

TRANSNEWS

SUMMER 2001

Transgroup's Corporate meeting this year featured a special 15th anniversary party, and we rented out the entire Experience Music Project (EMP) to celebrate! We marked another milestone as well, recognizing our achievement of a financial milestone set years ago—we surpassed our \$100 million annual revenue goal!

Although our true anniversary date is June 13, the site for our meeting festivities in April offered such a great opportunity to observe the occasion, that we made the most of it. We invited 300 or so of our closest friends from around the nation and around the world, to celebrate with food and drink. The buffet was wonderful, incorporating Northwest fare served Cajun-style, with shrimp, crab and oyster offerings, along with a large selection of vegetables, raw and grilled, and an abundant selection of spirits, wines and premium beers.

EMP is an interactive music museum, created by Paul Allen of Microsoft, Seattle Seahawks and Portland Trailblazers fame, to name

just a few of his more prominent interests and business holdings. Identification badges were designed to mimic backstage passes, and served as our admission passes for full access to all exhibits.

The entire facility covers approximately 140,000 square feet, and is filled with interactive displays, unique artifacts and

extraordinary live performance spaces. There are more than 100,000 artifacts available for exhibit, including several of Jimi Hendrix's guitars. *Sound Lab* boasts a 47 foot ceiling and adds a hands-on music-making experience (yes, you *can* learn to play the guitar there, but will you become a star!?...only time will tell).

EMP being what it is, we took advantage of this chance to show off some individual talents above and beyond the movement of freight. The opening entertainment was *Afflicting Hope*, comprised of Ron Lee's son, Garrett, joined by James Ryan, Shay Isley and Cresap Watson, followed by Robin Parsons/MSP, headlining his band *The Refrigerators*, accompanied by Adam Snyder, Rich Casey, Joe Hastings and Fred Martin.

It may not have been The Ed Sullivan Show (who?) but what band wouldn't enjoy playing on a stage with light-show properties and the feel of a real-live rock concert? We may have fulfilled a few fantasies that evening.

A tough act to follow!



Photo Courtesy of Tim Hursley



TRANSFILM

and ON with the show...

When the producer of a \$40 million feature film has a dilemma, who ya gonna call? TransFilm!

Here was the challenge: how do you move 14,000 pounds of cargo, approximately 350 pieces averaging forty pounds each (picture it: cameras, dollies, grip and lighting equipment, expendables, wardrobe—and the *make-up!*), 75 members of the film crew, all their baggage, a superstar and her entourage of assistants, bodyguards and baggage from a “beyond” area north of Seattle, to downtown San Francisco in under 4 ½ hours? Call TransFilm!

The impossible became possible, due largely to TransGroup’s ability to coordinate and synchronize between several TransFilm elements. The staff at the San Diego office, with the usual, expert assistance of Angie Santillan at Corporate, was able to charter a *brand new* (yes, we were the first passengers on this aircraft!) Airbus A319 from Northwest Airlines.

Northwest did a wonderful job in Seattle and San Francisco, demonstrating professionalism in both project management and ground handling, joining with TransFilm’s on-site staffing, to oversee the entire project from door to door.

The flight departed June 21 as part of a Columbia Pictures project, a new feature film titled *Enough*, starring Jennifer Lopez. This film is due to release in early 2002.

The move was a *huge* success—the entire film crew was in place, set up and ready for their shot on a pier near the Bay Bridge just in time for the beautiful sunset background that they rushed all the way to SFO for!

TransFilm does it all...passengers, cargo, charters, coordination. Congratulations to the staff in San Diego on a super job!

We’re ready for our close-ups, Mr. DeMille...

Bob Reznick is the National Director for TransFilm, our service division dedicated to the logistics needs of the motion picture and entertainment industries.



THE WORLD INVADES SEATTLE

This year’s National Meeting (April 28, 29 and 30th) featured the introduction of our First Annual Sales Congress.

For those attendees arriving early, Saturday offered an informal gathering in our Corporate offices, which gave many of our associates around the country their first chance to see our new Corporate Headquarters.

Sunday saw the kick-off for the National Meeting on the top floor of the Sheraton Hotel featuring incredible views of the city and harbor, where opening comments from Greg Vernoy and Ron Lee launched the meeting with a distinct theme: “Coming together is a beginning, staying together is progress, and working together is success!”



...continued, Page 3.



Mark Spisak has joined TransGroup Corporate as **Director of North American Services**. With 22 years of industry experience, Mark will negotiate rates with airlines and truckers, work to improve system services, and develop further domestic business.

Peter Cockle, previously specializing in developing the England/USA lane segment, has been promoted to the **International Station Manager in LAX** and **Brian Bussey** now heads up our new “Motor City” staff in **Detroit, MI**.

TransGroup expansion continues with several new offices over the past few months.

There are a couple of new saddles hanging on the fence in Texas with the opening of two new TransGroup offices. **Austin, TX**, managed by **Sterling Rogers**, and **El Paso, TX**, managed by **Efren Brito**.

Reno, NV, the “Biggest Little City in the World” is managed by **Rachel Irby** and our group in **Boise, Idaho**.



"You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you."

-- Dale Carnegie

TRANSPROJECT STRIKES IT BIG

In cooperation with Rohlig, TransGroup's newest division, TransProject, is involved in the massive CPC (Caspian Pipeline Consortium) project for Fluor Daniel, a consulting engineering, procurement and construction management service for various industrial disciplines, including petroleum, chemicals, life sciences, food/beverage, mining and power.

