

the Atlas Amplifier

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A World-Class Moving® Publication by Atlas Van Lines

Volume 49 • Fall 2001



FORUM REPORT 2001



Atlas Forum
Strengthens
Networks,
Looks to
the Future



Also Inside:

STG Conference
Exchanging
"Specialized"
Information

**PowerSuite™
and TotalMail™**
Two Systems,
Several Results

Agent Profile
Miracle Strip
Moving & Storage



The long road ahead.

I sometimes think of life as a series of destinations. We move from one place to another, from this project to that one, from today's deadlines to tomorrow's. What our ultimate destination will be, we can only guess. But we work with the hope that life will become easier and the way will be smoother for those who follow us.

The road to Tariff 400-N has been a little longer and fraught with a few more twists than any of us could have anticipated. But when the new electronic pricing method takes effect on January 1, it will embody the best thinking in our industry of how to reach a destination that is long overdue.

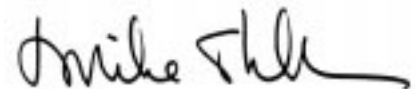
The new tariff is a much simpler calculation tool. Based on a study of some 800,000 household goods shipments, it morphs the averages into a digital matrix so rating a shipment becomes a matter of plugging in a few key

variables. In one sense, it's like a postage stamp. You get price certainty, whether you send a letter across the street or across the Continental Divide.

Still, the idea of altering a fundamental aspect of our livelihoods is daunting. At the 34th Forum on Moving, we listened to our constituents express their concerns. And we recognize that, for some people, making major modifications to contract business is still far outside their comfort zones.

Beginning in January, private transferee business will, of necessity, be governed by the new tariff. However, for our corporate relocation customers who are under contract, we also will offer the option to request rating and settlement services using the pricing methods used by our current Tariff 400-M.

We will continue to educate our agents and customers about how the new tariff can make the way smoother, well into the future, for all of us. After all, less complicated pricing promises an easier life for everyone. And that's a destination we all look forward to.



Mike Shaffer
Chairman & CEO



More than a mover.™



the Atlas Amplifier

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FORUM REPORT 2001

The 34th Annual Forum On Moving

With General Session Speakers like Lisa Ford, John Powers and Stuart Varney, as well as guests from some of the biggest company names in the world, this year's Forum On Moving proved to be beneficial for gathering new information and networking for all who attended.

For those who missed out, the annual Forum Report, now contained in the Amplifier, provides a brief overview of topics addressed at this year's event.



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...a little appreciation.

Editor James E. Huth II

Associate Editor Kristen Burnett

For more information on Atlas and moving, visit atlasvanlines.com on the internet.



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FORUM REPORT 2001

Atlas Forum Strengthens Networks, Looks to the Future

The Atlas Forum on Moving has become one of the relocation industry's most anticipated events. This year the gathering was held on Thursday, April 26th and Friday, April 27th in Chicago. Over 500 corporate and agency representatives from across the U.S. met to exchange ideas on the issues that affect their livelihoods – and to form friendships that will help them embrace the future with confidence.

Mike Shaffer, Atlas Chairman and CEO, called the meeting to order and welcomed guests, exhorting all to take advantage of a unique opportunity to strengthen personal networks.

Moderator Steve Mumma then introduced the meeting theme and presented highlights from the results of the annual Survey of Corporate Relocation Policies.

There was one element in the survey results that stood out most, said Mumma. Among the 301 companies who responded, “the economy” was the external factor cited most often as having a significant impact on the number of employee transfers. Attendees would learn more about this factor later during the principal address by noted economist, Stuart Varney.

“Build your own human database and create friendships. That’s what the Forum is all about.”

— Mike Shaffer,
Chairman & CEO,
Atlas Van Lines, Inc.

Principal Address Speaker

"The New Challenges of the Global Economy"

Principal Address Paints Optimistic View

"Business is the shining example of success and brilliance in America today, and yet it enjoys a very poor, negative reputation in the popular media."

- Stuart Varney, economist



Keynoting the 34th Annual Forum on Moving, Stuart Varney spoke on the current conditions in the U.S. economy and his expectations for the future. Describing the bursting of the technology market bubble as a once-in-a-

lifetime experience, Stuart reviewed the fundamental strengths of the U.S. economy and its dominance in key industries that make it an unrivaled economic powerhouse.

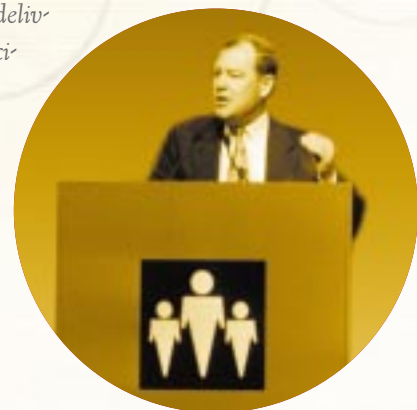
Stuart described how America has come to prosper through a system of "meritocracy" that rewards people for being smart, aggressive, and dynamic. Although the system is good and deserves credit, he says it is under attack by popular culture and a leftist media establishment.

