

**MESSENGER
COURIER WORLD**



Official Magazine of the Messenger Courier Association of the Americas

INSIDE:

May Convention Recap

Fall Meeting Info

Profile: Dash Delivery Services

MCAA Executive Leadership Series

October 22-24, 2004

Jury's Doyle Hotel
Washington, D.C.

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IN THIS ISSUE



10

Presentation to Speaker J. Dennis Hastert **9**

MCAA 2004 ELS Meeting Program and Agenda **10**

MCAA 2004 Annual Convention and Exposition Highlights **12**

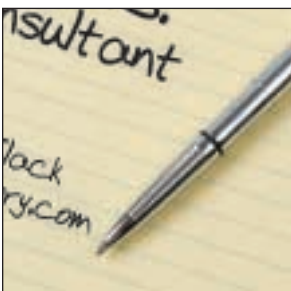


12

Profile: Dash Delivery Services **16**

S.T.U.P.I.D. Advice from a D.U.M.B Consultant **20**

MCAA Opens Door to Federal Contracts for Couriers **40**



20

DEPARTMENTS

President's Message4
 Director's Message6
 In the News24
 GLAC40

CISA Report42
 New Members44
 Membership Services
 Committee45

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Tony Racioppo
President, MCAA

We are all part of the Membership Committee and as such we should make sure that other couriers and vendors we meet know about the MCAA.

WE WANT YOU, to get involved!

THE MCAA CANNOT FUNCTION WITHOUT VOLUNTEERS AND I URGE ALL OUR MEMBERS TO GET MORE INVOLVED. Please join me in making our Association an indispensable asset to the courier industry. My predecessors have left us with a vibrant growing organization that is ready to be taken to the next level. Our membership is at an all-time high of 443 members and we continue to roll out new programs and benefits. But we cannot continue to grow without YOU! PLEASE volunteer to serve on one of our committees and make sure YOU mention the MCAA to your contacts in the industry.

I have met more people I have ended up doing business with by serving on committees (in my case Membership Services, Convention and the Board of Directors). These are the same people that I can later call upon in time of need or they can contact me for work in the New York area. Trust Uncle Tony, this organization gives back much more than the time and money you invest. We are always looking for people to help continue and expand our programs. See the article on page 23 for more information on how you can help your business by getting more involved in the MCAA. Surely you can spare thirty minutes per month!

We are all part of the Membership Committee and as such we should make sure that other couriers and vendors we meet know about the MCAA. I know I do! If someone is interested in membership please send their name(s) to our Executive Director, Bob DeCaprio and he will forward them a membership kit.

The MCAA is the premier Association for the courier industry and with your help it will continue to be. I want EVERYONE in our industry to know they have a home here and we welcome them to join the MCAA family.

Finally, I would be remiss if I did not thank the Board of Directors for granting me the privilege of serving as your President for the upcoming year. Membership in the MCAA has been a great benefit to my business and by volunteering I hope I can give back a small part of what I have taken away. I look forward to meeting those of you that I have not had the opportunity to meet. I hope to do so at either our ELS meeting in October in Washington DC or at our annual convention in May in Las Vegas. **MCW**

Tony Racioppo

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Bob DeCaprio
Executive Director

Have you ever been burned by a new client that does not pay their bills only to find out later that they have been taking advantage of courier companies all over town? It's MCAA to the rescue!

Read this Column Right Now

HELLO OUT THERE IN COURIER LAND. IT'S BEEN A BUSY COUPLE MONTHS SINCE THE CONVENTION IN MAY. Committees have been reorganized and reformed to meet this year's needs; the call to arms on several legislative battles have been answered and new programs have been rolled out.

Here are some of the highlights:

- The site of the Fall meeting has been set — it will be in Washington DC on October 22-24. For those of you who may be new to the Association our Executive Leadership Series (ELS) meeting is a focused educational program devoted to courier issues. Our hard working volunteers on the ELS have put together a program that will have significant take-home value for your business. Not to mention this is a beautiful time of the year in the nation's capitol and we have chosen a lively downtown location within a short distance of many of the memorials and museums that grace the city. See page 10 for more details
- Have you ever been burned by a new client that does not pay their bills only to find out later that they have been taking advantage of courier companies all over town? It's MCAA to the rescue! We have selected the Credit Exchange to maintain a member driven database where you can report deadbeats and get info from other members on who has stiffed them in the past. See the article on page 45 for more details.
- MCAA is helping the California Delivery Association fight one of the biggest battles in the state's history of regulating independent contractors. The state's Employment Development Department (EDD) is conducting audits on a vast scale throughout the state. They have gone after mom and pop operations all the way up to FedEx Ground. While this battle is taking place in Sacramento, it is an important fight for couriers all over the U.S. Other states tend to copy what California does and if they are successful in their misguided attempt to restructure the industry look out as this may start to roll east in short order.

Well, that's a snapshot of some of what we have been up to. Read more about these topics in articles that follow in the magazine and on www.MCAA.com.

See you in Washington in October!! **MCAW**

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MCAA 2005 Annual Convention and Exposition

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POSTMASTER: Send address changes to *Messenger Courier World*, 1156 15th St. N.W., Suite 900, Washington DC 20005.

Thank You Speaker Hastert!



Plaque that was Presented to Speaker Hastert on June 21st, 2004

My deepest gratitude to all listed below who supported MCAA's appreciation to Speaker J. Dennis Hastert for his unwavering assistance resolving 62(c)

Phyllis Apelbaum, Past President

Phyllis Apelbaum
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Raymond Crosetti
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Michael Hubert
Rob Howard
Caryl Millen
Rob Hackbarth
Edward Kasper
Steve Bushard
Lori Baron
Robert Johnstone
Dan Bender
Lawrence Wadler

With deep and sincere appreciation for your concern, guidance and assistance in resolving the IRC Section 62(c) matter so critical to the employees in our industry.

Without your support, thousands of men and women in the messenger-courier trade would have lost their jobs.

We are forever indebted to you.

Presented by the Messenger Courier Association of Americas, its members and their families





Fall Meeting Announcement MCAA Executive



October 22-24, 2004
Jury's Doyle Hotel
Washington, D.C.



Hands On Ideas You Can Use Today to Help Your Business Tomorrow

MCAA's Fall meeting is an intensive training program on topics of vital interest to your courier business. This year we are expanding our offerings to include tabletop vendor displays, a shippers panel and site visits to local courier companies. Don't get left behind — take advantage of this great opportunity to diversify and grow your business.

Sign up online at www.mcaa.com.

Located on Dupont Circle in the heart of the city's embassy district, all major attractions are within easy reach. Washington Monument, the White House, Arlington Cemetery, Vietnam Memorial, the Pentagon, Georgetown and more — they're all just minutes away by taxi or Metro. Offering a great location and an excellent standard of 4-star accommodation, Jury's Washington Hotel is the ideal location for both business and leisure travelers visiting the nation's capital.

For the Executive Leadership Series meeting, MCAA has obtained a special group room rate at the hotel of \$165 for a traditional single or double. These rates are exclusive of the 14.5% total room tax. To make hotel reservations and obtain the group rate, contact the hotel directly at 202-483-6000 and ask for reservations. You must mention that you are with the Messenger Courier Association of the Americas group to receive the discounted rate. The deadline for hotel reservations at the Jury's Washington is September 29, 2004. After that date, reservations will be provided on a space/rate available basis. Please note: Any reservation cancelled within 72 hours of arrival will be charged the first night's room rate as a non-refundable deposit. The Jury's Washington Hotel is located at 1500 New Hampshire Ave., NW Washington, DC 20036.

Registration Cost

Members

- \$399 - First Attendee
- \$299 - Second Attendee
- \$675 - For vendor to reserve a tabletop for display - includes one registration
- \$299 - For all additional vendor attendees

Non-Members *Non-members add \$200 to the above prices.

- \$599 - First Attendee
- \$499 - Second Attendee
- \$875 - For vendor to reserve a tabletop for display - includes one registration
- \$499 - For all additional vendor attendees

MCAA ELS 2004 Program Agenda

Friday, October 22, 2004

9:00a - 12:00p Board meeting

2:00p - 4:00p Site Visit
From Jury's Hotel to Washington Express

6:00p - 7:00p
Reception - Vendor Area Open

Saturday, October 23, 2004

8:00a - 9:30a Breakfast and
Registration - Vendor Area Open

9:30a - 11:00a
**GSA/SBA Doing Business with the
Federal Government**

Guy Galloway & Ed Kellher (GSA),
Chris Mackrell, Gil Carpel,
Bob DeCaprio (MCAA, GLAC)

Find out the secrets to getting the inside track in doing business with a whole new group of customers: Federal Government agencies near you. Thanks to the efforts of the MCAA, you can now get quick and easy pre-approval to do business with any Federal agency anywhere in the US by using the new Federal GSA schedule for local couriers. Find out how to get on the schedule and get authorized right away to start doing business with the Government, just as you would with any regular private firm, and without cutting your profit margins or going through a lengthy RFP bid process. Representatives of the Government Services Administration (GSA) will be there to explain how it all works.

11:00a - 12:00p Vendors Area Open

12:00p - 1:00p Lunch

1:00p - 2:00p
**Understanding the Metrics of Your
Business, Finding Hidden Money**
Barry Schimel, CPA, CPEC

Profit isn't a dirty word; it's the reason we're all in business. Profits pay salaries, allow raises, help you expand, and make work fun. Join Barry Schimel, a frequently

quoted expert on profit enhancement, on finding the hidden money in your business by recognizing the opportunities you have right in front of you that can quickly turn into more income. Barry believes that there is nothing more unprofitable than doing un-necessary work more efficiently.

Barry is the president of The Profit Advisors Inc, a nationally known firm specializing in helping firms to better understand their business metrics and become more profit oriented. This session alone will more than pay for your trip to the ELS. Attendees will receive, free of charge, Barry's CD, "The Profit Playbook", with more than 500 proven to work ideas and strategies for achieving more of your bottom line potential, collected from his many years of consulting to entrepreneurial businesses like yours.

2:00p - 3:00p
Computer Security
Danny Stergiadis

Danny Stergiadis of Nology Solutions Inc. knows computer security. He has 16 years of professional experience, specializing in Business Continuity, Data Security and Risk Management. How precious is your data? Will this data be available when you turn your computer on tomorrow? Are you sure? How would you be affected if your data was compromised or lost? How would your clients be affected?

The difference between 99% and 99.999% availability is 3 days and 15 hours a year? Can you afford to have your system down for almost 4 days? If you can't, come to Danny's presentation.

3:00p - 5:15p
Shippers Panel

A panel of shippers from various industry sectors will discuss their specialized shipping needs. This is not to be missed.

6:00p - 7:00p
Reception - Vendor Area Open

Sunday, October 24, 2004

8:00a - 9:00a Breakfast

9:00a - 10:10a
HR Issues - Sexual Harassment
Tony Racioppo

This seminar helps participants to quickly learn and apply the important elements of carefully and correctly handling sexual harassment issues and complaints before they cost your courier business thousand of dollars in legal expenses. This seminar covers a detailed overview of what sexual harassment is, explains legal definitions, discusses sexual harassment prevention, and shows how to handle sexual harassment complaints and maintain a positive work environment. Participants will learn to identify, take action and distinguish potential sexual harassment issues before they occur.

10:30a - 12:00p
**Market Niches
Expanding Your Business Through
Niche Marketing**

Rob Johnstone of Priority Express Courier in Philadelphia will head a panel that will explore opportunities you can exploit by using your current business structure. Most courier companies have a solid infrastructure that can be used to expand into trucking, warehousing, document storage, overnight delivery, NFO, home deliver and multi-location expansion. A panel of 4 participants will have an interactive session to help leverage your existing business.

Issues to be covered
Retail Delivery
Home Delivery
Banking
Record Storage and Freight Delivery



MCAA 2004 Annual Convention and Exposition



2004 Annual Convention and Exposition

The MCAA 2004 Annual Convention and Exposition held at the Loews Coronado Bay Resort in beautiful Coronado, CA was a great success.

We had over 400 attendees from across the country and around the world. They came to see the latest products and services available to our industry, to attend our educational seminars, and most importantly to network with fellow courier owners. Some even came to

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play in the *Nextel Courier Challenge Golf Tournament*.

On opening night, the Board of Directors invited all new members to a special reception to welcome them to the MCAA family. From there they went to the *Grand Opening Reception*, held in the exhibit hall, where they joined the other attendees to visit the 30 vendor booths filled with the latest in courier technology and services.

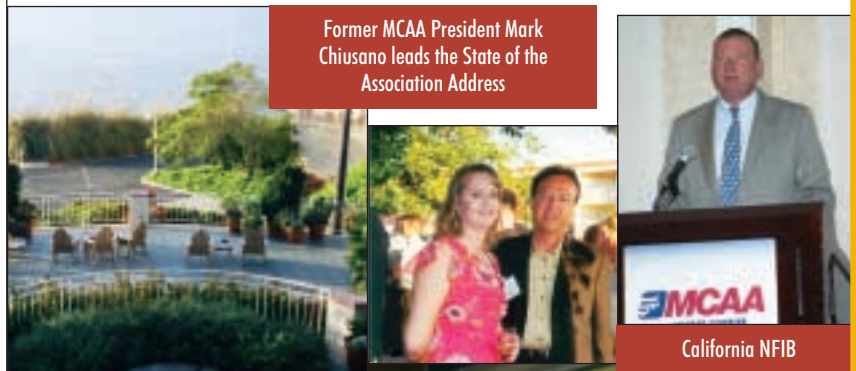
The next morning members had the opportunity to meet the candidates for the Board at breakfast. After breakfast, the attendees were mesmerized by *Ted Fattoross*, our Keynote speaker. Ted blended the right mix of inspiration, education and motivation. It was truly amazing to listen to all those who came up to him afterwards to express how he had impacted them. Many more just wanted to say thank you and gave him a hug.

