

It's all about relationships ... *PAGE 2*

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THE CARGO CHRONICLE



A taste of what's to come..

With Christmas over and new year just beginning I always think it's the perfect time to reflect, give thanks and get some clarity on what we want the next 12 months to bring.

The shipping industry has had to a lot to contend with in 2017. It's been a rollercoaster ride as always.

READ MORE ON PAGE 2



**Chadd's
Chatter**

CONTINUED FROM PAGE 1

A taste of what's to come...

From the major cyber-attack that nearly took down MAERSK to the some of the worst hurricanes on record. We've battled killer snails, alien ants and seen our way through one of the biggest major alliance shake ups to ever happen in the industry. (Watch this space as there's more shake ups to come in 2018!).

But it's not all doom and gloom. Some pretty cool stuff has happened too. Early in the year we saw the first freight train to travel all the way from China to the UK. The world's largest container ship launched...then another one superseded it shortly after!

Millennium has had a cracking year too. Mainly ups, with a few downs I am happy to put behind me. Like nearly getting kidnapped in China!



We've been ISO and IIP re-accredited, we've had a little facelift with a new website and social media presence. We've been to Hollywood, spent some time learning from big business celebs and we've even celebrated our 21st birthday.

So, what's to come in 2018?

Well I can't predict the future but there are whispers of another big alliance shake up in the running.

More personally we've exciting ideas for Millennium, with a big expansion plan ready to roll out. We'll be making some new friends and taking on some new partners overseas, so we can continue to take great care of you and your goods. We'll be hopefully acquiring up 2-3 smaller freight forwarders and introducing 5 larger manufacturers to the business too - perhaps you could be one of them?

I will be continuing my freight forwarding activities and my Mentoring, Coaching and Consulting. Along with partaking in some strategic reviews for more regional offices, as we look to expand outside of Birmingham.

I'm a big believer that you've got to have solid goals if you plan to achieve them. So, what are your plans for 2018? I'd love to hear them.



It's all about Relationships - The real reason I travel around the world

One of the things I love about my business is the amount I get to travel. I've been to all four corners of the world and had some epic adventures. Whilst it's a lot of fun, that's not why I do it. It's actually an essential part of what enables Millennium to offer you an excellent service, that keeps your goods safe.

Earlier this year I packed my bags and Jumped on three flights bound to Penang, Malaysia to attend The Atlas & Alfa Global Network event. Whilst travelling halfway around the world to a freight networking event might seem a bit OTT to some, it's always well worth it for us. It's the perfect opportunity to catch up with our overseas partners, strengthen our relationships with them and ensure that the foundations our business is built on are still strong.

You see, the level of service we're able to offer you as company is deeply dependent on the loyalty, standards, and values of our international partners. We want to be certain that your goods will be well cared for from door to door, every step of their journey.

Sure, we can do business over the phone or via emails. But when it comes to relationship building nothing comes close to meeting face to face, spending some quality time together and having a good natter.

By attending events like Atlas, Alfa and PPL Networks we're able to make sure we know, like and trust our partners and that they feel the same way about us. It's this personal approach that makes certain our standards remain high all around the world and your goods stay safe throughout their travels.

I'm off to The Philippines next maybe soon. It's a tough job, but someone's got to do it!



Are you telling your customers the whole story?

I was driving around in my car before Christmas, listening to a new station for me which was Radio 2. I was listening to an interview with Adam Clayton, the bass guitarist for super group U2.

They were talking about how back in the 80/90s listeners and music fans used to buy an album or LP and not just a single song. They'd listen to the whole thing, giving the artist an opportunity to tell their whole story through a series of songs.

These days, since the introduction of Spotify, You Tube and iTunes that's changed. People no longer buy albums, they just listen to the tracks they like. They're missing part of the story.

This got me thinking.

How much do our customers really know about us? Are we telling them our whole story? Or are they missing part of the plot line?

If you're in business, then you've probably got a range of services to offer your clients. But if you don't tell them about them, how will they ever know?

Is just having it listed on your services page of your website enough? I'd say not.

You need to be in contact with your customers regularly,

sharing your advice and telling them your story. You are the one responsible to making sure they know what you have to offer them, not the other way around.

There's plenty of ways to do this. From blogging and social media to emails, newsletters and even just picking up the phone. If you don't have time, get a VA. If you can't write, then hire a copywriter. There's really no excuse.

