



InocuLatte!:

To take coffee intravenously when you are running late.

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DIDJA KNOW?

The PL in the 3PL refers to party logistics. So a 1PL is the shipper or consignee, the 2PL is the carrier, the 3PL's are those who offer warehousing and a 4PL is a consultant who doesn't do anything.

What People Are Saying About Transport Brokerage

Tricia P. says "Transport Brokerage is an all around great company. The staff is always efficient and personable. The lengths that they go to not only

Why read InocuLatte!?

The whole idea behind Inoculate! is to give you some value, because we understand that being a service provider like every other isn't enough. So we set out to give you some espresso shots of information, to give you some things to ponder, and give value to you, our customer. Our monthly newsletter will be filled up with things you didn't know, things you did, and a few other things that maybe you can use.

Changes, change, chang, chan, cha, ch, c.....

Changes don't necessarily mean cha ching!, but they can. Transport Express and Transport Brokerage have been through a number of changes this month. You may have already seen that we have a new dispatcher, and that we have moved to a bigger location, but it really got me thinking about what everyone needs to do to take advantage of their own changes.



So What kind of Changes are we talking about? Maybe you need to change your business model, or even the structure of your operation. Perhaps you need the ability to react to customer needs. Without a mechanism in place to react to market and customer demands you'll be stuck wondering why your business is going away while you try to figure out how to support it. You need a plan, and below you'll see some ideas on how to develop one.

Call the cops we need to do a SWOT analysis!

The first opportunity that presents itself is the need for customer feedback. If you are guessing at what your customer wants, you are probably wrong. Take

to make sure that everything is taken care of, but taken care of correctly is not often seen in our industry. Transport Brokerage makes it obvious that they truly care about their customers.

DIDJA HEAR?

The upcoming election should be fun. [Click](#) to read more about how gubernatorial candidate Hickenlooper wants to ease congestion on weekends on the I-70 corridor. Hint: Parking trucks!

MORE DIDJA HEAR?

Transport Express/ Transport Brokerage has season tickets to the Colorado Avalanche. I'd like to take you to a game, so shoot me an email to get your pick. (or as close as I can get)

Random Weblinks

[MAKE USE OF](#)

Interactive map that takes where you are +what you can afford, and finds you flights that match.

[what time is it?](#)

So you need to know what time it is in Arizona? Why don't they have daylight saving time anyway?

the time to complete a brainstorming session with your staff where you identify **Strengths, Weaknesses, Opportunities, and Threats**. Include as many of your personnel as you can from the mail clerk to the CEO. They all may have ideas on how you can improve internally and externally, and the things that you do better than the competition versus those you need to work on.

Identification is the first step, Implementation is the second.

Once you have figured out what you can change, improving your process, cutting your cost, new product line for a niche market, etcetera figure out how your going to do it. All too often we can float and idea up to our superiors (they say!), only to let them get the credit or disregard it all together. Don't let your good ideas die. Figure out how to do it on one order, or for one day, or for one customer. If it has value then figure out how to make it stick. If it doesn't work out, toss it and try the next thing. The important part is getting into the habit of changing things up so that when the next opportunity comes to make a profit you have enough flexibility built into your existing process that you can react and take advantage.

Elementary kids have to review , you need to as well.

The whole identification implementation process doesn't mean much if you don't ever look back at how its working out. If you making small changes its going to take some time for them to have an impact. If its something huge you'd better babysit the whole thing so you can pull the eject cord at any time.



You've heard the term that its all about semantics so we at Transport Express and Transport Brokerage would like to give you a brief glossary of the most commonly used terms in the freight business. Please only use these in the service of good and not evil.

** This is a lighthearted take on the most commonly heard excuses/reasons for mistakes in loading, unloading, delivery schedules and assorted other miscellanea that drivers spout off when they are having difficulties but don't want you to know they are having difficulties.**

Its all about Semantics (What did they say?)

The truck broke down: Driver had to go home in order to make himself a sandwich.

[Need the best Graphics?](#)

This game is totally not for you. The only control is the space bar, but you could get lost for 5 minutes.

[Stuff to make you think](#)

So you need some new perspective? Take a step back and read what a great thinker thought of the human condition.

Contact Us

AReece@Transpx.com

If you don't want to receive this awesome newsletter anymore, send me a quick email with "Get me outta here" in the subject line"

Alternatively, if you think someone else who might like to receive InocuLatte! Forward them a copy and have them send me an email.

I couldn't get my load off so I'm running a little behind: The driver went home to make a sandwich and then fell asleep on his couch watching Oprah.

I couldn't get my load on so I'm running a little behind: Please see above.

I had a flat but they are on their way to fix it, I'm on my way as soon as they get here: My truck ran out of gas, so I went into the corner store and got a sandwich.

I didn't see that on the freight bill: The driver was so preoccupied with eating his sandwich that he had brought from home that he never saw the forklift driver grab everything off of his truck.

I can't afford to run that because of the price of fuel: I spent all my money on sandwiches, and even though fuel costs have been the same all summer I gotta keep a little back for my next sandwich.

The DOT stopped me at the scale: I had this great breakfast sandwich, that was just heavenly with bacon and egg and cheeses... What about a pretrip!?!

Its all the Dispatchers fault: So the dispatcher called me about taking this load but I couldn't write down the instructions because I was at home on the couch watching Oprah reruns and I had just make this great breakfast sandwich or picked it up from the convenience store or whatever and then the pretrip forklift driver.....

Communication is key people. We at Transport Express/Transport Brokerage aren't ever going to give you a false line of BS. Think about getting a hold of us and getting the truth about where your freight is and what we are doing to solve any problems you may have.

* if you have any suggestions I'd love to put them in the next issue of InocuLatte*

We need your Input

If there is a tool that you use time and time again, or you have a question about shipping, or even if you just want to pass along some juicy gossip (as it relates to your industry, we don't want to know about the latest office romance), I would like to include it. My goal is to offer you something that you can use, or at least doesn't just end up in the "deleted items" folder of your email.