



## Letter from the President

Roger Scarborough  
Founder, CEO  
Scarborough International, Ltd.



You receive this Newsletter because you have a relationship with Scarborough International Ltd. in one way or another. You are our business partners. Some because you are customers, some because you are providers, carriers, agents, or potential to be one of the above, but you all have an interest in what we know, think and do.

I have decided it is a great opportunity for me to give my thoughts, ideas, opinions, and insights into the world of international business. I realize that may scare some of you! However, in the day of blogs, twitter, facebook, and 24-hour specialty TV broadcasts, I simply cannot resist. In the 30+ years I have been in this business there have been many changes for the better and some for the worse. I will talk about the changes, the impact, and of course, give you my opinion on how the world should look. And like any good correspondent I will give you a chance to tell me what you think. It should be fun!

One of the most disturbing trends in our industry is the attempt to change transportation (even international transportation) from a service to a "commodity". I recently read a quote from a founding member of a recognizable international transportation consulting firm predicting that within 10 years we would be trading transportation on a futures commodity market. I thought to myself "just what we need,

speculators on Wall Street controlling the price of transportation." One of the biggest problems with oil pricing is that it is being traded by speculators, but I digress. Transportation is and should always be a customized service!

I believe in competition and there is certainly a place for RFP's and other methods of multiple comparable competitive bids. However, many consultants seem to think that all transportation is created equal. It never has been and I don't believe it ever will be. My contention is that you are better off with a known provider of quality service based on knowledge of your requirements, needs, and desires. Transportation providers cannot be expected to know your requirements if they have never experienced them or been told for that matter. No transportation provider can spend the time, effort, and allocate resources to the effort if all that matters is price. Scarborough International Ltd. spends a lot of time, effort, and money to make sure we know both ends of your supply chain because we would rather be the best value than be the cheapest.

How many of you buy the absolute cheapest of anything if you have any requirements for what you are buying. The cheapest is usually not the best

value for you. Do you hire the cheapest lawyer or accountant? I wonder how the consultants would feel if we hired them based solely on price and without regard for their level of knowledge and experience. Please understand I believe many consultants add great value to many aspects of business. I just believe that transportation providers add value and reduce peripheral costs when they know your needs, constraints, and supply chain nuances.

Well, I started with a controversial topic so let me know what you think of this article. Please also give me any ideas you have for future articles.

I don't always agree with Jason Whitlock or many other opinion writers, yet I enjoy reading their articles. My hope is you will enjoy mine without being offended.

Please send your comments to  
kcmc@scarbrough-intl.com

Thank you,  
Roger Scarborough  
Founder and CEO



## My First Trip to Hong Kong

Adam Hill

Import Manager, St. Louis

After the long fourteen hour flight, I finally touched down at the Hong Kong airport. My main focus for the trip was to visit with our valuable clients, suppliers and agents and strategize on how to better serve them and maximize our business relationships. Walking down the streets of Hong Kong and exploring the city was a lot of fun and quite the learning experience.

The housing in Hong Kong is much different than that in the Midwest USA. The people there live in towering 30-40 story skyscrapers. This is a huge difference compared to the large plots of land we are used to here. The metropolitan population of Hong

Kong is almost 7 million. In the Greater St. Louis area where I live, which is the 16th largest population in the U.S., is only around 2.8 million. It was really eye-opening to see what a big world we live in.

Of course, being the young man that I am, I love to eat, so obviously the food in Hong Kong was my favorite part of trip. For breakfast I was served dim sum, which means "a bit of heart." It is comprised of small portions of dumplings, rice noodle rolls, congee, and other light dishes.

Lunch is always comprised of a large 4-5 course meal. Whenever I was taken out to eat, since I was the guest, my food was always served to me. Guests do not serve themselves. All meals are

served family style, while the entire group at the table orders together. This eating style definitely gives people the opportunity to really bond and build relationships.

Overall the trip was very successful and definitely opened my eyes as to how different our cultures really are. I treasured all the wonderful new experiences and enjoyed the wonderful people I met in Hong Kong.



