fresh delivery program and are thankful that our business is continually growing into a trusted resource throughout the Gulf South region. Our professional employees, advanced technology and commitment to service will ensure that RaceTrac's products are kept fresh each day with on time delivery daily. **CLDA**

Relay Express Uses "Tried and True Traits" to its Employee Recognition Program

Relay Express has always recognized the efforts of its staff, and prides itself in having a unique and distinct culture of going over and above to make a difference. It has been the strong support of their employees that has helped them be so successful for the past 28 years.

In its usual fashion, Relay took an unconventional look backward, to move forward with its new program. By applying the distinct cultural traits that have made Relay Express so successful for 28 years to its new employee recognition program, Relay can once again utilize those “tried and true” traits to internally recognize those employees who actually make a difference by exemplifying these traits.

Any employee can nominate a co-worker for this monthly award. The goal is to encourage everyone to recognize and thank those around them who help make their job a success on a daily basis. The nominee must display one or more of the key traits that Relay has built on over the past 28 years; traits that have stood the test of time.

These traits include:

- Positive attitudes, especially in the face of stressful situations and customers
- Dedication to Relay Express
- A willingness to act under pressure and go over and above to ensure the company's success
- A professional image
- A sense of humor – some days the only way to get through is to laugh at ourselves and our situations
- Always putting the customer first
- Accountability

The nominees are voted on by the Culture Committee based on the number of nominations submitted, and up to four Culture Club Award Winners are chosen. Recipients are awarded \$100 to treat themselves and their co-workers to lunch (up to 3 during work hours) or dinner compliments of Relay Express. It is Relay's hope that the employees who are recognized will share the recognition and “celebrate” with the co-workers who helped contribute to their daily success.

CLDA

Steve Sanchez Joins LaserShip as Director of Supply Chain

LaserShip, the premier regional parcel carrier in the Eastern U.S., is proud to announce the hiring of Steve Sanchez, who will join the LaserShip team as Director of Supply Chain. Sanchez comes to LaserShip with over 25 years of logistics experience and looks to apply his expertise in developing and implementing supply chain management systems to further enhance LaserShip's delivery network and process engineering operations.

For the past two years, Sanchez was Director of Logistics Operations for DHL/ Exel Supply Chain Logistics where he designed and implemented time-critical transportation networks for large multi-national corporations within the Tech, Pharmaceutical, Consumer and Retail sectors.

Before transferring to DHL / Exel, Sanchez acted as Senior Director of Process Engineering for DHL Express, Asia Pacific based in Singapore. There, he was responsible for facilitating planning and process standardization, sort stream-lining, and route optimization across their Asian operations network. Sanchez also spent 14 years working for UPS in various positions ranging from Part-time Preload Supervisor to Industrial Engineering Manager.

"What attracted me to LaserShip was the vision and commitment to growth displayed by the executive leadership team," said Sanchez. "LaserShip has proven to be a real, viable option for companies with regional distribution requirements and I'm proud to be part of a team that provides unique logistics solutions to successfully meet those requirements."

In each of his leadership roles which include time spent both in the U.S. and overseas in Spain and Singapore, Sanchez was able to manage integrated logistics teams and lead strategic planning initiatives aimed at optimizing organizational sorting and routing efficiencies. "I've been following Steve for several years knowing that his experience, capabilities, and skillset were the right match for us," said LaserShip Senior Vice President Josh Dinneen. "I'm excited that we found congruity and can leverage Steve to enhance our supply chain and the value proposition to our customers."

About LaserShip, Inc.

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

Richmond Express Settles into Their New Location

Still located in Richmond Virginia, Richmond Express has recently moved to a larger facility!

"Expanding our warehouse and cross docking capabilities required us to move to a larger facility", explained Melanie Rodgers Richmond Express's Business Development Director.



"It has also doubled our office space which has been helpful as our staff continues to grow."

She also commented, "As the delivery landscape changes, Richmond Express is preparing for the increased need for storage and delivery partners. Our

centralized location in the middle of the east coast makes us a perfect fit for companies moving product and needing cross dock locations!"

