

PAIMA REPORT

The magazine of the Pan American
International Movers Association

Summer 2010



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Coco's International Movers



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Joe Pauley of Coco's International Movers, pictured here with his wife Monica. At the PAIMA conference in San Diego, Joe will become the first ever Honorary Member of PAIMA in recognition of his outstanding services to the organisation.

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IT'S BEEN A TOUGH TIME - BUT WE'RE THROUGH THE WORST!



From Ramon Sierra - PAIMA President.

IT'S BEEN A LONG YEAR, HASN'T IT?

Business has been slow, the economy not great and there's really not been a lot of good news about.

But PAIMA has knuckled down and got on with it. When I look back to what has been achieved since we met at our conference last Fall, it seems that this Association is really gaining a lot of ground.

A lot of this is thanks to our new Director, Sherry Williams who has worked hard to make things happen. But also, there is a new energy amongst the membership that we have all noticed – so you get some of the credit too! And then there's the board which has to move this association forward while always trying to keep everyone happy – that's some juggling act, believe me!

The big step was moving the office to Tampa and getting PAIMA incorporated in the USA. Sounds pretty straightforward but I think Sherry was quietly tearing her hair out at some of the hoops she had to go through. Even though we are legally incorporated in the USA, this will not be effective until we receive the formal approval at our next General Assembly in September.

Then the new tonnage reporting system had to be upgraded and put online. It's astonishing that such a small association as PAIMA has this system which many others would love to have – and it's there, it's working and we should all use it. It's a valuable

marketing tool and we all know we want PAIMA to get noticed and to be taken seriously.

Also online is our Customs information, for which we owe many thanks to OMNI for its generosity in sharing that data with us. Customers love this sort of thing and I look forward to a time when we can put even more information on our website. This really has to be one of our priorities for 2011. We know it's a web world and we need to exploit it!

The upcoming conference promises to have all the ingredients we love – good business sessions, good social activity, all our old (and some new!) friends and the chance to exchange ideas on how we keep moving forward. From that perspective this will be a key event so bring your ideas with you!

Finally, of course, this is the third issue of PAIMA Report. Once again I have to thank the advertisers for their enthusiasm and confidence in us to take space in the publication. Any magazine is only as good as the people who support it and I hope that over the first three issues you have seen the PAIMA Report grow in confidence.

Next year the industry should be back on track and we will all feel better about our business lives. There's a long way to go because we were all hit pretty hard but I feel that the next twelve months can not only be good for our business but also for PAIMA.



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CONFERENCE PROGRAMME



It's conference time and this year we all meet up in the beautiful city of San Diego from Sunday 26 to Wednesday 29 October.

We meet in the Manchester Grand Hyatt Hotel just a few days before the annual IAM meeting, enabling those who want to, to combine both meetings. And here's your programme!



Sunset cruise



George Naumann



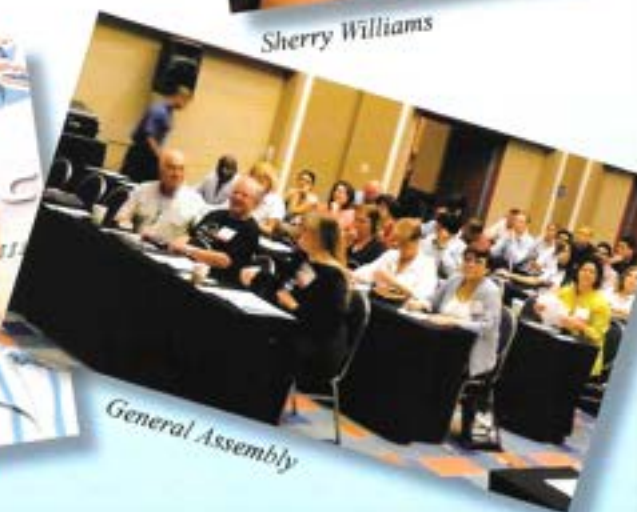
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PAIMA PROGRAMME

Sunday, September 26

- 4:00pm – 7:00pm PAIMA Early Registration.
Cunningham Foyer.
- 5:00pm – 8:00pm Board of Directors and Regional
Directors Meeting.
Cunningham A.

Monday, September 27

- 8:00am – 1:00pm PAIMA Registration.
Cunningham Foyer.
- 8:00am – 9:00am Breakfast.
Cunningham ABC.
- 9:00am – 12:00pm General Assembly.
Randle AB.
Official Opening - Ramon Sierra,
President of PAIMA.
Roll Call.
Approval of Minutes of 7 Oct
2009 - Elena Mari, Secretary of
PAIMA.
Treasurer's Report – Christina
Wickman-Kozloski,
Treasurer of PAIMA.
Associate Members' Report -
Gary Burke and George
Naumann, Associate Directors
of PAIMA.
Office Report - Sherry Williams,
Executive Director of PAIMA.
Presentation of Nominating
Committee - George O'Masta,
Vice President of PAIMA.
Coffee Break.
Presentation of certificates
and awards – Ramon Sierra,
President of PAIMA.
Honorary Member.
New member certificates.
The PAIMA Ecology Award.
Tonnage Recognition Awards.
- 12:15pm – 1:30pm Luncheon.
Cunningham ABC.
- 1:45pm – 3:15pm Business sessions -
Randle AB.
Successful successions in a
family business.
Panelists to be advised.
- 6:45pm – 10:00pm San Diego Bay Dinner Cruise -
aboard the *High Spirits of the
Seas.*
Marriott Marina – Gate #3.

