

# WINGS

The resource magazine for cargo professionals

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## Care Packages

*Lynden saves lives one shipment at a time*

When an Ebola epidemic hit Guinea, Liberia and Sierra Leone, West Africa in 2014, Lynden was there. And when the Democratic Republic of the Congo (DRC) experienced another deadly Ebola outbreak just last month, Lynden was ready on the scene offering logistics and transportation support.

For decades, Lynden International has used its global logistics and multimodal expertise to assist the United States Agency for International Development (USAID), the Office of Foreign Disaster Assistance (OFDA), the World Health Organization (WHO), the Red Cross, the Gates Foundation and other humanitarian aid organizations as they fight deadly diseases like HIV and Ebola. The freight forwarder has even added a special trademark name *Multiplying Capacity Worldwide* and a Global Health and Humanitarian section on its website to support organizations involved in international public health emergencies and crisis prevention.

For Lynden's Phil Maxson, the work is personal. Maxson is Lynden's Director of International Operations and he was born and raised in Ethiopia where his parents were missionaries for 20 years. "Africa is in my blood," he says. "I served four years in the U.S. Coast Guard and then went right back." He worked as a logistics director for famine relief programs in Africa until he went to work for Lynden in Seattle in 1989.



He now uses his experience and knowledge of the region to help direct shipment and transportation of life-saving drugs and equipment from places like the Ebo-Vac Salone Labs at Kambia District Hospital in Kambia, Sierra Leone. Here, Lynden customer, Clinical RM, is working on a clinical trial of an Ebola vaccine. "This project involves transporting human blood samples from the clinical trial to the U.S. and Europe for testing," Maxson explains. The samples are frozen – and must remain so – during transit. Keeping them cold enough

*Continued on page 3*

## Executive Perspective

Earlier this year, we gathered for our 20th annual System Meeting, a two-day event to recognize top employees and service centers that also serves to refocus our efforts to be the best we can be for our customers. What I take away each year is that Lynden International is very different than its industry competitors. We know we stand out among forwarders in our customer service and value – our Quest for Quality awards tell us so. But another thing that sets us apart is our ongoing communication with you.

For more than 25 years, our *WINGS* magazine has brought you information about Lynden International and news about our partners in the transportation industry along with helpful tips on how to work smarter. We designed it to be a resource magazine for cargo professionals, a tagline you see on every cover. You'll notice a change in its appearance with this issue. The cover now aligns with our new brochures and other company communications and looks more inviting.

In an era of online communications – email blasts, Twitter, Facebook and e-zines that appear in your email inbox – we

continue to set ourselves apart by mailing you a publication that encourages you to slow down, sit down, and move away from the computer screen. Our goal is to provide you with eight pages of interesting content and eye-catching photos that make you feel like you've had a good conversation and catch-up with an industry peer. You might even want to get a cup of coffee or put your feet up.

Taking a break from our frenzied work lives makes us better service providers, customers and people. Enjoy this newly designed issue of *WINGS*. Thanks for reading and thank you for your business.



John Kaloper  
President

## Lynden Does It All



S7 Engineering Manager Sergey Dubin (left) with Lynden's Sergey Buchumov at the MRO-Russia Conference.

The Lynden family of companies have often been referred to as a one-stop shop for shippers, offering almost any type of transportation mode or service imaginable. This was evident in a recent project for customer S7 Engineering, a subsidiary of S7 Airlines, the second-largest carrier in Russia.

The airline is disassembling an Embraer E-190 aircraft in Madrid. After stripping it down to its wings and fuselage, S7 called upon Lynden to ship the spare parts to its subsidiary company in the U.S.

"Shipments range from a tiny electronic part for the cockpit to an Auxiliary Power Unit (APU) to a 2,000-pound fuel thruster," explains Sergey Buchumov, Lynden's Russia Sales and Marketing Director based in Moscow. "We are using many of our services for this project, including customs brokerage, hazardous freight transport for aviation batteries and door-to-door services from the airport to a hangar where the parts are consolidated and stored."

