

# TRANSNEWS

SPRING 2001



## TransFish Flies Home!

All the hard work and planning for our new Transgroup Corporate Headquarters and Seattle Operations facility is paying off handsomely. We are proud of this new facility, and have invested time in developing amenities not only for working efficiencies, but employee comforts as well.

The big move occurred on December 11, 2000, and new developments still appear regularly, as we live in and perfect the use of our new space. Things can look different every day, and in fact, some of you at Corporate are noticing changes already.

In addition to the 40,000 square feet we currently occupy, we have leased an additional 15,000 square feet of contiguous space as our first expansion. Transgroup still maintains our original warehouse on 192<sup>nd</sup>, and a pole yard further south, which provides a lay-down area for cellular tower/hardware assembly. All facilities combine to offer nearly 100,000 square feet of warehouse, distribution and storage area and nearly 20,000 square feet of office space.

Signage has just been added to announce our presence in the area. Constructed with individual letters, it stands 7 feet tall and is 60 feet long.

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## RON LEE NEW AFA PRESIDENT

Transgroup is proud to announce that our president, Ron Lee, has recently been selected to serve as president of the Air Forwarders Association.

This prestigious honor was conferred on January 1, 2001 following their November election. Formal announcement was made in March. Ron's 27 years spent in the transportation and forwarding industry, coupled with his AFA membership since 1995, make him the perfect president for the AFA. Ron is also a member of the Executive Committee.

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## ATL HAS SCANDINAVIAN DESIGNS

Our already busy ATL office has a new and exciting project keeping them very busy. Ray Bachman, Marie Elam and Tami Barnes have finalized contracts between Transgroup and a major U.S. firm involved in ocean vessel construction.

Ray traveled to Sweden, Finland and Denmark in March to meet with several suppliers as well as Mahe, our Scandinavian partner, to ensure the smooth start-up of this project. Traveling with representatives of

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Ron Lee in the warehouse?? Obviously posed!

Founded in 1990 by three major forwarders and 15 charter members, The Air Forwarders Association is a network of industry professionals, organized to share information, issues and solve problems within the forwarding marketplace. It has grown to over 220 members. 160 are termed Regular Members or forwarders. Associate membership comprises the remainder, and these companies provide services to forwarders, such as truckers, airlines, insurance representatives and various forms providers.

They have established a forum to safeguard and further the interests of the airforwarding industry and increase market share. They also often work at local and national levels of government to assist in effecting legislation that is beneficial to the industry.

Congratulations, Ron, on this accomplishment and this tribute to your professional standing in the forwarding community!

*May is Int'l Ops National  
Alt-Backspace Month*

## DOMESTIC OPERATIONS MANAGERS STORM SEATTLE

Twenty-five Domestic Operations Managers from all over the United States and Canada descended on Seattle in early March for their second organized meeting. Virtually every TransGroup station was represented in two and half days of spirited exchange among the can-do group that moves the boxes around the country and keep TransGroup humming. Greg Vernoy was pressed into panic mode when the reality set in that Corporate's new meeting

room was about to be put to use and the placement of the artwork had been procrastinated. In typical freight forwarder style the pressure of the moment yielded quick (and very tasteful) decisions the night before the opening meeting. Bruce Wilson attacked the walls with hammer and nails just prior to the first arrivals on Friday morning.

The meetings started off with welcomes from Ron Lee and Greg

## Mahe IS #1!

Congratulations to Mahe Freight, who in the year of their 25<sup>th</sup> anniversary became the unchallenged #1 in the ranking of Danish airfreight forwarders.

Their turnover in the year 200 of DKK346,094,000 is an increase compared to 1999 of DKK 88,857,000 or nearly 35%. Mahe came in DKK 60,130,000 ahead of the combined efforts of the recently merged forces of DFDS and DanTransport, with international conglomerates like Danzas AEI, BAX Global, and MSAS even lower in the ranking.

