

# PAIMA REPORT

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The magazine of the Pan American  
International Movers Association

Winter 2013





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# PAIMA

# REPORT

The magazine of the Pan American  
International Movers Association.

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## COVER

It's been a tough year for the PAIMA President Laura May Carmack of AIReS pictured here on the boat cruise in Vancouver. Holding down a demanding job and working hard at taking PAIMA forward has made many demands upon her. But she says she enjoys it!



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## YOUR NEXT ISSUE OF PAIMA REPORT!

Look out for it in  
February/March 2014.

Contents to include  
features on Carl  
Hartmann, Humboldts,  
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members, the 2014  
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IT discussion and lots  
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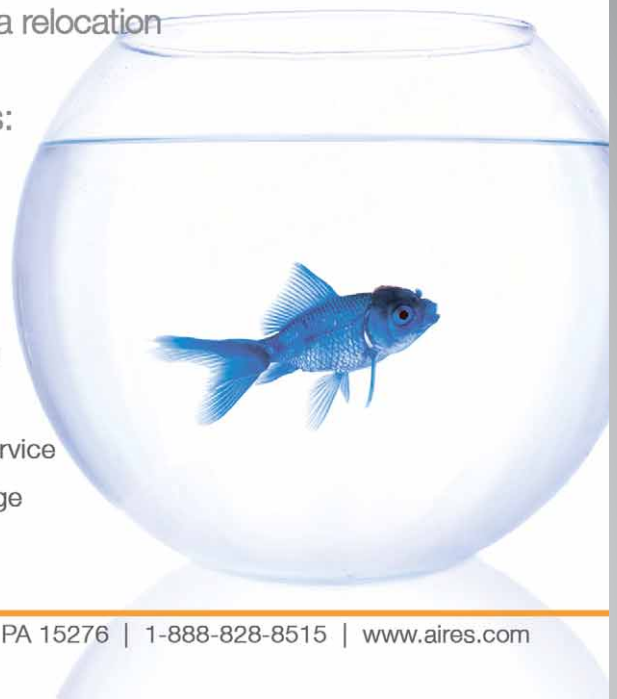


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Well, **THANK YOU!**

We had one of the best conferences ever – if you were there, thank you for being part of it; if you weren't you should have been! It was an exceptional meeting.

For this I have to thank the entire PAIMA Board and especially our new Executive Director Michelle St.Cyr who picked up the conference file and just flew with it.

There was a very positive mood in Vancouver and I was very encouraged to have so many useful discussions with members who all made it clear they support PAIMA in its efforts to establish a boutique organisation for companies that want the support of a smaller, more intimate but globally effective association.

From a board perspective, we are committed to fulfilling this function.

I really would like to congratulate my board members who have done a magnificent job in running the conference and reaching out to all those members in attendance.

It was always bit of a long shot holding a meeting in Vancouver and, as Terry Head of the IAM said in the latest issue of *The*



*Laura-May Carmack, President of PAIMA.*

*Portal*, right up to the night before the conference when you do something like this for the first time, you always worry if you will get the support!

Not only were we blessed by a hard working board, but enjoyed great support from the team organising the business panel (thank you **Lars, Matthias, Alex and George**), and the continued generosity of our sponsors – so thank you **Pasha, Gateways, Global Moving & Storage, High Relocation, Swiss Moving Service, Coco's International, Sentry International, T G International Insurance, Wickman Worldwide Services, Equixpress, Carl Hartmann, Orient Express Forwarding,**

**AIReS, Australian Vanlines and Teamwork** too.

I think a lot came out of the meeting. Not only did we demonstrate that we are perfectly capable of utilizing the experience of our own members by providing informative business sessions without the need for external speakers, but we were able to launch a couple of new ideas with the support of the membership and even debate something relatively controversial regarding new members.

"Did we really do all that?" I kept asking myself on the way home from Vancouver. But the truth is that we – that is you, the membership - really did do that.

Next year will be PAIMA's thirtieth anniversary and we will celebrate it in Orlando!

While still in Vancouver, the PAIMA Board already brainstormed ideas for plans to celebrate this important milestone in PAIMA history.

Additionally, as Michelle has told you elsewhere we will be surveying the membership to see if there is anything in particular you would like to see raised at the conference.

Orlando is a pretty well-trodden path in terms of a conference, but we have some exciting ideas that will be unique to us and that will keep everyone informed and entertained!

# Amazing days!

**Letter from Laura-May Carmack, the PAIMA President.**





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# MICHELLE'S PAGE

**First of all, may I thank everyone for making me so welcome in Vancouver?**

It was quite an experience to attend my first PAIMA conference but all the delegates were very kind and welcoming – I felt at home almost immediately!

I am very excited about my new job. As you can read elsewhere I come from a moving background so I do understand many of the day-to-day issues encountered by the industry.

I think this is important if one is to properly represent it through the services of an organisation like PAIMA.

As you know, there are a number of things coming up over the next few months about which I will do my best to keep you well informed.

First, there is the new international moving standard with which, I'm delighted to say, we now have the full support of the IAM.