To put it simply, if you're not actively contacting your customers to tell them what you can do for them, then you are missing sales. And as I'm sure you know, as the business owner - It's all your fault.

So, what are you waiting for? Pick up the phone or get out your laptop and start typing... It might be just what you need to push your business to the next level.



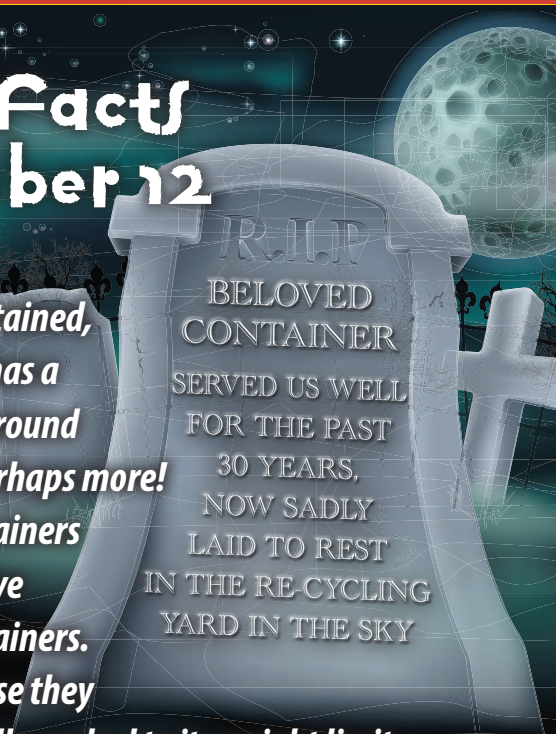
Fun Facts Number 11

Reefer containers do not generate cold air, they only maintain temperatures! They are not capable of reverting to their original temperatures.



Fun Facts Number 12

If well-maintained, a container has a lifespan of around 30 years - perhaps more! 40-foot containers tend to outlive 20-foot containers. This is because they are not usually packed to its weight limit, unlike the 20-foot containers.



PROFILE: *Chadd Blunt*

Nickname

Chadda,
Slim,
Blunty,
Chopsy
(To Many)

Age

46

Hobbies

Travel,
Football,
Drinking,
Self Development

Any Kids

3 – Boy, Girl, Girl

Any Pets

2 French Bulldogs – Thunder & Lightning

Why did you become a Freight Forwarder?

I was offered a placement after completing my YTS Scheme (Remember Those) and choices were either Insurance, Banking Or a lone placement at Compagnie General Maritime (CGM) so being an awkward little so and liking to be different I took the solitary placement in shipping that was available

Something Fun About Yourself

I tell awful jokes

Role Here At Millennium Cargo

CEO in charge of the whole damn thing

Any Unfulfilled Ambitions?

To Travel route 66 with my wife in a Winnebago and watch Aston Villa win the Premier League or FA CUP (We have already won the European Cup and that's when it was a proper cup not like what it is now...)

What is it you love about your job?

After 30 years in the business what is not to love, I still enjoy coming to work each and every day especially talking to different friends of different nationalities across different continents and time zones on a daily basis. Plus I really do believe I make a difference to some people in their lives whether it be business or personal



Failure is what makes success so much sweeter

A few weeks ago my daughter, Keeley, took her driving test.

She's been having lessons for a little while and was super keen to get out on the road. I mean, what 17 year old doesn't dream of the freedom of their own car?

I have to say, I'm looking forward to it too - No more being Taxi-Dad!

So the big day arrived. She hopped in the car with her driving instructor and headed off to do the test, get her driving licence...and her independence.

But sadly it was not to be.

When she returned home I was not greeted by a happy, bubbly 17 year old with a grin on her face and a new-found freedom. But instead a sad, disappointed and very upset girl, whose confidence had been knocked by a set back.

She had failed.

But failure is a part of life. We all fail and it's this failure that allows us to grow and improve, and to enjoy our success all the more when we make it.

So we had a chat and discussed where she felt she needed to improve. We put a plan together to work on the necessary part of her driving skills and she re-booked at the earliest convenient date.

She stuck to the plan and worked on her weaknesses. Practicing and preparing for her next test.

When the test day I arrived I think I was more nervous than she was. There's nothing worse than seeing your child upset and feeling like a failure.

She came home beaming from ear to ear - She had passed!

All about those negative feelings of failing just a couple of weeks earlier were gone. She has learned from her "failure" and pushed on to achieve success.

So why am I sharing this with you?

