



MMMI

Volume 4
Issue 2

Matters

Material Management International, Inc Fall 2009

Transportation
and
Logistics
Professionals

Inside MMI.....	3
Shipping and Installation	4
Notes.....	6
Industry News	7

MMI MATTERS

Talking with John McKenna, CTB
President, MMI, Inc



2010

...what to expect

You're working on your transportation budget for 2010. You need to know whether carriage will be abundant or in short supply. You need to know if rates will go up or hold the course. What about fuel surcharges? In the back of your mind is the dim hope that perhaps rates will go down. Who has the answers?

The pundits' predictions are swinging in all different directions. Anyone who is willing to take a shot at predicting what will happen in the coming year is putting themselves at risk.

We can point out some indicators:

1. There are fewer trucks on the road and fewer drivers available, as former drivers move to other jobs
2. Freight broker failures are up 74% over last year. Only those transportation intermediaries who are financially sound are surviving.
3. Many trucks of owner/operators

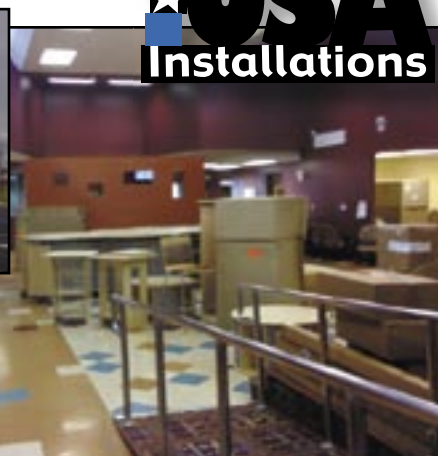
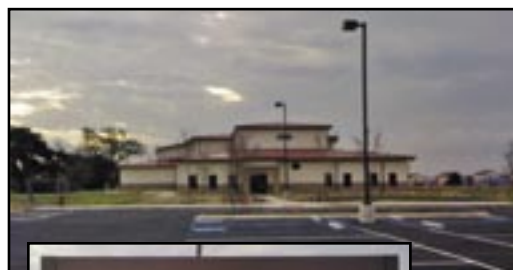
See **MMI MATTERS** page 2

Furniture Grounded at Fort Sam Houston



This attractive outdoor furniture was delivered to the Army Base at Fort Sam Houston in San Antonio, TX. It was installed at the Youth Center there.

The challenge was to be sure the furniture stayed in place, even in the brisk winds that sweep Texas. The furniture was mounted in concrete and installed for safety and security. USAI, an affiliate with MMI, installed the intricate shade system for MMI, as well as the interior furniture.



The colorful Fort Sam Houston Youth Center. Above is one of the interior rooms we populated with furniture and equipment.

MMI MATTERS

is a publication for the clients, carriers and friends of



John T. McKenna, President
jtmckenna@shipmmi.com

Brian Hoffman, Sales Manager
bhoffman@shipmmi.com

495 Union Avenue, Suite 2A&B
Middlesex, NJ 08846

Phone: 732-469-3800
Fax: 732-469-8787
Toll Free: 800-242-8560

www.shipmmi.com

Publisher
John T. McKenna

Editor
Annette E. Petrick

Graphics and Layout
Lynne Crumpacker

Visit our new website
www.shipmmi.com



WHY THEY PREFER



REFERRALS



When I began working with MMI, some five years ago, I could see how often the firm got referrals from existing customers. Frankly, it was one of the things that got me really interested in working here. When a customer trusts you enough to recommend that a friend use your services too, that's when you know you've made it.

As I started to build a portfolio of customers that I brought into the firm, I kept waiting for that magic moment when my customers would start giving us referrals. For more than a year, they did not come. I was starting to wonder why. Customers seemed happy with our service. We were getting really good comments and good report cards. Yet there were no referrals.

Then the first one came in. And a second. A third and more, and more. I sat down and tried to analyze what made the difference. I think I figured it out. Trust! It's all a matter of trust. And that is not achieved in a few weeks or months. That is a privilege earned over time.

MMI President John McKenna is now handling a Shades of Green job in Florida. This is our second time around with SOG. I remembered that we worked with the Army at this Florida location when I first started working here. Now we're doing it again.