## Opportunity for Supply Chain Professionals



**ANNUAL GLOBAL  
CONFERENCE 2009**  
CHICAGO, ILLINOIS • SEPTEMBER 20-23



Inside Sales, Kansas City

Roger Scarbrough, president and founder of Scarbrough International, Ltd. has been asked to speak at the Council of Supply Chain Management Professionals (CSCMP) Annual Global Conference this year.

Roger will speak about the physical infrastructure developments in Europe and Eastern Europe and how they are supporting supply chains within these two markets at the conference in Chicago, IL Sept 20-23.

Speakers detail their experiences as a FORTUNE 500 agricultural equipment manufacturer and a Midwest freight forwarder with offices in Europe.

Today's world economy and resulting business climate have produced some of the most challenging business conditions faced by the supply chain profession. Here's how you can benefit from the conference:

- Hear solutions and insights from the world's number one retail supply chain management executive, Gary Maxwell, Senior Vice President, Global Supply Chain for Walmart
- Corporate investment in this professional education conference can also serve as a retention tool for key, "fast track" employees in lieu of reduced bonuses

- There's no better place to connect and network
- Success requires new ideas and the right kind of tools to produce the right kind of results needed in today's economy

If you are interested in attending this event or becoming part of the Council of Supply Chain Management Professionals:

please visit  
<http://cscmpconference.org>

## Project Cargo and Specialized Solutions

*Patrick Colligan*  
Branch Manager, Chicago

Project cargo is moved efficiently when a plan is mapped out and all aspects of the logistics are thoroughly examined. Project cargo is a specialized field of freight forwarding that requires immense expertise, experience and knowledge. Project cargo includes freight that is voluminous, either by weight, size or quantity, or comprised of complex components that must be disassembled. Special equipment, specialized carriers and a strong network of specific niche partners are all key to handling project cargo successfully.

Scarborough has the personell on



staff to handle your project cargo. Scarborough recently moved the Taurus 70 generator set from Solar Turbines in San Diego, CA. This project included collection from the facility in the USA, direct loading onto the ship and transshipment to its final destination. The success of this project required the identification of all constraints which confronted

each party associated with the transaction and the ability to quickly diagnose those issues. Scarborough's project cargo team professionally and innovatively come up with a plan of action and set it into motion.

For questions or quotes on your project cargo, please send emails to [pricing@scarbrough-intl.com](mailto:pricing@scarbrough-intl.com).



## Latin American Trade Program: Learn more!

*Claudio Perez-Korinko*  
President, Founder  
IM International Marketing

Interested in doing business in or with Latin American countries? Check out the Latin American Trade Program offered by IM International Marketing, LLC...a great opportunity to learn!

The program consists of 9 sessions and will meet once a month. Scarborough International, Ltd. has been very nice and accomodating to offer its facilities for this program. The sessions will take place at the Kansas City location, and will also be offered via the web. Each session offers 4 hours of training in the evenings. Program attendants will receive practical training and

assistance in the following areas:

- Latin American Marketing
- Latin American Business Development and Practice
- Domestic & International Logistics
- International Freight Forwarding
- International Payment Terms
- International Insurance
- International Trade Agreements, including NAFTA & CAFTA-DRIn addition,

IM International Marketing will create opportunities for program participants by identifying companies in the Mexican, Central and South American marketplace and will assist the executives in the development of the business relationship with a selected country.

The program will finish with a "match-maker trade delegation" trip to Mexico, Central or South America to introduce program executives to local companies in their industry sector. Program presenters include:

IM International Marketing, LLC  
Commerce Bank  
Euler Hermes  
Scarborough International, Ltd.

*Classes begin July 9, 2009,  
so sign up today! email  
[info@imintl.net](mailto:info@imintl.net)*



**International  
Marketing, LLC**



**The team at Scarborough International wishes  
you a happy and safe holiday!**

**[www.scarbrough-intl.com](http://www.scarbrough-intl.com)**