



# MMMI

Volume 3  
Issue 1

## Matters

Material Management International, Inc Spring 2008

Transportation  
and  
Logistics  
Professionals

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### MMI MATTERS

Talking with John McKenna, CTB  
President, MMI, Inc



## Circling the Globe

Sometimes I envision the work that MMI is doing for schools, institutions, the military and the government. Our influence literally circles the globe. We have moved hotel furniture to Alaska and Hawaii, bowling equipment to Spain, children's school furniture to Germany and fitness equipment to Iraq and Afghanistan for the US troops.

Mapquest would have a field day tracking the routes we forge, getting clients' goods to their final destination.

And lately, it vies with the routes being taken by our personnel as well. Sales Manager Brian Hoffman is our executive supervisor on installations throughout the world. He has been earning testimonials from the Army, commercial clients and tradesmen for the professional manner and tight systems he introduces and leads. Brian, Bob McKenna and I have been hitting the trade show circuit as well, meeting old friends and being introduced to new

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## Over 90 feet... BIG RIG JOB



No, it's no illusion. The load on that flatbed really IS as large as it looks! That's the steel frame for a module being transported from the steel fabricator in Sarnia, ON to the final fabrication shop in Richburg, SC. MMI

arranged for the entire move through our Heavy Haul Division. This included extensive routing, permits and meeting multiple state and national regulations along the way.

Operations Manager Bruce Michelsen explained that the transported dimensions of the modular frame were 91' 9" long x 15' 2" wide. The frame was 12' 10" high and weighs 50,000 lbs.

The Richburg shop will complete the fabrication with the installation of vessels, piping, instrumentation, grating, platforms and other equipment.

But wait! The transportation job is not yet done!

Once completed, MMI will arrange for the module to be transported to its final destination in Williamsport, PA. At that point, it will have a weight of 165,000 lbs.

While the MMI Heavy Haul Division is used to moving over-dimensional equipment, parts and pieces, this finished module will be by far one of the largest we have ever taken on the road.



*You can expect the job to be done right.*

**MMI - DELIVERING AND INSTALLING  
CHILDREN'S FURNITURE WITH CARE**

Pages 4-5

You'll appreciate  
MMI's way of doing  
business...

*SPEED*

*INNOVATION*

*EFFICIENCY*

*EXPERTISE*

*INTEGRITY*

**It's our  
mission!**

## MMI MATTERS

is a quarterly publication  
for the  
clients, carriers and friends of



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## WHY THEY PREFER MMI

# Partnering When It Comes to Freight and Installation

By Brian Hoffman, Sales Manager

On several of my recent installation projects over the past few months, one common fact stood out; our customers look to MMI with full confidence in our ability to deliver freight and give them turn-key installation services. That actually results in our partnering with them, in the areas of moving freight and getting it set up properly at the end location, each and every time.

The way we do that is by initiating value-added services. The more we know about a customer, the more we can provide such service. We keep taking it a step further. We build a relationship with our customers. We immerse ourselves in our customers' business. We want to not only understand our customers' freight and installation needs. We also get to know their industry news and trends. We arrange to learn the standards they follow and what is important to THEIR customers. We get updates and news flashes.

That allows us to take on the role of an advisor with each customer, in the areas of freight transport and installation. For one customer, for instance, we have created an installation guide that has become their quality control standard. All installations must be done according to the methodology and standards we have created.

We just attended the trade show for school furniture, equipment and products to keep informed about what's happening in that venue. We are keeping up on child care centers, institutions, college dormitories, prisons and schools so we can best serve their needs. We attend the GSA shows, the hospitality and lodging industry shows and the military MWR events.

All this time and effort makes MMI and its transportation and installation professionals best equipped to carry out every minute detail that satisfies our customers daily. MMI handles your entire project, according to YOUR policies and procedures.

From installation of carpeting and wall covering, to placement of furniture, fixtures and equipment, MMI is your SOLE SOURCE for pick-up, delivery and installation. We get great fulfillment from doing it all in such a comprehensive way. Getting customer compliments virtually every day is a real high. We look forward to coordinating your next project with a cohesive logistic game plan that meets your needs!

