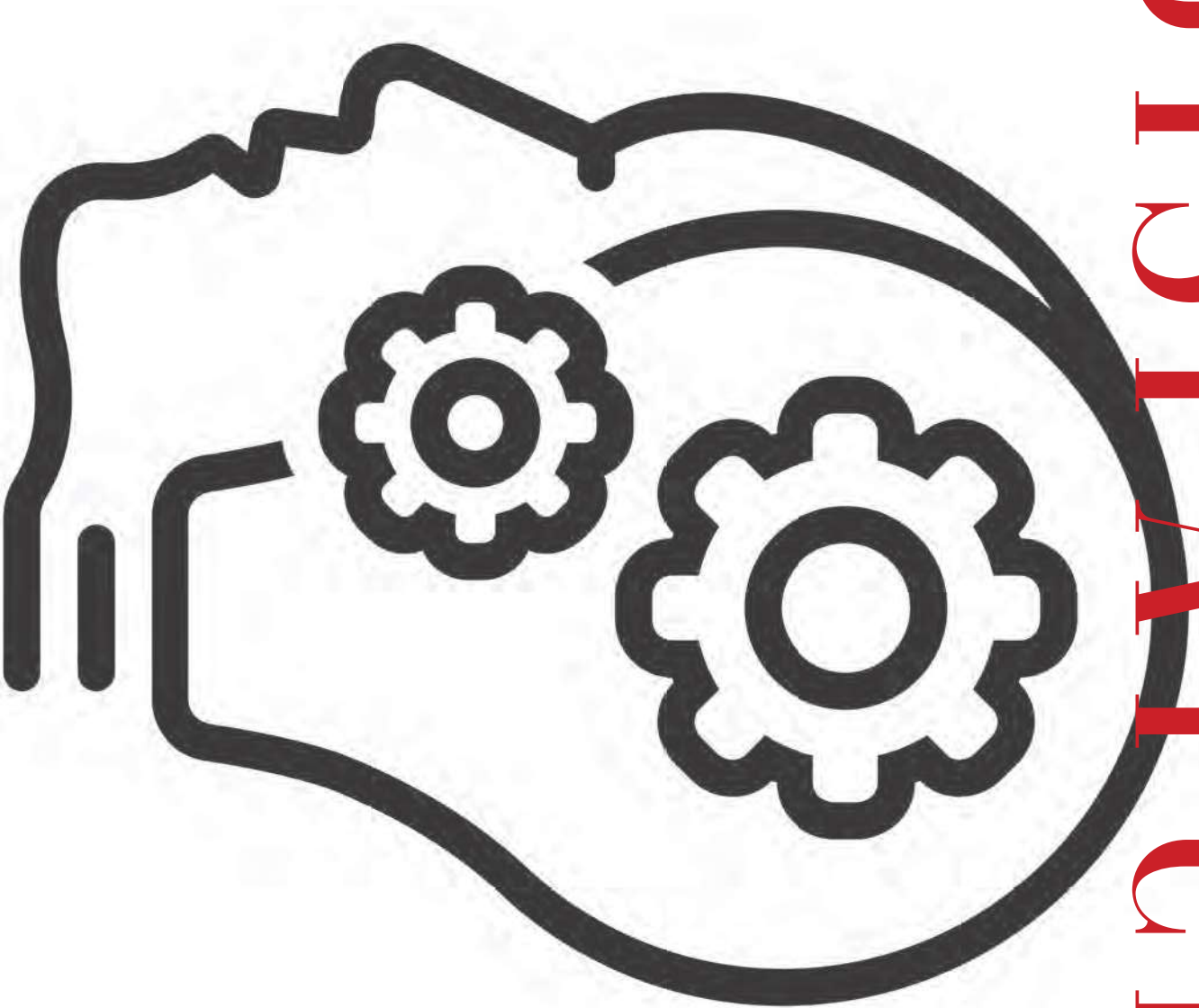




# DISPATCH



TWO NOTABLE NPSA  
MEMBERS RETIRE

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INTEREST RATES &  
WHAT THAT MEANS  
FOR YOUR BUSINESS

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SAFETY CORNER:  
GET SAFETY BEHIND YOU

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**Larsen Transfer Co. Moving & Storage - Richland, WA**  
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**Client Need:**

Dean Jackson, owner of Larsen Transfer Co. Moving & Storage a full service moving company serving the Columbia Basin of Washington & Oregon was looking for a way to avoid losing business to the local portable storage & moving companies. Dean realized that by offering a portable storage service for those do-it-yourself customers that did not want a full service move, that he could avoid losing this type of business. Dean needed a company experienced in working with full service moving companies, one capable of providing a portable storage and moving option. After looking in AMSA's Direction Magazine and IAM's Portal Magazine, Dean selected Universal Storage Containers (USC) as the best company capable of meeting his needs.

**USC Solution:**

Dean was able to take advantage of Universal Storage Container's experience in working with traditional full service moving companies to customize a portable container that could be used with their existing equipment. USC was also able to put the Larsen logo on the portable containers so it would look similar to the Larsen trucks. The USC service of being onsite during the delivery of these containers to train the Larsen staff how to assemble each container was of great value. Now Larsen does not have to turn away any business when the customer does not want the traditional full service move, but wants instead a less expensive do-it-yourself portable storage solution.

**Client Testimonial**

*"Universal Storage Containers was great to work with and made the entire process easy to add portable moving & storage containers to my existing business. Their costs were the lowest in the industry and their service was way beyond any other competitor. I would recommend USC and their products to anyone looking for a turn-key solution to get into the portable storage business."*

Dean Jackson, Owner

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## A Message from Mark DePasquale, NPSA CEO



"Rising a Mile High" is the theme of the 2022 National Portable Storage Association Conference & Trade Show, being held in Denver, CO. As Covid cases continue to decline here in North America and government bodies begin to relax mandates, members of the NPSA community are getting more excited about our upcoming event. The recent success, and high number of attendees at our Albuquerque, NM Fall Seminar, is proof that business owners are ready to get back to work...in person! With all health and safety requirements in place at the Gaylord Rockies Resort & Convention Center, the staff here at the NPSA is planning for our big return Back to Business!

Registration for the 2022 Conference & Trade Show is underway and we have already registered hundreds of attendees.

Exhibitors are filling up more than 40,000 square feet of convention space and planning to show off the latest and most up to date products and services supporting the portable storage industry.

Our conference agenda is taking shape and is filling up with a slate of tremendous speakers, important breakout sessions, panel discussions and intimate round table discussions. No matter if you are selling shipping containers, renting trailers or offering portable storage and moving services, our lineup is certain to meet your expectations.

