



## Quoting Transportation Doesn't Have to Be Painful

We've all done it, or at least heard about it. No one likes to talk about it and admit it, though human nature leads us to it. In this modern day there's no need to suffer the burden of keeping it a secret. It's time to come clean. Say it with me.. "I under quoted the freight to my customer". There, that lifted a burden off of us all. Now let's talk about it.

It's always been hard to quote freight. Careers have been made, and sunk, based on the budgets created for the logistics portion of the job. Sometimes it's small potatoes, sometimes it's not. Consider the size and scope of some oversize project freight. Take the piece of cargo pictured above; it may cross the world in today's market place. In our modern business environment, ever expanding technology is making it possible, and economical, to source products and services, even on the grandest scale, globally. Logistics professionals are often called upon to start producing initial budget numbers a year in advance. Even in the best of times, researching for complicated transportation quotes becomes a daunting task, considering fluctuations of fuel and capacity. During the worst of times, the task of project quoting keeps good men and women awake at night.

One of the easiest ways to be and stay in the project cargo business is to know who you are working with. More often, then I care to think about; I have seen quotes being shotgun blasted all over the market place. The intention of this type of broad quote requesting is honorable, to increase competition and sharpen prices, sometimes results can be catastrophic.

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## Publishers Note

Here's edition three of our newsletter presented for your reading pleasure. Now you can read every current edition of our newsletter, anytime you like, with no need to go fishing through your e-mail box!

To make our literary effort easier to get to, we have placed a "newsletter" link on page one of the **TJOCARGO** website. Just go to [www.tjocargo.com](http://www.tjocargo.com) and look at the bottom of the page where you will find the newsletter link. Keep checking that link. If I have time I may even write a special "Holiday Edition".

As always, if you would like to contribute to the effort, contact us by e-mail. As long as your contribution is related to the transportation industry in some, even loose way, not offensive, and not obvious advertising, we can throw it in. Of course we reserve judgment on what goes in.

As the publishers, we get to make or break rules as we go along, so anything and everything can change without notice. If you wish not to receive this newsletter, let us know and we can remove you from the mailing list.

Tom O'Malley  
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## Road Trip!

**Trade Mission To Sub-Saharan Africa**

**March 3-11, 2008**

The U.S. Department of Commerce is proud to announce a timely opportunity to meet business prospects in Ghana, Nigeria and South Africa. The Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service will lead an official U.S. delegation to Sub-Saharan Africa this March.

**Where:** Accra, Ghana; Lagos, Nigeria; and Johannesburg, South Africa, March 3-11, 2008.

**Who should apply?** U.S. companies with proven export experience or strong sales potential in the target markets. Best prospects include, but are not limited to, products and services in these sectors: Energy, Health Care, Information Technology, Safety and Security Telecommunications

**Why?** Ghana, Nigeria, and South Africa offer strategic platforms for leveraging business in the burgeoning Sub-Saharan regional market, which encompasses a consumer base of 650 million people. Our total trade with Sub-Saharan Africa increased 10 percent in the first half of 2007 from the same period in 2006, with U.S. exports increasing by 30 percent -- to \$6.7 billion.

**When?** Registration closes December 10, 2007.

**Questions?** Please fill out our informational form if you would like to talk to an international trade specialist with any concerns, or call one of our Africa Mission Project Officers:

**Jessica Arnold** 202-482-2026  
**Lisa Huot** 202-482-2796  
**Mara Yachnin** 202-482-6238

Sounds like fun! Make sure and bring sunscreen and a list of all your medications you may be taking. Of course you know I lifted this from a *U.S. Department of Commerce* announcement.

Signing up to receive announcements from local, state, and federal sources is not a waste. Never underestimate the tools offered by organizations such as the U.S. Department of Commerce and the Chamber of Commerce.

These types of organizations have a vested interest in seeing you succeed in trade. More trade, more money, more money, more taxes...what's not to love? I personally won't be attending, maybe next time.

