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## MESCA Weblog

In an effort to keep current with ever changing times, MESCA has created a Weblog dedicated to topics in transportation.

The blog can be accessed via <http://mescafreight.blogspot.com>

Feel free to comment on any and all topics.

We hope this blog will stir up some great conversations, inspirations & revelations in transportation.

Your comments and contributions are welcome

Please submit to:

Lisa Shelton (Editor)  
lshelton@mesca.com

## "MESCA ON THE MOVE" Summer 2009

### PRESIDENT'S CORNER

#### *"A Sign of the Times"*

Between this summer's lack of good weather for outdoor activities, the poor economic conditions for business in general, and the less than stellar operating results from most LTL carriers, I have to look for something positive to kick off my portion of the quarterly MESCA Newsletter and I believe I have found it!

As a MESCA client, you are NOT ALONE navigating through 2009's latest haze of supply chain obstacles, logistics nightmares, and revenue detractors that challenge everyone in the business of moving products either across town, around our country or throughout the world.

Our educational seminars have never been in greater demand or better attended. Our "help lines" continue to be busy and are answered in "real time" by real MESCA staffers eager to assist our clients. MESCA's Vision TMS has had record numbers of client visits for all levels of activity. Our sales team continues to add new clients each week and our administrative staff keeps up with all increased activity proactively. MESCA has continued to invest in customer service enhancements, staff training and systems modernization, the latest being an internal systems reorganization that will have a more streamlined flow of data allowing for the potential for new clients to be set up within 24 hours and the potential for tariff updates to be processed the same day submitted.

In this newsletter, you will see articles by MESCA staffers regarding topics such as "product verification and weight and inspection fees." Most carriers, in an effort to obtain all legitimate revenue on each shipment, have initiated a solid, system-wide verification process to check weight, density and description. Inaccuracies not only are

Continued on Page Two.....

## President's Corner—Continued

re-billed, but carrier's rules tariffs allow for a fee (read "*Pay Attention To The Indicators*" page 6) to make the corrections.

Never has it been more important to: **"START EVERY SHIPMENT OUT RIGHT."** Vendors and shippers must be held accountable for 100% accuracy, mistakes cost BIG money. There is another article ("*The Estoppel Defense*" page 10) regarding a consignee's protection from being charged twice for an "inbound prepaid or freight allowed" shipment where the shipper fails to pay the carrier and the carrier comes after the recipient of the services for payment.

Lastly, our IT department is working on a "MESCA BLOG." This will allow the free flow of information, not only from MESCA to and from our clients on a real-time basis, but will allow for interaction between clients on relevant transportation-related topics. We envision the evolution of best practice solutions to everyday logistics problems (new and old), the sharing of ideas and solutions as well as the creation of a knowledge pool between professionals. The way things change daily in the logistics arena, having this resource available will put MESCA clients a step ahead of others!

Once again, as we draw into the final quarter of 2009, all of us at MESCA thank each of you for your business and support.

Please know we will continue to commit the best possible professional reinforcement to each of our client organizations.

If there is a way we can better serve you and your company please contact me directly at:

[jheckman@mesca.com](mailto:jheckman@mesca.com)

(603) 662-9137

## FedEx Express® Expands International Economy Services



FedEx Express, a subsidiary of FedEx Corp. and the world's largest express transportation company today announced the expansion of its international shipping portfolio to provide customers with more choices and reach when shipping packages and freight worldwide.

FedEx Express now offers FedEx International Economy® service from more than 90 countries and territories. In addition, FedEx International Economy® Freight service is available from more than 50 countries and territories. Prior to this global expansion, FedEx International Economy was offered from 16 countries and territories and FedEx International Economy Freight was available from 13 countries.

Both FedEx International Economy and FedEx International Economy Freight are door-to-door, customs-cleared, time-definite delivery services that reach markets representing more than 90 percent of global GDP. The services are an economical alternative for less urgent shipments and come with the same quality, service and reliability expected from FedEx. Key features of these services include:

- Competitive rates
- Delivery typically in 2-5 business days
- 24-hour shipment status
- Customs clearance
- Money-back guarantee

## Highland Forwarding



### Why Houston?

Houston is known as the City of Opportunity. It is home to more than two million people, an international business hub, the fourth largest city in our nation, home to 90 international consulate offices, 25 foreign banks, 29 Fortune 500 companies, and a hub for the oil and gas industry. The world is in Houston, and now, so is Highland Forwarding. In April 2009, Highland Forwarding opened a Houston Branch Office, expanding our operations further.