After getting a chance to visit our Trade Show, enjoy a cocktail at the early bird reception and network amongst attendees, our conference portion of the event will kick off with an opportunity to meet one of the NFL's most recognizable names; **Keynote Speaker, Buffalo Bills, Hall of Fame quarterback, Jim Kelly**. Join us to hear Jim's story and to learn about his affiliation to the Portable Storage Industry. Other speakers lined up include:

- **Economist Dr. Anirban Basu, CEO & Founder of Sage Policy Group, Inc** will provide a custom presentation for our NPSA attendees when he speaks about the economy, specific industries dependent on portable storage and what you need to think about as we move into 2022.
- **Gerry O'Brion, former Executive with Coors Brewing Company, Proctor & Gamble, and Red Robbin** will provide us with the framework of influence that reveals how to become the #1 choice, even in a crowded market.
- **Cara Silletto, Owner, Magnet Culture and expert on employee retention** is returning from our Fall Seminar to share new ideas and strategies on how to keep employees longer. In addition to her presentation, "Staying Power", Cara will lead a separate breakout for members interested in building a staffing plan to help prepare your company for the future.
- In addition, look for sessions on requested topics such as Safety, Digital Marketing, and Roundtable discussions.

This event could not be possible without the support of our many sponsors. Their support allows us to be one of the few show organizers that include all meals, cocktails, and entertainment at an affordable attendee price. Stay tuned to hear more about your chance to win free containers on Monday, May 2nd.

It has been nearly three years since the last in-person Conference & Trade Show for the National Portable Storage Association and this one is shaping up to be the best one yet! We are looking forward to seeing you in Denver.

Thank You for your continued commitment to membership.

Respectfully,

Mark DePasquale  
Chief Executive Officer  
National Portable Storage Association

# NPSA Events

APR 30-MAY 2, 2022

CONFERENCE & TRADE SHOW  
DENVER, CO

SEPT 21-23, 2022

FALL SEMINAR  
PALM SPRINGS, CA

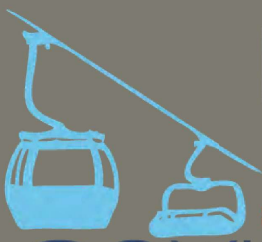
APR 2-4, 2023

CONFERENCE & TRADE SHOW  
LAS VEGAS, NV

MAY 5-7, 2024

CONFERENCE & TRADE SHOW  
WASHINGTON, DC

2022  
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Present 2022 Conference  
& Trade Show Keynote:

## JIM KELLY



## A Journey of Perseverance

Pro Football Hall of Fame quarterback whose hallmark as a player was his toughness on the field. Despite leading his team to an unprecedented four straight AFC championships, being “Kelly Tough” was not enough to score a Super Bowl win for the Buffalo Bills. Jim’s toughness has been tested time and again; not only did he lose his son, Hunter, but Jim has also survived three battles with cancer. Jim speaks about the ups and downs and the power of hope and faith and what it really means to be “Kelly Tough.” Join us to hear Jim’s story and to learn about his affiliation to the Portable Storage Industry.

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## GERRY O'BRION

WHAT BIG BRANDS KNOW

SUNDAY, MAY 1ST  
3:00PM - 4:30PM



## CARA SILLETTO

MAGNET CULTURE  
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# NPSA INDUSTRY LEADERS

TWO NOTABLE NPSA MEMBERS RETIRE

With a combined 80-plus years in the storage industry, Brian Fitzgerald and Joe Kent have some stories to tell.

Now that they are both retiring, they're sharing their experiences, words of wisdom and what's next.

## Brian Fitzgerald SeaCube Container Leasing



Who knew that lifeguarding would lead to a career in storage? Brian Fitzgerald was a lifeguard on the Jersey Shore when one of the beach club members asked what he was doing after college graduation.

"I said, 'I have no plans – I think I'm going to get drafted?'" Brian recalls.

But he didn't, and he followed up with that beach club member, who happened to be the general manager of United States Lines. Brian became a trainee, then moved to Chemical Bank's training program. Then, in 1978, he went to work for IteI Containers International Corporation.

"From that point on, I've been working in the industry for leasing companies that purchase equipment and lease to liner operators around the world," Brian says. "I worked in sales and marketing for all the companies I worked in and then moved into the disposal side of the industry – selling equipment to the NPSA membership."

All told, he worked for Genstar Container Corporation, PrimeSource Container Corp. and Carlisle Leasing International, which eventually became known as SeaCube Container Leasing. But despite the many company names, Brian has enjoyed many constants throughout his career.

"I enjoyed meeting people around the world and realizing that we all had the same interests and desires," he says. "Containers and the movement of product enabled me to travel and to help people solve problems and create solutions with containers."

Brian also enjoyed working on NPSA committees and being a part of strategic planning initiatives. He attended NPSA events and found them to be great ways to connect.

"I enjoy the friendships that I was able to develop through business. Many of the people I've met have become more

than just business associates, but friends," Brian says. "The common denominator is that everyone wants to work, live a good life, and the containerization and globalization of world economies brought us all together and enabled me to have a great career and meet people with similar interests all around the world."

To people just entering the industry, Brian suggests doing your homework.

"Be a student of the industry," he says. "Read periodicals, newsletters, papers, white papers, anything that really provides knowledge and helps you analyze trends to see the interlocking relationships that exist between economics and the movement of trade and how they impact business. The more you know, the better you'll be able to serve customer requirements."

After five months of helping transition his position at SeaCube, Brian is officially retired and hitting the slopes. An avid skier, he figures he will end up skiing 40 or 50 times this year. You can also find him bodysurfing, in a spin class or enjoying his family. And who knows – you might also catch up with him next time you belly up to a bar.

"Once the mask mandates are removed, I'd like to do some traveling with my wife," Brian says. "We enjoy distilleries and breweries and meeting people from all walks of life."

## Joe Kent Colorado Storage Systems



Portable storage can be like the mafia: it's a family affair. And just when you thought you were out, they pull you back in! Just ask Joe Kent.

Joe left his job in marketing at Conoco to start Colorado Storage Systems with his dad in 1983. They made official a side business that Joe Sr. had had for years.

"My dad was an electrical contractor," Joe says. "He would buy trailers to use on construction job sites. Then, when he got done with them, he'd bring them back to his lot. A buddy who was a contractor needed a trailer, so he'd rent it. Then next time Dad needed a trailer, he'd go buy one."

One trailer became two and soon Colorado Storage Systems was a busy place. This continued until 1998, when they sold their fleet of about 800 trailers to a subsidiary of GE Transport International Pool (TIP). This deal came with a five-year noncompete. But by 2003, TIP was out of the storage trailer rental business – and Joe's old customers asked him to jump back in.



In 2007, Colorado Storage Systems purchased a local storage container rental company that had about 600 units.

With both ground storage and trailers, there was a time when the company was the only one around that covered all the bases. But that wasn't the only secret to their success.