The Hale Koa hotel in Honolulu that I've been working with for nearly two years; MMI first worked for them in the 1990s. They're back again, because we did them right.

And it's the same with our referrals. We get plenty. But each one has been earned by serious service, hard work and responsiveness.

Thanks to all our customers for your referrals. In 2010, we will continue to do those things that inspire you to continue to refer MMI to others. Your support is greatly appreciated.

Brian Hoffman is Sales Manager for Material Management International, Inc. Direct Line - 800-242-8560, Ext 14. Email: bhoffman@shipmmi.com

John McKenna **MMI MATTERS** continued from page 1

will not be available as the economy picks up; they have been sold to truckers in other countries.

4. As the economy improves, carriage will again be at a premium
5. Whatever happens, MMI will be here to get you through it.

For three decades, MMI has been meeting transportation challenges, worldwide. We are ready to do it again in 2010.

For example - In the mid-1990s, we were called on to disassemble a helicopter of the Egyptian Air Force, move it to the United States for repairs and put it back together again. We did that.

A few years ago, we moved from South Carolina to Pennsylvania, a 125 foot long column that weighed 61,000 pounds.

We saved the day when we got baseball uniforms to Germany in time for the play-off when everyone said it was impossible.

We were counted on to assemble children's furniture for dozens of Army Child Development Centers and civilian schools and child care facilities. Every single job was done on time with perfect results.

So whatever you have coming up in 2010, you can count on Material Management International, Inc. to get it done.

As we approach this holiday season, best wishes to all for a happy, safe and peaceful year-end and a more prosperous new year.



MMI Featured in MCH Top Priority

Military Club & Hospitality (MCH) magazine reported in their September issue that “MMI Works on Hale Koa Renovation Project.” The half page article in the magazine’s Top Priority column explained that “Since 2007, Material Management International, Inc. (MMI) has been involved in an extensive U.S. Army project on Waikiki Beach in the heart of Honolulu, Hawaii.”

The article went on to report that “The company was awarded a contract to deliver and install furniture and equipment at the Hale Koa Hotel, an Armed Forces Recreation Center (AFRC) for soldiers and their families.”

The article featured a quote by John K. Lee, Jr., Director of the Rooms Division of the hotel, who remembered back to when he first worked with MMI in the early 1990s. He said the grand opening of their second hotel tower “was lauded in large part to your company’s superb coordination and skill.”

Lee continued, “My level of confidence was boosted considerably when I learned ...that I would again be working with MMI on the Ilima Tower project.”

MCH reported that “The Hale Koa project is one of dozens that MMI has handled for the Department of the Army for more than two decades. MMI has an in-place services contract that allows commercial shipping of goods to any military installation or government agency, anywhere in the world.”

MMI at Young Children’s Education Expos

The early childhood education community is gathering in Washington D.C. More than 20,000 early childhood professionals from around the world will attend the Annual Conference & Expo of the National Association for the Education of Young Children. It will be held on November 18 to 21.

“At this conference, young children’s education professionals discuss the everyday issues of their work with young children and their families,” said MMI Sales Manager, Brian Hoffman. “We attend to visit with customers who are exhibitors and to learn what issues are facing the profession in 2010. By knowing more about our customers, we are better equipped to help, when it comes to shipping.”

Hoffman will also attend The School Equipment Show in Phoenix, Arizona in mid-November. The Phoenix Convention Center will host this show, which features “what’s now, what’s new and what’s NEXT” in infrastructure for children’s education. This show is sponsored by the National School Supply & Equipment Association.

MMI’s Monthly Planner 2010

The popular monthly schedule planner for 2010 is being distributed again this year. The full size printed planner in leatherette cover allows a view of appointments and priorities for the whole month, at a glance. Each day appears on a separate week line on a large, double page with plenty of room to write in notes.

If you do not receive your planner by late December, let us know and we’ll be glad to send one to you. Send an email to bhoffman@shipmmi.com



MMI at the International Hotel, Motel and Restaurant Show in NYC

The IH/M&R Show is the world’s largest showcase and exchange of

industry products, trends, and developments. It attracts every segment and facet of the industry. The trade show features more than 1,400 exhibitors and draws more than 35,000 attendees. There are also dozens of informative seminars, special events, displays and features.

