



Social Media Gives Cargo a Voice and a Face

Cargo doesn't have a voice. That's what customs broker and moderator Scott Case said as he opened the session Monday on social media at CNS 2015. Case said social media is our "digital footprint," and it's important that our message on these platforms be understood as we want them to be.

In a quick digital survey of the attendees, Facebook emerged as the most widely used social media platform for business use, followed closely by Twitter. However, LinkedIn had been left out of the choices, which may have changed the results.

Panelist Enno Osinga, the senior vice-president of cargo at Amsterdam-Schiphol airport, said "It's time to wake up! Generation Y is here." He said they are connected in one way or another 24-7, and that social media is not a fad, easily brushed aside.

"It's a B2B world," Osinga said. Trade publications are still needed, but how to reach the younger generation, is the question. Osinga said every person is only six humans away from anyone in the world via social media. It's not possible to physically meet all of these people, however we can connect through the various channels of social media. He called it an "information tsunami."

Social media can do wonders for your business – or quite the opposite. He used an example of a customer sitting for half an hour with no service at Schiphol. They post it on social media, and boom! That's it. Bad publicity. He

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25th CNS Opens with Renewed Call for E-Freight

In the past year e-cargo saw its biggest jump yet, with 25 percent of CNS members in the United States getting on the electronic air waybill (e-AWB) bandwagon, up from 7 percent. Warren Jones, the president of CNS, said it has benefited not only the Partnership, but also the customers the delegates serve.

Indeed, a common theme echoed in Jones' welcoming statement, and throughout the day, was that the air cargo industry, and the governmental agencies that affect our business, need to get with the times and embrace a paper-free environment.

"The top logistics companies from around the world come here to make a difference in our industry," Jones said. "It's about you. You are the standard-bearers of our industry."

Jones said the group, gathered in the Panzacola Ballroom during the first full day of CNS 2015, handled \$6.8 trillion in goods last year. In the room, more than 600 industry leaders were present, he said, many of whom have devoted their entire lives to the business. Using instant poll-reading devices at each table, more than 30 people said they were first-time attendees.

Jones also said the industry cannot be complacent when it comes to security. "Security threats continues to require diligence," he said. "This is where e-cargo can help. There's more to e-cargo than just removing paper. Now is the time for you to make that change for the good of air cargo."

As part of CNS's commitment to e-freight, Jones added that, after Jan. 1, 2016, the group will no longer accept paper checks.

Mick Fountain, chairman of the CNS Advisory Board, who listed customs,

security, and safety as top industry priorities for the coming year, followed Jones. He emphasized that world partnerships should be another priority. This CNS conference, with the new "Hot Shots" networking sessions, is designed so that attendees should be able to make deals by the time they leave, he said.

"There's more to e-cargo than just removing paper. Now is the time for you to make that change for the good of air cargo."

—Warren Jones

The theme of this year's conference is "Past Reflections and New Directions." Fountain said it's time to move forward and reduce the time spent shipping cargo through the supply chain by taking paper out of the process. "There are changes that need to be made and challenges that have to be met," he said. "It's going to require partnering for all of us to move forward."

TUESDAY • APRIL 21, 2015

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showed a video of a FedEx driver tossing a box over a fence that was caught by security cameras. It went viral, in a bad way, being seen by more than 9 million people. On the other hand, a video of a dog trained to find items left behind by KLM passengers went viral with 90 million people viewing it, enjoying the sweet, smart dog, fostering a very positive image for the carrier.

Osinga said at Schiphol they study who its buyers are and what they are concerned about. Then the content is shared based on the information obtained. The airport put together a short video that cost just €6,000 to make, and then they posted it on YouTube. “We got massive amounts of information

from it,” he said. “It was very cheap but very resourceful.”

Nonetheless, Osinga said to drive customer action and interaction it’s still necessary to meet new customers face-to-face. Brooks Thomas, communications advisor, social business team, for Southwest Airlines, agreed that cargo is about people connecting people. “It’s about the human connection, getting product from beginning to middle to end,” Thomas said.

