



CLDA

Winter 2016

Supporting the Customized Logistics and Delivery Industry

The Last Fast Mile

Inside:

PARCEL Forum Wrap-Up

Strategies for Success

Technology

The Evolution of the Same

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



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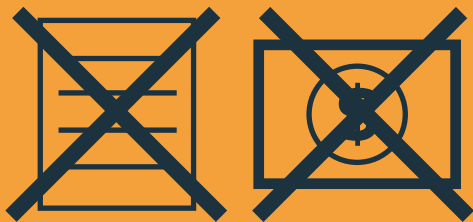


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In Loving Memory of Randy Paz



On August 2, 2015, the delivery industry lost an icon with the passing of former CLDA Board member Randy Paz. Known as "The Mayor" Randy personified hospitality. Everyone who came in contact with him was quickly infected with his great smile, sense of optimism and love of life.

Sadly, Randy was diagnosed with ALS (amyotrophic lateral sclerosis), also known as Lou Gehrig's Disease, a few years ago. ALS, as you may know, is a progressive disease which attacks your body's nervous system, and is always fatal. Fewer than 20,000 people in the US every year are diagnosed - Randy was one of those. He will be missed.



Cover Image TK

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Magazine Staff

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EDITOR Amber Thichangthong

DESIGN Kellen Creative

STAFF WRITER

Andrea Obston, CLDA Director of PR

EDITORIAL CHAIRMAN

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SCI, Inc.

STAFF PHOTOGRAPHER

Charles Chiusano
Avant Business Services

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Designvibe Media

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

Send letters to:

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Renew Your CLDA Membership Online

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



Kirk Godby
President CLDA

On behalf of the Customized Logistics and Delivery Association, I would like to thank you for your support this past year.

CLDA has many milestones to celebrate, including:

- Increased awareness of our association in media outlets and industry conferences;
- The positive inclusion of shippers at the 2015 CLDA Annual Conference;
- The introduction of CLDA sponsored legislation (HR 2483) to preserve and protect the rights of independent contractors; and
- Supporting a critical case (MDA vs. Massachusetts Attorney General) that can be used to protect the rights of independent contractors nationwide.

Callout

This industry is undergoing unprecedented change and growth and it is the job of CLDA to help you stay abreast of these changes so your business can maintain its competitive edge and profitability.

To help you do that, make sure you are receiving our weekly e-newsletter, **the CLDA Express** and save the date for the **2016 Annual Meeting & Exposition** at the Green Valley Ranch Resort in Las Vegas, May 11-14, 2015.

Best Regards,
Kirk Godby
President, CLDA

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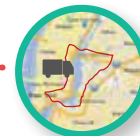
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CLDA Government Affairs Update



John Benko



Shawn Swearingen



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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.

A lot of media attention this time of year revolves around the Presidential elections that won't happen for another 10 months from now! However, in the background activities are under-way on Capitol Hill that will potentially impact those elections and what the candidates have to say. Appropriations measures and continuing resolutions of authorization of administrative agencies still need to be passed at regular intervals. At the time of this publication the 2016 Lobby Day Registration will already be open to help a few CLDA initiatives we are working on now!

As you'll read through the update and issue, the industry's growth through new verticals and logistics operations bring new regulations to the membership that need to be monitored and reported on. Through 2016 you'll see news items through the CLDA Express and Government Affairs newsletters, let us know what is important for you company and region.

The Advocacy Fund through its lifetime has gone on to help many places across the country protect and promote our industry, and without it, would not have the advocacy program on Capitol Hill. Victories legal cases in California and Massachusetts, state lobbying initiatives with partner associations and seeking a veto in New Jersey are all possible because of donors and the Advocacy Fund. The CLDA needs your help to keep this possible. If you'd like to contribute to the Advocacy Fund, contact me, CLDA Government Affairs Director Shawn Swearingen, at sswearingen@theclda.com. Thank you to all of you over the years who continue to participate!

Capitol Hill Works

CLDA continues to be at the forefront of the 114th Congress in order to capitalize

on new members joining Congress and the new majorities. The Senate Finance Committee and House Ways & Means Committee have established working groups much like the previous session to develop potential tax reform language. In the meantime CLDA staff and Prime Policy Group lobbyists continue to educate members on the CDLA-led HR 2483, seeking co-sponsors in the House and movement in the Senate.

Educating members of Congress would be a tremendous lift without the help and support of Lobby Day attendees to flood the marble hallways talking to their elected officials.

Highway Bill Update

Through the CLDA's network within Washington, D.C., we were able to respond to the news of language, known as the Denham amendment, which would create and help clarify the FAAAA preemption in states as it relates to prices, routes and services, extending to a state's meal and rest break laws. CLDA was able to sign-on to a letter of over 20 other groups including the American Trucking Association asking for this language to be a part of the larger legislation. Ultimately, it was not included in the final Highway bill that passed in December. Despite that there are still opportunities to get this language as part of authorization bills on Capitol Hill this spring in which CLDA will take the opportunity to push as part of the annual Lobby Day.

Even though the FAAAA language didn't make it in to the final bill there are several benefits that come to the industry from the Highway Bill, chief among them, the Compliance, Safety and Accountability (CSA) program, that is part of the Federal Motor Carrier Safety Administration (FMCSA). The main take away is that the FMCSA is required to engage a study to

analyze how the CSA scores were compiled and final scores determined. A thorough over-view of the methodology and a corrective plan is required and to be reported. In the meantime, the CSA scores that were available to the public were removed on December 7th, the Monday after the bill was signed into law. The scores are still available to FMSCA inspectors and to the account holders, just not publically search and viewable.

Candidates and Officials in the States

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

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

News From Around the States

With 2016 being a large election year, now is an excellent opportunity to work with your elected officials at both a federal and state level since every one of them are looking to be more active at home! Most everyone wants to be re-elected and if there are new candidates on the scene, be sure to do some reading and educate you on the local issues. Candidates on both sides of the table host "constituent coffees" throughout the states and districts. This great time to make introductions on you and your company, and how you make a difference in the economy! Look for future com-

munications of team building in states where there are not yet state associations.

Massachusetts: Even with the victory earlier in 2015, the Attorney's General office appealed the decision. The Commonwealth of Massachusetts is not making any new arguments that the Massachusetts Delivery Association (MDA) already won on, however, because the appeal is prolonging the case the MDA still needs your financial help in protecting the right to utilize independent contractors in your business model. With the importance of a Federal legal case, this sets precedence across the country. If you'd like to contribute or know how you can help, contact Shawn Swearingen at sswearingen@theclda.com.

State Association Meetings: Be sure to watch for your state association meetings in 2016! Several states have had meetings across the country ranging from California, Texas to Florida which you can read about more in the state update section. If you are not aware if your state has an association, contact Shawn Swearingen at sswearingen@theclda.com. Not only do these groups provide educational outreach, opportunities to lobby in your home state are possible with the relationships established over the years.

Follow Us on Twitter and Government Affairs Newsletters!

Be sure to look for continuing Government Affairs updates via the CLDA Twitter account (@TheCLDA) 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**





Up, up, and on the way.

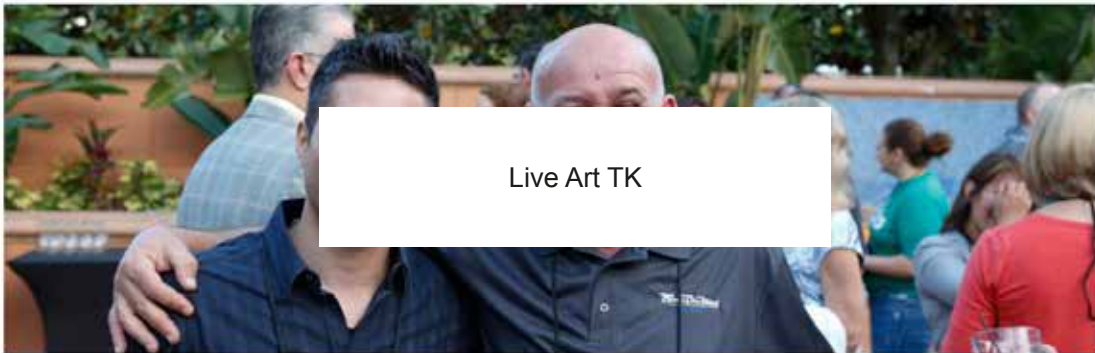
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NEW THIS YEAR! CALL FOR PRESENTERS

The CLDA Planning Committee is seeking presenters for the 2016 Annual Meeting in Las Vegas.

Our goal is to deliver educational content that is relevant, practical and timely to help attendees not only manage and grow their business but also adapt to the changing field. If you have a hot topic idea, we would love to see it. Visit theclda.com/annualmeeting for details

CLDA's Co-Location with Parcel Forum '15 Delivers the Goods with Record Attendance

The small-package supply chain show.



C LDA's second annual co-location with PARCEL Forum which took place October 19 -21 at the Hyatt Regency Chicago set attendance records for both its conference and exhibit hall.

"It's exciting to see all of the hard work everyone puts into making the PARCEL Forum happen and have it pay off," said Joel Dunkel, President, EventEvolution Management, Inc., producers of PARCEL Forum. "We spend 12 months strategizing, building and marketing the event and you get to see the fruits of your labor play out over three days. I can't say enough about our Conference Advisory Board and the role they play in helping make sure we build a conference the industry wants," explained Dunkel.

PARCEL Forum '15 Chicago set records for both its conference and exhibit hall attendance over the three-day event. Total verified attendance was 1,023 (*excluding exhibitor personnel*) which represented a 14% increase in conference attendance and a 28% increase in exhibit hall-only attendance. "I appreciate the Forum's constant innovation, first-rate content and qualitative attendance growth. In my pre-conference workshop alone, we had more than \$2.7 billion dollars in parcel spend represented!" said Rob Martinez, DLP, CMDSS, President & CEO, Shipware, LLC.

The Customized Logistics and Delivery Association (CLDA) once again co-located its fall conference with PARCEL Forum to great success. "This year we really worked closely with the PARCEL Forum team to develop educational content that promoted



some real dialogue between CLDA members and PARCEL Forum attendees which was well-received,” explained Robert L. DeCaprio, Executive Director,

Customized Logistics and Delivery Association. “We look forward to building on our success at next year’s PARCEL Forum in Dallas,” added DeCaprio.

