

The Breeze

A PUBLICATION OF



Serving the warehouse industry from Virginia to Florida to Louisiana. Education, information, community.

P.O. Box 898, Madison, GA 30650 • (706) 431-6025 • dean@swaonline.org • www.swaonline.org

September 2011

PRESIDENT'S MESSAGE

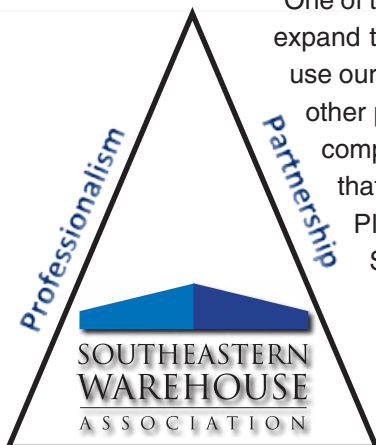


For 92 years, the Southeastern Warehouse Association has stood for professionalism, partnership, and fellowship. Through the years, our association has been able to achieve these goals through hard work and talented leadership. Under the leadership of our Executive Director, Dean Matheson, and our Immediate Past President, Collin Peel, we have grown and excelled again this year.

It's a daunting proposition to follow Collin, but I'll do my best to ensure that SWA continues to provide outstanding value to our warehouse members and associates. I certainly have some good examples to learn from having worked with Collin, Frank Anderson, and Buster Lewis. You have a new leadership team of hard chargers with George Davis, Bruce Trantham, and Jeff Lewis on the crew and, of course we have Dean to keep us focused.

One of the things we'll do this year is expand the opportunities we have to use our brand to distinguish us from other providers. Our members are competent and professional and that's just what SWA is about.

Please be sure to use the SWA logo in all of your correspondence, advertising, and web presence and look for information about SWA certification opportunities in future issues of the Breeze.



Fellowship

SWA 66th Annual Convention
"Moving Forward, Giving Back"
The King and Prince Beach & Golf Resort
St. Simons Island, Georgia
September 8-10, 2011

At the convention, I was impressed by the amount of knowledge and experience that our associate members bring to the table. These folks really know what they're about. Please be sure you take advantage of their expertise to improve your business.

Wasn't our meeting at St Simons Island something? It was jam packed with information and opportunities for fellowship. Many worked on the program, but I would especially like to thank George and Kathy Davis for the business program, Buster Franklin for the golf program, Bill and Lauren Crow and Frank and Christine Anderson for the fantastic social program and hospitality suite. Thanks to all our presenters and our associates and sponsors and thanks to Dean and Kathy for putting it all together.

Mark your calendars now for 13-16 September 2012 for our convention at the Greenbrier in White Sulphur Springs, West Virginia. It's going to be a blowout!

Yours in Warehousing,

Robert



10020 Cedar Park Drive, Suite 100
Charlotte, North Carolina 28210

(704) 554-1670

Will Storit visits **R&S** Logistics in Knoxville, TN



Will has headed to the Volunteer state of Tennessee to check out R&S Logistics, located just outside of Knoxville near the I-40/I-75 interstate split and the Tennessee River. With 225,000 SF of stor-



age, R&S takes advantage of interstate, rail, and barge to move and store a wide array of commodities throughout the Southeast.

Rail is a big part of the R&S operation. Each day includes arrival of inbound rail with virgin pulp fiber from Canada as well as a heavy assortment of building materials to support the heavy rebuilding process generated from this spring's massive tornado outbreak. R&S's asset based transportation division serves the rail transloading process, as well as interstate freight service throughout the US.

Will Storit finds plenty of equipment at R&S to handle challenging jobs. With 4 overhead cranes, R&S



accommodates lots of heavy metal and has the ability to load flatbeds inside and out of

the weather. Moving outside of the warehouse, R&S



has 20 plus acres for bulk storage. As a matter of fact, R&S is a leading supplier of wood fuels (Bio-fuel) in East TN and Western NC. R&S interstate



truck division has specialized walking floor vans to accommodate wood fuel movements.

While R&S handles plenty of heavy tonnage in bulk product, they accommodate palletized freight needs

as well. These guys have plenty of racking and high ceilings.... there is plenty of room to take care of any storage need, big or small. Today's visit was accompanied by 95 degree heat, so Will is off to the Smokey Mountains, where cooler temps prevail just 40 miles away!



