

‘Spring is Here Edition!’



I found my trucker at Walmart!

Can we talk?

Due to years of a long commute on busy roads my wife Cyndi has developed certain driving habits; the phrase ‘controlled aggressiveness’ comes to mind. In her car there are two peddles on the floor, a gas and a brake, and Cyndi’s foot is embedded in one of those peddles at all times.

There are no such words as ‘coast’, ‘gradual’ or ‘safe distance’ in her driver’s manual. If I happen to be a passenger in Cyndi’s car I am stomping down on my imaginary passenger brake pedal looking like a dog getting scratched in just the right spot.

Up until now Cyndi’s Ninja like reflexes have prevented her from having a single at fault accident in all the years I’ve known her.

If you read our newsletter a couple of issues ago, you’ll recall my wife bought herself a new car. She likes her car; she enjoys driving it, although the car is trying to force my Cyndi to change her driving habits. There is a battle between Cyndi and her car developing and it’s going to be epic.

(Continued Page Two)

Publishers Note

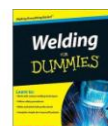
It’s Edition Forty-Five of TJOCARGO News! This is the special ‘Spring is Here Edition!’ This edition is so named because most of the USA and many of our UK friends have been suffering through a hard winter and we are really sick of it.

For a limited time only, you can get a ‘Spring is Here Special Edition!’ This special edition will feature no other than Russian President Vladimir Putin coming into your home to read the newsletter to you! How exciting is that! (Disclaimer: Please note, President Putin will not leave when asked and will claim at least one third of your home as his) Wait, there’s more! Be one of the first 100 requests for the ‘Spring is Here Edition!’ and Russian President Vladimir Putin will read the newsletter with a bare chest! Just think of the joy you will experience seeing Vladimir looking all buff in your living room knowing walking around with no shirt on pops President Putin’s cork. You can get your ‘Spring is Here Edition!’ Cheesecake Putin version by simply sending me one well equipped arc welding machine with the latest edition of ‘How to Arc Weld for Dummies’.

TJOCARGO News is published on a strict schedule of whenever I stumble across some interesting information and have time to write about it. Who knows, this could be the last edition. Feel free to share a copy with a few hundred of your closest friends.

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 (that’s our territory) 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 for some deranged reason you wish not to receive this newsletter, let us know and we can remove you from the mailing list.

‘Machine and book should look like this.->



Enjoy,
Tom O’Malley
tom@tjocompany.com

* The ‘Spring is Here Edition’ President Putin version may be substituted with a free pdf ‘Putin-less’ copy of this newsletter at any time for any reason.

The top ten spectacular product flops of all time.

Let's face it; if we want to succeed we have to be willing to fail. If we want to succeed spectacularly, we have to be willing to fail spectacularly. It's part of the game.

When I share my feelings on this logic, the most common objection is the view large companies have heaps of market research dollars thus little risk. To a degree I can sign on to this logic as it is true good market research reduces risk. 'Reduces' is the functional word in the last sentence. Market research reduces but does not eliminate risk. I give you the following examples of failures from companies with all the market research they could ask for.

10. Arch Deluxe



droppin.com

Company: McDonald's / Year released: 1996 / Total Company Revenue yr. released: \$9.8 billion

This burger was terrible. It's not a real burger. Why try and put real burger stuff on it?

9. The Newton MessagePad



Wikimedia Commons

Company: Apple / Year released: 1993 / Total Company Revenue yr. released: \$6.3 billion

For its' day, it was actually a pretty cool piece of tech. Alas, its' big selling point was a 'hand writing feature which didn't work right. Yep, Apple screwed up.

8. Zune



Travis Hornung/Flickr

Company: Microsoft / Year released: 2006 / Total Company Revenue yr. released: \$39.8 billion

Not to be out done, Microsoft figured they could earn a chunk of the iPod market because they were, well, ..Microsoft. The name Zune was just too stupid to be cool (sort of like Walmart's WAVE truck you'll read about) and the Zune had the habit of freezing up. Microsoft lost a couple of billion on that deal.

(Continued on Page Four)

Can we talk?