This is likely to result in the new standard being a joint-project which can only be of huge benefit to the wider community of movers.



Then there is the exchange programme. I realise that this may take a little longer to get established as with the economic situation being far from certain, not many companies have the resources to invest in such a project, even one as worthwhile and valuable as this.

But we all know that investing in talented staff brings huge dividends and I am confident of the success of this excellent programme.

Next year sees the thirtieth anniversary of PAIMA. We will celebrate this in Orlando and I am looking forward to working with the board on planning a memorable event.

Look out for a survey we will be sending all members asking for ideas to mark this special occasion. All thoughts are welcome!

Thirty years is a significant milestone for any organisation and I do believe we should celebrate in style – after all, we are an industry that likes to party!

Finally, there is a recruitment drive. As the president writes on her page, PAIMA does not want to go much above a membership of 150.

This is a comfortable figure for a boutique organisation.

You may have your own recommendations for companies that are suitable for consideration – and now is a good time to bring them forward because I truly believe PAIMA is going to be on a roll over the next few years.

So! Exciting times for us all. We have the best part of nine months before we all meet in Orlando.

If you have ideas or thoughts about PAIMA and its future, do drop us a line. **We're always thrilled to hear from you!**

**EXCITING TIMES  
FOR US ALL!**





Enjoying PAIMA's conference party, from left, **Santiago Sorni** (Door to Door Transports, Peru), **Neftaly Rodriguez** (La Rosa Del Monte, Puerto Rico) and **Mario Cruz** of Transcargo in Nicaragua.

## PAIMA EMERGES FROM CONFERENCE MORE CONFIDENT THAN EVER.

**"We are all movers; together, we are an amazing group of people with a lot of experience and knowledge and within that we all witness change."**

This was the theme of an inspiring opening address by the PAIMA President Laura-May Carmack (AIREs) as she opened the organisation's 29th annual conference in Vancouver.

Change affects all our lives, our businesses, our experiences and we all deal with these changes in our own way, she told her audience.

Those serving on the PAIMA Board had to face up to a lot of change in the weeks leading up to the conference.

The unexpected resignation of Sherry Williams sent a shock wave through the organisation simply because it was so unexpected.

But the board pulled together, rolled up its collective sleeves and quickly plugged the vacuum created.

A new Executive Director has been appointed (Michelle St. Cyr - see pages 34/35) and a new office opened, independently operated by PAIMA, still based in Florida.

"Michelle has an excellent background in the moving industry as well as professional accountancy skills and she has taken on her new career at PAIMA with great enthusiasm."

*PAIMA is defined as a much stronger association - President.*





PAIMA President **Laura-May Carmack** (AIReS) celebrated change as the theme for her opening address to delegates.

**S**he has been invaluable in helping us make the transition from the old office to the new one," said Laura-May.

At the same time, she paid warm tribute to Sherry Williams who worked very hard to help PAIMA emerge from a fairly dark period in its life when it was based in Panama and suffered at the hands of disloyal staff.

Additionally, the PAIMA President welcomed the Regional Directors, praising them for their work. The PAIMA Board sees an expanded role for the regional directors as the organisation

approaches its 30th year – it makes sense to give them extra responsibilities and this will be explored over the coming year, she said.

#### **FINANCES.**

"It's always good to report on finances, especially if we are not losing money!"

joked the PAIMA Finance Director George Naumann (Swiss Moving Service).

Thanks to careful stewardship PAIMA's reserves are in good shape, with comfortable revenues during 2012/13. Costs are tightly controlled

although predictably the conference always takes the biggest share of expenses.

In the last twelve months, bank charges have also been too high – this has been remedied by switching to a more accommodating bank.



*"It's always nice to present the financial report when the news is good!" joked PAIMA Treasurer **George Naumann** (Swiss Moving Service).*



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## Twelve members lose their membership as PAIMA gets tough on non-payers.

So, the overall result is that PAIMA ended the year in surplus and has good reserves to call upon if required.

All the signs are for a repeat of this success over the next year; as part of its careful management of members' funds, PAIMA is taking an increasingly tough line with non-payers of dues.

The board feels there is no reason why there is no reason why paid-up members should subsidise non-payers and at the time of writing, it planned to give final warnings to twelve companies in default before kicking them out.

## Swift action averts crisis. Praise for board.

A relative newcomer to the PAIMA board but one always willing to speak his mind is Sid Vallaydam of Australian Vanlines.

He congratulated his colleagues for the way they had handled the crisis that PAIMA had found itself in and the way everyone had joined up to make sure the conference went well.

"When you have a board so widely spread it is no mean feat that they exercised such considerable energy and hard work to bring the conference together in the weeks leading up to Vancouver," he remarked.

"At the same time, we should all be grateful to the American members of PAIMA who quickly recruited a new manager and installed her in new offices."

While the recent changes had been something of a shock, it had also been good for PAIMA, he said. No organisation can afford to be stagnant.

The previous boards had inherited many problems from the Panama days but the last two have worked hard to keep the association together both operationally and financially.