When the parts are sold to domestic and international buyers, Lynden handles that, too. The parts often make two trips via Lynden by air or ocean – from Spain to the U.S. and then from there to new global destinations.

According to Buchumov, Lynden serves nine other Russian aerospace customers from its offices in Moscow and St. Petersburg. Production parts and repair parts for Aircraft on Ground (AOG) situations are often sourced from U.S.-based suppliers, allowing Lynden to call upon its network of domestic service centers for expedited service.

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and stable enough to be used in the trial is tricky. Lynden uses liquid nitrogen dry (LN2) shipping containers, commonly known as dewars, to maintain a temperature of minus 150°C for up to 10 days.

“Each LN2 container can accommodate up to 405 2ml vials, and is equipped with a GPS-temperature sensor so at any time, (except when on an aircraft in the air), we can monitor the temperature and see exactly where the unit is anywhere in the world,” Maxson says. “First we ship the charged empty containers into Sierra Leone and then deliver them to the laboratory which is about three hours from Freetown, Sierra Leon’s capital city.”

Once the lab has loaded all the samples into the special canister containers (see photos at right), Lynden handles shipping of the units to various labs in the U.S. and Europe. The company also handles transportation of over 400 shipments per year into and out of Africa for various organizations; many are temperature-controlled products requiring specialized handling.

Lynden International supports clients’ humanitarian, relief, and health programs in many challenging, underdeveloped corners of the world. “We strive to be the most effective partner for these programs by simplifying what are typically very complex logistics requirements,” explains Eric Klunder, Senior Account Executive in Seattle. “Our efforts help them multiply operating capacity through cost savings, reliable timetables, efficient communications, and by using our position as a knowledgeable, experienced planning resource. This



Eric Klunder



Phil Maxson

means U.S. government agencies, multi-national companies, nonprofit organizations and commercial business enterprises can all concentrate on their own business and projects and leave the transportation and logistics challenges to us. We are committed to a 360-degree partnership, helping each meet critical health and humanitarian needs throughout the world.”

Global health threats continue to grow and death counts are mounting. AIDS has killed 40 million people worldwide since it was recognized in 1981. In an effort to stop the spread of the disease, Lynden International is supporting



Lynden handles critical samples for the Ebola vaccine in West Africa. Blood samples are removed from the freezer (left), then lowered into the dewar container and sealed for transport.

the USAID by coordinating global transportation of temperature-sensitive, high-value HIV rapid test kits.

Lynden International Business Development Director Dan Gotham has worked with the federal agency for many years and says Lynden is proud to provide a strong link in the global health supply chain. “In the past we’ve provided disaster assistance and rapid response with our Hercules aircraft and multiple transportation options,” he says. Now, Lynden is supporting the test kit distribution as part of the *President’s Emergency Plan For AIDS Relief (PEPFAR)* established in 2003 to address the global HIV/AIDS epidemic and help save the lives of those suffering from the disease, primarily in Africa.

“We may have 30,000 kits in one 34-pallet shipment and 18,000 in another shipment of 55 pallets,” Gotham explains. “We recognize the significant health impact that each package represents and we use extreme care at every step of the process.”

Lynden will handle shipping through 2020 with destinations varying according to global health needs. “Besides delivering important cargo, we also serve as advisors to USAID,” Klunder says. “Our specialty is coordinating diplomatic clearance in challenging areas with developing economies.”

Klunder created and leads the Final Mile Logistics Working Group in the Seattle area to bring the global health and humanitarian community together in a learning and problem-solving forum. “I see this as our most important work,” he says. “We are on the cutting edge of implementing new processes and technologies that were not available even five years ago. We are very proud to provide our experience and services to help save lives.”



## ***Advocacy Group Protects Forwarders***

*Airforwarders Association a watchdog and a bulldog*

There's a saying in Washington that you're either on the table or at the table.

