



Odd Jobs? Of Course We Can!

| Seariders Ships all Shapes and Sizes to All Places

When the staff at Seariders Brokerage Corporation gets a call from a customer who wants to know if their shipment can be managed, Seariders has the experience and dedication to solve any puzzle. Animals, engine parts, or gelato, they get it where it needs to go.



This business still provides exciting challenges. Every day you have the opportunity to do something different. That's the fun part.



Dan Barrett, Vice President, Seariders



At a Glance

Seariders Brokerage Corporation
www.seariders.com

Industry
Freight Forwarder and 4PL

Solution
Magaya Cargo System

Seariders Brokerage Corporation offers complete logistics services, including cargo pickup, Customs documents, warehousing, cargo insurance, letters of credit, and delivery via air, ocean, and ground transportation. They have Foreign Trade Zone as well as Domestic warehousing in Ft. Lauderdale, Florida, minutes from the Miami International Airport and South Florida Seaports. They are licensed as an Indirect Air Carrier (IAC) and Ocean Transport Intermediary (OTI).

Challenges

Freight forwarder Seariders Brokerage Corporation needs to ship and track commodities as small as a 0.5 mL syringe and as large as a 120-foot yacht.

But those items are typical. Consider shipping an elephant – or a dozen white rhinos. When Seariders was asked to help ship 12 rhinos from Cape Town, South Africa to Orlando, Florida, they had to think out every step of the process, from the size of the animals, their comfort, and food. An adult white rhinoceros weighs about 7,000 pounds and measures about 12 feet long and 6 feet high at the shoulder. Seariders coordinated with the caretakers at origin, the loading crew at the airport, the veterinarians who accompanied the rhinos on the plane, and the FDA to approve the food the rhinos ate during transit.

To transport an elephant from Charleston, South Carolina to Spain, Seariders secured a spot for him to travel via an ocean-going vessel. “We have a reputation for taking on project that others don’t want,” said Dan Barrett, Vice President of Seariders. “We do unique things and try to think outside the box.”

Seariders has been in the freight forwarding business since the 1970s, with a brief hiatus while the founder, Al Redlhammer, worked as the Director of Development at Port Everglades. While working at the port, Mr. Redlhammer was instrumental in creating the first Foreign Trade Zone in the state of Florida.

When Seariders wanted to expand its warehousing operations, they looked for a new software program that could handle all the processes. In 2009 they moved their offices and warehousing facility from Port Everglades to new, larger location in Davie, Florida, with easy access

to the highway and within minutes of the Ft. Lauderdale-Hollywood International Airport and the seaport of Port Everglades. Mr. Barrett said that what attracted them to Magaya software was it included all the features they needed in one package. The other software program they were using would have required them to spend more to add on a warehousing module.

Mr. Barrett downloaded the trial and tested it to see what it could do and decided to buy.

“We wanted to have complete control of the process,” Mr. Barrett said. Since Seariders offers complete logistics service, from pickup to storage and delivery to their customers, they needed a complete software package.

Solution

Seariders needed a software program that could handle their warehousing service, all the logistics procedures for receiving and shipping, and Customs requirements.

Their warehouse is 10,000 square feet with an “FTZ” section for bonded items such as liquor. The bonded commodities are given identification numbers that are entered in their Magaya Cargo System. These numbers help them sort lists of commodity items and separate bonded commodities from other cargo.

“I can create reports in Magaya to show Customs my Foreign Trade Zone/Bonded inventory,” Mr. Barrett said.

The liquor is stored in the Foreign Trade Zone area until the customer places an order. Then items are pulled and shipped. Seariders uses the Magaya Cargo System for the whole process, from receiving to storage. The storage charges are calculated and included into the invoices, along with the freight charges when the cargo is released.

Other commodities they ship include medical supplies, food, beverages, scuba gear and fish tanks for a university marine research department working in the Bahamas, 50-foot water pumps to Egypt, and swimming pool equipment to a resort in Nicaragua. Seariders has Haz-Mat certified employees on staff as well.

Mr. Barrett and his team also handle repair parts for cargo ships and cruise ships called “vessel spares”. Items include maintenance equipment such as paint, anchor rope, office supplies, medical supplies, goggles, and other items the crew needs to perform work

Classic Car in Container



while at sea. Mr. Barrett explained the importance of getting the right items in the container. "We create a loading guide to verify all the items for the vessels because the vessels are only in port for a few hours. We make sure what they ordered is what is loaded."

Seariders ships vehicles, including cars, trucks, motorcycles, and boats. The largest boat they shipped was a 120-foot Broward Yacht from Florida to the Middle East on the deck of a larger ship.

Seariders' sales agents maintain relationships with local auto dealerships to inform customers who buy cars and want to ship them. "Our overseas agent in Sweden is very active in the car trade and visits here regularly. We also have a Swedish employee, which makes it easier for people vacationing from Sweden who buy a car and want to send it back to Sweden. We talk with them about their shipping needs. Word of mouth about our service level has helped people know us and what we can do."

Most of the cars are shipped in containers, instead of Roll On/Roll Off (RORO) because customers often want to include other cargo items with the car such as extra tires, which you cannot do with RORO, Mr. Barrett explained. "We advise customers on the best option by asking them if they have other items to ship in addition to the vehicle."

Locations they ship to include Europe, especially Sweden, The Netherlands, and other northern European countries, Central and South America, the Middle East, as well as other parts of the world.

A Family Business with a Solid Past and a Promising Future

Seariders is a family-owned business with three generations working. The founder, Mr. Redlhammer, is still involved in the daily business. His daughter, Patti Barrett, manages the import department and the import accounting. Mrs. Barrett and Mr. Redlhammer are licensed



Customs brokers. The Barrett's daughter, Jessica, also works at the company in Operations. Their business is split 50/50 between imports and exports. For their export shipments, they process the Customs documents with the Automated Export System (AES) feature in the Magaya Cargo System.

Seariders believes in the value of information. They provide a lot of information on their website about their company and services, including a link to their company's Facebook page which has photographs of many different shipments they have handled, and photos showing how they load cars and other vehicles into containers. Seariders owns four trucks for local pickup and delivery. They use Magaya software for all the trucking, warehousing, and exporting procedures, including the related accounting charges.

Seariders is a member of the Global Logistics Association (GLA). Mr. Barrett served as the association president for three years and on the board of directors. The GLA is an international network of small and medium-size freight forwarders and customs brokers. They meet in a different part of the world each year. In 2011, the GLA is meeting in Brazil.

Mr. Barrett enjoys traveling and meeting with customers and agents. "This business still provides exciting challenges. Every day you have the opportunity to do something different. That's the fun part." Speaking about the future direction of Seariders, Mr. Barrett said, "Magaya is going to help us tremendously as we move to the next level. We plan to add pick and pack services this year. What I like about Magaya is it can grow with me."

Delivering Specialized Cargo