In looking for an opportunity to expand our company, Highland Forwarding explored the options that Houston had to offer. As an international business destination, Houston is globally connected and offers a world-class environment for international business. The region's infrastructure, talent and available resources give Highland the strategic advantages that are necessary for success.

Houston is an international gateway to air and ocean cargo. With air cargo freighters flying to approximately 115 domestic and 70 international destinations, it is easy to see the opportunities that are available in Houston.

In 2008, the total amount of air cargo that processed through Houston air ports was 391,689,757 kilograms. Houston experienced a 9.3% total air cargo trade growth by weight from 2007 to 2008. If Houston were an independent nation, they would rank as the 29<sup>th</sup> largest economy in the world.

The Port of Houston is 25-miles-long, and in 2005 underwent some major improvements that would help to sustain the port as a world-wide leader in the global marketplace. By completing the deepening and widening of the port channel, the Port of Houston has been able to ensure more trade, more cargo, more jobs and more economic benefits and opportunities.

In 2007, the Port of Houston moved more than 225 million tons of cargo and a total of 8,053 vessel calls were reported. The Port has played a major part in helping Houston develop as an international trade center. Approximately 100 steamship lines connect Houston to 1,053 ports in 203 countries. The Houston port is also home to the largest petrochemical complex in the nation and the second largest in the world.

With all of these factors on both the air cargo and ocean cargo front, it is no wonder that Highland Forwarding saw and continues to see the opportunities for further growth and development in the Houston market.

35 Constitution Drive, Suite A  
Bedford, NH 03110  
603-471-2800

<http://www.highlandforwarding.com/>



### More Volume— More Savings

Our new **Volume Spot Quote program** provides more pricing alternatives than ever before. Our group of spot quote specialists looks for lanes where A. Duie Pyle has extra space on the truck. Then we look for customers whose freight is already headed in the same direction. When we uncover the volume, we share the savings with you.

- Volume Spot Quotes require a minimum of 4 pallets or a minimum of 5,000 lbs.
- You can work directly with one of our specialists for a quick turnaround
- You'll receive a Notification of Delivery on all volume shipments automatically
- Volume Spot Quotes are good for 30 days

To request a Volume Spot Quote, Log-in to your My Pyle Account and click on "Volume Spot Quote; If you don't have a My Pyle Account, email your request to us at: [volumespotquote@aduiepile.com](mailto:volumespotquote@aduiepile.com) or call 800-523-5020 x 4021 and ask for a Volume Spot Quote specialist.

<http://www.pyleco.com/publicdocs/volumeSpotQuoteDesc.aspx>

### Caribbean Services

We provide a single source for door-to-door service to Puerto Rico, plus additional points in the Caribbean, that includes next-day inland ground transportation, container loading and drayage, ocean transport and Island delivery. And our dedicated regional LTL and TL operations ensure that even your last minute pick-up on Thursday will meet our Friday sail date. As a single source provider, we offer:

**Real-time Shipment Visibility** – with the most advanced satellite tracking available to shippers in the Northeast, including automatic email updates and advance delivery notification.

**Complete Invoice Handling** – with the flexibility to accommodate your invoicing needs, whether prepaid door-to-door, collect door-to-door, or prepaid to Port Elizabeth collect beyond.

**Complete Documentation Handling** – with the expertise to make the process simple and easy on your behalf.

**Dedicated Customer Service** – with the international experience to handle all your questions door-to-door, through our easy to use toll-free number.

<http://www.aduiepile.com/publicdocs/Caribbean.aspx>

## New Penn Introduces New Guaranteed Levels of Precision



Aug 04, 2009— YRC Worldwide Inc., announced today that **New Penn**, one of its regional operating companies, will introduce a new and improved suite of guaranteed service offerings featuring superior reliability and value. All guaranteed service shipments are backed by the New Penn no-hassle guarantee to be complete and on-time or the invoice will automatically be reduced to zero dollars with no need for the customer to file a claim.

One of the primary enhancements is a new guaranteed by 9 a.m. service that provides customers with a level of morning precision that is typically found only with air freight or dedicated delivery carriers.

