

# PASHA PEOPLE

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Pasha People  
A publication by The Pasha Group

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Our name stands behind every move™

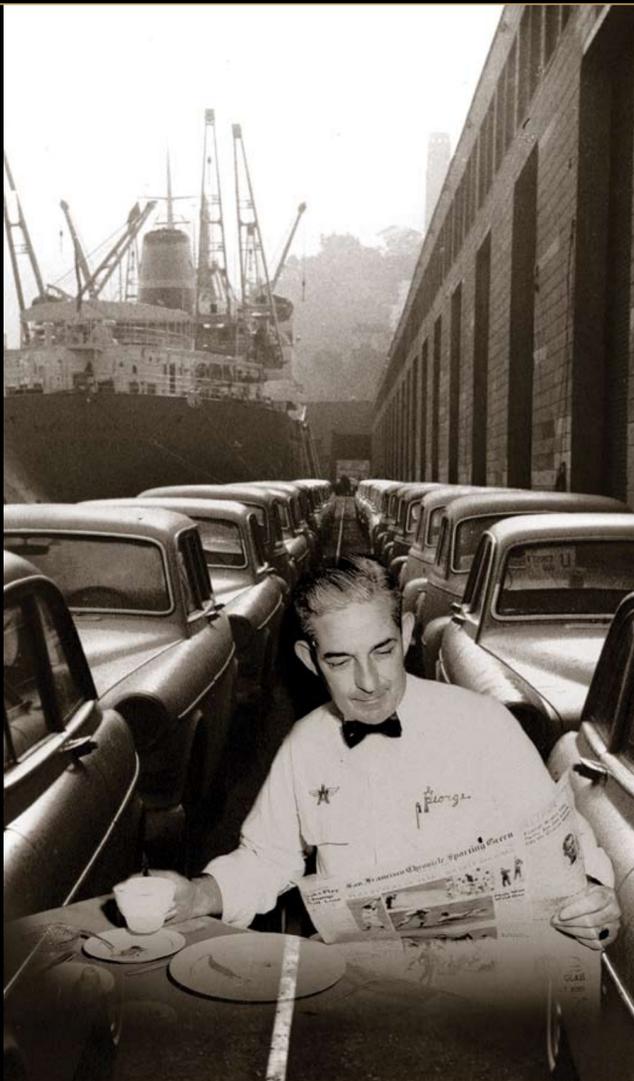
On December 12, 1941, five days after Pearl Harbor, company founder George Pasha, Sr. opened a "Flying A" service station at Bay and Van Ness Avenues in San Francisco, just across the street from Fort Mason.

In active use by the military since 1863, Fort Mason becomes the Army's supply and transportation center for the Pacific, playing an important role during World War II as the embarkation point for troops and supplies. Military families arrive daily. Over 1.5 million passengers and 23 million tons of cargo are shipped out of Fort Mason, a scene of constant activity. "Senior" finds a vital need and fills it by storing privately owned vehicles for our troops being deployed to Hawaii and other overseas military theatres. World War II ends in 1945, but two years later military members are still on the move. And so is George, Sr. The year is 1947 and it is time to take the business to a new level . . .

And that is how, 60 years ago, the first Pasha company was officially incorporated - Pasha Overseas Automobile Processing Co. As the business evolved, the purchase of a fleet of auto transporters gave birth to Pasha Truckaway, quickly recognized on California highways as the "green machines." When Fort Mason became available for non-military use in the 1960s, George, Sr. and son, George Pasha, III, jumped at it. Soon, imported automobiles gave impetus to the processing offerings of Pasha Services, and also the need for expanded port terminals. New port operations in Richmond and Los Angeles, California replaced the facility at Fort Mason, and Maritime Services joined the ranks of Pasha companies shortly thereafter. Pasha now could offer stevedoring and terminal services, rounding out a complete package of automotive transportation service offerings. Since those early days, The Pasha Group has grown to provide unique, integrated and specialized services that represent a composite of every transportation discipline.

Continued on back panel, see "smart moves."

## Roots and Branches



Continued from "roots and branches" on front panel.

## Smart Moves

Today, Pasha enjoys the ability to offer each and every competency of the finished vehicle supply chain, including factory off-line inspection and quality assurance, yard and inventory management (whether at a water port, factory or inland rail ramp/distribution hub), and distribution to and from every point, including dealer networks. Since 2005, with George Pasha, IV at the helm, Pasha Hawaii Transport Lines' 579-foot Roll-On/Roll-Off vessel, the *Jean Anne*, has completed two outstanding years of service in the Hawaii/Mainland trade lane, thanks to creativity and the leveraging of our expertise and customer relationships across division lines. With the use of inland distribution, the *Jean Anne*, home ported in San Diego, provides safe transit of motor vehicles from all points of the Mainland to and from four ports of call in the Hawaiian Islands.