The next couple of days were filled with educational seminars and seminars offered by professional speakers. These speakers were brought in as result of the 2003 convention survey where membership requested outside speakers. We could have done a better job with some of them and will strive to do so in the future.

On Thursday evening we had our first, that I can remember, real *pool party* which included several pool volleyball games. The event was well received and very well attended. The highlight of the convention was our *Annual Banquet*. In addition to the excellent food and booze, members were treated to magicians and gypsies. But the hit of the night was *Erick Khand*



Keynote Speaker
Ted Fattoross



Former MCAA President Mark Chiusano leads the State of the Association Address

California NFIB



Attendees provided the hypnotic entertainment after the banquet



Feels good to win at golf



who hypnotized a dozen or so of our members to the delight of our audience.

The conference ended on Saturday morning with a delicious brunch and a presentation by *Allen Klein* who demonstrated how a sense of humor can help you deal with the changes, challenges and stress in the courier business.

I would like to once again say **THANK YOU** to all of our sponsors and vendors who made this convention possible! **MCW**

CONVENTION CHAIR TONY RACIOPPO



Rob Slack Receives Distinguished Service Award

At the banquet on the final evening of the convention MCAA bestowed its most prestigious award on Rob Slack, National Delivery.com. The award is given to recognize individuals who have made a significant and outstanding contribution to the MCAA and the messenger courier industry. This was the first time the award has been given in the past three years. Rob has a long record of service to the courier industry and has long served on MCAA's Board. His long record of service includes chairing the Technology, Statistics, Convention and Magazine Committees. He started in the courier business as an independent contract courier while attending college. He followed that as the retail warehouse and distribution manager for the 1980 Winter Olympics in Lake Placid, NY. Rob founded his first courier company, L.E.D.F.O.O.T Express Inc., in 1981. L.E.D.F.O.O.T. (Light Express Delivery For Operating On Time) had over 500 employees. He sold LEDFOOT to U.S. Delivery Service in 1994. He was the founder of USAcourier.COM, NextFlightOut.net and Door-to-Door.net, which he sold to NextJet Inc. in 2000, becoming the companies Sr. Vice President. He founded NationalDelivery.com, Inc to facilitate a nationally owned "Joint Marketing" venture owned and used by a variety of courier companies internationally. He owns a consulting company that specializes in courier operations, acquisitions and independent contractor issues and is a partner at SCI, SubContracting Concepts Inc., Rob is married with four children and maintains residences in Glens Falls and Lake George NY. **MCW**



Messenger Courier Association of the Americas Announces New Board of Directors and Officers

WASHINGTON DC — The Messenger Courier Association of the Americas (MCAA) elected its officers and directors for 2004-2005 at its Annual Meeting, California Here We Come, held recently at the Loews Coronado Bay Resort in San Diego, California.

MCAA's Officers for 2004-2005 are: President: Tony Racioppo, Security Delivery Service; First-Vice President: Rob Slack, NationalDelivery.com.; Second Vice-President: Tim Cocchia, Canyon State Courier; Treasurer: Mike Gualtieri, ProCourier; Secretary: Chris Mackrell, CD&L; and Immediate Past President: Mark Chiusano, Airline Delivery Services; Executive Director: Bob DeCaprio, Kellen Company.

MCAA's Directors for 2004-2005 are: Sam Ahmed, AB Express; Gil Carpel, Washington Express; Cindy Giles, Wheels Assured Logistics, LLC; Rob Hackbarth, Hackbarth Delivery; Rob Howard, Ensenda, Inc.; Rob Johnstone, Priority Express; John Slaughter, Sunny Express; Vince Wasik, Velocity Express; Steve Zinck, All Canadian Courier Corporation.

MCAA is the independent, non-profit trade association representing the messenger, courier and delivery service industry both in the U.S. and abroad. Founded in 1987, the MCAA promotes, encourages, broadens, and works to advance the interests of those engaged in or having to do with the transportation of messenger, courier and air shipments. **MCW**

PROFILE

DASH DELIVERY SERVICES

By Deirdre Campbell

Dash Delivery, based in Minneapolis, Minnesota, performs over 300 deliveries per day—including routed and on-demand deliveries, warehousing, distribution, fulfillment, and next flight out services. The company employs six company drivers plus 24 independent contractors, driving 24 foot straight trucks down to cargo vans and cars. Dash serves a variety of customer accounts, including printing and medical records companies. This month, MCW had a chance to speak with President and CEO Becky Hatling, and Jake Hatling, the company's Director, to find out what's been driving Dash's rapid growth:

Messenger Courier World: Tell us how Dash Delivery Services got started.

Jake Hatling: I'd been a partner in another courier firm for several years, but had a vision of creating a firm that really used technology to make the business more productive. So in 1999, I set out on my own. I bought a cargo van and a laptop computer with a high-speed wireless modem and hit the streets running. Back then, the concept of placing orders online was really new, but we knew the market was ready. In our first week, we sold eight customers on the idea of placing their orders online. We used a product called Net Dispatch that would send us jobs via email, and we could update each delivery in real-time as it was performed.

Becky Hatling: We spent all our downtime selling. I'd spent 10 years in sales with Target Corporation, so was really used to being driven by customer service. Word spread fast and within a month we had to hire three more drivers to handle the overflow.

MCW: What's the driving philosophy behind the way you run your business?

JH: There is no hierarchy at our business. We run everything from the ground level. Everyone has a specific job to do each day and know what needs to be done at any given time, and if there's a problem, we all address it together.

BH: We also take pains to match our capabilities to our customers needs. For example, we don't hire a lot of cars so that most of our drivers can perform almost any delivery that comes up. Customers wanted us to do routed delivery, so we did. Customers asked us to do special white glove services, and we accommodated. Refrigerated delivery? We bought a refrigerated van. We had a customer who wanted warehouse space, so we added one, then another, and now we have 16,000 square feet of warehouse space. In just a few years we've morphed from a Mom and Pop shop where small package, on-demand service was 90% of our revenue to something much bigger. Not that Mom and Pop



companies are a bad thing — as a matter of fact, it gave us fewer headaches — but we keep expanding to where the industry calls us to be.

MCW: How do you ensure that your drivers carry on a high level of customer service?

JH: We've set some pretty basic, but important policies in place. Our product is our driver, so we require them to be well-groomed, open and friendly. We also expect them to memorize the names of each shipping manager and receptionist at the customers we serve. It's the difference between treating each job as a one time event and treating it as part of a long-term customer relationship. It's such a basic thing, but so crucial.

We're also very selective in our hiring process. We only hire drivers who we trust to carry on our level of customer service. And we offer incentive programs for bringing us new business, so our drivers are motivated to treat everyone as a potential customer.

BH: Mostly, we lead by example in the way we work and interact with customers. We spend a lot of time with our drivers and stay highly involved in every aspect of the business, so our approach to customer service becomes infectious. And it seems to be working. No matter how big we get, we still hear from our customers that they love the personable quality of working with us.

MCW: Can you give us an example where you've gone "above and beyond" to serve a customer?

JH: Sure, it happens all the time. Last holiday season about three weeks before Christmas, one of our drivers, David Schifsky, went out and bought a Santa hat and bags of



"No matter how big we get, we still hear from our customers that they love the personable quality of working with us."

— Becky Hatling

chocolates. He wore that hat every day and handed out a chocolate with each delivery. Customers started calling and raving about how our driver made their day. We've always encouraged our staff to be creative and have fun at work, but David really set the example.

BH: Another time, Jake went out on

a delivery that turned out to be delivering an artificial heart to a patient at a hospital. On his way, he saw there was traffic all the way to the hospital, so he called and requested a police escort. A sheriff met him at the pickup site, and they sped off and made sure that delivery got to its destination as fast as possible.

MCW: Have you found any creative new ways to expand your business?

BH: We launched a pretty interesting program we call "Dashboard". We work with our customers to produce custom "vehicle wrap" advertisements. Our couriers deliver in the wrapped vehicles for a period of time and the customer gets tremendous exposure — over 750,000 impressions per month. In return, we enter into an exclusivity contract with that shipper for anywhere from 2-4 years. It's a win-win.

Also, we joined the Ensenda Delivery Network, which has been great to be a part of. They route

Dash Delivery Services Profile continues next page

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*Dash Delivery Services Profile
continued from page 17*

deliveries to us from their national accounts over the Web, and are very customer service-focused, so that's been another new channel for us.

MCW: Which industry organizations do you partner with?

JH: First and foremost, partnering with the MCAA has been invaluable and helped our business more than we could have imagined. The people at the MCAA are real people with real-world experience in this industry. They've played a big role in our success. WE joined up with the \$100 introductory offer and made \$1000 in referral business within the first month. The educational seminars at their yearly conference educated us in several areas and enabled us to enter the medical delivery market which we couldn't have done on our own. The friends and contacts we've made over the past four years in this association are priceless.

We were also one of the first companies to implement Courier Complete software, and we helped design that system. We use it to manage our jobs and our accounting processes and are really happy with it. We have used several software vendors in the past but the crew at Courier Complete has really been there when we needed them. Software is one of the most important decisions you can make in your business, and I'm glad we went with them.



"When the economy was up, I think a lot of customer service fell by the side of the road, so maybe now people are back to looking for real value and service, and that's what we provide."

— Jake Hatling

MCW: How has the economic downturn of the last few years affected your business?

JH: Well, for an industry in turmoil, with lost jobs, soaring unemployment and business closures, we must be living in a bubble. Our business is going to see an 80-100% growth rate this year. Drivers are again hard to come by and it's business as usual. When the economy was up, I think a lot of customer service fell by the side of the road, so maybe now people are back to looking for real value and service, and that's what we provide.

MCW: What about this business keeps you up at night?

BH: We're a 24-hour delivery service and do a lot of critical deliveries, so there's always that ringing phone at midnight! We also worry about keeping our drivers busy, and making sure new customers come in. In this business, you're only as good as our last delivery, so you really take the job home with you most nights.

MCW: So what helps you sleep easy?

BH: Knowing we've hired the best people in the business. Our employees care as much about our business as we do and that goes a long way. You can hear in their voices and see in their actions that say "Dash Delivery Services is here and we won't be out-serviced!"

MCW: What's unique about the delivery business in Minnesota vs. other states?

JH: Well, we have two seasons: winter and road construction. We're either driving on ice covered roads at 5 mph or in single lane traffic at 5 mph. The odds are against us to ever make a delivery on-time, but our drivers are creative and pull it off. The Twin Cities are unique in that we have two large downtown areas within 9 miles of one another which presents a tremendous amount of courier business between the two cities. We also have a steady stream of business that goes to and from the "Mall of America", America's largest mall.

MCW: What do you think are the most important factors for success in this business?

BH: Adaptability — personally, you need to be able to wear several different hats at any given time, and adapt your fleet & resources to accommodate demand and new opportunities. A healthy dose of reality doesn't hurt either — really being able to assess your strengths and weaknesses when stacked up against your competition.

And you also need vision — so you don't just look back at what you've done, but can also see ahead to where your business can go.

MCW

Software for today's Logistics

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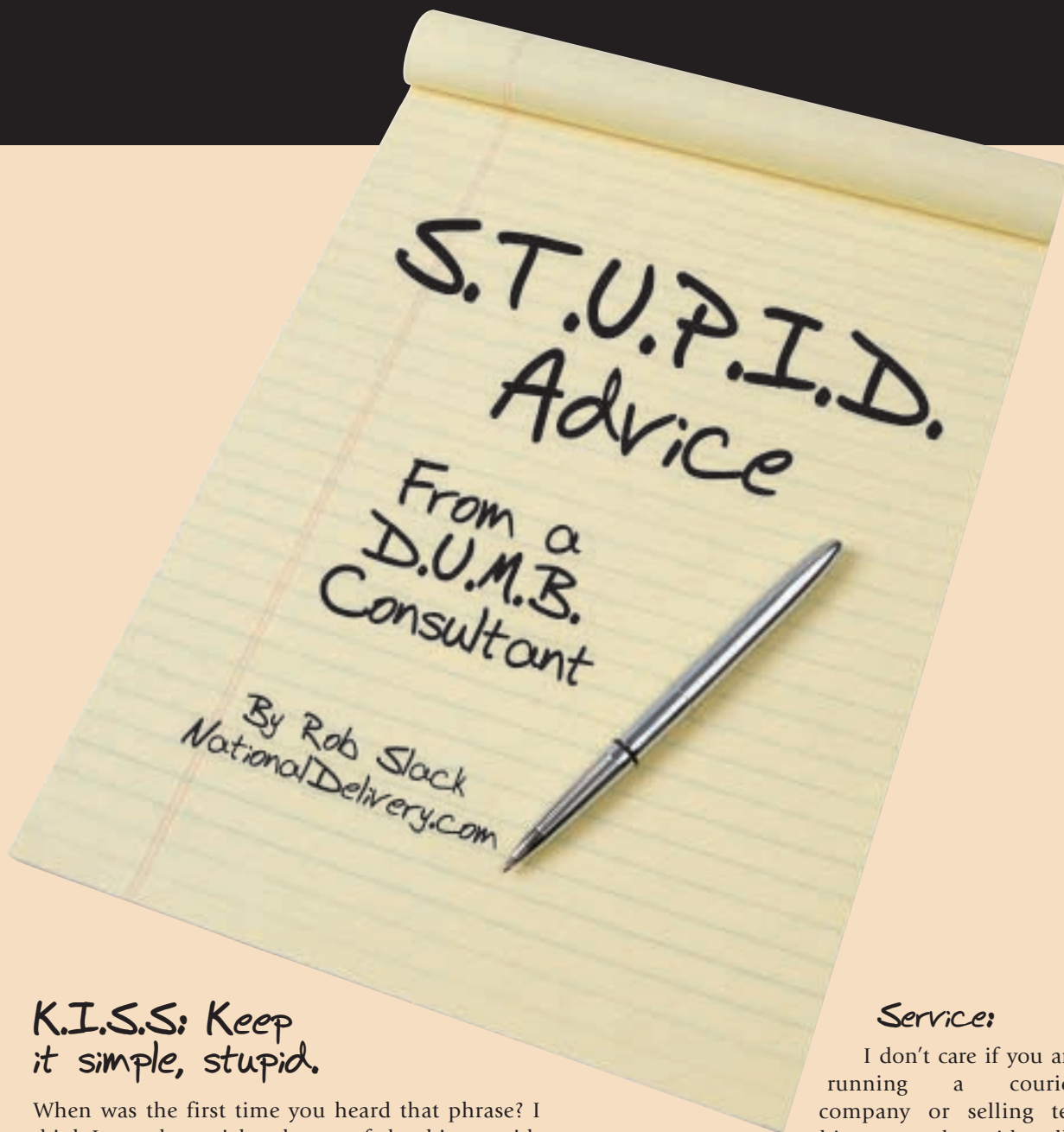
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K.I.S.S.: Keep it simple, stupid.

