



Clark & Reid

EXECUTIVE MOVING SERVICES

On the Move

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Johnson & Johnson Names Clark & Reid Transportation Provider of the Year

During Johnson & Johnson's annual Transportation Provider's Day, Clark & Reid Company, Inc. was awarded the Transportation Provider of the Year Award for Household Moving. This award was presented in recognition of our drive and dedication to Johnson & Johnson and their customers, coupled with an unflinching commitment to quality and innovations unique to the industry.



Throughout 2007, we continuously made significant efforts to improve and develop innovative techniques that drive quality scores and offer transferees an unbeatable relocation experience. During 2007, the company introduced a creative incentive program rewarding move teams with consistently high satisfaction scores,

complimentary utility conversion services and the *Fusion Move Model*, expanding capacity.

At the conclusion of each quarter, members of Johnson & Johnson's Transportation Provider Supply Chain are requested to present their best practices for the quarter under review. In addition, the collaborative group discusses the effects of industry trends and overall expectations for upcoming months. Clark & Reid Company, Inc. is consistently recognized for their creative resolutions. At the Johnson & Johnson Q1 2008 quarterly review, it was reported that Clark & Reid Company, Inc. has maintained the #1 ranking as Johnson & Johnson's Transportation Service Provider for Household Goods.

Clark & Reid Develops Complimentary Relocation Kit

Clark & Reid has created a Professional Relocation Kit intent upon satisfying the frequently asked questions and commonly posed concerns of transferees. The Kit contains information pertaining to all aspects of an individual's move including Tips

for Choosing a Mover, Relocation FAQs and a Personal Moving Calendar.

The Clark & Reid Professional Relocation Kit is available online at www.clarkreid.com.

Online Utility Conversion Services Now Available

Introduced in the fall of 2007, Clark & Reid's Utility Concierge has been widely received by our client base and their transferees. The service eliminates the necessary time-consuming process of utility conversion through a unique partnership with homes.org that allows transferees to coordinate all their needs with just one phone call.

Clark & Reid has simplified the process further by allowing transferees to complete their utility conversions online. Through this newly developed platform, users will be enabled to choose their destination location and have full access to the utility amenities available in their new area and complete the conversion.



The General Services Administration Approves Clark & Reid as Transportation Service Provider

Clark & Reid Company, Inc. successfully gained formal approval under GSA's Centralized Household Goods Traffic Management Program to perform both domestic and international household goods moves for its governing agencies' transferring employees.

As a prerequisite for approval, we were required to undergo an arduous assessment in all areas pertaining to our ability to

perform household goods throughout the United States and the world. In addition, service providers who are formally approved by the General Services Administration must qualify on financial stability, overall business experience, quality assurance, and knowledge of the rules and regulations as outlined in the Household Goods Tender of Service.



Furniture Transport Case Studies Unveiled

Clark & Reid Fine Furniture Services recently released three exclusive client case studies detailing our approach to white-glove furniture transport and the benefits experienced by our clients. The studies reveal compelling 'before and after' experiences of three major clients; Thomas Moser Cabinetmakers, Kate Madison Furniture and Maine Cottage Furniture.

During the compilation of data to support these studies it was discovered that each client was experiencing significant various degrees of difficulty throughout the delivery experience: Lost or damaged goods, variable delivery times or poor customer

service were common complaints. Clark & Reid's personalized approach developing a collaborative solution has assisted each of these companies in controlling costs, improving productivity, increasing volume, and providing exceptional service from the initial sale to the final delivery.

You may access the full case studies at www.clarkreid.com/furniture-transport/case_intro. If you would like to discuss the findings of these studies, you may contact Chris MacKenzie, Vice President Sales & Marketing, at 800/358.3600 x2160.

Clark & Reid Fine Furniture Service Joins the American Home Furnishings Alliance



Clark & Reid Fine Furniture Services has joined the American Home Furnishings Alliance. The Alliance is the world's largest organization dedicated to the home furnishings industry and is inclusive of furniture manufacturers, retailers and suppliers. Members gain access to a collection of collaborative benefits including participation in strategic annual meetings, industry advocacy, comprehensive industry data research, and group purchasing discounts.

