

PRECISION FORWARDING

Unit 1, 12-14 Mangrove Lane, Taren Point NSW 2229
Tel: 61 2 9531 8826 Fax: 61 2 9531 8827

WELCOME

STAFF ACHIEVEMENTS

Brett Murray
10 Years Of Service

INDUSTRY

Interesting Information

PERSONAL & BUSINESS GROWTH

The Superpower Of Reading

ABOUT US

Kane Ingram
Gary Hunt



Welcome to our May newsletter...

We have a lot to celebrate this month. We have a new employee who has started up in Melbourne, **Kane Ingram**, his main role is to develop new business. Kane has a wealth of knowledge and experience. If you have any Melbourne contacts you would like to share with us we now have just the right person to follow them up. We wish Kane all the very best and much success in Melbourne.

We are also celebrating **Brett Murray's 10 years of service at Precision Forwarding** on May 29. Brett is an asset to our business. He is much loved by his work colleges, suppliers, and customers. I am sure you would all agree Brett does an outstanding job and provides our clients with an impeccable service. He is always approachable, happy, easy going, and I am honoured he has been working with me for 10 years and hope he stays another 10 years and beyond. Thanks Brett for your friendship, dedication, and loyalty.

We are still looking for a Chinese speaking Sales rep to grow the China/Australia trade lane so if you know someone that may suit this role please feel free to let me know.

Thanks, Julianne



This month we celebrate Brett's 10 year anniversary at Precision Forwarding, here's what Alan and Belinda have to say about our much loved Brett

From Alan:

What can I say without making Brett's head swell, with nothing but a barrage of compliments.....

Let's start with me. I can promise the world to my customers, both potential and existing but if we can't or don't come through on those promises then what good are we? I tell each of my customers that I am only as good as my 'back-up' and I believe that we have the best people working for us. I've been in this Industry for over 45 years, I can honestly say, hand on heart, we have the best team & I know we can do all that is asked of us.

The true essence of a good agent is what they do when something inevitably goes wrong and unfortunately sometimes things do go wrong. It then that you rely so much on your agent to find a solution & quickly. Brett is that man, the guy just knows everyone in the industry. We at Precision know how to get things done, it's as simple as that. Also, and most importantly, the clients love him!

I can't compliment the man highly enough, he makes my job easier knowing the back-up that we all enjoy.

Well done Brett, keep up the great work.

PS The only down side is that he's a bloody Souths supporter.....wrong shaped ball.

From Belinda:

I have known Brett for over 25 years and worked with him for much of this. I have never heard anyone say a bad word about Brett, this includes staff, customers, suppliers, shipping lines, his wife and nor does he ever speak badly of others.

I have seen Brett train many staff members during this time and he has never gotten upset or impatient, even when the same question is asked over and over again. He treats everyone with respect and kindness

Brett is one of the good guys.

In 2000, Virgin Blue was launched with two aircraft operating on a single route. A decade on, with 91 aircraft in its fleet, Virgin Blue was losing money and market share and the future was unsustainable. This called for a major revitalization.

As part of the Virgin 'Game Change program' a new business strategy announced in 2010, Hulsbosch Marketing Firm was briefed by Virgin to 're-define the Virgin Airlines brand in Australia in direct challenge to Qantas, to elevate an under-dog to a genuine competitor.

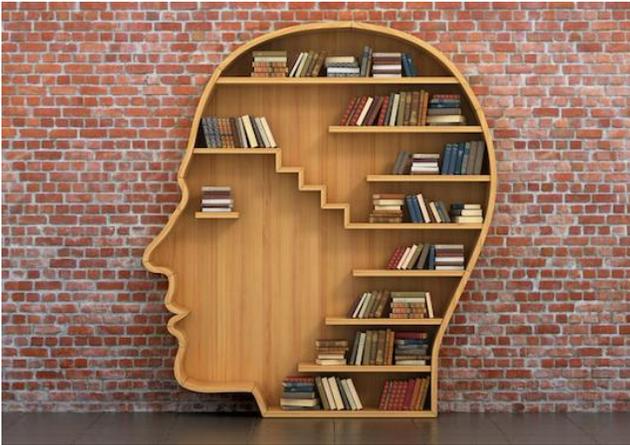
Hulsbosch's proposal toned down the bright red and some of the larrikin elements of the former identity to create a smarter, cleaner and more contemporary Virgin look to appeal to business travelers without alienating leisure guests. Virgin stands for pure and white, so Hulsbosch took ownership of white, adding the identity's red, plus silver for sophistication and purple to give the brand an edgy look. Source: www.marketingmag.com.au