Stuart believes the recent spate of Fed rate cuts will have the desired effect of stimulating investment, that the U.S. econo-



my has bottomed out and is now looking up, and that confidence will return soon. In an interesting sidebar on the importance of accuracy and immediacy in journalism, he shared a story about a hoax that was nearly perpetrated on CNN in 1988 during President George H. W. Bush's trip to Japan.

Stuart Varney, economist and former cohost of CNN's MoneyLine, delivered the principal address.



General Session Speakers

"Keeping the Promises We Make to Ourselves"

Seasoning Wisdom with Humor



We are teachers whether we want to be or not. We are students only when we choose to be." Dynamic and enter-

taining keynote speaker John Powers shared this and other observations, stimulating thoughts as well as smiles during the Forum's first general session.

Noting that all of us are teachers,

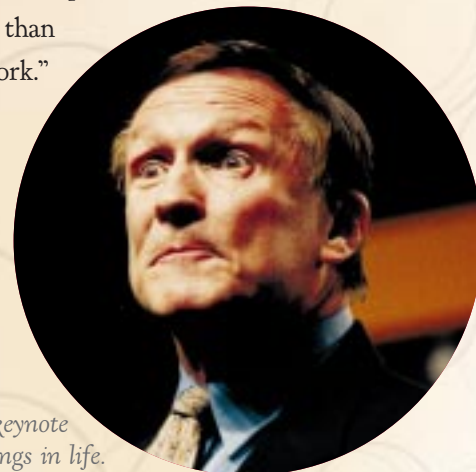
John taught his audience from his own store of wisdom as a writer and educator. He showed how happiness and ful-

"Do what you love, learn to love what you do, or do something else."

- John Powers, novelist

fillment come from a sense of purpose that can be achieved only when we have passion about who we are and what we do. As John pointed out,

"loveaholics beat out workaholics because we play a lot better than we work."



John Powers, novelist, playwright and educator, delivered the keynote address to get people thinking about the truly important things in life.

"How to Give Exceptional Customer Service"

Are Your Customers Served – or Merely Processed?



The Forum's second day began with powerful insights by an internationally recognized expert on managing customer relationships. Lisa

Ford helped her audience look at what works,

and what doesn't, in serving today's customers. She described three basic types of service – rude, indifferent, and

"Make people feel served, not just processed. Beg for complaints."

- Lisa Ford, author and speaker

exceptional – and observed that people are too often processed rather than served.

Lisa also explored the five dimensions of quality customer service, including reliability, responsiveness, creating feelings of self-worth in the customer, showing empathy, and demonstrating competency. She illus-

trated these concepts with stirring anecdotes from her own experience as a consumer.



Lisa Ford, author and internationally recognized speaker, delved deep into a subject that is at the heart of every successful enterprise.

Early Bird Workshop:

"Tariff 400-N" Early Birds Get the Skinny

The traditional early bird workshop focused on a topic dear to every relocation professional: the new tariff, scheduled for introduction in January 2002.

Marian Weilert Sauvey, General Counsel, Vice President & Corporate Secretary, Atlas Van Lines, moderated a lively session that included presentations by Joe Harrison, President, American Moving & Storage Association, and Gene Wagner, Atlas' Assistant Vice President, Agency Services and Pricing.



Moderator:
Marian Weilert Sauvey
General Counsel, Vice President
& Corporate Secretary
Atlas Van Lines, Inc.

Joe's overview included a look at the rationale for a new tariff; how the electronic format resolves complexities; the advantages of using a 3-digit zip versus mileage in the calculation matrix; the elimination and simplification of charges for accessorial services, including packing charges; the anticipation of a minor rate adjustment as opposed to a major increase; and the advantages of customer-friendliness with no destination surprises.

Gene began his remarks with observations about recent discussions with drivers. As expected, Gene says, there is always a certain amount of resistance to change. But what's more important, there is widespread agreement that the new tariff is simpler and easier to use.

During his presentation, Gene pointed out that rates



"The new tariff promotes more accurate billing and is audit-friendly. The efficiency benefits us all, including the customer."

- Joe Harrison,
President,
American Moving &
Storage Association

have become irrational; the new tariff is based on logical pricing methods; the new tariff is designed to be adjusted based on movement in government indexes (PPI and CPI data) as well as indexes related to geographic costs; the tariff base rates may vary from year to year.



Gene Wagner
Ast. Vice President,
Agency Services and Pricing,
Atlas Van Lines, Inc.

Gene gave specific examples of how the new tariff compares to the old and the benefits for agents, drivers, corporations and customers. He encouraged everyone to start playing with the rating CD as soon as it is available to see for themselves how easy the pricing process is.