"Good customer relations and delivering a good product in a reasonable time – that was our model," Joe says. "And I will say this: NPSA really helped us out with best practices. Talking with the people who went to the tradeshow and conferences was invaluable. And over time, my wife and I have made some really good friends and business relationships with companies just like ours. Those friends are still very good friends today."

Joe served on the NPSA board and was CEO for a few years. But some of his most valuable takeaways came from one-on-one conversations with other members.

"When I talk to those guys, I can ask, 'What are you doing different?' or 'What do you use with this?'" Joe says. "That goes for both regular and associate members. It's really helped us."

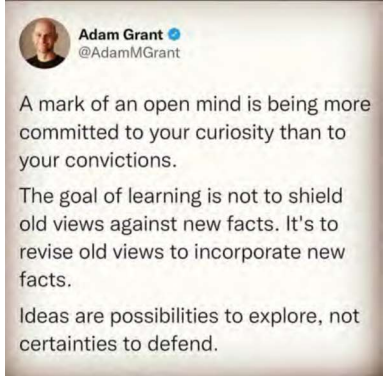
In 2006, Joe's son Rich joined Colorado Storage Systems. And Joe Sr. was an important part of the team until his passing in 2017. Recently, it came time for more change.

On Dec. 30, 2021, NPSA member American Trailer Rental Group (ATRG) purchased Colorado Storage Systems. It's a good fit for all involved, but a big change for the Kent family. Joe is still figuring out retirement, but he knows he'll keep busy. There's real estate to manage. And he's active in Shriners International, just like his dad.

"I have mixed feelings that we sold, but it was the perfect storm," Joe says. "We'll miss it, but I intend to continue to go to NPSA events for a while."

*Becky Brown is a freelance writer quickly learning all about the storage industry. You can reach her at [becky@wordsthatbite.com](mailto:becky@wordsthatbite.com).*

# MARKET TRENDS & STAYING SHARP



**Adam Grant** @AdamMGrant

A mark of an open mind is being more committed to your curiosity than to your convictions.

The goal of learning is not to shield old views against new facts. It's to revise old views to incorporate new facts.

Ideas are possibilities to explore, not certainties to defend.

This quote seems appropriate for all businesses operating in today's environment. Think of how rapid things have changed over the past decade and even over the past couple of years. The pandemic has affected us all, and businesses have had to adapt to the unpredictable circumstances forced on the populous. Normal business practices and methodology were forced to change to maintain existence.

But there have been other forces as well that influence businesses today. Innovative technology knocks on the door every day. Selling and marketing practices are dynamic, and what worked last year, or yesterday, is obsolete today. Recently I was having a discussion with a young man, who is half my age, about what was going on in his line of work. He works in investment management and private equities. He related a recent story about a fellow from Eastern Europe who had a yogurt manufacturing company with a stable of rather unique products. His business was on life support when something unpredictable happened. Kim Kardashian was traveling and complained about not being able to find her favorite yogurt products, and all the sudden over 300 million followers of KK became aware of the brand, and long story short, the manufacturer couldn't keep up with demand. The pipelines to big box retailers were greased, sales and profits went through the roof, and just recently he sold his business for huge capital gains (tax problem) and is moving from New York to Florida.

You get the point. Selling and marketing in today's world calls for the manufacturers and wholesalers and retailers to keep their fingers on the pulse of the market IN PERPETUITY.

Advertising and marketing to whatever customer base you targeted has changed radically and will probably change again rather quickly and unpredictably. This affects all elements of one's business. Product innovation and engineering, logistics, supply chain management, customer relations and oversight - all must be constantly monitored along with the selling initiatives and keeping programs of awareness and competitiveness not only fresh, but meaningful in today's constantly changing environment.

Staying on top of the latest technology, whether it's sales management programs or internal analytics, requires dedicated devotion. How brand awareness and demand is created today is not the yellow pages and dialing for dollars. Word of mouth, which has been dynamically enhanced by social media, will always play a major role. Therefore, the provider must do their part to ensure that customers highly recommend their products/services; and this is the result of competitive pricing, QUALITY product and five-star customer service.

Relationships are established on these foundational elements and are fostered and grown by constant communication and improvements. This is old school, but necessary old school, and even integrates into more modern marketing methodology via social media. It could be Twitter, Facebook, Instagram, or other mediums I'm not aware of, but the point is there are a multitude of ways the message gets out to the market and decision makers, and the authors are the users of your product/services. So, the task of the providers is to make sure their customers are a happy bunch and stay that way.

The absolute constant with market trends and technology is, as Bob Dylan creatively and predictably sang, "The Times They are a Changin'" and his using the present tense was indeed perspicacious. We live and operate in a dynamic world; and businesses, operators and managers must stay on top of the latest/greatest technology influencing consumers in their respective markets. If they don't, their competitors will, creating opportunities for lost sales and even worse, no growth.

Even through the pandemic and post pandemic periods, our industry has experienced growth, especially in the storage and moving sectors. In participating in round table discussions with executives and owners of storage and related businesses, the consensus was, and is, that the industry will continue to grow at above average rates. This is based on various intrinsic factors such as demographics, downsizing, relocation, construction - to name a few. The point is that growing industries attract more, well versed competitors. Therefore now, more than ever, it is essential to utilize technology to its fullest; and target this understanding and usage to a market that thinks and acts differently, researches differently and buys differently.

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# INTEREST RATES & WHAT THAT MEANS FOR YOUR BUSINESS

In today's world, new topics of media sensations are weekly occurrences. One subject matter that has been magnified for many months and remains relevant today is interest rates. As business owners, it is important to understand the impact interest rates can have on your business and how to minimize the negative effects.

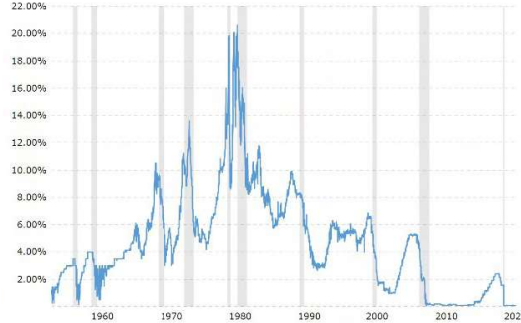
As reported in the last NPSA Dispatch, the inflation numbers announced by the government are significantly understated. The Federal Reserve has been using quantitative easing to inject money into the economy by purchasing government bonds. They are employing this strategy because they cannot lower interest rates that are already near zero. Extremely low

interest rates encourage a liquidity trap; a situation where people prefer to hold their cash given the low returns on alternative financial assets. Loose monetary policy and a historically low Federal Funds Rate combined with quantitative easing has created our current environment.

The Federal Reserve has not increased interest rates in over three years. According to Fed Chair, Jerome Powell, this streak will be coming to an end. The Federal Reserve made it clear they expect three or more rate increases this year, starting in March. According to Bloomberg, "The economists, surveyed between Jan. 14-19, were about evenly split between expecting the Fed to hike three or four times in 2022 in response to a stronger U.S. labor market and the highest inflation in almost four decades".