Senior Dispatcher Robert McKenna and Sales Manager Brian Hoffman will attend the show in mid-November in New York City. McKenna explained, “This is an opportunity to see our clients face-to-face instead of the usual phone contact.”

Hoffman added, “We have the opportunity to hear our clients’ latest priorities and challenges. In today’s economy, our clients turn to us more than ever to advise them on how to attain best value for their shipping dollars.”

Check status of your freight all along the way

24/7 ONLINE
www.shipmmi.com



MMI SHIPPING AND INSTALL



Military HomeFront

The United States Department of Defense (DoD) currently oversees 800 Child Development Centers (CDCs) located on military installations worldwide. These centers offer a safe child care environment and meet professional standards for early childhood education. Child care is typically available through these centers for children ages six weeks to twelve years.

MMI has been delivering child-size furniture and playthings to CDCs throughout the country and beyond. We have arranged for our sister company, USA Installations, to unbox the sturdy wooden furniture when it arrives and put it together according to manufacturer's specifications.

Current locations to which MMI is delivering for Community Playthings...

Fort Polk, Louisiana
Fort Bragg,

North Carolina

Picatinny Arsenal,

New Jersey

Fort Huachuca,

Arizona

Fort Buchanan,

Puerto Rico

Sierra Army Depot,

California



Institutional Installation

Hospital beds and equipment pictured below were delivered to health care facility, HCR Manor Care Center in Minot, ND.

Increasingly, MMI is being called on to deliver special use equipment, supplies and furniture to institutions that handle a large number of people. Officials are impressed by our fast turn-around, dependable service and compassionate follow-up.

MMI can contact the vendor chosen to provide the equipment or furniture and contract for the best rates and routes. As the buying agency, you don't need to accept the vendor's shipping agent. You can ask for MMI to deliver and USA Installations to handle the set-up onsite.

Call MMI at 732-469-3800 for details on the special contract that guarantees the special service that only MMI can provide.



Institutional Transport and Installation...

- College Dorms
- Schoolrooms
- Jails
- Hospitals
- Nursing Homes
- Assisted Living
- Hospices
- Libraries
- Conference Centers
- Cafeterias
- Kitchens



LATION AROUND THE WORLD

Adaptive Equipment

In 1977, designers of children's furniture paid a neighborly visit to a Connecticut home for children with disabilities. A therapist asked if they could custom-build a chair for one of their residents.

In the next months, similar requests trickled in, and before long designers and workers were dreaming about an entirely different and new line of equipment. Rifton Equipment grew out of these concepts.

MMI recently delivered such equipment to the Belmont-Runyon School of the Visual and Performing Arts, Science and Technology in Newark, New Jersey. The school accommodates children with special needs, integrated with a general school population.

The simple yet inspired outlook and motto of the school faculty - At the Belmont-Runyon School, all students learn!



MMI at Shades of Green



MMI is again shipping furniture and equipment to Shades of Green, an Armed Forces Recreation Center (AFRC) on Walt Disney World Resort in Florida. Shades of Green is a true resort destination, offering the perfect mix of exceptional accommodations and friendly hospitality.

The ADA-friendly resort has guest rooms designed to meet every need of soldiers and their families. MMI is proud to be involved with the refurbishing of this popular military resort.

The Wichita Child Development Center

is operated by the Wichitan Affiliated Tribes in Anadarko, OK. Says Director, Kathy Winters, "The Center is licensed through the Department of Human Services (DHS). We have received a two star rating and are licensed for 75 children. All staff have received training in Health & Safety & Child Development. Most staff have Certificates of Mastery or their CDA."

MMI has delivered and installed children's furniture throughout the DHS licensed facility.



MMI Sets up for Kids at Villasport

Villasport is a dramatic sports complex in The Woodlands, Texas. MMI has delivered children's furniture and equipment for the Child Development Center that is part of the complex. Members of the club can bring their children with them when they enjoy the spa or fitness center at Villasport. The sturdy wooden furniture in the CDC has been carefully installed by USAI for MMI.



