

LATC TRANSPORTER

From The Desk of The President.

Dear LATC Members,

It is an amazing thing when you consider the longevity of the Los Angeles Transportation Club – an organization that has played an instrumental role in the Southern California Transportation Industry since 1924. For those of you who have attended recent meetings, you will have noticed that this years Board of Directors has made a conscious and ongoing effort to highlight the LATC's rich history.

While we remain proud of what has been accomplished during the last six months, we anticipate that the balance of the year will only grow stronger and with increasing success. Our remaining Speaker Series luncheons, upcoming philanthropies along with the Annual Night at Knott's Berry Farm are only a few of the many exciting events that still lie ahead.

It is through honoring our past traditions while exploring new and creative ideas that we will be able to successfully continue serving the needs of our Industry while maintaining the standard for which other trade organizations follow.

Looking forward, we will work to venture beyond our comfort zones, ensuring we remain timely and relevant. The LATC's future is bright with many milestones to come – our 100 year Anniversary and what I know and believe will ultimately be the expansion of our Club to over 300 members strong.

Stay connected to your industry, colleagues and friends by remaining actively involved with the Los Angeles Transportation Club. For those of you that may be considering becoming a part of the LATC, I encourage you to discover our time honored tradition of fostering relationships, sharing ideas and giving back to our community.

Sincerely,



Robert G. Thornburgh
President



Robert G. Thornburgh
LATC President
The Heger Company

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A TRADITION SINCE 1924

“Holding true to our traditional values, we will provide transportation professionals, shippers and suppliers a forum to foster relationships, share ideas and solutions while raising funds to support our membership and communities.”



www.latc.la



Frank Schulz
LATC 2nd Vice President
 The Klabin Company

Transportation Topics.

Survive and Thrive

As an industrial real estate broker it was as though someone turned off the lights in November 2008, for a banker they saw the writing on the wall in August 2008, and to members of the transportation industry it may seem like the roller coaster had reached the top in late 2007. Given the economic uncertainty we are all looking for ways to succeed.

Here are five ways I think we can all Survive and Thrive in the coming years...

Strengthening Relationships

Relationships are at the top of my list. With all of the competition that entered every industry over the past 10 years it is imperative to have strong relationships. Most importantly, it is a great time to speak with your clients and prospective clients without pressure. Relationships built out of trust will always see, to be stronger than those built out of necessity.

Networking

Get out and meet people. When business is slow take a client to breakfast or even better, take them to lunch at the LATC Executive Speaker Series. Go to the industry mixers and make an effort to get your name out there. Get your name out there by marketing yourself. Today's economic realities may constrain your ability to buy advertising but if you are there in person shaking hands, they will remember you.

Time Management

I do not believe time management is the process of planning your tasks throughout the day. Time management is the management of free time. When you are stuck in the office staring at the white screen at 4:30pm looking for something to do, leave and go watch a game, meet a friend for drinks or just get in the car and stop by a clients office. Use the free time you have to get out of the office. I have a wonderful George Patton quote on my wall that reads "No good decision was ever made in a swivel chair."

Education

Use the slow economy as an opportunity to learn more about your industry and your market. It can be a class in the GLS program or it can be attending the Pulse of the Port presentation. Sign up for trade classes online so you can improve your knowledge base. Knowledge today will only serve to benefit you as we come out of the tough times. Make yourself the expert in what you do.

Focus

Focus on the fundamentals of your business. Make sure to evaluate what your goals are. Goals may have to be adjusted often but keep focused on your core business. Be sure to focus on the positive strides you are making everyday.

You may win some and you may lose some but in the long run we will all survive the economic uncertainty and thrive in the recovery.

Frank J.H. Schulz III, SIOR
The Klabin Company

Speaker Series.

Patty Senecal
State Government Affairs, International Warehouse Logistics Association

Patty's duties include tracking and analyzing California's policy developments, regulatory filings and legislation as to their impact on our industry. She coordinates with IWLA to develop and maintain a network of active members for statewide grassroots advocacy. Patty also coordinates BI-PAC grassroots activities and conducts fundraising for special IWLA-PAC events.

The Los Angeles Transportation Club Executive Speaker Series Meeting on May 12th featured Ms. Patty Senecal of the International Warehouse Logistics Association. Ms. Senecal addressed an "SRO" crowd of over 100 people. The subject "California Climate Change Plan" focused on the current and upcoming regulatory changes that will impact every segment of the transportation industry.