The legacy of our automotive services has been complemented by diversification into international forwarding and relocation. In 1980, The Pasha Group made a smart acquisition, which led us into the freight forwarding arena, and included Asiatic Trans-Pacific of Okinawa, now celebrating 50 years of success. Today, Pasha's Relocation Services excels at cost-effective and quality-driven global move management solutions for corporate, military, and government clients through a strong and highly experienced worldwide network of offices and strategic partners.

In the 1990s, a buyout of Companhia Vale do Rio Doce's partnership share in our maritime steel operations led to the establishment of Pasha Stevedoring & Terminals L.P., our booming steel/breakbulk/maritime services group. Today, PST provides expert vessel loading and

unloading services for the global maritime transportation industry in the ports of Los Angeles and Long Beach, California and is the third largest independent West Coast terminal operator. The PST team has perfected the art of stevedoring mixed steel products arriving from all parts of the globe, achieving optimum proficiency in discharging overweight coils and steel slabs by using swift gantry cranes. As breakbulk specialists, decades of hands-on experience in the field of general and heavy-lift cargo combine with PST's container capabilities to operate the only true omni-terminal in the Port of Los Angeles. In automotive stevedoring, Pasha's "We Care" teams have received national recognition for their outstanding damage prevention records.

## Pasha Today

In 2007, we look back at our roots in the industry and take pride at how far we've come. Some of the company names have changed, but our mission has not. Today, we are an industry leader in automotive, maritime, relocation and logistics services. And we haven't forgotten our beginnings, either. Pasha is still a forerunner in the global movement and storage of privately owned vehicles, including military, government and civilian cars.

Inside this inaugural issue of *Pasha People* you will find articles which both reflect our long history and legacy and spotlight our current operational arena. As we celebrate our 60th Anniversary, we salute the entire Pasha family, who have so wholeheartedly brought us along for the ride through three generations of leadership.

## President's Message

The Pasha Group is a third-generation family owned company that has always had a strong sense of ethics, if informally stated over the years. About five years ago, our executive management team and I worked together to formulate a five-year strategic plan to define what makes Pasha stand out from our competition and to project our company's goals and objectives. With the help of the road map presented to us by our chairman, George Pasha, III, we finalized what we call Vision 2007. It was during this process that we asked ourselves, what made The Pasha Group so effective? My grandfather started this company 60 years ago, and leveraging the values of straight-forward hard work and discipline were clearly part of the picture. Reflecting in 2002 on our 55 years of business success, we realized there were additional ingredients that helped pave the way. Solid ethical values were important to our past success and would continue to be important for future achievements. By defining and celebrating these elements across the entire company, we could more effectively communicate our culture both internally and externally.

Vision 2007 incorporated the values that define The Pasha Way, which gave us a strong foundation from which to develop our Code of Conduct. These values, combined with our mission, competitive advantage, celebration of legacy and history of success, provide the stepping stones for our future. They also strongly emphasize the importance of business integrity to the past and future accomplishments of The Pasha Group.

Another key driver of our growth and success has been our ability to merge core competencies throughout our business units. A renewed focus on strengthening these synergies is allowing us to produce innovative results and provide end to end tailored solutions across our customers' lines. We also strive to anticipate the needs of potential clients, and to explore new markets, opportunities and technology. Thus we achieve the objectives set out in Vision 2007. We have taken numerous steps in the last several years to reinforce our values and to provide educational tools that help our employees integrate them into their everyday life. Now, with *Pasha People*, we are adding one more component to the mix: A publication that informs our suppliers, partners and customers of our activities and demonstrates our capabilities as a global transportation services provider. At the same time, we are communicating our values and vision to the Pasha team members who help us achieve our goals.

In this issue, and those to come, we look forward to sharing with you exciting examples of success in partnering and real life illustrations of what The Pasha Group and the Pasha People are all about.

*George Pasha*

## The Pasha Way: Mission and Vision

**Our Mission** To be a leader in providing customized, cost effective and profitable value added services to the automotive, maritime, and relocation industries through the integration of Pasha's network of global logistics entities and strategic partners. Pasha prides itself in the ability to anticipate and respond rapidly to real change in our markets and in presenting innovative solutions to our customers to help them succeed. We continue to build upon our legacy of passion for quality and service. We will always strive to be a responsible corporate citizen.