**So, what happens when interest rates increase?** Throughout history, we have seen periods of steadily increasing interest rates. In the early 1980s, interest rates soared to 20%. During interest rate increases, history reveals that businesses and consumers will cut back on spending causing a tightening monetary policy by the banks to be inevitable.

The historical chart shows the federal funds rate over the last 60 years. The federal funds rate is the interest rate at which depository institutions (banks and credit unions) lend reserve balances to other depository institutions.



### Impact on Businesses

If history repeats itself, we can expect banks to tighten their monetary policy and pass these costs onto businesses which in turn will deter borrowing and impact business spending.

It is important to note that experts do not believe we will see rate hikes as aggressive as we have in the past. Powell spoke of this by saying it is important to be "humble and nimble" and that "we're going to be led by the incoming data and the evolving outlook." Discussing the job market, Powell said, "There are many millions more job openings than there are unemployed people" and, "I think there's quite a bit of room to raise interest rates without threatening the labor market."

Increasing equipment costs have impacted every business. Global supply chains are struggling to produce and transport enough material to keep pace with the demand. There is optimism these rate increases will deter enough investment to allow the supply chains to "catch up." This is yet to be seen, however, and the impact will be unknown until the effect has already taken place.

According to the Federal Reserve Senior Loan Officer Survey, lending standards continued to ease in Q3 of 2021 while demand for business loans was strong. Currently, however, we are seeing inflation in the new and used equipment market. It is not uncommon to see a three-year-old piece of equipment selling at or near its initial purchase price. This marked inflation will cause banks to take a more risk-based approach to financing by tightening lending standards. **Should this happen, your business may need to consider using a nontraditional lender who can fund faster based on their risk tolerance and approval process.**

Purchasing equipment is a pivotal decision for any business owner. Spending cash or using an equipment financing

company to purchase the necessary equipment is a decision requiring analysis. Using cash to buy assets in a time of inflation is tricky. If inflation rises, cash will lose purchasing power and a dollar tomorrow will buy less than before. However, if inflation declines then that dollar spent yesterday will gain value today. **One way to limit this exposure is through equipment financing. This option guarantees a fixed monthly payment for a set number of months, ensuring no increase or decrease in your monthly payments.** This allows your business to budget accurately while providing security to your bank account.

Asset ownership is essential to the storage industry. Asking the right questions and finding a lending provider that is knowledgeable within the industry is crucial. During times of inflation with the increasing price of goods and rising interest rates, your resource to capital is more important than ever.



Kayl Barkley is a certified public accountant and the manager of Acquipt, a financial service company. As a proud partner of the NPSA, he and his team provide exceptional knowledge and service to the storage industry. Check out [www.acquipt.com](http://www.acquipt.com) or call (316) 247-5854 for more information.

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Contact Chuck Mangum at 770.734.1505 or [chuck.mangum@leavitt.com](mailto:chuck.mangum@leavitt.com)

\*Endorsed provider of insurance for the NPSA



## HOW TO PROTECT YOUR CONTAINER BUSINESS FROM FRAUD & SCAMS

Protecting your portable storage company is understandably at the forefront of your mind, especially in light of the last couple of years that have posed even more challenges for an industry in flux. Unfortunately, the container business is just as vulnerable to fraud and scams as other businesses.

But the good news is, the shipping container market is expected to continue its strong [growth](#) between now and 2026. Sadly, where growth happens, there are people out there who will take advantage of it.

COVID-19 brought a whole new set of challenges to legitimate businesses who unwittingly suffered from the actions of fraudsters looking to make a quick buck. Many

reputable shipping container businesses are now pawns in [elaborate scams](#) that are targeting unsuspecting victims who want to make a shipping container purchase online, sight unseen.

As you can tell, this opens up the door for scammers to take advantage of people's fears throughout a pandemic that has turned everything we know about commerce on its head. Sustaining your business in these uncertain times means being ever-vigilant about preventing vicious outside attacks.

And with frauds and scams on the rise in this industry, this may leave you wondering: how can I protect my [portable storage](#) container business from the most common frauds and scams?

*Continues on page 20*



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### Fraud in the Container Industry

It's common for scammers to use the addresses of actual, reputable businesses as a way of adding legitimacy and concealment to their schemes. That's what happened in the example in the link above. At first glance, these scammers look legit – they have professional-looking websites and even have high-quality photos on there. But if you look closer, the lack of specific business information is alarming.

The scammers are promising shipping containers online like the ones in their photos (lifted from area business websites and stock photo sites), requiring payment up front before delivery of the unit sight-unseen, and thus duping customers out of thousands of dollars of their hard-earned money.

Such fraudsters have been taking advantage of global supply shortages and skyrocketing prices for a couple of years now. The high prices are all too real, rising to \$9,371 for a 40-foot container – a 370% increase from August 2021 to August of 2022, according to [Financial Review](#).

### How to Stay Protected

There are ways you can protect your shipping container business and website from becoming the victim of a scam. Here are some tips:

#### 1. Make sure your website content management system is up to date

There's a big advantage to using a CMS with lots of useful plugins and extensions, but this can also introduce risk. In fact, vulnerabilities in a CMS's extensible components are the top cause of website infections. The code of these open-source software programs is easily accessible to hackers, who will seek out security vulnerabilities that put them in control of your website by exploiting weak areas.

To ensure your website doesn't get hacked, always make sure your content management system is up to date, as well as any plugins, apps, and scripts.

#### 2. Install plugins to monitor security

Enhancing your website with security plugins can be very helpful, as these can help guard against hacking attempts. Many security plugins are free, so there's no reason not to use them. But once there, you have to make sure they are updated regularly so they can best monitor potential security threats and hacking attempts.

#### 3. Take customer complaints and feedback seriously

If your customers report other sites or strange posts online, take their complaints and feedback seriously. Ignoring it won't make the situation go away. In fact, it will only get worse as scammers realize you can be taken advantage of. Doing something now to nip it in the bud will not only ensure your business stays protected, but it will ensure no other business has to go through what you did.

#### 4. Go to the authorities

If you suspect fraud related to your business, don't hesitate to go to the authorities locally, visiting the fraud division of your local police department. They can get the ball rolling, make sure your suspicions are on file and kick start local investigations.

Government agencies use scam reports to track scam patterns, allowing them to potentially take legal action against a company. You can report scams and frauds to the U.S. government [here](#).

The best course of action is to prevent a scam before it happens. It starts with strong web security and shrewd diligence on your part. We hope these tips have been helpful to you.