Richmond Express is Central Virginia leading courier service offering same day and routed deliveries and has been specializing in medical specimen and human tissue transport. Clients have been contacting them to expand on their delivery services and to include storage of inventory, archival materials as well as cross dock capabilities.

Richmond Express is a 100% employee based company and they take the time to make sure each and every delivery is completed with the company's core values in mind: Integrity, Courteous, Committed, Detailed and Dependable.

For more information please visit their website www.richmondexpress.com. **CLDA**

Specialty Freight & Courier Acquires Sunbelt Transport & Delivery Service



"As of November 1, 2014, Specialty Freight & Courier (Jacksonville, Florida) has acquired substantially all of the assets and clients of Tampa, Florida based Sunbelt Transport & Delivery Service. Sunbelt celebrated its 27th year anniversary in 2014 and the acquisition now gives SF&C a meaningful presence

in the Tampa, St. Petersburg and Ft. Myers markets. Please visit www.specialtyfreight.com for more information." **CLDA**

Key Software Systems - MobileTek is First in the Industry to Support All Operating Systems

Key Software Systems, developers of Xcelerator & MobileTek Software are excited to announce that MobileTek now supports Windows Phone, making MobileTek the first mobile communications software in this space that supports all mobile operating systems.

MobileTek delivers the most reliable and robust mobile software solution that is accessed easily from ruggedized Windows Mobile Devices, as well as, Android, iOS, and Windows Phone smartphones and tablets. With continuous development and advanced features like barcode scanning, GPS, signature capture, shared stops, turn-by-turn directions, document attachment and more, MobileTek is positioned to be an industry leader to the customized logistics industry for years to come. MobileTek is proven to increase accuracy, accountability, and speed among the mobile workforce of its customers.

Partner and System Architect, Chris Miller states, "As companies embrace the BYOD model for the mobile workforce, it's vital that we support all leading smartphone operating systems.. It's exciting to say that we are the first in the industry to support Windows Mobile, Android, iOS and Windows Phone and we're looking forward to the future evolution of MobileTek."

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

CXT Software Provides Perspective on the Direction of Last Mile Logistics

Company viewpoints featured at PARCEL Forum 2014 and Last Mile Advantage conference

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," 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 Adds On-Site Customer Training Facility

Key Software Systems, developers of Xcelerator & MobileTek, the most innovative, all-in-one courier management software are excited to announce their new on-site customer training facility.

In the 10,000 + square foot space that has become the company's new home an on-site customer training area will be available for assistance in Xcelerator and MobileTek. The



classroom style setting will allow for face to face in depth classes from Key Software Systems highly experienced support team. Planned training sessions will be offered on a monthly basis,

focused on specific areas of Xcelerator and MobileTek. Dedicated training is also available for companies that require in-depth training with a more customized plan detailing more precise areas of the application. Discounted room rates and free transportation will be available through a local hotel.

"We are delighted about being able to better service our clients. I am really happy about our onsite training facility, new and current customers will be able to get first hand assistance from our skilled support team," states Company President Charlie Pisciotta.

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

SCI Launches New Web Presence - SCI.Solutions!

On December 8th, SCI is launching their new home on the web at <http://SCI.solutions!> SCI is the leading Third Party Administrator for the transportation industry, specializing in many solutions that benefit logistics brokers and independent owner operators in their day to day operations.

"The transportation industry is going through somewhat of a renaissance," commented Robert Slack, President and Chief Operating Officer of SCI. "We're positioning SCI to provide the greatest possible technology, customer service, and security to all transportation providers in the industry. We're very aware of the challenges to everyone involved, and we believe our relationships and SCI's services set us apart and truly make SCI the total solution."

"We know we have the best customer service in the industry, and we're expanding our offerings to truly provide the Solution Centric Innovations our talented team has to offer" added Ryan Wise, SCI's VP in charge of Information Technology. "At SCI, we feel we have the total package."

Over the next several months, SCI plans to invest heavily in working with various transportation professionals, marketing experts, and system engineers, as it rolls out several new partnerships and services, aimed at ramping up its technology and relationship programs. **CLDA**

Medical Courier Connection Announcing free listing service to the Healthcare Industry

The Medical Courier Connection releases a listing service for Industry managers who are responsible to find and contract medical-specialty courier services.

