

THE CARGO CHRONICLE



Is your business at risk of

CYBER ATTACK?

A couple of months ago a major cyber-attack hit a selection of large companies in Europe, causing havoc in several industries such as banking, the postal service and shipping. The worlds largest container carrier MAERSK was hit hard and bad.

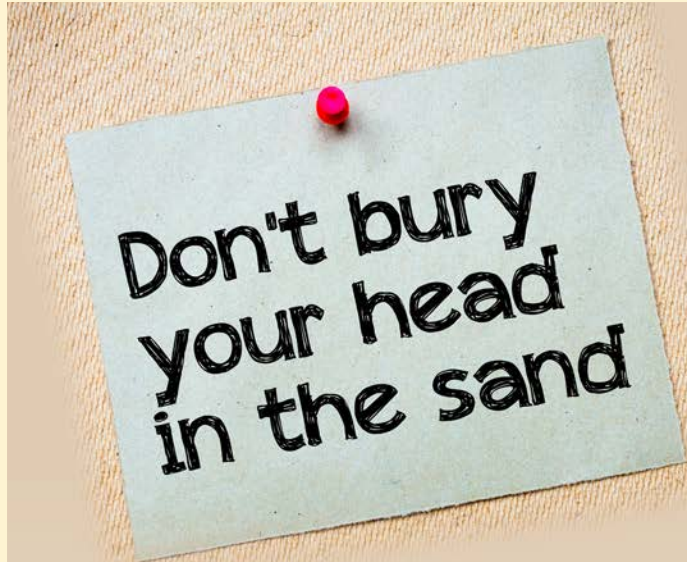
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Don't Bury Your Head in the Sand

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First Hurricane Harvey devastated Texas, with its floods leaving many homeless, stranded and in need of rescue. Just days later Irma, one of the strongest storms on record, swept through the Atlantic, wiping out entire islands and hitting some of the world's poorest countries so hard it may take years for them to recover. Meanwhile, Mexico suffered the strongest earthquake in over a century. This shocking 8.1 magnitude quake left 1 million people without electricity and triggered tsunami warnings along the coast.

But that's not all. As I sit here writing this, another huge category 3 storm is making its way across the Atlantic. Hurricane Maria has already devastated Puerto Rico, with their government saying it may take up to 6 months to even get power to some of its inhabitants. Mexico City are still digging through the rubble after another earthquake

hit, this time a 7.1 magnitude leaving many dead. It's truly terrible and my thoughts and prayers go out to everyone affected by all of it.

Of course, shipping lines have been impacted by the storms, ports have been closed and shipments delayed. But that's not why I am writing this. I think there's a good lesson to be learned here.

It's well known that Trump doesn't believe that climate change is an issue. He's burying his head in the sand. But I think we are all guilty of doing this in our business or in our personal lives too.

How often do we insist that we are right, despite all the evidence telling us otherwise? How many warning signs do we brush off or let slide before we sit up, pay attention and take action? You can pay attention to the little signs or you ignore it until the big storm hits. That's up to you.

But I hate to leave you on a low note and it's not all doom and gloom in the world. This month marks Millennium's 21st birthday so we're looking forward to celebrating that soon. Football season has started here too and England have even won a few games! There's plenty to look forward to over the coming months and I'm sure Christmas will be here before we know it.

See you soon

Chadd



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Excuse Me, Have You Seen My Shipping Container?

A little while ago the 40 year old con-ro El Faro tragically sank, taking with it 391 containers and 294 trailers and cars. That's quite a substantial loss.

In fact in the shipping industry a loss like that is actually referred to as a "catastrophic loss". But did you know that catastrophic losses aside, on average 612 containers go missing each year? Have you seen the size of a shipping container? You'd think they'd be pretty hard to lose! But until recently it was estimated that up to 10,000 containers may be lost each year. That's madness!

Here at Millennium we've been in business for 21 years - and we've never lost a container yet! The safety of your cargo has always been important to us and it's great to see that the industry is catching on. The International Maritime

Organization has recently tightened up on its Safety of Life at Sea (SOLAS) regulations. This change affected the VGM requirement, updated the code of practice for the packing of cargo transport units and has since been revising the standards for onboard container lashing equipment and corner castings. Basically, they've started taking the issue of containers lost at sea seriously and it seems to be helping.

The World Shipping Council (WSC) has released its latest survey, which claims there has been an industry-wide reduction in lost boxes. Let's hope this improvement of the industry continues and standards continue to rise.



Is Your Business at Risk of Cyber Attack?

This particular cyber-attack was ransomware. Basically a virus that gets into your system and locks down all your files, encrypting them so you can no longer access them or view them. The software then asks you to pay a ransom to decrypt the files. Pretty nasty stuff.