The other key enhancement is a new day-definite service offering that is guaranteed to deliver by 3:30 p.m., rather than end of day like most competitive offerings. By offering earlier guaranteed delivery times, customers are able to get goods into production or for sale to clients the same day the shipment arrives rather than traditional guaranteed delivery by 5 p.m. in which shipments often cannot be incorporated into the supply chain until the following day.

With the enhancements, the New Penn Guaranteed Precision™ suite of award-winning service offerings now includes:

- Guaranteed Delivery By 9 a.m.
- Guaranteed Delivery By Noon
- Guaranteed Delivery By 3:30 p.m. (Day-Definite)
- Guaranteed Delivery Within a Single-Hour Window
- Guaranteed Delivery Within a Multi-Hour Window

## Con-way Freight

### Provides Exception-Free, On-Time and Fast Service



#### **About Con-way Freight**

As an industry leader, Con-way Freight and its 16,000 uniformed Driver Sales Representatives are flexible and experienced in delivering *exception-free, on-time and fast service* from more than **365 operating locations** along the company's single, unified and optimized network.

#### **Innovative Offerings**

Con-way Freight is continuing its ongoing mission to improve the customer experience with the recent launch of its industry-first **True LTL<sup>SM</sup> Pricing ([www.TrueLTL.com](http://www.TrueLTL.com))**. **True LTL<sup>SM</sup> Pricing** is a revolutionary capped pricing model which offers:

- Uncomplicated pricing which eliminates unexpected charges for large LTL shipments (up to 20% off truckload rates)
- Guaranteed on-time delivery
- Reliable, same-day pickup

To learn more about **True LTL<sup>SM</sup>** and other market insights, check out the blog at [www.TrueLTL.com/blog](http://www.TrueLTL.com/blog).

#### **Cross-Border Excellence**

Shipments move efficiently across borders due to the company's experience with and knowledge of NAFTA regulations, customs requirements and certifications.

With 10 border crossing points for consistent and faster LTL shipping throughout Canada, Con-way Freight also provides seamless shipping to, from and throughout Mexico. With its domestic offshore service, customers benefit from multiple sailings to Alaska, Hawaii and Puerto Rico.

In addition to domestic and cross-border offerings, the company extends its predictable and reliable service globally including Europe, the Caribbean and Asia.

#### **Customer Satisfaction**

Con-way Freight's superior commitment to outstanding performance and world-class customer satisfaction has led to industry-leading recognition from customers, including being named the 2008 Carrier of the Year by distinguished companies like Walmart, Whirlpool and others.

For more information on the company or to experience its innovative online shipping tools, **go to [www.con-way.com/freight](http://www.con-way.com/freight)**.

**Reliable Service Between the U.S and Canada  
Backed By An On-Time Guarantee \*  
At No Additional Charge**



- 100% full-province coverage for all of Canada
- PARS (Pre-Arrival System) clearance at border crossings to speed transit times and minimize delays
- C-TPAT, PIP, CSA and FAST approved carrier minimizes customs delays and ensures compliance
- Complete online tracking from origin to destination
- Complete document imaging system for instant access to all customs documents
- One master document
- Customs-bonded facilities in Montreal and Toronto

\* Guarantee applies to current UPGF 525 customers. See the UPS Freight Tariff and Terms and Conditions and any other applicable contract, as other restrictions may apply.

**A Sign Of The Times  
Pay Attention to The “Indicators”  
(John Reed)**

Another “Sign of the Times” - - The LTL carrier community is increasing their diligence regarding billing accuracy assuring they are compensated for 100% of all legitimate charges, accessorials and fees per their individual rules tariffs. Many shippers are unaware of some of these fees; a recent example is the:

**Commodity Verification Charge**

This fee may be assessed if the carrier has to take the time (through an inspection/verification) to determine what is actually being shipped from ambiguous or non-standard information presented on the original bill of lading. Clients that have been using the same carrier and generically describing their freight the same way for many years are finding out the hard way NOW is the time for NMFC verification and proper class usage.

Please re-verify the NMFC item and class for each item shipped from your facility (feel free to call upon MESCA). Note that classifications do change periodically. And remember to do the same thing for your inbound traffic. Furthermore, put verbiage into your vendor routing instructions that will allow for full charge backs for all carrier fees and fines assessed due to vendor inaccuracies in bill of lading preparation. The big offenders are weight, class, and density inaccuracies.

The popular MESCA Seminar **FREIGHT 101, Taking the Mystery out of shipping to and from your business** fully covers all these topics. MESCA also has a template for vendor routing guidelines and internal shipping instructions for client adaptation.