*Brian Hoffman Direct Line - 800-242-8560, Ext 14*

### MMI is a member of



Transportation  
Intermediaries  
Association



New Jersey Business  
& Industry Association



New Jersey Small  
Business Federation



International Military  
Community Executives  
Association



New Jersey State  
Chamber of Commerce



Air Force Association



Somerset County  
Business Partnership

## Talking With John



Bob McKenna *Senior Logistics Manager*



Brian Hoffman *Sales Manager*



Bruce Michelsen *Operations Manager*



David Willensky *LTL Expeditor*



Annette Petrick *Marketing Consultant*



Toni Natale *Office Manager*

*...continued from pg 1*

business associates. Brian just got back from Honolulu where we have a big delivery and installation project for the Army. He is heading out to Germany soon to supervise an installation at a Children's Development Center in Grafenwoehr.

And behind the scenes here in the office, he has the back-up of our outstanding professional staff making sure that all the I's are dotted and the T's are crossed. It is their attention to detail, deadlines and timeframes that is bringing MMI such an influx of business and admiration. Our superior communication and relentless double and triple checks assure the smooth delivery of goods anywhere in the world.

Our corporate slogan is - ***We have earned our outstanding reputation by finding better ways.*** Those are not just words we pulled out of the air. They are the words that define our very existence. Where others have to say they can't, the MMI staff has built our reputation by showing that we can!

Sincere thanks to our Senior Logistics Manager Bob McKenna for the tight rein he holds on accuracy and precision. To the head of our Heavy Haul Division, Bruce Michelsen, who is seeing a huge influx of this highly specialized business. To Office Manager Toni Natale for keeping track and keeping up with RFPs, bids out and daily administrative operations. To our LTL Expeditor, David Willensky, our Marketing Consultant Annette Petrick and all the other members of our team. Each person plays a significant role in MMI's continued success and prosperity in the transportation industry.

As we enter our 22th year in business, we have a strong, experienced team all of whom have worked together for more than four years. They understand the operation, the demands of our clients and the needs of each other. The support and teamwork they provide assures that every MMI customer receives the brand of professional courtesy and results that they expect and deserve.

To our customers, thank you for your loyalty to MMI. We welcome your business and look forward to continuing to accommodate your expansion and success.

*John McKenna, President MMI*

## MMI CAN HELP YOU:

- Sell to export clients who demand destination delivery, without fear
- Marry up multiple shipments to the same consignee
- Insure you're protected under Letters of Credit
- Import warranty repair material from customers under your own control
- Control your shipping costs
- Maintain visibility of your product so you can advise your customers properly

## MMI CAN PROVIDE:

- Secure, web-based shipment tracking
- Consolidation and time phased delivery
- Delivery door-to-door worldwide
- Sophisticated transportation software for customized reports
- Organized report citing exact status of your shipments
- Consolidated billing to control and reduce administrative costs
- The ability to switch from surface to air shipment in response to changing schedules
- More logistics flexibility than you now have

Check status of your freight all along the way

24/7

ONLINE

[www.shipmmi.com](http://www.shipmmi.com)

## Installation at Eco-Friendly School

MMI completed an installation this year at the FIO360 Eco Early Care and Learning Boutique in the Atlantic Station community in Atlanta, GA. The unique early learning center is a place where children are poised to become well-rounded and promise-filled individuals.

Explaining the philosophy of the school, a spokesperson says, "Our very name conveys our philosophy of partnering with families in the care and education of children. Our core features demonstrate a commitment to establishing a progressive family center that embodies—as does the 360° circle (the school's symbol) — wholeness, connectedness and the ever-evolving cycle of life development. Some call this "whole-child development." We simply call it child care as it should be."

The children's furniture installed was manufactured by Community Playthings of Chester, NY, one of the foremost producers of children's furniture.

This is the first eco-friendly child care facility in the United States. As such, it is attracting a lot of attention from authorities and the media alike. Everything is organic and earth-friendly. MMI had to become familiar with new practices that totally meet the "green" aspects of this facility.

The Center features natural advanced learning practices and pyramid learning programs.



**From Delivery to Set-up...  
we take care of details  
so kids can start  
learning and playing  
as soon as possible.**



**"MMI did excellent work and did it speedily, a rare combination for an installer."**

*Ernie Hofer,  
Logistics Manager,  
Community Playthings,  
Chester NY*

**"Everything looks wonderful and the installers were great! Thanks for the great service."**

*Melinda Thurmond for  
the Child Development  
Center, California State  
University,  
San Marcos, CA*

## MMI at School Products Expo / Ed Expo

MMI President John McKenna and Sales Manager Brian Hoffman participated in two major trade shows for children's furniture in March. Held in Orlando, the School Products Expo was attended by nearly 2,000 people. Ed Expo had an attendance of over 1,000. Both trade shows were sponsored by the National School Supply & Equipment Association (NSSEA).