No matter what healthcare facility or specialty, the list will connect managers with qualified, Best Practice, OSHA, HIPAA, IATA, and TSA-compliant courier companies who are also trained in Specimen Integrity and have access to ongoing training, networking, Insights and Resources, including access to our Advisory Board.

Specialty industries include diagnostic/reference, veterinary, and pathology labs, blood bank, nuclear medicine, DME, eye-wear and dental labs, Health Systems with several locations, long-term care pharmaceutical, home health, home infusion, retail pharmaceutical, or anything in between!

For more information, visit us at www.MedicalCourierConnection.com. **CLDA**



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ICIC names QCS to 2014 Inner City 100

QCS Logistics (QCS) is proud to be recognized on the 2014 Inner City 100 fastest-growing businesses in the United States list presented annually by the Initiative for a Competitive Inner City (ICIC). For the past 16 years, ICIC has been identifying and spotlighting 100 of the fastest-growing businesses located in America's inner cities and led by some of today's most creative entrepreneurs that prove that companies can thrive in inner cities. This year, for the first time in the list's 16-year history, the Inner City 100 consists of 10 fast-growing businesses from 10 industry categories: QCS Logistics ranked 7 in the Transportation & Logistics industry category and 70 overall on the list of 100.



QCS Logistics Founder and CEO Ronald Burns, Sr., along with Vice President of Business Development Jason Burns were invited to attend ICIC's Inner City 100 Symposium and Awards ceremony in Boston last week. Over 300 small business CEOs participated in the symposium, which included seminars from leading CEOs in the tech industry sharing their growth stories, presentations from professors of the Harvard Business School, workshops, networking events and more. "This is a tremendous accomplishment for our organization. It is a true testament to the dedication and commitment of our employees and drivers. While I'm extremely

proud of our growth, the real satisfaction is knowing that QCS continues to make an impact in the lives of many individuals within our community," said Ronnie Burns.

The Inner City 100 list is published annually in FORTUNE magazine (See QCS's listing [here](#).) Established in 1984 as a courier service, QCS was rebuilt "from Ground Zero" after Hurricane Katrina devastated New Orleans in 2005. Since then, QCS has grown rapidly, achieving 159% growth in the past five years and ranked on the Inc. 5000 list of Fastest-Growing Companies.

QCS Logistics is one of the premier providers of "same day" courier, warehousing, and distribution services in southeastern Louisiana. An active member of the New Orleans community, Burns is a board member of Liberty Bank and chairman of the New Orleans East Hospital Service District A, which recently saw the reopening of a full-service hospital in the east New Orleans area.

Burns is also a founding member of the Customized Logistics and Delivery Association (CLDA), formerly Messenger Courier Association of America, and serves as President of Global Parking Systems.

ICIC is a nonprofit research and strategy organization and the leading authority on U.S. inner city economies and the businesses that thrive there. The organization works to strengthen inner city economies by providing businesses, governments and investors with the most comprehensive and actionable information in the field about urban market opportunities. **CLDA**

Andrew Pardue returns to Datatrac

35 year veteran returns as Vice President of Consulting Services

Andrew Pardue, a 35 year veteran of the logistics technology industry has returned to Datatrac and will head logistics technology consulting for the company. Pardue, a founding employee of Datatrac (where he worked for 26 years) brings his wealth of experience to bear on carrier technology analysis including how it applies to Corporate Planning, Finance and Crisis Management. "Andy has a knack for figuring out how the proper implementation of the technology available can best serve the carrier at the present and in the future. He's already completed several onsite review studies this year and we are very happy to have him back." said Henry Dixon, CEO of Datatrac Corporation.

Mr. Pardue holds a Physics degree from the University of North Carolina, is a member of the Society for Information Management and is active in Big Brothers Big Sisters. He is married with 4 children and 4 grandchildren. **CLDA**



Finding adventure in the Grand Canyon back country

When Anne Whittaker is at her day job as Director of Operations for On Time Logistics in Springdale, Ark., she is busy coordinating between customers and the logistics and warehousing company's contract couriers.