The key to PAIMA's success is to keep going forward and this is as true now as it was then.

**Only this year, another 13 members had been recruited at a time when the global industry was hard-pressed.**

These extra members take PAIMA closer to its target of 150 companies in membership, focussing on firms that are willing to make a meaningful contribution to the organisation.

One of the successes experienced by PAIMA has been its

structure of regional directors. This is working very well and "...the time has come to develop and maybe even expand it a bit more," he said.

## NEW PAIMA MEMBERS.

ALS Movers, Chile.

Chandra Exim, Indonesia.

Freidrich Kurz, Germany.

Freight Services, Fiji.

Global Moving & Storage, Myanmar.

IGL Relocations, India.

Masstrans Freight, UAE.

NFB International Relocations, Norway.

P T Kellys Express, Indonesia.

Pumex International Moving & Storage, South Korea.

Servile Relocations, India.

Subalipack. Malaysia.

TET Services, Italy.



**Sid Vallaydam** (Australian Vanlines) is a recent board member but brings with him lots of energy and enterprise.



Good to see **Fiona Conroy** back at a PAIMA with her father **David** of Conroy Removals in New Zealand.

## A bigger role for PAIMA Regional Directors?

“They already have a role in mentoring new members as well as helping members find agents in some of the more difficult territories within their areas.

“But in addition, we believe there are a great many avenues to explore to see how we can give the regions more specific responsibility.”



**Bright Yoon** of High Relocation in South Korea seems bemused by the turn of conversation....

### PAIMA INTERNATIONAL HANDBOOK TO BE LAUNCHED.

PAIMA is to launch an international moving guide.

This is ground-breaking territory for the organisation – so much so that it has attracted the attention of the IAM which may join forces on the project.

Everyone is familiar with the various standards that encircle the industry from the massive expense of the FAIM programme to the rather more modest ISO standards.

The PAIMA programme will not be so much as a fixed standard as a guide to good practice. No costly audits, no high fees, no inflexibility, just a standard that companies can aspire to in order to move more easily through the industry.

“Basically, this will be an international moving standard that will enable all of us to

work together more effectively. It needs to be flexible because every country is different, not least in its Customs requirements.

“But all members should be able to operate within 70% of the operational guides,” said Sid Vallaydam.

The guide will cover topics such as import/export procedures, international packing, international sales, inventory codes, templates for documentation, working with clients, moving operations and industry definitions.

It will also take in customer service, freight calculations, insurance and KPIs for areas such as pre-packing, storage, delivery and claims procedures.

“This guide will offer members a massive amount of knowledge and hard-won experience not available anywhere else,” he told members.

“It will be one of the most significant developments within PAIMA and if we go ahead with the input of IAM, we will have a world class product on our hands.”



**T**here is a global problem with recruiting and retaining staff in the international moving industry.

While there are plenty of theories on how to overcome this, PAIMA has decided to focus on the retention of existing staff.

So it is launching a Student Exchange Programme.

"We need to hold people in the industry, something that gets harder and harder as the competition for talent increases.

"This industry has an ageing population and we need to do a lot more to attract and keep young people," said Mr. Vallaydam.

The board has appointed a sub-committee to formalise the programme which will be announced in the New Year.

In outline, the plan is that an employer pays the air fare for a student to visit a company in another country.

The host company provides accommodation (maybe living with the family) for one to four weeks but with an important difference:

"The visitor is neither a guest nor a tourist. He or she is there to work!

"The intention is that in those weeks, the student learns many valuable skills, gets a working knowledge of a new language,



PAIMA Board member **Lars Lemche** of Teamwork Mudancas Internacionais.

## PAIMA's staff exchange scheme will boost careers.

gets to understand operational issues in another country and learns something of the national culture," said Mr. Vallaydam.

A student must be employed by a PAIMA company, be of good physical and mental health, have basic commercial skills, be open-minded, flexible and adaptable.

He or she must also be at least 18 years of age. A host company must be willing to provide a secure second home for the student.



PAIMA Board member **Jose Marrero** of Sentry International in cheerful mood.

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# PAIMA

*Small but perfect!*



# New financial controls would define PAIMA as a much stronger association.

**I**n an ideal world, all members of PAIMA would be signed up to a financial protection scheme.

But one of the difficulties of applying this is there are already protection schemes operated by the likes of LACMA, FIDI and IAM and no company wants to burden itself unnecessarily with yet another one.

However, financial protection has never

considered by the Board which will make a recommendation to the membership.