*Ben Wright, Founder/CEO of Today's Local Media, a website design and SEO company. He and his team have over a decade of experience in local search, website design, and social media. They've built hundreds of websites and helped many NPSP members drive more leads online. For a free marketing audit or to learn more, visit [www.todayslocalmedia.com](http://www.todayslocalmedia.com) or give them a call at (972) 479-5009.*

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# SAFETY CORNER



## GET SAFETY BEHIND YOU

### HOW TO ENSURE TRAILER SAFETY IN THE FIELD

It's a wild world out there and you can't control all the factors outside of the yard. So it makes sense that the majority of recordable injuries in the portable storage industry come from driver teams.

How can we protect our people when delivering and picking up containers in the field? Visiting with industry leaders, we've identified some best practices that can help prevent injuries, avoid accidents and decrease incidents as a whole. Take note – and let us know your thoughts.

#### People

In the yard, leadership can do inspections and make sure protocols are being followed. But it's out in the field where things can get dicey. Here are two big ways you can protect your human resources:

- **Empower your employees.** When drivers have stop-work authority, you always have someone who can pull the reins when necessary. When an employee can listen to their gut about a potentially dangerous situation and stop work without worry of repercussion, you have a safer workforce. And when your people know that you value their wellbeing not just on paper, but on the road? You strengthen the relationships you have with your workers.
- **Prevent injury with proper technique.** You'd be shocked to hear how many drivers require rotator-cuff surgery after throwing straps over a container. For some companies, guidance about throwing straps underhand instead of overhand has reduced these injuries. Another operator trains drivers to stay down while delivering containers so as to avoid head injury. Yet another operator saw an injury that occurred when

a bed was swept while tilted. Simple reminders about the best way to complete tasks safely can prevent costly injuries and time off.

#### Equipment

The right tools make any job easier. In the world of portable storage, that means proper maintenance and keeping an eye out for equipment that can make the job safer. Here is some gear that's made a big difference to the people we talked to:

- **Cables vs. chains for loading:** Some people are moving away from straps. One operator we spoke to said that the switch from straps to chains has reduced rotator-cuff injuries and strains.
- **Straps vs. chains for securement:** When you're looking at new equipment, consider the pros and cons of cable vs. chain drive loading systems. These discussions and decisions can greatly impact your safety program.
- **Anti-slip paint:** It sounds fancy, but we know paint with sand added when we see it. The good news is that this is an easy DIY that you can add and reapply as needed. There's no excuse for any slipping hazards. For the cost of a can of paint and a bag of sand, you're set for a long time.
- **Lights:** Traditionally, drivers have added lights as needed. But it's often a safety measure that you don't think about until you really need it – just ask anyone who's delivered a container at dusk. Extra lights in the truck or added to the trailer can illuminate the work area and help keep everyone safe.
- **Remotes:** While not possible for all operators, some operators referred to remotes as game-changers. Remotes help drivers stay as far away from dangerous operations as possible. You can get remotes installed on existing equipment, although the cost can be prohibitive. But it's worth checking out remotes when it's time to purchase new equipment.

No matter what equipment you have, pre- and post-trip inspections will help you make the most of it. This maintenance includes making sure that tires, cables and fluids are all in good shape. One operator we spoke to reported that in addition to pre-and post-trip inspections, weekly assessments with a paper trail have helped keep equipment in tip-top shape while reinforcing a culture of safety.

#### Laws

The Federal Motor Carrier Safety Administration has laid out the legal responsibilities each operator has for securing cargo. When in doubt, check out FMSCA 393.126 for the lowdown. While state laws can sometimes come into play, the federal regulations cover most situations. Talk to your safety lead and drivers about your obligations in securing containers.

You also need to be aware of local laws and be familiar with the roads your drivers travel. This means everything from avoiding low bridges to finding routes that steer clear of parkways and residential areas. A little local know-how and commercial GPS options can help your drivers make smart navigational choices.

#### Additional safety measures

What other tools and behaviors help your team be as safe as possible? Let us know in the NPSA community forum.



The safety section of the forum is the place for honest and open conversation around keeping our people and property out of harm's way.

Got an idea for a future Safety Corner article? Let us know! Bring it up in the NPSA Community Forum, Or email Joel at [joel@npsa.org](mailto:joel@npsa.org) or Kaylee at [kaylee@npsa.org](mailto:kaylee@npsa.org) with your thoughts.

*Becky Brown is a freelance writer quickly learning all about the storage industry. You can reach her at [becky@wordsthatbite.com](mailto:becky@wordsthatbite.com)*

## Our Partners 2022



# WHY BUSINESSES ARE MOVING THEIR MARKETING EFFORTS TO TIKTOK

TikTok has rapidly become one of the most popular and talked about social media platforms. However, in the world of digital marketing, it doesn't measure up. In 2021, according to Statista, roughly 93 percent of marketing specialists stated that they used Facebook as part of their digital campaigns. In contrast, marketers in 47 countries did not select TikTok as their favorite app. So, why give TikTok, an industry trend app, a chance?

TikTok is one of the fastest-growing social media platforms in the world and a potential advertising oasis for the shipping container industry. Creating fun video content that your audience will enjoy doesn't require a huge marketing team. All you need is a phone, the app, and the drive to try something new and stand out in your field.

## Advantages of Marketing on TikTok

### Exposure

TikTok's exposure potential is unmatched with its 2 billion downloads and position as the most downloaded social app. The volume of users and the rapid growth means it can provide a huge audience for your shipping container business.

### Brand Marketing Capabilities:

- TopView Ads: pops up when the app is launched.
- In-Feed Ads: appears between organic videos
- Branded Hashtag: sponsored hashtag that encourages users to create content
- Branded Lenses: Similar to Snapchat lenses, it is a branded filter.

### Hashtags Stats:

- #shippingcontainer = 36.6M views
- #shippingcontainerhome = 5.1M views
- #storagecontainers = 4.1M views

### Education

A happy customer is an educated customer. And in the shipping container industry, many things are happening that your audience is unaware of. Educational content is an excellent way to inform buyers about shipping containers. Tell them about the different sizes of containers, their uses, the shipping container crisis, etc.

### Connection

By using TikTok, you can authentically connect with a global community. As a result of getting more exposure, and educating your audience, you'll be able to connect with buyers in a way you've never imagined.

### Storage Container Connections

Containers are commodities, so from the side of the road, they often look identical or perform similarly to their competitors. But your brand is an entirely different entity. If you create interesting short videos on TikTok, people will flock to you for their storage needs.

### Who do you think people will buy from in these two examples?

**Company A:** Sells storage containers and doesn't do any marketing. Clients aren't familiar with the company's name or aren't familiar with anyone at the company. The company website is dated and the site just includes pictures of metal boxes.

**Company B:** Has a robust online presence with multiple videos explaining how to choose between various grades of containers. The company owner, Bob, smiles in all his videos and invites people to come to visit him in his yard with the promise of hot bagels and free coffee. Bob also has a love of motorcycles and stores his motorcycles in his containers for customers to see when they visit his yard.