When was the first time you heard that phrase? I think I was about eight when my father hit me with that one. I was insulted, hurt, and ashamed... How can such a phrase, which uses a derogatory term, be so widely known and used for all these years? Maybe it's because we all can relate to that word, stupid. Truth be told, we've all done some stupid things in our lives, know some stupid people and have experienced some stupid things our government has done. We all understand stupid...but does it always have to symbolize the same thing?

Does your company follow the STUPID Principle? It should. It works.

STUPID is a little acronym I came up with. It stands for Service, Technology, Utilization, Personnel, Innovation and Direction. If your company concentrates on these simple STUPID things, you are on the right track to make some Smart Money!

Service:

I don't care if you are running a courier company or selling tee shirts on the sidewalk, everybody loves good services and everybody hates bad service. Ever been to a restaurant and the food was so-so, but the service was excellent? Ever been to a restaurant where the food was good but the service was awful? Which would you return to the quickest? I would go back to where I got the good service, because in my mind, the owner can probably change the quality of the food easier than the other guy who probably has some attitude issues with the help. Product, whether we are talking about food or widgets, can always be improved, but service is a people issue, much harder to deal with even though people can be taught and trained.

In the same day courier biz, we don't have the luxury of tweaking our widgets, we are a pure service industry which means we have to invest in a great

deal of teaching and training if we want to provide top notch service. Our drivers, our bike messengers, our dispatchers, CSR's and billing people are all "Service Technicians". From the first day on the job right up to the exit interview, you and your management team have to drill into your service techs psyche the importance of giving good service.

Giving good service should not only be directed toward shippers, it also needs to be executed amongst the staff themselves. The dispatchers need to give clear and concise directions and dispatch instructions to the drivers. The CSR's need to get all the information necessary for the dispatchers so they can do their best job. The drivers need to make sure that all their paperwork is complete and legible so that billing can do their job and last but not least sales needs to due the proper due diligence on an account so that it will be a smooth start and at a price the company can make money at. If you can't get good service between your own departments, how are you ever going to excel with your customers?

Technology:

Welcome to the 80s! We all "got'st" us some technology. We all started getting away from paper tickets posted up on the wall. We all started to generate computerized bills. We were happy (and some of us were even fat). Life was good, kinda.

Most of the owners were of the generation where computers seemed too tough to learn at that age and the Internet, well that will just be a fad. Thank God a lot of these owners had kids in college that would soon emerge and take charge of that department, and life got better (even though you hated letting your kids take on such an important roll in your business while you sat in your office wondering what the hell was going on, right?)

Through the 90s the courier industry truly embraced the technology that was available to them. The software enables them to reduce the number of in-house people needed to do greater volumes. Service levels increased as tracking and tracing capabilities improved. Now we have new communication devices that quickly turned our old trunk and tower systems obsolete. Here comes GPS tracking and soon RFID chips will be common.

My message here is that technology is constantly

evolving, improving and in many cases getting cheaper. Just look back at what it has done for your business in the past and you should have a clear idea of what your approach should be in the future. You need to stay on top of the newest trends, make investments in products that are going to improve service and increase the bottom line, make use of the new youth as they emerge from the scholastic ranks because they are already attuned to the curve. Technology is good for you, good for your employees and contractors and most of all good for your clients.

Utilization:

Whether it's trucks, operating software or people, proper utilization is a main ingredient in a successful company. All these things represent the assets of your company. Under utilize them and you are leaving money on the table. Utilize them in ways that don't fit their specs and you are wasting time. Over use them and you could lose them.

Utilization is really just another word for efficiency. You must use all your assets in the most efficient manor to get the maximum return on your investment. Is your rolling stock idle at any times during the day or week and, if so, have you directed the sales force to identify shippers that might need those time periods?



If you can't get good service between your own departments, how are you ever going to excel with your customers?

Are your office people and sales people proficient enough with the Office Suite of software products to effectively unlock all the power that software has? This one I think is important because it addresses the utilization of your people and you have already paid for the software. The group of product in this suite, Word, Excel, PowerPoint, Access and FrontPage are some of the most useful gadgets you own, but only if the operator has been trained properly on what they can do.

Sure we all know how to write a letter in Word, but can we all create a personalized mail merge using Excel or Access? You might have some people who

can create a little slide show in PowerPoint but can they create dynamic presentations for use in sales and training? We can all create a spreadsheet, but how about a multi page projection tool with formulas that update items within the workbook to generate thorough budget and projection spreads? As for FrontPage, are you paying someone to manage your website when you already own a very easy to use web design and management tool?

Concentrate on getting the most out of what you already own before you spend any more money. Send your people to a class, buy Video Professor, assign several people a different program and have them "play" with them during slow periods and then have them share what they have learned to do.



Personnel:

This is the greatest asset a courier company has, its people. There are three main ingredients to good personnel:

1. Proper hiring techniques,
2. Proper training
3. Proper management.

Let's start by talking about the hiring process.

Do you "hire in a hurry" so you can get a warm body in that vacant seat? Do you hire strictly on the experience level of the candidate or the salary level, which best fits your budget? How much does the candidate's attitude count towards your decision? Do you check references? Do yourself a favor and pick up a management book on hiring practices. The way you interview and the criteria you use for your decisions have a huge impact on the future of your company.

When it comes to training a new employee or contractor, how much time do you spend? I've been in this business for about 25 years and I've been guilty of the "trial by fire" training method, which usually burned me in the end. To invest a few quality days with a new hire can save you thousands in the long run.

After you have the new person on board, do you manage them or do you leave them to their own devices? You are a manager, you must manage. Too many managers just consider themselves wardens; just there to make sure the inmates don't escape.

What you should do is evaluate your employee's strengths and weaknesses and manage their workload to get you the best return on your investment. If you did a good job on the hire and training piece, you hopefully won't have your hands tied on the management function.

Innovations:

Stay stale and die an early death... A very blunt statement that was leveled on me many, many years ago by a high school basketball coach. His point was that our competition has already figured out how we do what we do and why we do what we do, so you better keep changing things up or your competitor will own you. Think about that... Does your competitor have your strategy figured out? Can he hijack it? Can you alter it? Do you plan for tomorrow or next year? My advise to you is to stay current on the most recent technology and secure it before your competitor does

Direction:

I used to joke with my managers that all I ever needed in my life was a "little direction"... If your soldiers don't know which way to march, they will wander aimlessly or fight the wrong battles. You are the General, you are George Patton! You need to establish the goals, the finish line. Let's face it, if YOU don't know where it is, how will they ever figure it out. It's your business... where do you want it to go? What are your goals as the owner? Don't keep them to yourself, share them with your management staff. Keeping it to yourself will not make you a happy business owner. Map out a game plan, share the plan liberally and win not only today's game but the league championship. You may not go undefeated, but if your win percentage is better than your competition, you will be around a lot longer than they will.

Now I'll bet you are wondering what D.U.M.B. stands for? Well ponder no more... Definitive Understanding of Management Blunders... something I have been studying for years. How did I get so DUMB?

Well, I have a Masters in Mistakeology from HardKock U., a leading educator of business people worldwide. **MCW**



JOIN A COMMITTEE!

What better way to get more involved in MCAA than by lending your expertise, enthusiasm, and passion for Courier Industry to one of our many committees? Work with other delivery professionals on a wide range of activities that either support the growth and development of the sameday delivery industry or help MCAA be a more effective resource for the courier community. Both our committee and board members provide direction as well as implement the programs that ensure MCAA prospers and continues to offer valuable resources and services to the our industry.

If you'd like more information about the volunteer opportunities available, please contact:

Bob DeCaprio – bdecaprio@kellencompany.com 202 785-3298

If you're interested in a particular committee, you can also contact the committee chair directly.

You can find information for each chair below.

2004 - 2005 Officers

Tony Racioppo – President: tonyr@sdsexpress.com

Rob Slack First – Vice President: robs@scicourier.com

Tim Cocchia – Second Vice President: tcocchia@canyonstatecourier.com

Mike Gualtieri – Treasurer: mikeg@pro-courier.com

Chris Mackrell – Secretary: Christopher_Mackrell@airnet.com

Mark Chiusano – Immediate Past President: markchiusano@airlinedelivery.com

2004 - 2005 Committee Assignments

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Rob Johnstone – Chair: RobJohnstone@priorityexpress.com

Cindy Giles: cindyfrmindy@msn.com

Steve Zinck: steve@allcanadian.com

Congress of International and State Associations (CISA)

Mike Gualtieri: mike@pro-courier.com

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GLAC

Chris Mackrell – Chair: Christopher_Mackrell@airnet.com

Gil Carpel: gil.carpel@washingtonexpress.net

Vince Wasik

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Vince Wasik

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Rob Howard: rhoward@ensenda.com

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Rob Howard – Chair: rhoward@ensenda.com

Steve Zinck – Co-Chair: steve@allcanadian.com

Rob Slack: robs@scicourier.com

Ethics

Mike Gualtieri – Chair: mikeg@pro-courier.com

Transport Managers Running on Empty, Says Survey

Managers in the transport sector are overworked, put business ahead of family, and work within a negative culture, according to a survey released today by the Chartered Management Institute and Adecco.

Questioning over 1,500 managers across the country, the Business Energy Survey found businesses failing to understand the needs of their most important assets and workplace energy dropping dangerously low.

The Business Energy Survey, conducted last month, assessed the attitudes, motivations and aspirations of managers. The key findings were:

Seven day working week — 1 in 3 managers in the transport sector work an extra 14 hours more than they're paid for, effectively equating to a seven day week. And 51% feel that they are overloaded with work

No energy for family life — 56% admit to missing family commitments because of work pressure, with 34% having no energy on weekday evenings because of work, and 29% using the weekend solely to recover from work

Negative energy — nearly one-third think their organization has an 'authoritarian' culture with 25% feeling

exploited. 32% believe that their organizations responds to change in an ad hoc, haphazard way

Purpose not pay — Managers in this sector appear happy to work long and hard if they are given a sense of achievement in their work. 59% class 'sense of purpose' as the biggest motivating factor. Just 17% see pay as the main motivator, compared to a national average of 12%

New ways of working — 46% want flexible working initiatives like compressed working weeks, and 44% want annualized hours, but few believe that these will ever happen

"This research highlights that energy levels amongst managers in the transport sector are dangerously low," said **Richard Macmillan**, MD of Adecco UK & Ireland. "However, it's clear that employees are not afraid to work at this level providing their ideas are heard and they can be made to feel valued, empowered and are allowed to work more flexibly. Companies need to sit up and address this before it's too late."

Many managers in the transport sector feel that there is a negative management style operating in their organization with most crying out for open and receptive management but not getting it. 24% believe the prevailing management style is

bureaucratic, and 39% believe it is reactive. Despite the time and effort spent by managers in trying to develop effective communications strategies, less than 33% of respondents expressed satisfaction with the communications.

According to **Mary Chapman**, chief executive of the Chartered Management Institute, part of the problem lies in senior management believing one thing about morale, when those closer to the coal-face have vastly different experiences. "It's only when people begin to feel a close, and meaningful, involvement with their organisation that they bring energy, enthusiasm and passion to their work. And when that happens the end result is often seen in greater drive, productivity and results."

"It is no wonder many organizations have trouble finding and keeping the right people, given what we've found here," said Richard Macmillan. "(if) The atmosphere they are creating inside their businesses is not the positive, proactive, empowering culture where most would aspire to build their careers. By listening to and embracing new ideas companies can retain their best staff and build a reputation that attracts new talent." **M&W**

Phoenix-area Businessman Appointed to Presidential Commission

National Republican Congressional Committee Chairman Tom Reynolds (R-NY) announced today that **Bob Lorgeree**, Executive Vice President of **Contractor Management Services**, headquartered in Glendale, AZ, has been selected to represent the state of Arizona on the new Presidential Business Commission.

The Presidential Business Commission (PBC) is an elite group of leading business and professional people who will be advising the Republican Leadership on how to protect the President's majority in the House in the upcoming elections. Lorgeree was selected on the basis of his outstanding contribution as an Honorary Chairman of the Party's Business Advisory Council, a position he still holds.