Tuesday, September 28.

- 8:00am – 9:00 am Breakfast.
America's Cup ABCD.
- 9:00am – 11:30am General Assembly.
Randle AB.
Verification of quorum
- Sherry Williams, Executive
Director of PAIMA.
Presentation and approval of
Proposals - George O'
Masta, Vice President of PAIMA.
Presentation and elections of the
Nominations for the 2010 -2012
Board of Directors - Nominating
Committee.
Coffee Break.
Presentation of the 2010 -2012
Board of Directors - Chairman of
the Nominating Committee.
Acceptance speech by the new
President of PAIMA.
- 6:00pm – 8:00pm Closing Cocktail Reception
"Mariachis & Margaritas".
America's Cup Foyer & Terrace.

Wednesday, September 29

- 9:00am – 3:00pm Board of Directors and Regional
Directors Meeting.
Oxford.

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San Diego

Home to the PAIMA Conference
Sunday 26 to Wednesday 29 September

CALIFORNIA'S SECOND largest city and the United States' eighth largest, San Diego has a population of nearly 1.3 million residents.

Within its borders of 4,200 sq. miles, San Diego County encompasses 18 incorporated cities and numerous other pleasant neighbourhoods and communities, including downtown's historic Gaslamp Quarter, Little Italy, Coronado, La Jolla, Del Mar, Carlsbad, Escondido, La Mesa, Hillcrest, Barrio Logan, Chula Vista just to name a few.

San Diego is renowned for its idyllic climate, 70 miles of pristine beaches and a huge choice of world-class family attractions.

These include the world-famous San Diego Zoo and Wild Animal Park, Sea World San Diego and Legoland California.

In San Diego's East County, the terrain varies from gentle foothills



to mile-high mountains and the historic mining town, Julian, down to the 600,000-acre Anza Borrego Desert State Park, offering visitors endless opportunities to hike, camp, fish, observe wildlife and much more.

In San Diego's North County, the agricultural community produces quantities of flowers and magnificent produce. Wine growers are also making a mark by growing and harvesting quality grapes that become excellent wines, which are served at some of the best restaurants and resorts in the region.

Along the west, 70 miles of Pacific Ocean coastline not only supports year-round outdoor recreation, such as surfing, boating, sailing and swimming, but also important scientific research at the Scripps Institution of Oceanography. To the

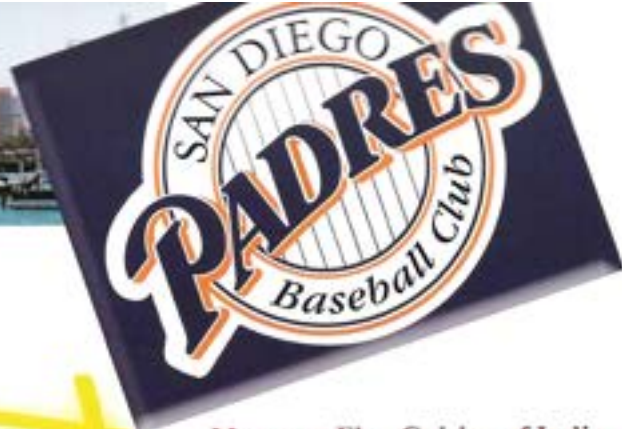
south, it's a whole different country, Mexico, featuring its own cultural offerings in various towns along the border and coastline, including Tijuana, Rosarito and Ensenada.

San Diego's arts and culture and culinary arts are booming. The hottest, new culinary arts talents prepare award-winning meals throughout the regions 6,400 eating establishments.

Balboa Park, the largest urban cultural park in the US, is home to 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and San Diego Zoo.

San Diego County also features 92 golf courses and a massive choice of sports, as well as beachfront resorts and luxury spas, gaming, a dynamic downtown district, multicultural festivals and celebrations, colourful neighbourhoods and communities, a rich military history and much more.

With hundreds of restaurants and every type of cuisine imaginable, San Diego offers something for individual tastes and all price ranges. From modest takeout establishments to four-star dining rooms, you'll find great food at every turn.



AFTER A DAY OF CONFERENCE, you may want an evening seeing what makes San Diego tick. It's a good time just to wander and come across some of the following places:

Athens Market Taverna

A long-time favourite of local business folk, this lovely taverna ranks as one of San Diego's best Greek restaurants. Best bets include lamb chops and leg of lamb; lentil or lemon-chicken soup; moussaka; and garlicky Greek-style meatballs. Adjacent to Horton Plaza. Sundays are reserved for private parties.

*San Diego
at night!*

Chive

Don't let the minimalist décor fool you: Chive is a great place to indulge the senses. Along with an impressive list of cocktails and wines by the glass, the restaurant serves some of downtown's best fare. Look for imaginative preparations of fresh fish, duck, beef and pork, along with several vegetarian dishes and desserts worth a trip in themselves.

Dobson's

A smart, well-dressed business crowd frequents this clubby bar and grill for topnotch food and great people watching. In addition to tables in the busy, conversation-filled bar area, there's an upstairs dining room that overlooks the scene below. Signature dishes are mussel bisque, veal sweetbreads, lamb and fresh fish specials.

Greek Islands Café

Located in Seaport Village, this ultra-casual Greek restaurant offers good cooking and a choice of indoor or outdoor seating with terrific harbour views. The menu features gyros sandwiches, roast chicken, spanakopita, stuffed grape leaves and other Greek fare.