EXECUTIVE DIRECTOR'S COLUMN



This past month has been all about our 66th annual convention, just successfully concluded at the King and Prince Beach & Golf Resort on St. Simons Island. And “well done” if I do say so — our report card based on member feedback has been about as good as it gets, which makes the time invested well worth it. I owe a big thank you to Bill and Lau-

ren Crow who contributed so much to the social side of meet-



ing; they have a knack for hosting a large group and have found second careers! And to George Davis for creat-



ing a meaningful business program while unveiling Dr. Joey whom he has been talking about for a year. Dr. Joey's hour got good reports and actually made me think about some



things close to home! I'm not forgetting Frank and Christine who managed the most creative “Beach Olympics” we've experienced — with no



injury list. And no complaints except for the result — there was no change in the winning team, who else but the SEC? Maybe by going to the mountains next year we can find a team contest that will change that result?

Buster Franklin, we just might renew your contract and have you handle the golf tournament at The Greenbrier next fall. Can you do it?

I'm also proud of the King and Prince who performed with the best of them; their staff was great to work with! Add the picture perfect weather and we had it made! I believe the BOD will schedule a St. Simons Island stop again not too far down the road. Look for convention pictures within and in our next issue too! I hope those members who “missed” our 66th for whatever reason will plan on joining us next year!

Speaking of next year, we will be meeting at The Greenbrier in White Sulphur Springs, West Virginia from September 13th through September 15th next year. A great old venue that has had “mountains of dollars” poured into it over the past



few years (not just at their new casino); you will be receiving much more information on The Greenbrier during the coming months. What to do, what to bring, etc. The web site will have it too! Devon and Teresa Anders will serve as our Social Chairpersons with able help from Steve and Judy Willis; looks like a good team to me! The business program will be, as tradition dictates, in the hands of Bruce Trantham (2nd V P); Bruce has already begun working on developing the overall theme and supporting programs.

Please look for a special thank you to our generous 2011 convention sponsors within this edition; their extra help is important to our putting on a “good show” and they deserve the recognition.

Make note also that our new board of directors listed at the back of this edition! I look forward to working with them!

So, enjoy your fall, the college football season (wonder why no one ever asks about my team?) and may your business realize growth and improvement where ever it may be needed!

Best regards always,

Dean



DEMATIC

Creating Logistics Results

Daryl T. Perdue, *Strategic Account Manager*
Daryl.Perdue@dematic.com

6075 The Corners Parkway, Suite 200
Norcross, GA 30092

770-325-9945 • www.dematic.com

Dean, Collin and Robert many thanks for the SWA's hospitality and a place on the program last week. A great group and wonderful supporters of the ALAN effort.

From the comforts of St. Simons Island I went to New Orleans for a Yangtze/Mississippi River Conference (Partner AST&L invited us as the Chinese are interested in how ALAN's work might apply to them) and also attended a Southern Regional Logistics Summit sponsored by the US Dept. of Commerce. Kathy drew the short straw and went to Chicago. I mention this as Kathy and I likely attend 40 or so logistics oriented meetings per year and my other pet interest is transportation infrastructure and its intelligent and sustainable funding. These meetings supported by others we have attended including the Transportation Research Board's summer meeting reinforced my concerns in this area which I share with you as my way of venting.

- Transportation infrastructure, indeed all infrastructure, is a 2nd or 3rd tier priority in the US.
- Our political leaders are failing us terribly in this area, and have for a long time.
- Business by its focus on territorial issues, either geographic or by mode, is failing to advance a meaningful agenda.
- China is investing strategically in infrastructure that is connected to manufacturing capacity. A practitioner/expert at the Yangtze conference predicted their GDP % spend on logistics will go from 2x the US now to .5x the US in 2020. The power of strategic vs. tactical (project based) investment.
- Even if spending were just tactically based the EU, India and China all spend substantially more as a % of GDP on infrastructure, by orders of magnitude.

Perhaps I should focus more on natural disasters instead of worrying about manmade ones.

Again thanks and very best!

Jock Menzies

410-365-0863

President, ALAN,

www.ALANaid.org



REALISTIC OPTIMIST

Borrowed from Robert Stevenson's "Consider This"

It is great to be optimistic. I want to be surrounded by people who know we can get it done. But, I also want to be around people who will face reality and change when necessary; then get it done.

That's the way we've always done it, works for delivering great

service, having great attitudes, being timely and efficient. Those are all critical to your success. But, when your market changes, when customer demands change ... you have got to be realistic. Take a look at all the different menu offerings at McDonald's today compared to what they offered 10 years ago ... oh, how things have changed.