PARCEL Forum continued with its mission of making this the industry’s annual meeting and networking event by adding new and exciting features such as the Sunday Night Kick-Off with Joe Theismann at Ditka’s Steakhouse (sponsored by AFS) and the Lakefront Cruise (sponsored by Neopost USA).

In addition, the Forum featured a networking breakfast: Bacon & Eggs with a Side of Networking (sponsored by AFS). Attendees went to designated rooms based on job function which led to great peer-to-peer networking. The Grand Reception (sponsored by U.S. Postal Service) featured a 3-piece jazz band with more than 400 in attendance.

An exhibitor re-sign meeting for the upcoming PARCEL Forum ’16 Dallas was held on the last day of the Forum at which 76% of the next year’s exhibit hall space was sold. “To me, this speaks volumes to whether or not we had a successful show. Exhibitors are not shy about sharing their thoughts and the fact that so many took the time to attend and choose space for 2016 tells me they were happy,” says Dunkel. **CLDA**

Regional Carriers Play Key Role in Pool Distribution Networks

BY ANDREA OBSTON



Shippers interested in cost-effective solutions are looking to pool distribution networks. And the keys to building those networks are regional carriers that deliver on the final mile in this model.

That advice came from Scott Langley, President of Global Sales and Strategy for Intelligent Audit (IA). The company is the freight audit and payment solution and transportation savings partner for more than 1,200 high volume shippers worldwide. IA creates and implements logistics solutions that reduce transportation costs. These solutions often include pool distribution networks that depend heavily on regional carriers for last mile delivery.

“Shippers and customers are looking for alternative solutions to their delivery issues,” he said. “It’s an exciting time for service

providers. We’re going to put a press on the Big Two and make things a lot more interesting in this field.”

Speaking on the first full day of CLDA’s Fall Forum, Langley explained the role of the regional carrier in pool distribution networks, a solution they often propose to their shipper clients.

“Pool distribution networks allow shippers to sort and consolidate outbound shipments from DCs by destination. This gives them greater control over the entire process,” he explained. “It allows shippers to reduce transportation costs, improve on-time and accurate deliveries, have greater visibility from DC to store and end customer and increase their operational flexibility and delivery strategies.”

The Role of Regionals in Pool Distribution Networks

Here's how pool distribution networks work: Shipments are consolidated at an origin location and made ready for the carrier. The carrier receives freight and consolidates shipments by delivery destination. Pooled shipments are sent out via line haul to multiple consolidation locations. For the last mile delivery to the end customer, a network of regional carriers comes into play. "In our experience, this approach provides a more customized and dynamic delivery process," said Langley. "More importantly, it offers shippers significant reduction in controllable freight expense, thus increasing their margin. It provides higher quality and more rapid delivery than traditional approaches to store replenishment. Omni-channel retailers, especially, benefit from this approach for home delivery, direct from store delivery and off-hours and weekend deliveries. Today, you're facing customer expectations that say 'When I order it today, I want it today.' This approach is a response to those expectations."

The \$16 Million Savings

For one of IA's customers, a retail health and consumer products company, establishing a pool distribution network had dramatic results—a cost saving of over \$16 million in the first year. This \$2.6 billion health and consumer products company previously handled distribution with its own fleet of 160 drivers, 168 power units and 275 trailers. Its distribution network covered 4,800 stores throughout North America. "The problem was that their driver routes were static, and they visited every store regardless of whether they needed replenishment or not. Their drivers did loops to replenish stock every seven to nine days. Inventory levels were way off. They couldn't tell what stores had and didn't have. As a result, they were losing sales because stores were out of stock. Shipment status information and shipment details were not available in real time due to fleet

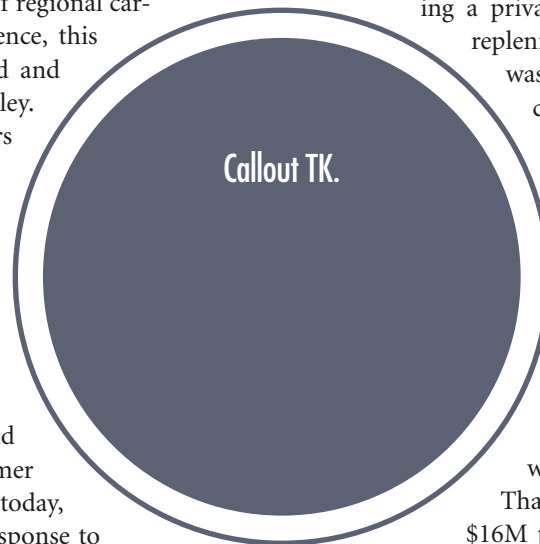
equipment issues. Their driver costs were escalating, and they had driver recruitment and retention issues."

After a detailed network optimization study, IA proposed a pool distribution network. They eliminated the company's private fleet, terminated all equipment leases and released the company drivers. The results were increased control over store replenishment models, elimination of the cost and liability of maintaining a private fleet and ultimately improved store replenishment cycles. A key component of this was the creation of a network of 43 regional carriers that delivered the last mile to the stores.

"The results were dramatic," said Langley. "The company handled 331,000 shipments on average every month. That's 875,000 cartons. In 2013, their cost for the fleet equipment, drivers, management and insurance was in excess of \$84M per year. After implementing a pool carrier network, their 2014 cost was \$68M per year. That's a bottom line cost savings of over \$16M per year. Now, they have a two-day replenishment cycle. The right product for replenishment is in the distribution center where it needs to be, and this is having a positive impact on manufacturing too."

Regional Carriers and the Last Mile

In creating these solutions, IA looks for companies with a regional presence to satisfy that last mile. "When we build those networks, regionals play a key role," he said. "The pool of providers isn't static; it ebbs and flows. We are constantly trying to identify the right pool carriers and determine their delivery capabilities. It's an ongoing process. Our Operations Group is engaged daily with customers and carriers. We rely heavily on regional carriers in specific geographic areas. They know the turf, and, in our experience, their pricing is competitive. In short, we see a critical role today and in the future for the regional carriers in satisfying distribution requirements and meeting customer demands in these models." **CLDA**



Technology Solutions That Improve Visibility and Keep Customers

“Local and regional carriers can integrate with the best of them these days.”

That was the message that CLDA Board Member Mark Cossack delivered as he headed up a panel on the need, risks and benefits of technology that improves visibility between carriers and shippers. The session kicked off the first full day of the CLDA Fall Forum.

Cossack, President of Priority Courier Experts, led a panel that included Robert Bacchi, EVP & CIO, Choice Logistics, who addressed the needs of shippers, and Daniel Barfield, EVP Business Development, Datatrak Corp, who represented the technology provider perspective.

“There is a critical need for visibility and integration throughout the supply chain that connects shippers and last mile carriers,” said Cossack as he teed up the panel. “It’s important that we look at the systems, solutions and strategies that will provide that visibility and integration throughout the supply chain. The goal is to meet the demands of both shippers and last-mile and same-day solution providers.”

Visibility means that your customers have varying degrees of insight

into your operation. It means that shippers can more easily compare performance of carriers. “Good operations practices and technology will provide you an advantage,” said Cossack. “On the other hand, with increased visibility, it’s also more difficult to cover up poor performance.”

When a carrier is considering ways to step up its technology to

improve visibility, it may mean doing it in-house or letting technology providers provide the solution, or it may be a combination of both. The panel discussed both approaches.

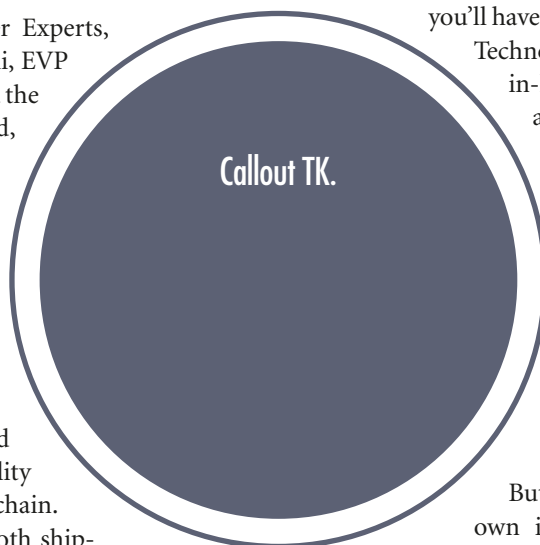
Meeting technology needs with in-house resources presents some challenges, according to Daniel Barfield. “If you’re going to do it in-house, you’ll need the resources to support it while developing the program. And if that in-house person leaves, you’ll have a tough time supporting your customers.

Technology providers like us have programmers in-house. That means we can be a lot more agile and responsive to needs because we have the resources.” He offered these advantages of using an outside provider to build your integration systems:

- Removing development and support burden from your company
- Having “one throat to choke” when it comes to support
- Eliminating the concern of how it’s done and knowing that it just works

But there are advantages to building your own integration solutions in-house, according to Cossack. “In-house development allows for a deeper relationship with your customers as you develop the system to meet their needs. You can tailor the solutions to more exactly meet the operational practices and needs of you and your customers. In addition, it allows you to react faster to changes, growth issues and problems as they happen. Your people become valued partners of your customers.”

For carriers thinking of doing this themselves, Cossack suggested they start with common integration strategies and build on them. Those solutions include:





1. **Value Added Networks (VAN) supported by your dispatch software vendor-** If your current dispatch software vendor offers this, it's a good place to start. You'll need to configure it, but you won't have to do any real development.
2. **Web Services** – If your current dispatch software vendor offers this, it's also a plus. It gives shippers direct access to your web servers for integration. This solution also requires no development from the carrier.
3. **Extensible Markup Language (XML)** – This is the dominant way to exchange data between companies. Most development tools can handle XML data. It's very flexible and easy to change and handle in-house.
4. **Electronic Data Interchange (EDI)**- Developed in the 1990s, this provides standardized data formats. Recently, it's supplanting EDI .
5. **Comma Separated Values (CSV)** – These use Excel. They are usually FTPed to the carrier.

6. **Custom Data downloads** – These are also usually FTPed to the carrier.