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**TJOCARGO.COM** would like to wish you, and yours, a **Happy Thanksgiving!**

We appreciate, and enjoyed, serving your cargo insurance needs this year. We look forward to continuing serving those needs in the future.



*You wondered what I looked like, didn't you?*

Best Regards,

*Tom O'Malley*

## Some Quotes Just Hit the Nail on the Head

Since I have started TJOCARGO I have learned much about software and computers. I thought I was pretty good in those areas before TJOCARGO, not having an IT department a phone call away turned out to be a humbling experience.

Pages could be filled with stories of my trials and tribulations. Instead I present quotes that say it just as well, with a smile and much fewer words. Below are the quotes I noticed that remind me of those start up days.

*"Failure is not an option -- it comes bundled with Windows."*

*"Programming today is a race between software engineers striving to build bigger and better idiot-proof programs, and the Universe trying to produce bigger and better idiots. So far, the Universe is winning."*

*Q: How does Bill Gates screw in a light bulb?*

*A: He doesn't. He declares darkness the industry standard.*

*The most overlooked advantage of owning a computer is that if they foul up there's no law against whacking them around a bit.*

*Microsoft: "You've got questions. We've got dancing paperclips."*

*You see, we at Microsoft believe in making computing easier! What could be easier for consumers than having only ONE choice of software?*

*"The only way to make your PC go faster is to throw it out a window."*

*"Computers make it easier to do a lot of things, but most of the things they make it easier to do don't need to be done."*

*"Imagine if every Thursday your shoes exploded if you tied them the usual way. This happens to us all the time with computers, and nobody thinks of complaining."*

*"If the automobile had followed the same development cycle as the computer, a Rolls-Royce would today cost \$100, get a million miles per gallon, and explode once a year, killing everyone inside."*

*"Keyboard not found. Press < F1 > to RESUME."*

*"Always program as if the person who will be maintaining your program is a violent psychopath that knows where you live."*

*"The most likely way for the world to be destroyed, most experts agree, is by accident. That's where we come in; we're computer professionals. We cause accidents."*

There you go, all my personal experiences with expanding my technology knowledge base wrapped up in thirteen quotes.

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Unless you just landed your space vessel, after a long trip from a neighboring universe, and this newsletter is the first thing you picked up to read, you know there are some not so pleasant changes taking place in the transportation market and the overall economy. These changes are forcing carriers, cargo insurance vendors, and 3PL's to look for new ways to find freight revenue. One of the more attractive areas they attempt to wedge themselves into is the project and over dimensional freight arena. Small brokers that were booking lumber loads in the first quarter of the year are now throwing quotes in for large multifaceted projects. Since I have been in the freight industry for years, I get a special, and painful, look at the results of the "would be project professional's" results. It usually starts with a phone call from a desperate shipper, or forwarder, whose freight is "stuck" or someone realized cargo was uninsured, and their vendors have evaporated like a dishonest roofer after a hurricane.

Not long ago TJOCARGO received a last minute call from a cargo owner, frantic I might add, due to a freight forwarder and a cargo insurance company, "forgetting" to make sure cargo insurance extended up the Mississippi River after the freight owners import cargo was taken off the ocean vessel. Both the freight forwarder and the cargo insurance vendor were operating at the very top of their comfort zones and they blew it. There was \$3.8 millions dollars worth of cargo getting ready to be loaded on four barges and travel 1200 miles uninsured. The freight owners were beside themselves with risk. TJOCARGO managed to get quick coverage in place for them, but they could have saved themselves good money if the cargo insurance was booked right in the first place. For not much more than they paid for one leg of the freight's journey, they could have bought the whole package.

I know by now you see the moral of the story coming. Watch out for vendors getting out of their comfort zone "reaching" for revenue in a slow market. Know your vendors. Go with the source that has a proven track record of moving or insuring the type of freight you want to move. It may be tempting to go for the lower quote from the "new" company, but the cost in the end may be many sleepless nights, not to mention money.