



# THE DIRCKS Insider

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We would enjoy your feedback!

E-mail your comments, questions or news to [newsletter@dircks.com](mailto:newsletter@dircks.com).

You can also view the online version of this newsletter at

[www.Dircks.com](http://www.Dircks.com)

##### INSIDER STAFF

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Agency G

## DIRCKS "SCORES" WITH INTERNATIONAL BUSINESS

The 2014 World Cup is underway in Brazil and the entire world is watching! And you know what? Advertisers are keenly aware of this. More than any other sporting event, the World Cup opens up businesses to the global stage, and never has it been more apparent that global opportunities are possible for local businesses.

To be honest, you won't see Dircks Moving & Logistics buying significant ad space on TV or in print surrounding the World Cup. We'll leave those expenditures to Nike, Sony and Emirates. But you will see Phoenix, Arizona-based Dircks handling projects around the world.

Our origin and destination services at Dircks aren't just limited to domestic operations. For example, we routinely move members of the armed forces to locations throughout the world on behalf of the United States government.

With military bases around the globe, you'll see Dircks handling moves for soldiers to countries such as Germany, Spain, Italy and Turkey. And while we know that Hawaii is a state, it's technically part of our international operations and it represents a large portion of our business outside of the continental US.

Juli Hankins spearheads just about all of our military moves, and she is quick to point out that Dircks doesn't simply contract out services to long haul drivers, storage and transfer facilities, etc., we actually perform our own forwarding services!



"I love working with military personnel on these moves," said Juli. "Many of the service men and women I work with have never been outside of the United States. It's not only personally rewarding to be a part of the team that successfully moves them across the world, we keep in touch and I get to hear their excitement and their stories from travel."

In addition to military moves, we perform international employee relocations and provide mobility services for several multi-national companies such as ASM America Inc., European-based semiconductor company with US headquarters in Phoenix and offices around the world.

Dircks also specializes in distribution, fulfillment, transportation and warehousing for worldwide companies such as SunPower and its China-made solar panels and related components.

So when it comes time for international moving and logistics projects, both residential and commercial, consider this our advertisement. We might not be as flashy as a new pair of Adidas soccer cleats or Dr. Dre's Beats, but we certainly get the job done on the world's stage.

- Rick Dircks

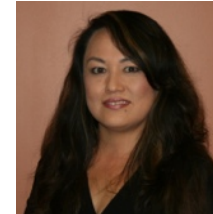
PS - HAPPY 4<sup>th</sup> OF JULY!!



# EMPLOYEE NEWS

## MOVERS & SHAKERS!

Meet the newest team members at Dircks Moving & Logistics, all of whom are tops at what they do and ready to help with your next move or logistics project. We are thrilled to welcome **Stacia Moore** as our new National Account Coordinator, **Suemi Shoemaker** as our Human Resources Associate and Receptionist, and **Vi Kent** as our new Logistics Operations Coordinator. When you do business with Dircks Moving & Logistics, please join us in saying "welcome aboard" to our newest family members!



Clockwise from L: **Stacia Moore** (National Accounts Coord.), **Suemi Shoemaker** (HR Associate & Receptionist), **Vi Kent** (Logistics Operations Coordinator).

## MOVE IT AND LOSE IT!

It's no secret that Dircks promotes a healthy workplace for all employees. We encourage everyone on our team to stay active, especially during the busiest and most stressful time of the year in this industry. We host annual workplace competitions to provide a structured and fun fitness regimen. From a business standpoint, we know that happy and healthy employees achieve greater productivity. From a personal standpoint ... well, we want our employees to be happy and healthy!

This year, we launched our first *Move It AND Lose It* competition. The first and second place winners will be announced on July 21<sup>st</sup>, and the criteria is based not on weight loss in total pounds, but on the highest percentage of weight loss. Here's where it gets fun: each participant pays an entry fee of \$10. For each week that weight stays the same, that participant is penalized \$1. For each pound *gained*, there's another \$1 penalty. At then end, Dircks will match all money collected for the prize pool.

It's a great incentive to get our team active, and everyone is having a lot of fun with it! Right now, Kristi Cribbs and CJ Rivera are leading the pack with percentages of 7.69 and 7.1 respectively. But a lot can change in a week or two, so stay tuned for the final results in the next issue of the *Dircks Insider!*

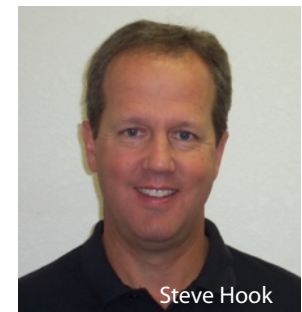


Kristi Cribbs

## GET TO KNOW ... STEVE HOOK

Steve Hook is a moving consultant for Dircks and he has been with Dircks since 1991 ... he has been with Dircks for 23 of the 24 years we've been in business! Steve oversees a wide variety of moving projects for us, and along the way he has handled numerous moves for professional athletes in the Phoenix area. One early memorable moment of his was when he was meeting with a customer for the first time and he was sitting at their dining room table. Looking across the room, Steve noticed a U.S. Open trophy ... and soon found that the customer was golfer Steve Jones.

Some of his other memorable projects with athletes includes moves for professional players such as Jeff Hornacek, Stephon Marbury, Tom Chambers, Mark West, Randy Johnson, Luis Gonzalez, Joe Garagiola, Wayne Gretzky and Teppo Numminem. He even helped move professional wrestling legend "The Ultimate Warrior"!



Steve Hook

Steve is a graduate of Arizona State University. He has been married for 24 years and he has two dogs: Sophie and Macie. In his free time, Steve is a self-proclaimed BBQ nut and avid fan of *Seinfeld*. Not that there's anything wrong with that!

