

# PAIMA REPORT

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The magazine of the Pan American  
International Movers Association

October 2009







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# PAIMA

# REPORT

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george@swiss-moving-service.ch

## PAIMA REPORT

**SHERRY WILLIAMS**

**CHRISTY WICKMAN**

## PAIMA MANAGEMENT

**SHERRY WILLIAMS**

Executive Director

10314 Ventia Real Ave

Suite # 311

Tampa, Florida

paima@paima.com

Paima.sherry@gmail.com

Cell: 703-851-7229

Fax: 813-406-5732

Web: www.paima.com

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## FRONT COVER:

Abdel Cohn of Kora Transportation was the first President of PAIMA. Abdel and his staff at Kora also managed PAIMA for its first five years. When Abdel sold Kora Transportation he became the first fully paid employee of PAIMA

## ADVERTISING/EDITORIAL:

For all advertising and editorial enquiries, please contact Sherry Williams on:  
Paima.sherry@gmail.com

*PAIMA Report is produced in the USA by  
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# PROGRAMME

Welcome to the PAIMA conference – the highlight of our calendar!

It's a great event in an amazing hotel – with a programme designed to appeal to everyone. Plenty of social and business activity and of course, back to back with IAM which will help reduce your travel and costs!

All events are held in the Walt Disney World Swan and Dolphin Hotel, Orlando, Florida from 7 – 10 October.

## WEDNESDAY, OCT 7<sup>TH</sup>

4:00pm – 7:00pm	PAIMA Registration <i>Foyer of Southern V</i>
4:00pm – 7:00pm	PAIMA Board of Directors and Regional Directors Meeting <i>Australia I</i>
7:00pm - 8:00pm	Welcoming Cocktail Party <i>Pool Side Dolphin Hotel</i>

## THURSDAY, OCT 8<sup>TH</sup>

7:30am - 1:00pm	PAIMA Registration <i>Southern IV Foyer</i>
7:30am - 9:00am	Breakfast <i>Southern IV</i>
9:00am - 10:15am	General Assembly <i>Southern V</i>
10:30am - 11:00am	Coffee Break <i>Southern V Foyer</i>
11:00am - 12:00pm	Panel "How to stay competitive in a slow market keeping service and quality a priority." Panelists: Gary Burke – Burke Bros. Laura May Carmack - AIREs Fran Vollaro – Gateways International Roger Kandetzke – Reliable Van Storage Chip Withers – Withers Worldwide <i>Southern V</i>
12:15pm - 1:30pm	Luncheon and Awards Presentation
1:45pm - 3:45 pm	Presentation by Department of Homeland Security on "Container Security" by Agent Raymond Monzon of DHS. A customized container provided by C-T PAT will be available for training purposes. <i>Meet in Southern V</i>
7:30pm - 11:00pm	Silver Anniversary Celebration – a perfect evening of celebration! Music by Gypsy Land Band <i>Southern IV &amp; V</i>

## FRIDAY, OCT 9<sup>TH</sup>

11:30am - 1:00pm	A special luncheon that will honor Past Presidents of PAIMA.
11:00pm – 4:30pm	Buses depart and return from Festival Outlet Mall – great time to do some last minute shopping!
1:00pm - 3:30pm	Buses depart and return for tour of Suddath Relocation Systems <i>Board buses by convention entrance</i>

## SATURDAY, OCT 10<sup>TH</sup>

9:00am- 1:00pm	PAIMA Board of Directors and Regional Directors Meeting <i>Australia I</i>
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**PAIMA REPORT:  
2009 CONFERENCE**





*From Ramon Sierra - PAIMA President.*

# **NOW IS THE TIME FOR PAIMA TO BECOME MORE VISIBLE**

PAIMA now celebrates 25 years as an international association, something that our 114 members should be very proud about.

From just ten people who each pitched in US\$500 to get the association going, plus an enthusiastic and supportive President (Abdel Cohn) to 114 members with a permanent Executive Director is not bad progress.

Could it be better? Yes, there's nothing that can't be improved and your board would like to see a membership that is more involved – in terms of recruiting new members, using the tonnage list, supporting training and participating in PAIMA Report.

With the arrival of Sherry Williams, we have a new energy amongst us. Sherry comes to PAIMA with a lot of experience of association management behind her, plus she understands the Latin temperament!

That is very important because she is in the hot seat! I want all our members to give her their valuable support, to be pro-active, to work with her to really make this association expand and increase its influence.

We may want to make our membership book more useful in our offices, make PAIMA Report a more effective means of communication and we also need to reach out to the other associations in the world. PAIMA needs to become more visible and I think we have the strength now to do that.

Our first aim should be to raise the membership to 150. That is real ambition in these difficult times but you know what they say – when you have the numbers, you can do anything. So let's be ambitious in our task of signing up members who will participate and contribute.

At the same time we must keep our eyes on costs. This is not a rich industry and we all know that many companies are starting to look more closely at what it costs to belong to all these fine associations around the world. Especially in these times, when the going is tough for all, we have to make sure we are not letting the dollars run away with us!

So, welcome to our conference in Orlando, welcome to our new Executive Director and I look forward to meeting you all at our wonderful conference when we celebrate 25 years of PAIMA!





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.45) the entire process of inspections will be covered in detail and a C-TPAT container will be on hand for a practical demonstrations. Mr. Raymond Monzon of the Department of Homeland Security will give a presentation to the first of two groups, while the other examines the container; then the two will switch over.

Many thanks to Laura May Carmack of AIRes who helped Sherry Williams put the presentation together.