To further put Mahe's accomplishment into perspective, Dan Transport has been on the top of the list for the past 10 consecutive years. Hoping to compete with Mahe in 2001, DFDS Dan Transport has now joined forces with DSV Samsom Transport. They might now have the longest name, but it will take more than that to challenge our Scandinavian partner!

The entire Transgroup organization is committed to pushing them even further ahead of the pack. Great job, Mahe!

### TransFish Flies Home *continued*

It can be seen by every passenger landing at Sea-Tac, at least on a southern approach.

Located adjacent to Seattle-Tacoma International airport, Transgroup's new building allows us a spectacular view of the airport runways and towers. Seattle's legendary, and few, sunny days also offer impressive views of Mt. Rainier and the Cascade Mountain range.

Welcome home to all the people working at Corporate, and welcome to your home away from home for our stations across North America, and our partners around the world.

## SCANDINAVIAN DESIGNS *continued*

ABB / Scandinavia, a major supplier throughout Sweden and Finland, Ray began his visits in Sweden, meeting with Mahe in Gothenburg, and traveling to Jonkoping, Enkoping, Stockholm.

Then, on to Turku, Finland. From Turku, they traveled to Helsinki for meetings with Mahe/HEL. The next stop was Copenhagen for meetings with Mahe/CPH as well as Inexa Panel, another supplier for this project, in Denmark.

The next trip is scheduled for early June with plans for the U.K., Italy, Netherlands, and France. ATL has already handled their first shipment from Alstom / France that was in excess of 500 metric tons.

The project involves approximately 70 vendors in Scandinavia, the Far East and Europe, supplying everything from motors, generators, propulsion systems, and HVAC systems to bath/cabin units for the first cruise ship flagged and built on U.S. soil in over 40 years. Construction of the vessel is ongoing in Pascagoula, Mississippi, and is the first of two vessels planned.



### *Rotterdam Ahoy, Atlanta Coming Thru!*

Our partner, Rohlig, has assisted in the area of temporary warehousing, loading operations via a floating crane onto barges and the ocean freight. Mahe is handling and coordinating all moves from Scandinavia whether it is air, LCL, FCL, or breakbulk cargo.

"This has truly been a team effort, globally!" adds our ATL staff.

Kudos to ATL for this achievement, and thanks to all for their hard work and dedication, now and in the future!

## WELCOME TO THE FAMILY!

Transgroup would like to introduce our newest station in BOS to everyone.

John Dickison and Chuck Gerson are the station partners, and have worked together for 15 years. They were previously with Surf Air. Located in Chelsea, MA, they are on the coast, and near the water system construction site known in the news as "The Big Dig".

BOS offers the standard services, to be sure, but John reports that they really enjoy providing the specialized services that no one else really wants to offer. This is often termed Value-Added Services, and it's really true.

BOS works predominantly with the high-tech industry moving time-sensitive loads and supplying airride services, inside deliveries and padded work, to name just a few. These can be somewhat tedious details, but it can certainly make the difference in a successful move.

BOS has some interest in certain trade show moves and warehousing for some of their customers as well.

The focus of BOS has been mainly domestic; they do enjoy a loyal international following at this time, but of course, plan to develop this more fully.

John devotes most of his concentration to the "inside" work, the business and accounting functions, along with the operational details. Chuck is more geared to outside sales. Ron Lee reports his energy is limitless, after going with him on several sales calls in one day, in severely adverse weather conditions.

John hopes to soon be known in the BOS area as: The One-Stop Logistics Shop.

Welcome aboard!

## TECH BYTES

Corporate has made considerable effort over the past year to increase our data processing capabilities, allowing us to better serve our users. For the stations, we are in the process of rolling out the new TransGroup Manifest program for domestic operations. Previously written as a 16-bit Paradox application, this new program takes advantage of the capabilities of Delphi, and SQL Server data management. With use of Delphi's capabilities, the programmers set this new system up to access the Corporate Wide Area Network (WAN) via the Internet over Broadband connections.

