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The magazine of the Pan American
International Movers Association

Winter 2011





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PAIMA

REPORT

The magazine of the Pan American International Movers Association.

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FRONT COVER:

The new PAIMA Board.

Back row, left to right: George Naumann, Jose Marrero, Gary Burke, Victor Roman, Rafael Moreno.

Front row, left to right: Laura May Carmack, Christy Wickman Kozloski and Sherry Williams.

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WE HAVE PLENTY TO BUILD ON.

I am truly honored to be elected as PAIMA President. Honestly, I was a little apprehensive to take on the role, but with the help of a wonderful board of directors (past AND present), and Sherry Williams, I am confident we will continue to expand.

I would first like to extend a big “thank you” to everyone who was involved in the 2010 PAIMA Convention. What a fantastic event co-ordinated by Sherry. From the sponsors to the presenters, it takes effort from many different avenues to create success – and that was certainly achieved in San Diego this year!

Following the approval of the General Assembly, PAIMA is now officially incorporated in the USA with the main office in Tampa. During the next two years, with the help of the Board of Directors and Executive Director PAIMA has three major goals: Increase membership, Increase tonnage, and Increase involvement.

We have all the resources available to do this, and the momentum is strong. PAIMA is a great organization, and I encourage everyone to take full advantage of what it offers.

Finally, a big THANKS to the board who has worked very hard over the past couple years. It's been rocky, and at times we were not sure what the fate of PAIMA would be, but under the leadership of Ramon, and assistance of all involved, we're really making positive advances.

Also, to the long time members, George O'Masta, Pat Toscano, Elena Mari, and Diego Aguirre - PAIMA appreciates your many years of hard work and dedication to the board, and I am sure you'll be involved during the transition.

I'm truly excited at this opportunity, and look forward to the coming years. We have a wonderful group working together to make PAIMA an even more successful organization.”

Christy Wickman-Kozloski
President - PAIMA.



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NEW MEMBERS SIGN UP FOR PAIMA



Steve Dozois, MD of Humbolt in Canton, MA, receives his company's membership certificate from former President Ramon Sierra (Sentry) at the recent conference.

Three new members were welcomed into PAIMA at its recent conference in San Diego - and at the time of writing another ten applications are going through the system!

The three members welcomed to San Diego were: **Humboldt International of the USA**, **Teamwork International of Brazil** and **Santa Maria Trasteros of Colombia**.

In her first message to members the new PAIMA President Christy Wickman-Kozloski stressed the importance of building up the membership. As she pointed out, we all know companies that would be suitable for membership - if everyone just passes on the name of one potential member, Sherry Williams can do the rest!

IMBOLPACK ASSISTS CHILE RESCUE

La Paz – Imbolpack recently supplied seven trucks to a national drilling company transporting drilling equipment to Northern Chile for use in rescuing the 37 trapped miners.

MAJOR AWARD FOR RELOASSIST



An international award for innovation has been won by ReloAssist just weeks after announcing new software that enables clients and contractors to share an intuitive, flexible relocation and international moving program that can be tailored to their exact needs.

The EMMA presented by the Forum for Expatriate Management comes less than two years since a similar award was made to ReloAssist by the internationally influential Re:Locate magazine.

Hosted by the FEM and sponsored by TheMIGroup, the EMMA celebrates excellence

E-LEARNING PROGRAMME FOR 2011

Tampa - PAIMA will launch an e-learning programme during 2011, says Sherry Williams.

The purpose of this program is to educate and train sales and operational personnel in the areas of packing, wrapping, inventorying and loading of household goods, personal effects and automobiles for the Military, Private sector and Commercial business.

and innovation in global mobility programmes as well as recognising the performance of service providers such as ReloAssist.

The presentation was made at the FEM one day summit in London at a gala dinner attended by nearly 400 professional HR and relocation managers.

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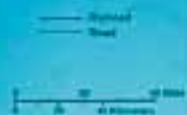
In the picture (from left to right): Brian Friedman of FEM, Liz Cundy, Larry Murphy (ReloAssist), Cei Jenkins (ReloAssist) and Debbie Hughes who presented the EMMA on behalf of sponsors TheMIGroup.

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WAVING THE PAIMA FLAG AT IAM!

Sherry and Noreen go on the campaign trail!



No one could accuse the PAIMA office of letting the grass grow under their feet!

No sooner was the last PAIMA delegate waved goodbye from the conference, than Sherry Williams and Noreen Hanson were putting up the exhibition stand at the nearby IAM show, the biggest moving event in the world.

Star of the exhibition stand was a Mexican Pinata (see picture) which was huge and drew lots of admirers (or, of course, it may have been the two girls!).