Whittaker recently took an extended vacation to participate in one of her greatest joys: experiencing the outdoors. Far from a simple nature hike, she spent 24 days navigating down 286 river miles at the Grand Canyon. She was one of 16 people who used five rafts and six kayaks to make the trek.



"I have sought wilderness experiences as long as I can remember," Whittaker said. "I am sure that my mother had a great deal to do with it, she had me summiting my first peak on my 5th birthday. I believe that there is no better place for your mind, body and soul."

Each person was assigned to a group that shared certain responsibilities. Whittaker's group was in charge of the "groover" set up/tear down/transport.

"The groover is the backcountry toilet used on raft trips, it is a ammo box that we put a toilet seat on for comfort. The name comes from the lines that the ammo box puts on your behind after a long visit," she explained.

Whittaker enjoys the wilderness so much that she earned a college degree in Adventure Education from Plymouth State University in New Hampshire. She also holds several certifications including Wilderness First Responder, Adult CPR, and ACA Level IV Whitewater Kayak Instructor. She also has six seasons of whitewater raft guiding experience on the Arkansas River in Colorado.



Whittaker urges people to experience the wilderness but also cautions that they have the proper planning and equipment. For her, it's where she goes to regain focus.

"Many feel that nature is unpredictable," she said. "I feel completely the opposite, it is where

I go to regain stability and to ground myself."

Whittaker also speaks how wilderness excursions can help your decision-making in other areas of life.

"In the wilderness consequences for your actions or inactions are direct and immediate. For example, leaving your rain jacket at home when going for a day hike in the spring time (anywhere in North America) will most likely have consequences within the duration of the hike," she said. "While in real life, many consequences won't hit you for several years. For example, not brushing your teeth, paying your bills or eating healthy will probably not really catch up to you for two or three years and you may be able to somehow justify that those things were out of your control by the time they do.

"After a few days in the wild you know that you can never hide from any decision that you make, and when you realize that you have made a bad one you learn to smile and tough it out," she concluded.

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

Excel Group Gives Back to the Community

A great cause draws donors to donate



Excel Group was pleased to partner with the American Red Cross in hosting a first-ever Excel Group blood drive event. On Thursday, November 13th the “bloodmobile” was parked outside of the Excel Group headquar-

ters in Sterling, VA for five hours with five volunteers inside ready to accept the generous donations.

Organizing the drive was a challenge from the beginning. Seeing that less than 38% of the US population is eligible to donate, Excel Group was told to expect no more than six donors. The final count at the end of the day was 21. The



outcome nearly quadrupled the anticipated amount. It is estimated that up to 54 lives could be saved by the donations provided.

Having first-hand experience in seeing of how these donations save

lives probed Excel Group to participate and due to its success, the bloodmobile will be coming back next year. If you would like to learn more about hosting a blood drive, please visit <http://www.redcrossblood.org/hosting-blood-drive>.

About Excel Group

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

Excel Transportation and Logistics provides efficient and effective management of flow-of-goods from origin to end consumer, including any number of destinations in between. With warehousing services that include critical parts man-

agement, pick-and-pack, inventory management and same day delivery, Excel offers complete solutions which are customized to each client's needs.

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

CXT Software Expands Operations Team

Company's growth drives leadership changes, a new Product Delivery team, and additional resources

CXT Software, a leading provider of software products that empower delivery and logistics operations, announced 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. **CLDA**

SCI Adds Attorneys to Legal Team

SCI is pleased to announce it has recently added two additional attorneys to its legal team as part of its effort to provide the most comprehensive level of support to assist its clients with any issues they may have. Chief In-house counsel, Peter Fidopiastis said, "We want owner operators and Logistics companies that are SCI clients to have access to experienced, industry focused legal staff to aid in any decision to help grow their business."