**Our Vision** The choice of worldwide logistics buyers.

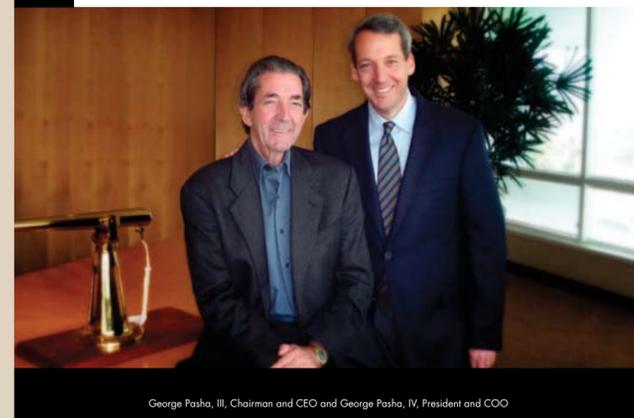
### Core Values

**Excellence** • We are committed to world-class customer service and quality as we excel for the mutual success of our clients, employees, and partners. Our professionals are customer-driven and continually add value to our services whenever it benefits our clients. We are committed to working toward continual improvement in everything we do.

**Honesty and Integrity** • Our business is based on long-term relationships that require utmost trust. We require honesty and integrity in everything we do. We are accountable to our customers, owners, suppliers and fellow employees. We do what we say we are going to do.

**Innovation** • We always think outside the box to provide the best solutions for our clients. Our best solutions often evolve from discussions across different divisions and with our many strategic partners.

**Teamwork** • We realize that every employee is integral to the success of the company and strive to promote teamwork across divisional lines for the benefit of our customers. We also value our relationships with strategic partners and recognize their importance in delivering solutions to our customers.



George Pasha, III, Chairman and CEO and George Pasha, IV, President and COO

## Reflecting on 50 Years

At an Okinawa celebration of Asiatic Trans-Pacific's 50th Anniversary in March 2007, The Pasha Group and guests enjoyed a ten-minute movie that provided a visual trip down memory lane. Starting with a virtual flight from space to headquarters in Corte Madera, and then flying to Okinawa, it transitioned into a black and white photo scrapbook. With pictures dating back nearly 40 years, it presented a nice "before" view into the past.



George Nakamichi

Chairman, George Pasha, III



A moving tribute was given to the late George Nakamichi, whose many years of service contributed greatly to ATP's success. The closing was a verse written by Laurence Binyon, taken from an homage to George shortly after his passing in 2001, "They shall not grow old, as we that are left grow old: Age shall not weary them, nor the years condemn. At the going down of the sun and in the morning we will remember them."

Today, the ATP operation has two sites strategically based on Okinawa, Japan. It provides its clients with a single source of high-quality services, including warehousing, shipping and full logistics sup-

## Asiatic Trans-Pacific

Pasha Stevedoring & Terminals has recognized that our business can play an important and instrumental role in assisting nearby communities. One of our main goals has been to reach out to high schools, Boys and Girls Clubs, and other character building programs to place an emphasis on how these young adults can apply themselves to attain a broader education and, by doing so, better represent their community. We currently are involved with Banning High School in Wilmington by sponsoring an International Trade Program that identifies students who meet specific requirements and have the desire to achieve. The goal is to have each student carry a grade-point average of 3.50 or greater. As a result, 93% of the students in the program have graduated and are college bound.

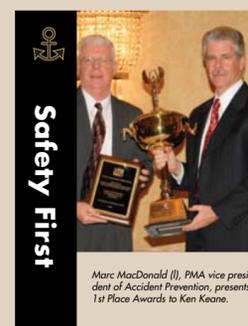
During the recent San Pedro Peninsula Chamber of Commerce's annual installation luncheon, PST was presented with the Beacon Business of the Year Award. Chamber CEO Camilla Townsend commented on the significance of the award.



Councilwoman Janice Hahn, City of Los Angeles, presents the award to Jeff Burgin, PST senior vice president, noting, "Pasha deserves this award for being a good neighbor to our Harbor Area communities."

## Business of the Year

"This award recognizes a local business that contributes to the quality of life in the community in which it exists," Townsend said. "It is very unusual for this award to be given to a company in the shipping industry. However, Pasha Stevedoring & Terminals has made such a positive impact in the Wilmington and San Pedro communities, we were especially proud to recognize its many contributions." PST takes pride in constantly striving to provide leadership both in business as well as the community.