As Executive Director of the Airforwarders Association (AfA), Brandon Fried works tirelessly to make sure that airforwarders are at the table, not on it. Having a voice on Capitol Hill and influencing legislation that affects the transportation industry is the biggest benefit offered by the 28-year-old organization. "We make sure we're monitoring everything that might affect forwarders negatively or positively," Fried says. "We build relationships with congressional leaders and know the staffers that supply them with information. When we say we provide a voice to our members on Capitol Hill, we mean it."

To be that voice, Fried begins his day with a media smorgasbord of the New York Times, Wall Street Journal, Washington Post, Bloomberg Government, AP and Reuters wires, Transport Topics, Air Cargo World, and a customized news scanning service to name just a few. "It is our responsibility to serve as the information source for our members. Trucking news, tariffs, accidents, proposed changes in screening;

we are the repository for all information about the industry and want to be the people that CNN calls when something happens." Last month, Fried was discussing the Trump trade agenda on Chinese TV and then jetting off to deliver a keynote address at a trade conference in Los Angeles. He is not only the voice for the Airforwarders Association, but often the transportation industry as a whole. As an industry advocate and air cargo expert, he is frequently called upon to testify at Congressional hearings or comment on breaking news that affects transportation.

Before taking the helm 12 years ago, Fried spent 25 years running a freight forwarding company, Adcom Worldwide, in Washington, D.C.

He remembers the year he sold the business and took on the executive director job. "It was the year that cargo screening was becoming a hot potato and congress was proposing taking cargo off passenger planes," he recalls. "Several congressmen suggested letting UPS and FedEx carry all the nation's cargo." The situation was dire and required a rapid response – directed by Fried – with strategic communications,

including TV and radio ads, to show the public that airfreight forwarders and cargo delivery played a vital role in daily commerce and any disruption would jeopardize the nation.

“We were definitely under attack at that point and it forced us, as an industry, to take on a more public role,” Fried continues. “We know that air cargo is a target and the airline industry is a focus for dangerous activity. We know that we have to be vigilant. Our job then was to make government officials and the public aware that we place a premium on safety and security and actively work to ensure that our cargo and the public are safe.”

The idea of creating an alliance of indirect air carriers, cargo airlines and affiliated businesses to protect and promote the industry was the brainchild of several airforwarders. In 1990, they came together to create a unified voice on issues of common interest and established headquarters in Washington, D.C. The Airforwarders Association now represents more than 275 member companies dedicated to moving cargo throughout the supply chain.

Although Fried says that membership has shrunk due to mergers and acquisitions, the membership is still strong. “We have fewer companies but more people,” he explains. He has worked to populate the 15-person board with a diverse and passionate group equally balanced between men and women. “A few years ago, we were a group of old white guys sitting around self-fulfilling our own prophecy. I wanted to change that. We have also diversified our membership by adding ancillary industries that support freight forwarding – vendors, airlines, trucking companies, automators, technology providers and even pallet suppliers.” The AfA represents small business with fewer than 20 employees to large companies of over 1,000 employees.

Last year the board gathered in Dallas (see photo on page 4). Dallas-Fort Worth International Airport is an association member.

One of Fried’s passions is making sure that the general public, legislators and other industries understand the unique role that airforwarders play in the global supply chain. “I came up with a simple description of what we do: We are the travel agents for freight shipment, moving cargo in the timeliest and most cost-efficient manner whether it is carried on aircraft, truck, rail or ship,” he says.

The transportation industry inevitably faces new congressional challenges each year. Just a few years ago, 100 percent screening mandates, changes to screening protocols and increased property broker security were all on the table. The current administration brings more challenges. “We are proud to say we are on top of existing and planned legislation and provisions in bills that could impact our membership.

Sometimes we find alarming additions that have been slipped in as a bill is winding its way through the House and Senate. A few years ago someone tried to add a requirement that freight forwarders must post a \$100,000 surety bond if hiring a trucking company. It passed the House, but by the time it got over to the Senate, it was reduced to \$75,000.”