“It was a great event and a good chance to put over the benefits of PAIMA,” says Sherry. “We had a lot of interest shown and while that doesn’t necessarily translate into immediate applications for membership, it does sow the seed in people’s minds.”

It must help - PAIMA is currently processing 10 membership applications!

PORTAN MOVES FORMER PRESIDENT



From left: Anderson Trujillo, Paula Colmenares, Mrs. Lina Uribe (the Ex- President’s wife) and Victor Triana

For over three months the Portan moving company of Colombia packed and shipped the household effects belonging to Ex-President Alvaro Uribe and his family from the Presidential Palace to their new home.

The packing included not only the family’s domestic goods but also the gifts, special awards, art collection and books accumulated during his eight years as the Colombia’s President.

Due to high security, the Portan team was made up of just two

packers, a driver and a supervisor. Again due to security they completed the packing of 90 cbm in eight sessions.

“The security was very tight throughout the entire move, as well as a detailed preliminary investigations of every employee assigned to the move,” says Paula Colmenares, Portan’s Commercial Director who supervised the move.

“For me personally, it was a real pleasure to meet the First Family who were each very friendly.”



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THE NEW
PRESIDENT OF
PAIMA - CHRISTY
WICKMAN-
KOZLOSKI

PAIMA PEOPLE

I STILL LOVE WHAT I DO!

THE NEW PRESIDENT of PAIMA, Christina Wickman-Kozloski is the Vice President and Operations Director of Wickman Worldwide Services in Evansville, IN.

She has been with the company ever since its doors were opened in 1997 by her father Edward who decided to launch his own freight forwarding company.

“I had no idea what my dad really did, and when I joined him from college I was basically a secretary for the first few months,” she says with disarming candour.

Despite this sink-or-swim approach, all the processes of international mobility began to make sense and in no time at all she was away – the business just became second nature to her, and she loved it.

Having graduated with a Bachelors in Business and a minor in Economics helped of course and while she’s had other job opportunities, this business is in her blood.

Thirteen and a half years later, Christy is now managing the operations and most accounts.

“I still love what I do, and appreciate the day-to-day challenges presented in this crazy industry!”

WWS has been a member of IAM since 1997, and joined PAIMA in 2002. The following year it won the tonnage award for a new member; Ed also became one of the Regional Directors for North America, stepping down only recently. In 2008 Christy was nominated to be a vocal for the PAIMA board.

“The first meeting I attended in Panama was a bit crazy and unexpected, yet it turned out to be an exciting and pivotal experience for PAIMA.

The organization was in a precarious situation at the time, but persevered, and has, I think come out stronger as a result,” she says.