7. **Value Added Network (VAN) not supported by your dispatch software vendor** – If you choose to go this route you'll need to receive VAN data and integrate it with your dispatch software. "Be aware that sometimes shippers will want you to just use their VANs to access their orders through electronic access instead of integration," Cossack cautioned. "In that case, you will usually have to pay the VAN provider a fee for each data transmission."

"In any case, I think the most important thing to remember is that you must keep access to the data in your own dispatch and operational systems. Remember: It's your data."

As carriers make decisions about their approaches to data integration and visibility, it's important that they keep an eye on the trends affecting the business. "How do you recognize whether it's a trend or a fad?" asked Choice Logistics' Robert Bacchi. "That's always a judgement, but don't dismiss these new developments like the growth of Amazon and Uber. And don't reject drones as something that could impact the industry. And what about 3D printers? Think they won't have an impact on what we do? Then think about how the ability to create a part on the fly could change what your customers need to ship in. It's not that far-fetched."

He also talked about the impact of digital information and analytics. "These could provide a passive approach to supply chain collaboration," he said. "They could facilitate real-time data sharing and performance metrics that could drive continuous improvement. We all know you can't manage what you can't measure."

Bacchi pointed out that carriers have to have data that's shared with your partners. "That data must be real-time, accurate and timely," he said. "And it must be transparent. By that I mean you have to be able to share the same data with clients and vendors."

He also talked about responding to client needs. "Clients are looking to reduce the number of vendors they depend upon without putting their supply chain at risk. If you can provide a complete solution, you look more attractive to them," he said.

He also pointed out how critical it is for carriers to respond to the increased demand for B2B package tracking. "Today, there are multiple vendors in the delivery process in response to an

increase in consumer demands. They must be aligned."

Lastly, he urged carriers to understand how important a secure supply chain is to shippers. "Protecting their assets as they move along is becoming more important than ever to shippers," he said.

How can carriers respond to these trends? By stepping up and partnering with their clients, according to Bacchi. "Clients are looking for creative solutions. They are asking us to be innovators. They are looking for ways to push responses to change down to the people who support them, people like us. Look for ways to solve your clients' business problems before they ask. Look for inefficiencies and gaps in your service offerings. Be-

come a valued partner in spotting these and coming up with solutions for them. Be agile. The landscape is shifting rapidly. You will be asked to service a more sophisticated client. The days of simply storing, picking and driving packages are over."

With increased visibility comes increased customer scrutiny, said Datatrac's Daniel Barfield. "The demand for visibility means that your customers have varying degrees of insight directly into your operation. They are using that data to develop metrics to measure you by. It's not just about delivering their shipments on time. Now, they'll measure you on speed of delivery of data. They demand to know how you did. And because they can easily see your performance, it's also easier for them to compare your per-

formance to other carriers. Poor performance will be difficult to cover up. But good operational practices and technology will provide you with an advantage. And whatever you do, don't even think about manipulating the data. If you're fudging your delivery times and they find out (because they hear from a customer that something's not delivered on time), that will have a dramatic effect on your relationship with them."

Having a firm understanding of your own performance is also beneficial to a carrier. "You can't improve if you don't understand what you're doing well. Data helps you do that," said Bacchi.

In the end, the advantages of integration serve both the shipper and the carrier. "It means operational efficiencies for your customers," said Cossack. "Integrated customers are stickier customers. If you do the integration, they stay with you. You want to be less like the pizza delivery guy and more like a member of the supply chain. With integration, your company becomes a more trusted partner, and that means your business will grow." **CLDA**

For a copy of the PowerPoint slide deck used in this presentation, go to Members Only section of theclda.com.

Callout TK



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"Hope is not a strategy"

The speaker was Ivan Hofmann, a 35-year veteran of the transportation industry. This former Executive Vice President & CEO of FedEx Ground offered his perspective on the industry today and tomorrow at the CLDA Fall Forum in Conjunction with PARCEL Forum '15. Hofmann now consults in the transportation and logistics industry as a founding member of ETC & Associates, LLC.

"You're competing in a very crowded industry. It's competitive and difficult," he said. "You've done some things right, but there are things that you could do better." To that end, he offered advice for those who want to survive and thrive in the same-day sector:

Be More Than a Commodity Competitor

Hofmann pointed out what he called "the commoditization of the transportation industry." It started with the deregulation of the airline industry and quickly expanded into the trucking and communications industries. "All of that wasn't bad," he pointed out. "A lot of us wouldn't exist without this. But the downside is that customers have been conditioned to think that all carriers are the same and that the only difference between them is price. And carriers who go along with this mindset buy into the myth that the only way to get and keep business is by being the low-cost provider. But if you act as if price is the sole factor in the buying decision, this industry will come down to the last man standing. If you price your services as a commodity, you'd better be prepared to be paid and treated as one."

It's all about differentiating your company by more than just price and educating your customers about what you provide beyond a low price. He pointed to Starbucks as an example of a company that changed the way a commoditized product, coffee, is viewed by the consumer. "Before Starbucks entered the market, most people thought of coffee as a commodity. Coffee was, well, just coffee," he said. "But Starbucks took coffee beyond just cream and sugar. Not only did they educate us about what makes a good cup of coffee, but they surrounded the product with better service, a distinct image and, most importantly, scrupulous attention to customer feedback. What can we learn from their approach to their market? Listen to the customer and respond and don't compete on price. Starbucks, in fact, is the price leader and look at the market share they have."

Realize That All That Glitters Is Not Gold

Sometimes an account that looks attractive initially can be less than it seems. And when you compete hard for that account and lose it to another provider, it tends to gather more luster. Here's the scenario Hofmann offered: "You go after a big customer with all you've got. You do the RFP. It looks good but you lose the business to a competitor. Two months later they call you. They've decided to give you the business after all. The other provider just isn't working out. Before you say yes to the business, consider this: There's a reason you got that call. And it probably wasn't that they didn't like the other people. It's probably because the other provider only saw the 'glitter' of that account, but didn't price it properly. Two months into the contract their CFO probably walked into their CEO's office to tell him they're in a negative position with the business. They went to their customer (the guy who's on the phone with you right now) to say they'd have to raise their rates. He doesn't take well to that price increase, and you're his next call. Before you jump at the chance, take a good look at the account. Use discipline in your decision-making process to do it in a rational manner."

Hofmann offers this piece of advice about this scenario and for those looking at any new piece of business: "You've got to be prepared to walk away from an account if you won't make money on it. Bottom-line dynamics don't change in the transportation business just because you have a bigger truck and handle more at the same price."

Price Your Services Based on Your True Cost

"The number one item that you as owners must understand is your true cost," said Hofmann. "If you don't know your costs, you will never make it in this business. You need to understand your costs down to the cent. We have a saying, 'Pennies make sense in our business.' If you don't know what your costs are, you don't know the game you're playing. And the two basics in cost are density (both stop and route – driver operating efficiency) and yield (revenue per stop). There's a difference between cost and price, and a lot of people in our industry don't understand that. You want to have the lowest cost not, necessarily, the lowest price."



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He pointed out that pricing discipline and control are the most important considerations for any delivery company that wants to remain competitive and in the game. "Pricing is an art and a science. It can be a tool or a weapon," he said. "You can't have sales people out there winging it on pricing. You won't get the economic returns that you should. You've got to have an in-house group that thinks sensibly about new contracts. They need to be rational with pricing, and that means getting a reasonable margin. If a new piece of business doesn't offer a reasonable margin, you need to be willing to walk away from it."

Hofmann also offered a radical idea when it comes to pricing: sharing information about your costs with the customer. "They should know what it costs to do what they want," he said. "I'm not advocating that you share this information with all customers, but I am suggesting you share it with reasonable business people. If you sit own as a reasonable business person with another reasonable business person and share your costs, you can arrive at a fair price together. If you have a customer who doesn't want to listen to that, they aren't willing to be a true partner. And that may mean they aren't the customer for you."

Look for Opportunities Beyond Your Current Markets

Regional carriers and couriers have an advantage over the Big Two that opens the door to new business: flexibility. "You have the flexibility the others don't. Use that ability to create new opportunities that go beyond your current book of business," he advises.

Hofmann offered a number of opportunities in the environment that could open the door to new business:

- The trend of large shippers to open more distribution centers requiring the services of last-mile providers
- The increased use of local stores by retailers to service e-commerce customers
- The trend by retailers of offering free returns
- The demands of consumers for same-day and weekend deliveries
- The option of offering late deliveries

For those carriers who prefer to stick to the services they know and not look beyond them, Hofmann offered this: "Be careful

of the menu you give to your customers. If it has limited appeal, you'll find yourself in a box."

He also cautioned about only catering to the needs of a few customers or operating in limited markets. "If you have an over-concentration of business, you're held hostage by your customers," he warned.

Never Underestimate or Take a Competitor for Granted

"Know your industry. Know your competition if you want to remain competitive and in the game," said Hofmann. "Nothing gets me angrier than the arrogant business owner who brags, 'We have plenty of competitors but no competition.' Right. You have competition every place you look. Learn from them. Study them. Steal ideas from them. It's my advice to clients who are now underestimating Uber's impact on this industry. They have already changed the industry. It's your job is to pay attention to what they're doing and figure out how you can take their ideas and use them in your own business."

Understand That a Goal Without a Plan Is a Dream

Throughout his presentation Hofmann stressed the value of developing a plan based on a strategy. "You need to develop a strategy to address the challenges of this business," he said. "Just having a goal of making more money is not a plan. A goal without a plan is not a strategy; it's a dream. You have to sit down and develop a solid business plan. Put it on paper, but understand you don't have to carve it in stone. It can and will change as your business responds to opportunities and customer demands. But if you're just flying by the seat of your pants, that's a recipe for disaster. Develop a plan, commit to it and understand when and why you'll change that plan. But make sure you start with a plan."

In general, Hofmann was optimistic about the future of the same-day industry, especially for those who learn from their customers and the environment. It's an exciting and ever-changing industry that he expects to move faster and faster in the years to come: "I love this industry with a passion. I have this industry in my blood. Why would anybody get into the transportation industry? It's because we love it. We have great services to offer that are critical to the economy, and I see a bright future for those of us who choose to be part of it." **CLDA**

Callout TK

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ProCourier to Switzerland

ProCourier operations employees Michael Gualtieri III completes delivery of a new life saving drug for final testing and approval in Switzerland.