Lou & Mickey's

Located right at the foot of Fifth Avenue, this handsome restaurant/cocktail lounge is a favourite with the meat and potatoes crowd. The menu is heavy on steaks, chops and fresh seafood, but offers pastas, salads and lots of hot appetizers as well. Friendly, upscale atmosphere; some patio seating.

Monsoon Fine Cuisine of India

You'll find well-prepared Indian food (including numerous vegetarian dishes) at this lushly decorated dining room and bar near Horton Plaza. Highlights of the lengthy menu are authentic chutneys and relishes; fragrant curries and stews prepared from lamb, chicken or seafood; chicken tandoori; and excellent Indian breads.



... and when you've finished eating, you can work it off in one of the night clubs!

Sally's

Talk about location: this Seaport Village restaurant right on the boardwalk has some of the best views in town. Outdoor tables and seats in the bar offer the best vantage points; the restaurant also offers an unusual "chef's table" in the kitchen which can be reserved for up to 12 diners. Specialties include fresh oysters, divine crab cakes, and several types of fresh fish daily.

The Yard House

This vast, fun-loving beer bar and restaurant offers more than 120 varieties of brewskis on tap. Better yet, it offers a crowd-pleasing menu ranging from appetizers to main dishes and desserts. Standouts are the seared ahi, individual pizzas, grilled fresh fish and wonderful burgers. Dinner until midnight on Friday and Saturdays.



No shortage of great places to eat when you're in San Diego - you're just spoilt for choice!

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Carmen de Lerdo de Tejada



Luis de Lerdo de Tejada



LUIS AND CARMEN de Lerdo de Tejada began their business career together quite late in life.

Luis had worked with both Mudanzas Gou and Balderas, but there came a time when he wanted to work for himself and Carmen, then a mother of three, supported his ambition. For many years business was tough but they were helped by their friends in the Mexico industry and their willingness to go after any business that presented itself.

storage, packing and vehicle maintenance are all housed under one roof.

On its ground floor is a well equipped training room which is constantly in use as well as an excellent and comfortable canteen restaurant where all staff can have a substantial subsidized lunch.

For many accounts, they provide moving as well as logistics services in combination. Their growing fleet of giant trucks can collect from residence and deliver

(regarded as the country's silicon valley), Monterrey, Nuevo Laredo and Indiana as the scope of its logistics work expanded.

The company then began handling fine art shipments using its own fleet of air ride vehicles. This has now become an important segment of Transcontainer, with clients such as the Metropolitan Museum of Art in New York as former clients.

The operation in Guadalajara is growing

opened operations in Cancun and at the port of Progreso. The port offers an interesting sea corridor to Florida because while the journey takes twice as long by ferry, there are savings to be made over the long road journey and its wear and tear on vehicles and drivers.

Despite its growth, this is still very much a family business. Luis and Carmen's daughters Carmen Jr, Patricia and Ana, and a son Luis Jr. are all very active in the company.

TRANSCONTAINER - VERY MUCH A FAMILY BUSINESS



Around 1980, Carmen and Luis's children had grown up, enabling their mother to work full time. She was quick and accurate and as more and more work was booked, she and Luis began to concentrate on international moving and logistics work throughout Mexico.

Today the company occupies a 60,000 sq m site on the outskirts of Mexico City where logistics, moving,

anywhere in the United States, bringing back electronic components, often for the same client.

This led to the opening of a large warehouse and office in Laredo, Texas, which acts as a staging post for the thousands of truck crossings made every day. Having secured a permanent base for their vehicles making regular border crossings to and from the USA, Transcontainer then opened in Guadalajara

slowly because traffic tends to be one way – outwards – with little going in, but on the other hand, Monterrey is growing fast.

This is a purely industrial city and reflects a major shift in the country, away from the time when Mexico City was the major hub for commerce and industry – now the base for this is getting broader.

In addition, Transcontainer has

If there is a secret to Transcontainer's success, it is just this - hard work, says Carmen. That has always been her philosophy and she is a living example of how it pays off.



MOVING FORWARD THINKING AHEAD

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Sherry's page....



No
Summer
time
blues!

We have very clear rules in PAIMA on the subject of payments to the association and between members. The strength of an organization like PAIMA depends one hundred per cent on these rules being applied.

There is no point in having rules and then ignoring them. That's just an accident waiting to happen. This past year PAIMA has cancelled numerous members' membership in PAIMA for non-payment of the annual dues. If a member cannot pay the annual fee chances are they are not paying other members for services rendered.

Perhaps it was the fact that under its previous management PAIMA had drifted slightly off course so some of the guiding rules were not applied, or if they were, only half heartedly.

Well, all that is changing.

Just recently, PAIMA was asked to intercede on behalf of a member who was claiming over US\$14,000 against another member. This was not an easy situation – not for your board, not for me, not for either of the two companies involved. But we went for it and I am pleased to say the dispute was resolved, under threat of loss of membership.

This tells me two things. First, that amongst people of goodwill there is always a solution. Second, and more important in some ways, that the credibility of PAIMA is getting so strong that the threat of membership loss now has significance.

Although I am not personally comfortable about intervening in disputes, rules are to be obeyed for the good of

the whole membership. If the tiger has no teeth then someone else with teeth will take its lunch – yes, a crude analogy but you know what I mean, don't you?!

So, OK we can see that PAIMA now DOES have teeth and is not afraid to use them! This is significant as we continue to build up the organization.

