



STRATEGIC
WAREHOUSING

Beyond Four Walls

The Space You Need. Quality You Can Trust

Hello

One thing's for sure – there is no predicting the Minnesota summer. Near record breaking temperatures and tornadoes – and remember back to that early cold spell? Keeps life interesting, right? The other interesting thing on the Minnesota horizon has to be the continued economic improvement – albeit it slower than any of us would like. In June, the unemployment rate fell to below 7 percent compared to more than 9 percent nationally. And the business climate at Strategic Warehousing continues to heat up.

Here's wishing all of you a busy, profitable but fun summer.

3PL Industry Says More Not Less

Recently published notes from the 13th Annual Freight and Logistics Symposium held in Minnesota and chaired by the Center for Transportation Studies point to a brighter 3PL future. A panel of industry speakers gathered to debate the post-recession shape of the logistics industry and pointed to key trends expected for 2010 and beyond:

- More distribution centers, not fewer: consumer demand, fuel prices and the need for environmental protocols as part of everyday operations will drive a greater networking of distribution centers and warehousing.
- Reduced capacity from trucking companies: seeking to address losses on their balance sheets, trucking companies have been cutting capacity. The drop in capacity post recession is expected to create a shortage of drivers.
- Greater outsourcing from companies and manufacturers to 3PL providers: as companies continue to monitor their bottom lines, we'll see more partnering with expert logistics providers to allow companies to focus on their core competencies.
- Ongoing legislative struggle: there will be change in DC but nobody knows when. A transportation bill brought to the house by Congressman James Oberstar, Chairman of the House Transportation and Infrastructure Committee is expected to undergo many revisions due to concerns over funding infrastructure changes.



For more information:

<http://www.cts.umn.edu/Publications/CTSReport/2010/02/freight.html>

Laurie McGinnis
Director - Center for Transportation Studies
University of Minnesota

Customers In Their Own Word: BlueLine Food Service

Ever seen those signs on the back of a truck: "How's My Driving?" That same principle should be applied to however you run a business. At Strategic we like to check in from time to time and take a temperature check of how we're doing understanding our customers' worlds. Here's what Terry Justak of BlueLine Food Services says we add to his business:

"BlueLine is a major food distributor with distribution across the United States, Canada and Mexico. That means at any one time we have countless trucks and transporters in transit all over the region and often times the country. When that's the case we need a warehousing and 3PL partner that integrates seamlessly into our operations, that intuitively understands our business goals and daily needs and proactively gets out there in front of them. That's how we feel about Strategic Warehousing."

To learn more about BlueLine Food Services, visit:
www.bluelinedist.com.



New Member of the Strategic Family

Strategic Warehousing welcomes The Shipyard LLC to the family. The Shipyard, based in St. Paul, is a marketing and media production fulfillment company providing a wide variety of video, audio, CD and DVD production capabilities from early stage script writing to full production management.



Summer Fun Trivia

- The American Camp Association (ACA) says there are 12,000 summer camps nationwide and 10 million children attend each year.
- The highest recorded summer temperature in Minnesota was in Beardsley – 114 degrees F, July 29, 1917.
- Fireworks, a major milestone in the month of July, were invented in 12th Century China as a way to ward off evil spirits.
- The record for the largest firework display consisted of 66,326 fireworks and was achieved by Macedo's Pirotecnia Lda. in Funchal, Madeira, Portugal, on 31 December 2006.
- Popular legend says Richard Blechynden, an enterprising Englishman, "invented" iced tea while offering hot tea on a sweltering, humid, summer day to passersby during the 1904 St. Louis World's Fair.

**ENJOY THE SUMMER FROM EVERYONE
AT STRATEGIC WAREHOUSING!**