The drug was hand carried from Connecticut to Boston where Gualtieri boarded a non-stop flight to Zurich. Upon arrival, he took a taxi immediately to the testing facility in Strasburg, Switzerland. Strict temperature control requirements dictated that the product was to be kept within 2-8 degrees Celsius at all times. He is shown here with recipient Tomas Bendel after completion of the delivery.



ProCourier provides Next Flight Out same-day delivery worldwide. **CLDA**

CXT Software Celebrates 10,000 users on its Cloud Solution

Strong growth continues with CXT Software's cloud solution

Phoenix, AZ, November 24, 2015. CXT Software, a leading provider of software products that empower delivery and logistics operations, announced today that its cloud solution, X Dispatch Hosted, had reached the milestones of six years in service, and 10,000 active users.

"As of December 1st, we had 2,035 desktop and 7988 mobile users on X Dispatch Hosted," according to Darrell Dawson, CXT Software's Infrastructure Manager. "Stability and reliability are always our top priorities since the launch of X Dispatch Hosted in mid-2009, and our 99.93 percent uptime performance in the quarter ending September 30th ensures that those 10,023 users get the job done, day in and day out."

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

"As we pass the 10,000 user mark on X Dispatch Hosted we continue to look for innovative ways to allow our hosted clients ultimate flexibility and access to their data," Tim Cocchia, CXT Software's Vice President of Sales and Marketing, observes. "Our customers continue to see tremendous value in leaving the hassles of securing, configuring, monitoring, patching, and upgrading X Dispatch servers to us."

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

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**

Face in the Crowd

Chuck Moyer CEO of Express Courier will be assuming the new role of Chief Commercial Officer (CCO) for the combined companies of LSO (*LSO logistics, LSO Parcel, LSO Final Mile aka Express*). As CCO Chuck will oversee the M&A, Sales & Marketing, Government affairs, Product Development and Corporate Market Positioning and Strategy for LSO. LSO acquired Express on December 23, 2014 creating the largest regional parcel carrier in the southern United States. In addition to his new role Chuck will continue to serve as 2nd Vice President of the CLDA. **CLDA**





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CXT Software Adds Experienced Logistics Veteran

MJ Hill to join CXT Software's Sales Team

Phoenix, AZ, November 9, 2015. CXT Software, a leader in providing automation technology to expedited delivery and last-mile logistics companies, announced today that MJ Hill has joined its team in the role of Business Development.

In her new role, MJ is responsible for business development activities involving CXT Software's market-leading X Dispatch product suite, including X Dispatch, X Route, X Mobile, X Internet, X Stream, XWeb, and Nextstop Mobile.

"MJ brings an outstanding mix of talent, professionalism, and industry experience to our CXT Software Sales Team, specifically her 25 years of experience in the trenches of the delivery industry," explains Jim Luciani, CXT Software's Vice President, Business Development. "MJ has served on the board of the Express Carriers Association as Secretary Treasurer for the past 8 years and we welcome her service and customer centric attitude to our team."

"I love everything I've seen about CXT Software so far, the training program is intense, and everyone has a great desire to service our customers," adds MJ. "There is so much to learn but, everyone seems to like what they do and are always willing to help the new person out."

MJ is originally from Chicago, Illinois and has been a diehard Cubs fan since she was 4 years old, but has lived in Phoenix, Arizona for the past 25 years. MJ enjoys watching baseball, women's basketball, and playing golf. MJ also loves traveling, and spending time with friends. **CLDA**

Face in the Crowd

We are pleased to announce that on the 24th of

January, 2015, Crossroads Courier acquired Access Courier's same day courier business. This acquisition is our latest affirmation of commitment to expand and improve services to our customers. Access Courier was a regional delivery and logistics company that operated for more than 20 years. We were able to hire 18 Access staff members and approximately 97% of their drivers during the transition. We believe that our investment in this transition has been extremely positive and we are delighted with our new venture! **CLDA**



CXT Software Team Continues to Grow

CXT Expands Professional Services Team in anticipation of continued growth

CXT Software, a leader in providing automation technology to expedited delivery and last-mile logistics companies, announced today that its Professional Services team has expanded to ten team members, up from four in early 2015.

"Our Professional Services Team is essential to our customers. We implement and train new customers, deploy shipper integrations, assist with escalated support, and work with customers to solve their specialized needs," notes Melissa D'Angelo, CXT Software's Professional Services Manager. "Our team is dedicated to quickly and efficiently meeting the ever-evolving needs of our customers and their shippers. We understand that integrations are the lifeblood of the logistics industry and our ability to seamlessly integrate with shippers is vital to the success of our customers."

"The professional services team was extremely helpful and understanding and was a Godsend of help for us when our server crashed and we needed to expedite our training and implementation on the CXT Hosted service," explains Abby Zukowski, Vice President at Thunderball Courier Systems, Inc., New York, New York.

"Everyone was patient and worked hand in hand with us to get us up and running."

"I have been with CXT Software for over 7 years and I am excited to work with the talented and experienced new members of our team," stated Nick Holden, CXT Software's Senior Project Specialist. "We have seen a dramatic increase of customer integration requests over the last year and with the recent additions to the team we are well equipped to exceed our customer's needs this coming year." **CLDA**

Key Software Systems Software, Xcelerator to become PCI Compliant

Wall Township, NJ – Key Software Systems, makers of Xcelerator, MobileTek and Fleet Commander have advanced system security to meet PCI Compliance requirements.

The Payment Card Industry Data Security Standard (PCI DSS) is a set of requirements intended to ensure that all companies that process, store or transmit credit card and sensitive information, uphold a secure environment. If you are not compliant, comprised data/account breaches can negatively

affect customers, merchants, financial institutions and a company's reputation.

Key Software Systems has been committed to ensuring the highest level of trust, security and reliability of their customer's data across their company and products. That commitment has driven Key Software to complete the PCI Compliance process for Xcelerator. By meeting PCI Compliance requirements, Xcelerator provides peace of mind that the sensitive financial data residing within their software is secure and safely stored according to PCI requirements. Xcelerator customers can also assure their customers that their credit card information and user access information is encrypted, secure and kept safe throughout every transaction.

"We've taken great care with respect to the security of our customers' data. For starters we implemented SSL Certificate requirements for all Xcelerator instances over the past year and a half. Now, with adding PCI Compliance, our customers can benefit from another layer of security protecting their credit card transactions. More importantly they can protect their customers' data, leading to a more confident and trustworthy relationship with the shipper" states VP of Sales & Marketing, Patrick Scardilli.

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

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

Key Software Systems Promotes Patrick Scardilli to Vice President of Sales & Marketing

Wall Township, NJ – Key Software Systems, makers of Xcelerator, MobileTek and Fleet Commander, proudly announces the promotion of Patrick Scardilli to Vice President of Sales and Marketing.

"Patrick's abilities and contributions, to both the sales and marketing side, have been invaluable. His innovative

Leading Last Mile Delivery Company Air Traffic Services Changes Its Name to FASTMILE to Better Reflect Its Services and Industry Role

ORLANDO, FL. November 2, 2015 — Air Traffic Services, a leading regional last mile delivery company, announced today that it is changing its name to FASTMILE Logistics. The new name is effective immediately and will be implemented across the company's services.

The decision to change its name reflects the delivery provider's service and the company's expanding reach and growth. "FASTMILE better represents the services we currently offer, who we are today, and where we are going in the future," said Lance Dearborn, CEO and President. "A lot has changed in the industry over the past 10 years and we felt it was time for a name change to reflect the modern nature of our business and our special role in the last mile industry."



FASTMILE delivers goods to their final destination throughout the Southeastern USA on time and in original condition. Currently, between seven and eight percent of all retail sales are online purchases. Within the next four years, online sales are expected to double. This continuing shift in where products are purchased and how they are delivered is creating rapid changes within the supply, logistics, and delivery industries. FASTMILE is responding to these opportunities by providing warehouse space, a regional delivery reach, and logistics consulting, in addition to last mile delivery services, to meet its customers' changing needs often at a cost savings. This helps small, mid-sized, and large e-commerce retailers, goods manufacturers, and distributors ultimately have the products they need available close enough to the customer to deliver on time, keeping its clients promises, and increasing revenues.

About FASTMILE

FASTMILE is a leading last mile company providing numerous services to its customers including last mile delivery, rush courier, distribution, secure warehousing, freight, and logistics consulting. The company has a 35-year history of successful industry relationships, 125 employees, more than 200 contract drivers, and a reach extending through the Southeast with distribution centers in Atlanta, GA; Charlotte, NC; and Charleston, SC. It is a member of Florida Messenger Association (FMA), Customized Logistics and Delivery Association (CLDA), and Express Carriers Association (ECA). FASTMILE is also a SmartWay Transport Partner. **CLDA**



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thinking and vision will continue to enhance the strategic direction and success of Key Software Systems,” states Charlie Pisciotta, President.

Patrick started with Key Software Systems as a sales associate in 2004 and invested his time learning the complexities of the courier, messenger and logistics business. Combining a consultative approach and an understanding of the day-to-day challenges of the last mile delivery industry, Patrick has helped over 180 companies of all sizes, successfully transition to Xcelerator & MobileTek. In his new role, Mr. Scardilli is tasked with strategic planning and coordination of all sales and marketing efforts, driving revenue across all of Key Software Systems product lines, along with building an environment that creates successful long term relationships with customers.

Patrick adds “I’m honored that Charlie and Chris feel confident in my abilities to take our sales team to the next level. We’ve had a couple of record breaking months this year and we are on track to finish the year strong with double the number of sales we had in 2014, it’s an exciting time. As a company, we have an incredible overall team, who play at a high level and are enthusiastic about what they do every day. It’s an environment that drives success. My objective is to harness that excitement and momentum to continue the upward trend and exceed our goals.”

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

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

Elite EXTRA to Release EXTRA 8.0

Eau Claire, WI - Elite EXTRA (EXTRA) is unveiling the next major update to its advanced dispatch management software, EXTRA 8.0. The release is slated for January 2016.