Initially MAERSK's quotation and rates system was thrown into chaos. They've since gained control of their systems again. But it's several months on and they are still dealing with the aftermath and struggling to regain their cargo volumes. They've a long road ahead of them but I think their approach to regain confidence is a good one. They've promised to honor all rates communicated and are working hard to hold on to their strong market share.

So why am I sharing this with you? Well gone are the days when a decent CCTV system and padlock would keep your business secure. The world has gone mad and if the largest carrier in the world, with all of their money, security and experience can get hacked, then what chances do the smaller guys have? If you're a business owner then you need to be vigilant and have a plan in place to protect yourself from cyber-attacks like this.

Whilst you're unlikely to get hit by one of these big boys, there are approx. 8000 ransomware attacks hitting individuals, SMEs and large corporations EVERY DAY. So it's not just Killer Snails and Alien Ants that we need to protect ourselves from! It's not all doom and gloom though. You can protect yourself, but it's important that you act BEFORE you get hit. If you're not prepared then a ransomware attack could literally bring your business to its knees.

If you've got a good tech support company then give them a call. Any IT company worth their salt will have a strategy in place for protecting you from ransomware and other cyber-attacks. If you need a recommendation, my IT guys (Data Innovations) are the bomb. Give them a call and they'll help you out. Remember, you have to protect yourself now! Once you get hit it is too late!



We're Going to HOLLYWOOD



We've all dreamed of seeing our name in lights and swanning down the red carpet at a blockbuster movie premier. But as entrepreneurs it's rare that business ever takes us that way. Rare, but not impossible.

A couple of weeks ago I got a call from my partner in LA. He had just had a great meeting in Hollywood with a big name producer, Ralph Winter. If you haven't heard of him before then you'll certainly have heard of his movies. With credits in X-men, Fantastic Four, I-Robot, Planet of the Apes and even Star Wars, you'd have to have been living under a rock not to have come across his work.

Ralph is currently on set in Fiji, working on a movie called "Adrift". A story about a young woman who sails into the eye of a hurricane to save the man she loves, due to be released

sometime in 2018/2019. My USA partner has just been given the contract for shipping the camera and rigging equipment over to Fiji but there's a whole load of makeup that needs to make its way from London to the set too. Guess who's landed that job? Yep, you got it. Yours truly, Chadd & Millennium Cargo.

Whilst we won't be travelling to LA itself, it's still super exciting to be involved in a big Hollywood production like this. I'm hoping to get a movie credit for the logistics and perhaps sneak a couple of red carpets tickets for the premier too! But I guess we'll have to wait and see...



Millennium Moves Forward... It's Time for A Facelift

As a business owner, it's easy to get stuck in a rut. Your days are busy, your time is spent helping your customers and juggling all the other tasks that a business brings. From hiring and training staff to balancing the books and keeping the accountant happy, there's no shortage of things to do and very little time (if any!) left over.

When you're focused on your customers it's easy for your own business take a back seat, but every now and then you need to make space for some "me time".

Earlier this year I decided it was time for Millennium to get a little face lift. The business was born over 21 years ago and in that time, we've grown in size and strength. But our website was looking a little tired and our social media was in need of a refresh.

If you know me at all then you'll know that I believe our customers deserve the best! So, we took the leap and set about creating a brand-new website. It took a fair few months of planning, plotting and organizing, but I'm super-pleased to announce its live - and awesome!

From service enquiries and freight handling tips to online quote requests, you'll find all the information you need right here. It's fresh, modern and easy to navigate. But that's not all. On our brand-spanking new blog you'll find news from the world of shipping, funny stories and inspiration to help you with your job, business or life.

You can check it out here - www.millenniumcargo.com now - I know you are going to love it and I hope it will become a great resource for you.



Fun Facts Number 7

Weirdest Looking Cargo Plane

The Airbus Beluga takes its design inspiration from the Beluga whales. The unusual shape giving that distinct hump results in a wonderfully spacious cargo hold of 14000 cubic metres or the equivalent of 36 cars.



Fun Facts Number 8

***Would you have guessed that
Wooden Sledges are the first known
mode of transportation
dating back at least to 7000 BC***

*Not only are they great fun during the winter
but they were also much more useful for
transporting stuff around using horses and cows
to pull the goods from one
place to another*



Millennium Makes a Difference

- The Three Peaks Challenge

A few weeks back Millennium were proud to get involved with supporting a local charity in their Three Peaks Fundraising Challenge. Based in Birmingham, Help Harry Help Others is dedicated to finding a cure for child brain cancer and until they do, supporting families who have to face this tragic disease.

Millennium provided them with banners, high vis vests and much needed first aid kits to help them on their way and keep them safe.