MMI specializes in the transportation and installation of institutional furniture for schools, child care facilities, military child development centers, colleges, prisons and institutions.

MMI is the official freight handler and installer for Community Playthings of Chester, NY, one of the largest and most respected producers of children's furniture.



NSSEA - School Products Expo was held in March. The show had 1200 booths, represented by over 600 companies in the School / Educational Equipment Field.

## Over 25 years - delivery and installation to anywhere in the world

With MMI, rest assured that you are in the hands of professionals with the expertise and experience to get the job done right.

Each installation includes hands-on management by an MMI executive.

We pay strict adherence to the standards of each product manufacturer and all safety regulations.

*You can expect the job to be done right.*

Recently, we have delivered and handled children's furniture and equipment and provided installation services for schools at:

- Prescott, AZ
- San Marcos, CA
- Columbia, SC
- Newport Beach, CA
- Bethesda, MD
- Cambridge, MA
- Boston, MA
- Atlanta, GA
- San Francisco, CA

### GOVERNMENT INSTALLATIONS:

- CDC, Oceana Naval Base, VA
- CDC, Whiteman Air Base, MO
- CDC, Fort Myers, VA

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Equipment  
Worldwide!

# Industry News

## FUEL COST EFFECT ON TRUCKING

The ways things are going, a capacity shortage in trucking may be on the horizon if energy costs keep spiraling.

Owner/operators with 200 to 300 gallons trucks are now faced with fuel bills of over \$1,000 when they fill up. This is no longer a matter of a few cents a gallon. More than 80% of trucking firms today have five or less trucks. To them, astronomical fuel increases are a major enough issue to force them out of business.

That warning was issued recently by the American Trucking Association in voicing their concerns to the White House on behalf of the trucking industry and shippers. ATA President and CEO Bill Graves noted that fuel cost has become the number one operating expense for motor carriers, rather than labor.

One of the moves that could bring relief would be for the government to "burst the bubble in the crude market by releasing oil from the Strategic Petroleum Reserve,"

Graves noted. He asked the White House to implement any policies that would slow down the spike in oil prices.

Graves said that releasing oil from the SPR can be viewed as a major policy action. He argued that crude oil inventories are not the problem, adding, "the oil market is no longer functioning on supply-and-demand fundamentals as many hedge funds drive up the price of crude based on speculation. We need something to break that chain, and a SPR release could do it."

Currently, the constant run-up of fuel cost, with a fuel surcharge time lag on it, is a nightmare for shippers and the freight transport industry alike.

## TIA CONVENTION



In April, the Transportation Intermediaries Association (TIA) celebrated its thirtieth anniversary at its annual convention. Dubbed a "Capitol Event," the convention, trade show, educational sessions and social

events were held on April 9-12 at the Hilton Washington in Washington, DC.

MMI has been a member of the prestigious trade associations since its inception. The organization represents ethics and integrity in the third party business. The trade organization was formerly known as the Transportation Brokers Conference of America (TBCA) before becoming TIA in the 1990's.

The convention and trade show have been specifically designed for 3PL CEOs and senior managers as they explore the challenges faced in the industry. Networking and interactive sessions provide solutions for fast growing companies like MMI.

This is the only industry meeting that concentrates on the 3PL industry and provides networking among brokerage owners and executives.

Scheduled keynote speaker was Tony Snow who served as the White House Press Secretary for the George W. Bush Administration from May 2006 to September 2007.

Home / Trade / Cargo Security



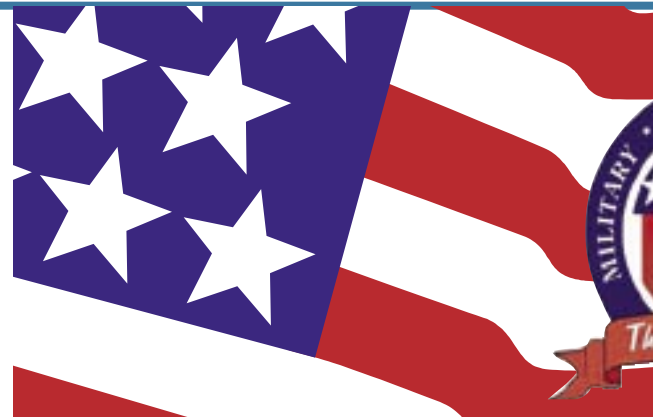
## Customs-Trade Partnership Against Terrorism