According to the DHS, inspection processes should be conducted at key points throughout the supply chain:

- Container Storage Depot
- Manufacturer
- Service Provider
- Carrier
- Third Party Warehouse
- Distribution Center
- Customer

"The more locations these inspections are conducted, the higher level of security your shipment will have," says Mr Monzon.



## Exclusive C-TPAT seminar for PAIMA

PAIMA is holding an exclusive seminar covering the latest C-TPAT regulations for trucks and trailers.

As part of a tightening up on security operations new regulations now require rigs to undergo a 17-point inspection process, including documentation procedures and the use of security seals.

As smugglers become increasingly sophisticated at moving high value drugs around more stringent regulations will be applied.

The Conveyance Inspection Procedures covers the following:

- Using a checklist, drivers should be trained to inspect their conveyances for natural or hidden compartments. Training in conveyance searches should be adopted as part of the company's on-the-job training program.
- Conveyance inspections must be systematic and should be completed upon entering and departing from the truck yard and at the last point of loading prior to reaching the U.S. border.
- Highway carriers must visually inspect all empty trailers, to include the interior of the trailer, at the truck yard and at the point of loading, if possible.

The actual 17-point physical inspection takes in key elements of the truck and trailer which are frequently targeted by smugglers:

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## PAIMA REPORT: SECURITY SEMINAR



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- House Relocation
- Planning & Packing
- Insurance
- Commercial Relocation
- Storage & Storage

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8. Drive Shafts
9. Fifth Wheel
10. Outside/ Undercarriage
11. Outside/ Inside Doors
12. Floor (inside trailer)
13. Side Walls
14. Front Wall
15. Ceiling/ Roof
16. Refrigeration Unit
17. Exhaust

All inspections conducted throughout the supply chain must be documented. A shipment representative (driver) should be present during inspection and the official/driver conducting the inspection should initial the subsequent documentation.



Because all seals must be controlled and documented, drivers (employees) must be trained on how to affix and document seal changes. In addition, drivers must notify the company every time an inspection takes place and a seal is changed.

A high security seal must be affixed to all loaded trailers bound for the US. All seals must meet or exceed the current PAS ISO 17712 standards for high security seals.



## NEW MEMBER IN PANAMA

Latest recruit to the ever expanding world of PAIMA is a local company - Panama Intermoving & Relocation (PIR).

This is a full service company handling everything from international moving to relocation, from pet moves to cultural awareness.

"PIR staff have over 30-years experience in the area of private and corporate moves and relocation. This enables us to better understand our clients' needs in order to personally satisfy them," says Juan Bernal, the company's General Manager.

"Once we get to know the procedures and paperwork that apply to international services, we optimize relocation times, anticipating the documents and necessary steps in the process."

"Our movers are duly trained and experienced in managing and packaging of fragile or delicate objects; therefore our clients will feel at ease that their goods, whether they are personal or belong to their company, will be safely and adequately managed."

Details of PIR are as follows:  
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Edith Neira Operation Manager  
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## LOWEST RATE FOR MOVES

New Census Bureau figures showing Americans moved last year at the lowest rate in 40 years is consistent with industry data compiled by the American Moving & Storage Association (AMSA), which also finds the trend continuing into 2009.

AMSA's figures show household goods shipments down by nearly 20 percent during the first quarter of this year, continuing the downward trend tracked by the non-profit trade association since 2005 when the nation's home mortgage crisis began to build.

"There's no doubt that many Americans - and as a result, our members - have been hard-hit by a triple-whammy," according to Linda Bauer Darr, AMSA president. "A virtual halt in new home construction, followed by a tightening of the mortgage market, is still being felt and is likely to continue well into 2009. In addition, the scarcity of employment nationally removes a traditional reason to relocate - finding a better job."

Data from the Census Bureau's "Geographical Mobility: 2008" showed the national mover rate declined from 13.2 percent in 2007 to 11.9 percent in 2008 — the lowest since the bureau began tracking the data in 1948.

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# WORKS FOR YOU!



One of the world's most beautiful cities was the stage for a PAIMA success story.

A repeat client of American Services Italy called up owner Gary Eve asking for urgent packing services in South Carolina. The elderly father of the shipper was moving out of his home, and most of the antiques and paintings were to be shipped to Venice.

Because of his PAIMA affiliation and old friendship with Ed Wickman, Gary immediately put the client in touch with the Wickman Worldwide Services headquarters office in Evansville, Indiana.

Wickman quickly arranged for the packing services for the delicate shipment to inland port Milan. Thereafter, the cargo was trans-shipped to a Venice staging area where it was reloaded onto Venetian canal boats for the delivery by water. Traveling down the Grand Canal, the cargo and the American Services crew passed by the Ponte Rialto, The Guggenheim Contemporary Art Museum, the Bridge of Sighs and Piazza San Marco.

"The actual delivery address was only 400 meters beyond the Campanile (bell tower) of San Marco and actually on the Grand Lagoon within eyesight of the Campanile and Piazza San Marco," says Gary. "Not 10 meters from the shipper's front door is the mooring point for most of the private luxury yachts when visiting Venice!"



Linda Bauer Darr (FIDI Focus picture)

## AMSA LAUNCHES LANDMARK ANTI-FRAUD INITIATIVE

More than 30 US van lines and independent movers have set aside competing rivalries in a show of unity behind a new industry certification program to give consumers a reliable starting point when choosing a moving company.

The solidarity behind the American Moving & Storage Association's ProMover program was evidenced by a full-page advertisement that appeared in USA Today, the largest-circulation newspaper in the United States. The ad made several appearances to promote the new program.

"Although these firms compete for customers, they've found common ground in ProMover," said Linda Bauer Darr, AMSA president. "That's a very public demonstration of how important they believe it is to combat con artists and outright criminals masquerading as legitimate movers who rip off consumers."