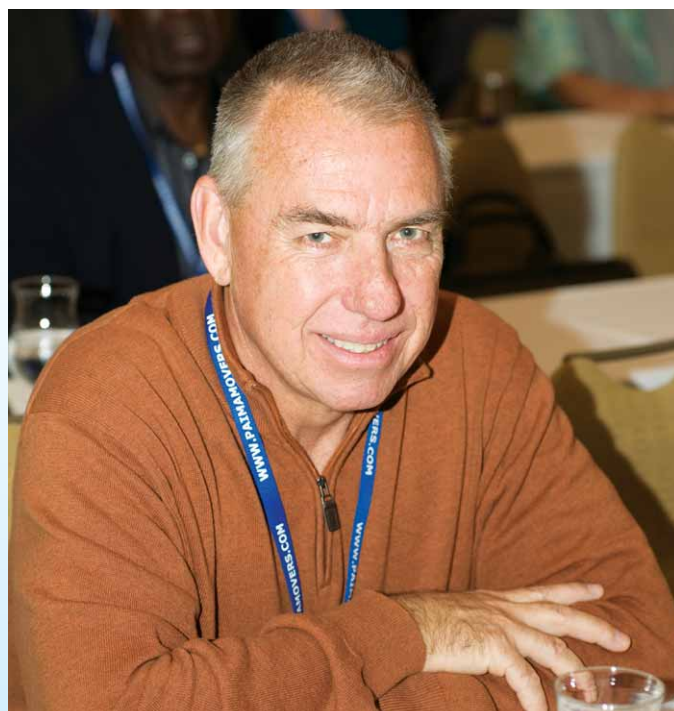
## Conference 2014.

Next year PAIMA meets in Orlando from Friday 3 October to Sunday 5th, once again just before the annual IAM convention.

Look out for the PAIMA survey asking for your ideas on celebrating this key event!



PAIMA Board member *Juana Cueva* of Express Transports in Peru.



Steve Dozois of Boston-based Humboldt International, one of a number of companies that offer PAIMA valuable support.



*Christy Wickman-Kozloski* (Wickman Worldwide Services), Board member, in cheerful mood.

been more important, especially as there seems to be no slowing down in the number of new people coming into the industry.

This is something that was raised at the Vancouver conference and will now be

# Next year, PAIMA celebrates its 30th year.





Several new PAIMA members received their certificates from the President **Laura-May Carmack** (AIREs). Including (left), **Barbara Galir** of Friedrich Kurz in Germany.



**Joe Taoi** of Freight Services in Fiji.



**Bapak Rajah** of P T Kellys Express in Indonesia.



From Myanmar (formerly Burma), **Raju @ Aung Naing** of Global Moving and Storage.



Above: Also from Indonesia, **Rajesh Kodemela** of Chandra Exim.

**Welcome to new PAIMA members.**





New member  
**Andreas Lindfinger**  
of ALS Movers in  
Chile.

Below, **James Cha** of  
Pumex receives his  
certificate.



**Amit Bendre** and (right) **Purnima Pareshwaran**  
of Interport Global Logistics in India.



Also from India, **Mobin Husain Shaikh** of  
Servile Relocations.



From Malaysia, **Zaizakkarani Hamzah** of Subalipack.





*Laura-May Carmack, President of PAIMA.*

**I**t's been quite a year for the PAIMA President Laura-May Carmack, whose day job involves overseeing all aspects of quality at one of the USA's leading international moving companies, AIREs.

She took over the presidency of PAIMA in 2012 at the conference in Washington. Since then, it's been a whirlwind year not

just at PAIMA but at home with her job expanding as AIREs pursues its highly-driven quality agenda.

Even for someone as talented a problem-solver as Laura-May who works in a highly structured and defined way, the pace of the last twelve months has been exhausting.

"But we have a very unified board at PAIMA which has helped a lot and the

Association itself has had a very good year with plenty that we can build on," she says. "There are some good ideas coming on stream and the membership is very buoyant – up 12% this year which is very gratifying.

"As a boutique organisation we don't want to have too much growth but another couple of dozen members would be nice – our

aim is to have a ceiling of 150 very focussed members."

The question of quality has been resolved with the inspired decision to develop an international moving guide (now probably in partnership with the IAM). This will not only be a boon to new members and their staff, but could well lead to a realistic quality standard available to all PAIMA and IAM members.

# Tomorrow's PAIMA.

The PAIMA President ponders the future of the association.





*PAIMA is one of the few associations to take environmental issues seriously. Here the winner of the PAIMA annual Ecology Award **Sudeep Shah** of Orient International Relocations in Nepal receives the trophy from PAIMA Board member **Jose Marrero** of Sentry International.*

“That is alarming but the fact is that you really have to offer young people something special if you want to keep them.

“Do not think you can keep them in a routine job without any future.

“The aim is to have this as a benefit and not as a burden,” says the PAIMA President.

“We already have members telling us that they feel some of the quality systems they have imposed upon them are oppressive and irrelevant in the market place where customers are looking at the broader picture of quality.”

By offering the global moving industry an affordable, industry-developed international moving guide PAIMA and IAM will be filling a vacuum that has existed for far too long.

Not just the moving industry but the corporate world will be watching this with interest.

“It will set PAIMA members above their competitors as a key training differentiator,” says the President.

And then of course, there’s the new PAIMA student exchange programme.

Given that the biggest problem facing the industry is the recruitment and retention of suitable staff, this programme could not have come at a better time, she says.

“Whether or not people recognise it, the profile of the employee has changed dramatically in the last 15 to 20 years.