Southwest relies heavily on a blog in addition to its website. He called it the anchor, or hub of the airline’s social media. He shared a video of a hops farmer in Oregon’s Willamette Valley who uses Southwest bellies to transport the freshest hops to brewers. “It’s about

the product and knowing your people; empowering your people to do the right thing,” Thomas said.

He encouraged employers to digitally equip their people – from a ramp handler to an airline pilot. “What drives us is what excites us,” he said. “Get people engaged.” He said to be very deliberate and focused when it comes to your message on social media.

The final panelist, representing small businesses, was Kathy Rabil, CEO of Slice Works. She also said her company uses the blog to market her brand. “Have a plan and a strategy when diving into social media,” she said. “And if you don’t know, ask a millennial. They love to show off!”

Menen Praises CNS, Scolds Industry for Inertia

Former Emirates SkyCargo head Ram Menen, even in retirement, proved that he can still captivate an air cargo audience during his keynote address yesterday for the Opening Session of the CNS Partnership Conference. His message was warmly received, but his message was mostly an admonishment as he scolded the industry for its painfully slow embrace of electronic air waybills (e-AWBs) and other e-freight basics.

Menen, who during his 40-year career practically re-invented the idea of cargo transport, said the time is ripe and long-overdue for another transformation away from the paper and towards electronic record-keeping.

“But we still can’t get rid of this paper,” he said. “It seems the only way to move ahead is to fire anyone over 25 and start recruiting 10-year-olds.” The industry has spent many years trying to adopt technology “that any 10-year-old will have no hesitation to use. Meanwhile, some people here still have trouble turning on their cell phones,” he joked.

With his “better perspective” of the industry since his retirement two years ago, Menen had praise for the elevation of air cargo as a true profession. In his younger days, he half-joked, air cargo was a loose collection of fragmented businesses that

one entered if “you were not good at anything or upset someone.” Today, however, those in air cargo “stopped feeling sorry for themselves” and created their own professional organizations, where everyone knows each other.

Later in the speech, Menen went even further, looking ahead to a near future when even electronic devices will be considered old-fashioned. We are on the cusp, he said, of a new revolution in the way we power our lives, called the “memoristor.” (A show of hands fielded only one or two people who had ever heard of them.)

Rather than using bulky transistors, this new bleeding-edge technology will deliver power on a more direct, atomic level, working more like a human brain than a machine. When merged with flexible, ultra-thin, ultra-light “graphene” displays, this technology “will be the end of the electronics era,” Menen predicted. “Memoristors will free us from binary code.”

In addition to requiring far less energy to operate, the devices can also be stopped and restarted instantly, with no loss of data and no need to store anything in memory. “This will be the death knell of tablets and laptops,” he said, which could

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TUESDAY SCHEDULE

All events are located in the Panzocola Ballroom unless noted

08:00 – 15:00 – Exhibition Hall open

08:30 – 09:00 – **Economic Conditions and Industry Trends**

Julie Perovic, Senior Economist, IATA

09:00 – 09:30 – **Keynote Speaker: Phil Brown**, Executive Director, Orlando International Airport

09:30 – 10:30 – Panel Discussion: **Preparing the Next Generation of Air Cargo Professionals**
Moderator: Robert Kennedy, Vice President, Consulting Services, Aviations Strategies International
 Panelists:

Rula Fakhouri, Manager, Jupiter Airline Services
Russell McCaffery, Dean, Transportation Programs, Broward College
Ian Morgan, VP Cargo, The Americas, Qatar Airways

10:30 – 11:00 – **Drones: Moving Towards the New Frontier**
Andreas Raptopoulos, CEO, Matternet

11:00 – 11:15 – **Closing Remarks - Warren Jones**, President, CNS

11:00 – 11:30 – Refreshments

11:00 – 15:00 – Open for networking:
CNS Hot Spots sessions open, to run at 25-minute intervals. In the Exhibit Hall and the Panzocola Ballroom.