EXTRA is the premier dispatch management solution for many industries, most notably for courier, automotive and dealership parts distribution, and office and building supplies.

Its award winning cloud-based platform is easy to use, lightweight, and designed to drive ROI immediately.

Among the major new features included in EXTRA 8.0:

- Requested Times - View customer-requested times for stops, and whether they will be met, before and after dispatch.
- Unplanned Stops Report - Receive alerts when a driver stops at a location not belonging to a customer.
- Editing Orders - Edit orders right on the dispatch screen.

There will be over 20 other features included in the new release as well, and all of them are easily configured to be on or off, per user preference.

“Couriers and carriers have very diverse workflows that require more than just EXTRA out of the box. 8.0, being primarily user-driven will solve a lot of pain points for this industry,” said Jim Ward, Founder and President of EXTRA.

The courier industry has been a focus for going on three years now. Taking on clients, and learning the ins and the outs has resulted in a robust solution for this space. However, rapid growth into additional industries has spurred development work and features that will benefit clients across all verticals, especially courier.

“Our development, product, and support teams worked together with clients and grew user requests into new features. The workflow between those teams over the last six months or so resulted in this collection of next-level features,” said Ward.

The team is eager to unveil EXTRA 8.0 in person at CLDA next spring. Look for new feature write-ups, how-to videos, online webinars, and see more information at eliteextra.com, starting early this winter. **CLDA**

Brightstone Insurance Services Poised to Take Off In Today’s New Marketing Era

Brightstone Insurance Services, with offices in New York, Cleveland, Seattle and Los Angeles, is expanding its Marketing efforts. 10-year Marketing veteran, Steve Miles, joins the Brightstone family to help quarterback and organize communications, PR and help grow new marketing initiatives for the niche-based insurance consultants. Miles spent 10 years as an anchor/reporter in TV news including the (NBC affiliate) WKYC TV3 in Cleveland, Ohio. Miles also spent a decade directing b2b



marketing projects for a number of prominent Ohio commercial insurance brokerages. "Our marketing objective at Brightstone, in one sense, isn't all that different from reporting," says Miles. "In that, in our fast-paced world of instant content, we're essentially all storytellers." Miles adds, "How creatively and effectively we tell our story, and to whom – that determines the success of our message along with brand building and company growth. "We're poised to reach even higher in 2016, driven by expanded In-Bound Marketing and Social Media initiatives – in conjunction with planned upgraded Web design that will provide a unique experience for site visitors, and added content that is truly relevant in today's rapidly evolving delivery industry."

Our Marketing Approach Is Changing, But Our People Are Not

"While we're excited to tell the Brightstone story in a new, interactive way, our core values and people principles will never change," says Miles. "We think our customers deserve leading-edge risk consulting to tackle the challenges of using independent owner-operators in today's rugged environment, but above and beyond that, our commitment and degree of caring for each client is tantamount to our success," said Miles. "Sure, we offer proprietary protection / specialized insurance products against misclassification complaints, lawsuits, or regulatory actions, plus many other coverages, but it's the caring for each client and degree of effort and energy that truly differentiates us in the Same Day Courier Brokerage space," said Miles.

Connecting With Our Customers Today and Tomorrow

Instantaneous demand for information and an explosion in information avenues is challenging in today's business environment. Miles and the entire Brightstone Marketing staff understand that targeting their niche audience and delivering viable, usable information on an interactive platform is key to growing and connecting. "People are getting their information on so many different verticals compared to even 5 years ago," says Miles. "Tablets, smart phones, iPads, PCs, tweets, texts, blogs, YouTube, an endless sea of information at their fingertips, but how are they plugging in that information to ultimately get better results from their risk management program and broker performance?" Brightstone understands that today's content-rich marketing strategies must be crafted and directed in a way that customers can digest AND put to use. "That's really our primary goal," says Miles. "Telling the Brightstone story and offering usable, interesting information that's easy to capture through multiple marketing channels, including our new website scheduled to go live in March, 2016."

For more information visit us at: www.brightstoneins.com, like us on Facebook or send us a tweet. **CLDA**

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Fleetgistics Announces New President & CEO

Jim van Leenen Appointed to Lead Company's Expansion

Orlando, FL - Fleetgistics Holdings, Inc., a leader in highly specialized, same-day courier services through its subsidiaries, Partsfleet, Scriptfleet and Medifleet, announced today that Jim van Leenen has been appointed as the company's President and Chief Executive Officer. The addition of van Leenen is part of an ambitious growth plan for the companies as they seek to aggressively expand their services and footprint.

Fleetgistics' operating companies, through their extensive courier networks, provide superior same day, mission-critical delivery services. These niche services provide on-demand and scheduled deliveries within the automotive aftermarket, medical, pharmaceutical, and retail industries, whose supply chains often require courier services 24 hours-a-day, 7 days-a-week and 365 days-a-year in order to meet customer demands.

Van Leenen brings Fleetgistics an extensive background in the complex business segment of same-day logistics services. In 2007 van Leenen, along with private investors, acquired Flash Global Inc, a global leader in same-day mission critical supply chain services. During his seven-year tenure as CEO, Flash Logistics was the go to resource for Fortune 500 hi-tech companies. As CEO, van Leenen built and developed one of the leading teams in the industry, repositioned the business for exponential growth, redefined the brand's value proposition and set a new industry standard for customer satisfaction. After leaving his post as CEO of Flash Global, van Leenen remained as the company's Chairman of the Board for an additional 18 months.

Prior to being the CEO of Flash Global Inc., van Leenen held senior leadership positions with Sirva, a leader in the global relocation space, and with GE Capital in Canada and Europe.

Van Leenen is a veteran in the logistics and supply chain service space with experience in France, the Netherlands, UK, Canada and the US.

"We are extremely pleased to announce the appointment of Jim van Leenen as president & CEO of Fleetgistics. Jim's 30-year industry experience, customer-oriented operating philosophy and 17-year history of successfully leading privately backed companies to achieve growth and expansion makes him well suited to move our company into the future," says Earle Weaver, Chairman of the Board.

"Fleetgistics' companies have created a strong customer base by delivering on the companies' promise to provide excellent same-day courier services for highly sensitive, time critical products around the clock; many that have a very limited shelf life. Building upon that foundation with my proven Six Sigma process management and the creation of cutting-edge technology the team and I will bring the Fleetgistics companies to the next level of growth through relentless dedication and commitment to our customers. Everything starts and ends with the customer," says van Leenen.

ABOUT FLEETGISTICS

Fleetgistics Holdings, Inc. is the holding company of Medifleet, Inc., Scriptfleet, Inc., Partsfleet, Inc. and Partsfleet II, Inc., together among the industry leaders of same-day customized logistics solutions and time-critical courier services in the United States. Operating 24/7/365, the Fleetgistics companies offer customer-focused services through three operating brands: Medifleet, Scriptfleet, and Partsfleet which focus predominantly on the medical, pharmaceutical and automotive aftermarket industries respectively. Offering both routed and on-demand dedicated solutions to those three industries, along with multiple others, Fleetgistics' companies differentiate themselves by providing highly reliable service, industry-leading technology, decades of experience and a strategic network of both national and local operators. Fleetgistics is the right partner for your same-day [outsourced] logistics needs. <http://www.fleetgistics.com>. **CLDA**



A-1 INTERNATIONAL, INC.

A-1 International, Inc., has expanded its Edison, NJ location into a 60,000 square foot facility. Moving from its 25,000 sq. ft. warehouse in Raritan Center, across the street to 70 Newfield Avenue, A-1 has made room for a new distribution customer and will handle a footprint that will encompass all of central New Jersey. A-1 has locations in Lyndhurst, NJ and Folcroft, PA that handle Northern and Southern New Jersey footprints, also. There is approximately 10-12,000 square feet of empty space to accommo-

date new account growth in the new facility.

A-1 International is headquartered in Union, NJ with warehousing, distribution and logistics locations in Edison NJ, Lyndhurst NJ, Long Island City NY, Folcroft PA, and Troy MI.

For more information, please call Mike Pollack, Vice President/Sales at 908-376-1053 mpollack@aoneonline.com. **CLDA**

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Falcoln Express Transportation Moves into New Headquarters

While operating in the Washington D.C. and Baltimore region since 1981, Falcon Express Transportation (FXT) has been headquartered in Beltsville, Maryland for over fifteen years. This summer, FXT outgrew its space at 6804 Virginia Manor Road and moved across the street to a much larger facility at 12200 Indian Creek Court. Through the move, FXT has been able to grow service lines previously hindered by lack of space. Expanding our home delivery services, distribution capabilities and warehousing solutions have been FXT's focus since the move. With 35,000 square feet of warehouse available, the new facility provides considerable flexibility for short and long term storage needs for our customers. Our enhanced capabilities include pick and pack, cross-docking, white glove and final mile delivery. Strategically located within twenty-five miles of BWI and DCA and forty miles from IAD, FXT offers airport tenders and recoveries from three major airports through its certified TSA driver fleet. In addition, the new office accommodates our growing team! With eight new hires since the move, FXT has expanded its customer service, dispatch and sales departments. We are excited for new opportunities and welcome all to visit us at our new location! **CLDA**



Confirm Choice releases a newly integrated platform for both Background Checks and Drug Screening.

Confirm Choice, the leading provider of background checks and drug screening to the courier industry, is pleased to announce the rollout of their newly integrated online platform. With the recent round of enhancements to their web-based customer portal, they are offering a centralized location for clients to order and manage both background checks and drug screening in one easy to use platform.

"Background checks and drug screening are critical services to our clients", says Brandon de la Cruz, lead account manager at Confirm Choice. "We want to continue to enhance how our clients interact and use our services and this was an area that we received a lot of feedback about." With this newly integrated platform, Confirm Choice clients will now be able to structure their background checks and drug screens in a more simplified manner. This will reduce the amount of time it takes to order these reports and cut down on the administration involved in obtaining this critical information.

"Having been in the courier industry, we understand the challenges that courier companies face. We know that most people are stretched thin and anything we can do to save them time also saves them money", said David Temple, owner of Confirm Choice along with Joe Bankemper. "Our newly integrated platform is just one of the many enhancements we have on the agenda to simplify the process of using our services".