As our Fine Furniture Transport division expands, it is essential to network and gain as much industry knowledge as possible to support our current and prospective clients. Clark & Reid Executive Relocation has been active in relocation councils and associations for many years; however, our membership in the AHFA marks our initial partaking in an organization focused solely on the furniture industry.

Clark & Reid Delivers Chairs to the President and the Pope

In April of this year, President Bush welcomed Pope Benedict XVI to the White House for his inaugural visit. During the arrival ceremony, both President Bush and Pope Benedict XVI sat in Harpswell Chairs designed and manufactured by Thos. Moser Cabinetmakers.

Adding to the excitement that one of Clark & Reid Fine Furniture Services' clients' work would be specifically requested for such an occasion, Clark & Reid had the pleasure of delivering the completed chairs to Washington, DC for the ceremony.

Congratulations to Thos. Moser Cabinetmakers for producing such highly regarded quality craftsmanship as to be requested by the White House!



Thos. Moser Harpswell Chairs



Thos. Moser Team With Harpswell Chairs



Pope Benedict XVI and President Bush During the Arrival Ceremony



Clark & Reid
INTERNATIONAL, INC.

Going Global? Your Passport to Business Card Etiquette

By: Neil Payne, Kwintessential Ltd (UK) <http://www.kwintessential.co.uk/>

When doing business abroad it is important to understand the local culture. Culture includes areas such as a country's norms, values, behaviors, food, architecture, fashion and art. However, one area of culture that is important for the international business person is etiquette.

Understanding business etiquette allows you to feel comfortable in your dealings with foreign friends, colleagues, customers or clients. Knowing what to do and say in the right places will help build trust and open lines of communication.

One aspect of etiquette that is of great importance internationally is the exchanging of business cards. Unlike in North America or Europe where the business card has little meaning other than a convenient form of capturing essential personal details, in other parts of the world the business card has very different meanings. For example, in Japan the business card is viewed as a representation of the owner. Therefore proper business etiquette demands one treats the business card with respect and honor. Below we have provided you with a few examples of international business card exchange etiquette that may help you on your business trips abroad.

General Business Card Etiquette Tips

- Business cards are an internationally recognized means of presenting personal contact details, so ensure you have a plentiful supply.
- Demonstrating good business etiquette is merely a means of presenting yourself as best you can. Failure to adhere to foreign business etiquette does not always have disastrous consequences.
- When travelling abroad for business it is advisable to have one side of your business card translated into the appropriate language.
- Business cards are generally exchanged at the beginning of or at the end of an initial meeting.
- Good business etiquette requires you present the card so the recipient's language is face up.
- Make a point of studying any business card, commenting on it and clarifying information before putting it away.

Business Card Etiquette in China

- Have one side of your business card translated into Chinese using simplified Chinese characters that are printed in gold ink since gold is an auspicious color.
- Ensure the translation is carried out into the appropriate Chinese dialect, i.e. Cantonese or Mandarin.
- Your business card should include your title. If your company is the oldest or largest in your country, that fact should be highlighted on your card.
- Hold the card in both hands when offering it.
- Never write on someone's card unless so directed.

Business Card Etiquette in India

- If you have a university degree or any honor, put it on your business card.
- Always use the right hand to give and receive business cards.
- Business cards need not be translated into Hindi as English is widely spoken within the business community.

Business Card Etiquette in Japan

- Business cards are exchanged with great ceremony.
- Invest in quality cards.
- Always keep your business cards in pristine condition.
- Treat the business card you receive as you would the person.
- Make sure your business card includes your title. The Japanese place emphasis on status and hierarchy.
- Business cards are always received with two hands but can be given with only one.
- During a meeting, place the business cards on the table in front of you in the order people are seated.
- When the meeting is over, put the business cards in a business card case or a portfolio.

Business Card Etiquette in the UK

- Business card etiquette is relaxed in the UK and involves little ceremony.
- It is not considered bad etiquette to keep cards in a pocket.
- Business cards should be kept clean and presentable.
- Do not feel obliged to hand out a business card to everyone you meet as it is not expected.