Commenting on Lorgeree's selection, Congressman Reynolds said, "The 2004 election will be critical in determining the course of our nation, particularly in terms of tax relief and national defense. I am grateful to have Bob's support and personal input — particularly on issues of labor and employment — as a resource." Lorgeree will be invited to join business leaders and Republican Members of Congress in Washington, D.C. to discuss economic and pro-business issues. **M&W**



Datatrac Announces Winners of its "Run for the Sun" eTrac Order Entry Contest for the Courier and Expedited Freight Industries

PEI Logistics and Edina Couriers awarded grand prize for their use of Datatrac's real-time logistics network

Datatrac Corporation (www.datatrac.com), the leading solutions provider for the expedited freight industry, today announced the winners of the company's first ever "Run for the Sun" contest. The contest, open to all Datatrac users, was developed to recognize companies with the greatest month-over-month increase in billable order entry using eTrac, Datatrac's real-time logistics network solution. Each month over a six-month period, Datatrac recognized a top performing company for its use of eTrac, and at the end of the contest, selected two grand prizewinners from the list of monthly winners. The grand prizes for this year's contest were awarded to PEI Logistics, Atlanta, GA, and Edina Couriers, Bloomington, MN. Grand prizewinners received a vacation package for two to Cancun, Mexico or cash equivalency.

Datatrac's monthly award winners included:

- A-1 International**, Union, NJ
- PEI Logistics**, Atlanta, GA
- Priority Express**, Boothwyn, PA
- Edina Couriers**, Bloomington, MN
- Corporate Couriers**, Ft. Worth/Dallas, TX
- Bow City Delivery**, Calgary, Alberta, Canada
- Zipp USA**, St. Louis, MO

Monthly winners were awarded a \$100 American Express gift certificate and automatically entered into the grand prize drawing.

Jay Patterson, executive director, **PEI Logistics**, said, "As a rapidly growing full service air freight forwarder and truck load carrier, we recognize the need to do business smarter and faster. With eTrac, we've been able to increase order entry by approximately 20 percent over the last six months. This improvement

alone has allowed us to reallocate our resources to areas needed to continue the growth of the company."

Edina Couriers' Vice-President of Sales and Operations, Rob Zweber, said, "Datatrac has been an integral component to the ongoing success of Edina Couriers. We've been using eTrac for two years and have realized significant improvements to our ability to increase order entry and service our customers better. Most notably, eTrac has helped market our company more effectively to potential accounts, and solidify relationships with current customers." Zweber continued, "Current customers have the ability to track their shipments in real time, and receive immediate proof of delivery directly to their chosen e-mail account. In addition, eTrac has saved us nearly \$30,000 a year by decreasing the size of our order entry staff, as nearly 40 percent of our jobs are received online through eTrac."

Commenting on the contest, Datatrac CEO, **Dennis Hogue**, said, "We applaud all those who participated, with special recognition going to grand prize winners PEI Logistics and Edina Couriers, as well as those companies who won our monthly awards. This contest embodies Datatrac's commitment to delivering greater value to our customers by enabling them to leverage technology to streamline business processes and realize significant cost savings at the same time."

eTrac is a critical business solution that enables shippers, freight forwarders, and delivery service companies to track package location and movement in real-time and automate delivery documentation and invoicing. This shared, hosted network simplifies communication, minimizes disputes, and streamlines the delivery and settlement process without requiring any capital investment or commitment of scarce IT resources. Currently, Datatrac processes nearly three million transactions a month through eTrac. **MCW**

The United Messenger Courier Insurance Program will be released in Texas beginning November 2004 to offer a competitive alternative for owned auto, and hired/non owned rates. Contact **Michelle Mattoni** (805) 494-3136, Ext. #102. **MCW**

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Integrated Air Express

PHOENIX, AZ — Phoenix-based **AEX - Integrated Air Express**, provider of air and ground services throughout the Southwest is pleased to announce the appointment of **Mike Churley** to the position of Financial Institution Specialist. Mike began his career with AEX in 1989 and has always worked closely with financial institutions in developing specialized courier systems to meet their needs. "We are very pleased to be in a position to offer this exclusive attention to the needs of our financial customers", says AEX President, **Mike Lacy**. For more information on AEX please call (800) 776-0034 or visit us at: www.aexcourier.com
MCW

Sidewinder Real-Time Scheduling

Sidewinder Appoints Tim Potthoff, Sales Director

Sidewinder Holdings, Ltd., the international provider of real time mobile resource optimization software for vehicle and people resource efficiency, today announced the appointment of **Tim Potthoff** to the position of Sales Director.

Tim, whose transportation industry experience spans management roles within major logistics, delivery and software companies, will be promoting the company's highly successful range of route optimization and mobile resource management tools.

Mr. Potthoff has over 15 years in the transportation and logistics software industries, including most recently with **NextJet Technologies**.

"The hiring of Mr. Potthoff demonstrates our continued commitment to improving Sidewinder's sales and marketing efforts throughout North America," said **George Best**, President, Sidewinder. "Tim is a great fit for Sidewinder because of his success in selling and his experience and expertise within this industry. We are pleased to have him on board." **MCW**

PHOENIX, AZ — **Canyon State Courier, Inc.** has promoted **Rick Miller** to Assistant Vice President of Operations. Mr. Miller will be working directly with **Al Foos**, Vice President of Operations, overseeing all branch activity and evaluating Canyon State Courier's daily operations for service performance and cost effectiveness. Mr. Miller has been a member of the Canyon State Courier management team for over 17 years. "Rick is invaluable to our organization as we continue to grow and we are pleased to have him in this position." says CEO, **Bill Cocchia**. Rick Miller can be contacted at RMiller@canyonstatecourier.com. **MCW**

Dynamex Honored by SBC Communications

Commitment to excellence has earned **Dynamex Inc.** (Amex: DDN), a leading provider of same-day transportation and logistics services in the United States and Canada, recognition as an outstanding supplier to **SBC Communications Inc.** (NYSE: SBC), one of the world's leading data, voice and Internet services providers.

"SBC is proud of its longstanding tradition of Going Beyond the Call™ for its customers," said **Maureen Merkle**, President, SBC Procurement. "We succeed at that because strategic supply chain partners like Dynamex consistently go above and beyond in meeting our needs."

Dynamex was one of a select group of 39 suppliers honored for their work in helping SBC deliver outstanding service to its customers during the past year. Dynamex was recognized for its contributions in the Technical Innovation Category.

"We are honored to be recognized by SBC Communications as one of the Company's top supply chain partners and one of the recipients of its 2004 Supplier Recognition Awards," said **Rick McClelland**, President and CEO of Dynamex. "To be selected from the more than 5,000 major suppliers to SBC Communications is a significant accomplishment, and this award illustrates our never-ending commitment to operational excellence, technical innovation and results oriented service. I want to congratulate all of our employees for their hard work and dedication which made this award possible."

As part of the annual recognition program, SBC took out a half-page advertisement in the April 29 issue of the Wall Street Journal to announce its supplier awards. **MCW**

Datatrak Corporation Incorporates Automated Vehicle Location Capabilities Into its Real-Time Logistics Network

Advanced technology lets companies optimize driver and vehicle resources

Datatrak Corporation (www.datatrak.com), the leading solutions provider for the expedited freight industry, today announced at the Messenger Courier Association of the Americas' 2004 annual convention that the company has incorporated Automated Vehicle Location (AVL) technology into eTrac, its real-time logistics network. By adding AVL capabilities to its solutions suite, Datatrak's delivery service and freight forwarder customers will be able to proactively manage their pickup and delivery processes and optimize the use of driver and vehicle resources through advanced reporting and real-time GPS tracking features.

AVL capability was developed as a direct result of requests from Datatrak's customers and feedback from its Customer Advisory Council members. Several customers will be implementing this solution, including **Edina Couriers** in Minnesota, **Priority Express** in Pennsylvania, and **Kelly Freight** in Los Angeles.

Datatrak CEO **Dennis Hogue** said, "We are pleased to announce the availability of AVL-enabled logistics solutions for delivery service companies and freight forwarders. Datatrak has built its reputation on the real-world performance of its solutions

and its ability to help companies throughout the expedited freight industry to improve logistics efficiency." Hogue added, "The integration of AVL capabilities within eTrac is yet another example of our unwavering commitment to providing the most reliable and technology-advanced solutions to our growing customer base."

With the added AVL functionality, Datatrak users will be able to significantly improve the efficiency of their dispatch operation and fleet management. Companies will be able to track drivers using detailed street level maps and easy-to-use GPS-enabled handsets that transmit data back to the host system. Users will be able to record route history — including customer stops, travel time, and mileage, as well as provide on-the-spot navigation guidance to their drivers. Dispatchers will also be able to conduct searches by driver, vehicle, or address. In addition, companies will be able to generate enhanced reports that highlight possible safety violations like speeding and determine out-of-route stops, loitering, and in-route delays.

Steve Aninye, Datatrak's chief technology officer, said, "AVL is a proven technology that enables companies to increase driver productivity and improve the overall management of their mobile assets. Datatrak's adoption of AVL has been designed specifically to equip delivery service companies and freight forwarders with the tools and information necessary to cost-effectively maximize logistics efficiency in an increasingly competitive marketplace."

The AVL capabilities will be demonstrated at Datatrak's booth (#16 and #17) at the MCAA show May 12-15 in San Diego, Calif.

MCW

Priority Express Courier

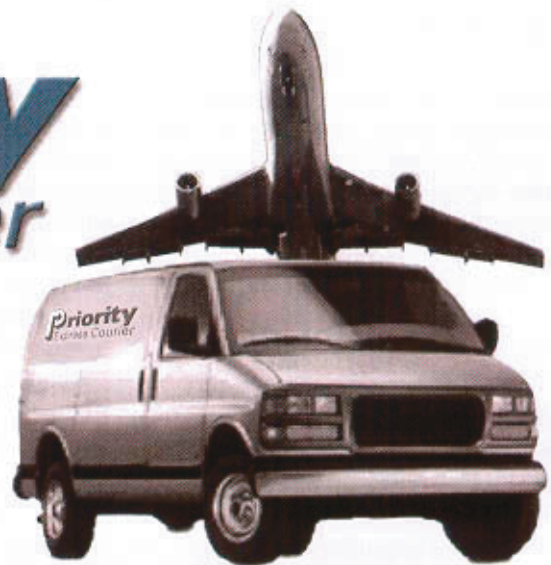
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Dynamex Kansas City Expands Area Operations, Relocates to Lenexa, Kansas

KANSAS CITY, MO. — **Dynamex Inc.** announces the relocation of the Kansas City branch operations to new facilities in Lenexa, Kansas on April 19th, 2004. The move consolidates two Dynamex area operations, enabling Dynamex to expand its space by 35% percent and provide increased dock space for freight storage and shipping. "This move to the Johnson County area, which is the fastest growing area in Kansas City, allows us to offer a whole new level of service," said **Mike Mosakowski**, direct sales representative for Dynamex. "We're looking forward to the increased capabilities and services we can now offer new and existing clients."

Formerly known as **Rush Delivery**, Dynamex of Kansas City has maintained the highest industry standards and expansive services by offering its customers increased same-day shipping and delivery options that include dedicated fleets and warehousing options in addition to on-demand. **MCW**

Dynamex Honored By Sears "Partner in Progress Award"

Dynamex Inc. (Amex: DDN), a leading provider of same-day transportation and logistics services in the United States and Canada, has been recognized as a 2003 Sears, Roebuck and Co. Partner in Progress for the second consecutive year.

Founded more than two decades ago, the Partners in Progress program honors exceptional suppliers that make significant contributions to the growth of Sears businesses and creates new ways to better serve Sears customers.

"We are thrilled to be acknowledged by Sears as a recipient of the Partners in Progress award," said **Rick McClelland**, President and CEO of Dynamex. "Dynamex strives each and every day to provide our customers with results oriented service. This award is a testament to our commitment to operational excellence and proactive communication."

"Dynamex has been a great partner," says Tony Brooks, Vice President of Sears Logistics Services, Inc. (SLS). "Having worked with SLS as a partner servicing Sears Product Repair Group, Dynamex has exceeded our expectations in executing and planning our service solution. They have also offered several improvements in productivity, costs, service and customer satisfaction."

Recipients were recognized at the 21st Annual Partners in Progress event held at Sears World Headquarters on April 13, 2004 hosted by Sears Chairman and CEO **Alan J. Lacy**.

In November 2003, Dynamex announced a significant expansion in services with SLS. "Sears has been a wonderful partner for Dynamex," said McClelland. "The commitment to exceptional customer service is a top priority for both companies. As we work together to enhance technology and provide innovative solutions, our goal is to always provide excellent service that exceeds Sears' expectations." **MCW**

Velocity Express Opens New Facilities in Strategic Markets *Growth Fuels Continued U.S. Expansion*

Velocity Express Corporation (NASDAQ: VEXP - News), the largest nationwide network of time-critical logistics solutions, announced today that it has underway a significant expansion effort, including the opening of new cross dock facilities in Las Vegas, NV, Woburn MA, Romulus, MI, Downey, CA, and Cleveland, OH to support customers throughout those five states.

"The addition of these facilities opens new markets and allows us to strategically capitalize on our strength as a nationwide provider of time critical supply chain solutions," said **Drew Kronick**, SVP Business Development. "These additional facilities materially increase our service offering, conjunctive route structure and ability to offer customers in major markets of Nevada, Massachusetts, Michigan, Southern California and Ohio additional service offerings."

Velocity also said that it recently upgraded capacity in Pennsylvania, North Carolina, Florida, South Carolina, Louisiana, Texas and Tennessee to support its current growth, and that it anticipates within the next 60 days opening new facilities in Knoxville, TN, Madison, WI, Tallahassee FL, and Myrtle Beach, SC.

"Over 30% of our facilities have increased capacity in the last 90 days," said **Jeffrey T. Hendrickson**, COO. "The program has involved strategically repositioning the distribution centers, increasing their size and adding functionality to support the changes in our business and demands of our customers." **MCW**

USPS and Estafeta USA Sign Licensing Agreement

HOUSTON, TX — The United States Postal Service announced today the signing of a licensing agreement with **Estafeta USA Inc.**, a leading private courier company in Mexico, which allows the company limited usage of the U.S. Postal Service logo. Estafeta USA Inc. links to the U.S. Postal Service domestic delivery network by clearing inbound packages originating in Mexico through U.S. Customs, transporting them into the United States, and tendering them to the U.S. Postal Service at the McAllen, Texas post office as domestic Priority Mail. Under terms of the agreement, Estafeta USA Inc. will have limited usage of USPS trademarks and logo on advertising collateral, promotional materials and signage to indicate the company is an authorized agent of the USPS in connection with its inbound Priority Mail services.