“The day of the long-service employee is drawing to a close and may be gone in less than a generation.



*Vancouver, a perfect location for a moving conference. Next year, PAIMA moves back to Orlando to celebrate its 30th anniversary.*

“This is not something that makes any of us comfortable but it’s a fact. Statistically, the average length of stay for a young employee is about three and a half to four years.

“The bright ones can get a job anywhere. Yes, I know countries such as Spain and Italy have severe youth unemployment at the moment but that is a problem of a poor economy which will eventually recover.

# This industry has a real problem with recruitment and retention.





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"But the fact remains that every year more and more people come onto the job market and as the global economy picks up, the very best of them will be spoilt for choice."

## We have to help create opportunity.

"So we have to create opportunity. The trouble in the moving industry is that the career path is very short, which up to now has not been a problem."

"But I think it may be in the future. By taking part in the PAIMA exchange programme, employers can give selected staff a glimpse of the industry in another part of the world, highlighting its variety and potential for job satisfaction."

"Fortunately, due to a strong family business make-up of PAIMA's members, the average length of stay is higher than in the general moving community."

"That's the beauty of working with PAIMA members....we don't see as much turn-round as others in our industry. Nevertheless, we still recognise the staffing struggle in our industry so the exchange program should give PAIMA members an advantage."

The other thing on Laura-May's mind is the regional directors' structure. These are early days but it is

working well, acting as a sort of mentoring facility for new members.

"This has definitely proved its worth and it may be opportune to take this up another level and to give the group its own agenda. It is always useful for an active governing board to have a group like this as a sounding board."

"This avoids a board rushing into making decisions that perhaps need to be thought about a bit more!" she laughs.

"The extra expertise which came from the regional board members is greatly appreciated. They add practical advice based



*PAIMA continues to attract new members, including Joe Taoi of Freight Services in Fiji.*

on regional life experiences. We definitely believe the regional board has a significant role for the future of PAIMA."



*PAIMA owes a lot to the generosity of commercial sponsors such as Carl Hartmann of Germany, represented here by Harm Meiedirkes (left) and Matthias Tischer who also proved to be a very able business panel speaker.*

The President is certainly piling on some pressure but she is used to it.

AIReS constantly adapts and adopts changes in quality programmes, meeting client expectations which raise the quality bar higher and higher. And Laura-May keeps on top of it all.

"You have to respond to customer concerns. That means your job is expanding almost on a monthly basis. The latest thing being driven by clients is the aspect of social responsibility."

"Now that is a huge area but is one that will effect the entire international moving industry in time."

"We all need to get used to the idea of change – so it's good that the Members, Board and Regional Directors of PAIMA are facing change together head on!"





The annual awards presentations are always interesting to see some of the top players in the PAIMA network. This year PAIMA Board member **Jose Marrero** of Sentry International made the awards. First, he presented one to PAIMA President **Laura-May Carmack** of AIREs for the most tonnage reported over 2012/13.

*Below: Roberto Granero (left) and Marcio Robalo of G-Inter (Granero International) in Brazil receive the award for the most tonnage reported for the South American Region.*



*Above: Yoriela Riverol of Balboa International in Panama received an award for the most tonnage reported for the Central American & Caribbean Region.*



**Tonnage Awards!**





Once again, the award for the most tonnage reported for the European Region went to Carl Hartmann of Germany, and received on its behalf by **Harm Meierdirks**.

Right: **Dave Buchanan** of Magna Thomson International Movers in South Africa received an award for the most tonnage reported for the African Region.



A happy **George Cooper** of Australian Vanlines receives the award for the most tonnage reported for the Oceans Region.

**Tonnage Awards!**





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Currently the new powerhouse behind her fast expanding company P M Relocations in India, **Aakanksha Bhargava** receives the award for the most tonnage reported for the Asian Region.

New member Schenker Deutschland did well - here **Jan Straub** receives an award for the most tonnage reported by a new member of PAIMA.



Left: One of the most experienced people in the industry, **Eduardo Otero** receives an award for the most overall tonnage reported on behalf of his company Trafimar Relocation Services of Mexico.

**Tonnage Awards!**





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# I-SPY AT PAIMA 2013



Yes, a great PAIMA conference in the city of Vancouver. Short and sweet, the event combined good business and social activity including a stunning cruise. From left, **Bjorn Carlsen** of NFB International Relocations in Norway, **Elena Mari** of Equixpress in Venezuela and **Andreas Lindinger** of ALS Movers in Chile.



**Beatriz Wollny** (Imports) and **Daniel Rodriguez**, GM of Atlantis Moving Logistics & Relocation in Rio de Janeiro.



**Rick Curry** of The Pasha Group (USA) with **Alexandra Schmidt** of Mexpack International in Mexico.





From the UK, **Christopher** and **David Townsend** of the London based company Galleon International. Lower left: **Juan Bernal** of Panama Intermoving in Panama City and (right) **Bright Noon** of High Relocation in South Korea.



