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# PASHA PEOPLE

The Pasha Group News and Information Source

Volume 14 Summer 2013



## The Italians Are Coming!

If you've seen the brilliant ad for the new Fiat 500L, you would immediately recognize the 370 gleaming new models that came streaming down the ramp of the *Demeter Leader* on July 18.

The Fiat shipments are managed by the Grimaldi Group, a dedicated supplier of integrated logistics services based on maritime transport to the world's major vehicle manufacturers. Grimaldi is using NYK Steamship Line for these European imports. NYK's *Demeter Leader* was a welcome sight, as this first delivery to Pasha Automotive Services (PAS) terminal at the Port of San Diego's National City Marine Terminal is the beginning of Pasha's new three-year contract with Fiat. As operator of the 135-acre terminal, Pasha will receive, process, and distribute the Fiat vehicles. Pasha Stevedoring & Terminals will oversee the off-loading and Pasha Distribution Services will provide trucking to dealers throughout the western United States.

## Red Ribbon Time

Officials from the Port of San Diego were on hand for a ribbon-cutting ceremony to celebrate this new model line. Ann Moore, Chair of the Board of Port Commissioners, noted, "Pasha Automotive Services continues to grow its business with new auto accounts that supply dealerships throughout the United States. Pasha is a valued partner, and we are proud of its success. Commissioner Marshall Merrifield says, "San Diego will be the only West Coast point of entry for Fiat. Each car that rolls off brings a positive economic impact to the region."

John Pasha, PAS Senior Vice President, credits the Fiat agreement to Pasha's longstanding relationship with Chrysler, which Fiat now owns. It is anticipated that the annual volume will reach 40,000, with 12,000 Fiats expected through the end of 2013. Fiat is the latest brand to join the line-up of imported vehicles coming through the Port of San Diego, including Honda, Acura, Volkswagen, Audi, Mazda, Porsche, Lamborghini, Bentley, Lotus, Mitsubishi, Isuzu, Hyundai and Kia.

## Good for the Economy

He adds, "The new contract will add more than twenty new jobs. We need more people to offload them, we need people to process them. The Seasonally Adjusted Annualized Sales Rate (SAAR) for light vehicles in North America in March was over 14 million compared to 9 million in 2009 when the brakes hit hard on the auto industry. SAAR is forecasting 15-16 million autos for 2013—a very robust number for the auto industry. The SAAR data is considered a broad sign of the U.S. market's overall health, and is evidenced by our increased expansion needs."

Fiats Land In San Diego



Organized by the Transpacific Yacht Club, the Transpac is a 2225-mile race from Point Fermin in Los Angeles to Diamond Head, just east of Honolulu. Since the first event in 1906, this is among the world's great ocean races, and biennially attracts the world's most talented offshore sailing adventurers.

The 2013 race is now over, and we have a unique winner riding back on the *Jean Anne*—the *TP 52 Beecom* has won the first-ever class formed to score Transpac entries under the new High Performance Rating system (HPR). HPR is a rating system designed to encourage development around features that produce high performance, but also safety and stability. Of the seven other Division 2 boats agreeing to the HPR system, Pasha Hawaii is also honored to welcome on board the *Varuna 51* and *Natalie J*, who placed 4th and 5th respectively.

Photo Credit:  
©Sharon Green/ultimatesailing.com

## A Marjorie C Update

As vessel construction continues, over 90% of the steel has been cut, and well over half of the modules under construction have been erected on the ship. The main engine was delivered in late March and reassembly is under way. Both Liebherr cranes that will reside on Deck 6 (base modules are pictured here) are at the shipyard along with specialized spreaders tailored to our specific needs.

Seen here is a view of Pascagoula from the top of Deck 6, a view from the stern of the ship showing Deck 3, and the bow that is under construction (and which will be the finishing touch). The expert teamwork demonstrated by VT Halter Marine and SeaTechnology is keeping the *Marjorie C* on a straight course to her ultimate entry into the trade in 2014.