*"The Customs-Trade Partnership Against Terrorism (C-TPAT) is, beyond question, the largest and most successful government-private sector partnership to emerge from the ashes of 9/11. C-TPAT was launched in November 2001, with just seven companies - seven major importers. Today, over 7,400 companies are enrolled, and these companies - critical players in the global supply chain - include United States importers, customs brokers, terminal operators, carriers and foreign manufacturers..."* Commissioner Robert C. Bonner - quote from "Securing the Global Supply Chain" PDF available online at [www.cbp.gov](http://www.cbp.gov)

C-TPAT is a voluntary government-business initiative to build cooperative relationships that strengthen and improve overall international supply chain and U.S. border security. C-TPAT recognizes that U.S. Customs and Border Protection (CBP) can provide the highest level of cargo security only through close cooperation with the ultimate owners of the international supply chain such as importers, carriers, consolidators, licensed customs brokers, and manufacturers. Through this initiative, CBP is asking businesses to ensure the integrity of their security practices and communicate and verify the security guidelines of their business partners within the supply chain.

- C-TPAT offers trade-related businesses an opportunity to play an active role in the war against terrorism. By participating in this first worldwide supply chain security initiative, companies will ensure a more secure and expeditious supply chain for their employees, suppliers and customers.
- CBP recognizes that a safe and secure supply chain is the most critical part of our work in keeping our country safe. For this reason, CBP is seeking a strong anti-terrorism partnership with the trade community through C-TPAT. Trade partners will have a commitment to both trade security and trade compliance rooted in their business practices. CBP wants to work closely with companies whose good business practices ensure supply chain security and compliance with trade laws.
- CBP encourages all companies to take an active role in promoting supply chain and border security. C-TPAT is not just a big-company program. Medium and small companies may want to evaluate the requirements and benefits of C-TPAT carefully in deciding whether to apply for the program. Moreover, even without official participation in C-TPAT, companies should still consider employing C-TPAT guidelines in their security practices.

**Details [www.cbp.gov](http://www.cbp.gov) Email for more information: [industry.partnership@dhs.gov](mailto:industry.partnership@dhs.gov)**



May 2008

## Help Celebrate Military Appreciation Month

**Have you learned the wordless gratitude gesture for the military? If you want to say thanks and it's not possible to talk directly, there is a gesture you can do, to express your thanks.**

Scott Truitt of Seattle, WA is the originator of the idea. He explains, "The gesture starts with your hand on your heart as if you're about to do the Pledge of Allegiance. Then you just bring the hand down and out in front of you, palm up. It actually means thank you from the bottom of my heart."

*How else can you say thanks? Here are a dozen easy ways.*

1. Fly the flag on your house, car and/or business.
2. Send an email or letter of thanks through [www.amillionthanks.org](http://www.amillionthanks.org).
3. Send a care package to a soldier through [www.usocares.org](http://www.usocares.org).
4. Organize an event in your community or at your workplace.
5. Ask elected officials to recognize the military.
6. Wear a Support Our Troops wristband or shirt.
7. Register your support at [www.americasupportsyou.com](http://www.americasupportsyou.com).
8. Ask libraries, schools and organizations to participate in recognizing our armed forces.
9. Ask local TV, radio and newspapers to feature the good news about accomplishments of our military men and women.
10. When you see a soldier, shake his or her hand and say thanks or give the wordless gratitude gesture.
11. Raise funds for military charities.
12. Hire a vet.

## MMI *and* HOMELAND SECURITY

You can imagine the amount of paper work that is generated by the Department of Homeland Security (DHS), in their quest to protect our country. MMI is now moving those documents for DHS. It feels almost like we have a part in national defense.

We are handling a weekly run of pallets of documents from the California Service Center in CA to the National Records Center in MO and the Remote File Maintenance Facility in VA. For more than twenty years, MMI has been working with a variety of government agencies to give them the on-time delivery, security and reporting they require.

This contract is handled by Senior Logistics Manager, Robert McKenna. Said Kathy Weiss, Contracting Office for the Department of Homeland Security, "Everything is going well and we are happy with your service."

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#### Child Development Centers

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