AMSA implemented the ProMover program to establish the moving and storage industry's new "seal of approval". This is a bold blue capital M, planned to become the recognized sign across the country of a reputable moving company.

Only AMSA members which have passed a seven-point screening process are authorized to display the ProMover logo, a policy that last year led the non-profit trade organization to expel some 200 of its members.

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## PAIMA REPORT: MOVERS NEWS



# RECOGNIZED FOR OUTSTANDING INTERNATIONAL SALES

Allied International has named Reliable Van & Storage, based in Elizabeth, N.J., as its 2008 Top Sales Agent.

The award was presented to Peter Toscano, president of Reliable, by Wes Lucas, CEO of Allied's parent company SIRVA Inc. at Allied International's Global Network Meeting in Singapore.

"We are proud to again recognize Reliable for its outstanding sales in international moving," said Drew Coolidge, vice president and general manager of Allied International. "Reliable has been awarded this honor many times over the past several years and that is a direct reflection of Reliable's outstanding group of employees and management team, all of whom should be very proud of this accomplishment."

The annual award is given to the Allied agent within the United States and Canada that achieves the highest international moving sales revenue."

Reliable has been in the relocation business since 1923, when it was founded by Peter Toscano's grandfather. Since that time, four generations of the Toscano family have worked in the business which operates out of a 200,000-square-foot facility



## ARPIN PARTNERS WITH *SAVE THE CHILDREN*

Arpin customers now can help make a difference in the life of a child affected by poverty. Arpin Group, Inc. has announced it will support Save the Children's work until at least 2011.

For every customer satisfaction survey completed at the end of an international move, Arpin will make a donation to the charity.

Arpin employees will also have an opportunity to support Save the Children by participating in Arpin's "casual clothing day" program.

The charity's emergency, recovery and development programs address both the immediate and long-term needs of children struggling to overcome poverty, which is often made worse by war and disaster.

Founded in 1932 during the Great Depression, Save the Children USA today serves 41 million children and 25 m.others, including parents, community members, local organizations and government agencies.

## BURKE EMBRACES A NEW LOOK

In the UK, Burke Bros Moving Group has announced a new corporate identity with the unveiling of a new livery for its removal trucks.

Founded in 1982, and with headquarters in Wolverhampton Burke Bros decided to give itself a makeover as a way of separating itself from other moving companies that have different quality aspirations. — "We wanted an image that reflects our quality-driven marketing strategy," says Gary Burke, the company's MD. He is a panelist at the PAIM meeting in Florida.

Burke Bros' Head of International Chris Starkey said: "We know we offer excellent and superior service levels and felt that introducing a fresh new corporate identity would help us focus on taking our outstanding service levels and re-positioning them as the first class 'proprietary' services they are."

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## DID YOU KNOW?

### SECURITY FILING "10+2" REQUIREMENTS

#### WHAT IS THE SECURITY FILING?

The Security Filing, commonly known as the "10+2" initiative, is a Customs and Border Protection (CBP) regulation that requires importers and vessel operating carriers to provide additional advance trade data to CBP pursuant Section 203 of the SAFE Port Act of 2006 and section 343(a) of the Trade of 2002, as amended by the Maritime Transportation Security Act of 2002, non-bulk cargo shipments arriving into the United States by vessel.

#### Importer Requirements:

- U.S. Bound Cargo (includes FTZ and IT) requires the electronic filing Importer Security Filing (ISF) comprised of 10 data elements.
- Transit Cargo (FROB, IE and TE) requires the electronic filing of an Importer Security Filing (ISF) comprised of five data elements.

#### Carrier Requirements:

- Vessel Stow Plans required for arriving vessels with containers
- Container Status Messages required for containers arriving via vessel

#### Importer Security Filing (ISF) Importer:

The party required to submit the Importer Security Filing (ISF) is the party causing the goods to enter the limits of a port in the United States. This party is known as the "ISF Importer". Could be the owner, purchaser, consignee or agent (eg. Customs broker).

- For foreign cargo remaining on board (FROB) this party is the carrier (vessel operating carrier).
- The party filing the immediate exportation (IE), transportation and exportation (T&E), or foreign trade zone (FTZ) documentation is the ISF Importer for those types of shipments. The ISF Importer is ultimately responsible for timely and accurate complete submission of the ISF Filing

SOURCE: US Custom and Border Protection / CBP.gov

PAIMA REPORT:  
SECURITY NEWS





## AFTER 25 YEARS, A NEW BEGINNING FOR PAIMA

Welcome to PAIMA Report! This is only my first issue but it is one of the many projects where I plan to be active. Communications are so important in any association and I want this publication to be up with the best.

So stand by for me contacting you on a regular basis for news about your companies and staff. And for your ideas about articles and special features – I am open to all suggestions. I believe PAIMA is a great organization and we just need to spread its name to the rest of the world.

PAIMA must be one of the best kept secrets in the world, yet with a membership of nearly 130 it has significance in the industry which should not be ignored. I plan to be very active in making sure the world knows about PAIMA and the more we can do to promote it together the better.

For a start, we will have a booth at the IAM meeting when I hope we will be able to meet current members as well as recruit new ones. After that I will be reviewing our communications and will keep you alerted.

I would like to say what a pleasure and an honor it is for me to be with you at PAIMA. I spent many happy and productive years at LACMA and grew to love the special flavor of Latin America and its people. In a way, it's like coming home and I really look forward to working with you and for you on a range of projects.

First, let's get the conference behind us! I am delighted to tell you that we have an industry first – a presentation in two parts by the Department for Homeland Security about security for trucks and trailers.