Photo Credits: Roy Broussard



FROM STEM TO STERN

## Driving Momentum

In 2009, Michael Pasha was charged with the primary responsibility of creating a successful start-up for an auto processing facility in the Port of Grays Harbor, Aberdeen WA. Mike, who is returning to Corte Madera as Director, Business Development and Analysis for Pasha Hawaii, has turned over the reins to Matt Raasch, General Manager, who brings over 20 years of experience managing marine/stevedoring, supply-chain logistics warehousing and distribution. Matt joins Penny Eubanks (a Pasha 'Rock Star') and a way above-average team of dedicated Pasha employees.

As Mike notes, "The terminal in Grays Harbor has seen dramatic growth in our four-plus years of operation, from a dozen employees to almost 140 employees and 70,000 Chrysler export vehicles in 2012. We have also added clients like Enterprise, CAT, and Case New Holland to our roster."

This momentum has many reasons, but, most importantly, it's the employees providing the services in Grays Harbor who own the reputation for excellence in automotive/Ro-Ro cargo handling and processing. The folks in my shop have never missed a target from the customer. For me, it's been a personal high to have trained and worked with so many loyal self-starting individuals from the local area. Credit also goes to the Port for its confidence and support in infrastructure, the commitment to service from the steamship lines and railroads, local partner vendors and suppliers, and our own company's excellent sales and development support staff."

## Coming Clean

Our few years in Grays Harbor have far exceeded Pasha's initial plans for potential growth. In order to accommodate that growth and attract new customers, Pasha Automotive Services celebrates a new wash and processing facility. This represents almost two years in planning and engineering, followed by construction that started December 2012. The investments include new facilities for the employees, a state of the art 'Belanger' conveyor car wash that recycles the water, three drive-over pits for underbody anti corrosion material application, homologation and wrap guard stations,

structures to accommodate processing system equipment and rapid doors with sensors to retain the heat in winter. These improvements will upgrade the quality of the work, and increase efficiencies dramatically. Our labor force can currently process 550 cars in a ten-hour day. The new facility will allow us to process that many cars within an eight-hour shift, with more room to accommodate the additional people needed. There are plans for a new office, stand-alone body shop, and accessory bays and parts storage facilities to take shape in the next six months.

## The Final Word

Matt Raasch chimes in, "My first goal is to earn the respect of the entire Grays Harbor staff by building solid relationships, listening to their needs, and providing my style of leadership that will help build on the success Michael Pasha and Penny Eubanks have developed over the years. Secondly, I plan to successfully grow the facility starting with the first General Motors Short Sea shipment in July, implement processes involving the new automated car wash, and attract new business that will fully utilize any empty railcar equipment leaving Grays Harbor on a daily basis."

Thanks to Mike for an outstanding performance and a "Welcome Aboard" for Matt. With their combined expertise, Grays Harbor is well on its way to becoming Pasha's latest full-service cutting edge vehicle processing center.

Photo Credits: Marc Sterling

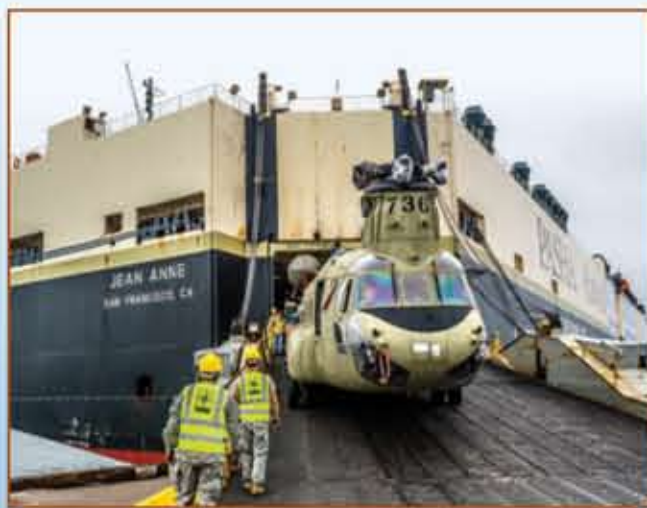


CLEAR SAILING

Growth in Grays Harbor

**Flight Time**

Pasha Hawaii carried some pretty impressive cargo recently. On behalf of the Hawaii Army National Guard, twelve massive Chinook helicopters left Pearl Harbor on *Jean Anne's Voyage 208E* destined for offloading and reassembly at Pasha's National City terminal in San Diego. Safely arriving on June 12, the reassembled Chinooks took off one at a time, headed for their ultimate destination at Fort Hood TX. Special recognition is given to Margaret Groth, Manager, Military Over High and Wide, for securing the business, James Augustiniak, Logistics Manager for Pasha Stevedoring & Terminals, who created and assembled the perfect aircraft staging area for these imposing military units, Antonio Zanelato, Vessel Ops Manager, Superintendents Kenny Borge and Cam Graham.