Now we're examining the kind of added value services we want to offer – I think we have the annual conference well sorted, we have the tonnage reporting and the Customs guides online, this is our third magazine.

The environmental programme ticks long nicely, the accounts are properly managed and we are settled into a new office in Tampa.

So, that's the good news. Now we need to

invest in more services and the obvious one is training which we need to look at.

I hope you all have your own ideas on the kind of training that you would like, whether one day, residential or online, so that we can put together a working party to start developing a programme.

And in the light of what I have said earlier, we might look at strengthening the financial services – maybe some kind of guarantee scheme or even a netting scheme?

I'm sure you all have your own ideas – so I want you to promise me that when we all meet in San Diego, you tell me what's on your mind.

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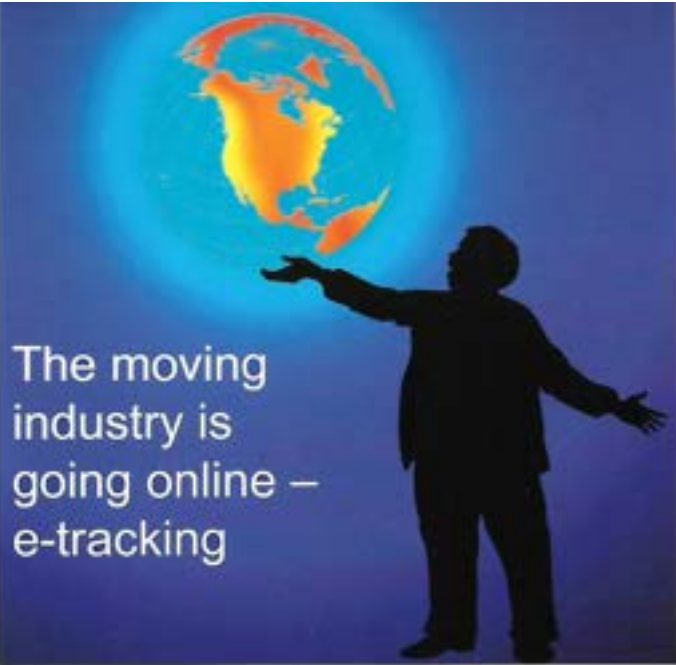
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The moving industry is going online – e-tracking

TRADITIONALLY, the relocation industry has often been resistant to the march of technology and did not always welcome the notion of systems undermining the people-oriented relationships they had built with their customers.

But, these days, it seems that complying with the "Going On-Line" trend is inevitable, simply because the customers, who are usually between 25 and 55 years old and technologically knowledgeable, demand it!

Smaller companies can compete!

When customers want to check the weather, follow their flight schedule or view their bank account, they most likely go on the Internet.

This is what they expect when checking the status of their shipment! Customers always prefer viewing their shipment status on-line rather than telephoning and waiting on the line until an employee finds the

answers to their inquiries.

The largest moving companies realized a while ago the need to move forward and developed their own software systems to support these activities.

Unfortunately, developing an on-line system that will be accessible 24/7 is not a simple task and it is not cheap.

The industry's biggest companies have been investing a lot of money in an attempt to address the requirements, often with mixed results.

The small to medium moving companies face an even bigger problem – how to compete with the large companies by providing on-line access to the modern customers.

And this is where E-Tracking System services come into its own.

By subscribing to the service for an affordable monthly fee, small

More and more clients are demanding sophisticated tracking facilities. Often these were beyond the reach of smaller moving companies but all that has changed now, says Robin Leslie from MoversPOE.

to medium moving companies can offer 24/7 E-Tracking access without investing a lot of money - only the monthly fee. It revolutionizes the way they can do business.

Providing the E-Tracking capability positions a company as a modern, technologically advanced and professional business - and that means more and better business!

But attracting more customers is not the only advantage of a comprehensive E-Tracking System.

It also helps improve productivity and reduce operational costs!

Without an E-Tracking System, employees are the only people that perform the tedious tasks of shipment information maintenance.

So obviously they need to be in on-going contact with all the parties involved and always available for any inquiries. In fact,

as every mover knows, they often become the reluctant bottleneck in the moving project logistics control!

But with a comprehensive E-Tracking System, all parties are directly connected! – the customer inserts their details on-line, the agent sets the time-table and shipment information on-line and the FF/Shipping Line input their related data on-line. And the information is available for them on-line 24/7

A comprehensive E-Tracking System will also generate, with little or no typing, all the standard e-mails that need to be sent to agents and customers, from Packing to Delivery: Booking, Pre-alert, Instructions, CBP (for shipments to the USA and Puerto Rico), Welcome messages, Thank You e-mails, Feedback forms, etc.

This saves employees a lot of work and time – and that, of course, leads to significant financial savings.



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FEMALE PROFILES



FRAN VOLLARO

A WOMAN with the moving industry coursing through her veins is Fran Vollaro, Senior VP, Relocation Services at the Pasha Group.

In a long career devoted to global mobility, she's been with three major players plus some smaller companies and was there to see the IT revolution take place right in front of her!

Fran spent the first 19 years of her life in the Bronx and Brewster districts of New York, went to local colleges and is now doing an on-line study course with the University of Maryland aiming for a BBA (Bachelor in Business Administration).

After college she spent seven happy years with Global International in New York. She started as a receptionist, moved to billing clerk and was then made import manager – and that sealed her love affair with moving.