**Jorge McCormack** of Mercovan Argentina.



Dynamic duo: **Aakanksha Bhargava** of P M Relocations in India and (right) **Paula Colmenares** from Portan in Colombia.



From Nippon Express in New York is **Noriuki Sasaki**.



A happy **Phaedra Widney** of TG International Insurance Brokerage in the USA.





From Mudisa in El Salvador, **Juan Carlos Romero** and **Valeria Altamirano** of Mudanzas Mundiales in Nicaragua.



From Koeman Nigeria Ltd is **Kehinde Arowoselu**.



**Eduardo Otero** of Trafimar in Mexico and (right) new member **Andreas Lindfänger** of ALS Movers in Chile.



Smiles all round from (left) **Victor Krief** of Sogedem Europacking in France and PAIMA Board member **Lars Lemche** of Teamwork in Brazil.



From left: **Daniel Rodrigues** (Atlantis, Rio de Janeiro), **George Cooper** (Australian Vanlines), **Lorne Dixon** and **Alexandra Schmidt** (both of Mexpack International) and **Juan Carlos Romero** of Mudisa in El Salvador.

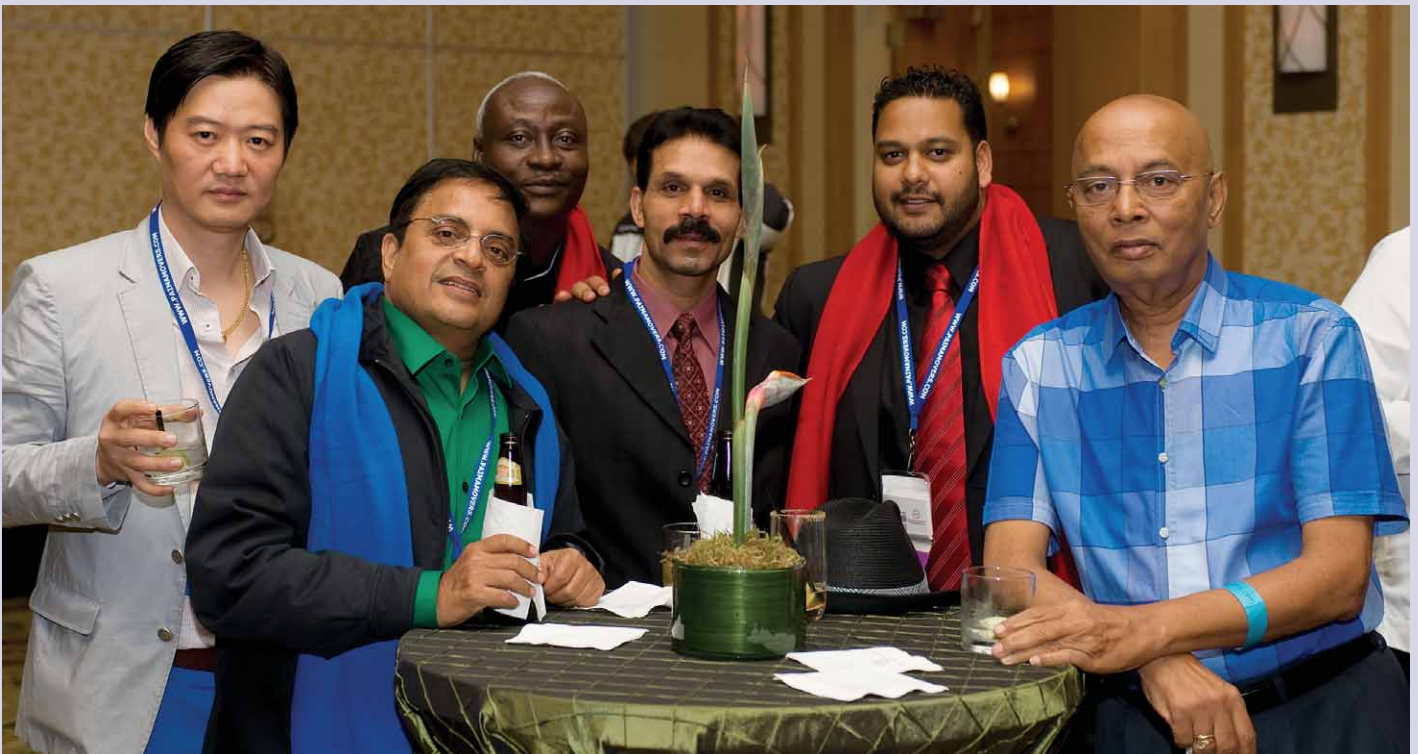


From Swiss Global Movers in Guatemala is **Liliana de Lopez**.