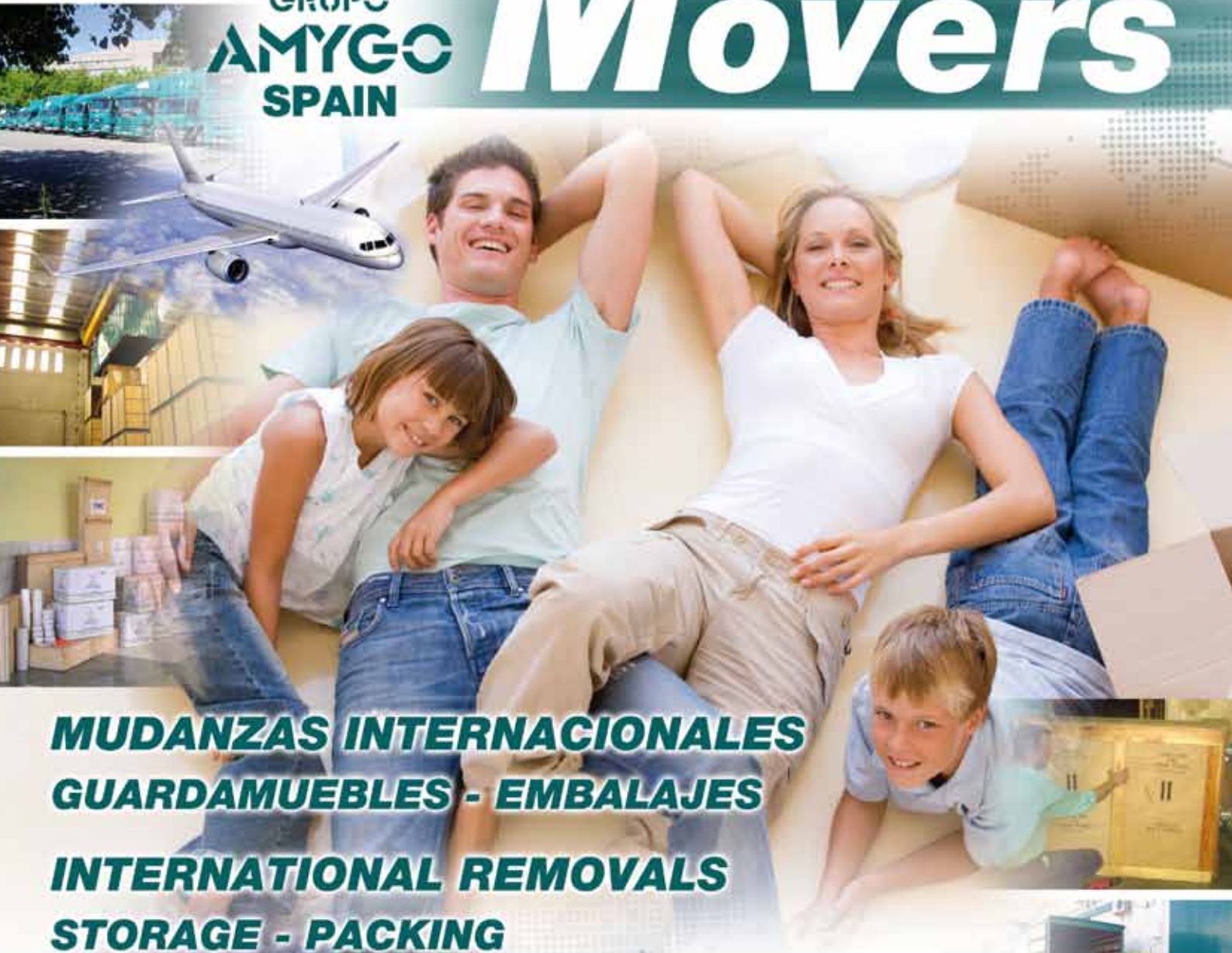




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PAIMA HAD
A GREAT
CONFERENCE
THAT
REAFFIRMED ITS
FAITH IN THE
FUTURE

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My, what a conference!

PAIMA bounces back!



Is this a record? PAIMA has its second female president while many others have yet to elect one!

Christy Wickman Kozloski –of Wickman Worldwide Services, Inc., United States was elected President of PAIMA at a great conference held in San Diego.

She encouraged members to put PAIMA's past behind them and

to look to the future, recruiting new members, using the services and taking advantage of being part of a unique network.

"The whole organisation is very professional and in good shape – and it's time to build on our successes."

She praised the way the new Director Sherry Williams had shaken down the association

and put it onto a firm financial footing and improved its administration.

For the first time in two years PAIMA was in the black and would be looking to invest rather than divest!

Apart from taking a strong grip of all financial aspects of PAIMA, the sale of the premises in Panama has helped.



New PAIMA President Christy Wickman-Kozloski and fellow board member Gary Burke (Burke Bros, UK) wait to start the official business sessions.

The new office in Tampa is now run by Sherry Williams and Noreen Hanson and is able to produce proper monthly management and financial reports for the board.

“Sherry has done a great job in turning round the organisation financially and created stability,” said Board member Gary Burke of Burke Bros in the UK.

“For our part, we looked at everything that was going wrong and corrected it. Cost control was the first thing, then moving into new offices in Tampa, creating a new website and creating a proper membership database.”

“We have also focussed on people paying their dues on time which has ruffled a few feathers but in the long term this will be beneficial.”

Now there are four areas to work on:

1. Encourage business dealings between members.
2. Establish an arbitration committee.
3. Expand the tonnage programme.
4. Expand membership into 30 countries initially and then to 50.

“The tonnage programme is now on-line and between us we should have at least 20 m lb up there. We don’t right now, but we are getting there, albeit slowly.

If we could build on this it would make a huge difference – at present only 39 members use it so the results are remarkable really. But if we build on this it will give Sherry a useful sales tool to recruit new members and that is something we all want.”

We also need to attract fresh blood into the association – we need to encourage youngsters to join.”



Delegates were given an absorbing overview of “Supply chain risk assessment – how secure are your shipments?” by Bryant Vanbuskirk (above) of C-TPAT who pointed out that cargo is vulnerable to security

threats when procedures break down and rules are not correctly applied.

Now it has some 10,000 members who represent about 50% of the total



Jose Marrero (Sentry) receives the tonnage award for South America from Ramon Sierra on behalf of its winner Mudanzas International Global, Venezuela.

value of cargo entering the USA.

“The starting point is to get C-TPAT into your business,” he told PAIMA members.

“Sound management is needed to forge the chain that will link together all the parts of an operational security system.