Who would you pick? Connection is not about the product but the stories you tell about your company and the value you provide to your customer base that's easily accessible like the content on TikTok!

### How to Gain an Audience

#### Share Valuable Information

Unlike other social media platforms, when it comes to TikTok you want to make sure that everything you share has valuable information.

To create and share valuable information, collect all the questions that customers ask you or your salespeople daily. Once collected, think about how to answer those questions creatively. Some people like to play music in the background - How about that song "Bad to the Bone" - while a stream of questions come up that you answer using just text. Simple but very effective.

*Continues on page 26*

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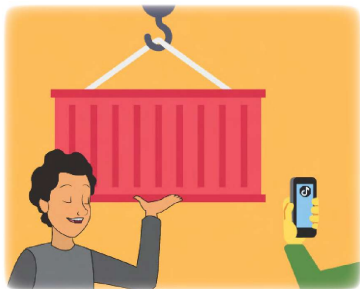
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**Be Consistent**

Like any other social media platform, consistency is key. You should be posting regularly and following best practices. At first, you may feel like your content isn't receiving the attention you think it deserves. This may tempt you to stop posting. If you want your account to grow, you need to be patient and persistent.

We know of at least one business owner that schedules his TikTok content creation for every day 11 am to 11:30 am and makes it a point to put it on his calendar to make sure it happens daily. You may want to do the same thing.



**Utilize Business Tools**

The TikTok Ads Manager allows you to target your customers and generate results fast. Once in the app, simply choose your goal, select your audience, set your budget, and finally design and upload your video ad.

**Is Your Audience on TikTok?**

Although TikTok currently seems to be a Generation Z trend, most of the major social media platforms started with a predominantly young audience. Nonetheless, that doesn't mean a larger audience isn't already using the app. Millennials, GenX, and even baby boomers make up 59 percent of the app's users. Additionally, TikTok's variety of content means there's something for everyone. So why not your storage container business?



**Conclusion**

The reality is that TikTok will continue to grow from here. Taking over traditional forms of social media, TikTok has created a new wave of creativity among all types of businesses, including the storage container industry.

The longer you wait until you have everything figured out, the longer it will take you. Simply download the app and get started.

*Vanna Vasquez, Content Marketing Specialist at 360Connect. 360Connect helps Container dealers improve sales and grow their business | [www.360connect.com](http://www.360connect.com) | (888) 259-6606.*



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# EARTH DAY: “GOING GREEN” IN THE CONSTRUCTION INDUSTRY



Global organizers of Earth Day announced that the theme for 2022 is Invest in Our Planet—which aims to promote a sustainable environment that prioritizes creating a fair global economy, preserving human life and natural resources.

The campaign mirrors similar calls from environmentalists and advocates for engineers and construction organizations to adopt sustainable business models in their day-to-day operations.

#### Sustainable Construction: What is it?

Sustainable or green construction emphasizes a need for global efforts to minimize depletion of natural resources, cut environmental hazards, and increase awareness and advocacy for a healthy environment. Construction designers historically focus on performance, cost, and massive use of raw materials.

*'Key principles within green construction operate on the foundation of conservation, reuse of resources, recycling/renewable, protecting nature, the use of non-toxic materials and quality results.'*

Economists project that construction companies will generate revenue close to \$17 trillion by 2025- with North America taking a 26% stake in the market. The pandemic and inflation have changed the industry as rising costs of building materials have resulted in a profit loss of close to \$61 million in GDP.

#### The Gradual Shift in Green Construction Practices

The construction industry accounts for close to 40% of CO2 emissions. The sector faces challenges in keeping environmental sustainability and managing the cost of raw materials while meeting regulatory measures when

developing guidelines within each stage of development. Organizations like the World Green Building Council focuses on climate action, incorporating natural systems and circular economy strategies in building practices that have sparked a change in development globally. Green advocates emphasize that these practices will help the job market by creating green jobs, addressing labor shortages, managing rising costs during the project's life cycle, and increasing the return on investment (ROI) in the green infrastructure.

Here are three ways how the construction industry can implement a comprehensive plan that embraces the lean philosophy:

#### » Sustainable Project Management Software.

Lean manufacturing focuses on value maximization and waste reduction. Engineers and construction companies must focus on time efficiency and how to use every available resource on a construction site. Advanced construction software replaces paper in the digital age, maintains efficiency, and scales time-to-completion on projects.

The pandemic has heavily affected supply chain management, including material shortages, freight delays, and commercial truck shortages.

Planet Together - an advanced planning and scheduling platform, believe that designing sustainable methods requires implementing an integrated process with

systematic decision-making capabilities that save money and allow initiative-taking planning to address uncertainty during the process.

» **Use Alternative Materials.** One of the most wasteful practices in construction is excessive building materials. Concrete production produces 1.6 billion tons annually and close to 10% of carbon dioxide (CO2). The cost of raw materials and the supply chain effects are shifting.

Concrete blocks, bamboo, plastic waste, and green concrete are sustainable options to consider—the use of these decreases the depletion of natural acreage and lowers energy costs.

The insulation industry offers a wide selection of eco-friendly options, like the one-step installation of continuous panels suitable for interior or exterior wall surfaces and portable units.

When modified with sustainable insulation, portable containers protect tools from harsh climates on construction sites, supply a barrier to moisture, and regulate the environment within the unit.

» **Renewable Energy Workforce.** As sustainable design and wellness factors influence sustainable construction, the

*Continues on page 30*

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demand for green-certified professionals in the commercial and residential sectors has increased exponentially. Renewable energy jobs account for close to two million positions in the construction sector. Green construction requires professionals with a wide range of skills to help design, build and maintain green infrastructure. Electricians and construction managers are some of the fastest-growing careers within the green sector.

Government incentives and tax reductions for companies that invest in green infrastructure are increasing to attract businesses. These perks save money in the long run.

As the demand for affordable housing and customized office space grows, the portable storage container business can create more job opportunities. The units help the environment, promote upcycling, are compact and economical.

**Working Together to Preserve the Planet**

Sustainable practices within the industry have grown as the improvement of supply chain management technology, and lower costs have allowed engineers and companies to adapt to change. The industry can build a pathway to answering the growing demand from advocates and consumers who want a cleaner future and protection of the planet.

The tangible benefits that we'll see in sustainable construction will reduce carbon emissions, create value and equity within the workforce, provide access to affordable housing, and preserve the quality of life.



Shana F. Payton is a Certified Digital Marketing Professional (CDMP) with over ten years of experience specializing in SEO, copywriting, and brand design. She currently works as the Digital Brand Specialist with InSoFast, a leader in the eco-friendly insulation space. Visit our website: [www.insofast.com](http://www.insofast.com) or call 1-888-501-7899 to learn more.

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# FIVE HOT BENEFITS FOR SMALL BUSINESSES TO HELP ATTRACT WORKERS



Many smart business owners are offering innovative perks to further entice workers to work for them.