As an officially authorized agent for inbound domestic Priority Mail, Estafeta USA Inc. utilizes Priority Mail service as the final leg of "USA Economic," one of the international products Estafeta offers at over 500 retail outlets across Mexico. Estafeta USA Inc.'s access to the U.S. Postal Service delivery network via Priority Mail is expected to expand as a result of the licensing agreement. Headquartered in Houston, Texas, Estafeta USA Inc. (<http://www.estafetausa.com>) is an affiliate of Estafeta, a leading express shipping company in Mexico. Estafeta has complete coverage of the Mexican territory, and operates a modern fleet of trucks and airplanes. The company supports its services with technology and online shipment tracking. For 25 years, Estafeta has been a leader in the messenger and parcel delivery service in



Jimmy Ortiz, USPS, and Christian Bruns, Estafeta USA, at the licensing agreement signing

Mexico, delivering over 150,000 shipments daily to more than 2,500 destinations. Its fleet consists of 1,500 vehicles, four Boeing 737 cargo planes, 40 operating centers, 500 offices and an extensive network of concessionaires.

"This agreement allows package shippers within Mexico greater and more efficient access to the U.S. market," said **Jimmy Ortiz**, Program Manager for Global Business Development in Latin America and the Caribbean. "It extends the brand image for Estafeta with a familiar and trusted identity that builds on the reliable service their customers come to expect." "We're looking forward to the opportunities created by this new agreement with the U.S. Postal Service," said **Christian Bruns**, CEO of Estafeta USA. "It allows our customers in Mexico access to a vast delivery network, along with the affordable Priority Mail postage rates offered by the U.S. Postal Service." **MCW**

Sidewinder Signs Agreement Providing Reseller Rights to California-Based Transportation Firm

Sidewinder Holdings, Ltd., the international provider of real-time mobile resource optimization software for vehicle and people resource efficiency, today announced the signing of a multi-year reseller agreement with California based, **Transportation Management (TM)**. In addition, **4SameDay Courier Network**, owned by Sidewinder North America, has entered in to a cross-marketing agreement with TM, providing express delivery work to their customers across the US. As a result of the agreements, TM will be able to resell real-time mobile resource optimization software co-branded with the "TM" logo.

Transportation Management, founded in 1995, focuses on providing transportation consulting and same-day transportation services, including same-

day delivery, routed delivery, warehousing, air expedite and distribution services, to customers across the US. Through the agreement, TM, a long time user of the Sidewinder system to dispatch their own deliveries, will begin reselling the software on the consulting side to those customers requiring route optimization, dispatch software and real-time tracking capabilities.

This agreement also further solidifies the relationship between TM and the 4SameDay Courier network. TM will market the 4SameDay network to its customers which will, through an interface with TM's customers, handle the majority of the intra-city movement of goods across the US.

"This agreement is a significant opportunity for both companies to use

their respective areas of expertise to deliver technology and delivery services to the transportation industry," says **George Best**, President, Sidewinder Holdings. "Combining our strengths and working on a collaborative basis will allow us to more successfully service our customers."

"We often work with shippers who are looking for a nationwide network of delivery companies that can interface with their systems for the seamless transition of orders between all interested parties. The 4SameDay network and Sidewinder's technology suite allows us to offer that to our customers," says **Eric Reese**, President, Transportation Management. "This agreement will allow us to expand our offering." **MCW**

The Express Carriers Association Announces New Board of Directors at its Annual Marketplace in Indianapolis

The **Express Carriers Association** elected its new Board of Directors at its annual Marketplace in Indianapolis in April 2004. The Board members for 2004-2005 are:

Brad Westrom of United Express System, Inc. – *President*

Bruce Birtwell of Mr. Messenger, Inc. – *1st Vice President*

Richard Ziemba of Front Range Couriers, Inc. – *2nd Vice President*

Jim Jenkins of On Time Delivery, Inc. – *Secretary*

Carrie Ehlers of Bonded Messenger Service, Inc. – *Treasurer*

Dave Anderson of Professional Delivery Systems, Inc.

Tim Bergin of NICA, Inc.

Lynn Clayton of Express 60 Minutes Delivery Service, Inc.

Bill Crane of Kruse Worldwide Courier, Ltd.

John Grainger of Skyline Messenger Service, Inc.

Mark Helmke of Dunham Express Corp.

Dave Reichbaum of Primetime Delivery, Inc.

Tim Watson of Distribution Solutions, Inc.

Ross Womack of Ingram Book Co.

Paul Steffes of Jet Messenger, Inc. – *Immediate Past President*

Challenges for the new Board include managing a growing membership and continuing enhancements to the annual Marketplace, which brings shippers, carriers and vendors face-to-face for two days of interviews. The next Marketplace will be held in St. Louis at the Chase Park Plaza, April 26-29, 2005. For more information, visit www.expresscarriers.com.

MCW

Dan The Man at HotShot

Hot Shot Services, Inc. in Albuquerque, NM has brought onboard **Dan Moran** as their Operations Supervisor. Dan comes to Hot Shot Services, Inc. with more than 12 years experience in the transportation industry and a MBA in Human Resource Administration from Webster University. Dan is married to Renae and has a 10-month-old baby daughter. MCW

The Thomas Family has a Big Heart

Richard Thomas, Priority Dispatch's Founder and Chairman of the Board, along with **Jeffrey Thomas**, President and CEO and **Julie Thomas**, Vice President received the American Heart Association Distinguished Achievement Award, at a luncheon held June 9 in Columbus, hosted by the Ohio Valley Affiliate of the American Heart Association. (The Ohio Valley Affiliate serves Kentucky, Ohio and West Virginia.)

Priority Dispatch, Inc. was founded 31 years ago by Richard Thomas. Today, Priority Dispatch has grown to be Ohio's oldest messenger courier company with terminals in Cincinnati, Dayton, Columbus, Cleveland, Toledo and Chicago. Corporate headquarters are located in Blue Ash, Ohio.



The following is an excerpt from the nomination criteria provided to the American Heart Association, Ohio Valley Affiliate by the entire American Heart Mini-Marathon Team:

"Twenty-seven years ago, Dick Thomas signed up to run the first American Heart Mini-Marathon in Cincinnati. He asked how all the 'stuff' for the race was going to get downtown. When he heard that we thought the director's station wagon would get the job done, he politely refrained from laughing at our naiveté, but rather offered his company, new in the delivery service business, to help. Every year since that day Priority Dispatch has not only trucked all the equipment to and from the event but also provided communications on the course, volunteers to handle the mile markers, and assistance with the set up and tear down necessary for an event that hosts over 12,000 people. Each year the event grows. Each year, larger trucks and more trucks are required. Each year the Thomas family and Priority Dispatch does everything we ask for this event. The accumulated value of this in-kind contribution, over 27 years, approaches \$500,000.

The Distinguished Achievement Award is fitting recognition of Dick Thomas, his son, Jeff Thomas, (now the President of Priority Dispatch), and his daughter, Julie Thomas. Julie serves on the Board of the AHA in Cincinnati." MCW

Priority Dispatch, Ohio's oldest and largest messenger courier service, has appointed **Jim Durieux** as General Manager of its Columbus location. Serving as Priority's Regional Manager in Cleveland, Dayton, and Columbus is **Rick Haas**. MCW

Dynamex Announces Third Quarter Fiscal Year 2004 Results

Third Quarter Highlights:

Sales increase 19% to \$74 million.

Operating income increases 47% to \$4.2 million.

Scheduled/Distribution and Outsourcing sales up 28%, 33%, respectively.

the bank credit facility that was refinanced this quarter. The prior year quarter includes a positive income tax adjustment of approximately \$425,000 associated with Dynamex Canada Corp.'s payment of a \$2.5 million cash dividend to Dynamex Inc. Excluding these adjustments, net income increased approximately 55% this quarter compared to last year's quarter.

Sales increased 19.1% to \$74 million in the FY 2004 third

Dynamex Inc. (Amex: DDN), the leading provider of same-day delivery and logistics services in the United States and Canada, today announced net income of \$2.3 million or \$0.20 fully diluted earnings per share for the third quarter of FY 2004 compared to \$2.1 million or \$0.18 per share in the prior year. The current year quarter includes a pre-tax charge of approximately \$450,000 (\$290,000 after-tax) to write-off the remaining balance of unamortized deferred financing costs associated with

quarter compared to the prior year. Sales were positively impacted by an 11.1% increase in the average exchange rate between the Canadian dollar and the U.S. dollar. Excluding the effect of the exchange rate, sales increased 15.3%.

Selling, general and administrative ("SG&A") expenses increased 12.4% to \$16.2 million in the FY 2004 third quarter compared to the prior year period. As a percentage of sales, SG&A expenses were 21.9% in FY2004 compared to 23.2% in the prior year. Approximately 26% of the dollar increase is due to the change in the exchange rate between the Canadian dollar and the U.S. dollar. The remaining increase is primarily attributable to additional personnel required to manage and service new business, higher sales commissions from increased sales, the expensing of stock options, higher software maintenance fees and increased state unemployment taxes and health insurance premiums.

Operating income increased to \$4.2 million in the current year quarter, an increase of 47% over the prior year quarter. This increase is primarily attributable to the achievement of normal profitability from significant new business startups over the last three quarters. **MQV**



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NICA Overturns Massachusetts Division of Employment and Training (DET) Case

NICA successfully prevailed and overturned an unemployment decision, which was originally decided by the Massachusetts Board of Review of the Division of Employment and Training (DET). Of particular interest is that the claimant was an Independent Contractor Bike Messenger. The Massachusetts District Court made no distinction for IC purposes between the types of transportation used to perform delivery and pick up services. This case would appear to affirm that bicycle couriers may legally operate as independent contractors.

The claimant contracted for a Boston based Courier Company for six and one half months, from September 2, 1997 until March 15, 1998. The claimant was paid on a commission basis for each delivery that he completed. The claimant had no set schedule of hours and was free to accept or reject any delivery opportunity. The alleged employer did not furnish tools or materials to the claimant. In addition, the claimant was free to "hire" helpers in the performance of the pickup/delivery service. The alleged employer did not reimburse the claimant for any expenses. On May 26, 1998, the claimant filed for unemployment benefits. The DET ruled that the claimant was an employee. The Boston courier company requested a hearing on the determination. A Review Examiner affirmed the determination that the services performed by the claimant constituted employment. The courier company filed a petition for judicial review in court.

One of the most important elements of the case revolved around the point, whether the claimant was engaged in an independently established trade, occupation, profession or business. Two of the cases cited in the Boston case were Athol Daily News and Boston Bicycle Couriers (BBC). The Athol Daily News case was decided in front of the Massachusetts Supreme Judicial Court and found that the claimant was determined to be an Independent Contractor newspaper carrier. The BBC case looked to the AFM Messenger case decided in Illinois for similar facts and evidence to support the "proprietary test". The BBC case adopted the facts of the AFM Messenger case and ruled that the claimant was an employee. However, since the BBC case, Athol Daily News was decided in favor of Independent Contractor status, but only as to newspaper carriers. In the Athol case, the Massachusetts Supreme Judicial court criticized the approach of the BBC case in evaluating part C of the ABC Test. The Boston case is the first case in Massachusetts to apply Athol to couriers/messengers. This is good news because the Court's decision represents an actual departure from the "proprietary test" adopted from the AFM Messenger case. Consequently, the Boston case would appear to now represent the current legal standard for determining independent contractor status in Massachusetts' unemployment cases. **MQV**



Jet Delivery, Inc. — Employee Retires After 35 Years of Service

President, **Mike Barbata**, and Managing Director, **Tom Byler**, are awarding a vacation package as well as a cash bonus to one of their long time employees. **Jess Regan**, who has been a dedicated employee to **Jet Delivery** for the past 35 years, has made the decision to retire from the transportation industry. As Mike's story has it, Jess Regan was the first person he met when he started working for Jet Delivery over 32 years ago! Further, in 1989 when the space shuttle Columbia landed at Edward's Air Force Base, Jess was chosen by Jet Delivery as the lead driver for delivering the shuttle's experiments that would later be analyzed by scientists around the world. Jess Regan has been a valued employee and will be missed, but not forgotten, by everyone at Jet Delivery. **MQV**

Jennifer LaBrie & Kristine Waugh Join "AEX - Integrated Air Express"

Phoenix based **AEX** announces that **Jennifer LaBrie** (formerly Jennifer Hiremath) and **Kristine Waugh** have joined the AEX team in the Marketing and Sales department. Jennifer, based in Phoenix, and Kris, based in Las Vegas, each bring over twenty-two years of experience in "time-sensitive" transportation sales to the AEX team. Both began their transportation sales careers in California in the early 80s and have worked together in the past developing courier and armored car markets throughout the West.

"Kris and I are very excited about working together again. AEX is an established, experienced courier company with a clean professional image," says Jennifer. "From a sales perspective, you couldn't ask for a better product!" For more information on AEX please call (800) 776-0034 or visit us at: www.aexcourier.com **MQV**

NTLA Bank Transportation Roundtable A Huge Success

Bankers, Couriers Educated on Check 21

The **National Transportation & Logistics Association** (NTLA) hosted its 2nd Bank Transportation Roundtable in Hilton Head Island, SC June 9-11. The Roundtable is a no-sales, education-focused event designed to inform users and providers bank transportation services about key issues in the industry. This year's topic was Check 21: Managing The Transition From Item to Image. Under The Check Clearing for the 21st Century Act, more commonly referred to as Check 21, banks are required to support image replacement documents (IRDs) in their processing functions by October 28, 2004. While not requiring banks to image their checks, the legislation has the potential to spur check imaging (or truncation) at a branch or retail location, significantly reducing the need to transport checks via courier.