Marc MacDonald (l), PMA vice president of Accident Prevention, presents 1st Place Awards to Ken Keane.

## Safety First

Over the past several years Pasha Stevedoring & Terminals, L.P., has placed increasing emphasis on personal safety in all aspects of our business. By so doing, the Pasha maritime operations in Los Angeles and San Diego have received several awards from the Pacific Maritime Association on the West Coast, as well as the Southern California Region, for our efforts toward personal safety.

At the PMA's recent 58th Annual Southern California Safety Awards Banquet, PST's operations in National City won two first place awards: The Group B Stevedoring First Place Area Award and the Group B Stevedoring First Place Coast Award.

Ken Keane, PST maritime safety and security director, acknowledged the dedicated efforts of management and labor working together as a team. "Providing and sustaining a safe working environment is a primary goal of Pasha Stevedoring & Terminals," Keane said. "We are pleased to receive these prestigious safety awards because they not only reflect favorably upon our company's values, but also upon the personal commitment to safe working practices by our management team, foremen, and labor force. We congratulate all those whose personal commitment to safety resulted in this recognition."

Photo credits: Colby Communication Corp.

# Blast From the Past



Summer 1982



Summer 1983



Winter 1984



Fall 1997



Fall 2000



Spring 2003



Spring 2005



Photo: Rick Helf, RightSide Imaging

## Stryking Out

The single largest movement of military equipment from Hawaii in decades took place at Pearl Harbor in early August. Pasha Hawaii Transport Lines' 579-foot Roll-On/Roll-Off vessel, the *Jean Anne*, teamed up with the Military Sealift Command's USNS *Seay*, a 950-foot LMS vessel, for the shipment to San Diego of 2,160 trucks, trailers, Humvees, vans, and the impressive 19-ton, eight-wheeled Stryker combat vehicles. The equipment, which is attached to the 25th Infantry Division 2nd Stryker Brigade Combat Team, will be based at the National Training Center at Fort Irwin, California before further deployment to Iraq. Nearly 4,000 Schofield Barracks' soldiers of the 25th ID will soon begin training at this facility.



Photo: Rick Helf, RightSide Imaging

Even with 768 pieces (totaling over 14 million pounds) to drive on and lash down, including all of the Brigade's 312 Strykers, the smooth load-on in Pearl Harbor took only 24 hours, allowing the *Jean Anne* to depart ahead of schedule. Complex preparation and comprehensive stowage plans, in concert with the military, were crucial to this move.

With good seas, and the skill of the ship's captain and crew, the fully-laden *Jean Anne* achieved an on-time arrival in San Diego. With Pasha Stevedoring & Terminals performing the offloading, the subsequent discharge was rapidly accomplished in 12 hours. (Army personnel drove the massive Strykers off the ship.) Working day and night shifts, PST's terminal operations staff supervised the loading of 470 trucks for inland transportation to final destination. Using two linehaul providers, all deliveries were successfully completed within four days, and significantly ahead of the required delivery dates.

The maiden voyage of the *Jean Anne* in March of 2005 was the culmination of exemplary cross-the-lines teamwork by all Pasha's business units. Since then, the *Jean Anne* has had the privilege of three calls at Pearl Harbor on behalf of the military. This latest successful and highly visible effort is the result of that ongoing process. We continue to strive together as a team to raise the standards of service. Our name stands behind every move™.



Photo: Craig Kajima



Photo: Rick Helf, RightSide Imaging

## New Synergies for Relocation Services

A recent reorganization of Relocation Services more closely aligns the efforts of both the Commercial and Military team members to capitalize on synergies of the whole division. Our Military customers can now profit from proven practices already in play for our Commercial customers. Additionally, as they bring new services to their existing and prospective customers, our Commercial group benefits from the established U.S. port facilities and overseas footprint developed over the last 20 years by the Military team.

To spearhead this change, Missy Donnelly and Fran Volaro, senior vice presidents, sharing the responsibility for Military Relocation and Commercial Relocation, are working closely together with their teams on many projects. These include the expansion of management and sales capabilities in Europe and Asia, an extensive global Quality Assurance staff to monitor quality and ensure timely customer satisfaction on all issues, and a strong "Families First" program for our U.S. Military customers. The U.S. Transportation Command and Surface Deployment and Distribution Command, the agencies responsible for procuring and managing move management services on behalf of their Department of Defense customers, have been charged by Congress to improve the quality of life of our service members. With a scheduled 2008 start-up date, the culmination of more than ten years of procurement review and collaboration between the Government and industry will manifest itself as "Families First." This new procurement program, termed "Happy Families" by one of our Commercial team members, will embody corporate-like features focusing on the satisfaction of the service member, and rewarding bidders for providing quality services - something Pasha strives to accomplish daily.