She left Global in 1978 to try her luck in southern California when she was offered an import manager's job by Bekins Wide World but had to return to New York for family reasons. Soon she was back at Global as operations manager at both its Anaheim and Lower Manhattan offices.

Fran was then hired as North-eastern Regional Director for Graebel International, eventually moving to the company's Denver HQ.

"By that time dynamic communication changes and new trends towards quality were well underway in the world. With direct responsibility for ISO certification and for co-ordinating FIDI's new FAIM certification throughout Graebel, we put the focus on quality throughout all training and processes in our five branch offices.

"I also was fortunate to shepherd our team

into the digital age with networked computers throughout all offices including intranet and customer web-portals and a purpose built operating system."

Fran then had a couple of stints at The Pasha Group, with a brief gap in between – her first centred on implementing a purpose-built operating system for its international and domestic move management services.

"Now, ten years later, we are again doing a major upgrade on that system to accommodate changes in our global offerings including expansion to Europe and Asia and an exciting new service to the US domestic market, called MoveMetric™ Domestic," she says.

"My early time at Pasha also ushered in my introduction to the world of military moving which was quite different from corporate moving. The military was beginning to recognize that quality of service member's experience would be improved with a higher level of attention to customer service and inclusion of quality metrics in choosing suppliers."

So, as someone steeped in the moving industry what does Fran think she brings to her job?

"I do think I am good at listening to all parties and to then synthesize ideas into action so that goals are achieved," she says. "Plus I can visualize greater potential which helps bridge the gap between current and desired objectives; also I enjoy using new technology to solve problems and finallyI have plenty of endurance!"

This year we celebrate **26** years
Thank you all for your continued support



26 Anniversary

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FEMALE PROFILES

Born and bred in Milwaukee, Florida, Kristine Maras of AAAA Forwarding Inc FL, was well prepared for her career in moving thanks to a varied international education.

This included studying in Germany as well as taking an MBA in Arizona. She was first attracted to the hospitality industry which she says was a great way to start a career in sales:

"A quality product, a confident tone, a little

cheesecake, non-profit sponsorships or fiberglass spray equipment, plus toys or freight, vacations, financial services or international relocations, I have always met and exceeded goals, worked closely with top management, and sought to expand the markets and the visions of the company."

Now the sales and marketing manager for AAAA Forwarding, she joined the company only a couple of years ago, first joining to handle

my particular skills help – with a sales and marketing background, strong communication skills plus shipping and international experience, I think I am able to guide them through the whole move process and dispose of any lingering doubts or concerns they may have.

Having the right mix of skills helps because the moving process itself is a mix of competencies."

Despite a poor economy, business has been good for her company these past two years and it plans to expand the commercial division still further which will enable it to take even greater advantage of the anticipated upturn.

Kristine has very definite ideas about why women are making such a positive impact in the world of moving; "Women are showing more of their "take charge" attitude, natural multi-tasking ability, and are also able to empathize and communicate with female clients who are often handling the details of a family relocation."

The most significant change she has seen in the industry since she joined it is that shipments seem to be smaller – "Clients are more discerning about what they move, how much they move, and how they can most economically move it. Instead of just asking for a 20-ft container, they're asking "How else can we do this?"

KRISTINE MARAS



organization, attention to detail, and a smile, will get you far.

"With an advanced degree in International Management, I've held several international sales and marketing positions and the majority have entailed a role in their shipping and/or distribution," she says. "Whether selling specialized industrial lighting or a slice of turtle

commercial sales. After a year she was appointed Commercial Sales Manager and since then has expanded and added to the department.

And she has taken to the industry with real enthusiasm: "I really enjoy talking to clients, sharing information and putting them at ease about their forthcoming move," she says. "I think that's where



FEMALE PROFILES

The mother of Juana Cueva Abanto (call her Coca) was widowed when she was only 39 years old and with seven sons and one daughter.

"It was a tough time. I learned how to handle difficult situations – I had to because there was no other way," says Juana from her desk at Express Transports in Lima, Peru.

Born and educated in Lima, she went to university to study to become a translator. She joined a local moving company as a junior salesman but was quickly promoted after only three months. Within a year she was promoted to Account Manager and began attending conventions; two years later she was made Commercial Manager.

"In 2005 I seriously began considering retirement, but by chance ran into a wonderful old acquaintance, Kieter Krumdeik of Express Transports and have been part of his team ever since."

The company has a 3600 sq.m office and



It was not hard for her to adapt to the new company because she is working with a great team whose main focus is customer service, she says. "I am directly responsible for all the negotiations with our international agents. I also oversee each step of our international moves to ensure our customers' needs are met and that they feel special with the services they receive. It is important for our customers have a stress free move, taking into account the difficulties they are already experiencing in the whole

that makes working at Express Transports a phenomenal place to work at."

She admits to being a perfectionist and wants to make sure nothing goes wrong on a move – "so my team is always looking to resolve situations before they become problems. I think we're actually very good at that."

Being a woman makes a contribution to that, she says. Women today work very hard to learn more each day, and this applies in the home as well as in the work place. As she says "no

JUANA CUEVA ABANTO

warehouse in the city with a staff of 15 in the office and another 30 packers – good progress for a company that is only 33 years old, points out Coca.

Here she is the Commercial Manager, responsible for the relationships with all agents and associations; on top of that she also manages the traffic department and looks after quality control.

relocation process."