Jim De Mask
 LATC Advisor/Past President
 WZI Worldwide

Speaker Series



Patty Senecal addresses LATC



John Abate, MSM Canadian Transport & Barry Rabune, RSI Insurance Brokers with Guest



Frank Schulz, Klabin Co. & Guest, Brian Gagne, KTR & David Prior, Klabin Co.

Calendar of Events.

JUNE

- 02 Executive Speaker Series Meeting:**
Robert Costello, Chief Economist & Vice President, American Trucking Association.
 Mr. Costello with the American Trucking Association will address the LATC at our June 2nd meeting.

11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
 Reservations at: www.latc.la or call 562.856.9197

JULY

- 14 Executive Speaker Series Meeting: Brian Avery, Vice President Hub Group**
 Mr. Avery with the Hub Group will address the LATC at our July 14th meeting.

11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
 Reservations at: www.latc.la or call 562.856.9197

SEPTEMBER

- 15 Executive Speaker Series Meeting: Jim Hertwig, President, CSX Intermodal**
 Mr. Hertwig will address the LATC at our September 15th meeting.

11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
 Reservations at: www.latc.la or call 562.856.9197

- 18 Transportation Night at Knott's Berry Farm**
 Advance ticket sales are available now at: www.latc.la or call 562.856.9197

OCTOBER

- 13 Executive Speaker Series Meeting: Jack Gross, Senior VP-GM, Schneider Logistics**
 Mr. Gross, Senior VP-GM, Schneider Logistics will address the LATC at our annual election meeting. Registration details to follow.

NOVEMBER

- 01 LATC 86th Annual Officers Installation Dinner**
 The date is tentative. The actual date & location will be announced.

An up to date calendar is available at the LATC website at:

www.latc.la

along with reservation forms for all of our upcoming events.



www.latc.la

Executive Speaker.

Tuesday, June 02, 2009 11:30 AM

Robert Costello
Chief Economist & Vice President
American Trucking Associations

Bob Costello is the Chief Economist and Vice President for the American Trucking Associations (ATA), the national trade association for the trucking industry.

As Chief Economist, he manages all of ATA's collection, analysis and dissemination of trucking economic information. This includes several monthly trucking economic indicators, motor carrier financial and operating data, an annual freight transportation forecast, driver wage studies, weekly diesel fuel price and economic reports, and a yearly trucking almanac. Bob also conducts economic analyses of proposed regulations and legislation affecting the trucking industry.

Bob is often cited in the news media as an expert on trucking economics, including Business Week, CNBC, FOX Business Channel, and National Public Radio. Bob has testified at congressional hearings on trucking issues. Bob has a Master's degree from the University of Northern Iowa and a Bachelor of Arts from Winona State University in Winona, MN.

Monterey Park Restaurant & Banquet Center
 3700 West Ramona Boulevard, Monterey Park, CA 91754

Member Price: \$30 Tables of 8: \$240 Non-Member Price: \$35
(Cancellations must be received by Friday, May 8, 2009 to receive a refund or avoid being charged for reservations)

Name	Company	
Address 1	Address 2	
City	State	ZIP
E-Mail	Phone	

RESERVE

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Signed by	V-Code	



One World Trade Center
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 mail@latc.la www.latc.la

Executive Speaker



Los Angeles Transportation Club
 One World Trade Center
 Box 32445
 Long Beach, CA 90832
 Phone: 562.856.9197
 Fax: 562.684.4320
 Email: mail@latc.la
 www.latc.la

2009 MEMBERSHIP APPLICATION

Please complete this application for membership in the Los Angeles Transportation Club and mail or fax it back to us at: **(562) 684-4320**.

Type of Business: _____

Initiation Fee:	\$10.00
Student Membership:	\$24.00
Individual Membership:	\$95.00
Corporate Memberships:(4 persons)	\$285.00

First Name _____ Middle Initial _____ Last Name _____

Company/Organization/School _____ Title/Expected Graduation Date: _____

Business Address _____

City _____ State _____ Zip/Postal code _____

Business Phone _____ Fax _____

E-Mail _____ Website _____

PAYMENT INFORMATION

Check Enclosed # Visa MasterCard American Express

Credit Card Number _____ V-Code (3-4 digit security code) _____ Expiration Date _____

Name as Appears on Card _____

Billing Address _____ City _____ State _____ Zip Code _____

Signature of Card Holder _____

Memberships shall be renewed each calendar year. Memberships are not transferable to another person, and dues cannot be prorated. Membership dues cannot be refunded. Membership applications without valid payment information will not be processed.

Membership Update.

Interested in Becoming a Member?