Remember, they’re not going to stop trying to break our security just because you make it harder; they just became more creative.”

C-TPAT actually began operations in 2001 working with just seven companies; initially it was designed so that all businesses regardless of their size could participate in a global supply chain.



Marcelo Fonsi of G-Inter Transportes International in Brazil receives the Overall Tonnage Award from Ramon Sierra.



Membership certificate is presented by Ramon Sierra to Lars Peter Lemche of Teamwork Mudancas International of Brazil.



Harm Meierdirks of Carl Hartmann in Germany is presented with the European League tonnage award by Ramon Sierra.



The tonnage award for the African League goes to Graham Spence-Ross of Magna Thompson International, South Africa.

A security breach is defined as the introduction into the supply chain of prohibited items including illegal substances and the deliberate introduction of products that are banned.

Interestingly, international conspiracy accounts for 74% of infringements; bribes 11%, and intimidation just 3% (when people are forced to take a shipment – doesn't happen often).

Once you have the systems in place to monitor security you need to keep on top of it - often management does not check that employees are following their own security procedures and even employees are not aware of the risks they take by not following their procedures.

International moving is often a family affair - and organisations like PAIMA do a lot to foster the 'family' elements of the

industry. So a business session especially well chosen was 'Successful successions in a family business.'

Joining the family business is often fraught with hazard

Chaired by Laura May Carmack of AIREs, the panellists were Carmen Lerdo de Tejada

(Transcontainer), Nick Lacayo (Transworld), Fabian Ortiz (APA), Paula Colmenares (Portan) and Phaedra Widney of TG International Insurance brokerage.

As you can read elsewhere, there are no easy solutions to the problems of bringing a family member into the business, other than to keep them at arm's length, to have everything to do with their roles put

into writing and not to let them start at the top!

That evening everyone went out for a dinner cruise, sailing on a handsome, traditional craft beneath a friendly and warm sky. It was the perfect way to end a very optimistic opening to the conference.

It was very much down to business the next morning – the General Assembly followed by the election of a new board, after which PAIMA's new President Christy Wickman Kozloski welcomed everyone to a new year in the life of the organisation.

"I have three goals," she said.

1. *To increase membership.* I encourage each person in PAIMA to get just one company to join.



AIREs in the USA won the tonnage award for the America League, received from Ramon Sierra by Laura May Carmack.

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“Get involved!” says new President.

One company who you know is good and would benefit from our organisation as much as we would benefit from theirs.

2. To increase tonnage. We have a great, easy-to-use online system and there is no reason why we aren't all entering tonnage. This is one of the great advantages of PAIMA – we can actually see the results of our membership. I really would like to see numbers double in this next year.

3. Involvement. PAIMA is still a small enough organisation where we can be involved and have a voice. If you have

something interesting or exciting going on with your company, let us know.

If you want to write an article for the magazine, please do. There are many ways to put your name out there, and we want to hear from you.”

“I'm truly excited at this opportunity and look forward to the coming years.

We have a wonderful group working together to make PAIMA an even more successful organisation.”



Paula Colmenares of Portan joined the family business but made a point of working at every level in the company first - that way she earned the respect of the crews, as she explained in a business session dedicated to working in a family enterprise.

PAIMA AWARDS FOR THE FORTUNATE FEW

Once again, PAIMA brightened its annual conference with the presentation of its awards recognising special achievements. The awards were presented by former President Ramon Sierra.

They began with the PAIMA Ecology Award for 2010 going to **Teamwork International Ltda. of Brazil** with a plaque presented to Lars Lemche.

From there to the tonnage awards:
Overall Tonnage Award:
G- International Transports, Brazil.
European League:
Carl Hartmann, Germany.



Past President Ramon Sierra (Sentry International) present Lars Lemche of Teamwork Mudancas in Brazil with PAIMA's ecology award.

South American League:
Mudanzas International Global, Venezuela.

Mexican & Canadian League:
Trafimar Relocation Service, Mexico.

Central American & Caribbean League:
Balboa International, Panama.
American League:
AIReS – United States.
Asian League:
Asian Tigers K.C. Dat, Singapore.
African League:
Magna Thompson, South Africa.



Left: Alex Beltran and his daughter Erika, from CIME in Mexico City. Above: Vanessa Pacheco (Quavis Transportes in Brazil) and Matthias Tischer of Carl Hartmann in Germany.