Best parts of the job are the contact with customers as well as the fact that every move is different – "Really it gets my adrenalin going!" she laughs. "But also, it is important for me to mention the excellent relationship I have with Dieter. He is an amazing person to work for and I silently thank him each day for his guidance and experience

one learns to be a mother or father alone, it comes from having children and it is a never-ending learning experience."

And for women wanting to be a real success, she says, it is important not only to be well educated but to learn how to use all their attributes such as charisma, femininity and intuition, to say nothing of particular talents such as great attention to detail.



FEMALE PROFILES

It was caterpillars that set Laura May Carmack off on a business career.

Born and raised in Pittsburgh, as a child she and her brother used to walk through their neighbourhood relocating destructive 'tent caterpillars' which destroyed trees. For this, the neighbours paid them 25 cents per house – Laura May then supplemented her income in a more orthodox way by babysitting and when she was older, working for two years at the local McDonalds.

She then moved on to work in operations for a food wholesaler and then a long seven years with a railway company to help finance her college studies.

"These were fairly small companies, which allowed me to process orders, order materials to construct large machinery, ship large industrial machines from the US to Mexico or Canada, generate and analyze accounting reports and so on. In fact, the railroad industry was one of the first to require

ISO 9001 from all of its vendors, so introducing me to the Wonderful World of Quality!"

Quality was to become the core of Laura May's professional life. In 1994, she joined AIREs in Pittsburgh as an Operations Relocation Specialist.

"The company also became ISO 9001 registered the same year," says Laura May. "So after putting a couple of years in operations under my belt, I was promoted to Regional Operations Team Leader, then moved into the Quality Department as Documentation Facilitator, and ultimately Quality Manager. I am so happy to have found my niche!"

She is passionate about anything to do with quality systems. Nothing makes her happier than developing process improvements which increase operational efficiencies, and help operations get the work done quicker. She also enjoys seeing AIREs make a positive environmental

impact and extend environmental concerns to its partners (".... And it's great that PAIMA has such an environmental concern," she adds).

She is very clear about the contribution women like her can bring to the relocation business:

"I am organized, a rule-driven person, and respect all positions in the company. It takes everyone's participation for a quality, environmental, or security program's success. I thrive on our staff's enthusiasm for new ways to recycle, reuse, or reduce our carbon footprint, improve customer service, and tighten security to protect sensitive customer information."

Traditionally, says Laura May, the surveyors and upper management staff in the industry have been men who worked their way up the ladder. The long-term growth and advancement naturally attracted family men. But the business model has changed. To be competitive nowadays, moving companies have to provide destination services such as house-hunting and orientation trips, cultural and language training and expense management.

"These types of roles are heavily held by women. Many destination service providers are expatriate spouses looking for a way back into the workforce after raising a family. Expat spouses are empathetic to the relocating family and quickly gain their trust."



LAURA MAY CARMACK



FEMALE PROFILES



PEGGY SMITH

Some of you fortunate enough to have attended one of the Worldwide ERC meetings in the USA may have been lucky enough to meet Peggy Smith who was in charge of globility for Microsoft.

She was also very active within the ERC being its President and Chairman at various times.

Just recently she has been appointed the CEO of the ERC which has its headquarters in Arlington, VA, USA. She succeeds Cris Collie who had a long and remarkable career at the ERC and retired recently.

She knows plenty about relocation, having had responsibility for more than 5,000 moves a year whilst at Microsoft.

She is a natural leader, one with huge energy and a lot of personal magnetism.

Certainly she will need all her talents to help the ERC come through the recession that has hurt the entire international relocation industry.

But as Mike Washbourn, the 2010 ERC President says: "Peggy has a keen understanding of the economic environment that impacts our business, a deep knowledge of a broad range of mobility issues, and the ability to build.

She has the perfect blend of skills, experience and vision for our organization and our members."

Before joining Microsoft for a successful 13 year career, Mrs Smith held an executive management position in sales and operations at R.R. Donnelley & Sons, improving performance metrics, establishing worldwide pricing for its OEM channel, and boosting sales by more than \$80 million.

She received several corporate awards from Microsoft including the oneHR Collaboration Award, the HR Compass Award, and the Star Award. She also earned a Special Services Award from R.R. Donnelley & Sons for outstanding service and results. In 2009 and 2010, she was named an HRO Today Superstar for her track record in bringing innovation to the outsourcing marketplace.

A four-time recipient of the Worldwide ERC® Distinguished Service Award, Mrs Smith was inducted into the ERC's Hall of Leaders in 2010. She holds a BA in marketing from Seattle University.

Recently she has been on a tour of leading associations and organizations associated with the relo industry as part of her quest to revitalize the ERC which also has operations in Brussels and Shanghai.

One of the key benefits of being a member of the ERC is that apart from providing access to its GMS qualification through training programmes, it holds major networking events not only in the USA, but Europe and Asia attended by leading members of the corporate world.



FEMALE PROFILES



SHARON PARK

"I am not a BIT surprised by the upsurge in the number of women in the moving industry. I believe that today's women are independent and better organized – they juggle children, husbands, the home, finances and the job," says Sharon Park, the Managing Director for Aloha International Moving services.

"Women develop a relationship with their belongings so can better relate to the consumer's needs. There's something to be said for asking who, why, what and how. We spend our time planning, negotiating, explaining, anticipating and rewarding. It's not just the moving business – Women are running countries now."

If this suggests that Sharon is no push-over, well it's true enough! She spent quite a bit of time protesting against militancy and has served as a union shop steward.