Get involved in the Transportation Industry by becoming a member of the LATC.

With over 200 members from all corners of the transportation industry, there is no better time to join. Here are just a few of the many benefits you receive as a member of the Los Angeles Transportation Club:

- *Networking with trade professionals and potential clients*
- *Discounts on the highly attended Executive Speaker Series Luncheons*
- *Access to the New and Improved Directory*
- *Annual Golf Tournament (additional fees apply)*
- *Transportation Night at Knott's (additional fees apply)*

New Member Update

At our April 2nd board meeting we inducted six new members into the Los Angeles Transportation Club. Below you will find their names and contact information.

John Clowney	KTR Capital Partners 300 Barr Harbor Drive Suite 150 Conshocken, PA 19428	336-749-3074
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Susie Jordan	Cordstrap USA 1705 Riviera Drive Upland, CA 91784 susie.jordan@cordstrap.net	909-247-4531 909-982-0443
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A.J. Scoffone	ATS 321 Lakme Avenue Wilmington, CA 92648 ajscoffone@atsxpress.com	310-830-8888 310-830-2259
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We encourage you to reach out and welcome them to the organization and consider using their services.

In an effort to provide more value we have begun to publicly introduce new members to the club at each months Executive Speaker Series Luncheon.

If you have recently joined the LATC and would like to be formally introduced to the club or have additional questions on membership, please contact me at: FrankS@klabin.com or **(310) 329-9000**.



Frank Schulz
LATC 2nd Vice President
The Klabin Company

Friends of the LATC

Friends of the LATC.

The Los Angeles Transportation Club extends its sincerest gratitude to this months advertisers for their support.

Are you interested in advertising in the next edition of he Los Angeles Transportation Club? By joining the "Friends of the LATC" or our forthcoming "Classified" section, you have the unique opportunity of showcasing your business to hundreds of transportation professionals. Further, your advertising dollars help the organization continue its philanthropic commitments. For information on future opportunities, please contact the Los Angeles Transportation Club at: mail@latc.la.



WZI Worldwide
Trade & Transportation Group Representatives

One World Trade Center
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Long Beach, CA 90802

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Fax: (562) 484-4236
info@wziworldwide.com

www.wziworldwide.com

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Chris C. Knopp - President

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If you are considering a new real estate endeavor or need additional information to help you make early plan assessments, call The Heger Company for a free consultation.

Robert G. Thornburgh
 President
 CCIM, SIOR, CPM

Thomas A. Holland
 Vice President
 CCIM, SIOR, CPM

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Space is limited.

Inside the LATC

Transportation Night 2009



Bob Mignosa

Inside the LATC



PRIVATE PARTY

FRIDAY, SEPTEMBER 18, 2009 • 7:00 PM TO 1:00 AM

TRANSPORTATION NIGHT 2009

The park will be closed to the general public. This is your chance to enjoy Knott's without crowds. Our exclusive night is yours to experience the excitement with your special Transportation Night Party ticket. Bring your Families and Friends to this exclusive event!

\$29 (all ages)

Children 2 and under are free

Includes FREE Parking (a \$12.00 value)

A \$22.99 savings off the regular ticket price!

FOR TICKETS CONTACT:

LA Transportation Club

One World Trade Center, P.O. Box 32445
 Long Beach, California 90832
 phone: (562) 856-9197 • fax: (562) 684-4320
 email: mail@latc.la • website: www.latc.la

Tickets are limited and will be sold on a first come first serve basis. Sorry, no exchanges or refunds. Convenient mail order form on back.



8039 Beach Blvd., Buena Park, CA 90620 • (714) 220-5200

Ticket sales locations can be found on our web site:
www.latc.la

Los Angeles Transportation Club

Transportation Night at Knott's Berry Farm

Event Date: September 18, 2009, 7PM-1AM

TICKET ORDER FORM

Ticket Price \$29 each (parking included)

(Tickets not required for children age 2 and under.)

Make checks or money orders payable to:

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Please Send me _____ Tickets at \$29 each = \$ _____

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Tickets will be mailed regular US Mail to your address provided below.

If you desire special handling, provide your FedEx or UPS account #: _____

Tickets can also be purchased at the Online Store. Go to: www.latc.la

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Expiration Date: _____ V-Code: _____ Amount charged: _____

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Company _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (_____) _____ Fax: (_____) _____

E-Mail: _____

Tickets can not be sent via regular U.S. Mail after Sept. 14, 2009. You may use your FedEx or UPS account.

Or for Pick-up locations, go to: www.latc.la

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For more information about our group, please visit:



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