## DRIVER APPRECIATION WEEK

To celebrate Mayflower's **Driver Appreciation Week** in May, Dircks put together a great "Tip Bag" for long haul drivers, including a bag & table cover (courtesy of Pioneer Packaging). Dircks provided free Storage In Transit labor, free weight tickets, water and Gatorade all week, and our staff provided breakfast including pancakes made at Dircks, bagels and donuts. Our favorite gift was the movie night gift bag with a Redbox movie rental, candy and popcorn. We also did a drawing each day of the week for a \$25 Pioneer Gift Card!

One of our winners, Will Lynch from Hilldrup United, is pictured with his new Tip Bag. And to all the rest of our long haul drivers, we appreciate everything you do for Dircks and for the entire industry!



# NEWSWORTHY!

## Sun Devil Stadium Event

On May 20<sup>th</sup>, Dircks Moving & Logistics had the opportunity to host a very special event with the Arizona State University Sun Devils Athletic Department at Sun Devil Stadium.

As the Official Moving Partner of Sun Devil Athletics, Dircks Moving & Logistics was able to host a large number of local business partners and customers to join the company on a fun and informative inside look into the Sun Devil Athletics facilities. As part of the event, attendees were able to:

- Tour the Carson Student Athlete Center
- Walk through the Tillman Tunnel into Sun Devil Stadium
- Attend an informative presentation by Vice President of Athletics Ray Anderson
- Meet ASU coaches



ASU Vice President of Athletics, Ray Anderson, addresses the Dircks group at the Carson Student Athlete Center.



Guests getting a rare behind-the-scenes tour of the "Tillman Tunnel", named in honor of one of ASU's greatest players, Pat Tillman, who was killed in combat in Afghanistan.

## DIRCKS PARTNERS WITH W.P. CAREY FOR NEW LOGISTICS DEGREE

The West Valley Metro area Phoenix has become a major logistics hub for the western United States. National and global firms such as Amazon, Target, Home Depot, UPS, Costco and PetSmart operate distribution and fulfillment centers in the West Valley, capitalizing on the area's proximity to California via Interstate 10.

That concentration of fulfillment centers has resulted in an increased demand for professionals in the logistics field, a career area that the U.S. Bureau of Labor Statistics predicts will be one of the top five fastest growing in the country over the next decade.

With that in mind, the W. P. Carey Supply Chain Management Department at Arizona State University has developed new undergraduate and graduate degrees in global logistics management that will be offered at the ASU West campus, located right in the middle of the logistics corridor.

Dircks Moving & Logistics is a member of the alliance and is looking forward to helping groom future logistics professionals. "Logistics is so much more than moving something from point A to point B," says Rick Dircks. "You have to do it faster and cheaper to cut costs in the supply chain. What these ASU students are going to learn is how to make a warehouse more efficient, to make the whole process more efficient by ringing out costs and getting products to the customer quicker."



W.P. Carey's Dean, Amy Hillman, with Rick Dircks

## TILLMAN FOUNDATION MOVE

Founded in 2004, the Pat Tillman Foundation invests in military veterans and their spouses through educational scholarships – building a diverse community of leaders committed to service to others. The scholars chosen show extraordinary academic and leadership potential, a true sense of vocation, and a deep commitment to create positive change through their work in the

fields of medicine, law, business, education and the arts.

The Foundation's namesake, Pat Tillman, was one of Arizona State University's greatest football players of all time. He went on to a career in the NFL with the Arizona Cardinals, but turned down a lucrative contract to enlist in the US Army and to serve his country in Afghanistan. Tillman was killed in battle in 2004

Having grown tremendously since its inception, the Foundation secured a larger office space in Tempe, Arizona, and Dircks was proud to provide its moving and logistics services in early May, 2014.



## GREEN IS MORE THAN JUST A LOGO COLOR

Ever since we moved into our first company-owned building, Dircks has been very aware of the footprint we leave behind. One of the first green elements that we implemented was to go paperless. Yes, some hard copy documentation is required but for record keeping and storage, Dircks goes to great lengths to be as digital as possible. Additional measures include motion illumination in all offices to reduce electrical use, and motion sensors water control in the restrooms.

And when it comes to moving, there are ways to protect the environment while we're on the job. We offer e-crates on several commercial moves to cut down on the use of cardboard. These plastic boxes are economical because they can be used over and over again and are indestructible. We've also begun to research adding alternative fuel vehicles to our fleet. Both our business and our industry can go to even greater lengths to consider the environment, and we welcome your thoughts and feedback. If you've got any ideas you'd like to share about how we can do an even better job, please send them to [newsletter@Dircks.com](mailto:newsletter@Dircks.com).

# Dircks

## Moving & Logistics<sup>SM</sup>

### THE DIRCKS Insider

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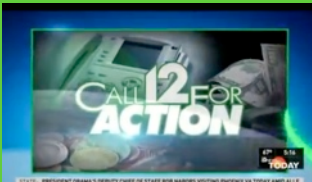
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# DIRCKS IN PHOTOS

#### GOOD MOVE

As moving activity increases over the summer, so do moving scams. To address this, Dircks recently teamed up with two local news affiliates to help educate consumers on what they should know, what they should ask and most importantly, what they need to look out for when shopping around for a residential mover if they want a GOOD MOVE!



To watch these videos in their entirety, please go to [www.Dircks.com/videos](http://www.Dircks.com/videos)

#### BAD MOVE

This photo was sent to us by a concerned passenger who wanted to know if the "mover" in this scene was breaking any local traffic laws or vehicle codes. Our response? "Um ... yeah. Lots of them!"

Please, people, this is why you should hire a professional. If you don't, you are not only endangering your own property, but you put everyone around you at risk!

By the way ... the concerned passenger who took the picture was Rick Dircks!