Born and educated in Honolulu, Hawaii, Sharon started out in the industry working in the summer for one of the local moving companies.

Later she went to college not really knowing what she wanted to do:

"I looked at mathematics, tried my hand at being a hairdresser, spent a lot of time protesting the war and eventually came back to the industry working clerical inbound/outbound."

In the early 1980s Sharon (whose husband Ken is a former heavy equipment supervisor for the state) began managing a locally owned moving and storage company and later became MD at Aloha which has offices and warehouse on the islands of Oahu and Kauai.

"The local industry is quite different from the rest of the country and the world," she says. "We are located in a key area for the US Department of Defense.

We offer complete origin and destination services, storage, crating, and automobile transport. We are the ocean port agent, Customs agent arranging informal entries, handle inter-island air and ocean on forwarding and assist

with claim issues."

Business over the last two years has been fine, she adds, even though Hawaii is not home to many corporate accounts. The vast majority of Aloha's bookings are COD private transferee and while the economic crisis has had an impact in Hawaii, Sharon says she finds people will move in good times and bad to make a better life for themselves.

And as the Department of Defense is also a major customer, the industry in Hawaii has been in pretty good shape, all things considered.

"Technology will make things easier but the issues with Homeland Security will go on and on," she adds. "The requirements for ocean carriers, air carriers, port agents, freight forwarders, truckers, motor carriers, local movers and so on will constantly change.

The business will be more and more competitive but hopefully service and not price will be the difference."



ALICIA AND ANA ALICIA FLORES

The roots of Sancalsa international in Mexico City can be found in the offices of none other than Mudanzas Gou! Because it was here that the recently widowed Alicia Flores got herself a job in sales.

After five very happy years she moved into HR and was then persuaded to start her own moving business. The Gou company continued to support her as did CIME and Transcontainer – she learned very quickly how good it was to have friends in the business.

Business grew, new premises were obtained and eventually her elder daughter Ana Alicia (who actually began going to the office when she was seven!) joined full time going through all the departments until she became General Manager.

"We take pride in being small and working together right across the board. I think our clients are often surprised that everyone here knows their business. But for a small company I think that is important," says her mother.

She and Ana Alicia can take satisfaction that they own their own building in the city, have a facility in Monterrey complete with permanent crews and another near the famed Laredo border crossing, so the north of the country is well covered.

Just recently Sancalsa had a very welcome visitor when Joelle Castro of the AGS Group arrived. She was one of their early supporters when Sancalsa was being built up and so she is always a very special guest – "We owe Joelle a lot; like many others, she has been a true friend to us," says Ana Alicia.

Rocío Munoz

Sensibility, care and the feminine touch – that's what women can bring to the job of household removals - Rocío Munoz is in absolutely no doubt.

"Women are dedicated and understand the value and importance

Joelle Castro of AGS Group (centre) with her friends Alicia and Ana Alicia Flores.



of household goods and that's what our business is all about. So we empathize with customers really well," she says.

She manages the Mexico City branch of Moreno International which also has locations in Monterrey. Originally from Monclova, Coahuila in northern Mexico, she graduated from university as a pre-school teacher but then went on to study English and business communications at Cambridge, MA.

When she returned to her home in Mexico, she applied for a job with Moreno and has never looked back. She began as a sales representative for the private market in Monterrey and was promoted a year later.

That was eight years ago and she still loves the opportunity of meeting people from all over the world, being of service to them and helping resolve any problems they have.

By nature an optimist, she says business was a bit slow last year but "In any event, I still work hard and with lots of enthusiasm. It's important to retain a positive attitude all the time!"



Meet new member Teamwork International!

Five years – that's all it took for Lars Peter Lemche to build up his company Teamwork International Moving into a force to be reckoned with.

It helped that Lars had 25 years solid experience of the international moving business which he put to good use when he opened his first location in Sao Paulo, Brazil – and he says he has always chosen employees very carefully, going for commitment, youth and energy!

"The main goal of the company since day one has been "100 % satisfaction" and making sure that customers and employees were focused

on the same aims: quality services, customer satisfaction and employee happiness," he says quite candidly.

With boundless enthusiasm, he and his team grew the company

TEAMWORK IS TRULY INNOVATIVE - IT'S FULL OF IDEAS!

from a small office space in 2006 to a brand new warehouse with more than 1000 sq. m. of storage space and 300 sq. m of offices located on the intersection of all main highways in and out of São Paulo.

"And we grew from just three employees to more

innovative thinking – for instance, every Friday afternoon all packers have English lessons paid for by the company to help in communications with transferees from overseas.

Another neat idea is that all used packing material is sold to recycling



Above: Teamwork's international office. Above: Original VW Beetle being shipped to Bogota.



than 50 on our payroll today," he adds.

The same story was repeated when Teamwork opened a branch in Rio de Janeiro in 2007 where it grew from 400 sq. m to 1350 sq. m of warehousing space and 200 sq. m of offices.

What makes the company interesting is its

companies, and the revenue received goes back to the operational staff.

The amount collected is doubled up by Teamwork, for equal division at the end of the year in between all packers and drivers.

LARRY PHILLIPS FROM SYDNEY



LARRY PHILLIPS is from Sydney, Australia and has been in the moving business since 2004.

He needed a job and when he couldn't find one, he set himself up as a mover trading as Hellas Europe – and it's been a success virtually from day one.

And although the dream is to retire to his home in Greece, Larry is something of a workaholic. There's no such thing as a weekend off and you're likely to get your e-mails answered at almost any time of day or night. Despite this he found time to marry Despina and the couple have two children, Lena-Maree and Christopher.