*Roberto Granero of G-Inter (Granero International) in Brazil and Anna Lisa Flores of Sancalsa International in Mexico.*



*From left: James Cha of Pumex, Rajeev Bhargava of P M Relocations. Kehinde Arowoselu of Koeman Nigeria, Babu Bhargavan (Raffles Movers, Singapore, Kegan Vallaydam of Australian Vanlines and Bapak Rajah of P T Kellys Express in Indonesia.*



*Enjoying the PAIMA cruise are Pat Toscano of Reliable Van & Storage in New York and Leticia Moreno of Moreno International, Mexico.*



*... and here are PAIMA board member Sid Vallaydam of Australian Vanlines and (right) Rafael Moreno of Moreno International in Mexico.*





The two sides of **Caridad Aguilar** of Panama International Packers! She is a strong businesswoman and has now taken her company into the fine art business.



**Dave Buchanan** of Magna Thomson International in South Africa reports increasingly brisk business.



Works never stops for **Michael Brewer** of Chess J Wilson Removals in Melbourne.



All smiles - **Dinesh Joshi** of Clintus Network in India and **Gary Burke** of Burke Bros. Moving in the UK.



From Puerto Rico is **Luis Vazquez** of Garcia Trucking.



**Robert Lynch** of Bob Lynch Moving & Storage in the US VI looks uncharacteristically unhappy; with him is PAIMA Board member **George Naumann** of Swiss Moving Service in Zurich.



Happy family - **Vino Vallaydam** of Australian Vanlines in Sydney with son **Kegan** who is the company's IT expert.





From left: **Rajesh Kodemela** of Chandra Exim in Indonesia, **Raju @ Aung Naing** of Global Moving & Storage, Myanmar, **Ravi Ravindran** of Orient Express Forwarding, Singapore, **Sid Vallaydam** of Australian Vanlines in Australia and from India, **Mobin Husain Shaikh** of Servile Relocations.



**Steve Crooks** of Suddath International in the USA and **Bjorn Carlsen** of NFB International Relocations in Norway.

From Munich, Germany, **Christine Andriollo** of Inhouse Relocation.



These happy movers - from left: **Noriyuki Sasaki** of Nippon Express, New York, **Macarena Scalia** of Miami-based Coco's International Movers, **Elena Mari** of Equiexpress, Venezuela, **Anthony Rodriguez** and **Jose Garcia** of Garcia Trucking in Puerto Rico.



# PAIMA BUSINESS SPEAKERS



*Alexandra Schmidt of Mexpack International Removals.*

*This year, PAIMA fielded its own members as guest speakers. They described the moving industry in their own countries and gave excellent and illuminating talks. The success of their work may well form the basis for future business panels. PAIMA's warmest thanks goes out to each of them.*



*Matthias Tischer of Carl Hartmann, Germany.*



*Lars Lemche of Teamwork Mudancas Internacionais in Brazil.*



*George Cooper from Australian Vanlines in Australia.*

### **MICHELLE ST. CYR**

is one of us - a mover through and through. But a mover with a business degree which means she's hot on financials and general administration.

And it just so happened she was looking for a new challenge in life, just as PAIMA was facing up to its own challenges, seeking a new Executive Director.

So the Gods have been looking kindly on everyone it seems. Just this Summer Michelle contacted ex-PAIMA President Ramon Sierra from Sentry asking about jobs and Ramon knew PAIMA had a personnel gap to fill.

And being a local girl, Michelle was able to pick up the PAIMA files very quickly in time for the conference in Vancouver.

She is originally from the US Virgin Islands where her father and mother (both from New York) had both moved to seek a new life. They met, married and raised Michelle and her siblings in fairly blissful surroundings on the islands.

Michelle's ex-US military father managed a supermarket chain and her mother owned a small moving company called Continental.



# Welcome to the new **PAIMA** Executive Director.



**O**f course, this led the children to working in the company all through the school vacation (how many times have we heard that before?!):

“From the time I was very little, I was working in the warehouse or checking the inventories in the office – there was always something to do and we grew up in a real moving environment,” she recalls.

“Then, when I was older I also travelled with my father a lot.”

Sadly, her mother died tragically young and the business was divided up between her family.

---

**Michelle went out to learn to be a real mover.**

---

But the now grown-up Michelle and her siblings took over the moving business – Michelle found herself doing estimates, bidding for new business and turning her hand to anything that needed doing either in the office or in operations.

But feeling that she needed to do more to

succeed in commerce, she took herself off to college in New York.

Although still attached to the moving industry, her college experience led her to think about a change in career – and as it happened, it was the New York climate that persuaded her to take her next step.

“New York was just too cold for me!” she laughs. “I couldn’t cope with the minus

satisfied her need for attention to detail.

However, when she went through divorce she decided to find a new life and moved to Pensacola.

Having settled in into a new home and job she met her future husband. They moved to Southern Florida where her brother had opened a freight forwarding firm. It was an good time to take up her old career:

But by the Summer of this year she was looking for a change. With a growing family of two boys and two girls, a lot of experience behind her and her husband happily settled in his job as a truck driver, she was looking for a challenge.

And that’s when she got in touch with Ramon, whom she knew well through her business. It was perfect timing,



**Michelle has settled into her new job fast and was able to assist running a very smooth General Assembly at the PAIMA conference in Vancouver.**

temperatures in the Winter and I was permanently unwell. I needed to get back to sunshine!”