About Confirm Choice

Confirm Choice is a national provider of background screening services that enable organizations to make well informed decisions. We do this through a comprehensive suite of services that include criminal searches, motor vehicle records, employment/education verification, drug screening and more. Legal compliance, privacy protection, accuracy, and superior customer service are a constant daily focus. We are an active member of the National Association of Professional Background Screeners (NAPBS). For more information visit www.ConfirmChoice.com, or call Rob Stewart, Cell: (615) 979-2816, Office: (615) 383-5932.

CLDA

Relay Express is Helping to Find A Cure for Juvenile Diabetes

Relay Express Inc. has again renewed its financial support for the Juvenile Diabetes Research Foundation One Walk Dayton event. We donate and walk in support of Ally First.

Ally was diagnosed with Type 1 Diabetes during kindergarten, at the age of 5. She will be insulin dependent for the rest of her life. She is required to constantly check her blood sugar by pricking her fingers 7-10 times a day - including throughout the night. Everything she consumes must be measured and weighed. This will be Relay Express' 3rd and Ally's 6th JDRF walk. Ally is



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a happy, sweet 12 year old! However, Ally's life is different than her peers. She knows it. She sees it. She lives it.

JDRF funds life changing T1D research, with a commitment to creating a world without Type 1 Diabetes. We have seen, and Ally has experienced firsthand, life changing medical advancements that are within reach. IF...we continue to support diabetes research.

We want Ally and the millions of children like her to grow up healthy and live long, complication free lives.

On Saturday, October 3, 2015, Team Ally walked in the Juvenile Diabetes Research Foundation's One Walk in Dayton, Ohio. JDRF is the largest worldwide organization dedicated to finding a cure for diabetes. In a typical year over 85% of every

dollar raised goes directly to diabetes research and education. Since 1970, JDRF has provided more than \$1 billion to diabetes research. Team Ally had a goal of \$1,500 for this year's walk. With the support of Relay Express and others, Team Ally raised \$1,765.

Together, we will find a cure!

About Relay Express, Inc

Relay Express is a 29 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, and New York that provide service to the Mid-West. **CLDA**

Richmond Express Courier Service and Warehousing Fighting Hunger

Richmond Express Courier Service and Warehousing's Office Manager Jennifer Parnell is once again organizing a food drive for the less fortunate in the greater Richmond area. For the third year, Jennifer along with her daughter, Amy Parnell at The Joel Bieber Law Firm, are joining forces to raise awareness of the number of families in Central Virginia who do not have the means to feed their families. Both offices are collecting non-perishable items to be donated to Feed More, Central Virginia's Food Bank helping families, children and seniors in 34 counties and cities across one-third of Virginia.

Jennifer reflected on why it is so important for her and her daughter to help give back to the community. "There have been times when feeding the family was a real struggle. That's why the food drive has a special place in my heart." We are so proud that Jennifer is a part of our team!

Richmond Express is hoping to have 100% companywide participation this year to give back to our neighbors who are struggling. Our goal is that every



family in the area can have a joyous holiday season.

Servicing Central Virginia since 1982, Richmond Express Courier Service and Warehousing is a full service on demand and routed delivery service with warehousing, cross dock and fulfillment services. For more information on how we can be your partner in Central Virginia contact Melanie Rodgers at Melanie@richmondexpress.com or visit www.richmondexpress.com. **CLDA**



Did Someone Say... Insurance for IC Misclassification?

As a courier you face the threat of challenges when using independent owner-operators, no matter how hard you try to do things right. Now you can buy protection -- insurance that will respond to misclassification complaints, lawsuits, or regulatory actions against you. You'll want to get your application in soon. Given these groundbreaking coverages and reasonable rates, we expect a significant amount of interest...

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Are you armed against IC compliance issues?

Defending against independent contractor compliance rules can be a tricky business, and more than a few companies have felt the blows of litigation revolving around whether an IC is actually independent or an employee. Back pay, employee benefits, taxes and penalties can lay siege to your company if compliance isn't met.

THE IPD MOBILE MOVEMENT.

IPD Mobile is forming networks of professional drivers in selected cities to help delivery companies remain compliant by using truly independent drivers. The IPD Mobile app enables drivers to operate independently by allowing them to receive jobs from multiple sources. IPD settlement services takes care of the accounting headache as well, allowing you to do what you do best. Serve your customers.

IC compliance is only one of the many benefits that IPD Mobile can bring to your business. Having immediate access to a network of locally qualified drivers allows logistics companies to quickly expand driver capacity without having to go through the recruiting process. IPD Mobile makes it easy to find agents in other cities by giving companies direct access to qualified drivers in cities outside of their normal market areas.

Contact us today if you would like to become part of the IPD Mobile Movement and win the battle against misclassification. **IPD Mobile and DataTrac — Delivering more than software.**



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M&A and the Importance of Proper Branding

The urge to merge among companies has increased in recent years. In this environment many complex decisions are made by senior executives before, during and post any merger, one that is mandatory and critical that requires special attention and thought is *the branding of the new corporate entity*.

This is exactly why the executive management teams at LSO and Express Courier Inc. (Express) took this charge seriously and planned a new clear, cohesive corporate messaging platform and narrative storyline that brought the combined assets and benefits of both companies to life.

Simply put, the new company can provide customers with – the speed of a courier, the discipline of a carrier with the service of a true partner. Through a series of working sessions, the team landed on the following value proposition that, instead of providing just a product or a service, LSO provides a complete delivery “system” for customers. LSO is....**Your personal rapid delivery systemSM**. To tie it all together, we developed the following elevator pitch which differentiates us from our competition:

Only LSO combines the speed of a courier, the operations of a carrier and the service of a true partner. Our one-of-a-kind shipping model enables us to deliver your own personal rapid delivery system. Together, we'll help your business get closer to customers, run faster than competitors, and budget smarter than ever. More responsive, more flexible and more friendly than any other shipping company.

The goals of the process included the following:

- Establish alignment and ensure consistency of execution by presenting the company with one personality/identity and one cohesive set of offerings
- Arm everyone to carry the brand and tell the new story – clearly and easily
- Position the organization for rapid growth and higher margins in a perceived commodity market
- Bring the combined value and benefit to life in ways that appeals to different constituencies (customer segments) as well as internal audiences and stakeholders
- Present a seamless set of offerings and capabilities to potential customers – a “whole” solution,” yet allow individual offerings to be distinct and organizations to clearly see themselves
- Reflect and build upon the internal culture and brand work that’s already been established
- Keep it simple, yet make it powerful, substantive and durable

As we looked at some of the initial research involved in this effort, some key opportunities began to bubble up to the top as areas we needed to address as a company going forward.

First and most importantly, there’s an “e-Commerce effect” that’s driving the market towards

the expectation of instant (rapid) gratification for customers. This trend will only get bigger and broader, so there’s a threat of being left behind and a huge opportunity to delight your customers. Today and in the future, it’s all about **quality & speed**. Reliable Speed...Efficient Speed...Adaptable Speed...Consistent Speed and Communication Speed.

By combining the services of Express and LSO a unique service offering was created that the global giants do not have – a one and only Super-regional shipping solution stretching from Texas to the Carolinas. LSO’s combined companies (LSO Logistics, LSO Parcel, LSO Final Mile aka Express) provides a robust combination of services – First mile, last mile, scheduled, distribution, on demand, same day, next day, guaranteed day, even double same daySM. The combination of LSO and Express creates the largest regional parcel carrier in the southern United States and completes an important expansion strategy for LSO. When asked about the acquisition and its impact, LSO CEO Rick Jones said, “At LSO, we are pleased to join forces with Express as we expand our service area across the southeastern United States. The powerful combination of Express and LSO provides us the rare opportunity to deliver a unique set of product and service offerings – from same day to day-definite guaranteed deliveries - to our customers that you just can’t find anywhere else. Both companies share a burning desire to provide superior service for our customers while servicing the shipping needs of everyone, from small and mid-sized shippers to Fortune 500 shippers.”

The new company provides us with the opportunity and ability to be much more **personal**, aka “custom.” – earlier, later, faster, better and different. Finally, our service offering expands with the combined companies – fulfilling critical aspect of our value proposition for customers.

We’re Responsive – we help your business outrun others and enable your revenue to flow faster. **We’re Flexible** – we adapt our business to your needs so you can do the same for your customers. And finally, **We’re Friendly** – we make shipping personal again. So you can deliver top-notch service to your customers.

We can help customers turn their shipping into a business advantage. Bottom-line, we help every business deliver instant gratification with impeccable service.

That’s truly the power of the new LSO.

The proper branding and messaging allows any organization to maximize the opportunities available to them by creating a market place where employees, shippers and carriers alike understand the value creation and share in a vision that allows everyone to prosper, create a competitive advantage and better serve their customer base. **CLDA**



Custom Courier Solutions, Inc. - Here We Grow

Usually, the mantra is “Here We Grow Again” but in this case CCS’s 2015 initiatives and accumulated accomplishments are the catalyst for their first company press release, which offers a glimpse into milestones and an outlook for 2016. Co-owners Christopher MacKrell and Daniel Ayer are certain about how CCS has arrived, “It’s the employees who recognize our investment in them is to enable their success with balancing work and life.” “Ensuring a happy and calm work environment leads to a productive, efficient and confident team.” Company results validate Chris and Dan’s culture model.

2015 highlights include:

- Nov – CCS performed their 3,000,000th service; CCS celebrated that customer and the local CCS Hub.
- Oct – Purchased 82, 2016 state-of-the-art straight trucks for immediate use across the service footprint.
- Sept – Honored as #16 out of 100 of the fastest growing companies in the Rochester NY business region.
- Aug – 9th year anniversary was celebrated company-wide with lunch, dinner and desserts for all shifts.



“As we navigate our busiest Q4 ever, we hope our focus on cost control and our commitment to enabled employees unlocks the intangibles of service excellence, which is our direction for 2016.”

1600 Lexington Ave, Suite 113, Rochester NY 14606. **CLDA**

BANYAN VENTURES INVESTMENT FACILITATES REV IT LOGISTICS AND KANGAROO EXPRESS PARTNERSHIP

Combined company to become preeminent logistics provider in the western United States

SALT LAKE CITY, NOVEMBER 20, 2015— Banyan Ventures, a professional venture-building firm in Salt Lake City, recently invested in Kangaroo Express, a delivery and logistics company based in Durango, Colo.