## New England Motor Freight Import/Export Services

**NEMF**  
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**1-908-353-6363**  
Extensions 580 or 581

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### Contact:

Tel: 908-353-6363 ext. 580 or ext. 581

Fax: 908-659-0439

Email: [iepickup@nemf.com](mailto:iepickup@nemf.com)

## Estes' Debt-Free Status



Richmond, VA—While the freight transportation industry has experienced substantial setbacks recently, Virginia-based Estes has remained a solid and dependable resource for its customers. "It would be impossible to remain untouched by the declining global and domestic economies," said President and CEO Rob Estes. "But we're in a fairly unique position in the industry, which gives both the company and our customers some strong strategic advantages." Estes went on to point out three major areas that help protect the company:

1. Debt-free discipline that shields Estes from many of the credit woes facing others in the industry.
2. Privately held status that reduces the financial stress associated with stock-market swings and the need to satisfy special interests.
3. Eight-decade track record of stability that speaks to a level of dependability unsurpassed in the industry.

Yet another strategic advantage for Estes is its operational structure and systems, which are designed to handle one- and two-day turns. "With inventories being reduced, fast cycle replenishment becomes even more important," said Estes' COO and Executive VP Billy Hupp, "and we do that really well."

Despite the relatively strong position, the company is not letting its guard down. "Because most economists are predicting that things will get worse before they get better, we are taking steps to become as efficient as possible to help hold the declining economy's effects to a minimum," said Hupp. "By thinking smarter and working harder, we can remain a reliable resource for all of our customers."

## Old Dominion Freight Line



Our long-time Old Dominion Corporate Account Manager, Bill Tansey, was recognized in June at the ODFL company-wide annual sales meeting as one of the three top corporate sales professionals in the entire ODFL organization.

Bill has consistently supported MESCA and our clients with world-class customer service and it sure is nice to see him recognized for his efforts. This is the second year Bill has been so honored by ODFL.



### You Crate

Many times we receive requests from shippers to move either uncrated used machinery, odd shaped equipment, or items that are truly susceptible to damage within the normal course of LTL operations.

The traditional options have either been padded vans or utilizing carriers that offer sealed bulkhead protection. These are both successful options and for some shipments fit perfectly.

For shippers that have a smaller individualized requirement, there is another option: R and L now offers a trademarked "YOU CRATE" service. R and L provides a knocked down, easily-assembled wooden crate. The shipper loads the product into the crate, seals it up and it moves through the normal R and L system and is delivered in exactly the same condition it was shipped in.

**You Crate** requires 48 hours notice and must be spot quoted through the You Crate Customer Care Team at 1-877-558-2580 or visit: [www.youcrate.com](http://www.youcrate.com)

## MESCA Inbound Routing Desk

(Mark Hagopian)

MESCA Inbound Routings Desk eliminates steps for traffic managers and their colleagues.

Our "800" number is placed on the paperwork for every purchase order moving inbound to a company. The shipper calls that number and reaches a customer service representative at MESCA. The shipper advises the service rep of the purchase order number, pieces, weights, dimensions and class of the product, as well as the pickup details and any special requirements.

Upon receiving the information, our office routes the freight according to the preset customer specifications. All transportation options are explored. If the shipment is 1 skid for example, MESCA TMS is utilized, on 1/4 loads and 1/2 loads which we know will hit the cubic capacity rule, we volume shop or give them to a consolidator, and obviously, on full loads, we award to a contract carrier.

All shipment/carrier information is contained in a spreadsheet and sent to the customer on a daily or weekly basis. That way, the traffic managers can check to make sure all incoming freight supports the data on the spreadsheet.

In summation, by utilizing the MESCA inbound routings desk, purchasing people can do what they do best - purchase raw materials for their companies - and not have to wear an assistant traffic manager's hat.

Feel free to contact Mark Hagopian at 1-800-758-3721 or your local MESCA representative for more details on this program.

## MESCA Client Profile



Introducing Alternative Logistics, Inc. Alternative Logistics Has been a long-standing member of MESCA Freight. ALI is located in the heart of Nashua and is serviced by the Milford, NH MESCA office. Order fulfillment as well as pick and pack round out ALI's niche services.