Of course, we still have plenty of social and business activity which I hope you will enjoy in a great hotel and with all the Florida sunshine! Me – well, I plan to get round to meet as many of you as possible!

*Sherry Williams*  
Executive Director

## AND IT LOOKS GREAT

*By Joseph W. Pauley, Miami, Florida*

Right after the FIDI Rome meeting I had the pleasure of dining in Brussels with Boris Populoh and his family.

As it happens, Boris and I have been working and meeting together on various projects and ventures over the past ten years. The amazing part of the story is that it has only been a short ten years for his ascent in our industry.

In a time when all old pioneers are turning over the reins to our sons and daughters with a watchful eye and prayer; when some of the old firms are either closing or selling, here is a young man who loves our industry just for itself and has risen through the ranks in record time.

Living in Brussels with the good highways along with the short distances Boris and his wife Lisa look forward to lots of places to visit.

As a matter of fact Boris has an uncle who lives only two hours away. Boris informs that he keeps on riding his bicycle and doing his exercises not because he likes it but because he likes to eat!



*Picture courtesy of FIDI Focus.*

Hopefully there are many more like Boris in the works. Actually, I have met a few who I won't mention to make sure of not stepping on any toes, or leaving anyone out.

But the bottom line is, it makes me feel good just to converse with Boris. We at PAIMA who have worked very close with him over the years, wish him all the best in his new job.

The future looks just great.

**PAIMA REPORT:  
ABOUT PEOPLE.**



## From small beginnings, PAIMA has come of age, says Sherry Williams.



*Abdel Cohn of Kora Transportation.*

PAIMA was created back in 1984 when a number of Latin American companies found themselves unable to join LACMA. They decided to create an association that would represent companies in all the Americas - Canada, United States of America, the Caribbean, Central and South America.

After the initial decision was taken, there was a flurry of activity and less than a year later the first official meeting was held in Panama City. Representatives from no less than ten companies turned up for the meeting and decided they wanted to have a properly structured association. It would be entirely objective in its approach to membership, basing access on ease of entry and demanding high standards to maintain it. Most importantly, it would be a pan-American Group rather than a purely Latin American one.

This first meeting was held in a state of some excitement, with members feeling they were making their small contribution to the history of the international moving industry. It was also inspiring to create exactly the kind of non-political organization that in fact so many other companies around the world were seeking. This was truly history in the making.

Money was needed to get the new organization going, so every company present wrote out a check for US\$500 to cover the legal cost of setting up – in a kindly gesture, Abdel Cohn of Kora Transportation picked up the bill for that first meeting's expenses.

As the new President of PAIMA, Abdel and his staff at Kora also managed PAIMA for its first five years. No mean job this as it involved handling all the correspondence, collecting dues, keeping members informed and organizing an annual convention.

PAIMA's first big break came when Abdel sold Kora Transportation and became the first fully paid employee of PAIMA – this really was a big step forward. After that things really started to move, as Abdel was obviously able to devote all his time to the new baby. New services came on stream, in particular a membership roster and then the magazine. But the big prize was when Henry Moise (VIP International) helped him develop the tonnage report. Whilst commercial groups like OMNI already had a tonnage reporting system it's rare for other associations such as FIDI or any of its members like LACMA.

Another break through occurred in 2001 when PAIMA teamed up with AMSA to make the American association's RIM program accessible to its members. From here it became even more ambitious and organised training seminars and for office staff and packing crews which were held in Spanish and Portuguese.

Despite all the progress though, PAIMA failed to secure recognition for itself. But significantly, LACMA revised its byelaws in the 90s which opened the door to many PAIMA members who had previously been unable to become members. This

gave these PAIMA members the added advantage of being able to affiliate to FIDI which previously had been impossible. Some 26% of PAIMA members are now affiliated to FIDI, showing that the quality standards that exist in the organization continue to be high.

From those ten founding companies, PAIMA has grown to represent 114 members. Now that it has Sherry William running the Panama office, recruitment will be one of the main objectives and there are plans to raise this number every year. On top of this the current board has plans for new services which should broaden PAIMA's appeal even more.

Yes, even at 114 members, PAIMA might still be considered small, but in scope of enthusiasm and commitment it is very strong. It has already fulfilled its original objectives by providing a sound platform for movers from the Americas; indeed it has built on them and now in its 25<sup>th</sup> year, has become a recognized force in its own right.

### PAST PRESIDENTS OF PAIMA

Abdel Cohn (1985 – 1986)  
Karin Knappstein (1986 – 1988)  
Henry Moise (1988 – 1990)  
Fred Sosa (1990 – 1992)  
Fred Sosa (1992 – 1994)  
Wayne Withers (1994 – 1996)  
Wayne Withers (1996 – 1998)  
Joseph Pauley (1998 – 2000)  
Mauricio Ortiz (2000 – 2002)  
Rafael Moreno (2002 – 2004)  
Raquel Castanon (2004 – 2006)  
George O' Masta (2006 – 2008)  
Ramon Sierra (2008 – present)

## PAIMA REPORT: THE STORY OF PAIMA.



# YOUR PAIMA BOARD IS WORKING FOR YOU



*By Ramon Sierra - PAIMA President*

Recruitment is high on the agenda of the PAIMA board. At every meeting held this year, it has been considering ways of not just retaining the current healthy membership numbers, but to expand them.

Anyone who has ever served on a board of directors for an association understands it is not an easy task. It requires a personal sacrifice of time and personal finances. But, like other associations, the PAIMA board has willingly given both their time and money to work toward an improved and responsive organization.

More recently, it has been assigning specific projects to board members in order to put more concentration behind them. In addition, it is hoped that the arrival of Sherry Williams will energize many projects that need constant support.