Kangaroo Express will join forces with Banyan portfolio company Rev It Logistics in providing customized delivery and logistics solutions throughout the western United States. These services include: last-mile, same-day/next-day, and on-demand distribution; white-glove service; warehouse storage; and much more.

Rev It Logistics and Kangaroo Express are experts in navigating the challenging, expansive western terrain and weather conditions. With nearly 50 years of combined experience providing

courier services in the area, Rev It Logistics and Kangaroo Express have dedicated line-hauls between key markets in Colorado, Utah, Nevada, Idaho, Wyoming, Arizona, and New Mexico.

“This partnership will allow our companies to become a significant regional player in the delivery and logistics business,” said Joe Civileto, CEO of Kangaroo Express. “Our combined footprint offers regional and national shippers a legitimate choice in how they service their accounts.”

With dominant market share in Utah and Colorado, Rev It Logistics and Kangaroo Express are known for providing timely, safe, and reliable service. The companies’ current customers include several of the country’s most recognized brands in national retail, express shipping, bulk mail, laboratory companies, and pharmaceutical wholesalers.

“We are very pleased to add Kangaroo Express to our portfolio, and we are particularly enthusiastic about combining the Kangaroo Express operations with those of Rev It Logistics,” said Banyan Ventures Managing Partner Tyler Thatcher. “Both Kangaroo Express and Rev It Logistics are fanatical about customer service, and the geographic coverage of both companies will enable us to provide our customers with an unparalleled network in the western United States.”

For more information, visit www.revitlogistics.com and www.kangaroo-express.com. **CLDA**

QCS Welcomes Brandon Smith as Project Manager

How did you get your start with QCS Logistics?

I initially started with QCS Logistics in 2006. I had just returned home from playing football in Canada with the CFL earlier that summer. At the time, I was working as a supervisor for Rite Aid. Since I was still pursuing my career as a football player, I wanted a job that gave me flexibility with my schedule in case I received an invitation for a tryout for a team. QCS gave me that opportunity and had an opening for a hotshot driver. I immediately took advantage of it.

How long have you worked for company?

I worked with QCS until July of 2007, when I received an opportunity from my alma mater, St. Augustine High School to teach American History and coach football and track. I taught for 7 ½ years, but would often times work for QCS during the holidays or as time permitted. During the summer of 2009 (I can't remember which it was), I came back to QCS and worked a route servicing Liberty Bank and Blue Cross/Blue Shield of Louisiana. Then in December 2014, I returned to QCS, as a full time employee and driver servicing the RaceTrac account. I was promoted to the role of Project Manager for the Ochsner Health System account in July of 2015.

What are your overall responsibilities at QCS?

My main responsibilities consist of making sure that our medical courier are compliant with the rules and regulations for our clients and they are providing the best service possible. I take care of any issues that the drivers may experience and ensure that all of the routes are covered on a daily basis. I also take care of any customer issues that may arise, provided they are within my scope of knowledge. Apart from my primary duties, I wear multiple hats around the office (as does everyone else) and any issues that arise, we make sure they are handled as soon as possible.

What has been the most rewarding aspect of your job with company?

I think the most rewarding aspect of my job, apart from pleasing our customers with excellent service, is seeing the success of a driver that I have personally trained. I have trained several drivers both with RaceTrac and with Ochsner, both of which

can be very complex to serve in the logistical and courier business. It feels great to know that you have quality drivers out on the road providing great service to customers and that you played a major role in their success.

What has been the most challenging aspect of your job?

Having only been in this position for nearly 6 months, I continue to learn something new every day. Learning the details of the Ochsner project has been challenging. This project is massive and always changing. It really keeps you on your toes, which I like. There is never a dull moment. Currently, I am learning our operating system, how to put in orders, how to dispatch calls, and how we charge customers.

What do you like to do in your spare time?

If I am not spending time with my amazing wife, I am either playing video games on my cell phone or I am flipping back and forth between ESPN, the History Channel, Discovery, CNN, and Cartoon Network. Being a former football player and coach, I love playing flag football and I also love playing pool.

Do you have a favorite quote or philosophy that you live by?

One quote that has stuck with me ever since I started teaching in 2007 is "By perseverance, the snail reached the ark," by Charles Spurgeon. I often utilized this quote with my students to inspire them to keep pushing forward, and I try

to apply to my everyday life. If you're familiar with the biblical story of Noah and the ark, you always hear about how the lions, bears, zebras, elephants, and birds made it to the ark. However, you never hear about the snail. You can imagine how long it took the snail to reach the ark and all the difficulties that he ran into on the way. Translating that to everyday life, it means that along your path to finding your purpose or whatever your goal may be, you will face some type of adversity. When this happens, you simply suck it up, keep your head up, and continue to grind through it. Eventually you will reach your goal and you will be a stronger, better person at the end of your journey.

Describe the company in one word.

Family. I have known the Burns family for almost 20 years. Working for this company does not feel like work because of the family atmosphere that is in place at QCS and I am very honored and humbled to work with them as we take QCS Logistics into the future. **CLDA**



Priority Dispatch Gives Back!

One of our five core values at Priority Dispatch is “giving back”. (We commit to giving back. We are deliberate and focused on helping people and organizations that improve the lives of others) All of our employees at our delivery centers are committed to investing and giving back to their communities. Some serve their neighborhoods by delivering food to homeless shelters, some deliver “toys for tots” and others volunteer at their local Ronald McDonald House.

In December, our Corporate office in Cincinnati will donate our warehouse space which will be transformed into a giant “store” for two days. Over 500 underserved families will get a chance to Christmas shop for their children. This “store” will have all new gifts, clothing, toys and basic necessities! “Operation Give Back” is the a non-profit that tutors and invests in children all year round. And each December, they partner with a sponsor to coordinate this event.

We have learned, it is truly better to give than receive. Think of all the smiles on all of those faces this holiday season! **CLDA**



Delivery Drivers, Inc: Employee Profile

As the daughter of a retired Car Sales Man, cars have always been an interest of mine. I knew I wanted to be in the business somehow but knew I didn't want to be in car sales. This is when I stumbled upon Enterprise Rent a Car. I was able to keep my knowledge of cars but also start to learn about the world of transportation. After being with Enterprise for some time I wanted to do more and I found DDI which is a third party administration to the transportation industry. DDI was expanding and growing, looking to bring on an Account Manager to oversee transportation clients. I met with our now Executive Director Adam and our now HR Manager Ashley and I guess it's safe to say I impressed them in my interview. They brought me on to oversee 76 client locations to help them manage to recruit, enrollments and compliance. With only 11 people at the company, I wore a lot of hats. As I grew with the company and proved my loyalty I now stand as the Director of Sales and Marketing. The company now has three Account Managers who oversee 130 client locations and 25 employees. If you're interested in our services give me a call. 949-491-8057. **CLDA**

DICOM TRANSPORTATION GROUP ACQUIRES EASTERN CONNECTION

Dicom acquires largest regional parcel carrier in the Northeast United States

CHICAGO, IL – Wind Point Partners (“Wind Point”) announced today that portfolio company Dicom Transportation Group, a leading provider of business-to-business (“B2B”) expedited transportation services based in Montreal, QC, has expanded its industry-leading regional overnight parcel network into the Northeast United States through the acquisition of Eastern Connection.

Eastern Connection (“EC”), an asset-light provider of B2B pickup and delivery services, is the largest regional parcel delivery company serving the Northeast United States. EC provides expedited delivery services to more than 5,000 cities and 6,800 zip codes stretching from Maine to Virginia to Ohio. Leveraging a large and efficient network that includes 19 terminals and cross dock facilities, EC is the only regional parcel carrier able to guarantee overnight ground delivery throughout this geography. Founded in 1983 by Jim Berluti and Ted Kauffman, EC is one of the largest and most respected expedited parcel carriers in the U.S. EC will be aligned with the Express division of Dicom Transportation Group.

Wind Point acquired Dicom in February 2014 in partnership with Scott Dobak, who joined as CEO. Prior to joining Dicom, Scott served as President of RoadRunner Transportation’s LTL and TMS segments, representing a \$775 million P&L.

“Combining Eastern Connection into Dicom creates one of the largest parcel networks serving this part of North America,” said Dobak. “No carrier will have a faster, more reliable overnight ground transportation network offering regional and cross-border services to so many points in the Northeastern U.S. and Eastern Canada.”

Ken Nadler, Chief Commercial Officer at Dicom, commented, “We are very excited about the opportunities this combination will bring to Eastern Connection’s customer base. Foremost, EC will now be partnered with the leading parcel network in Eastern Canada, which is one of the largest shipping lanes for all of the U.S. The combination will provide EC’s customers and their trading partners with seamless, cost-effective cross-border services between the U.S. and Canada. In addition, Dicom is committed to investing in EC to enhance its terminal infrastructure, technology and its customer support func-

tions, which will further solidify EC’s reputation for best in class service, speed, and consistency.”

Konrad Salaber, a principal at Wind Point, added, “With sales expected to reach almost C\$400 million by the end of 2015, Dicom operates a leading B2B logistics platform built on fast, reliable and cost-effective ground transportation. EC’s service geography is perfectly congruent to Dicom’s, and this combined super-regional network will provide customers with unparalleled regional and cross-border services.”

Dicom’s acquisition program focuses on acquiring courier, LTL and transportation providers in Quebec, Ontario and the United States. In addition, Dicom is seeking 3PL providers who manage transportation, logistics and supply chain functions for businesses in Canada, the U.S. and Mexico.



Kirkland & Ellis LLP served as legal advisor and KPMG LLP acted as transaction advisor to Wind Point and Dicom.

About Wind Point Partners

Wind Point Partners is a private equity investment firm that partners with top caliber CEOs to acquire middle market businesses where they can establish a clear path to value creation. Since its founding in 1984, Wind Point has raised over \$2.8 billion in commitments. Additional information about Wind Point is available at www.windpointpartners.com.

About Dicom Transportation Group

Dicom is a transportation and logistics company headquartered in Montreal, Quebec, with offices throughout the U.S. and Canada. Dicom operates three business segments: Express, Freight and Logistics. Services provided include overnight and second-day parcel, freight transportation, freight management and last mile services throughout the U.S. and Canada. Additional information about Dicom Transportation Group is available at www.godicom.com.