The Greek Islands - where Larry would rather be!!

He's also one of these amazing people who can multi-read and at the time of writing he's reading *Changelings* by Anne Macafree and *Dragonrealms* by Mic Gatto – both of them books demanding attention.

But he probably never entirely relaxes – he says he couldn't live without his computer and if he really had to have a holiday well then, of course, he'd be off to the Greek Islands in a flash

WHO AM I?

In which PAIMA Report introduces you to some of the people that make up the membership of its network!

VANESSA PACHECO



RAISED AND EDUCATED in Brasilia, today Vanessa Pacheco got into the moving business by chance – it was not something she had ever thought of!

She's now with Quavis Transportes Modernos, her first job and she's loving it. She's well suited to the job as she's travelled a bit – she spent four years in Goiânia at the university there and then took off for 11 months as an exchange student in California.

Being single (although with a God-daughter, Sofia) she likes to hang out with friends on the weekend, on various trips to see somewhere new or just on a shopping trip.

And for a perfect holiday she'd again be off with friends, preferably somewhere warm and with the sea or a big pool to hand. She's a very social girl Vanessa – "Yes! The good life, with good friends, good food and good places to visit – these are the things I couldn't live without!" she laughs.



RICHARD JUN ZHANG - FROM TIANJIN.

When RICHARD JUN ZHANG of Rex Service in China got married who should turn up as a special guest but fellow PAIMA member Gary Burke from England!

"It was wonderful to have Gary with us to share our happiness with our family and friends," he recalls.

Happiness is very important to Richard. Right now he's reading 'The art of happiness' – "A really good book to guide human beings towards achieving happiness as a state of mind."

Mind you, his great passion is books and he reads about 50 a year – or one a week, which is some achievement when you're working in the moving business.

He only got into the moving industry five years ago. Until then he was a freight forwarder and really looking after just one major client, operating between Seoul in South Korea and Tianjin, China his home town. Then in 1999 he joined Rex Service, a family-owned forwarding business and later he set up a moving operation for the company.

As part of his search for total happiness, his idea of a perfect holiday is somewhere where he can relax completely; on weekends he divides his time with great precision: one day for golf, one day for family.

And if he could have just one wish? If you've read this far you won't be surprised that it's for "everyone in the world to get happiness in his or her own way."

WHO AM I?



GARY BURKE hails originally from Belfast in Northern Ireland but studied in Wolverhampton when his family moved to the mainland of the UK.

After his technical college studies were over he joined the aerospace industry working alongside French, German and Italian technicians – his first introduction to the world of internationalism!

In between times he studied business management as well as IT (still in its infancy at the time).

Then he took off for a year spending a very happy year working in Europe, mainly Greece! When he returned his father persuaded him that the moving industry needed bit of a shake-up and lent him the money to set up a company.

Progress was rapid and it wasn't long before Burke Bros had joined the BAR and had even bought up three other moving companies.

Maybe what contributed to the company's success is that Gary can be a bit cheeky - when he went to quote for a move he noticed the customer had a very pretty daughter and within an hour she'd agreed to a date.

Well, he didn't get the move but he got the girl! He and Melanie live in a Victorian coach house with their two sons Nathan and Joshua.

Everyone in the Burke family is keen on sport and while they all work hard during the week they come together at weekends for a proper family time - Nathan is serious about soccer, Melanie runs and Josh and his dad go cycling – at least 60 miles a time.

At the time of writing Gary was on holiday with his family, his nose buried in Jonathan Powell's book 'Great hatred little room' a book about the peace process in Northern Ireland, regarded by many as the only achievement worth mentioning by Tony Blair's government.

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Life's a beach ... (or the lighter side of moving)



ONE OF OUR far-off members, Australian Vanlines, is throwing its weight behind a foundation it helped establish to support to disadvantaged children in Papua New Guinea - and how does it do that? By providing surfing equipment!

The 30 year old family owned moving company first started collecting surfboards and surf equipment for poor children over a year ago when they heard the children were cutting down trees to use as boards.

It then created and became a major partner in the Surf for Happiness Foundation in New South Wales and its counterpart Png Surfing in Queensland.

The two foundations now work together and will soon be renamed The Wontok Surfing Foundation. Already over 600 surfboards, clothing, surf craft, equipment/ accessories, books and magazines have been donated.

"Surf for Happiness is a not-for-profit organization with a vision

to help children and youths in disadvantaged coastal communities in developing countries and island-states.

"Through the sport of surfing, Surf for Happiness aims to provide an outlet for youths to channel their time and energy into a positive, uplifting and happy experience away from drug abuse, alcoholism, violence and idleness," says Marlon Vallaydam of Australian Vanlines.

"I have travelled to many parts of the world and whilst surfing in Sri Lanka I personally helped children in Tsunami stricken areas.

"Then when I started working at my family's company, I wanted to try and do something that would help children of Australia and around the world.

"By collecting new and used surf and rescue equipment, accessories and clothing we are able to help out children less fortunate than ourselves."

"Surf for Happiness" is not just about collecting surf equipment, it's about showing how surfing can lead to a better quality of life for troubled youth, steering them away from negativity and into the water where they can dream and strive to be a world champion," he adds.



Marlon Vallaydam attended his first FIDI conference recently - playing wicket keeper here at the FIDI 35 Club cricket match. Picture by FIDI Focus.

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