Following on from this, the PAIMA Board has approved moving the office to Tampa, Florida, under the direction of Sherry. In addition, it plans to outsource all accounting and financial matters to a Panama based firm.

As well as transferring to a global server in the USA, improving office communication and promoting the benefits of PAIMA by taking an exhibition stand at the IAM meeting (booth #241), the board is anxious to get greater involvement by members.

PAIMA is no different to other organizations in that in between conferences, not a great deal happens with the membership. However, the PAIMA office wants

to expand the opportunities for training, strengthen communications by using the PAIMA Report more, and simply by encouraging members to get involved.

Any members with their own thoughts of developing the association and taking it to the next stage should either talk to a board member during the PAIMA conference or come by Booth #241 at the IAM meeting.

PAIMA Report will expand with each issue as it encourages companies from all over the world to support it with news of their activities and with advertising (for details: contact Sherry at: [paima.sherry@gmail.com](mailto:paima.sherry@gmail.com)).

## WE WANT TO PUT SOME REAL WEIGHT BEHIND PAIMA REPORT

PAIMA really wants to put some weight behind this publication to give it some international significance and influence – and you can help! Even in these difficult financial times everyone wins if we advertise with the organization in order to support the future growth of PAIMA.

Finally, PAIMA also wants to encourage increased trading of tonnage between members. The tonnage reported for this calendar year (from August 1, 2008 - July 31, 2009) as being exchanged between members was 3,288,228 lbs. We have to work on this - only if we make the association yield benefits can we hope to grow with an increase of quality members around the world.

## PAIMA REPORT: YOUR PAIMA BOARD



**Know your customers' needs** - however good your product or service is, the simple truth is that no-one will buy it if they don't want it or believe they don't need it.

And you won't persuade anyone that they want or need to buy what you're offering unless you clearly understand what it is your customers really want. The trouble with a move is that it is perceived as a negative purchase - compared to the joy of buying something luxurious like a new watch, people just don't get a kick out of handing over large sums of money to a mover, however good the service. Also, they have this feeling that by renting a van and getting a few friends in, this is something they could do themselves. So, as someone selling a move, you have to work that bit harder.

Knowing and understanding customer needs is at the centre of every successful business, whether it sells directly to individuals or other businesses. Once you have this knowledge, you can use it to persuade potential and existing customers that buying from you is in their best interests.

*What do you know about your customers?*

The more you know about your customers, the more effective your sales and marketing efforts will be. It is well worth making the effort to find out:

- WHO they are
- WHAT they buy
- WHY they buy it

If you're selling to other businesses (like a commercial move or records storage), you'll need to know which individuals are responsible for the decision to buy your product or service.

You can learn a great deal about your customers by talking to them. Asking them why they're buying or not buying, what they may want to buy in the future and asking what other needs they have can give a valuable picture of what's important to them.

Strong sales are driven by emphasizing the benefits that your product or service brings to your customers. If you know the challenges that face them, it's much easier to offer them solutions. It's also well worth keeping an eye on future developments in your customers' markets and lives. Knowing the trends that are going to influence your customers helps you to anticipate what they are going to need, and offer it to them as soon as they need it. You can conduct your own market research and there are many existing reports that can help you build a picture of where your customers' markets - and your business - may be going.

So!

Ten things to know about your customers

1. Who they are: If you sell directly to individuals, find out your customers' gender, age and occupation. If you sell to other businesses, find out what size and kind of business they are. For example, are they a small private company or a big multinational?
2. What they do: If you sell directly to individuals, it's worth knowing their occupations and interests. If you sell to other businesses, it helps to have an understanding of what their business is trying to achieve.
3. Why they buy: If you know why customers buy a product or service, it's easier to match their needs to the benefits your business can offer.
4. When they buy: If you approach a customer just at the time they want to buy, you will massively increase your chances of success.
5. How they buy: For example, some people prefer to buy from a website, while others prefer a face-to-face meeting.
6. How much money they have: You'll be more successful if you can match what you're offering to what you know your customer can afford.
7. What makes them feel good about buying: If you know what makes them tick, you can serve them in the way they prefer.

8. What they expect of you: For example, if your customers expect reliable delivery and you don't disappoint them, you stand to gain repeat business.

9. What they think about you: If your customers enjoy dealing with you, they're likely to buy more. And you can only tackle problems that customers have if you know what they are.

10. What they think about your competitors: If you know how your customers view your competition, you stand a much better chance of staying ahead of your rivals.

SOURCE: *Business Link.gov.uk*

*Sales and  
marketing  
- don't take  
customers  
for  
granted!*





## LOOK TO THE OCEANS FOR A VIEW OF THE ECONOMY

The usual way to test the economic pulse in a downturn is to go for a stroll down Main Street. Perhaps we should take to the high seas instead.

There may be no better measure of the reach, depth and potential duration of the global economic slowdown than the fast-sinking fortunes of the shipping industry. From the historic docks of Rotterdam to China's booming trading hub of Ningbo, troubling symptoms abound.

The Baltic Dry Index, which tracks the cost of shipping raw materials, has plummeted from an all-time high of 11,793 last May to below 800, a 22-year low. The daily rental rate for the largest bulk carriers plunged from \$234,000 last summer to less than \$3,000 in early December, a staggering 99% reduction. "The violence of the drop is more extreme than anything we've ever seen before," says Jeremy Penn, chief executive of the London-based Baltic Exchange.

As global demand for Chinese toys, German cars and Japanese electronics has dived, container trade has been hit hard as well, with some 200 vessels now lying idle and many more likely to join them when their current contracts are complete. Container traffic between Asia and Europe is shrinking for the first time on record, according to some estimates.