**Over the Waves**

After two years of planning and discussions, this May the U.S. Navy gave Pasha Hawaii the green light to test surface transportation as a viable means of shipping large, classified breakbulk cargo previously transported only via military airlift. On *Jean Anne's voyage 206E*, Pasha combined forces with Don's Makiki and Landstar, Inc. to move the 18' wide, 96,000 lb. shipment from Pearl Harbor to Chesapeake VA. Door-to-door movement was accomplished and monitored using a highly detailed management plan communicated daily to the following project stakeholders: the Pearl Harbor Naval Shipyard, Hawaii and U.S. linehaul carriers, the Surface Deployment and Distribution Command, Pasha Stevedoring & Terminal Services, various Departments of Transportation, the Navy's Submarine Program Management Team and NavSea Logistics. Feedback from the Navy following successful completion of this cargo's first-time-ever movement via surface transportation, "Many thanks for the great support in getting this equipment from Hawaii to Virginia! Good job! This movement has proven to be a unique shipping capability. You have allowed us to add another 'tool' to our tool box."

Photo Credits: Nick Souza

"I know there are people in Washington now, figuring how many millions were saved during this operation."



**The Spirit of Aloha**

Recognizing the growth opportunities to come when the *Marjorie C* launches in 2014, as well as noting a healthy increase in our existing business, Pasha Hawaii is ramping up its presence in Honolulu. A recent move to spacious new headquarters in the Fort Street Tower of the TOPA Financial Center allows room for an expanded sales staff, and its location overlooking the Harbor provides close proximity to the Department of Transportation, Harbors, the Governor and State legislators, as well as easy accessibility to our clients. Not to mention more amenities and restaurants for our team.

"Aloha" is more than a word of greeting or farewell, or a salutation. Aloha means mutual regard and affection, and extends warmth in caring with no obligation in return. Aloha is the essence of relationships, in which each person is important to every other person. In the spirit of Aloha, the Pasha Hawaii staff invited customers and colleagues in the industry to an Open House and Blessing of the new office, with Reverend William Kaina officiating.

**Ritual Ceremony**

Blessing ceremonies in Hawaii are a time-honored custom, dating back to the early days of Hawaiian culture. Three elements are fairly universal to a blessing: the asking for blessings, the sprinkling of salt water, and the untying of a maile lei (made from the leaves of a fragrant, native twining shrub) that has been gently draped and tied across a threshold. Representing the healing waters of the ocean, salt water is sprinkled on the space to cleanse it of any possible impurities. The untying of the maile lei opens the space being blessed. The threshold is crossed, and the ritual is complete.

**The Ohana Feeling**

Particularly tailored for the Pasha Hawaii team, in his blessing Reverend Kaina cited three important concepts: "Laulima," the joining of many hands to work together and cooperate in growth, "Lokahi," referring to unity and harmony and "Kuleana", meaning both privilege and responsibility. Pasha management, including Chairman George Pasha III and CEO George Pasha IV, then participated in the ceremonial cleansing, as Reverend Kaina stirred the salt water using ti leaves. The Pashas then untied the maile lei, opening the doors to allow Reverend Kaina to walk through and bless the entire office space.

**Aloha and Welcome**

Aloha means to hear what is not said, to see what cannot be seen, and to know the unknowable. In that spirit, Pasha Hawaii foresees a bright future in the Aloha State. "E komo mai - welcome to our new home."