Townsville-based paintshop, Flying Colours were employed to carry out the mammoth task. The 11-day process for each aircraft required 1,200 man hours, 18 painters and 260 litres of paint, director of Flying Colours Linda Armstrong said the turnaround time was non-negotiable, given the disruption it would cause the airline's schedule should an aircraft be unavailable at short notice. "There is no such thing as a delay," Armstrong said. "It is simply not allowed. No matter what happens during a repaint, it was our job to make sure that the aircraft was still delivered on that 11th day."

Sir Richard said the Virgin Australia brand represented a new chapter for the airline: "I'm absolutely thrilled with the new look and feel of Virgin Australia's domestic product and I know it will shake up the Australian travel market on a larger scale than it did 10 years ago." Source: www.traveller.com.au

[Click Here](#)
to view the
incredible time lapse
footage of the
painting process.





If you could pick one superpower, which would you choose? When a student asked Bill Gates and Warren Buffet this question Gates answered, “Being able to read super fast.” And Buffett echoed him, adding, “I’ve probably wasted 10 years reading slowly.”

Being able to read fast would be more powerful than super-strength, Gates and Buffett seemed to be saying. So, if two of the richest people in the world wish they could read faster, there must be a profound truth to that skill. And it all makes sense: Reading allows you to simulate the future and avoid the mistakes of others. It's the quickest (and easiest) way to get advice from successful business owners. And it's a great way to find personal mentors (authors). Reading is one of the best way to receive new ideas for your business.

From self-development to business best practices, below is a list of 9 incredible books, curated from the recommended reading lists of Richard Branson, Bill Gates, entrepreneur Andy Frisella, Forbes, Entrepreneur.com

1. The Magic Of Thinking Big by David Schwartz (Andy Frisella)

EVERYBODY is afraid to step out and attempt something great. EVERYBODY can struggle with self doubt and self-confidence. Very few people in life just have a natural sense of confidence. But you need confidence to be successful.

How do you overcome fear and get confidence? ACTION CURES FEAR. Here's the thing: When you are indecisive, or procrastinate something, that gives your brain time to think of all the way that things might go wrong. And that's what feeds fear. The longer you put things off, the greater the feeling of fear will be. But when you ACT, it's a crazy phenomenon: That movement creates confidence. Your body moves ahead and your brain says, “Well hell yeah, I guess we're doing this!”

2. Be Obsessed Or Be Average by Grant Cardone (Forbes)

Grant Cardone is an extremely well-known entrepreneur who has invested heavily in his personal brand and now uses his story to inspire and motivate others. In his book, *Be Obsessed Or Be Average*, his message to aspiring entrepreneurs is simple: you either demand that it happens, or it won't happen at all.

His recipe for success comes down to: setting big goals and reaching for them day in and day out, leveraging your money instead of spending it frivolously, and finally, using people's negativity and doubt as fuel for your fire.

3. Big Magic by Elizabeth Gilbert (Forbes)

The creative process is ethereal to most. It can be confusing and difficult, and as a result very few people have the patience to nurture their own creative thinking.

Here, Gilbert takes to the page to share her own perspective on the creative process, and how to best understand that tricky quality called “inspiration.” From attitude shifts to daily habits, this is a book about how to keep your creative juices flowing, no matter what.