Over 145 representatives from the country's largest banks and financial services couriers attended the event, a 40% increase from last year's inaugural conference in Charlotte. The agenda included presentations and panel discussions that addressed several topics on implementing Check 21, including:

- The Federal Reserve's perspective on the importance of Check 21
- The business case for bank image clearing
- The availability and maturity of distributed imaging solutions and its impact on transportation

- The role of the bank transportation manager in a post-Check 21 world
- The role of the courier in a post-Check 21 world
- How will banks and couriers ensure quality transportation service as the need for the service declines?

Attendees also discussed the options for aligning the NTLA with other existing trade groups, including the **MCAA**.

Featured speakers included **Jim McKee**, SVP and Branch Manager of the Federal Reserve Bank of Atlanta; and **Ed Bachelder**, Director of Research for Dove Consulting, a leading payments consulting firm. The consensus viewpoint was that outbound transportation, especially via air courier, is likely to be dramatically reduced by Check 21, and that remote branches in low-density areas are a secondary target for image capture. However, it appears that it will still be several years before hardware and technology costs drop enough to make branch check truncation a viable alternative to couriers in high-density metro markets.

If you are interested in future Roundtable events or would like copies of the presentations from this year's conference, please contact **Dan Byrne** at 404-260-0961, ext. 117 or dbyrne@beavex.com. **MCW**

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For more information, please contact **Dan Johnston**, Operations Manager at 1-866-744-7123. **MCW**



WANT TO BE "IN THE NEWS"?

All MCAA members are invited to submit material for this section. Deadline for the next issue is October 1, 2004.

You can email your submission to bdecaprio@kellencompany.com.

MCAA's Editorial Advisory committee reserves the right to edit or reject material based on news content or to fit into available space. Submissions should not exceed 400 words.

Capital Express, Inc. Announces Acquisition

Capital Express, Inc., based in Omaha, Nebraska, continues on their expansion and growth in the Midwest by acquiring Metro Messenger located in Des Moines, Iowa



Less than six months after opening their Kansas City, Missouri office, **Capital Express** has purchased **Metro Messenger** in Des Moines, Iowa. Metro Messenger is a family-owned business started by Chet and Sue Meuehlenthaler nine years ago which has grown to providing on-demand, routed, scheduled, warehousing and logistics services in, and around, the Des Moines and central Iowa service area. "It was a small, very, very well run company which has earned the praise of their customers and employees in the areas they operated in and it was a perfect fit to combine with our existing operations in the Des Moines area," according to **Jack Johnson**, President. "Metro Messenger provides the highest level of service, and has always focused on the customer's needs, says Johnson. "After looking at other opportunities in the area, it was clear that Metro stood above all others and had the very same business philosophy we focus on daily," according to **Monte O'Hara**, Capital Express founder and CEO. "Chet and Sue have built a tremendous reputation in their service area and we are very pleased to have this opportunity" says O'Hara. "Chet will continue to operate the two operations once consolidated, later this month. We will continue on our business plan and look for similar opportunities in other areas we operate in," according to O'Hara.

Capital Express, founded by O'Hara seventeen years ago has offices in Omaha, Des Moines, Fargo, North Dakota and Kansas City, Missouri and operations in eight Midwestern states. Now operating with a fleet of 200 Independent Contractors, we're poised for further growth and service expansion. **MCW**

Razorback Systems Announces a Name Change to 4SameDay Software

Sidewinder North America, parent company of **Razorback Systems** and the **4SameDay Network** has announced that it would begin marketing both brands under the 4SameDay name.

Razorback Systems, specializing in providing software and business services to the express delivery industry will now be marketed as 4SameDay Software, while the North American network of independent couriers will remain known as the 4SameDay Network. The 4SameDay Software package will continue to offer the same suite of products that were offered through the Razorback Systems brand. This includes Intelligent Dispatch, Route Optimization, Internet Order Entry, Enterprise Order Management Systems, Mobile Data Systems, Interfaces to Legacy Systems and a host of related business services for express delivery companies and their customers.

"Changing the name of our software package to 4SameDay better reflects the things that we do as a company as well as the direction we are going," says **Mary Meredith**, Marketing Director. "The 4SameDay brand is synonymous with the express delivery industry. Consolidating the product identities under one brand will increase awareness of both offerings. This initiative will

generate considerable marketing synergies while leveraging existing presence and success."

"Through the new 4SameDay brand, couriers can not only be a member of the largest independently owned courier network, providing national advertising, a larger geographic reach and the ability to compete for national accounts through the unified presence of the network, but they can also choose to offer technology features to their customers such as web orders, package tracking, optimized routes, signature capture, 2-way mobile data, records management, barcode scanning, GPS tracking, and a variety of industry leading technologies. It's a win-win." said **George Best**, President. **MCW**



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Big Dog Air and Frogfire Technologies Connect Couriers to Air Freight and Package Network

Expanded global reach and network control provide seamless door-to-door resource

HOUSTON, TX — **Daniel Kirk**, CEO of Houston-based **Big Dog Air, Inc.** today announced that Big Dog Air will begin providing global air package and freight service connections for local and regional courier companies. Big Dog Air integrates ground-air-ground transport with warehousing, distribution, and local delivery, all from one source. Big Dog Air operates in conjunction with scheduled and charter air services, and draws on the logistics and transport technology capabilities of Big Dog Logistics.



"We built a reputation by being flexible and by paying personal attention to unique customer problems," says Kirk. "We have a number of ongoing alliance relationships with courier and on-demand delivery companies, and have been able to help them offer new services to their customers. Taking it to the air is a natural next step." Big Dog Air opens new markets as well as new segments of business for partner couriers. The company oversees safety and security issues, customs assistance and brokerage, as well as a full range of scheduled or NFO options to fit each customer's needs.



Big Dog Air will utilize **FrogFire Technologies'** web-based IT platform to insure control, security, and customer access to delivery status throughout each shipment.

FrogFire introduced a complete suite of customizable software applications and database management tools for the transportation industry in 2003. Job origination, pick-up, routing, tracking, customs brokerage and clearance are all handled in a secure on-line environment. FrogFire's core IT package allows courier companies and their customers to benefit from bar code scanning, proof of delivery, automatic e-mail of delivery status, customized invoicing and reporting in a 24/7 on-line environment.

Big Dog Air provides expert management of commercial distribution, critical parts banking and delivery, third party logistics, retail pool distribution, and expedited shipping in business categories where specialized service combinations are often required. A focus on air shipment of freight and packages provides customers with a complete range of air and ground options for speed, reliability, and customization.

Big Dog Air is headquartered at Suite 910, 1235 North Loop West, Houston, TX 77008, with sales representation in major markets across the country. BDA can also be reached at (866)-745-3354 or at www.bigdogair.com. **MCW**

Datatrak Corporation Taps Chet Childers to Lead Solutions Consulting

Twenty-year veteran will guide company's consultative outreach to shippers, freight forwarders, and delivery service companies

ATLANTA, GA — **Datatrak Corporation** (www.datatrak.com), the leading solutions provider for the expedited freight industry, today announced the appointment of **Chet Childers** as solutions consulting manager. Childers will be responsible for presenting and demonstrating the business value of Datatrak's solutions to prospects, conducting value assessments, and assisting in the development of successful sales strategies for Datatrak's product line.

Datatrak CEO, **Dennis Hogue**, said, "Datatrak is a customer driven company. Our customers demand and receive proven business solutions that help maximize logistics efficiency. The addition of Chet Childers will enable us to offer our customers and prospects yet another layer of consultative outreach and targeted solutions, and we welcome him to the team."

Childers brings to his position more than 20 years experience in sales, marketing, and design, implementation and management of supply chain, advanced planning, and enterprise resource planning solutions. Before joining Datatrak, Childers worked for Mancomp, Inc., and DiCarta, Inc., where he was responsible for direct selling and sales consulting activities. Childers also served in various capacities at SynQuest, Inc., a provider of supply chain management solutions for distribution, manufacturing, and service companies. Most recently, he served as director of solution consulting. In this role at SynQuest, Childers was instrumental in helping the company increase its software license revenue 600%, growing from a small startup to a public company. Prior to SynQuest, Childers served as a senior consultant with Visibility, Inc. and American Software, Inc., both of which are large providers of enterprise resource planning software.

Chet Childers, commenting on his appointment, said, "As a sales professional with nearly two decades of experience in supply chain management and distribution, I can appreciate Datatrak's commitment to providing its customers with proven logistics solutions that offer a measurable return on investment. Datatrak has a strong reputation within the expedited freight industry, and I look forward to helping the company expand market adoption of its solutions." **MCW**

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The SBA Honors Diamond Transportation Group's Claudia Post at its 50-year Celebration

PHILADELPHIA, PA. — The Small Business Administration, a federal organization celebrating 50 years of empowering America's entrepreneurs, lauded **Claudia Post**, founder and president of **Diamond Transportation Group**, Philadelphia's premier same-day transportation service, as an "outstanding business of the 1990s."

For one gala night in June '04 the swinging 50s came rocking back at the original site of American Bandstand where the Small Business Administration and the Philadelphia District partnered to acknowledge local "chart toppers" — companies whose successes have inspired all small business owners since the SBA was launched in 1953.

The theme, "Hitmakers — Celebrating 50 Years of Achievement," was expressed with the music, dance and 'fab' food of the fifties. Quips Post, "I remember watching Bandstand when I was a kid. Who knew I would be receiving an award at this special place!" On the serious side, Post states that with the SBA she found "an

"When I started Diamond I knew the transportation business but was naïve about the intricacies of financial and banking relationships. The SBA provided the mentoring and the map."

incredible resource for achieving success. When I started Diamond I knew the transportation business but was naïve about the intricacies of financial and banking relationships. The SBA provided the mentoring and the map."

In 1990 Post started her business as a local bike messenger service. "In 1992 I was introduced to the SBA and thanks to them I've grown Diamond into a company with 150 people ...a regional transportation provider with a 100,000 sq.ft. cross-dock warehouse/distribution center that's open 24/7/365. I couldn't have done it without the SBA!"

Post's "Hitmakers" award joins a bevy of others conferred by the transportation industry, the Philadelphia region's civic and business communities and by state and federal organizations. She has been honored as one of the "50 Best Women in Business" by the State of Pennsylvania and is ranked number one in the Philadelphia Business Journal 2004 Book of Lists as the largest woman-owned business in the region.

The Diamond Transportation Group, Inc. corporate offices and distribution center are located in the Hunting Park Section of Philadelphia. **MCW**

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Contractors Management Services Debuts “Independent Contracting the Right Way”

GLENDALE, AZ — Contractor Management Services (CMS) is a leading outsourcing consulting firm for companies utilizing independent contractors. CMS specializes in the transportation industry, providing compliance, payroll and benefits solutions that deliver measurable advantages to both company owners and independent contractors. CMS is launching their new “Independent Contracting the Right Way” platform in order to minimize the confusion, cost and hassle of contractor compliance for delivery company owners.



Dennis Roccaforte (pictured above), one of the founders and President of CMS, explains it this way, “Owners already know about the upside of independent contracting — the financial benefits, the reduction of cost and time to administer personnel, and the flexible relationship needed to service your clients properly, just to name a few. But there’s still that nagging voice in the back of everyone’s head asking, ‘how can I be sure I avoid the hassles and costs of any problems?’ Even the most proficient companies cannot keep up with the ever-changing regulations.

Call us today at (800) 742-7508 or www.itherightway.com for a no-charge consultation and evaluation of your independent contractor compliance.

MCW



Heritage Partners to Acquire Package Services Division of R.R. Donnelley Logistics

Acquisition Will Create Full-Service Business-to-Consumer Delivery and Supply Chain Solutions Provider

Heritage Partners, Inc., a leading private investment firm, today announced that it has reached an agreement to acquire the package logistics business of R.R. Donnelley Logistics, a unit of R.R. Donnelley & Sons Company (NYSE:RRD). Heritage intends to combine this business with American Package Express (APX Logistics, Inc., www.shipapx.com), a leading provider of business-to-home parcel delivery solutions. The agreement is subject to regulatory approval and is expected to close by the end of the third quarter, 2004. R.R. Donnelley will retain its print logistics, fulfillment and distribution businesses, and will continue to provide third-party logistics management services.

By joining the operational capabilities and market strengths of the two businesses, APX will create a fully integrated, nationwide delivery network that will service catalog businesses, e-retailers, direct marketing companies, publishers and a variety of parcel shippers. Combined services include delivery for business-to-consumer and retail parcels, books and flats weighing over 20 ounces, as well as reverse logistics (returns management).

“With this acquisition we will bring APX’s leadership as the largest parcel work share partner with the United States Postal Service together with the customer volume and scale of R.R. Donnelley Logistics’ package business. This union will strengthen our ability to better serve our customers to meet and exceed their expectations,” said **Brad Garberich**, President and CEO of APX.

Mike Gilligan, Managing Partner of Heritage Partners, said, “The complementary nature of the two organizations will result in immediate benefits to our customers as the merger of these two organizations will provide full-service, end-to-end delivery and returns solutions to shippers in one seamless entity. We are also pleased that the new, larger enterprise will allow further enhancement of the relationship with a valued partner, the United States Postal Service.”

Shippers have been under growing pressure from increasingly savvy consumers to reduce shipping costs while ensuring reliable, quality delivery with transparent tracking capability and complete pipeline visibility. APX and RR Donnelley Logistics have been industry leaders in developing systems to provide expedited delivery at the lowest possible cost with full custodial control, as well as for advanced tracking and customer information management.