Cyndi's car is equipped with all sorts of cameras and cool gadgets. The gadget that is the subject of the battle of wills is the front facing radar. When Cyndi's car radar senses it is getting too close to the car ahead of it based on the speed being driven, the car automatically slows down. Since my wife is a diehard tailgater with her foot embedded in the gas pedal, you can see where the conflict between my wife and her car lay. As Cyndi's car desperately tries to slow down to save its' own life my wife only presses harder on the gas to get where she wants to go. Slowing down is not an option.

When do you think I should tell her the forward facing radar can be turned off? I am in soooo much trouble when she reads this newsletter. Forget the 'when' question. I will be turning off the forward facing radar in the very near future. The near future is defined as the day after I send out the newsletter.

I'm not condoning my wife's heavy foot and tailgating lifestyle. The fact of the matter is the advanced technology doesn't fit Cyndi's driving habits. Why force it other than it's funny to watch her fight her own car?

Business in some cases can be impacted the same way by advancing technology. Technology can help us and improve performance and efficiency. In most instances, it is technology that enables us to obtain our objectives. Although in some cases technology actually impedes us if forced into a situation. Let us take the simple tool of e-mail. E-mail allows us to communicate in writing and trade documents, pictures, video in almost real time. For those of us that have 'pre-e-mail' business experience, e-mail was the best thing to ever happen to business when it came around. Today e-mail serves as the primary communication tool for business, but is there a point it's too primary?

Some of us have been there. We trade e-mails with a person or group with endless people Cc'd on them on subject matter that is fairly complex. E-mail trading can go one for two weeks attempting to get to an objective one phone call could have produced in ten minutes with the cover my butt e-mail as a follow up to the conversation. When things seem to be going off into the e-mail ditch, my hand springs to the phone to make the call to get on target with subject matter; much of the time getting dumped into voice mail. Following best practice I leave my voice message complete with brief subject outline and a request for a return call. What do I get back? A darn e-mail is the reply instead of a return call.

(Continued Page Three)

Shameless Advertising (What, you thought this great writing was really free?)

TJO CARGO

Per Shipment Cargo Insurance - Forwarders Policies - High Volume Shipper Cargo insurance – Freight protection products and freight risk mitigation service!

See our new website at www.tjocargo.com

TJOCARGO Jacksonville, FL USA E-Mail: info@tjocompany.com www.tjocargo.com



The Wally-Mobile

If you are a Walmart shopper who wonders why there is forty-two checkout stations lined up in the front of the store but only three overrun checkout stations manned and operating, you are not alone. I saw the answer in a news article. Walmart can't afford additional checkout personnel because they are dumping money in to R&D with the goal of a more fuel efficient tractor trailer. I saw the photo of their effort and thought, wow..Batman got a CDL! I read the article and was let down Batman had nothing to do with it.

Although Walmart deflated my Batman theory, they are quite in fact getting into the truck-design business to design a more fuel stingy truck. They call their effort the WAVE (Walmart Advanced Vehicle Experience) concept. It is a very cool 'Jetsons' looking truck. Although the name Walmart chose doesn't sound all that masculine. They may want to give the whole 'WAVE' name a little more thought. Look what happened to 'Zune'.

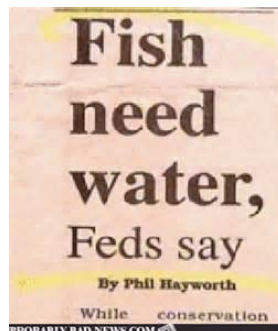
What they have thought about is how to save fuel. The WAVE features a range extended electric powertrain consisting of a diesel (or natural gas) powered Capstone micro-turbine (charges the batteries) and an electric motor. Walmart made the rig lighter by making the truck, including the trailer, out of carbon fiber and streamlining the surfaces to have as little drag as possible. The design resulted with the driver sitting in the middle of the cab like he was flying a jet fighter. *(Continued Page Four)*

Can we talk?

Are we leaning to heavily on e-mail and text communication? Have e-mails, texts, and social media surpassed 'cool tool' to a new level of concise communication killer? When I do get the opportunity to speak to people in "actual reality" it seems some of them, especially the 'millennial generation', are not all that thrilled to be communicating by phone or in person. In some cases, the power brokers by e-mail stumble in face to face conversations.

