

EC Enhances Their Web Presence

New features present on homepage

Eastern Connection's web presence has been undergoing some big changes lately. The company is continuing to grow and evolve, and the EC website is beginning to reflect those changes. A new service level has been added into our offerings called "Brokerage Services". This recently developed offering allows Eastern Connection to continue its growth into a full service Logistics company.

In the news section there are two new articles, one featured in the current Parcel Magazine issue, one to be featured in the upcoming Parcel Magazine issue. Both were authored by company President & CEO, Jim Berluti, and discuss effective methods of shipping efficiently.

The EC home page has undergone several changes. The buttons that were previously on the homepage labeled as a few of our service levels have been replaced with a full, user-friendly listing of all of our service offerings. Along the bottom of the homepage we have added links to our industry affiliations, as well as a link to EC's brand new Twitter account.



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Regional Carriers on Twitter

Following suit with the majority of businesses in the United States, several Regional Carriers, including Eastern Connection, have begun posting on the popular social networking site Twitter. The site serves as a micro blog where news coverage and company announcements are linked from. To follow Eastern Connection's postings, visit www.twitter.com/EC_Logistics.

Second Quarter Industry Losses

Due to the state of the economy, UPS and FedEx have both posted severely reduced earnings in the second quarter of 2009. This is good news for shippers though, because it provides more flexibility in their discounted rate structures offered by the Nationals. Aggressive pricing tactics are being seen across the board from both large and small carriers. This, practice, however, has proven fateful for some smaller carriers who base their entire pricing structure upon a few key money making accounts.

Equifax, a consumer credit reporting agency, recently performed a study on small business bankruptcy statistics over the last 12 month period. According to the findings, the Transportation Industry has suffered the greatest loss in comparison to other business sectors. The hardest hit of the segment, however, are the asset based companies. With lowered shipping volumes spanning across all industries, and trucking freight loads consequently lightened significantly, fixed overhead costs are hitting small transportation businesses hard. Non-asset based transportation companies, conversely, are reported to have a much easier time surviving this recession. View Inc.com's article on the subject, <http://www.inc.com/news/articles/2009/07/bankruptcies.html>

Gearing up for the Parcel Forum

The Parcel Industry is gearing up for the biggest Parcel Shipping Show of the year, The Parcel Forum in Chicago, IL October 6-8, 2009. If you haven't heard of it before, be sure to check out the forum website at www.parcelforum.com. All of the major players in the shipping market will be present, and for the first time, there will be a "Regional Block" of exhibitors highlighting regional shipping advantages. This show is vital to shippers to be able to learn firsthand about marketplace trends and what their negotiating options are.