It's no secret that there's a significant labor shortage and that finding good workers is among the top challenges facing most small businesses. Of course, in times of low supply and high demand, costs go up, which is why many companies have been increasing compensation to attract employees.

So much so that payroll firm Paychex has reported that the average hourly wage has reached an all-time high of \$30 and that overall compensation paid to employees has increased more than 11% over the last 12 months, according to the U.S. Bureau of Economic Analysis.

But it's not just about wages, it's also about benefits. Smart business owners I know are offering innovative perks to further entice workers.

Here are five that you may want to consider for your business.

## Better and more flexible hours

If the pandemic has taught us anything, it's that many employees are able to get their jobs done even when they're not in the office. And, as countless surveys have proved, employees very much want this type of benefit. So whether it's a flexible paid time-off plan, a work-from-home program, or the ability to stagger hours and work whenever and wherever, this is a benefit that's critical for attracting and retaining employees this year.

"We have five different shift times so that we can be flexible around people's livelihoods," said Molly Siciliano, a human resources manager at Evolution Gaming Ltd, an online gaming and casino company with studios in Philadelphia and Atlantic City. "It's the best of both worlds. People prefer to work different times of the day due to their family situations and we can help accommodate that."

## Mental health

Mental health is a top priority in 2022. Cheryl Kiley, a managing partner at employee benefits firm Fairmount Benefits in Radnor, has seen a "strong desire" by her clients to help their employees with mental health issues. Whether it's through health insurance coverage, or through coaching, counseling or making available such services as BetterUp and Talkspace, many companies are revisiting their mental health benefits and making sure both prospective and current employees are fully aware of what's available. That's because, thanks to the pandemic and attention from such celebrities as tennis star Naomi Osaka and Olympic gymnast Simone Biles, mental health awareness is high and many employees — particularly younger employees — no longer view depression, anxiety, and other similar issues as a stigma.

"It's become a very popular — and important — benefit to provide," Kiley said. "We've been helping many clients enhance these benefits with their current health care provider."

## Health care

Many employers this year are also boosting their core health benefits, according to Robert Deninno Jr., a principal at Precision Benefits Group in Philadelphia. For example, Deninno said that if you're not already offering a health savings account with a high-deductible

health plan then "you're doing your employees a disservice." A health savings account allows both employees and employers to contribute pre-tax dollars that can be used to pay for such non-reimbursable health expenses as eyeglasses and diagnostic tests.

In addition to health savings accounts, Deninno has also seen many of his clients extend their health care coverage beyond just workers to include their families. "It's an opportunity to provide even more coverage without having to change plans," he said. "And it's become a popular option, probably because of COVID fears."



Continues on page 34

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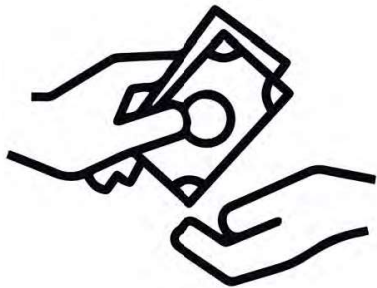


**Student loans**

Student loan reimbursement is another hot benefit. Many companies are taking advantage of existing tax deductions and new incentives available thanks to legislation before COVID that not only encourage helping their employees pay down student loans but also provide for other types of educational assistance.

Sure, there's a chance that the government may one day forgive some of the college-related debt that is burdening so many workers. But for now, many employers are stepping up and offering to help pay down loans using such services as Tuition.io and Savi.

"These are powerful platforms," said Alan Kaplan, who runs executive recruiting service Kaplan Partners in Wynnewood. "It's a bit of a differentiator because a lot of companies are still not doing it. And I believe many young people graduating with so much debt really appreciate it."



**Fringe benefits**

Finally, consider the fringes. Kiley's company offers fringe benefits through Fringe, where employees are given points by her company and then can use those points to choose from more than 130 different types of fringe benefits offered on the platform ranging from gym reimbursements and lunch stipends to financial wellness apps and life and career coaching.

"You can offer these benefits on your own, but it takes a lot of administrative time, which is why we enjoy the Fringe platform," she said. "We also use it as a reward system instead of just a benefit platform and our people love it."

One other thing worth mentioning, because it's overlooked by so many employers and their workers: education.

"Too many of our clients aren't fully leveraging what they have," Deninno said. "I tell them to let me come in and brag to their employees about all the benefits their company offers because they're probably not aware of them all."

*This article was originally published to the Philadelphia Inquirer on January 25, 2022.*

*Gene Marks is a certified public accountant and the owner of Marks Group, a technology and financial management consulting firm in Bala Cynwyd. All of Gene's columns can be found at [www.genemarks.com/blog](http://www.genemarks.com/blog)*

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# WEATHERING THE STORM WITH AN UMBRELLA POLICY FOR YOUR BUSINESS



How would your business be affected if you were faced with a lawsuit that exceeded your insurance limits?

Steve and Lisa dreamed for years of running a pizzeria. After years of saving, researching business strategies, and experimenting with recipes, they finally opened S&L's Pizza Place.

Shortly after celebrating their fifth year in business, Steve and Lisa received a terrible call in the middle of the night informing them S&L's Pizza Place was on fire. They arrived shortly after to discover their business engulfed in flames. An adjoining business had also started on fire, and by morning both businesses were destroyed. The subsequent investigation revealed the cause of the fire to be faulty wiring in the pizzeria.

Because the fire destroyed a neighboring business, Steve and Lisa ended up in a legal battle with the other business owner, resulting in a \$2 million settlement, attorney fees, and court costs. These expenses exceeded the limits of their liability insurance policy.

This is an example of a situation where a commercial umbrella insurance policy could take effect and ease the financial burden of a lawsuit.

## What is Commercial Umbrella Liability?

A commercial umbrella insurance policy is an extra layer of liability insurance. This coverage protects a business when the cost of claims exceeds the limits of their primary liability insurance policies. Without this coverage, a business owner could be left paying legal fees, medical bills, and damage expenses.

## Why Do I Need a Commercial Umbrella Policy?

Lawsuits are an increasing risk for many business owners. While implementing safety measures is important, there is always a risk of something occurring beyond your control that could result in a lawsuit. Your business insurance provides some liability coverage, but a single lawsuit could easily exceed your policy limits.

Consider the implications of a lawsuit against your business. How would you pay attorney fees and court costs? If a judgment is rendered against your business that isn't covered by your liability policy or exceeds the policy's limits, what would happen? Your assets and future revenue will be on the line – putting yourself, your employees, and your business at risk.

## What Puts My Business at Risk?

Some factors that may increase your need for an umbrella insurance policy include the following:

- Having a business that is open to the public.
- Doing business on property owned by someone else.
- Serving high net worth clients.
- Having employees who drive as part of their work responsibilities.
- Doing business with clients who require higher insurance liability limits than what you have on your underlying policy. (Your underlying policy is the initial policy that will respond to a covered loss).
- Engaging in business activities that have a greater chance of employee injury and/or property damage (i.e. construction or manufacturing).