**Rock and Roll (On) with Pasha Hawaii and Grace Pacific**

Grace Pacific's Makakilo Quarry, in operation for over 25 years in Honolulu, provides valuable resources for all facets of Hawaii's construction industry. Historically it has produced 70 percent of the Grade A quality aggregate used for asphalt paving on the island. To reduce the demand for aggregate, the company has invested more than a million dollars in equipment that allows them to recycle concrete demolition rubble and worn-out asphalt pavements. Since 2003, they have been providing recycled products at Makakilo, helping to preserve Oahu's limited natural resources and reduce the demand on community landfills.

Several years ago, however, it became obvious that the quarry's Grade A aggregate was in diminishing supply and the facility would either need to be expanded or the Grade A rock would need to be imported, which would cost much more than locally produced aggregate. Grace Pacific noted at the time that whatever could be developed in Hawaii as a raw product would save the cost of having it shipped, local labor would be used, and the money would stay in Hawaii. Addressing the concerns of the local community led to modification of an expanded site plan, environmental issues were addressed, and the company continues to proactively protect both the environment and the neighborhoods they work in.

**Logistical Nightmare: Solved by Pasha Dream Team**

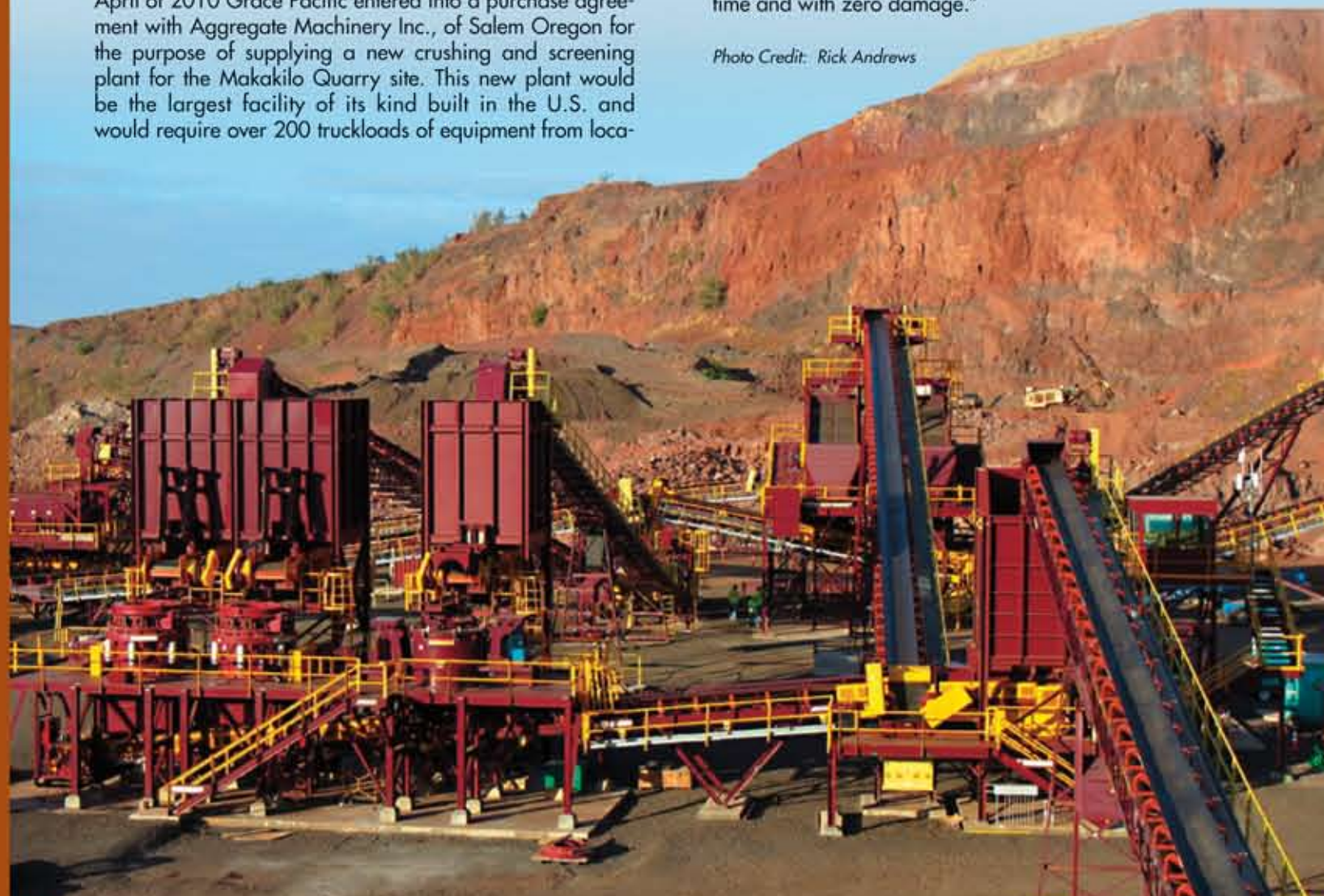
Pasha Hawaii's involvement has been a two-year project. In April of 2010 Grace Pacific entered into a purchase agreement with Aggregate Machinery Inc., of Salem Oregon for the purpose of supplying a new crushing and screening plant for the Makakilo Quarry site. This new plant would be the largest facility of its kind built in the U.S. and would require over 200 truckloads of equipment from loca-

