



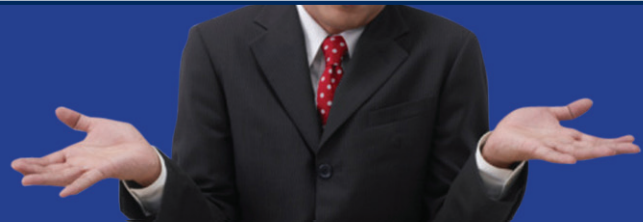
**ETC & Associates, LLC**

Executive Transportation Consulting

We've  
been  
**there.**

ETC eNews | Issue 3 | February 2011

# Confusion Leads to Inactivity



Across nearly all markets there lies an overall confusion about where the markets are going, how long the recession will last, and what, if anything, should be done about it. The monthly reports on unemployment, government regulations, and healthcare present conflicting information that confounds businesses and only leads to a wait-and-see mentality — inaction.

Nearly every day, conflicting information on TV, radio and in the newspapers causes businesses to react, stop, rethink, and then start again.

- ▶ Unemployment percentage unexpectedly rises
- ▶ Fed conducts a second round of monetary stimulus (QE2)
- ▶ Government mandated healthcare places a substantial burden on business

Confusion leading to inactivity is plaguing the economy at large. A leading indicator on not only the health of the US economy, but also the attitude of consumers, is the activity within the transportation industry. In recent reports, some major carriers have reported increased earnings based on revenue growth. As this is good news for these carriers, how does your organization look?

### **Are you confident that you are also on solid footing?**

New higher healthcare and fuel costs, increased regulation, stagnant consumer spending, possible new and higher federal, state and local taxes – some businesses are utilizing a wait-and-see tactic. The reluctance to add employees, purchase raw materials and increase warehouse orders will keep the economy relatively stagnant. Some see a double dip recession on the horizon and question the relevance of actions that have spiked the National Debt to over \$13 trillion.

### **Can you manage through the uncertainties that lay ahead?**

### **Do you have contingency plans if the economy does take a down turn?**

ETC & Associates, LLC has assisted our clients to make sure they're in a position of strength, when or if the economy falters again. We've successfully evaluated and optimized operations and administrative processes. Plus, provided solid plans to improve service, network efficiency, personnel and financials so they can be confident of their decisions for future growth and development – no matter what turbulence lies ahead.

**We've been there! And we can be there for you.**

**Be sure to check out our updated web site:**

[etcandassociates.com](http://etcandassociates.com)