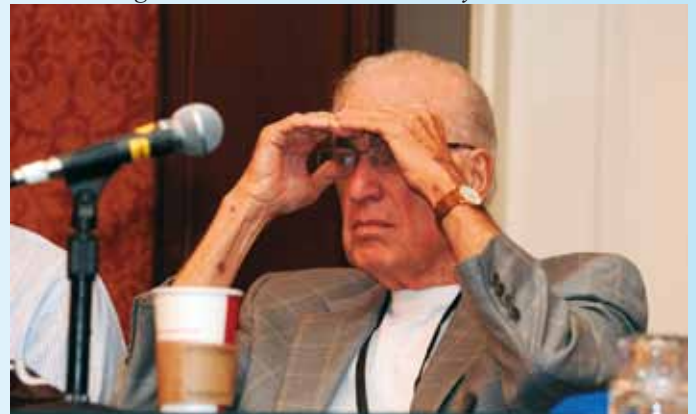
Tom Schmidt of Mexpack Removals (left) and PAIMA Board member Rafael Moreno of Mexico movers Moreno International.



From Grupo Amygo in Spain are Eugenio de la Iglesia and Jesus Rodriguez - Blackberries at the ready!



It's Sherry Williams birthday during the conference and the board helps her celebrate with a cake!



I see no ships! Pat Toscano (Reliable Van & Storage) shields his eyes against the bright spotlights.



Fran Vollaro of Pasha Group, USA, concentrates on the business discussions.



Gloria Roberto and Jorge Santa Maria of Santa Maria Trasteos in Colombia study the PAIMA agenda.

*Right: Fran Vollaro of the Pasha Group in good form on the evening cruise, chatting to Enrique Cuellar of Solar Relocations.
Below: Bill Carlson of Moving Edu.com in the USA.*



George O'Masta of Balboa International, Panama receives from Ramon Sierra (Sentry International) the tonnage award for the Central American & Caribbean League.



Paying close attention to proceedings, Alicia Flores of Sancalsa International in Mexico.

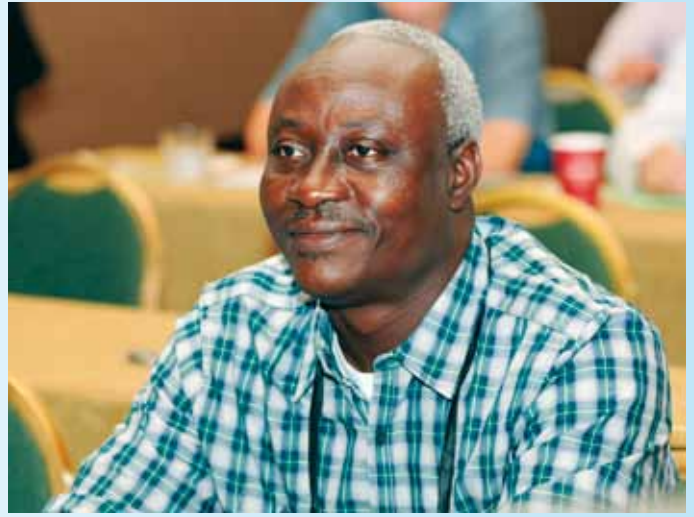


Paula Colmenares of Portan in Colombia (left) with Gary Burke (Burke Bros., UK) and Ana Alisia Flores of Sancalsa in Mexico.

Note: Next year's PAIMA conference: Denver - Sep 2011



Kristine Maras from AAA Forwarding in the USA.



From Nigeria, Kehinde Arowoselu, of Koeman Nigeria Ltd.



Shooting the breeze on a beautiful evening cruise, Jorge McCormack of Mercovan Argentina and Christy Wickman-Kozloski.



... and also panellist and conference sponsor Phaedra Widney of TG International Insurance Brokers in the USA. Right: Santiago Sorni of Door to Door Transport in Peru.



The firm - Howard Gerson, his wife Emilie and daughter Aline Gerson of Gerson & Grey in Brazil.

Don't miss the event of the business year!



*From Honduras, Leonidas Lacayo (left) and Maritza Rodriguez of Mudanzas International with Nick Lacayo of Transworld Mudancas in Brazil.
Right: Nicole Martin of Daly Movers in the USA.*



Gloria Roberto of Santa Maria Trasteos in Colombia receives her membership certificate from Ramon Sierra.



From New York, Roger Kandetkze (left) and Pat Toscano of Reliable Van & Storage, a great supporter of PAIMA.



From one of the conference sponsors, Balboa International in Panama, George O'Masta.



Elena Mari of Equixpress in Venezuela at the opening of the conference.

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PAIMA's
Executive
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reports on
the latest
activities.

SHERY'S PAGE

Free training for PAIMA members - what a great concept!

So, a new year dawns and we're all holding our breath for a better year for the industry!