SCI is pleased to introduce Nicole C. Fish, Esq. Nicole attended The Sage Colleges in Albany and received a Bachelor's Degree in Law and Society and a Certificate in Legal Studies. She received her Juris Doctorate in 2014 from Albany Law School. Nicole successfully completed the 2014 New York Bar Exam and has a diverse legal background including Employment Law, Tax Law, Criminal Law, Family Law, and Civil Law.

SCI is also pleased to introduce Andrew J. Petracca, Esq. Andrew graduated from SUNY Geneseo in 2009 with a Bachelor's Degree in International Relations with Honors. Andrew received his Juris Doctorate from Georgetown University Law Center in 2012 and was admitted to the practice of law in New York in January 2013. Andrew has been an associate in a multidisciplinary law firm and served a variety of clients dealing with civil and other legal issues. **CLDA**

Mobile Shredding Association Endorses Brightstone Insurance Services

On September 26 the Board of Directors of the Mobile Shredding Association endorsed Brightstone Insurance Services as the exclusive insurance broker of the MSA.

According to Trace Hartridge, CEO of the Mobile Shredding Association, this relationship represents one more way that members can gain benefit through their membership in MSA. "We are always looking for ways to provide more value and discounts to our members. When Brightstone Insurance approached the MSA, our board expedited the approval process so that our members and our organization could begin working with Brightstone as soon as possible. We are very pleased at the potential benefit this alliance represents."

Brightstone Insurance is already closely aligned with two other key constituencies. Its focus on the messenger courier industry led to the merger of competitors that formed Brightstone Insurance in 2010. Brightstone remains the key insurance brokerage for the messenger courier industry. When some courier companies became involved in the records management industry, Brightstone followed and began an intense period of

investment in learning the business of records and information management. Activity remains high in this space as well with Brightstone hiring former PRISM International Executive Director Jim Booth in a dual role of Records and Information Management Practice Leader for Brightstone Insurance and as a principal consultant for Brightstone Consulting, a wholly owned subsidiary of Brightstone Insurance.

Jeff Ice, co-founder of Brightstone sees this progression into mobile shredding as a natural next step. "We have invested considerable time and effort to learn the specific needs of commercial information management sector - especially risks involved with data breach. We can carry this high degree of expertise directly to members of the Mobile Shredding Association. MSA members need solutions tailored to suit their operation - especially in the areas of shredding equipment valuation and business interruption revenue replacement coverage. We are looking forward to serving MSA members with these and other insurance needs."

For more information about this program e-mail MSA@brightstoneins.com. **CLDA**

EXTRA Named to Top Most Promising List of Technology Solutions by CIO Review

We are proud to announce that our parent company, Applied Data Consultants, was recently named one of CIO Review's 20 most promising logistic consulting partners.

CIO Review is a magazine that focuses on industry-shaping enterprise level technology solutions, both upcoming and established. Their magazine is published weekly and serves as a platform for technology companies to showcase their solutions, and for decision makers to learn about the current technological landscape.

"We're certainly honored to be recognized by CIO Review, as they are a very well-respected source of information in our space. Any time we are recognized for anything having to do with consulting, that's a win, an acknowledgement that we're doing it the right way," commented Jim Ward, President of Applied Data Consultants and Elite EXTRA.

"This honor from CIO Review is a testament to the team behind ADC and Elite EXTRA. Without great people, it's impossible to be a great company, which is our goal," said Ward.

We like to think that it was our hands-on, user input driven approach that helped us earn this honor. With that said, and in a year where we were recognized as the 2014 Small Business of the Year by our local chamber of commerce, we have one message: Thank you(!) to our users and clients that help make this company so awardable! **CLDA**

Datatrac launches IPD Mobile

Mobile application and driver network provides IC classification and service capacity solutions

Datatrac Corporation, developers of premier modular logistics platform Ascend, announced the implementation of IPD Mobile in the Jacksonville Florida.

IPD Mobile was introduced as a network of independent professional drivers combined with a mobile application that enables fast paced final mile logistics companies to receive instant visibility and access to capacity managed by owner-operated delivery drivers and to provide other value-added benefits to companies engaged in final mile deliveries.

