



DAN O'ROURKE

Check Us Out!

PARCEL is committed to keeping you up-to-date on what is going on in our industry. In order to best accomplish that goal, we've changed a lot over the past few years. From exclusively print, we've branched out to many different forms of communication — web, webcasts, face-to-face conferences, e-monthlies, broadcast news alerts, digital issues, etc. It has been an interesting transition, and it's ever-evolving.

One of the key components of our communication channels is the website. We recently evaluated our PARCEL website and realized it was getting a bit dated. It was time for a major facelift. So we've been developing, and the initial phase is complete — it's up and running and better than ever! Our staff has devoted considerable time and effort to be sure we can provide you with the information you need to compete successfully in today's parcel environment.

We're really excited about the entire site but especially excited about two of the new features: the LinkedIn group and the “rotating” columnists. The LinkedIn group is up and running with some top-notch parcel industry experts, including many of our regular contributors and our shipper advisory group as a beginning core group. Now, we want to expand our online community to include you, our subscribers. In order for this group to have real value to our entire readership, we need maximum participation. Check out the LinkedIn bunch, join and comment frequently. It is a great way to network without leaving your desk. You can start groups with your peers who are shipping similar products or volume or meet people prior to going to conferences. This online community is for you, *by* you.

The “rotating” columnists section will feature several industry consultants, vendors and shippers commenting on the events of the day and industry developments on a rotating basis. And they're columnists, so we'll basically keep our editorial interference “paws off” of what they have to say. It should make for some interesting and useful info.

We've also added more web-exclusive articles, a new and interesting products section, a jobs board (post away with any openings!), an industry events section and much more. And check out our videos, which will feature industry experts on various topics, especially current events and also our staff on publication changes and updates.

Please visit the new site, check it out, let us know what you think — and participate. I hope to see many of you at the PARCEL Forum in Chicago, October 5-7 (www.PARCELforum.com). It's going to be a great one!

As always, thanks for reading PARCEL.

A handwritten signature in black ink that reads "Dan O'Rourke". The signature is fluid and cursive, with a large initial 'D' and 'O'.

Correction: The article by Jim Berluti of Eastern Connection on page 26 of our May/June issue mentions that DHL has suspended Domestic Services. We want to clarify that DHL Express has suspended domestic services but that DHL Global Mail and DHL Global Forwarding continue to offer a domestic service.