Because the same applies in business too. No matter what service you provide and what industry you are in, sometimes you are going to fail, and sometimes you are going to fail hard.

But that's ok.

It's the failing that allows us to succeed in the long run. Without failing, we don't know where we need to improve to gain success. Without failure we won't learn, improve and develop.

When all's said and done, it's the experience of failure that makes success feel so good in the end anyway.



Challenge Accepted!

I've always been proud of the "get it done" attitude and positive mindset of the staff here at Millennium Cargo. Ali Askar has worked for me for 19 years now. He's a committed team member and often leads by example when it comes to customer service. But recently one thing he did really caught my attention.

A few weeks ago, a call came in to the office from an Italian man who wanted to become a customer... or at least that's what we thought. It was hard to tell because he didn't speak a word of English and we didn't speak any Italian.

Despite several attempts to explain that we couldn't understand him we had to hang up.

He called again.

The same thing happened. He babbled in excitable Italian. We, being British, apologised profusely about only speaking English, then hung up again.

He called again.

This time, Ali had a spark of genius. He ran off, leaving the rest of us looking bewildered, grabbed his phone and started typing furiously into it.

A few seconds later he looked triumphant, hit one more button and held his phone up to the land line with the persistent Italian on the other end...

He'd opened up Google Translate and was using the speech function on it to speak with the man on the other end of the phone in Italian! Genius!



A few minutes later and the deal was done. It turned out he was a potential client. He'd come across our site and was very keen for us to help him, hence his persistence.

Whilst this is an amusing story I think there's an important lesson to be had here too. We could have easily let this business slip away because of a "can't do" attitude. In fact, were it not for Ali's spark of ingenuity we would have.

So what other ways are we sabotaging our business? How else are we letting new clients slip through our fingers and what can we do make it different?

I think these are all good questions for every business owner to ask themselves...

Ciao, Arrivederci!

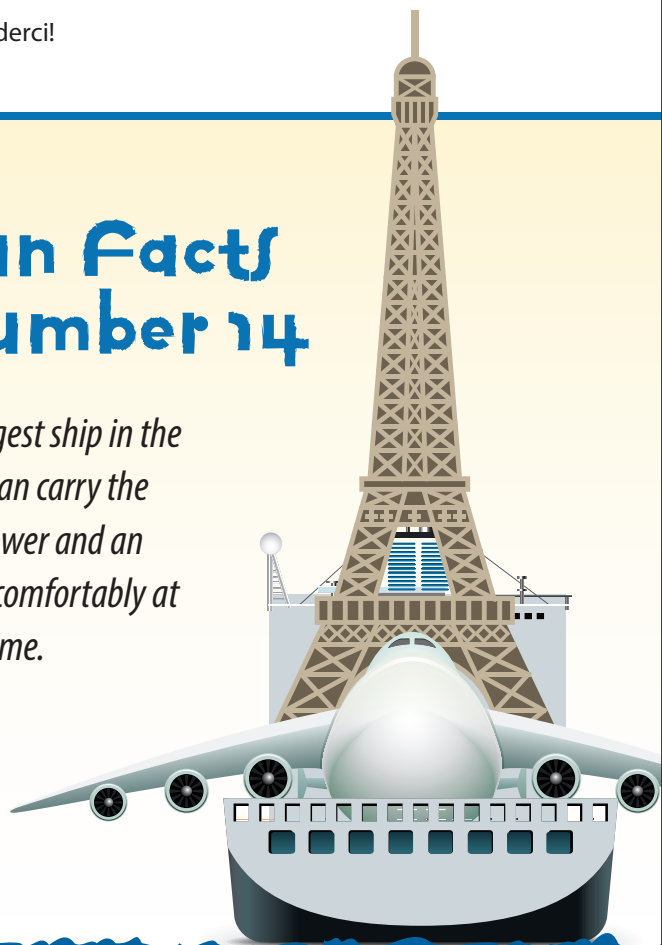
Fun Facts Number 13

If you joined together all the sausages that the logistics industry delivers in a year, they would reach beyond the moon.



Fun Facts Number 14

The largest ship in the world can carry the Eiffel tower and an airbus comfortably at same time.



Failure to communicate correctly can cost you money

Last Sunday afternoon I popped in to Tesco to pick up a few essentials.

If you've met me then you'll know I'm a friendly chap, so you won't be surprised that I got chatting to one of the staff members.

Turned out to be the store manager.