Shipping a container from Hong Kong to Rotterdam now costs just

a few hundred dollars, down from more than \$2,500 in late 2007.

Shipping companies have been hit by a double whammy: falling global demand and, even more importantly, paralysis in the financial markets. The latter is crucial because the letters of credit that international trade relies on have all but dried up.

Khalid Hashim, managing director of Precious Shipping in Bangkok, says government banking bailouts have overlooked the shipping industry's needs. "Trade finance is not getting enough attention within the banking system," Hashim says. "Governments don't recognize the danger signals coming up. It will take time to resolve."

Even more worrying for the long-term outlook is the rush to cancel orders for new ships. Clarksons of London, the world's largest shipbroker, announced that new orders had dropped from 378 vessels in October 2007 to just 37 last October. As companies pull back to protect their bottom lines, many are simply taking ships out of service, says Kriton Lendoudis, managing director of Athens-based Evalend Shipping.

Hundreds of vessels have been laid up off Britain, Germany, Greece and Singapore over the past several months. Still, there are hints of good news. Rates charged by large coal and iron-ore carriers recently jumped by more than 50%, mostly because demand for Australian coal is rising again.

The huge port of Newcastle on Australia's east coast is busier than it was even a few weeks ago. Could

shipping have bottomed out already?

The answer will depend on how demand in China holds up over the next few months. But even if growth slows further, most of the biggest players in shipping are likely to survive. According to Oliviero Baccelli, a transportation economist at Bocconi University in Milan, that's because shippers have cut costs far faster and deeper than many of their counterparts in other industries.

Shipping also enjoys a certain stability during tough times thanks to the enduring presence of family-run companies, and gradual consolidation over the past couple of decades has winnowed out the weak.

"You have families who have hundreds of years of experience, who have lived through these situations and equipped themselves, and are resistant to speculation," says Baccelli.

Maybe so. But with some three-quarters of worldwide trade moving by sea, volatility in the shipping industry remains a good indicator of the state of global commerce. "Shipping is the thermometer of globalization," says Baccelli. "It allows us to take the broadest view of the health of the worldwide economy." Global trade is expected to fall 2.1% in 2009, according to the World Bank. The coming months will show whether shippers, and the world, will be able to bail fast enough to stay afloat.


With reporting by Jeff Israely, Emmanouil Karatarakis / Athens and Michael Schuman / Hong Kong

SOURCE: Time Magazine



# As the World economy sinks, so does global shipping





Laura May Carmack of  
AIREs, Pittsburgh, USA  
talks you through ....

# Saving the planet – one move at a time

Reduce your carbon footprint, reduce carbon emissions, reduce your ecological footprint – it all seems so technical...and hard. But “Going Green”, now that’s easy!

As global service providers, our activities, products, and services all have some impact on the environment. Committing to an environmental program (going green) can lead to a lighter ecological footprint and a healthier, more productive place to work. Our customers have come to expect us to be environmentally friendly. By taking steps to demonstrate your commitment to the environment, you will be sending a strong message to your customers.

So what kinds of things can your company do to “go green”? Start with the basics:

## RECYCLING

Your company may already have a recycling program for paper, cans, bottles and plastic (if you don’t – start one!), but one area that is often overlooked is printer toner cartridges.

Almost one million cartridges (that’s six zeros!) are discarded every day in the trash which leads to the filling of more and more landfills.

There are a number of companies out there that offer toner recycling services including some that offer charity related programs. Our firm participates in a charity related recycling program plus we donate 10 cents from each cartridge to another designated charity. Each recycled toner cartridge saves approximately one-half gallon of oil. Recycled cartridges are remanufactured locally, providing jobs that help support the local economy.

Reduce paper usage – It’s easy to do!

There is no need to take a drastic approach to reducing the amount of paper used in your office. The concept of the “paperless office” is enticing, but far from reality for most businesses. First – set a goal for reducing the amount of paper you will use for the year.

Start small, make it achievable and it will pay off. Here’s a short list of ideas on how to reduce the amount of paper your firm consumes.

*Print to a Virtual PDF printer* and distribute documents electronically – this reduces the number of pages that have to be printed, faxed, or mailed.

*Electronic Invoicing* – When possible, send invoices electronically to your suppliers, contractors, and clients. The invoice is received quicker, can be tracked for receipt by the recipient, and eliminates the use of paper and envelopes, while saving your company money on postage. Additionally, if you get set up to receive payments electronically, you’ll get paid quicker!

*Email, Email, Email* – Utilize email to distribute company wide updates, instructions, customer policies, agreements, reports, and customer quotes electronically.

**PAIMA REPORT:  
ENVIRONMENT**



# THERE'S NOTHING COMPLICATED ABOUT 'BEING GREEN'

(Don't have an email account? – They're free! – pick your favorite online search engine and search for "free email accounts")

## *Document Management Systems*

– Eliminate the rows (sometimes rooms) of filing cabinets by storing documents electronically. Electronic documents can be saved, sorted, retrieved, and transmitted without printing.

How about reducing the amount of "Junk Mail" you receive? Every year most companies receive thousands of flyers, mailers, catalogs – Junk Mail! Contact these marketers and request to be taken off their mailing lists. It may seem like a small thing to do in the grand scheme of environmental awareness but thousands of trees can be saved each year through this kind of program.

A quick note on paper recycling: The need to print to paper in some cases is just plain unavoidable. If you have to print, try duplexing (printing on both sides) and recycle the paper! The best way to get folks in the office to recycle is to place paper only receptacles around the office for recycling paper. At AIREs, we all have standard and recycling waste receptacles at our desk.