Heritage Partners, Inc., with \$1.4 billion in capital under management, is the leading private investment firm specializing in the acquisition and equity-based recapitalization of private, family owned businesses. Since 1987, the Partners have assembled a diversified portfolio of forty-eight investments with aggregate revenues approaching \$3.5 billion.

The largest parcel work-share partner of the United States Postal Service (USPS), American Package Express collects, processes, sorts, tracks and expedites the delivery of business-to consumer and retail parcels, books and bound printed matter, flats and other classes of mail, and provides complete reverse logistics (returns management).

MCW

Maptuit's Customer Networkcar® Wins Award at Telematics Industry Event
Maptuit's TrackServSM Customer Networkcar Receives Award for Best Commercial Vehicle Solution

BURLINGTON, MA — Maptuit® Corporation, a leading provider of location-based services (LBS) for the consumer and transportation markets, is pleased to recognize its' customer Networkcar as the winner of the Best Commercial Vehicle Solution at the 2004 Telematics Update Magazine Telematics Award.

"We are proud to see our customer, Networkcar, win the Best Commercial Vehicle Solution award at the recent Telematics Update event," stated **Jeff Papows**, CEO of Maptuit. "Winning this award has distinguished Networkcar among its peers for their compelling fleet tracking solution. We wish Networkcar continued success with business and congratulate their whole company for this significant achievement."

The Telematics Awards recognize industry leaders such as suppliers, providers and software developers whose hard work and talent add value to Telematics products and services. The winner of each category was announced during the Telematics Update Awards Gala Dinner on May 25th in Detroit. Networkcar was selected as the winner among other finalists in the best commercial vehicle

solution category including International Truck and Engine, QUALCOMM, TransCore and Vetronix Corporation.

Networkcar uses Maptuit's TrackServSM to empower their customers with sophisticated solutions to track, manage, and report on the locations of their assets in real time. Networkcar outfits their customers with embedded tracking technology that combines GPS-based location determining with a wireless transmitter. As the asset moves about, it periodically transmits its geographic coordinates back to the tracking company. These coordinates are then passed to Maptuit TrackServ which uses a process called reverse geocoding to pinpoint the location of the asset to the nearest street address. This information can then be overlaid on digital maps to show the asset's current location, and the places that asset has been over time. With thousands of vehicles now deployed with asset tracking devices, Networkcar customers are receiving the information they need to monitor their assets at all times. **MCW**

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MCAA Opens Door to Federal Contracts for Couriers

As the end of Summer approaches and Presidential Election looms in the near future we thought it would be a good time to outline the key issues we as an organization and an industry face at both the state and federal level.

Over the last few years the negative pressure on our industry from the Federal government has been quite low. We have seen a turn around at the IRS with their new spirit of support and education as it relates to Independent Contractors and the application of the 20 questions test. For those companies that adhere to the rules the IRS attitude of late has been one of support and education.

New ergonomics and material handling rules have been held at bay in Congress. Rules that, if put into effect, would have had a very negative impact on how each of us handle the boxes and heavy weight shipments that are the life blood of our industry. As with many things in dealing with the Government, it often takes time and numerous battles to win the war. The issue of new rules surrounding the handling of boxes is yet again another area where the courier industry may be viewed a possible test case arena. We must be aggressive to assure that no rules are put in place that will have an adverse effect and hinder our ability to function. OSHA has identified the courier and trucking industry as one of several that will be given "voluntary" guidelines to follow. The GLAC will be following this very closely in the coming months to make sure that no undue burdens are placed on the industry.

The Check Reform Act or "Check 21", as it is more commonly called will take effect in November of this year and has been and will be a major driving force for many of us in our industry. This act will allow for the presentment of Image Replacement Document or "IRD'S". These IRD's can and will in time replace the actual physical transfer of most cancelled checks as it builds a bridge from our current system of moving paper checks to the electronic transfer of just a check

image from the receiving bank to the payee bank. The issues surrounding this area are varied and detailed with as many points of view as there are in a conversation about politics. The most important point is that we must be vigilant and stay involved with this issue.

Two recent developments that are likely to have a significant positive impact on our industry are the new rules surrounding "62C" employees, as well as the development of a LOCAL COURIER SCHEDULE by the GSA. Both of these have the opportunity to be very positive for those in our industry who either choose to operate with 62C drivers or who want to pursue new business opportunities with the Federal Government. How to utilize the GSA Local Courier Schedule to do more business with the Federal Government will be one of the key topics at our ELS in Washington DC this fall. Representatives of the GSA will be there to explain how we use the new local courier schedule category to more easily pursue business with Federal government agencies anywhere in the US. We would strongly recommend that you attend the ELS this year in order to better understand this opportunity that the GSA has now provided only for MCAA members. This new schedule will afford many of us the ability to provide service to the Federal Government previously reserved only for the major national integrators such as FedEx and UPS.

At the state level, our industry has seen many challenges over the last year and, lately, has experienced a number of challenges. As many of you know, states across the country are in need of additional sources of income to fill their depleted treasuries. One of the areas that some of the states have looked at is the independent contractor and the companies that use them. This currently has centered around State Unemployment and Worker Comp rules, but could spill over into other more traditional areas of state regulation employee such as health care and vacation benefits. These are battles we can not lose as an industry. The use of the independent contractor is the cor-

By Christopher Mackrell and Gil Carpel

nerstone of many of our members and attacks on the IC's must be fought with all the resources that we have. Although there has been only limited success at the state level so far, the next 12 to 18 months will be critical as many test cases will be coming up and we as an industry and as members of the MCAA will be called upon to lend our support with letters and funds. Even though these issues may today not be coming to a head in your state, it is crucial that we prevent any new state process and program from taking hold anywhere that can be used as a model by other revenue hungry states for developing new rules that could affect you in your area of operation.

As you review your options and get ready to cast your vote this fall in the election, keep in mind the above issues and how your potential elected officials would weigh in on these issues and will they be supporters of the factors that effect the success of your business and our industry.

We would also like to take this opportunity to once again thank the members of the GLAC panel at the May convention and offer their contact information. Each of the panel members has offered their hard won experience with the I/C issue at the state level. I encourage you to contact one of them with any questions you may have. They are: Bob Lorgeree, EVP Contractor Management, Mike Barbata President Jet Delivery, Wesley McClure, General Counsel NICA, John Slaughter, President TAG.

I would also like to welcome Vince Wasik, President of Velocity Express, to the MCAA board and also as a new committee member of the GLAC. Vince, we look forward to adding your insight and knowledge to the GLAC Committee to better serve our members.

Please feel free to contact Gil Carpel at gil.carpel@washingtonexpress.net, Vince Wasick at wasik@mcgglobal.com or Chris Mackrell at Chris.MacKrell@airnet.com

With any question or comments regarding this report or any GLAC related issue and we will see you at the ELS in October. **MCW**

GSA Local Courier Schedule is Issued in May

Thanks to the efforts of the GLAC and my Co-Chair, Gil Carpel, along with Bob DeCaprio, our association general manager, the General Services Administration, or GSA, the contracting arm of the Federal government, has just issued their SOW, or "statement of work" for the new local courier service GSA schedule category. This SOW outlines the qualifications and criteria necessary for any local courier firm anywhere to obtain pre-approved authorization to do business with any and all Federal agencies. The statement of work is relatively straightforward and lists the generic criteria for doing business with the Federal government. It is relatively easy to respond and obtaining quick approval should not be difficult.

At the ELS this fall, we will have a session on "Doing Business With the Federal Government" and key GSA executives involved in the process of creating this schedule category for our industry will be there to explain the process in more detail, including how best to respond and answer the statement of work application questions. Gil's firm, Washington Express, is already going through the process now of responding to the SOW, and plans to be approved by the time of our ELS this fall. He will share with us, at that time, what he and his firm has learned about the process. (By the way, one of the criteria for GSA approval is membership in a nationally recognized local courier association, and your MCAA membership already fills this requirement). Another interesting criteria to note is that the GSA has indicated in their SOW that firms using either employee couriers or independent contractors to perform deliveries can both qualify.

You can view the Statement of Work for the GSA local courier schedule in its entirety by going to the GSA web site at www.gsa.gov. You can also view which agencies are looking to fill a local courier need right now by going to: fedbizopps.gov

Once a firm responds to the Statement of Work and is approved, it can then use this GSA authority in effect to market their services to any Federal agency, just as they might market to private firms, and without the requirement of submitting to an extensive, time consuming, RFP process for each contract before doing business with any specific agency. This is preferable also to most Federal agencies that use local courier since, although services such as ours are used regularly by agencies, they typically don't involve a huge outlay of funds, and so they as well would prefer to avoid the laborious RFP process if they can. **MCW**

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CALIFORNIA

As this report is being prepared, we are getting ready for an important meeting of our Board of Directors next week. That's when we'll be considering a broad range of issues related to increased industry involvement in

California's political and regulatory processes.

One of the key issues has to do with developing sources of funding to support this kind of activity. I am very pleased to acknowledge MCAA's expression of willingness to make a meaningful contribution to that end, and we also welcome the input of MCAA's leadership group as we consider various avenues of approach to resolving critical problems that confront CDA and MCAA members in this state.

We see membership growth as a key element in any successful attempt to take matters into our own hands. In this connection, our membership committee recently asked for suggestions about how to attract new members to California Delivery Association (CDA). Here are a few thoughts that were penned on that subject:

1. This industry is a continual target for government agencies. In the mid '90s it was the IRS claiming that we didn't reimburse drivers pursuant to an accountable plan. Later, many firms were targeted by the assigned risk plan and the Workers' Compensation Insurance Rating Bureau (WCIRB). In 1998 the federal DOL told the Association that it believed the industry was in violation of wage and hour regulations, specifically as they relate to payment of minimum wages and overtime. In the past 4-5 years it has become fashionable for some law firms to attempt legalized extortion through the filing (or threat of filing) class actions. Recently, we have been targeted by EDD, which claims that our use of ICs is illegal. And if that isn't enough, the DMV and CHP are now maintaining that every employee owner-driver must obtain his/her own Motor Carrier Permit!!!! What's next? Do the fence-sitters want something done about this, or do they like sleeping with one eye open?
2. The CDA is mobilizing for political action aimed at taking matters into our own hands. This is the time for everyone in this industry to stand up and be counted. The way to do this is to join and support CDA, which is taking the lead role in trying to end this disparate treatment. We're sick and tired of it, and we intend to do something about it! The non-member should get on the bandwagon NOW. It won't help to do so next year — we need your support now. There's no excuse for a company to sit on the sidelines as a freeloader and reap the rewards funded by CDA members. Making things happen takes money — and money comes from committed members who see the big picture and understand the need for industry representation.
3. This industry is in the process of significant change. It is in the

process of metamorphosis and maturation, and the companies who don't keep up-to-date on these changes face financial disaster. There is only one way to keep abreast of these changes — membership in CDA.

4. If these are not enough reasons for companies to get off the fence and join, they should consider the many tangible benefits that come through networking, education, discount programs, mentoring, development of new business relationships, and cutting-edge information (list server, meetings, Dispatch News, convention, seminars, website, business and political alerts) available only through CDA.

Many companies have responded the message contained in these thoughts, and we are pleased to report that the Association's membership is now at its highest level — ever! We believe this growth attests to the quality of vision and leadership that we see in many of the state's delivery companies, and we are proud to count them as members, business associates and friends.

RON BROBERG, EXECUTIVE DIRECTOR



CANADA

The Canadian Courier & Messenger Association (CCMA) has been active on many fronts thus far in 2004:

In regards to CCMA infrastructure, a major overhaul of our web site was carried out this year creating a truly interactive and useful site for members to utilize.

The CCMA launched the new site in April; keep a watch at www.canadiancourier.org for updates on the courier environment in Canada.

On the legislative side, 2004 continues to be an extremely demanding and challenging year. The CCMA is broadly engaged with many issues that affect the express environment in many sectors.

In relation to legislative matters, the recent Federal Government election in June affected our progress on some issues as the Government primarily stopped its activities/interface until this process was finalized, as a result new Members of Parliament and Cabinet means a re-grouping/beginning once again as officials get up to speed with their areas.

In multi level government matters, the CCMA is actively involved in issues related to independent operators (WSIB), and seeking to address the imbalances that exist in regards to Labour legislation. We recently provided input into emergent new laws for weights and measures technology and have been battling rising NAV Canada (Air Navigation System, ANS) costs. Our on-going pursuit of addressing impactful taxation issues related to Declared Value Surcharges continues.

Import border requirements for pre-arrival data under CBSA's (Canada Border Services Agency) ACI (Advance Commercial Information) initiative and its potential impacts receive ongoing attention and collaboration with a goal towards constructing an optimal courier friendly trade environment; discussions on this front go on.

On the export side (outbound from Canada) new CBSA reporting procedures are to be launched in late fall this year after a Canada Gazette posting and legislative rubber stamping, the CCMA having had much success into shaping and influencing these developments for an optimal industry result.

Developments in the United States related to the Department of Homeland Security Bureau of Customs and Border Protection, Advance Electronic Cargo Information rules, as well as the U.S. FDA changes are triggering dramatic consequences to the transborder movement of goods.

On a networking front the CCMA had its latest luncheon seminar Thursday April 29th concerning "Pricing in a Challenging Environment" and on a social note the CCMA's golf tournament for 2004 took place Thursday June 17th at Hunter's Glen (southern Ontario), good times were had by all at this event and prizes were abundant this year.

As always, we encourage all shapes and sizes of express delivery firms and suppliers to the industry across Canada to consider membership in the CCMA to realize the inherent benefits and opportunities for networking that members enjoy as we continue to enhance the reputation and the reach of the time sensitive delivery industry in Canada.