4. How to Win Friends and Influence People by Dale Carnegie (Entrepreneur.com)

This is not necessarily an entrepreneurial book, but it teaches basic philosophies of working with and dealing with people. Unless you have such a disruptive and innovative technology that it will succeed regardless of your effectiveness as a leader, most successful businesses are built by people who are excellent at cultivating relationships. Carnegie very carefully, with case studies, stresses the importance of having an orientation outside of one's own self in all aspects of communication. Carnegie highlights how, in working with people, it doesn't matter at all what you want; you must instead think about how the other person benefits. It seems so trivial, but very few people in business actually follow these principles. Like Hawken, he provides you very basic principles, but illustrates them with a plethora of examples. After more than 70 years in print, Carnegie's principles are still just as relevant and influential today as the day the book was published

5. If I Could Tell You Just One Thing by Richard Reed (Richard Branson)

Richard Reed has an insatiable desire to learn what guides other people's lives, and he makes it known by asking anyone and everyone for advice. Reed brings together the best pieces of advice he's received over the years from notable celebrities, athletes, politicians, and entrepreneurs (Branson included).

'They highlight tangible lessons from a diverse range of interesting people, and I like to read a chapter every now and then to get inspired,' Branson explains.

6. The Law Of Attraction by Michael Losier (Andy Frisella)

"In the moment you think about a new desire, talk about it, write about it, put it on your calendar, or on a reminder note on your fridge, you have just begun the process because in each of these cases, you are giving your new desire attention, energy and focus."

MY TAKE: The reason I like this idea – the reason it has been influential to me – is that it recognizes that our THOUGHTS AND DESIRES AND WORDS are just like actions. The way we use them leads to results. There's a huge power in our thoughts and desires and words. They are assets that most of us don't use. We don't take advantage of them. But we do have to use them. We have to be intentional about using them. I just can't emphasize this enough: average people TALK and DON'T ACT. Moderately successful people ACT but maybe don't talk enough. But the elite people – the people on the highest level of success ACTIVELY THINK AND TALK about their plans and desires AND they ACT.

7. The Better Angels of Our Nature: Why Violence has Declined by Steven Pinker (Bill Gates)

Bill Gates took to Twitter to provide some advice to the graduating class of 2017, he recommended a book by Harvard psychology professor Steven Pinker called *The Better Angels of Our Nature: Why Violence Has Declined*. Gates said it is "the most inspiring book I've ever read." And let it be known that the Gates bump is real: Pinker's book is currently sitting at the number one spot on the Amazon bestseller list

8. Mindset: The New Psychology of Success by Carol S. Dweck (Bill Gates)

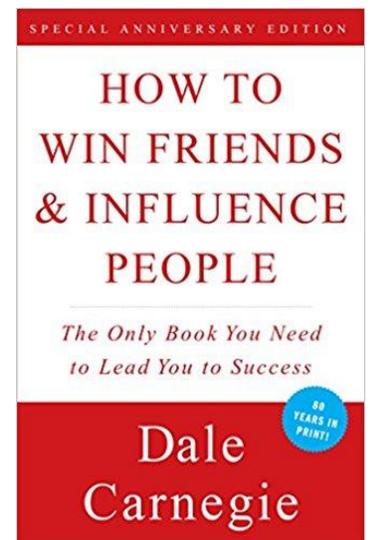
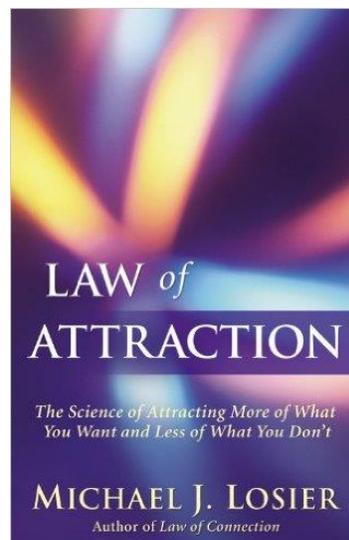
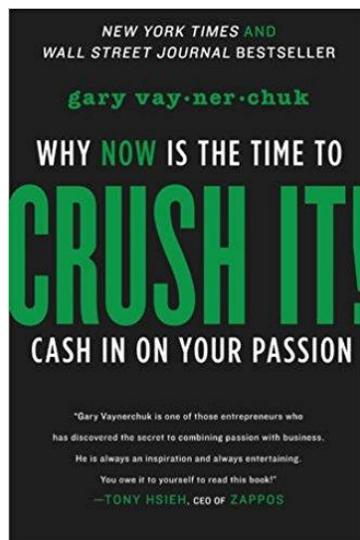
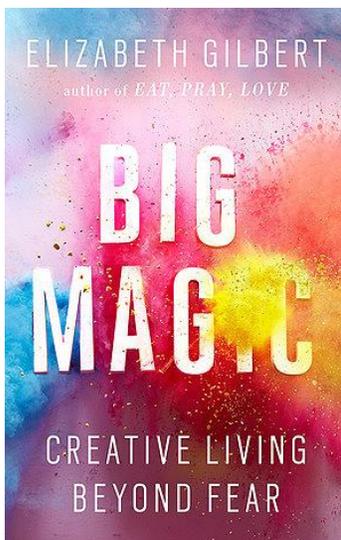
"One of the reasons I loved *Mindset* is because it's solutions-oriented. In the book's final chapter, Dweck describes the workshop she and her colleagues have developed to shift students from a fixed to a growth mindset. These workshops demonstrate that 'just learning about the growth mindset can cause a big shift in the way people think about themselves and their lives.'"