From Transportation Committees to the Transportation Safety Administration (TSA), Fried and his staff are vigilant, inquisitive and on duty as the watchdogs and bulldogs for the AfA. “We like to think that we serve as business interruption insurance for our members,” he says. Or in Fried’s inimitable way of explaining concepts, “They may be standing on a train track unaware that a big diesel train is coming toward them. We are the ones who jump on the track and push them away from harm.”





## 7 Steps to a Successful Digital Culture

Marcus Sheridan has been named the “web marketing guru” by the New York Times. Sheridan started his sales and marketing blog, *The Sales Lion*, in 2009. He has since grown this brand to be synonymous with inbound and content marketing excellence. Sheridan was the Transportation Marketing Sales Association (TMSA) keynote presenter at the 2017 TMSA Logistics Marketing & Sales Conference. As a follow-up, he presented “7 steps to a successful digital culture” (below) in a recent TMSA Webinar to help businesses improve success in digital marketing and sales strategies.

**1. Obsess over Simple Education (Mission).** Make sure to explain the “What” so key stakeholders understand it, explain “How” we’re going to do it (roles and strategy), and explain “Why” it’s critical – for the individual and the collective.

**2. Define Who Owns This (Content Manager).** Then make sure that person wants their sales team to look like geniuses.

**3. Leverage the Team with Insourcing.** Identify key people who will be subject matter experts internally, but remember that each individual acts differently in how they present their expertise and knowledge. There are four key types of “content producers” in every organization: Writers, Actors, Talkers, and Questioners. *How* they prefer to generate their content depends upon the type of producer they are. The more you understand the type of producer they are, the more effective you will be in enlisting their contribution.

**4. Start at the Bottom of the Funnel.** Remember: Produce content that helps the sales team immediately. The subjects that move every buying decision – especially in the transportation and logistics industry – involve cost, problems, comparisons, reviews, and best practices. Remember this as you develop your content.

**5. Make Content Your Greatest Sales Tool.** Interestingly, most sales teams don’t intentionally use content in the sales process. Be a consultant and help to provide them with content that can be helpful. Ask them what their most common objections or sales barriers are and address these within your content strategy. This can help to eliminate objections or barriers early on, and speed up sales cycles.

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*By 2019, 80 percent of content consumed online will be video.*

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**6. Use Video to Link Sales and Marketing.** Buyers must see us before we’ve seen them, hear us before we’ve heard them, and know us before we know them. By 2019, 80 percent of content consumed online will be video. Get ahead of this curve.

**7. Measure It. Prove It. Show It.** Then make sure your key stakeholders are aware of your Search Engine Optimization (SEO) victories; your read, watch, and listen statistics; lead generation statistics; customer comments; sales and revenue attribution.



Marcus Sheridan’s high-energy style and interactive presentation approach has earned praise from audiences around the world, seasoned marketers and event planners. Visit [www.impactbnd.com](http://www.impactbnd.com).

# Inside Information

News briefs from around the Lynden International system

## Lifesaving delivery in Montreal

Each day, Lynden International Logistics Co. ships life-saving drugs to wholesalers, hospitals, doctors and pharmaceutical companies in Canada – often requiring after-hours emergency delivery.



Manjit Sandhu (left) and Janak Parmar.

Manjit (Johnny) Sandhu, warehouse supervisor at the Vaughan facility, recently received a call on the after-hours emergency line from Health Canada requesting the immediate shipment of a lifesaving drug that

Lynden distributes. Sandhu responded to the call and drove to the warehouse to prepare the order for shipment, but he soon discovered a scheduling issue with the courier service. Lynden employee Janak Parmar volunteered to drive the product to the hospital even though it was six hours away in Montreal and in the middle of the night. The product was received at the hospital early Saturday morning, where it was administered to the patient. The patient's life was saved thanks to Parmar's quick response and delivery. Health Canada contacted Lynden afterwards thanking the individuals involved, and Lynden, for their prompt and lifesaving response.