I have said it before, but it is worth repeating; ***if you don't like change, you are going to hate extinction.*** If you are going to stay ahead of your competition then address **the real issues and ask the tough questions.** To survive in this ever changing marketplace, I suggest you become a **REALISTIC OPTIMIST.**



THE
LEAVITT
GROUP
of Atlanta

As an independent insurance agency, The Leavitt Group of Atlanta has access to many of the most recognized and respected insurance companies in the country. We have the unique ability to match **our clients' needs** with the carriers that can provide the **best solutions at competitive prices.**

2397 Huntcrest Way • Suite 100
Lawrenceville, GA 30043

770-242-0519 • Toll Free: 800-964-4949
Fax: 770-368-9158 • Email: info@lgatlanta.com



2
0
1
2

GEORGIA
LOGISTICS SUMMIT
SUSTAINABLE COMPETITIVENESS

February 8th, 2012 :: 8:00am to 4:00pm :: Georgia World Congress Center :: Atlanta, GA

Member News

From TMSi: Griffin Global Logistics Acquisition



TMSi Logistics is proud to announce the acquisition of Griffin Global Logistics, a third-party global supply chain company that offers multi-client warehousing and distribution, information technology services, international and domestic transportation, and customs brokerage and compliance.

Andy Dishner

VP, Sales and Marketing
TMSi Logistics

From Total Warehousing

Hello Dean:

Sorry I was not able to make this years convention. I am confident Jody and Derrick were great ambassadors for Total Warehousing, Inc.



Each year the Atlanta Business Chronicle awards the top 10 large companies, the top 30 medium companies, and the top 60 small companies in Georgia with the "Best Places to Work Awards".

This year 2011, Total Warehousing, Inc. received the award, number 22 out of 60, in the small companies group. Last year in 2010 we received the award for number 18.

If possible, I would like to share this accomplishment with our warehouse members and associates in the Breeze publication. Total Warehousing, Inc. was the only 3rd party warehousing company making the list in all three categories.

This speaks volumes for the 100 companies in Georgia, and I am very proud of this award.

Sincerely,

Tom R. Woody, CEO

Total Warehousing, Inc.
Atlanta, GA



King and Prince Oatmeal Raisin Muffin

- 1 1/4 cups Rolled Oats
- 1 1/4 cups Buttermilk
- 2 Eggs
- 3/4 cup Brown Sugar
- 4 oz. (1/2 cup) Butter, melted, cooled
- 1 cup Flour
- 1 1/4 Tsp. Baking Powder
- 1/2 Tsp. Salt
- 1/2 Tsp. Baking Soda
- 1/2 cup Raisins

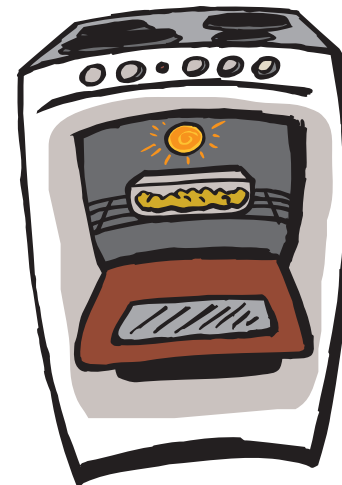


Combine the rolled oats and buttermilk in mixer bowl and let it stand for 1 hour. Add the eggs, sugar and butter. Mix 30 seconds. Scrape down bowl. Add combined dry ingredients & raisins, mix (low speed) about 15 sec. or only until dry ingredients are moistened.

Fill muffin tins
1/2 full.

Bake @ 400
degrees for 15-20
minutes.

Yields 1 dozen
muffins.





SWA 66th Annual Convention

"Moving Forward, Giving Back"

The King and Prince Beach & Golf Resort • St. Simons Island, Georgia

September 8-10, 2011



On behalf of this office, our Board of Directors and the entire SWA membership, a genuine "thank you" to the following organizations who made generous sponsorship contributions to our 66th annual convention. All for the purpose of helping us put on a good show — and we did!