Early Prep Improves Heavy Haul Moves

The best way to insure a successful move? Get us involved right from the beginning - even before the product is fabricated! That's the single most important objective that MMI stresses to our heavy haul customers. We'll make sure that the final product does not become the proverbial "boat in the basement" - ready to go, but too big to get out off the premises.

When you start a project that will require movement of heavy or very large cargo, pick up the phone and let us know. Involve us right from the initial design. Our engineers will work with you to insure that your freight or equipment can be transported safely, quickly and in the most economical manner.

Don't fabricate the product only to find out there are major transport issues. The piece may be so big or heavy that there are only a few trailers that can actually make the move. A bad combination of size and weight can easily cause some states to be slow to grant routing and permit approvals. This can create long, sometimes interminable, lead times to procure the actual transport permits. Any of these issues can increase the logistical problems as well as the final cost.

Heavy haul has become a tight and competitive market, especially with the current economic downturn. Many drivers have retired or left the business. Heavy haul companies have gone out of business. All of these factors lead to higher costs for the end user.

Better planning leads to better options which can result in better costs.

10 Tips for Heavy Haul Success

1. Consider the combination cost of fabrication and transportation to determine the best vendor bid.
2. Consider fabricating in more than one piece to save transportation costs versus the additional on-site fabrication costs.
3. If vendor or end user is in a northern state, consider frost laws before finalizing a promised delivery date.
4. Be careful of fabrication short cuts that may add to transportation costs. Make sure your fabricator does not add protruding items that affect the length, width or height just to make their work easier.
5. Consider ordering an early route survey just to make sure the piece can be easily routed to the end user.
6. Make sure the end user has proper plant/site entrance access as well as clear routing within the site to get the piece to the final location.
7. Don't wait until the last minute to line up transportation.
8. Don't expect to meet a delivery date by squeezing transport time.
9. Price should not be the determining factor in choosing the transport company. Use one that has experience in the same type of heavy haul move.
10. Do your homework - better planning usually leads to a satisfied customer.

MMI HEAVY HAUL DIVISION

"We handle the regulatory requirements, logistics and negotiations for the big moves."

Contact Bruce Michelsen, Engineer and Operations Manager

1-800-242-8560



UNIQUE MMI SHIP AND INSTALL SERVICES

MMI has a contract for shipping and installing purchases of furniture, fixtures and equipment (FF&E) made in the U.S. and shipped CONUS or anywhere in the world. The contract is open to all US Government Department of Defense Activities. Air Force, Navy and Army MWR/NAF have been using the contract on a

direct basis for some 15 years. AFNAFPO utilizes the



contract for all FOB: Origin orders that exceed parcel post and UPS restrictions.

Installations are now handled by MMI's sister company, USA Installations of Leesburg, Florida. The woman-owned



company is headed by Jane McKenna, a long-time associate of MMI before establishing the installation arm of MMI in 2008.

MMI is a member of



Transportation Intermediaries Association



New Jersey Business & Industry Association



Somerset County Business Partnership



International Military Community Executives Association



New Jersey Small Business Federation



New Jersey State Chamber of Commerce

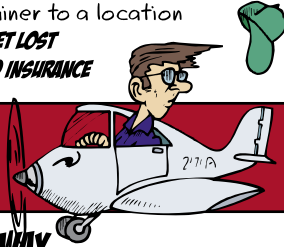


Air Force Association

**SHIPPING GOODS WORLDWIDE
FOR GOVERNMENT OR MILITARY**

THE OLD WAY

...Buy something
...Ship it to a huge consolidation center
on east or west coast
...Put in Warehouse
...One container to a location
...COULD GET LOST
...NO INSURANCE



THE MMI WAY

...Door-to-door
...We give you option to go through
the government system...**OR US...**
★Our service
★Our warehouses
★Ship in government containers or ours
...Whatever part of the world you are in



**A peak inside at MMI values...
Our Mission Statement**

- **To provide an enviable level of consistent customer satisfaction**
- **To provide transportation and logistics service at highly competitive rates**
- **To constantly innovate logistics and project management solutions**
- **To communicate quickly and effectively**
- **To maximize electronic communication for utmost effectiveness**
- **To have integrity and speed as our work ethics**
- **To evolve our service in front of customer needs**
- **To accommodate the ever-expanding global scope of our customers**

Industry News

DOT to Ban Cell Phone Texting and In-Cab Distractions

The Obama administration has announced that it will move to ban cell phone texting by truck drivers. Transportation Secretary Ray LaHood says that the use of other in-cab communications units will also be restricted.