9. Crush It by Gary Vay-ner-chuk (Andy Frisella)

This is a classic. It's one of the books (along with Tony Hsieh's *Delivering Happiness*) that helped me become a millionaire. Some of the examples in the original version are now dated, but the principles are proven and timeless. This is a must-read for taking your passion or interests and building an empire.

(Entrepreneur.com)

If you're looking for "how do I get motivated to tackle something new, make some money and have a blast doing it," then this is the book to help you "crush it." . . . definitely worth a read.



Kane Ingram
Business Development Manager
Victoria

kingram@precisionforwarding.com.au

"I am a keen sportsman and like to keep fit. Sports I enjoy include AFL, not so much league or rugby (but don't hold that against me).

This will be my 12th year in the freight industry. I've worked in operational & customer service based roles as well as business development for the last 6 years.

The thing I love best about my job is liaising with customers and building up great working relationships and taking satisfaction in helping their businesses to grow.

I heard an interesting story a while ago about an import container arriving ex India which was unloaded at a customer's warehouse and along with their cargo they also had a couple of friends upon after opening the doors thousands of spiders came out to greet them.

One day I would like to travel to Canada.

Favourite place to eat out in Melbourne is definitely Japanese restaurant called Tookaiya, I'm a bit addicted to Japanese cuisine at the moment."

Gary Hunt
Import Operations
Sydney HQ

ghunt@precisionforwarding.com.au

"I think of myself as an outgoing person, I enjoy travelling good food and a couple of drinks. I also enjoy pretty much any form of motorsports. I used to own and drive a race car which I am hoping to get back into soon.

My career evolved into transport 5 years ago when a position in air exports came up with in the company I was working for. I stayed in that role for 2 years where I learnt the in's and out's of loose airfreight movements. Then I moved to one of the bigger forwarders where I specialised in unitised export air freight mainly with in the Trans-Tasman region. This allowed me to further my knowledge and to gain a greater understanding of the bigger picture of air freight. After 3 years a position opened up closer to home, at Precision where I am again challenged in learning the sea freight side of forwarding. I've been here close enough to 2 months and I am enjoying the challenge, my colleges and the clients.

One of most memorable moments I have experienced in the industry was when I arranged the export of a racing car of a motorsport legend "Jack Brabham" had built. He was an Australian Formula one champion in the late 1950's to mid 1960's. The person who had bought the car paid a phenomenal sum of money for it to be exported to the U.K. He was using the car as his 'ticket' to enter the motorsport event, "Goodwood Festival of Speed". I was lucky enough to be able to drive this historic race car off the truck in preparation for the export loading.

Two places which remain on my Bucket List are Japan and Hawaii. Japan because of the food, culture, big motorsport scene and technology to name a few and Hawaii because of the Island beach/city combo, nice weather and World war II history.

Favourite place to eat would be the humble sushi restaurant in Kirrawee that goes by the name of "MOIM". Not a fancy restaurant but the food in my opinion is unbeatable.