## Employees package 20,000 meals for charity

Lynden International employees worked side-by-side in Seattle this spring to package 20,000 meals of red lentil jambalaya for the global charity Feeding Children Everywhere (FCE). Eight tables of 12 Lynden employees worked in an assembly line to produce the bagged meals, competing to complete the most meals in the shortest amount of time. Lynden

employees produced 20,000 meals in about 45 minutes, all of which were sent to Puerto Rico for distribution by Ranger Contigo, an organization helping those affected by Hurricane Maria. Lynden paid for the event and donated the transportation to Puerto Rico. "Feeding Children Everywhere coordinated a great charitable event featuring loud high-energy music that really got our employees' competitive juices flowing. Everyone felt good about what we were able to accomplish," said Lynden International President John Kaloper.

## Alaska Governor honors Lynden with North Star Award

Lynden Air Cargo received a prestigious North Star Award for its long history of assisting in humanitarian relief and environmental disasters worldwide. The 2017 Governor's North Star Awards for International Excellence were announced by Governor Bill Walker in Juneau, AK. Lynden Air Cargo was recognized in the Transportation and Humanitarian Exchange categories and was one of only four companies to receive the honor. The awards recognize Alaskan companies and organizations engaged in successful international business and activities.

"We are honored to receive this award which we share with our employees and the rest of the Lynden family of companies," said Rick Zerkel, Lynden Air Cargo President. "We are proud of our service in assisting victims of natural disasters and our environmental cleanup response."

Lynden Air Cargo employees and Hercules aircraft have responded to earthquakes in Haiti, supported a peacekeeping mission in the African Congo and, most recently, mobilized relief flights to help those affected by Hurricanes Irma, Jose, and Maria in the Caribbean.

## Inside Scoop

*"I cannot say enough about the extra thousand miles Lynden goes above and beyond to make the shipping of material as streamlined and problem-free as possible."*

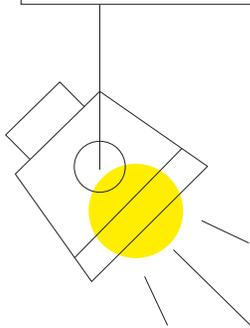
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## ***New LCL Service to Hawaii, Guam***

### *Lynden in the Spotlight*

Lynden International has served the Hawaiian Islands for more than 30 years and provided service to Guam for more than 20 years. For 2018, Lynden has enhanced its customer offerings in both locations by adding Less-than-Container-Load (LCL) barge service between Seattle and Honolulu, and LCL ocean service between Los Angeles and Guam.

Lynden customers have always had the option of ocean consolidations from the Los Angeles hub as a cost-effective shipping option to Hawaii, but now they can save even more with LCL barge service between Seattle and Honolulu. “The new service provides a lower-cost alternative to traditional steamship line service,” explains Charlie Ogle, Western Regional Sales Manager. “We offer twice-monthly sailings to Oahu with connections to the neigh-

boring islands.” Palletized ocean cargo is shipped in Lynden’s specialized Kaptive-Beam (K-Beam) equipped 102-inch-wide containers resulting in damage-free transport for Hawaii customers.

New ocean offerings for Guam and Saipan will also reduce time and cost for customers. From retail to construction, Lynden provides affordable shipping to and from Guam and Saipan with value-added offshore shipping services like customs brokerage, warehousing and storage and Direct-To-Customer (DTC) deliveries. Cargo for the new weekly ocean consolidation service is cross-docked at Lynden’s Los Angeles warehouse exclusively and is expected to be especially attractive to customers shipping to and from the three military bases on the island, as well as to retailers who support a thriving tourist population. Lynden also continues to offer its regular air freight service to the islands.

“Lynden’s experienced staff knows Guam, Saipan and Hawaii. We are proud to add these new options for our customers,” Ogle says.



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