For PAIMA, 2010 was good – and I'm hoping that 2011 will be even better. The big news is that after going through endless legal hoops, PAIMA began 2011 as an officially recognised non-profit corporation.

you've been getting from your PAIMA colleagues. This is something that many members have been asking for this year and I'm delighted that we have been able to accommodate them.

The other big news is that we are launching our exclusive PAIMA on-line training programme during 2011.



It's fantastic when a great global player like Asian Tigers supports the PAIMA tonnage programme - here former President Ramon Sierra presents Gordon Bell of Asian Tigers with his award for the highest booker in the Asia League.

May sound a little thing but I promise it's good news as it means our tax regime will be different.

And the less we have to give away to the tax man the more we can spend on improving services to members! So I'm pretty pleased about that because our guiding philosophy here is to deliver value.

The next bit of good news you'll notice when you log on to the Tonnage List. It's been updated to include a new feature titled "Received Tonnage" which allows you to track what traffic

We are still working hard on its development right now but I am confident that we should be able to announce it is up and running before the next issue of PAIMA Report.

Personally, I am very enthused by this concept because it means we can bring free training to our entire membership. When training can be so expensive, we think our on-line solution will transform things for PAIMA members who will have unlimited access to professional expertise round-the-clock.

Imagine what a difference that could make to your employees who are eager to learn and improve their industry knowledge!

We're really hoping this will be just the beginning of a new training culture within PAIMA which will become one of its permanent marker posts.

So just a few small but really encouraging steps forward as PAIMA continues to make progress in all directions.

On top of that of course, we'll have our annual conference in Denver which we plan on making even more interesting than ever.

We're already working on a programme with some new ideas but if you have any thoughts yourselves, you know I'd love to hear from you.



Sherry Williams.

The Indiana
Jones of
the moving
industry -
that's our
Joe.

PAIMA PEOPLE



JOE PAULEY - PAIMA'S FIRST HONORARY LIFE MEMBER

If you were born in 1958, you'd have been alive for as long as Joe Pauley has been in the international moving business! Makes you think, doesn't it?

In fact, Joe has been something of a pioneer in the industry and even today, when most men are thinking of retiring, he is in the thick of a new business venture. Not for him a life sitting on the sun lounge!

He began his career in Puerto Rico where his petroleum engineer father had built the country's first refinery. After college Joe visited his family in PR and began working for local trucking company owned by a fellow America.

They were then approached by United Van Lines to start the motor-van-sea-van mode from PR.

"In fact, I actually helped unload the first Sea-Land container ship to leave the US," he says.

He then went to work for CTI (another pioneer of containers) as the sales manager for Latin America where he really felt at home, making many new friends

gold) and opened his own moving company, following up with partnership deals that enabled him to open branches in Chile and Ecuador.

Always fascinated by flying Joe once flew over the Andes in a single engine aircraft without



Joe and Monica Pauley.
throughout the continent.

After a lot of travelling he eventually settled in Peru (where amongst other things he tried his hand at pan handling for

the aid of oxygen – since then he has not only logged over 14,000 hours flying time but gone the other way too: jumping OUT of aircraft!



Joe receives his Honorary Life Member Award from former President Ramon Sierra.

“The moving industry was always tough in the old days when I first got involved by meeting the big ships in port to collect luggage and liftvans.

But I was able to persuade companies work with me – often the most unlikely people became an agent!” he recalls.

Sky diver, pilot, pan handler - Joe has seen a lot of life!!

He still skydives even though he’s over 70, always adding to the 1,400 plus jumps made to date. In fact he was recently elected President of an ‘old timers’ parachute club in Argentina.

At one point he started a jungle commuter airline, initiating the first flying service over the NAZCA lines in Southern Peru.

But life got tougher and more dangerous – having to deal with Sendero Luminoso (Shining Path), military dictators, trying to fight off the nationalisation of his ‘planes as well as dozens of other daily problems, Joe decided it was time to rethink his life.

Meanwhile, the Indiana Jones of his time had met his future wife Monica when he was working for Chilean Packers.



Joe says he has seen the future - and it’s called PODS.

“But with the military take-over it seemed it might be a long time before Chile was to recover, erroneously so,” says Joe.

They then embarked upon a two year hippy adventure on board their sailboat the Anjin Sun before returning to Miami.

In 1973 they opened an international moving company, Tumi International (Tumi is an Incan knife – harking back to his Indiana Jones days!).

Nowadays, the company is run by his two daughters and Tumi is the parent company to the day to day operating business of Coco’s International.

Today, he has gone into the domestic moving business for the first time. When the PODS concept was first launched in the US, he bought first one and then two franchises and now has over 1500 of the moving modules: “I saw the future and grabbed it,” he comments.

