



Inoculatte!:

To take coffee intravenously when you are running late.

January 10, 2011

Volume 2, Number 1

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DIDJA KNOW?

Beach in a Box Competition!

We have received some really creative ideas from those who got one for Christmas, and would like you to take a picture of your best beach. Winner gets a \$25 dollar gift card, and the photos will be added to the Website for a short time so that you can all go on and look for more ideas. Please send your photo to AReece@Transpx.com

What People Are Saying About Transport Brokerage

Allison G. says "I'd strongly recommend Transport Brokerage for all of your shipping needs. They go above and beyond to ensure that our shipments are received in a timely manner and at an affordable price."

DIDJA HEAR?

Welcome to Inoculatte!

In our continuing quest to add information that you can use, a way to make you laugh, or give you a "aha!" moment, we are bringing you our latest issue of Inoculatte! The whole idea behind it is to bring you a couple of 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.

What's your Rate? Per mile? Zip code? Huh?



I'm going to take a stab at a seemingly impenetrable problem. Rates. How much you charge, how much you pay, how come it costs so much or so little to do shipping. The topic is an intricate one, and I certainly won't be able to do it justice, but I hope to begin a dialogue in your company, and maybe with Transport.

Ancient History: Slaves are made to carry everything, are rewarded with the right to continue to live. Fast forward, merchants make their own products and sell them to caravans and ships that move them to foreign markets to sell them at a markup. (Think Marco Polo and Christopher Columbus).

Fast forward again to pirates, and then to trains (the industrial revolution, blah, blah, blah.) Henry Ford's automobile and then to trucks. **Recent History:** WW1 saw increased use of trucks, growing more widespread as the Interstate system was completed in the mid 50's. Regulation started with the 1935 Motor Carrier Act and grew along with the industry until the Motor Carrier Act of 1980, deregulating the industry and opening up a can of worms.

What happened next: As planned, deregulation created competition and added tens of thousands of new carriers. Freight bureaus were no longer protected from anti-trust laws, and carriers and shippers were left with how to figure out "fair" rates.

What it means now: We negotiate. Or we set prices (the carrier), or you set prices (the shipper), or when I ask how much is in your budget you ask how much I will charge. We do a careful tango in which we try to maximize our profits and deliver the best service, and you try to get your shipment moved for as little as possible while making as

USA Today featured [this](#) article in September about truck capacity. Housing inventories still sit about at 8 months worth of absolute levels. National Western Stockshow is in town, count on traffic problems on I-70.

Random Web links

[The Scale of Things](#)

Ever wonder where you fit into the cosmos? This nifty slider shows everything from quarks to the universe

[Shopping Diet](#)

So you think that people really notice what you wear? Or do they care? Next time you have to have that new pair of shoes, or your kids remind you that all the other kids have one, look up this story.

[Mint](#)

So you said you were going to save money and work on a budget. Here is a free web-based program that may lend a hand. Also has the nifty application for the phone thingy.

[MMMM... Beer.](#)

Do you like Beer? Does someone you know like Beer? Wow them with your extensive knowledge after looking into this website.

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 my like to receive Inoculatte! Forward them a copy and have them send me an email.

many demands as you can get away with.

How do we get our number? We guess. Not really, every time you are asking for a rate quote we know how much we pay our drivers, how much taxes are, how much it costs to have phones and lights and a building. We know how much fuel costs and how many miles it is. After all of that stuff we know, we're tired and we just make up a number. Really.

How do you (the shipper) get your number? I need your feedback here folks.

In the future: Costs for trucking are likely to rise with enforcement of CSA 2010. (What are they planning on calling it in 2011?) FMCSA estimates that 175,000 drivers will be "unfit" to drive and become unemployable with carriers. (But they are quick to point out that they can't take that action, instead it will be left to the state where the CDL is issued to revoke their driving status) That's approximately 20% of the workforce folks. However you currently plan your rates, by the hour, by the mile, state to state, zip to zip, or just asking your buddy, they are likely to change. We at Transport Express/Transport Brokerage hope to be able to help you with the transition, so please give us a call when you are looking for a new solution.

The Best New Years Resolution Ever.



Answer: Resolve to never make another New Years Resolution.

The last time you made a New Years Resolution you swore up and down that you were going to lose weight, do better with your finances, spend more time with loved ones, devote more time to your job, devote more time to yourself, etc.


Then you made it stick for a while, you diligently followed the pattern you set for yourself, going to the gym, or planning, or saving.

If you aren't like most, I applaud you. You stuck to it and made it work. You wrote it down and kept track of your progress and if there were some slips or backslides, you got back on and kept moving toward your goal. But if you are anything like the rest of us then shortly after the start of the new year, you're back to the same old stuff.

If there is something you need to change about your life, why are you waiting? Make it today. Invent a holiday, or pick another reason to make today significant. Maybe its St. Johns Day. Its a holiday somewhere, and it may be the day that you resolved to change something in your life, and if you stick to it then it will be significant for you for forever. Check this link if you need an excuse. www.earthcalendar.net

SMART Goals are Specific, Measurable, Activity Based, Realistic, and Time Bound. Instead of talking about things in general terms, write down specific ideas. Make where you want to get to a series of small steps instead of one big one. Look at what you need to change. Only plan on getting to the moon if you are an astronaut. Don't expect it to happen in the next five minutes.

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.