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Enhance -- The PEG Newsletter September 2010

Greetings from MGI!

Summer often gives us an opportunity to take a break. When we come back to work, our perspectives may lead to new solutions to old problems or just new ideas to implement. I found this 6 minute video (*Did You Know*) produced several years ago. It contains statistics on the population of India and China offering comparisons with the US e.g. China will soon have the largest English speaking population. The mix of students at local universities certainly seems more varied each year. Authors of articles in many business magazines and journals show similar variety. It's hard to know how the economic growth in other countries will impact our businesses but the recent recession certainly showed how linked our economies are.

<http://www.youtube.com/watch?v=xHWTLA8Wecl>

PRISM members remember to comment on HIPPA rule RIN 0991-AB57 by September 10 -
<http://www.prismintl.org/2010-hipaa-campaign-key-points>

On September 12, I will do a half marathon to raise money for people living with cancer. My team mates live with cancer and it inspires me to see how they do this tough training, not to mention PEG members like Steve Ryan who run competitively on a regular basis. If you'd like to donate, the Gilda's Club members will be grateful and so will I!

<http://gildasclub.kintera.org/faf/r.asp?t=4&i=423463&u=423463-254754545>

Keep up the good work in your business!

A handwritten signature in black ink that reads "Kathi".

Kathi Barry Albertini

PEG Update

ISM I PEG will meet at Confidential Records Management, Inc. hosted by Gail Bisbee on November 3 - 5, 2010. Members have an option of visiting CRMI's Greenville facility on the morning of November 3. Remember to notify our office if you plan to participate on that visit. ISM II PEG will meet at Benson Records Management in Omaha, Nebraska November 10 - 12.

The key operations representatives of the ISM I companies will meet at Richards & Richards September 23 -24. Current registration shows 20 operations representatives will learn from each other at this day and a half meeting.

Yes, You Can Raise Prices in a Downturn

Q&A with: Frank Cespedes, Benson P. Shapiro, and Elliot Ross

Published: July 26, 2010

Author: Sean Silverthorne

<http://hbswk.hbs.edu/item/6371.html>

This Q&A with Harvard Business School professors, Shapiro and Cespedes, and co-founder of The MFL Group, Ross, adds valuable information to the conversation we have at PEG meetings about competing on price. The three speakers provide examples of companies who create "more space between value to the customer and your cost." Ryanair has remained profitable while other airlines have not because of their understanding of the importance of this space. When a company creates adequate space, the value of the company's product/service dominates all conversations. It reminds me of recent emails about PCIDSS compliance among PEG members. Rob Reis's (DataSafe) response showed how DataSafe's understanding of the parts of this regulation that apply to DataSafe's services attracts customers. DataSafe went the extra mile so their customers could benefit from that work. One interesting statistic from this article is that there is greater difference in profitability within an industry than across industries. Where does your company fall?

Independent Contractors

The Obama administration's fiscal year 2011 budget proposal includes \$7.3 billion in additional revenues over 10 years from reclassifying current independent contractors. The status of this proposal will impact many PEG members. AMSA's newsletter provides more details.

<http://www.promover.org/content.asp?contentid=10254>

Moving Update

The continued foreclosure figures challenge movers though AMSA reported improved second-quarter shipment volumes over the same period last year - COD was up 11 percent, NAC was up 8.6 percent, Military was up 5.5 percent, and GSA, our smallest business line, was down 5.5 percent. <http://www.promover.org/content.asp?contentid=10270>

AMSA has postponed the launch of the PROMover Star Program. Members of the Education Committee met by phone in August to express their concern about the timing of this launch because of the current economy and the additional cost required to qualify for the various Star levels. AMSA will reschedule this launch.

I will be working with Wheaton Van Lines (WVL) to develop a workshop for their annual conference. The emphasis for this workshop will be on job costing. We will develop a spreadsheet for agents to use.

Fresh Perspectives



Photo - Mount St. Helens, WA

My vacation took me to the Northwest, a respite from the summer heat in the East. We visited Mount St. Helens which erupted 30 years ago. It poured ash into the atmosphere and set off the destruction of 90% of the mountain in 3 minutes. The resulting river of lava traveled across 200 square miles. The past and the future confronted us at every stop on the 50 mile drive to the last observation point, Johnston Ridge Observatory, where we faced the destroyed side of the mountain. The mountain pushes rock into cones and was active in 2004 and 2008. Yearly replanting of trees makes some views green with the occasional patch of taller trees that escaped destruction towering above younger trees - patches of the future. Turning away from the mountain, we saw a path of tree trunks littering the gray soil - evidence of the past. Beauty in such close proximity to the evidence of destruction reminded me that change dominates life on the mountain as it does in our businesses.

REMINDERS

Guest Policy

Members may bring one guest to a PEG meeting. If you would like to bring additional guests, check with the MGI office before making reservations.

Billing and Payments

Thanks for remembering that all invoices from MGI are net 30 days and for having all invoices paid before each meeting. Late fees of 1.5% will be applied after 30 days until the invoices are paid.



If there is no struggle, there is no progress. Fredrick Douglas

Thanks for your business!
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