Fluor Daniel has more than 60 offices worldwide, and provides a broader range of services to more clients in more industries and geographic locations than any global competitor. The CPC project is the oil pipeline uniting the Caspian and Black Sea oil reserves in Russia. The CPC is the largest U.S. investment in Russia to date, with U.S. partners investing nearly half the billions necessary to complete development of the 932 mile (1,500 km) pipeline.

This particular project was a comprehensive collaboration between TransGroup/Houston, Rene Lillelund, Marco Nascimento and

crew, and Rohlig/UK/Belgium, Robert Pelsky and Hugo Thierens, Managing Directors, and their teams, as they arranged for the transloading to Russia.

So far, they have moved more than 120 tons of air freight and close to 3,000 cubic meters of ocean freight. This project has required the full expertise of TransProject in Houston where they have worked closely with the Fluor Daniel site office in Russia, our partner, Rohlig/UK, as well as vendors throughout the US. Along with requiring extensive breakbulk solutions, they have been involved in the extensive crating jobs

performed by our in-house crating company.

At this point, they are preparing a 45 meter tower for air freight to Luxembourg, culminating with a charter air delivery to Russia. The project commenced in January and is expected to continue through October.

Michael Larsen is the National Director for TransProject, our service division developed to facilitate the logistics needs of worldwide projects of significant scope and duration.



World Invades Seattle *continued from pg 2.*

This was followed by **Gebrueder Weiss** (Central Europe), **Rohlig** (Western Europe, Asia), **Translink** (Australia), **Allied Forwarding** (Ireland), **Mahe** (Scandinavia) and **Figwal** (Brazil), giving presentations detailing the expertise each offers to their customers and partners.

The opening theme—working together is success—was underscored for the remainder of the day by Tom Piscattelli of Applied Learning Associates. Tom offered insights and practical strategies designed to increase sales confidence in ourselves, and how one can analyze and build relationships with customers. In conclusion, he emphasized that although equipment and infrastructures are important, the real power of any business is within its people.

Monday's meetings were held at the Paramount Hotel in the Olympic Room, while the Sales Congress was in the Cascade Room.

Our first-ever Sales Congress opened with Scott Bullock's/YYZ Canadian TransBorder presentation, followed by Susan DeLuca Smith/SAN discussing TransBorder Mexico. Both TransBorder presentations were very well-received, and generated high interest.



...continued, Page 4.

VIVA TRANSBORDER MEXICO!



Bob Reznick /LAX and Dan Wickstrom/TUS office, are happy to report that TransGroup has been awarded a complete logistics contract by The Off-Shore Group. This project involves approximately 35 plants and 3.5 million square feet of production facilities with a staff of 11,000. TUS manages the in/out freight from the entire world to be used by The Off-Shore Group. The Off-Shore Group predominantly produces auto parts, with automobile wire harness assemblies as a major product of this project. This was a joint effort of our Tucson, San Diego, San Antonio and Corporate staff, led by Susan DeLuca Smith, our top salesperson from San Diego.

The Off-Shore Group essentially facilitates manufacturing production across the border in Mexico. They are often referred to as Value-Added Landlords, providing everything from staffing and space, to facility equipment.

TransGroup was one of only two carriers awarded this contract; the other carrier is primarily handling the linehaul services from Guaymas to Tucson.

Bob has visited the site at Guaymas, Mexico, approximately 4 hours from the border on the Sea of Cortez, and reports that not only is the merchandise produced of high-quality, it has also improved the lives of the citizens in the local area. Public transportation is somewhat substandard in this area, so Off-Shore provides a private transit service to bus the employees back and forth to their neighborhoods. Daycare facilities, both local and near the plants are provided for the children of the workers as well (free of charge!), and accept children as young as 2 months of age.

Good job, LAX. This project just goes to show you that you can do good business, and help do the right thing too 🍀🍀🍀

Have you been to
TransNet yet?

www.transgroup.com/transnet

World Invades Seattle *cont'd from pg. 3*

The morning session was rounded out by Jonathan Isenberg/Corporate discussing several IT resources, particularly TranShipper and TransTracker, and entertaining a lively question and answer period.

Sales presentations began the afternoon session, with Bob Reznick/LAX elaborating on the "teamwork" approach. Joe Madden/SFO focused on the importance of compatibility between the customer and the sales rep, even redefining the sales rep to become a logistics consultant. Joe reminded us to think long-term, not short, and to keep our eye on the prize.

Diana Bomar then began the open forum segment of the Sales Congress by requesting suggestions for general improvements to increase effectiveness. An enthusiastic stream of ideas and concrete proposals were brought forward.

Meanwhile, in the parallel universe of the Olympic Room, station partners utilized the day to devote their attention to popular topics such as cargo insurance and associated claim matters, service presentations from US Airways, Southwest Airlines, Kitty Hawk, Delta and Datatrac Corporation and a briefing on up-to-date IT matters. The day ended on a note of positive closing statements from Greg Vernoy and Ron Lee.

The meeting was once again successfully concluded reflecting a positive, productive enthusiasm toward another year of great success.

We are already starting to make plans for our 2002 National Meeting and Sales Congress, which we anticipate will be even more productive than this last one. We look forward to seeing you all there!