19:00 – 20:00 – “Great Gatsby” Cocktail Reception In Panzocola Foyer

20:00 – 24:00 – “Casino Night” Closing Gala Event

Keynote: Ram Menen - continued from page 3
have a drastic effect on the types of cargo that will be shipped by air. "When you think about the possibilities, the imagination goes wild."

Menen also called for greater communication within the industry, including input from shippers. "We need to start a dialog," he said. "Who are these shippers? If their money were playing around with. We are all peas in the same pod and we all hold different expertise." If we haven't figured out what these customers want after 25 to 30 years, "we should all be kicking ourselves," he added.

"If you don't change, then change will be forced onto you," he said. "The change will come from the likes of Google and Amazon."

Change, he added, means more than reacting to something but preparing for change well in advance. "You have to change a little bit before the actual change happens."

As we look to the future of air cargo, Menen called for more unity and collaboration. "Those who control the last mile will control the industry," he added. "And really, you guys stink when it comes to the last mile. Stop trying to create unusual efficiencies and try creating collective efficiency. The only thing you don't want to change is human contact."



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Orlando Airport's Brown to Give Closing Keynote

Miami International may get more attention due to its size, but Orlando International Airport (MCO) is rapidly becoming one of Florida's major hubs for both passengers and cargo, and has recently made significant expansions to its international service. Phil Brown, executive director of MCO, will discuss these latest developments and more at the closing Keynote Speech of the CNS Partnership Conference, to be held today at 9 a.m.



Phil Brown

MCO is well suited for domestic cargo as it is four hours closer to the rest of the United States, by truck, compared to the airports in South Florida. The facility has also developed a domestic route network that offers more flights to more U.S. destinations than any other Florida airport.

The latest news with Orlando International, however, has been about traffic coming from outside the U.S. Under the umbrella of the international open skies agreements, the Greater Orlando Aviation Authority (GOAA) has engaged in numerous long-term talks with airlines from around the world to bring new international air service to Central Florida.

"International air service is a key focus for us because it makes a great impact on our local economic vitality," said Brown, who is also executive director of GOAA, which oversees MCO. "More international visitors means more jobs and more global opportunities for Central Florida businesses."

For example, this month Norwegian Airlines announced that it will begin weekly nonstop service from MCO to Copenhagen, Denmark, making it MCO's longest international route, at 4,776 miles. The airport also recently secured new international 777-200LR service to Dubai via Emirates Airlines, which will begin in September 2015. "This is a landmark new route for Orlando that for the first time offers our customers nonstop service to the high-growth Middle East region with convenient connections to India, China, Africa and Southeast Asia," Brown said.

"Orlando is one of only 10 cities in the nation to offer this nonstop service to Dubai, opening the entire Middle East and Far East for business opportunities for the Orlando region," added Rick Weddle, president and CEO of the Orlando Economic Development Commission.

Other recent expansions include São Paulo via Azul Airlines; Belfast via Virgin

Atlantic; Reykjavik via Icelandair; Brasilia via TAM; Lima via LanPeru; and Guadalajara via Volaris. All together, these additions are expected to stimulate more than \$710 million in local investment and economic activity in Central Florida. International traffic at Orlando International broke a record in 2014 with more than 4.3 million arrivals and departures. That was a 9.6 percent increase over the previous record set in 2013. International traffic now accounts for more than 12.3 percent of the overall total traffic volume at MCO.

In February, traffic at MCO increased by almost 21.7 percent. Domestic travel, the airport said, grew by 5.5 percent for the month. It's no surprise, given the fact that Central Florida was named the most visited destination in the U.S., with more than 62 million travelers in 2014.

In addition the operation and management of GOAA and MCO, speaker Brown is also responsible for a budget of more than \$400 million. Over a 35-year career, Brown previously served as GOAA's deputy executive director-administration in the early 1990s and as administrator of Orange County, Fla. For 14 years, he was also a public finance professional. Brown holds an MBA from the University of Tennessee and is an Accredited Airport Executive by the American Airport Association of Airport Executives.

