



Good Morning,

As you may know, the Airforwards Association has joined Cleveland Research, a leading research firm in an exciting new monthly survey project. Our fourth questionnaire is due shortly and already we are beginning to see significantly useful time series data trends.

For those unfamiliar, the project involves AfA conducting a short monthly online survey that provides association members with ongoing real-time visibility into current industry demand, capacity and pricing fundamentals, the performance of key geographic and end-markets, as well as critical legal/regulatory issues.

The goal of the survey is to help members identify key inflection points and address important issues in order to better run their businesses. The survey only takes a few minutes to complete consisting of 10-15 multiple choice questions as well as comment boxes where members have the option to provide additional anecdotal commentary on what they are currently seeing in the industry.

It is important to note that the surveys are conducted in a blind format meaning there is complete confidentiality for all AfA members and their companies at all times. The purpose of this project is to gain a better understanding of current industry trends, NOT gain insight into individual company performance.

As previously mentioned, the survey is conducted on a monthly basis with a comprehensive report of the results being sent out as soon as the data has been aggregated and analyzed. While the survey results are eventually available to all AfA members, those participating in the survey see the results first. Once enough time series data has been collected, our goal is to provide AfA members will quarterly and/or annual reports that will track industry fundamentals over extended periods of time.

In addition to the monthly survey, AfA members will also have access to the Cleveland Research “Monthly Transportation Packet” which provides monthly insights in the international containerized ocean, airfreight, trucking and rail markets. We believe these two data sources will be invaluable resources for AfA members as they market their services to shippers and negotiate with carrier partners.

You can expect your November survey shortly so please remember to participate. In the meantime, I will be happy to answer any questions. Thank you!

Brandon Fried
Executive Director

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Mark Your Calendars to Save the Date for AirCargo 2010 March 14-16, 2010 at the Omni ChampionsGate, Orlando Florida.

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