Along with the rewrite of the TransGroup program, we installed a powerful new Micron server and three smaller servers, all of which are dedicated to providing the functionality of this new domestic manifest program. Although many features have changed in this new version, a few new features have also been added. Version 6,0 offers the capability of creating multiple POs per house bill, and multiple Master Bills per House Bill as well. Also the new program includes a rate quoting feature, and a new, improved Pickup Alert system.

## Ops Managers Storm Seattle *continued*

Vernoy to the new Corporate Headquarters building. Ron and Greg discussed recent performances and future company goals with the group. During the meetings the group heard presentations from Angie Santillan on insurance, Jody Detwiler on various accounting issues, and Kimberly Smith on Corporate / ICO relations. Jonathan Isenberg, MIS guru, introduced the new web based TransGroup operating program. Over the course of two hands-on sessions everyone was able to get significant time working with the system. The ops managers 'kicked' Jonathan out for his vacation on Saturday afternoon with a 'few' small suggestions for the system, but all in all it was well received by everyone.

In addition meetings dealt with improved station to station communications, suggestions for needed reports from the TransGroup operating program along with suggested editing of some existing ones. Also discussed was truckload sharing, the future of dedicated trucks on certain

lane segments, expanded uses for our Intranet, truck brokering and the issue of developing an initial group of Super Agents (Preferred Vendor Status) in order to maximize our buying clot (both financially and service wise). The results of the efforts of the Operations Managers will be presented to the Board of Advisors at their next meeting.

All work and no play?? No way !! On Friday evening the group enjoyed some socializing mixed with steaks and ribs at the restaurant at the hotel; and Saturday night, following a (reluctant for some) trip up the Seattle Space Needle, an evening of pool playing and a prime rib and salmon buffet was enjoyed. Robin Parsons and Chuck Cain, who organized this effort, were both impressed with the meeting results and the efforts of all participants ... "...over 20 hours of meetings and we ran out of time before we ran out of issues or energy ... "

The group hopes to meet again in the late fall in Dallas.

*Go Forth and Move Freight!*

## Vendors Get New Lease on Life

Many of you already know Corel Sears from working with her in Seattle Domestic Operations. What you may not know is that she has recently accepted the position of Accounts Payable Manager, reporting directly to Theresa Torrance, Accounting Manager.

Corel has worked in SEA Domestic operations for approximately six years, and another major freight forwarder for 17 years before that. This strong operational foundation, coupled with her accounting skills, presents a great opportunity for both Corel and Transgroup. She will be initially working on training and staffing issues within the department and improving vendor relations. You are encouraged to contact her if you cannot resolve your vendor issues with your Payables Coordinator, as well as any other issues or requests that might arise regarding vendors. This will include airlines as well as truckers and other service providers.

We welcome Corel to Corporate, and ask that you support her efforts, too!

## PIECE OF MIND

An Editorial Corner

Time to pop the champagne corks!!

No, it's not just another Millennium celebration that doesn't count. This one is ours!

It's time to congratulate yourselves for being the HARDEST WORKING PEOPLE IN THE FREIGHT BIZ! It's true! All of you must be, to have accomplished our own Millennium Milestone.

TransGroup crested 100 MILLION in sales for 2001!!! This is BIG and this achievement, originally set as an objective way back in 1995 for exactly 2001, is a testament to the drive, determination and dedication that all of you have shown over the years.

On the subject of years, this one is our 15<sup>th</sup> BIRTHDAY, which is yet another reason to celebrate. Founded on Friday the 13<sup>th</sup> of June 1986 (who says 13 is bad luck?) this company has progressed to 33 STATIONS and over 300 EXPERTS (yes, I mean you!) stretching across North America. WOW! I guess now that our company is firmly in its teenage years, we can really start to cause trouble! And, notice all the three's, 13, 33 and 300! There is something very magically numerological going on here!

Anyway, a sincere and well-deserved thank you is due to all of you. So, here it is! THANK YOU FROM THE BOTTOM OF OUR HEARTS for turning the dream, and your hard work, into a major company, ready to challenge the world!

Ron Lee  
Co-Founder & President

Greg Vernoy  
Co-Founder & Managing Director