There is little doubt advancements in technology enable us to run faster and jump higher. Without advanced technology of today our production would slow to a crawl. To shun technology and not use the tools available is to announce your retirement from the productive world. With that said, care should be given to not slip into having technology over shadow the tools we ourselves bring to the table.

We all heard stories of people who drove their cars into corn fields and lakes because their GPS told them to. They simply left their common sense home and replaced it with their GPS. Imagine a general carpenter who falls into the habit of only using a hammer. Terrific come nail hitting time. What about measuring time, wood cutting time, and leveling time? Are you still using a hammer? Yes, technology is one of our greatest tools. The challenge is to not let it become our only tool.



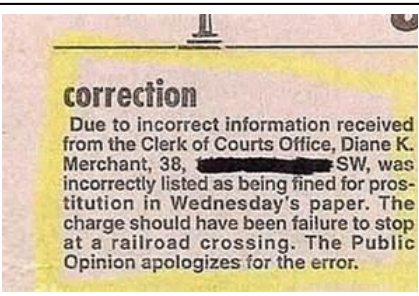
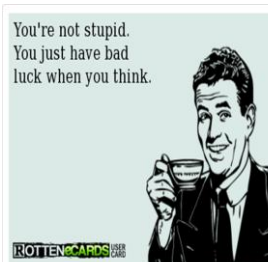
The Wally-Mobile

Walmart didn't release expected MPG for the WAVE. However there are two other efforts underway to reduce truck fuel consumption that may give us a clue. There is the Airflow 'Bullet Truck' and the Peterbilt and Cummins 'Super Truck' (Now those are truck names!) which achieved 13.4 MPG and 9.9 MPG) in tests. That may not sound too impressive until you consider it doubles the miles per gallon of fuel of what is on the road today.

Even though the WAVE looks as cool as can be, I wouldn't count on picking one up in your local Super Walmart anytime soon. Walmart is not likely to be going into the big rig business. Although being one of the largest shippers in the country, it's easy to spot why Walmart is attracted to the idea of a truck that sips fuel rather than gulps it. I can see them selling or trading design features to manufactures to get these truck designs to market quicker. If Wally World does happen to get a hand in producing trucks, do you think the drivers will have to be outfitted in butt crack showing pants and bedroom slippers?



Sometimes when my internet is down, I forget that the rest of my computer still works...



The top ten spectacular product flops of all time.

7. New Coke



Company: Coca-Cola / Year released: 1985 / Total Company Revenue yr. released: \$7.4 billion

Why mess with a 99 year old formula? They did and they cheesed-off a ton of people off. It cost them millions plus a 'we're sorry'. In the end they may have done themselves a favor by accident. The mistake reminded them what brought them to the dance in the first place.

6. WOW! chips



Company: PepsiCo / Year released: 1998 / Total Company Revenue yr. released: \$11.5 billion

Let's see...let's get our Frito-Lay division to create a cool new chip with less calories, spend a ton of money on marketing, and fill it full of 'olestra' as a fat substitute which will give many of the people who eat it the diarrhea and stomach cramps. That should make us rich.

5. Coors Rocky Mountain Sparkling Water



REUTERS/Rick Wilking

Company: Adolph Coors Company / Year released: 1990 / Total Company Revenue yr. released: \$1.8 billion

Water instead of beer? I don't have to say anything about this one. What the hell were they thinking?

4. Clairol Touch of Yogurt Shampoo



Todd Williamson/Invision for EFG/AP

Images

Company: Procter & Gamble / Year released: 1979 / Total Company Revenue yr. released: \$8.1 billion

Here is a P&G brain trust choice. Rub yogurt in my hair? They would have had better luck putting olestra in their shampoo to make it sound less disgusting.

(Continued Page 05)

What's in a toast?

Where did they come from? I read various accounts on the origination of toasts. The most likely explanation to me goes back to ancient Greece. As they had ancient Grecian beer parties wishing each other 'good health' they would raise their glasses upward as a gesture to the gods. Not so much so the gods would take a snort with them, but more of a nod to thank the gods for good health and the fact they were drinking booze.

True to tradition we are offering another toast today. This toast is in honor of true stupidity. Today we honor some of the fine folks among us that 'just don't get it'. Stolen from "News4jax.com":

A Florida man stopped for DUI had a unique excuse, telling police he was trying to "drive it off."