A fabulous team of 32 people showed up to brave the three tallest mountains in Great Britain, successfully raising over £10,000 between them. Weather conditions were challenging as the wind and rain beat down on the hikers. They reached the summit of the first two peaks, but just 30 minutes from the final summit they were met by rangers, who insisted they return to the base as the weather had become too dangerous. Undeterred, the participants rested up, then returned the following weekend to make their final summit.

I'd have loved to go with them and share that experience. I'm a big supporter of local charity but unfortunately my love of a few beers and Birmingham Balti meant I wasn't physically up to the challenge. Well at least not this time.

Watching these people and being involved in the efforts behind the scenes has inspired me and I'm off out this weekend to buy my first pair of hiking boots. Next year, I'll be going up the mountains with them maybe ?.

If you want to donate or to learn more about Help Harry Help Others you can visit their website at www.hhho.org.uk.



Important Lessons I Learned from a Day with Levi Roots

I recently had the opportunity to go and spend the day listening to Levi Roots. You may remember him from the TV show Dragon's Den? He "slayed" the dragons back in 2007, when he presented his Reggae Reggae Sauce to Entrepreneurs Peter Jones, Duncan Bannatyne, Theo Paphitis, Richard Farleigh and Deborah Meaden.

After successfully securing investment from two of the Dragons, Peter Jones & Richard Farleigh, his business has soared, making it one of the Dragon's Den's most successful businesses to date, with an estimated value of over £30 million.

With his huge success and fascinating back story, it's easy to see why I jumped at the chance of hearing what he had to share. I wasn't disappointed. Here are my top learnings from the day.

Mentors Matter

Levi's business started to change when he got himself a mentor who pushed him to get out of his comfort zone. We're all guilty of this. We stick to what we know and feel comfortable with because... well it's comfortable. A good mentor will notice when you're stuck and be able to guide you into those uncharted waters that hold the key to your success.

Levi's mentor encouraged him to network, something well out of his own comfort zone. Without networking he wouldn't have been spotted and asked to audition for Dragon's Den, and his story could be very different from how it is today. He always networked with his guitar, which acted as his comfort blanket and helped break the ice in his famous Dragon's Den interview. Which leads me onto my next learning...

What Is Your Comfort Blanket?

Levi's use of his guitar to comfort him through challenging situations made me wonder what I could use to do the same? Is there something I can use to make pushing that comfort zone a little easier for me? How can I give myself a confidence boost when I'm feeling out of my depth? I haven't got the answer just yet but it's something I'm certainly going to consider and I think you should too.

Ask Questions & Always Be Yourself

When he appeared on Dragon's Den he did it with his own style and he wasn't afraid to ask questions. He politely asked one of his investors Peter Jones "How do I become an Entrepreneur?" To Which Peter replied, "You simply be yourself. Never pretend to be someone or something you are not..."

"I think there's a huge lesson in that. Far too frequently are we led into situations, decisions and circumstances that are not in our best interest, or the best interest of our business. We get

brainwashed by the big business gurus into thinking that we have to work, think and act in a certain way if we want to gain success. But this just isn't true. By bringing your own style and unique talents to your business you set yourself ahead of the competition and stay true to your original mission. This integrity and congruence echoes through your business and pushes you forward towards success.

Your Brand Is More Than Just Your Logo

It isn't just his tasty sauce that's made Levi the success that he is today. In fact that's only a small proportion of the business. It's actually his brand (Levi Roots- Not Reggae Reggae as many people think) that's been the big success.

The Levi Roots brand has many different products now available from sauces, meal kits and soft drinks to books and apps! He even has a "Rasta-Raunt" in Westfield shopping Centre in London, with another one due to open soon in Birmingham. I actually can't wait to visit it!

So how strong is the branding in your business? Can it be easily identified? Is it valued in your industry and how could you make it even better? Get your branding right and there's no knowing where it may take you. Some really great learnings here for you to think about, but I'd like to leave you with just one more final thought, taken from Shakespeare's Julius Caesar.

Cassius and Brutus are discussing if and when to go into battle...

*There is a tide in the affairs of men,
Which, taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.
On such a full sea are we now afloat,
And we must take the current when it serves
Or lose our ventures.*

In other words, don't wait to make things happen or to change your life. You have to act when the opportunity presents itself. Hesitate and you might miss out.



You'll Never Believe This...