Alternative Logistics, Inc. (ALI) is an order fulfillment company located in Nashua, NH. Founded in 1992, ALI's customers, while concentrated in New England, are located worldwide. ALI provides a range of distribution services including; order receipt via the Internet; EDI; pick and pack; repackaging and kitting; warehousing and inventory control; as well as domestic and international shipping. ALI is bonded and licensed by the State of New Hampshire to operate a public warehouse, so our clients' products and proprietary information are secure.

Kevin Kelly, co-owner of ALI explains, "Customers today expect high performance response on their orders. ALI offers same day shipping on fillable orders. Our same day shipping performance is virtually 100%. Our quality processes enable us to guarantee our shipment accuracy. Our systems offer multiple shipping options, from small parcels routed via UPS, FDX, or the USPS, to LTL and truckload/containerload. What distinguishes ALI from its competitors are the technology solutions we offer to our customers. This technology enables ALI to provide these services in a virtually seamless system environment, exchanging information between the customers' systems and ALI's systems in real time in many cases. This accessibility enables our customers to operate their business with the information necessary to make decisions and service their customers just a mouse click away. It is the realization of the 'virtual' company."

ALI's clients range from technology companies (e.g., computer products and accessories, security equipment, etc.), to industrial products (e.g., automotive parts, adhesives), to consumer products companies (e.g., limited edition art prints, books, health and beauty aids, automobile accessories, food items, etc.), and many more.

In summary, ALI offers superior customer service which is:

- Responsive to the customer's needs (e.g., same day shipping)
- Flexible, meaning tailored to the customer's unique requirements
- High Quality (on time, accurate, seamless)
- Accessible (Transactions and inventory are visible, enabling the customer to monitor Status and maintain control)

**Web:** [www.altlog.net](http://www.altlog.net), **Email:** [info@altlog.net](mailto:info@altlog.net), **Tel:** 800-328-2514.

### MESCA EMPLOYEE PROFILES

#### Christopher Casey



**Christopher Casey**, Vice President MESCA Transport Services, joined MESCA in Jan 2001.

His background includes a Bachelor’s Degree in Mechanical Engineering from West Point. He proudly served as a commissioned officer in the US Army, earning his MBA.

Christopher joined (and excelled with) Perrier/Nestle Waters, during which time he moved several times and ultimately landed in Maine with responsibility for all distribution operations for Poland Spring Water Co.

He has guided the Special Services Division (MESCA Transport) through a broad expansion of value-added transportation service modes including : intermodal, truckload with stops, volume, rail and dedicated out-sourced transportation services over the past 9 years and has quadrupled the size of the operation.

Christopher is the proud father of 4 children (between the ages of 3 to 17), with another little boy due in September.

#### Rob Mayes

**Rob Mayes** was born in Utah and spent his childhood traveling around with globe with his parents. He eventually settled down in Phoenix, AZ where he attended college majoring in Business Management. But, when he and his wife visited Maine for a wedding, they fell in love with the state, and have since moved to Harpswell with their three daughters.

Rob’s first foray in to the world of transportation was a 12-year stretch as the owner of a logistics franchise in Arizona and then as an Operations and Sales Manager for the same franchise in Tennessee.

Rob has just recently joined the MESCA team and will be covering Western Massachusetts and Connecticut in a sales capacity. He brings with him a wealth of transportation knowledge, experience, and is sure to be a valuable member of the MESCA family.

When not working ,Rob enjoys kayaking, mountain biking, playing music and spending time with his family.

### The Estoppel Defense

One of the many perils that a company faces when they chose to buy inbound raw materials on a prepaid basis (vendor responsible for the freight and chooses the carrier) is " what happens when the vendor fails to pay the carrier ". The problem generally arises when the carrier is unable to collect the freight charges from the shipper, either because it has gone out of business, filed for bankruptcy, or for some other reason.

In order to protect consignees from a double liability for the freight charges - paying the shipper through the invoice (prepaid and add) and then also having to pay the carrier - the courts have developed a defense which is often referred to as the " estoppel " or " double payment " defense.

For a consignee to have a valid defense a few things must be proven.

1. Bill of lading must be marked "prepaid"
2. Proof of payment to the shipper or consignor that the invoice was paid
3. Notation on the seller's invoice that freight was included thus hardship - paying for the freight twice. The best form of proving hardship would be having the seller(s) on all inbound have a separate line item for freight charges on the invoice.

If any of these elements are missing, the consignee will have to pay the carrier, because the consignee accepted the shipment and the benefits of the transportation service.