Michael Moore, 61, told police he had left his Hobe Sound home Tuesday after an argument with his wife, during which she accused him of drinking too much, TC Palm reported.

He said he had been driving to a bar to get some more drinks and "drive it off," according to an arrest affidavit.

Moore was arrested on DUI charges after breath tests measured his blood-alcohol content at 0.104 and 0.103.

Mr. Moore just doesn't get it.

"Stupidity is also a gift of God, but one mustn't misuse it."

-Pope John Paul II

So there you go. Do you have a toast you would like to share with our slice of the world? Send it to my e-mail. As long as it is not offensive as the ones in my head, you can be our next guest toaster.



The top ten spectacular product flops of all time.

2. TouchPad



REUTERS/Beck Diefenbach

Company: Hewlett Packard / Year released: 2011 / Total Company Revenue yr. released: \$126.0 billion

Strangely enough, it really wasn't a bad product. It was the 'going after Apple' part that killed it in about five minutes.

1. Edsel



cristafor/Flickr

Company: Ford / Year released: 1957 / Total Company Revenue yr. released: \$4.6 billion

The Edsel is the only product on the list I wasn't alive to see the demise of. From what I read it was too highly priced and the new technology (push button transmission and electronic controls) were not very reliable. In any event, the product crash was spectacular and made number one on the list.

With my masters degree in 'retrospect' I was able to write a little reason for each product failure. At the time the companies were making the choices, with market research in hand, they made some bad choices because they didn't have the luxury of knowing the future.

Looking at the list of companies tells us they made more correct choices than incorrect choices overall. Each of the firms listed is a powerhouse in their sector. Did making the bad choices above teach a lesson to the companies not to take chances? Heck no. Ever hear of the Ford Pinto? Did you hear McDonalds is trying to sell wings? How about Microsoft WebTV? Ever hear of Pepsi Crystal?

The real lesson here is companies continue to take risks because they know if they don't expose themselves to failure, they won't have the opportunity for a success. Looking at our list of screw ups, you'll notice there is not a loser on the list. The firm in the worst shape is Hewlett Packard due to the down turn in desktop demand and they are still in better shape than most.

Companies that played it safe, or played it safe until it was too late, include Oldsmobile, Saturn, Blockbuster Video, Atari, Circuit City and MCI/WorldCom. These companies failed to evolve over time and paid the price for it. Risk of a failing kept them from doing anything different until it was too late.

Brands heading the same way are Sears/K-Mart, Eastman Kodak, AOL, JC Penny, MetroPCS, and Nokia. Each company mentioned has had the world in the palm of their hands not very long ago and thought themselves too big and safe to take any risks.

Chrysler orders the unthinkable

The Chrysler family of brands didn't do a whole bunch right during the early 1980's through the turn of the century. The Dodge Aries/Plymouth Reliant, Dodge Monaco, and K-Car models come straight to mind. The list goes on and on from the Labaron to the Sundance. The car company churned out mostly junk throughout the late 70's until just the past few years. Only their minivan line (Public money and a bankruptcy noted) kept them afloat throughout some very dismal years.

They did however make one very hot car that was developed by Chrysler and was unveiled in 1992, The Dodge Viper. This car was a beast of a machine with a V-10 that produced 400 HP. Take off the emissions gear and the limiters and you could push it to 600 HP. With a fairly small sport frame and all the horsepower this baby had legend written all over it.

Many car companies donate older and early production models to trade schools and colleges to use in their auto tech classes. Chrysler donated 93 of the early production models of the Viper to various schools for educational purposes and acted stunned when the college kids, hot rod Vipers in hand, acted like a bunch of, well, college kids. They drove those bad boys like they stole them.

It's a no brainer there was going to be some joy riding going on. These were Dodge Vipers mixed with college kids for torque's sake. Chrysler became aware of two of the Vipers being involved in accidents and realized the scope of their liability. Well Duh... Do you think Chrysler?

Take the cars back? Nope, the cars were not ordered returned. Allow the schools to auction the cars off to the collectible market to raise funds? Nope, that was not in Chrysler's line up of choices. The schools were ordered to destroy (yes, to the crusher) all 93 Dodge Vipers.