tions all across the Mainland. Grace Pacific was challenged with the logistical nightmare of how to get all this from the manufacturer's location to the West Coast, and then cross 2,000 miles of ocean to Hawaii. Grace interviewed several transportation companies seeking options that would both protect the equipment from the harmful effects of saltwater, as well as accommodate the unusual height, width, length and weight of the loads to be transported. In January 2011, after careful consideration, Pasha was chosen as the carrier of choice. Much credit goes to Pasha Hawaii's Mike Hopkins and Sue Sullivan, who got the ball rolling, and Charlene Brasher and William Fell, as part of the Pasha Dream Team who skillfully coordinated the inland transportation, ocean freight to Hawaii, and final delivery to the quarry site.

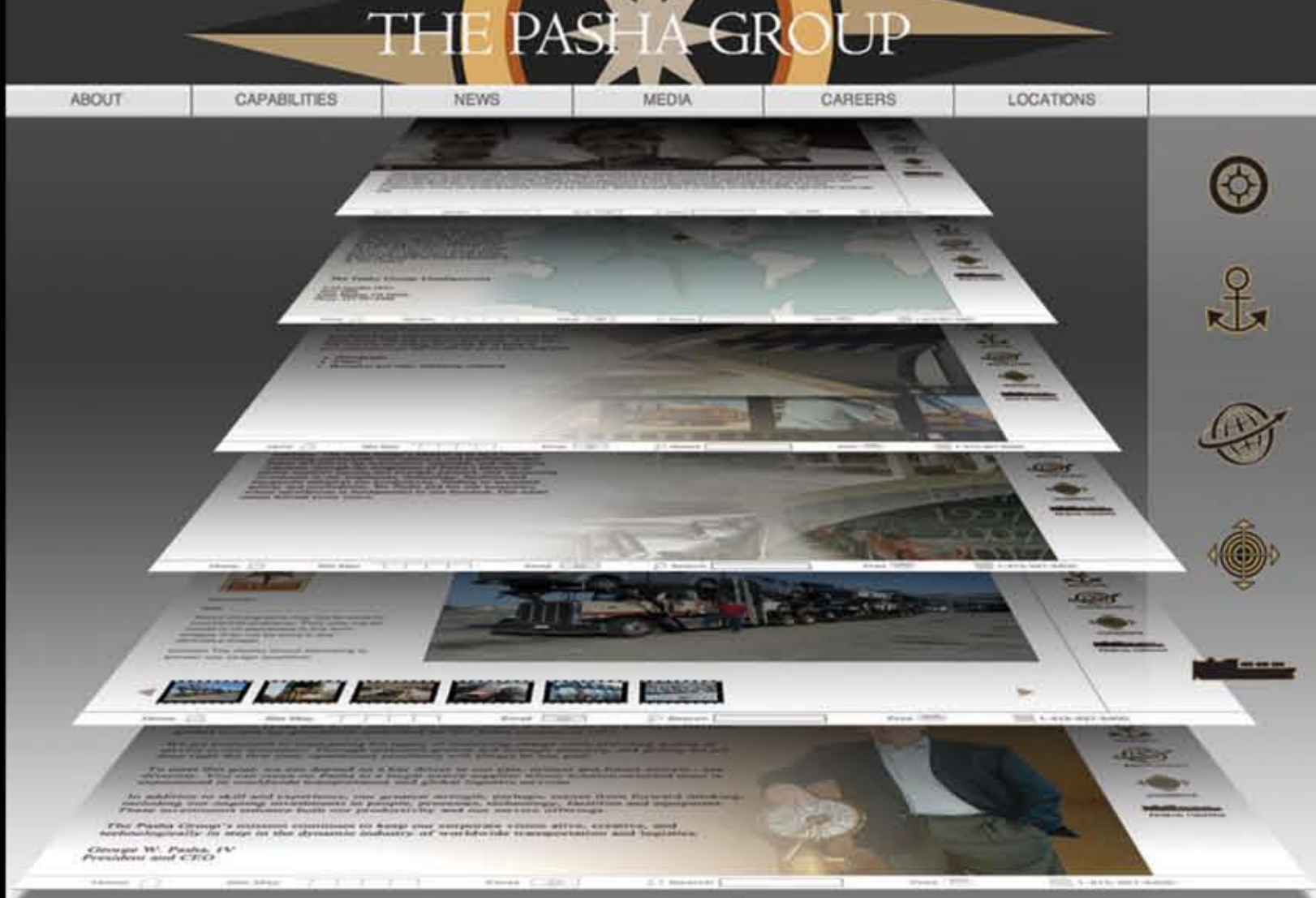
**Zero Damage is the Right Number**

Consultant Rick Andrews adds, "It was Pasha's innovated approach to the project that was the determining factor in reaching an agreement with the company. It was Pasha's idea to lease 30 flat bed trailers, haul them three at a time to each location, and drop them for loading. When the trailers were completely loaded Pasha would pull the full trailer to their terminal in San Diego, while bringing more empty trailers to the loading site. This method allowed the machinery to be loaded by the manufacturer according to its specifications, and then remain as is until reaching the quarry. In addition, the unique design of Pasha Hawaii's *Jean Anne* allowed all cargo to remain below deck and free from the elements for the entire voyage. It was the combination of Pasha's equipment and personnel that made the project such a success. From the beginning the people within Pasha understood and worked through problems of this unusual project. In the end Grace Pacific was able to receive 237 loads on time and with zero damage."

Photo Credit: Rick Andrews



THE PASHA GROUP LAUNCHES NEW WEBSITE