LaHood announced the initiatives on October 1 at a two-day summit on ways to combat distracted driving. The Department of Transportation is expected to write rules to “ban text messaging altogether and restrict the use of cell phones by truck drivers.” He said the agency also would target onboard communication and fleet management systems.

LaHood referred to “onboard devices, computers or whatever.” While agreeing that truckers need information, LaHood said, “We need to figure out a way that they can get the information they need without being distracted.”

Industry officials responded that drivers do not use electronic communication devices while the trucks are moving. One carrier pointed out that with their trucks, the computer keyboard will not operate unless the truck is stopped.

“The idea that you can have these on-board devices, computers or whatever — it is a distraction — we know it is and we’re going to find a way to eliminate that,” LaHood said. He stated that he expects to have the cooperation of the industry as DOT works on its regulation.

Graves Cites Trucking’s ‘Transformational Moment’

American Trucking Associations President Bill Graves told trucking executives that even after surviving a tough 2009, the trucking industry faces more challenges. He cited the changes being faced by both the industry and the country as a whole.

Delivering his annual state of the industry address at ATA’s annual Management Conference, Graves described the trucking industry in a “transformational moment.” He said it is being shaped by political and economic changes, as well as the continued march of globalization.

“No matter how you look at it, these are very unsettling and challenging times,” Graves said.

The trucking industry must step forward with its own proposals to solve those challenges, according to Graves. Problems cited ranged from protecting the environment to moving billions of dollars in goods in a slowly recovering economy.

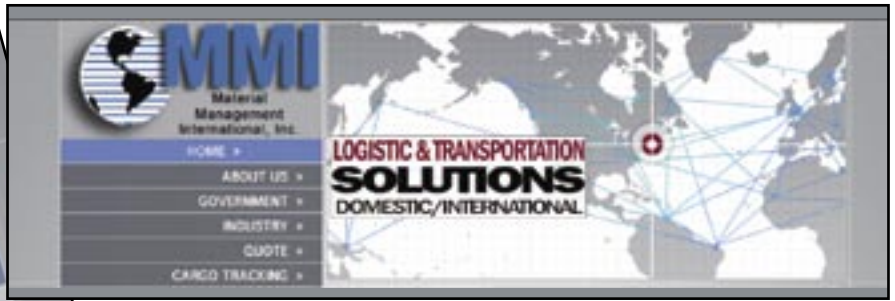
Celebrating National Truck Driver Appreciation Week

National Truck Driver Appreciation Week for 2009 is being celebrated November 1 through 7. This is the first time that this special week is being held this late in the year. The President will issue a proclamation for the special week as will governors throughout the country. It’s a time when America’s 3.5 million drivers receive a nationwide pat on the back.

MMI recognizes the hard work done daily to move goods produced here and throughout the world to markets large and small throughout our country. It’s a demanding job; one that the men and women in the big rigs handle with dependability, safety and a smile.

Sincere thanks to the drivers who deliver to and for MMI customers and shippers nationwide.





MMI introduces *New Interactive* **Website**

Recent projects for Army lodging, child development centers and installations are featured on the new website of Material Management International, Inc. The site provides sophisticated interactive features. Customers can track freight online, no matter where it is - in transit, in the warehouse or at its final destination.

The website has extensive information for MMI's military, government and commercial customers, segmented into organized sections that address issues and examples of interest to the specific audience.

The website was created for MMI by their long-time marketing firm, Petrick Outsourcing of Toms Brook, Virginia.

You are invited to visit and browse... www.shipmmi.com



Annette Petrick



"Logistics & Transportation Professionals"

495 Union Avenue, Suite 2A&B
Middlesex, NJ 08846

we can ship
ANY TYPE of goods
by **ANY TYPE** of transport
to **ANYWHERE**
in the world

www.shipmmi.com

TRUCK • BARGE • OCEAN TRANSPORT • RAIL • MULTI MODAL • SPECIALIZED TRANSPORT