The IPD Mobile technology available through an app on the driver's cell phone allows independent contractors to receive jobs from multiple companies, accept or reject the orders, bill for the services and operate as an independent business. The network creates the ability for logistics companies to reduce the risk of misclassification issues associated with consistently utilizing a contracted workforce.

IPD Mobile presentations to the Florida Messenger Association

and the New York Messenger and Courier Association were met with positive responses.

"We're excited by the lively response to IPD Mobile and the opportunity to work closely with the companies in Jacksonville to deliver value to their group", stated Henry Dixon, President and CEO of Datatrac. Mr. Dixon went on to say, "A truly independent workforce can only be empowered through technology and IPD Mobile's technology presents value to both parties in the transaction. It's a win for the logistics company because the technology serves as a means to have visibility to all available independent delivery capacity in the area. Our platform is structured so that multiple logistics companies can offer jobs to the IPD drivers. This scenario creates the ability to provide additional documented evidence of utilizing independent resources. The IPD Mobile drivers realize benefits as a result of having additional access to companies with job opportunities, the ability to manage those jobs and a better means to operate as an independent business." More info can be found at <http://www.ipdmobile.com/products/>

Headquartered in Atlanta, GA, Datatrac Corporation is the leading software developer and wireless communications solutions provider for same-day/last mile courier companies in the U.S. and Canada. For more information about Datatrac, please visit the company's web site at www.datatrac.com. **CLDA**

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Relay Express Makes The Inc. 5000 List For The Eighth Year In A Row

We've got momentum! And it shows! Inc. Magazine recently announced its annual list of America's fastest growing private companies - and Relay Express has been honored for its eighth year in a row by Inc. Magazine. Coming in at 4818 on the list of 5000, which ranks and acknowledges 5,000 of the fastest growing private companies in the United States.

Only a tiny fraction of the nation's companies have demonstrated such remarkably consistent high growth, particularly in the difficult economic environment of the past few years. This achievement truly puts Relay Express in rarefied company.

Jim Bernecker, C.O.O. commented " I am extremely proud of making the Inc. 5000 list, 8 -years in a row. This is an extremely rare feat. It is even more impressive when you consider that this growth has occurred during our 20th and 28th year in business. It is a real testament to the "intrepreneurial" spirit that are employees here at Relay Express exemplify"

Relay Express previous ranking include:

2007: 3545
2008: 2088
2009: 1514
2010: 2452
2011: 2910
2012: 3487
2013: 4127
2014: 4818

Our entire staff is excited to have placed on that list again. 2014 is on pace to become another record year of growth for Relay Express. Our unique approach to on demand delivery service is bar none. We offer real-time solutions to delivery needs of any size customer. It is evidenced by our continued growth and industry recognition as a leader in our service areas.

Relay Express is a 28 year old Same Day Delivery company that specializes in local on demand immediate deliveries, scheduled route solutions, expedited out of town shipping and logistical warehousing with physical locations in Ohio, Kentucky, Michigan, Pennsylvania, Tennessee, Indiana, and New York that provide service to the Mid-West. **CLDA**

CXT Software Announces X Dispatch Version 15.0

Upcoming release of CXT Software's X Dispatch suite marks 15 years of industry leadership

CXT Software, a leading provider of software products that empower delivery and logistics operations, announced 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. **CLDA**

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California Delivery Association

EDD, APPS ,CHP, MCP CA Senate Transportation Committee



CLDA members, I sent some of the information below in an email previously to our members and have printed it also in our latest Dispatch News. I decided to provide it to you as there are many points in it that are important to your businesses and this industry, and that the CDA has been actively communicating to California's legislative staff, the EDD, and other regulators on an ongoing basis. I and other CDA reps will be meeting with high level CHP commanders in December, and we'll have new information to share.

The story — "I flew to San Francisco last Wednesday to tour and stay at the Hotel Kabuki, where our annual meeting and convention will be held, March 6 & 7, 2015. The CDA also held a very well attended dinner meeting that same night. It was good to see members and those from the industry catching up with each other and what is going on in this industry.

New member and partial meeting sponsor ICNJOBS.com, presented information about their new program for companies and drivers to use as needed. Damon Ott and Rob Hulteng from Littler also presented news about what they are seeing with regard to IC and employee trends, as well as what they are doing with the EDD to

gain some audit procedure clarity.