He was a founder member of LACMA, serving as its first secretary and of course, spent six years on the board of PAIMA.

On top of that he was president of the Aero Club in Lima as well as president of the Parachute Club – that’s one thing certain about PAIMA’s first Honorary Life member: he’s never really going to stop - he says he has enough projects on the go to keep him busy for another 15 years!



*What are the problems in working for the family business?
Laura May Carmack (AIReS, USA) set out to discover the pitfalls.*

THE DO'S AND DONT'S OF WORKING FOR THE FAMILY

The golden rules of joining the family business – work your way up, have your job details put in writing and keep expectations clear!

Nick Lacayo of Transworld Mudancas makes no secret of the fact that he made his son work in the business during the day and study at night. No special favours there!

He has a daughter in the company too which he wasn't keen on initially until persuaded by his father-in-law but it has worked out very well.

He was one of five panellists who described their experiences of children working in a family business at a conference panel skilfully chaired by Laura May Carmack (AIReS).

Avoid special favours!

Nick started his company in 1985 and right from the start put his faith in people and technology (he says he makes a point of keeping all Transworld's IT right up to date) although preferring to use it as

a servant rather than master.

“But whatever you do, you must make it absolutely clear what you expect from your child, and to put it in writing as well.

And of course even more important is to make sure you don't let them come in right at the top. It's the quickest way to create bad feeling.”



Carmen Lerdo de Tejada of Transcontainer - came to help develop IT.



Fabian Ortiz (APA Worldwide).

Fabian Ortiz (APA Worldwide) has a son who wanted to experience some independence before joining his father's business – so he took himself off to work for other companies which worked really well.

By the time he joined the family business he had stacked up a lot of practical experience and was also able to tackle the challenges facing a modern moving company such as rapidly changing IT systems (such as the arrival of *Techmate*) and, of course, customers wanting more for less!

Another who became immersed in her company's IT system was Carmen Lerdo de Tejada of Transcontainer – “although my parents had always kept it very advanced, but sometimes you needed to promote its use in all areas of the office.”

Her parents have encouraged all their children to be involved with the business which they founded themselves, and it has been very successful simply by following the same guidelines suggested by Nick earlier.

Phaedra Widney of T G International Insurance Brokers worked in her parents office from a very young age, “doing everything that needed to be done”, but as she got older her parents emphasised that she should consider alternatives.

But she enjoyed the insurance world although sometimes she thinks being a family member means “you get it from both sides – you have your family on one side and the customer on the other and you're caught in the middle!”

Like everyone else involved in moving, she is concerned about declining standards amongst customers, making the acid comment that “Increasingly customers say they don't have the time to be bothered with their move but suddenly seem to find plenty of time for it when something goes wrong; magically they find time to be on the telephone about it several times a day!” Seems familiar?

Taking the broad view, what's the best advice you'd give to someone thinking about joining a family business, asked Laura May? Paula Colmenares of Porton didn't hesitate:

“Go right through the company from top to bottom to get as much practical knowledge as you can.

That way you earn the respect of your crews which is really important.



Above: Paula Colmenares of Porton - “work right through the company.”



Phaedra Widney: “Being a family member means “you get it from both sides.”



Nick Lacayo - was persuaded to bring daughter into the business.

But she clearly loves her job and the moving industry - her father went to the first meetings of the IAM (then HHGFA) and now she's happy to continue that tradition.

And yes, put employment terms in writing - treat a family member just as you would any new employee.”

Larry Phillips
thinks the
moving industry
sometimes needs
to look for new
opportunities

THE MAN WHO THINKS OUT OF THE BOX



We all know how great ideas often have small beginnings – and so it was with Larry Phillips who readers will remember from Hellas Europe but now operates as Global Consolidated Movers in Australia.

He used to go to Dubai quite a lot and a while back noticed how during the bad times, expats were really treated quite badly by corporate employers.

Many of them lost all their benefits and privileges with hardly any warning and had no help at all in trying to get home. This meant that even using LCL it was often too expensive for many.

This gave him the idea of starting a consolidation service for such people so that at least they could get a reasonably priced shipping service to get home.

But once news of the service began to spread, other agents in Dubai asked if he'd thought about running a similar service to the UK and maybe the USA.

So, not one to say 'No' Larry established a company in Dubai, following it up with openings in HK and Singapore.

He now provides a door-to-door service to Europe and North America, and a client with a really small shipment will have

it palletted and shrink-wrapped for added security.

It didn't take long for news of the service to spread around the expat community and this attracted another layer of customers – those given a lump sum payment to ship their belongings, something which is happening a lot these days.

He only works with other movers to help with destination services when needed and his latest scheme is to offer clients a tracking system.