Another important move is the new management of Government Ocean Services, with Mike Connolly in charge as vice president, Ocean and Port Services. Pasha's Ocean Services specializes in the movement of household goods to and from the United States to Northern and Southern Europe and from the U.S. Mainland to Hawaii.

We look forward to bringing you more information in future editions of *Pasha People*. For a closer and more comprehensive look at The Pasha Group's Relocation Services, visit our website at [www.pashagroup.com](http://www.pashagroup.com) as well as our customer specific web portals [www.pashafamiliesfirst.com](http://www.pashafamiliesfirst.com) and [www.pasharelocation.com](http://www.pasharelocation.com).

## Relocation

## Performing for Porsche

On May 16, 2007, the red carpet was rolled out for guests invited to celebrate the official grand opening ceremony of Pasha Automotive Services' new commercial vehicle processing center at Dundalk Marine Terminal in the Port of Baltimore. Joining George Pasha, IV, president of The Pasha Group, were Barry Long, manager, Vehicle Logistics, Porsche Cars North America, Inc., and Brooks Royster, III, representing the Maryland Port Administration.

Co-hosted by Porsche and Pasha Automotive Services, the event featured a ribbon cutting ceremony that included honored guest, U.S. Congresswoman Helen Delich Bentley. Barry Long particularly recognized the support The Pasha Group, and the Pasha family, has given Porsche over the years - especially with the development of this technologically advanced Baltimore facility. Porsche has been a Pasha customer since the mid-eighties, and the company currently receives and distributes Porsche vehicles for the Western U.S. division through our processing facility at the Port of San Diego.

Located on a 32-acre site, and in operation since mid-2006, the facility specializes in high performance and luxury automobiles, with Porsche as its principal customer. Pasha has a multi-year contract to handle the imports from this location for distribution by Porsche to dealers. Porsche expects to process approximately 15,000 vehicles through the facility in 2007, almost 40% of the cars they import to the U.S.

Left to right are Pete Young of Pasha's Automotive and Logistics Division, George Pasha, IV, Barry Long, Helen Delich Bentley and Brooks Royster, III.

## Innovative Technology

The Pasha Group has had an established presence in Baltimore for over ten years, with both a military vehicle processing center and a household goods port service company in operation. George Pasha, IV, commented at the ceremony, "Baltimore is the logistics hub for all major Roll-On/Roll-Off car carriers, and inland rail and truck services to the mid-Atlantic and various intermodal auto facilities. Expanding our automotive services to be centered on the East Coast at the Port of Baltimore was a natural choice."

The Pasha Automotive Services site in Baltimore has met the requirements of ISO 9001:2000 and is now an ISO certified operation - an excellent team effort in a very short time-frame. For more than six decades, The Pasha Group has been known not only for innovative transportation and logistics solutions but also for its commitment to meeting or exceeding customer expectations. Our quality management system now integrates not only all our divisions and operations worldwide but also all corporate support functions.



The Pasha Group, and the Pasha family, would like to thank Bob Kelly for his dedicated service to our country through two long tours in Iraq. Bob is also celebrating ten years of service with Pasha, as director, Business Development, for The Pasha Group's Relocation Services division. He holds the rank of Colonel with the Marine Corps, where he has served actively and on reserve for 29 years. Colonel Kelly's courageous leadership during his most recent tour of duty with the I Marine Expeditionary Force has just been recognized with the presentation of his second Meritorious Service Medal (he received his first in November 2003). Quoting from the citation signed by Lieutenant General J. N. Mattis on behalf of the President of the United States: "Colonel Kelly's total effectiveness, forceful leadership, and loyal devotion to duty reflected great credit upon himself and were in keeping with the highest tradition of the Marine Corps and the United States Naval Services."

Although Bob was not officially relieved from active duty until July 1, 2007, he enthusiastically represented Pasha at several important functions, such as the recent retirement ceremony for Tom Hicks, Chief, Personal Property Division of the Military's Surface Deployment and Distribution Command. Bob was also honored by his peers at the closing session of the recent 2007 National Relocation Conference, on behalf of the Worldwide ERC Foundation for Workforce Mobility. Worldwide ERC is the professional membership association for the global, mobile workforce and the gathering place for more than 13,000 companies and individuals that operate across state and country borders. Bob is a long-time member of Worldwide ERC and is a Certified Relocation Professional.

## Grand Opening Event