Opening Theme Party:

Sholz & Associates – Chip Scholz

Camelot/3PL Software – Randy Stephenson



Keynote Breakfast:

The Leavitt Group of Atlanta – Jeff McConnell

WIMCO Consulting – Bill Clark



President's Reception:

IWLA – Joel Anderson



President's Banquet:

Hackbarth Delivery Service – Kelly & Larry Picard

Camelot/3 PL Software – Randy Stephenson



Golf Tournament:

Swafford Transport – Van Swafford

Saddle Creek Corp. – Tom Patterson

Kenco Logistics Services – Jeff Lewis



Associate Members Breakfast:

Dothan Warehouse – Stan Jones



Hospitality Suite :

3PL Finder – Buster Lewis

Advanced Distribution Services – Brian Johnson

OHL Logistics Services – Willie Vaughn





SWA 66th Annual Convention



"Moving Forward, Giving Back"

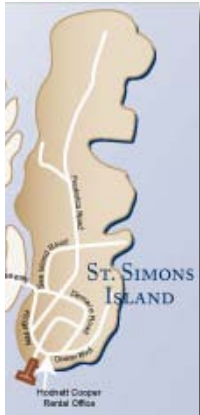
The King and Prince Beach & Golf Resort • St. Simons Island, Georgia

September 8-10, 2011





NEWS & (MOSTLY) VIEWS FROM THE HOMEFRONT



What a great Convention we had last week at “The King and Prince” on St. Simon’s Island - beautiful venue, excellent program, good fellowship, and, of course, great food! If you were not in attendance you missed so much and YOU were missed! It is always a pleasure reconnecting with old friends in our SWA family, as well as meeting new members! This year’s convention drew several new members and saw the return of some “old timers” who have been missing for awhile - so glad

to have you all with us.

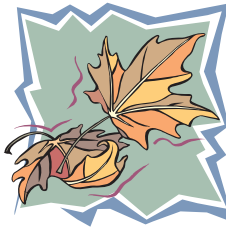
I have often referred to our SWA organization as a “family” - a group with common interests and objectives. It is also a group whose members are supportive of each other (in good times as well as bad); and who enjoy being together and sharing news of their biological families as well. We were able to personally give our congratulations to newlyweds Margery & Andy Brown and Debbie & Collin Peel. We also learned of the anticipated arrival of another grandchild for Tom & Susan Taul, and that Brenda and Calvin Ozier are now the proud grandparents of 10 !! Others, like Stan and Julie Jones look forward to adding a new member to their family via marriage, son Turner will wed this year.

While there will be many thanks offered in this issue to those who did such an excellent job in putting together the “Moving Forward, Giving Back” program, the social program, Beach Olympics, etc. I must mention a delightful surprise that greeted us as we returned from the spouse’s tour of Jekyll Island. Awaiting the arrival of our bus was a small group of “gentlemen” who handed each of us a delicious Bloody Mary as we disembarked. Totally unexpected and most gratefully received! Thanks to all the “bartenders!”



After returning home I was able to connect -via phone- to longtime, now retired members, Beth and Bill Banks. Since we last saw them Bill has had both knees replaced with infection setting in twice, and necessitating six additional surgeries. While it was quite an ordeal, he is now doing well - walking with the aid of a cane, and to quote Beth, “grateful to still have a leg!” They asked about many of our members and would be delighted to hear from any at bbbanks@mchsi.com.

As we move on into Fall (today actually feels like it’s coming - cooler temps have arrived) and the upcoming holiday



season, please remember to keep us (Dean and me) informed of things happening in your lives. As evidenced at the recent convention, others really do care about you and wish to know of events occurring in your lives - all news will be welcome.

I close with some one-liners and “paraposdokian sentences” for your enjoyment – these are sentences in which the latter part is surprising or unexpected in a way that causes the reader to reinterpret the first part.

Today I will gladly share my experience and advice, for there are no sweeter words than “I told you so!”

I am learning that criticism is not nearly as effective as sabotage.

Becoming aware of my character defects leads me to the next step - blaming my parents.

A penny saved may be a penny earned, but it’s a waste of a deposit slip and really annoys the tellers.

Do not argue with an idiot. He will drag you down to his level and beat you with experience.

Light travels faster than sound. This is why some people appear bright until you hear them speak.

If I agreed with you, we’d both be wrong.

I didn’t say it was your fault, I said I was blaming you.

The voices in my head may not be real, but they have some good ideas.

Hospitality: making your guests feel at home, even if you wish they were.

Change is inevitable, except from a vending machine.

We never really grow up: we only learn how to act in public.

Hopefully, I have provided some information as well as a few “chuckles!” Enjoy the Fall and share your news!!