A bit of general chit chat led on to the store manager mentioning that she is now having to purchase an extra 200 shopping baskets per month, due to the rise in theft of them from her particular store in Birmingham.

I have to say I was a little surprised! I mean, who would want to steal a shopping basket? What would you do with it once you got home?

She explained that there's always been a few go missing but in actual fact the massive rise in thefts has occurred since the laws changed and Tesco started charging 5 pence for a carrier bag.

She was a loss for what to do. The theft and loss rate of the baskets has gone through the roof and she has even considered adding security tags to her baskets, but that's quite a cost!

I was pondering who might be inclined to steal a basket and what we could do to prevent it happening, when she mentioned

in passing that it wasn't so much the cost of the baskets that bothered her, but the fact that the charity would be missing out on so much cash.

Now hold up a minute, I'm getting confused. Who said anything about a charity? How are they losing out by Tesco having their baskets stolen?

Well it turns out that the 5p Tesco charges for the carrier bag is actually donated to charity!

I had no idea.

I'm a regular Tesco shopper, I dutifully buy my bags (and then store them inside another bag, hung up in the cupboard under the stairs, with every intention of

using them the next time I visit the store). But I didn't know my money was going to charity.

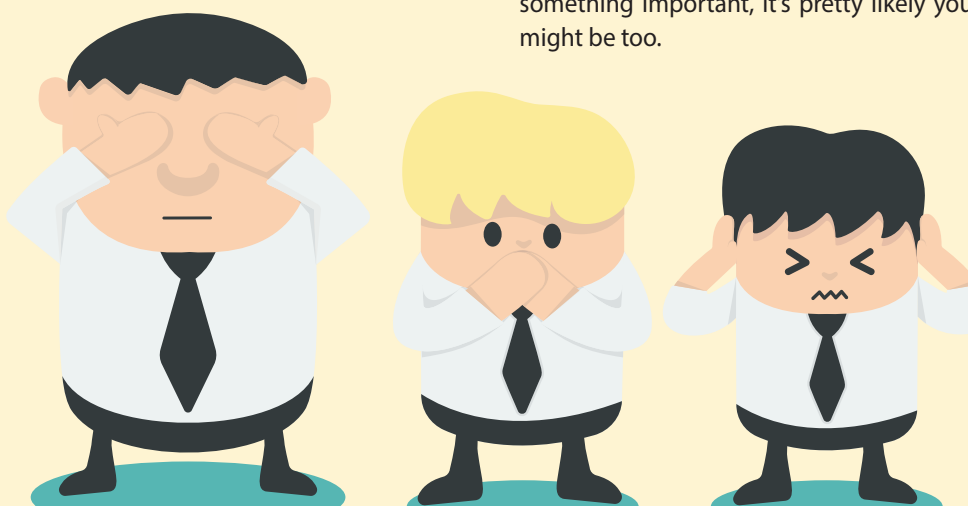
I wonder how many other customers don't know that as well?

If they did, they would probably feel a bit better about the 5p they are now forced to pay for their plastic bags. They'd feel happy about giving to charity and be much less likely to "accidentally" wander out of the store with a shopping basket.

So what's this got to do with you?

Well, when was the last time you checked that your message is really coming across to your customers? When did you last pick up the phone, call a prospect and just chat to them to find out what they know about you and to see what your marketing is missing?

If a huge Multi-National with marketing teams, experts and consultants can fail to communicate with their customers about something important, it's pretty likely you might be too.



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Always be Prepared

A few weeks ago we celebrated my mum's 70th Birthday. It was a big family event with all of my immediate family attending. My mum, dad, brothers, sisters, nieces, nephews, grandkids...you get the drift.

The night started off well. We had a pre-meal drink and a good catch up, then ordered our food. You know, the usual stuff when families get together.

My nephew wanted a steak, But being only 15 years old he didn't know the difference between Rump and Sirloin cuts of meat.

I humored him with some old wisdom. Something along the lines of "Rump is as tough as old boots and Sirloin will melt in your mouth..."

He replied, "But the Sirloin is much more expensive."

Well as you and I know, you do get what you pay for in life... But that's a lesson he's yet to learn.

He ignored his initial instinct and went with the cheaper option. It was a big mistake.

What happened next really was proof that you should follow your gut and make decisions based on your values, not price.

He took a bite. The steak was ok. A bit on the tough side as I had predicted, but not terrible.

On his second mouthful, all hell broke loose.

His eyes widened. His chest heaved frantically as he struggled to take a breath.