Orlando International Airport has 35.7 million annual passengers and is the second-busiest airport in Florida and 14th busiest in the U.S., generating \$31 billion in direct and indirect revenue for the regional economy.



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Preview: Preparing Air Cargo's Next Generation

The dynamic air cargo industry requires employers to place a constant emphasis on training. As the demands and challenges of the workplace evolve and grow more competitive, so will the demand for continual updating and customization of training, a basic essential for companies planning to capitalize on growth.

Today, **Robert Kennedy**, vice president, consulting services for Aviation Strategies International, will moderate Tuesday's panel discussion, "Preparing the Next Generation of Air Cargo Professionals," which will include four aviation professionals. Together, they will delve into the need for strengthening the industry's talent

pool from the employer's point of view, discussing the sought-after skill-sets in establishing a more agile and efficient



Robert Kennedy

workforce. The discussion will include the value of investing in employee development, which not only boosts morale, but increases loyalty, resulting in higher retention rates, while

helping many workers redefine their jobs as career options.

The panel will discuss the benefits of the Quick Response Training (QRT) grants, which are providing a means for local companies to build on the talent



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and skills necessary today, while preparing workers for the needs of tomorrow. Through collaboration among business, workforce, economic development and education partners, such as CNS and IATA, customized training is being offered to eligible companies to help bolster the global trade and logistics workforce, while building a strong and steady pipeline of talent to bring the industry into the future for generations to come.

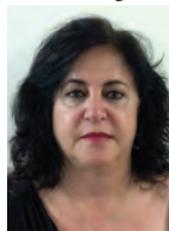


Russell McCaffery

The panel includes **Russell McCaffery**, the Dean of Transportation Programs at Broward College. As such, he oversees the college's aviation, automotive, marine and supply chain management programs. He has worked in aviation-related positions for more than 20 years, most recently as the owner and CEO of McCaffery Global Corp., a transportation security consulting firm, where he was involved in seaport security evaluations, and training in Mexico and Central America. Prior to McCaffery Global, he served as the deputy federal security director at the Transportation Security Administration in Northern New Jersey, where he oversaw a staff of 1,400 transportation security officers

and support staff. Before that, he was the assistant federal security director at TSA in Rhode Island and Cape Cod, Mass. McCaffery has also worked in various management positions at the Federal Aviation Administration, and at United Airlines in San Francisco, San Jose and Los Angeles. He holds a master of aeronautical science degree from Embry-Riddle Aeronautical University.

Panelist **Rula Fakhouri** is the manager of Mercury Air Group's airline services and TSA compliance, as well as the principle security coordinator for ICSS. She is also the primary security coordinator for two indirect air carriers, Jupiter Airlines Services and Apollo Freight. Fakhouri has more than 29 years of airline industry experience, spanning leadership roles in domestic, international, passenger, cargo, and military operations at O'Hare Airport and LAX. She oversaw operations for an air carrier operating in multiple airports across Mexico and has extensive hands-on expertise in passenger services and terminal and ramp operations. In 1997, recognizing a need for aviation security training, she established IAC Training, a



Rula Fakhouri

recognized leader in aviation security and governmental regulatory training.

Ian Morgan, also on the panel, has been the vice president of cargo, the Americas, for Qatar Airways for just over one year. An airline executive since 1994, previous to Qatar, he was the president of Centurion Cargo Airlines, after serving as vice-president, the Americas, at Cargolux Airlines.



Ian Morgan

Tim Strauss has been the vice-president of cargo at Hawaiian Airlines since July 2014, starting his career at Hawaiian in 2012. Under Strauss' leadership, Hawaiian Airlines' cargo team increased revenue by more than 34 percent in 2013. He has more than 27 years of cargo experience in both the airline and



Russell McCaffery

freight forwarding industries. He joined Hawaiian Airlines as managing director for cargo. Prior to joining the company, Strauss held leadership positions in global sales and operations at Northwest Airlines, Delta Air Lines and various international carriers.



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