Kathy

dkmatheson@att.net or
706-342-9915



BOARD OF DIRECTORS

- President** **ROBERT BALDRIDGE**
Wilson Warehouse Co., Inc.
P.O. Box 748
Baton Rouge, LA 70821
(225) 382-5269
robertb@wilsonwarehouse.com
 - 1st Vice Pres.** **GEORGE W. DAVIS III**
Davis Storage and Warehouse, Inc.
541 Bridge Street
Danville, VA 24541
(434) 793-7721
gdavisiii@gamewood.net
 - 2nd Vice Pres.** **BRUCE TRANTHAM**
Tranco Logistics, LLC
P.O. Box 71725
Chattanooga, TN 37407-6725
(423) 822-1000
bruce@trancologistics.com
 - Sec./Treasurer** **JEFF LEWIS**
Kenco Logistics Services
200 Riverside Drive
Chattanooga, TN 37406
(423) 643-3578
jeff.lewis@kencogroup.com
 - Past President & Pres. Council Chairman** **COLLIN PEEL**
Camrett Logistics
P.O. Box 410
Wytheville, VA 24382
(276) 625-8103
cpeel@camrett.com
 - Executive Director** **DEAN MATHESON**
SWA
P.O. Box 898
Madison, GA 30650
(706) 431-6025
dean@swaonline.org
- STATE DIRECTORS**
- Alabama** **STAN JONES**
Dothan Warehouse
P.O. Box 222
Dothan, AL 36302
(334) 793-6003
sjones@dothanwarehouse.com
 - Florida** **TOM PATTERSON**
Saddle Creek Corp.
3010 Saddle Creek Road
Lakeland, FL 33801
(863) 668-4445
tom.patterson@saddlecreek.com
 - Georgia** **CHAD BARROW**
CLG Inc.
P.O. Box 7707
Savannah, GA 31418
(912) 964-0707
cbarrow@clg-inc.com
 - Kentucky** **BRIAN JOHNSON**
Advance Distribution Services, Inc.
2349 Millers Lane
Louisville, KY 40216
(502) 449-1720
bjohnson@advancedistribution.com
 - Louisiana, Mississippi and Arkansas** **TERRY NICHOLAS**
Warehouse Services Inc.
P.O. Box 13487
Jackson, MS 39236
(601) 362-8891
tn@warehousewareservices.biz
 - North Carolina** **TOM MIRALIA**
Distribution Technology
P.O. Box 7123
Charlotte, NC 28241
(704) 587-5587
tom.miralia@distributiontechnology.com
 - South Carolina** **VAN SWAFFORD**
Swafford Transport and Warehouse Co.
1630 Old Highway 14 South
Greer, SC 29651
(864) 848-3854
van@swaffordtransport.com
 - Tennessee** **JOHN OZIER**
UWT Logistics
823 East Holmes Road
Memphis, TN 38106
(901) 948-3481
jozier@uwlogistics.com
 - Virginia** **DEVON ANDERS**
InterChange Group, Inc.
1346 Plesants Drive, Suite 6
Harrisonburg, VA 22801
(540) 433-1900
devon.anders@interchange.co

AT LARGE DIRECTORS

- ANDY BROWN**
Twin City Warehouses, Inc.
3302 Old Lexington Road
Winston-Salem, NC 27107
(336) 499-7221
abrown@tcwinc.com
- BILL CROW**
Shaw Warehouse Co.
P.O. Box 321305
Birmingham, AL 35232
(205) 251-7188
bill@shawwarehouse.com
- BRIAN DUKE**
Laney & Duke Terminal Whse. Co.
1560 Jessie Street
Jacksonville, FL 32206
(904) 798-3500
bduke@laneyduke.com
- FRED MEREDITH**
Meredith Transport, Inc.
103 Carolina Court
Archdale, NC 27263
(336) 861-5773
fred@meredithtransport.com



September Birthdays

- 14th Deas Richardson
- 16th David Parham
- 18th Christine Anderson
- 18th Michael Meador
- 19th Scott Thornton
- 27th Sam Meador
- 30th Sue Verst

October Birthdays

- 15th Bill Crow
- 24th Marlene Lee
- 27th Milissa Duke
- 29th Nancy Baldrige
- 31st Jeff Lewis

September Anniversaries

- 15th Barbara & Larry Smith
- 18th Bill & Lauren Crow
- 27th Bill & Donna Stankiewicz

October Anniversaries

- 1st Tom & Linda Woody
- 20th Steve & Milissa Duke
- 20th Buster & Lisa Lewis



Please advise the SWA office if you have been "overlooked" or incorrectly listed on your special day!



Southeast Solutions, Inc.
186 Ben Burton Circle
Suite 400
Bogart, Georgia 30622
706.353.7211 or 866.350.7211