



**ETC & Associates, LLC**

Executive Transportation Consulting

We've  
been  
**there.**

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## Welcome to ETC eNews



New challenges face today's executives every day, from rapidly escalating fuel costs to instability in the financial market to aggressive, cut-throat competitive pricing. Our experienced management team can facilitate the development of solid, proven strategies for effectively competing in today's transportation environment. The current barrage of potentially catastrophic challenges compounded by the fluctuation of business pressures demand prudent leadership and a vision for the future. Our team has successfully faced these challenges and can guide your executive management team in developing solid, proven strategies to address your unique circumstances — **We've been there!**



### Disaster Recovery Plans. Are you ready?

If you have headquarters or facilities located near the Gulf coast or in tornado alley, you're well aware of the potential disasters that can cripple a business. Most likely you've experienced it. Don't get complacent just because you're not in a "safe" part of the country. Disaster recovery plans should be as integral to a business as a mission statement or business plan.

"Disaster" doesn't relate to the size of the event, it's how detrimental it is to your company — **We've been there!**

### Handling Rapid Growth & Decline

All business is cyclical. The gains made by hard work and determination can be erased by a market event, weather disaster or a lack of foresight. Through planning, answers come to new problems. It is important to plan for everything in the actuality that bad things will happen. Over the course of our careers, the companies we've worked for have survived through the worst of times and prospered as a result. **We've been there!**

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