About Eastern Connection

Founded in 1983 by Jim Berluti and Ted Kauffman, Eastern Connection has grown to become the largest regional express parcel carrier in the Northeast U.S. Eastern Connection operates through 4 main business units: Ground, Priority, Same Day and Logistics. The Company utilizes 19 terminals and cross dock facilities to handle shipments for a variety of blue chip and small & medium sized businesses. Additional information about Eastern Connection is available at www.eastern-connection.com. **CLDA**



CDA Update

Hello to all our industry friends in the CLDA, we wish you the best during the coming holidays and 2016.

We held our most recent meeting in Studio City, CA at the venerable Sportsmen's Lodge, where we had not been in a number of years. We were even greeted by a large film shoot, along with the unfortunate Los Angeles Dodgers being bumped out of the series. I know many of you are smarting from those same feelings while the Kansas City fans are on cloud 9, or perhaps now in a snow storm.

Despite those obstacles our meeting and presenters prevailed. CDA President Rick Pople did an excellent job in sharing his comments and thoughts as well coordinating with the speakers. Ron Holland, (pictured above) with the Sheppard Mullin legal firm, lead off with comments regarding the NLRB's "joint employer" positions, liabilities, and also their easing of union organizing. The potential ramifications of these topics made for some pretty scary stuff. Ron was followed by the well versed Joel Fox...almost Mr. Sacramento. Joel is very active and knowledgeable about state and local policies and politics. He gave a lively presentation on what may be coming our way next year, as well as the Governor's current Special Session on Transportation, and the increase in costs associated with those ideas. Think higher gas taxes, higher registration and/or user fees, among them.

Our CDA political liaison, John Kabateck also gave a lively account on the inroads the association made in 2015 and plans for 2016. We met some great insiders in Sacramento, helped defeat some bills and encourage Governor Brown to veto others. We also made progress with our Legislative Ad-

vocacy Pursuits fund. So if you've had a good year, consider donating to our "LAP" fund and supporting our ongoing CDA legislative efforts here in California. Remember, contrary to Las Vegas, what goes on in California does not necessarily stay in California.

And, please note that next year's CDA Annual Meeting & Convention is in Universal City, March 4 & 5. Mark your calendars, get out of the cold, and come visit us. Check out www.cadelivery.org for the latest info. **CLDA**

Dan Bender,
CDA Executive Director

NY Update

On December 9th, 2015, the New York State Messenger & Courier Association hosted its Annual Holiday Networking Party at The Perfect Pint West, located at 123 West 45th Street, New York, NY 10036. The Holiday Networking Party was a huge success, thanks to the attendance of our members, guests, sponsors and star supporters. Holiday Networking Party attendees participated in a holiday raffle and the donations that were received were submitted to Career Gear, a non-profit organization that promotes the economic independence of low-income men by providing financial literacy training, a network of support, professional attire, career development tools, job-readiness and essential life skills training that help men enter the workforce, stay employed and become role models and mentors to their families and communities.

The New York State Messenger & Courier Association will hold its next meeting on February 24, 2016 at Arno's Restaurant, located at 141 West 38th Street, New York, NY 10018. **CLDA**

Florida Update

FMA announces its Winter Meeting

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

ORLANDO – The Florida Messenger Association announced the dates for its upcoming Winter Meeting to be held on January 29 and 30, 2016, 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. **CLDA**



Interview with Lance Regarding Listen and Learn

The Florida Messenger Association continues to lead the industry in innovative ways to add value for member companies. Earlier this year, the FMA began a monthly conference call series called Listen & Learn. FMA Board Member Lance Dearborn has taken a leadership role for this process. We had the opportunity to sit down with Lance and find out more about this groundbreaking monthly conference call.

Q: What is the FMA Listen & Learn?

This is a monthly conference call for FMA Members where we discuss an important industry issue. The FMA brings a subject matter expert to the call and we discuss the topic as



a group. The topics have covered everything from sourcing new employees/drivers to software to contractor compliance to OSHA regulations. If a topic is important to our members, we will discuss it and provide valuable information regarding the topic.

Q: Is there a charge or fee associated with Listen & Learn?

No. This is open to all FMA member companies and their employees without a charge. On the monthly calls, we may have 5 or 6 employees from a single member company. For instance, we had a call on OSHA compliance and any employee responsible for location security or maintenance should have been on that call.

Q: How do you determine what the topic is for each call?

The FMA board determines the call based on feedback from members and general industry trends or discussion points.

Q: What prompted this monthly event? How did it begin?

Listen & Learn began with an idea from our board member, Harold Boyett, to provide new FMA members with information to help them become a better company. The material was so valuable we expanded to all FMA member companies.

Q: Is it participative?

Absolutely. It is designed as an open forum and anyone is welcome to ask a question or provide feedback. The questions can also be asked anonymously so the person asking the question does not have to feel intimidated.

Q: How would you characterize the difference between this and the Lunch & Learn sessions?

Lunch & Learn is a great session that is more focused on networking and one topic. Listen & Learn will spend significant time each month on a specific subject with in-depth conversation and a subject matter expert.

Q: What is the feedback from your membership?

The feedback has been tremendously positive. We have seen our monthly participation grow as more people have tried Listen & Learn and realized the benefit it brings to them.

Q: Can you please provide some insight as to your history, the history of your company, and the role you play with regard to this endeavor?

Air Traffic Services is a full service logistics provider in the Southeast US. We have distribution centers in Orlando (HQ), Atlanta, Charlotte, and Charleston. We maintain large distribution centers covering a big geographic footprint. We specialize in two-man residential deliveries, routed orders, warehousing/storage, and on demand deliveries. Lance Dearborn is the owner, president, and CEO. **CLDA**



STATE ASSOCIATION UPDATES



OCTOBER LUNCH & LEARN IN ORLANDO

Thank you to all that attended the Lunch and Learn at Maggiano's Little Italy in Orlando on October 14th. The Lunch and Learn series occurs each year in the late summer/early fall through local lunch meetings scheduled in different regions of the state. The local nature of this meeting creates the opportunity for members and potential members to break away from their busy days to attend an informational, educational networking opportunity. Attendees glean information that they may not otherwise have been exposed to.

The FMA would especially like to thank Jeff Ice of Brightstone Insurance for sponsoring the event. Jeff led a very detailed and informative discussion covering all aspects of general liability and auto insurance as they pertain to protecting courier and transportation companies. His perspective provided insight into various risk management topics that all courier companies must consider. New FMA Member, Cody Mathis of PAL Transportation in Jacksonville, and made a special trip to Orlando to participate in this event said, "I feel that this session was so informative that I received thousands of dollars in value for my \$59.00 annual membership. The type of information covered will truly help me manage the risks more effectively."

In addition to our sponsor, attendees included Tim Petty from PettyCo Express; Mike Milam from Runabout Couriers; Pat Bronos from A.S.A.P. Courier Services; Geoff Campbell and Pete Farrell of Sonic Courier; Dan Schutt of Double Time Transit; David Armitage and Bryan Bilchik of Manko; Vince Lambert and Harold Boyett of Blue Streak Couriers; Lance Dearborn, Brad Ward, Kelly Caldwell and Raymond Millam of FastMile Logistics; Cody Mathis and Kentura Smith of PAL Transportation; Stacy Young from Expert

Messenger; Barry Nierengarten of Affordable Courier; Robert Betancourt and Gary Gilbertson of Alpha Logistics Service; John Oliva of ADL Delivery; Zenda Penner of Shore to Shore Freightlines, and Rachel Lee of Budget Truck Rental. **CLDA**

SEPTEMBER LUNCH & LEARN IN FT LAUDERDALE

Thank you to all that attended the Lunch and Learn at Anthony's Runway 84 in Fort Lauderdale on September 30th. For those who could not make it, we hope to see you at our final session of this year in Orlando on October 14th. The Lunch and Learn series occurs each year in the late summer/early fall through local lunch meetings scheduled in different regions of the state. The local nature of this meeting creates the opportunity for members and potential members to break away from their busy days to attend an informational, educational networking opportunity. Attendees glean information that they may not otherwise have been exposed to.

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In addition to our sponsor, attendees included Tim and Susan Petty from PettyCo Express; Rich Brioso from Alpha Logistics; Larry Schwartz from Baron Messenger; Tom Coviello from ASAP; Rose Thomashow from Express Messenger; Steven and Mark Seltzer from Comet Delivery; Andy Moody, Harold Boyett, and Barrett Cook from Blue Streak Couriers; Steve Howard from Esquire Express; June Hayford and Chris Kane from Courierboard; Anthony Pavone from Quality Transportation; and Carlos Delgado from Fusion Logistics.

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Faces in the Crowd



Rick Adams, the Director of Operations for Irvine, CA based Delivery Drivers Incorporated has been a member of the Professional Golfers Association for more than 24 Years. While a golf professional, Rick worked in various capacities all the way up to General Manager and golf courses in southern California, and for nearly four years, Puerto Rico.

Among Rick's experiences are opening Orange County's Pelican Hill and Oak Creek Golf Clubs, and four PGA Tour Events as the Assistant Golf Pro

at Sherwood Country Club. Through golf, Rick has played golf with many celebrities and professional athletes. Playing Partners have included the legends Wayne Gretzky, Marcus Allen, Ernie Banks, Don Drysdale, Craig T. Nelson, and Sean Connery. As a golf instructor, he has taught Mychail Bryzhnikov, NHL alumni Adam Oates and Alexander Mogilny, and U2's lead guitarist, The Edge.

Rick is now applying his experience in leading the operations team for Delivery Drivers Inc. [CLDA](#)

THANK YOU

FOR OVER 30 YEARS OF SUPPORT

Datatrac would like to congratulate Henry Dixon on his induction into the **CLDA Hall of Fame**. For over 30 years Mr. Dixon has helped shape the future and direction of logistics software, but It wouldn't have been possible without the loyalty and support of our customers and the courier industry. **Thank you!** We look forward to another 30 years of industry leading service and innovation.

Ryan Dixon accepts the Hall Of Fame plaque
on his father's behalf at CLDA 2015



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