Our final discussions were about the 'internet app' companies and what is happening with their entrance into this market. This generated some lively comments and sharing, as well as how or what to do going forward. The Uber model was a focus as to the rights and wrongs under the PUC and regulations regarding transport of passengers, and how the parcel 'App' newcomers are proceeding or ignoring California motor carrier permit regulations, and in some cases Federal regulations.



There is not time to go deep into the meeting discussions that took place, but I do want to share some of my personal "interviews" with 5 taxi drivers and 1 limo driver during my

travel time. They were all properly licensed and loved to discuss what is happening to them and the associates within their industry. Obviously they all thought what is taking place is grossly unfair competition, but one taxi thought they may have brought some of it on themselves by rudeness, discrimination regarding who they might pick up or turn away from. They all agreed that they did not see much happening with regards to enforcement, especially at the airports, and felt that the politicians didn't care or were in cahoots with the newbies. Some mentioned that the SF mayors relatives were perhaps owners. They also acknowledged that it may be hard to spot the 'App' driver at the airports, but that they could tell. I saw no Lyft moustaches as they have been removed by most. All taxis at LAX and SF must pay an entry fee of apx \$4 for each pick up there.

They were all very vocal and told stories of their driver friends not being able to meet their vehicle expenses, or their own monthly insurance costs ranging from \$450-\$1,000 for proper insurance. Most mentioned they or fellow drivers lost anywhere from \$1K -\$2K in personal monthly revenue. Two told me they had seen the 'App' drivers delivering packages with no passengers on board. The limo driver had his own big stretched vehicle, had been driving since 1991, and figures Uber won't be able to operate as they do for the long haul, but in the meantime are out to kill off the competition and become

a monopoly. He knows some drivers are now living in their vehicles or on the streets, while others try to do some lower paying Uber jobs to exist. (This limo driver provided his service to me for the cost of a taxi, and made the trip back to the SF airport a comfortable journey.)

While waiting to depart the airport the gate announcer wrongly said our plane was headed to San Diego, a lady commented "oh great, now we'll have to Uber it to LA."

And, as JR Dicker, CDA President said in our previous Dispatch News, "being a part of an industry association is still a very important ingredient to knowledge and for that matter perhaps survival in an ever changing industry. I am sure you probably see and hear about the effects of the new "internet entrants" in the transport of both people and parcels. As these are very regulated industries, both the positives and negatives from these new entrants will be felt by many. It remains to be seen how the legislative bodies, regulating agencies, insur-

ance carriers, consumers and business will respond, but there is no doubt that change is a comin"

In your own locations, I imagine that most of you are experiencing some or all of the waves the "App" folks are creating. So for all you CLDA members, from one of the founders of your association, the above holds true and how you react or adapt will be critical to your continued success.

Please consider visiting a warm California to attend the CDA Annual Meeting & Convention at Hotel Kabuki, in the Japan Town area of San Francisco, March 6-7, 2015. You can "Find Your Heart in San Francisco" and hear about "Capitalizing On Disruptive Technology" at our convention. Visit www.cadelivery.org for info and forms.

I wish you the very best for your holiday traditions.

CLDA

DAN BENDER, CDA EXECUTIVE DIRECTOR

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STATE ASSOCIATION UPDATES



FMA announces its Winter Meeting

Florida transportation and courier companies to gather for business and fun in January



The Florida Messenger Association announced the dates for its upcoming Winter Meeting to be held on January 23 and 24, 2015, at the Doubletree Universal

in Orlando, FL. The two-day event will begin with "Casino Night," an evening full of fun and relaxing entertainment. Attendees will enjoy great food, music, and exciting opportunities to compete for terrific prizes.

The following day begins the annual winter meeting, which will include guest speakers who have made notable contributions to the transportation industry. There will be opportunities for attendees to network and participate in discussions of policy issues and economic conditions that affect their businesses and the industry as a whole.