## **SAVING ON ENERGY CONSUMPTION**

### *Office Equipment –*

When replacing computers look for ENERGY STAR certified devices. Consider replacing desktops with laptops – they consume less energy. Set PC's to a reduced power mode when not in use – turn them off at the end of the day or on the weekend (check with your IT department to make sure they don't need to be on for back ups)

Turn off copiers/printers on the weekend

When buying new office equipment, donate the old equipment to charity, recycle it, or properly dispose of it.

### *The Office Building –*

Tint the windows – when midday sun beats down through your windows, it heats up the interior of the building which makes the air conditioning run harder and longer. Speaking of air conditioning, try adjusting the thermostat up a few degrees. Look around the office to see who's wearing sweaters in the middle of August! Keep vents free from blockage and have regular maintenance performed on the HVAC systems.

*Lighting* – Turn off lights in offices, conference areas, and restrooms when not in use or install motion-activated sensors, and make sure the last person out the door turns off all the lights! If you're using any incandescent lighting, replace those standard light bulbs with compact fluorescent bulbs. They're a bit more expensive but they use less energy and last 3 to 5 years.

### *Warehouse / Driver Areas –*

*Skylights* – Using skylights in warehouses can help reduce the amount of lighting needed. Natural light from skylights helps reduce the use of energy-burning overhead lighting.

*Packing Materials* – Purchase packing materials made from partially recycled product. Reuse paper padding and cardboard packing materials when possible and ask that your suppliers do the same.

### *The Work Commute –*

Little things, like making bike racks available may inspire employees to leave their cars at home and bike to work. Another great idea – Carpooling. Not only does it help reduce greenhouse gas emissions, but employees save money on fuel and it's great for teambuilding. Co-workers get a chance to communicate outside of the office which helps build communication inside the office.

*Telecommuting* – By allowing just a few employees to work from home, you can reduce the carbon footprint of your company by as much as 10%, plus the work/life balance benefit helps with employee retention.

And finally – *Do you have an office full of coffee drinkers?* Get everyone to use their own mug instead of adding to the 1.9 million tons of disposable cups tossed in the trash each year!

While there are a lot of great ideas here, it's important to have someone (or a committee) in the company to champion your environmental efforts. It will require the participation of everyone in the organization to make it work. Create policies and post them in your office. Set milestones and recognize those individuals within your organization who make significant contributions to your program.

A successful environmental program takes training and continued awareness. There is no better time than now to begin the transition to "green". Not only will you create a better workplace, you'll save some money in the process. Make "green" a way of life.

At AIREs, we've not only made environmental responsibility a goal, we've made it a reality. We've achieved ISO 14001 status and received the 2009 Environmental Award from Tetra Laval Group Transport and Travel.



# WELL DONE!

PAIMA is one of the few groups to report its tonnage. Time for a push on this (see article on next page about how to register) but for now, congratulations to everyone taking part!

## Top 20 PAIMA BOOKERS 2009

1.	Carl Hartmann Gmbh	Germany	602,047
2.	Mudanzas Intl. Gobal	Venezuela	374,390
3.	Burke Bros Moving Group	United Kingdom	312,800
4.	Swiss Moving Service AG	Switzerland	200,329
5.	Solar Relocation Service	Mexico	98,001
6.	Aloha International Movers	USA	95,720
7.	G-Inter Granero Transportes Intl.	Brazil	93,730
8.	Magna-Thompson Intl.	South Africa	88,203
9.	Mudanzas International	Honduras	78,700
10.	Cargo Partner AS Removals	Norway	75,487
11.	Gil Stauffer International	Spain	69,667
12.	Moreno International	Mexico	69,590
13.	American International	USA	69,349
14.	Rex Service Co. Ltd	China	69,280
15.	MEX PACK, S.A. de C.V.	Mexico	69,060
16.	Atlas Van Lines	USA	67,480
17.	Wickman Worldwide Services	USA	66,765
18.	Door to Door	Peru	62,043
19.	Miami Transports	Brazil	59,306
20.	Balboa Intl. S.A.	Panama	48,280

PAIMA TONNAGE AWARDS WILL BE GIVEN OUT AT LUNCH ON THURSDAY, OCTOBER 8, 2009.

*Categories for awards:*

Overall Top Booker, European Top Booker, Africa-Asia Top Booker, North American Top Booker, South American Top Booker and Mexico, Central America & Caribbean Top Booker

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*How to  
report  
tonnage on  
the PAIMA  
website:  
[www.paima.com](http://www.paima.com)*

*The member that is the booker is the only one reporting a shipment*

Click under Services & Benefits "Tonnage Report" and then "Enter top Tonnage Report"

Once in the site:

Enter your USER NAME xxxx

Enter your PASSWORD xxxx

Click LOGIN

Once logged on, click on **MOVEMENTS**

Click on **ADD**

Add the Date of Shipment.

Choose the **PERIOD** (month).

First month of this calendar year is August- 09.

Include the Shipment Number. (Starting from number one (1))

Include the code of the **BOOKER** (your company name).

If you don't know the codes, click **SEARCH**

Include the code of the **ORIGIN'S** name or agent. If you don't know the code, you can select it from the file by clicking the button **SEARCH**.

Include the code of the **DESTINATION** name or agent. If you don't know the code, you can select it from the file by clicking the button **SEARCH**.

Include the **SHIPPER NAME** or **FILE NUMBER** (The name of your client or file No)

Include the net weight in **POUNDS**

Then click on **SAVE**.

If you have more than one shipment, you must continue doing the same process as above

If either the Booker, Origin or Destination Agent is **NOT** a PAIMA member, you classify them as NPM (Non PAIMA Member). The NPM Code is 204.

Remember that you can only submit ONE NPM (Non PAIMA Member) Code.