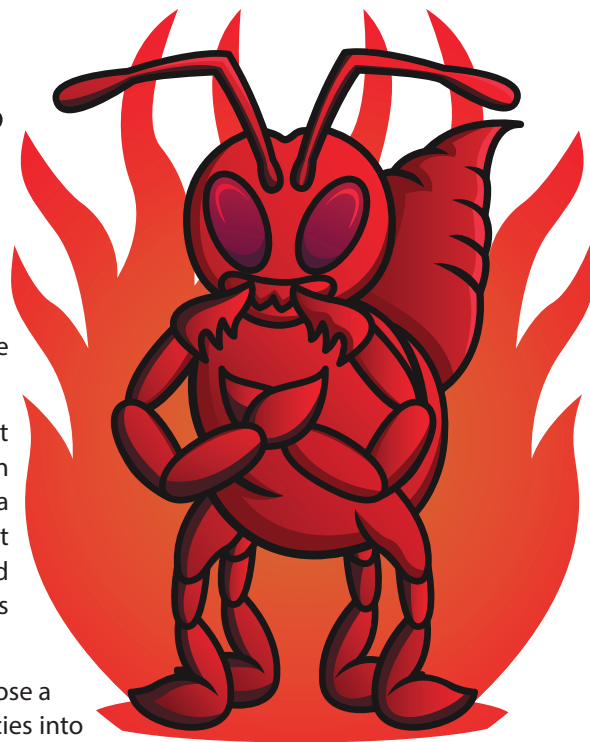
Funny Stories From The World of Freight: Alien Ants

It's not just robots, killer snails and cyber-attacks that have been upsetting the industry lately. It seems we've an alien invasion on our hands too!

The MLIT of Japan recently gave a press release stating that there's been a persistent problem with some of the containers arriving there. It seems they have been infiltrated by large colonies of fire ants desperate to get into the country. Whilst a few tiny ants may not seem like a big problem, it's not as small an issue as you might think. Fire ants are nasty by nature. They are smart, organized and are incredibly bad tempered. They nest in colonies as large as 250,000 and they have a bite that kills small animals.

Whilst not usually deadly to humans, their sting is still very unpleasant and does pose a significant threat to health. But that's not the only issue. Allowing non-native species into a country can have a devastating effect on the whole ecosystem too. Plants, animals and even water levels can be affected when you disrupt the usual species in an area. It's just not worth the risk.

It's such a serious problem in fact that there's a whole Act that covers it. It's called The Alien Species Act. Administered by Ministry of Environment (MOE) of Japan, this act states that this species of ants poses such a threat that they **MUST** be promptly exterminated!



Fun Facts Number 9

No Service

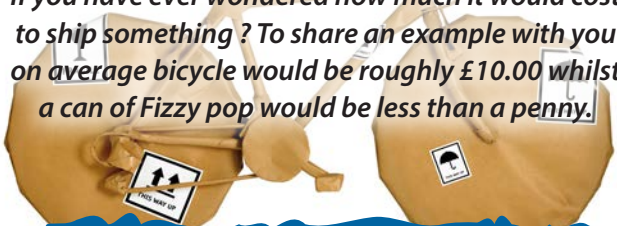
Around two-thirds of ship crews in the world have no means of communication while they are on the open seas. Only about 1 in 10 will have freely available internet.



Fun Facts Number 10

Average cost of Shipping

If you have ever wondered how much it would cost to ship something? To share an example with you on average bicycle would be roughly £10.00 whilst a can of Fizzy pop would be less than a penny.



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Congratulations!

Congratulations to both Sarah and Diane at Saint Gobain who jointly celebrate being our latest winner for successfully completing and returning your Millennium Word Search in the last edition of The Cargo Chronicle, we hope you enjoy spending your £50 Marks & Spencers Voucher.

CARGO CHRONICLE CROSSWORD COMPETITION

Win £50 M&S Vouchers!



Return your completed crossword to us by 27th October 2017 to be in with the chance of winning the £50 prize. Come on all you eagle eyed crossworders out there, keep them peeled and put pen to paper before you forget.

DOWN

- 1 Cyber
- 2 Cargo, Containers And
- 4 The Cargo
- 5 Chadd's
- 6 Millennium Goes To
- 7 Airbus
- 8 How Old Is Millennium Cargo

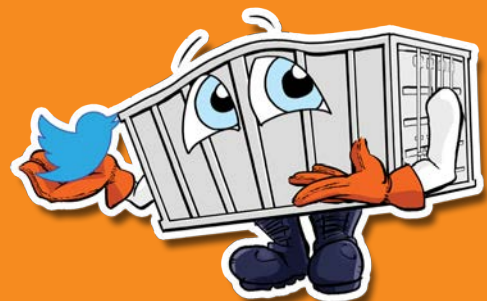
ACROSS

- 3 Have You Seen My
- 8 Name Of The Charity Walk
- 9 Reggae Reggae

Good luck. We look forward to receiving your entry!

Don't be shy...

Just ask if you need any further copies for colleagues or team members, we have plenty to share !!



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