The Florida Messenger Association was established to help promote and enhance the image of the messenger and courier industry in Florida. Additionally, its purpose is to build an association of companies to work collectively to make a positive impact on industry business conditions in Florida and beyond. Please visit www.floridamessenger.org for more information.

Florida Messenger Association hosts Lunch and Learn events in Orlando and Miami

Messenger and courier business owners attend luncheon

that offers educational and networking opportunities

The Florida Messenger Association (FMA) presented its summer Lunch and Learn series in Orlando and Miami on August 20, 2014, and August 28, 2014, respectively. The Lunch and Learn event is an opportunity for businesses in the messenger and courier industry to come together for valuable education and networking experiences.



The theme for this year's series was "Focus on IC Compliance." Shannon Armstrong, with the Association for Delivery Drivers, gave a presentation on "Keeping IC's Independent" and answered questions on IC Compliance. Henry Dixon, with Datatrac, presented a new tool called IPD Mobile. It is a mobile network of Independent Professional Drivers that Datatrac has developed that will allow IC's to offer their services to multiple clients to help strengthen the IC model.

Other objectives of the meeting included:

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

The Lunch and Learn meetings were led by FMA President Thomas Jowers of ADL Delivery and sponsored by Datatrac. The FMA presents the Lunch and Learn series every summer throughout the state of Florida. Please visit www.floridamessenger.org for more information. **CLDA**

Massachusetts Delivery Association



The Federal First Circuit Court remanded the Massachusetts Delivery Association (MDA) vs. Massachusetts Attorney General Martha Coakley on September 30th to District Court. The First Circuit judge's opinion, the District Court's narrow reading of the FAAAA pre-emption was rejected and sent back to District Court for factual determinations applying the legal framework established by the First Circuit Court.

Since then the MDA has been hard at work to push the legal calendar forward. In another successful step forward, Judge Casper agreed with the MDA's motion of schedule on Friday, December 5th. With that, the MDA has until January 5th, 2015 to file its renewed motion for summary judgment. After that time the Attorney General has 30 days to file its response. As the schedule progresses now, a hearing on the merits of the cause could be held as early as the spring of 2015.

This is a great step for the MDA and the same-day delivery industry. However, the MDA still needs your help and financial support in finishing this legal battle! If you'd like to become involved, please contact Shawn Swearingen at sswearingen@theclda.com. Thank you to those are helping and to the MDA for continuing the fight! **CLDA**

New York State Messenger & Courier Association



The New York State Messenger & Courier Association had an eventful and successful year in 2014. The first meeting of the year was entitled, "What Does the Recently Passed Fair Play Act Mean to My Company?" The seminar included a panel discussion addressing the concerns regarding the recent passage of the Fair Play Act, along with Department of Labor and independent contractor issues.

The summer meeting was entitled, "What Does the Fair Play Act Mean to My Company – Part II". The seminar included discussions pertaining to the New York State Department of Labor Guidelines for the Fair Play Act and provided information concerning the New York City Paid Sick Time Law (Paid Sick Leave). The seminar also reviewed strategic tips for labor audits and metro card deductions.

The fall seminar was entitled, "Beneficial Ways Technology Can Support our Industry." The seminar addressed how technology can help mitigate potential issues, how technology can protect our independent contractor model and the benefits of IPD mobile - a mobile application designed to enable fast paced delivery companies to instantly expand their driver capacity to meet business demands.

The NYSMCA is pleased to announce that the 2014-2016 Board of Directors will be:

- **President**
Christopher T. MacKrell, Custom Courier Solutions, Inc.
- **Vice-President**
Mark J. Chiusano, Avant Business Services
- **Secretary/Treasurer**
John Rutigliano, A1 International, Inc.
- **Immediate Past President**
Errol Cvern, Select Express & Logistics
- **At-Large Members**
David Kronick, Strategic Delivery Solutions
Didier MiLongo, LaserShip
Mitchell Newman, Mitchell's New York



At the conclusion of the fall business meeting, Errol Cvern of Select Express & Logistics was presented with a plaque in honor and appreciation of his energetic leadership and devotion to the NYSMCA as President from 2012-2014. **CLDA**

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

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