Larry wants to help small companies become big companies.

All the shipping documents are scanned and uploaded onto the system in Dubai and thereafter, every agent or customer can monitor the progress of the consignment.

"It's very straightforward to use and customers love it – they're enjoying a relatively sophisticated shipping service at a price they can afford.

It just takes a lot of moving stress away from them – after all, they have enough to worry about at the time," says Larry.

He began his career building hub systems for freight movements.

So when he started his own moving company in Sydney, he was able to replicate the systems online for his own company and its network of global agents.

Now Larry is developing a new system which will be all inclusive, taking in accounts, operations, documentation and so on.

Each member of the network will remain a separate operating entity but will be fully integrated into the system.

"It means small companies can become big companies," says Larry. "They join the network free of charge but when they start using the system they pay a small monthly fee."

And the new system will be so advanced, they'll be able to run the whole consolidation operation on an I-Pad."

Right now there's a lot of useful business that is disappearing into a black hole, but my system will help close the gaps."

There's a lot of work to be had out of the backpack and expat community, and my system will mean companies can exploit it."

We have to change the way we think about getting rid of these mental blocks we get in this industry – we just need to think out of the box."

NEW E-LEARNING SYSTEM IS BACKED BY LOTS OF EXPERIENCE

PAIMA will launch its own e-learning program during 2011, supported by movingEDU.com.

This was by established William Carlson to create and define ways to increase industry standards through proven techniques.

He has more than 35 years in the moving industry and has contributed to re-writing the AMSA "RIM" manual as well as testing and certifying agents/van lines on international transportation.

"The purpose of this program is to educate and train sales and operational personnel in the areas of packing, wrapping, inventorying and loading of household goods, personal effects and automobiles for the military, private sector and commercial business," he says.

"Understanding how volume and density play

a key role in cost and containerization."

The concept is to provide on-line, on-site, and on-job training. Additionally, these programs are available on DVDs showing hands-on training which the industry currently does not offer.

"From a marketing and sales advantage DVDs will include "Educating the sales staff to understand and be able to address the clients questions - in other words "an educated consumer is our best customer"

"Benefits from this program are endless when you think about building employee skills, educating sales personnel to obtain higher closing ratios, setting standards for training.

The system means students can study in their own time, at their own pace and leads to greater confidence in the work place."



William Carlson of movingEDU.com.

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As with so many others, it was just chance that got George into moving.

PAIMA PEOPLE

George Naumann rescued his company Swiss Moving Service in Zurich after its owner and founder died.

George had joined the company in 1982 after spending some time in the UK brushing up on his English. When he joined, it had established a moving division which after a while George took under his wing and rapidly developed.

After the owner of the company died ten years ago his family originally planned to close the company which at the time had offices and an old warehouse in the centre of Zurich.

Unhappy at the thought of the company folding, George made an offer to

of the company to Swiss Moving Service.

He then moved the forwarding and moving companies out of the city centre and found a more convenient facility. All during this upheaval, his clients stayed with him and he was also able to take on several new customers which encouraged him.

The forwarding company had been dormant for a while so he had bought that too, using it today to handle all the Customs work on overseas moves. Most of the business is corporate although George has built up an enviable list of wealthy private clients, many of them coming into Switzerland from

They regard themselves as move managers so even though they are moving people all over the European continent they outsource the road work to a regular packing crew working almost exclusively for Swiss Moving Services.

George is married to Christine and they have two daughters (14 and 16) who you would normally meet when they accompany him to a PAIMA conference – they missed San Diego but who knows, you may see them in Denver, if studies allow!

Business for the company dropped a bit last year, mainly due to currency fluctuations, says George.



“All the time you do a good job you have a chance in this business.”

take over the whole lot except for the warehouse which was developed into apartments. There were also two branches in the USA which George sold and at the same time changed the name

the USA, as well as an increasing number of retirees moving to sun spots like Thailand.

There are four managers in the office and they only handle international work.

He believes that even now, the personal approach is the one that works best for the moving industry – “All the time you do a good job you have a chance in this business.”



PASHA RELOCATION

Whether by road, sea or air
Pasha will be there....

....with the right solution
at the right time



- Competitive Hawaii Ocean and Inland U.S. Services
- Specialized Alaska Moving Services
- Corporate and GSA Global Move Management Solutions
- ISF 10+2 Solutions

Over 25 years of providing global household goods forwarding and related services, with particular expertise in the Alaska and Hawaii markets. Contact us to initiate a web portal tailored to your unique needs.



EXPERIENCE

Experience the art of moving International and domestic relocation, logistics, fine arts, trade shows.



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