## How Does an Umbrella Policy Work?

An umbrella policy takes effect when your other liability insurance coverage limits have been reached. This coverage increases and broadens liability coverage, filling in gaps left by the other coverage that you have. An umbrella insurance policy can provide coverage for some liability exposures that are not covered by or that are excluded on the primary insurance policy.

A commercial umbrella insurance policy protects your business from liability claims, including:

- Libel
- Reputational damage
- Vehicle accidents
- Product liability
- Customer injury (i.e. slip and fall injuries)
- Workers compensation
- Third-party property damage

An umbrella policy covers the same types of costs as a business liability insurance policy when your company faces a lawsuit – including medical expenses, attorney fees, court costs, and damages.

## How Much Coverage Do I Need?

The amount of liability coverage you have should align with your risk exposure. For example, a business with a storefront has customers on their premises on a daily basis, which means more risk of someone getting hurt on their property. An online business without a storefront has a lower risk exposure in this area.

*Businesses that are especially vulnerable to certain risks will need more coverage than those with limited exposure to those same risks.*

The cost will vary, depending on the amount of coverage you purchase and your risk exposures – including the type of work you do and the size of your business. Industries that are deemed to be more high risk, such as health care or construction, will pay more for a policy.

It is important to discuss your specific needs and risks with your insurance agent to ensure you have the right coverage for your business. You don't want to waste money on coverage you don't need, but it is important to have the right type and amount of coverage to protect your business. If you need higher liability limits, it can be more cost effective to purchase an umbrella policy rather than increasing limits on your liability policies – though you do need to meet the minimum limits on your underlying insurance coverage to qualify for an umbrella policy.

*Continues on page 39*

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# NPSA COMMUNITY FORUM

Available to NPSA Regular Members at [www.npsa.org](http://www.npsa.org).  
Email [info@npsa.org](mailto:info@npsa.org) for more information.

NPSA Community			
Hino Rollback bed options or HD pick up with gooseneck?		2	12
Container prices in China plunge for both trading and leasing		0	25
Where can I find vinyl decals for containers?		5	30
Supply Chain/Impact on Container Supply Worsens		4	30
No end to port congestion until Chinese Lunar New Year 2023, forecasts say		4	30

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Continued from page 37

### Does Umbrella Insurance Cover Errors and Omissions?

Yes, an umbrella insurance policy can cover errors and omissions claims. However, because an umbrella policy does not work as stand-alone coverage, you will need to have the right errors and omissions insurance coverage in place (also known as malpractice insurance or professional liability). If you are sued and the limits on your errors and omissions coverage are exceeded, your umbrella policy can then be used to pay the claim (up to the limits of the umbrella policy).

### Other Things You Should Know

Generally, you need to purchase primary insurance coverage before purchasing an umbrella policy, including general liability, auto liability, workers compensation, and employers liability. It is common to have a requirement for underlying liability limits of \$1 million. Depending on your liability exposure, you may need a higher underlying limit.

*An umbrella policy is not offered as stand-alone coverage – it works in conjunction with your other liability coverage.*

Some common risks that are not covered by an umbrella policy include:

- Liquor liability
- Workers compensation, employers liability, and employment-related practices
- Pollution
- Aircraft or watercraft
- Racing activities
- Recall of products, work, or impaired property
- Electronic data

Coverage varies by policy and insurance company, so it is important to review your policy with your insurance agent to ensure you understand what is covered and excluded.

Contact your insurance advisor for a risk assessment to determine if an umbrella insurance policy is right for your business.

Chuck Mangum, Vice President, Leavitt Group | [Chuck.Mangum@leavitt.com](mailto:Chuck.Mangum@leavitt.com) | [www.leavittgroup.com](http://www.leavittgroup.com) | (770) 734-1505.



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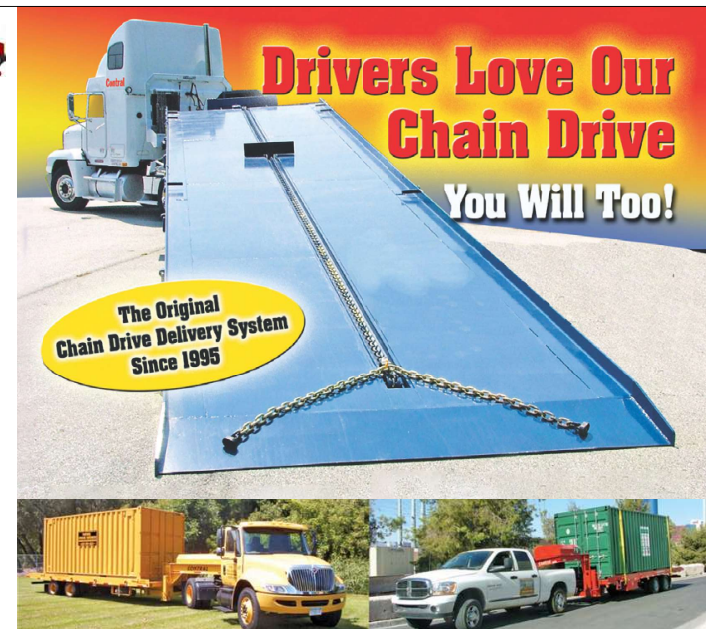
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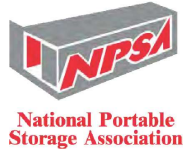


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## Advertising Rates & Packages

### 1. Directory Advertising

Full Page	\$2,100
Half Page	\$1,400
Quarter Page	\$1,200
Business Card	\$850

### 2. Newsletter Advertising

	Single Issue	2 Issues	4 Issues
Full Page	\$2,000	\$1,800	\$1,600
Half Page	\$1,200	\$900	\$850
Quarter Page	\$850	\$700	\$550

### 3. Website Advertising

Package 1	\$1,350 (3-month commitment)
Package 2	\$2,350 (6-month commitment)
Package 3	\$4,000 (1-year commitment)

Interested in advertising? Email us at [info@npsa.org](mailto:info@npsa.org)



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TC	Size	Est. Type	Unit #	Year	Make	Model	Long	Color	Status	Grade	Material	Container	Inv #	Acquire	W/O #	Active	Start	End
Trailer	102		427N	1988	STROCK	VAN	48	COMMON AV	ASB	STREL	00003104	198120004		198120004			04/27/2014	
Trailer	102		427N	1988	STROCK	VAN	48	COMMON SO	ASB	STREL	00003104	198120005		198120005			04/27/2014	
Trailer	102		427N	1988	STROCK	VAN	48	COMMON OR	ASB	STREL	00003104	198120006		198120006			04/27/2014	