So aged only 20, she returned to the US Virgin Islands and found a job working for an attorney. This was a job she truly loved, dealing mainly in property but also found the work

“I was absolutely back in my element,” she says “The business was mainly freight but also doing more and more household goods, so I was able to take care of that side of the business. Also, my college degree helped a lot in the general running of the company – we made a good partnership.”

PAIMA was setting up an office in Fort Lauderdale, was looking around for a new Executive Director to occupy it and then came the ‘phone call from local girl Michelle.

Perfect happen-chance. **Welcome to PAIMA, Michelle.**

---

*Michelle has a background in moving and forwarding.*

# LineaPro - the barcode scanner we've been waiting for.

**The practice of using barcodes to keep track of merchandise has been around for a long time.**

It's only in recent years that the moving industry started adopting this technology to manage relocations.

Barcodes have proved to be the most reliable way of ensuring that all items are present at each stage of the move.

While there are a number of solutions out there, the latest and best one yet is LineaPro, a sleek iPhone/iPod sleeve that acts as a super-fast barcode reader.

So fast, in fact, that Apple uses it in its stores to scan receipts. And now the moving industry can enjoy it too, since as of the latest version of the Voxme Inventory app, LineaPro can be used as a barcode scanner for all types of moves and inventories.

The way LineaPro works is by transforming any iPhone 4 and up into a barcode scanner. The sleeve cradles the iPhone, and is

equipped with a laser-based barcode reader. We tested LineaPro together with the manufacturer, and the results were quite pleasing.



Scanning barcodes with LineaPro takes as little as 0.2 seconds per item, compared to 2-3 seconds per item with other apps that use the iPhone's camera.

One can imagine the difference this response time makes when unloading a truckload of goods into the warehouse, or delivering a 20ft or 40ft container to the client's residence.

The only other scanner that compares to LineaPro in speed would be a dedicated barcode scanner like the Motorola MC55A, but it's bulky,

nearly three times as expensive (\$1,500 vs. \$600), and runs on an outdated Windows Mobile 6.5 operating system.

Since LineaPro is iOS, it means the operating system is always up-to-date and supported, and that movers and

warehouse managers who are already familiar with Apple products will have a breeze learning how to use the iPhone together with LineaPro.

When clients ask us about implementing barcodes in their moving business, the initial cost of purchasing the hardware is often a major concern. Since LineaPro connects to the iPhone - a device that is commonplace in today's work environment and often comes free or at a low cost as part of the company's cell phone plan - there is usually no need to get any hardware other than the scanner itself.

One can simply slip on the LineaPro sleeve onto an existing iPhone straight out of the box. If an iPhone is not available, the more affordable iPod Touch (\$300) is an excellent substitute.

---

*By Max Kreynin of  
Voxme, Toronto.*





*Max Kreynin of Voxme in Toronto, probably the most innovative IT company serving the international moving industry.*

---

## Hoping for a snap-on barcode scanner with universal connection ability.

---

keyboard that's easier to work with, and is generally the device foremen prefer for taking inventory.

LineaPro takes advantage of the features already available in the Voxme Inventory application.

After scanning each item, the app will display the content of that piece, allow the user to capture condition notes and to specify the location of the item and type of container it's in.

This digital "bingo sheet" can then be transferred back to the office for processing.

One can also generate a report of missing items, or display other information such as the location, destination, content, and insurance value of each article.

There are already some companies developing scanners that would compete with LineaPro.

As any economist would tell you, once more players enter the game, Infinite Peripherals is likely to lower the price of its products.

That being said, we expect a reduction in the price of LineaPro

once other scanners of similar capabilities and quality come out.

Another thing we hope to see in the not-so-distant future is a snap-on barcode scanner that would universally connect to any iOS or Android device, without having to be made especially for a particular type of phone or tablet.

This is already the case with snap-on credit card readers, and having the same with barcode scanners would be a welcome innovation.

The speed, ease-of-use, and comparatively low price tag of \$600 make LineaPro the product of choice for moving companies looking to implement barcode technology.

It provides the packers and warehouse staff with the tool they need to accurately and reliably verify the presence and contents of packages, and eliminates manmade errors common to pen & paper bingo sheets.

If you're looking to step-up your game, we definitely recommend looking into LineaPro.

**A**side for its speed, another quality that sets LineaPro apart from other scanners is the laser reader. The laser has a range of up to a foot (30cm), making it easy to scan barcodes from a distance.

The bright green color is easily visible under any lighting conditions.

This means that whether you're working in a dim warehouse or on an open loading dock under bright sunlight, you'll be able to see the laser projection and accurately aim for the barcode.

Other lasers are often hard-to-see under bright light, which can prolong the scanning process.

Infinite Peripherals, the manufacturer of LineaPro, is planning to come out with a sleeve for the iPad Mini as early as the end of this year.

This means that the movers will eventually be able to use the iPad Mini to create the packing list, as well as scan the barcodes while unloading at the warehouse or upon delivery.

This can already be accomplished with the iPhone, but the larger screen of the Mini has an on-screen

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