We are pleased to announce the debut of a complete redesign of pashagroup.com. The new website features bigger and bolder photographs and a cleaner, more inviting look. It's designed to have faster loading times, easier navigation and sharing and more accurately reflect our diversification.

Under Capabilities, we have highlighted our main competencies in the fields of Automotive, Maritime, Relocation, Logistics, Transportation and Pasha Hawaii.

On our Media landing page, you'll find marketing collateral, videos and a photo gallery for each of our operating units - all in one location.

We invite you to tour the site, and hope you like our new electronic home. Your feedback would also be appreciated. Check in with us at pashagroup.com for a look at who we are and what we do in the world of global transportation and logistics management.

**COMMUNITY CORNER**

**Sony Open 2013**

Once again, The Pasha Group and Pasha Hawaii had the distinct honor of being able to sponsor two venues at the annual Sony Open at the Waialae Country Club in Honolulu. In addition to supporting this prestigious PGA Tour event with a skybox, for the fifth year Pasha staff opened the "Birdies for the Brave" hospitality tent, with refreshments and relaxation for active and retired Military members from all branches of the armed services. The word is definitely out about our tent. Over the four days the Pasha site was open, attendance records reached a new high, with the Pasha volunteers enjoying every minute spent with our troops.

Tournament charity host, Friends of Hawaii Charities, distributed \$1,000,000 in charitable grants to over 170 Hawaii not-for-profit organizations. The million dollar goal was achieved because of the Sony Open annual "Drive to a \$million" charity effort, and the significant and longtime charity partnership of The Harry & Jeanette Weinberg Foundation, Inc., which matched funds raised at the tournament dollar-for-dollar. Pasha has already signed up for the 2014 event next January!