PHIL CAHLEY, EXECUTIVE DIRECTOR



NEW YORK

The New York State Messenger & Courier Association would like to thank NICA Inc., Subcontracting

Concepts Inc., KBS International, Gallagher Transportation, AirNet Express, Key Courier Systems, and Consultech for sponsoring one of the best summer parties we've ever had, a sensational boat ride on the New York City rivers. Food, drinks, dancing — we could have partied all night!

Meetings will resume after the summer break with board elections coming up in September.

We can report another increase in membership, an all time high at sixty-eight members. As always, we urge delivery companies and vendors to become members of The New York State Messenger & Courier Association.

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New Orleans, LA 70141
Phone: (504) 471-0080
Fax: (504) 472-9033
Email: rush_itl@hotmail.com
www.rushitcourier.com



Remember to do business with other MCAA members. For a directory of all MCAA members, go to the LocateACourier section at MCAA.com.

Credit Exchange

Check with fellow members before you extend credit to a new customer

MCAA members asked for it — now you have it. A means of checking with other MCAA members before you extend credit. TCE is very excited to be the new Credit Service for the MCAA. All members immediately get the Alert System, where you can send payment information to other members on commercial clients that do not pay you. This information is stored in our database where other member of MCAA can view the information. This service has been paid for by the MCAA is provided FREE OF CHARGE TO ALL MCAA MEMBERS!!!!

The CreditExchange provides unique freight-specific credit information through a vast portfolio of credit information totaling over 35 million aging records, updated daily, displaying current reports. TCE's database is updated daily, allowing the reports to display the most current information possible. TCE is a leader in the credit information industry, providing valuable tools for your company's credit management needs with more than 50 years of credit experience from our staff. The Maximum price for reports is \$10 with discounts for data contribution and volume purchases. There is never a membership or annual fee. Customers pay ONLY for the reports they order. TCE is the only company to create a multi-bureau report with Experian as an additional content provider. There are reports for \$5 or less for those times you just want to insure that a company is legitimate through much higher end reports that will give you detailed information including the principles in the business.

Specialized pricing has also been developed for MCAA members on all of our credit reports. We are the only internet based multi-bureau credit provider specializing in the transportation industry. The MCAA has developed specialized pricing, where reports are available for less than \$10 per report for credit information.

TCE's is the only freight-specific credit bureau that provides credit information on all customer types; carrier/brokers as well as direct customers (shippers). Customers can EMAIL trade reports in seconds!

Most of the largest ground, rail, and air carriers in North America contribute their monthly A/R trade data to our network. For more information or a free demonstration please visit www.creditexchange.com, email tce@creditexchange.com, or call (480) 941-1008.

MCW

Discount Programs Visit mcaa.com for More Info

MCAA Purchasing Card — Taking you to the next level of expense management & control! Use Your Card for ALL Your Purchasing Lodging, Meals, Travel Expenses, Corporate Purchasing, Fuel, Parts & Repairs. If it is an expense you have to pay anyway, why not use this card and earn credits with every purchase. There is no limit to the amount of credit earned annually.

Alamo Car Rental — See the world one stop at the time with Drive HappySM deals from Alamo. As a MCAA member, you'll receive discounts of up to 15%* off our great retail rates — year round, unlimited mileage, and no additional driver fee. Book with your travel agent or Alamo. Be sure to request Rate Code BY and ID # 219407 at time of reservation.

Airborne Express — MCAA Members Ship For Up To 30% Less with Airborne. The MCAA has teamed with Airborne Express to offer members savings of up to 30% on express shipping. Members can save no matter where they ship — around the state, around the country or around the world. There are no commitments and no contracts necessary to participate. Just call 1-800-MEMBERS.

e Squared Wireless — A professional telecommunications company that offers a varied array of wireless services including Nextel, @Road, and most major cellular services. In addition to analyzing your wireless services, MCAA members and their independent contractors can go to www.esquaredwireless.com and purchase Nextel and cellular phone accessories at a 40% discount.

HOLDCOM — MCAA is proud to announce its association with HOLDCOM, a leader in the Message On Hold industry. HOLDCOM will produce a custom Message On Hold program specifically for your courier business, promoting your services, providing customer service information, driving traffic to your website, reducing call abandonment, and improving your bottom line. www.holdcom.com/mcaa.

Midway Ford Truck Center — Midway Ford has teamed up with the MCAA to provide MCAA members and their independent contractors the opportunity to save thousands of dollars on new or used vans and trucks. MCAA members are guaranteed to receive the current lowest offered price from Midway Ford on all the vehicles listed.

Northwest Airlines Cargo — Northwest Airlines has offered an exclusive discount to MCAA members on their cargo program. In order to qualify an MCAA member needs to supply Northwest with an account number. Please email MCAA your account number and remember to include your company and city name. Email your account number to bdecaprio@kellencompany.com.

Standard Buying — If you were at the convention in Orlando you know that Standard Buying is "The Place" to buy your corporate logo items. Through our program with Standard Buying you get no set up fee for your logo, free black and white logo on the item, and 20-50% off the highest quantity discount, yet there is no minimum required. Try to find a better deal, you won't.

US Airways — We are pleased to announce a new exclusive discount agreement with US Airways air cargo service. These special prices are exclusive to MCAA members only. Please submit your US Airways Cargo CAP number on your airbill. In effect on the following Shuttles: BOS-LGA, DCA-LGA, LGA-BOS & LGA-DCA. Email MCAA for a current rate sheet.

WearGuard — MCAA has signed an agreement with WearGuard to provide discounted pricing to MCAA members on courier uniforms and supplies. All MCAA members will receive a 15% discount from WearGuard's published catalog prices. For more info on their products and to order a catalogue please go to www.wearguard.com.



First Time Members Can JOIN NOW FOR \$99*

MCAA is a non-profit industry association of, by, and for the messenger courier industry. Our mission is to promote and advance the common interests of those engaged in the messenger courier industry throughout the United States and abroad. Through industry meetings and educational seminars MCAA provides an excellent opportunity to network with others in the business and stay on top of industry trends.

*Good for remainder of 2004. Regular dues schedule applies thereafter.

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Messenger Courier Association of the Americas Application For Membership

YES! We want to apply for membership in the Messenger Courier Association of the Americas.

Sign me up for the \$99 new member special*

(The special only applies to first time members. Also note that no matter what time of year you join, if you join at the \$99 rate, you will have to renew your membership in December.)

Please complete and return with your membership investment to:
MCAA, Attn: Membership, 1156 Fifteenth Street NW, Suite 900, Washington, D.C. 20005

1. COMPANY INFORMATION

Company name _____

Contact person _____

Title _____

Address _____

P.O. Box _____ City _____

State _____ Mail/Zip Code _____

Country _____

Telephone () _____

Fax () _____

Email Address _____

Website address _____

Airports Served 1.) _____
**(Please provide 2.) _____
 Airport Code) 3.) _____**

We were referred by this MCAA member (optional):

2. BRIEF BUSINESS DESCRIPTION (optional)

20 words or less – to be used to welcome your company in an upcoming edition of the MCAA magazine.

3. MEMBERSHIP CATEGORIES AND DUES INVESTMENT SCHEDULE

A) REGULAR MEMBERSHIP We are primarily a messenger, courier or delivery industry service firm and wish to join MCAA as an active, voting member. Please indicate your dues amount below by checking one of the following classes. **Canadian applicants please deduct \$75 from each category.**

Sales (in U.S. \$)	Annual Dues
<input type="checkbox"/> under 1,000,000	\$550
<input type="checkbox"/> 1,000,000 to 5,000,000	\$675
<input type="checkbox"/> 5,000,000 to 10,000,000	\$875
<input type="checkbox"/> 10,000,000 to 25,000,000	\$1,075
* <input type="checkbox"/> 25,000,000 to 50,000,000	\$1,575
* <input type="checkbox"/> 50,000,000 to 100,000,000	\$3,000
* <input type="checkbox"/> 100,000,000 to 250,000,000	\$6,000
* <input type="checkbox"/> over 250,000,000	\$12,000

*** The dues class which are designated with an asterisks are tiered according to the following criteria: with every \$1 million increase in sales there will be an additional \$60 annual dues payment.**

B) Affiliate Membership We are a service/supplier to the messenger-courier industry and wish to join MCAA as an affiliate, non-voting member (**\$350/year**). We understand that our application is subject to review by MCAA's Board of Directors, and membership is pending their decision.

C) International Membership We are located outside the USA and/or Canada and wish to join MCAA as an international, non-voting member (**\$160/year**).

4. PAYMENT OPTIONS

Enclosed is our check payable to the MCAA for: _____

Please charge my (circle one) AMEX VISA MasterCard

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

5. AUTHORIZATION

We agree to abide by MCAA's Code of Ethics. By submitting this application I confirm that my company is paying the proper dues amount based on the total sales of my company.

Signature _____

Date _____

For Federal Income Tax purposes, membership dues and contributions to this Association are deductible as business expenses, not as charitable deduction.

NOW BOOKING ADVERTISING FOR THE WINTER ISSUE

MESSENGER COURIER WORLD MAGAZINE

**Deadline to reserve space:
October 1, 2004 for space
October 15, 2004 for ad copy**

Want to get your message out to the courier industry? Then you need to advertise in the next issue of **Messenger Courier World Magazine**, the official magazine of the Messenger Courier Association of the Americas.

If you have not already pre-booked an ad for the Winter issue and would like to, please feel free to call 202-785-3298 for a media kit.

AD INDEX

AB Express	28	Mattoni Insurance Consulting, Inc.	IBC
American Expediting	46	NICA, Inc.	3
Aramark	43	Priority Express Courier	27
Big Dog Air	5	Quick Messenger Service	26
Capacity Coverage Company	39	SCI	IFC
Chicago Messenger Service	8	Security Delivery Service	35
Connexion Technology	1	Sunshine State Messenger	31
Contractor Management Services	BC	Swift Courier Services, Inc.	25
Diamond Transportation Group, Inc.	37		
Expressway Courier	41		
KBS International Corp.	17		
Key Courier Systems.....	19		
KIK Insurance.....	48		
LADS Network Solutions, Inc.	33		

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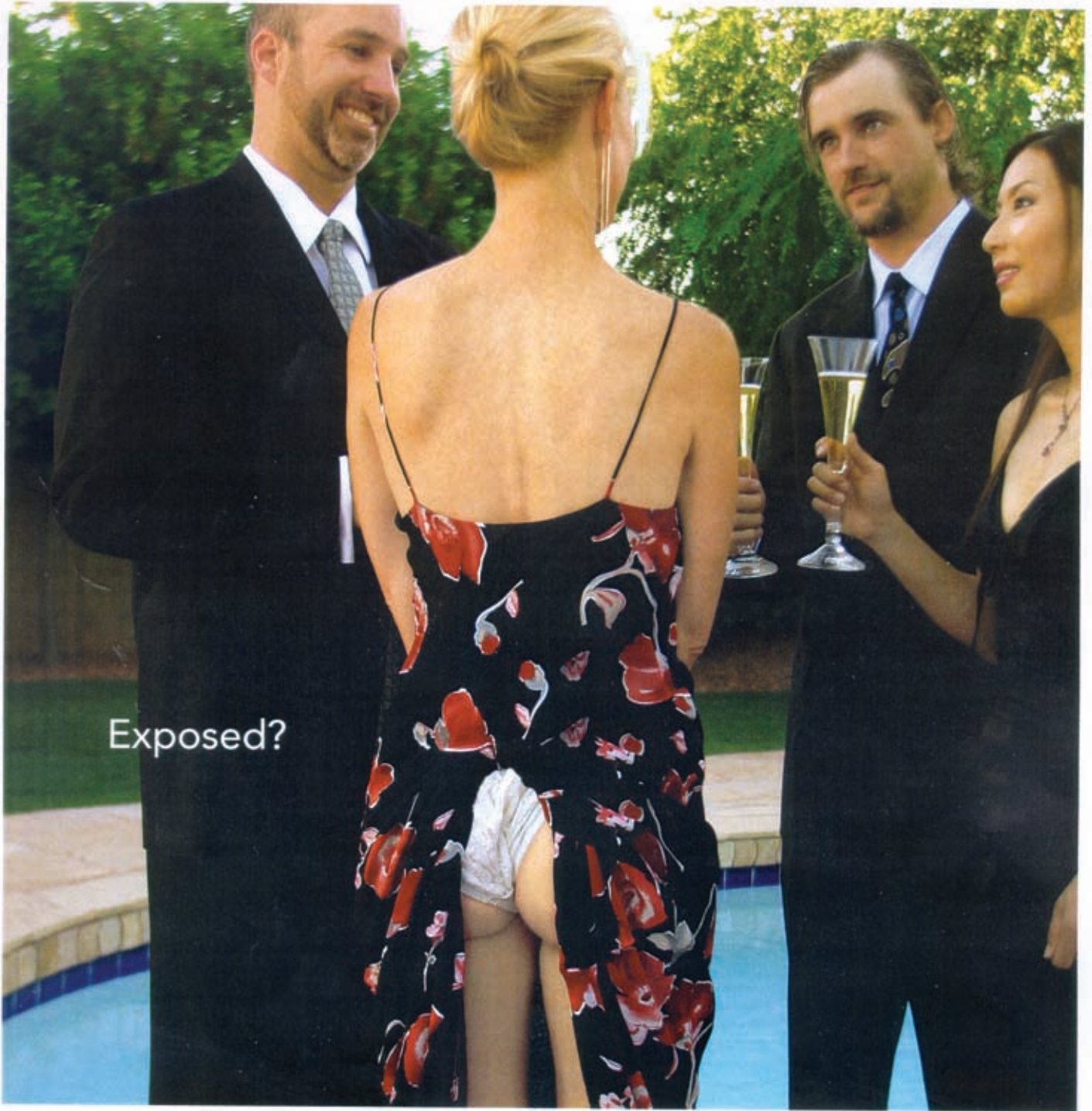
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