But he couldn't.

A chunk of the old boot steak was firmly lodged in his throat.

He was choking.

My sister in law, soon realised what was happening and jumped to the rescue.

She walloped him on the back hard.

Nothing.

His eyes were getting wider and you could see the panic start to spread around the table.

She thumped him again.

Still nothing.

Finally, after performing an excellent Heimlich Manoeuvre, out popped the piece of boot!

My poor nephew gasped for air and we all breathed a sigh of relief.

The whole restaurant was in shock, but the young lad was breathing again. To be honest, I don't think he really understood just how lucky he was.

But for me, there was a lesson to be learned.

As an entrepreneur, I strongly believe that the universe constantly provides me with the opportunity to learn and grow. This was no exception.

So what were the lessons for me here?

Firstly, always go with your gut.

This lucky young man knew what he wanted. He did his research. But he still went against his instinct and that's where it all went wrong.

This happens in business time and time again.

We know what we want, we find the right solution, then we opt for something else because of the budget. It never ends well.

And most importantly, always be prepared!

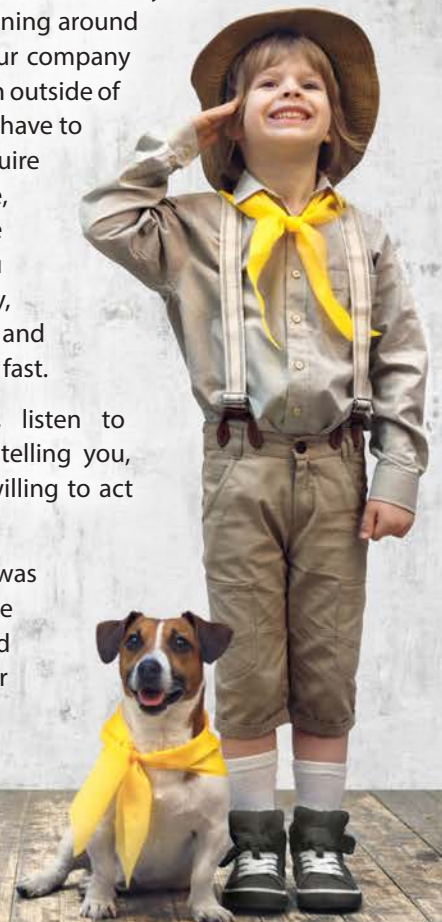
It was my sister in law's fast response that saved my nephew's life. She was aware of what was happening all around her, even though she was having a good time, so she noticed the problem quickly. She had learned how to perform a Heimlich Maneuver, so she was prepared should this situation arise. And she wasn't afraid to act hard and fast.

This all resonates in business too.

As an entrepreneur, you should always be aware of what's happening around you. In your office, your company and your industry. Even outside of your industry too! You have to learn, practice and acquire new skills all the time, so that they are there and ready when you need them. And finally, you must be prepared and willing to act hard and fast.

Follow your instinct, listen to what the universe is telling you, be prepared and be willing to act quickly!

In this instance, it was a life-saver and these same principles could save the life of your business too.





Congratulations!

Congratulations to Sandra Bird of KM Products for successfully completing and returning the Millennium Crossword from the last edition of The Cargo Chronicle and becoming our latest winner. We hope you enjoy spending your £50 Marks & Spencers Voucher.

CARGO CHRONICLE WORDSEARCH COMPETITION

Win £50 M&S Vouchers!

You spoke ... we listened .. we have returned to what you like best!

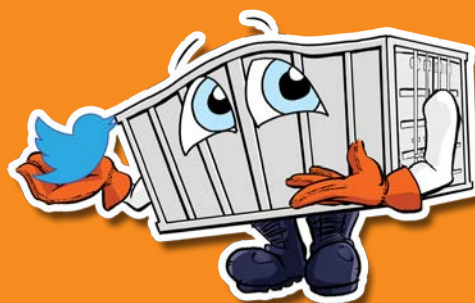
The crossword did not seem as popular in the last edition so we are back with the more popular wordsearch. Don't forget to return your completed crossword to us by 23rd February 2018 to be in with the chance of winning the £50 prize.

A	F	R	U	S	A	Z	F	Y	O	T	O	T	U	K	K
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CARGO
HMRC
CARRIERS
MANIFEST
CHATTER
NEWS
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PROBLEMS
COMMERCIAL
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is proud to announce their continued accreditation for both ISO 9001 and Investors in People for 2018



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