## HOW TO EDIT A MOVEMENT:

Click on **MOVEMENTS**.

Click the bottom to edit the shipment (the square with the pencil)

Edit the information and then click – **SAVE** – to save the correction

Click – **BACK** – to return to the previous window.

How to **DELETE** a Movement:

Click under **MOVEMENTS**.

Click the bottom to delete shipment (the trash can)

If you want to delete the shipment, the program will ask you:

-----Do you want delete it?-----

If you really want to delete it, then click the button **ACCEPTAR** – which means **TO ACCEPT**.

**Log out**

Remember to keep your user name and password in a safe place. If you need it, please contact us at [paima@paima.com](mailto:paima@paima.com)

## PAIMA TONNAGE REGULATIONS.

The Tonnage Report Calendar year runs from August 1 through July 31.

The Tonnage Year will close on the first day of August. Any tonnage submitted after that date will not be registered for that year's Tonnage Award Program.

All tonnage must be submitted through the PAIMA web site [web.paima.com](http://web.paima.com)

Tonnage should be submitted by the end of every month.

All tonnage reports are subject to random verification of information submitted.

If a member is chosen randomly by the system to submit relevant information regarding a specific shipments, that member must submit all information required by the PAIMA office.

If a member reports inaccurate tonnage information, he may be subject to suspension or expulsion for violating the PAIMA rules of ethics.

When reporting your booked shipments, you must have at least ONE PAIMA member (other than yourself) in one of the three columns; otherwise that tonnage will not be counted.

In the event one is not a PAIMA member, just add the number 204 (NON PAIMA Member Code)..

The program does not accept shipments from members that are no longer in PAIMA.

## PAIMA REPORT: REPORTING TONNAGE





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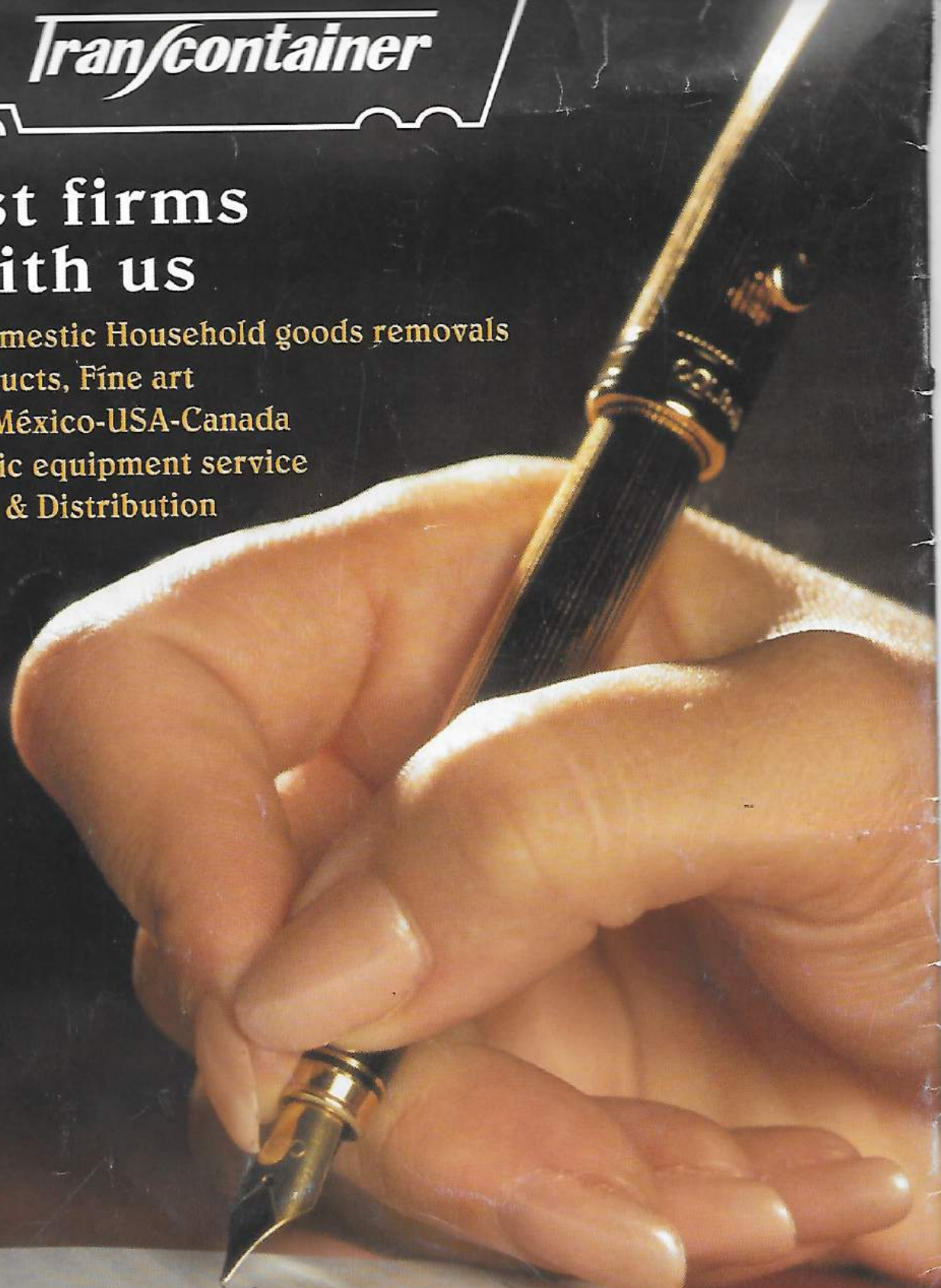
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