Both Joe and Gene have been directly involved in the development of the new tariff legislation. It was obvious during a lively question-and-answer session that their perspectives were enlightening and greatly appreciated.



Workshops I & II:

"The Soft Issues In Relocation" Little Factors Cast a Tall Shadow



"Relocation is a personal, life-altering decision."

- Laura Herring,
The IMPACT Group

Laura Herring, SCRP, president of The IMPACT Group, spoke about the issues surrounding declination, drawing on data from the latest Atlas survey to crystallize several points. She sees maintaining a healthy work-life balance as the number one issue in relocation. For international moves, she says that 36% of assignment failures are due to an inability to adapt by the spouse and/or family. These problems are most apt to manifest themselves 18 months after relocation. Consequently, she advocates regular follow-up calls to assess a family's success at adapting and to provide a basis for timely intervention when needed.



"The cost of family assistance is minimal compared to the cost of a failed relocation."

- Mary Ann Ziff,
MasterCard International

Mary Ann Ziff, manager of relocation with MasterCard International, looked at the importance of family and spousal assistance from her perspective with an international firm operating in 30 countries. She described how MasterCard has upped the recruiting ante for technology workers by relaxing dress codes, matching contributions to 401K plans, adding new options for flex and comp time, and offering incentives that make work and life more enjoyable.

Mary Ann pointed out that any destination is, in essence, a foreign location for the relocating family. Her firm has added assistance to answer the two biggest issues: spousal employment and school finding.

She described a policy-change process that began with benchmarking to identify the key issues, then proceeded with research into what other companies offer. An assessment of costs revealed that spousal and family assistance programs are less than 1% of total costs for relocation.



"Give employees more for less."

- Marita Stricklin,
Abbott Laboratories

Marita Stricklin, CRP, manager of corporate relocation with Abbott Laboratories, reviewed how getting corporate buy-in on policy enhancements to cover soft issues can be a daunting task. Marita described her own experience with how Abbott Laboratories affected a change, and how perceptions can be shaped to "give employees more for less." Ultimately, the policy changes found natural support in a corporate culture that views its employees and families as one.

Marita presented challenging ideas about moving versus connecting, and the terrible consequences people face when they cannot find a sense of belonging. Her rhetorical question about a potential link between school violence and failed relocation gave everyone pause to ponder the gravity of the issue at hand. On the positive side, she pointed out there are programs that can help relocated kids fit in and feel connected.

What does a failed relocation look like? What does it cost?

Those are some of the questions unearthed during Workshop I, moderated by Charley Beck, Director of Marketing Programs, Atlas Van Lines.



Moderator:
Charley Beck, CRP
Director,
Marketing Programs,
Atlas Van Lines, Inc.



"The Internet as a Relocation Tool"

Working Better, Smarter with Technology

Moderator Ray West, Vice President, Information Technology, Atlas Van Lines, moderated Workshop II which looked at how the Internet is and can be used during relocation.



"For us, the question is: How do we achieve the optimum balance between high tech and high touch?"

- Pat Mieski,
Runzheimer International

Pat Mieski, CRP, consultant with Runzheimer International, examined the pros and cons of how the Internet affects the relocation process. She noted that employees today are time-starved and, increasingly, they want more control over their relocation. They are also more technology-savvy, and the Internet has become a valuable communications tool for them.

Pat covered the benefits of the Internet as a medium – including around-the-clock access, simpler processes, greater speed,

decreased cost – and suggested that finding the best use hinges on achieving the optimum balance between "high tech" and "high touch."

Pat also looked at some of the popular Internet applications for organizations: providing personnel forms (vacation requests, 401K plan reports, lists of medical providers, etc.).

She described how the Internet provides an efficient way to publish and update relocation policies, forms, expense reports and tracking reports; how transferees are using the Internet to find and sell property, apply for loans, locate apartments, make travel arrangements, gather community information, and select a moving compa-

ny; and how transferees can complete change-of-address filings, register to vote, and find contractors for a wide range of services.

Beyond the advantages, Pat advised her audience to beware of pitfalls. Is the information fresh, credible? Are expectations unrealistic based on limited research? What are the hidden costs behind the low advertised rate? She concluded with a look at some of the excellent resources available online, which attendees supplemented during the discussion the followed.



Moderator:
Ray West
Vice President,
Information Technology,
Atlas Van Lines, Inc.

Workshops III & IV:

“Corporate Relocation Policy Ideas” Panelists Present Inside Views



“We live by a philosophy of ‘people first.’ We don’t produce widgets. Our product is our people.”

- Terry Davis,
Ernst & Young LLP

Terry Davis, SCRP, Ernst & Young LLP, talked about how his firm handles relocations for all employees under a single policy. He also described the role of guidelines, which tell partners and senior staff what to do under certain circumstances.

Terry said that in 2000, Ernst & Young LLP moved 1300 household goods shipments, which is a critical piece of the entire relocation. He noted that his firm is committed to self-pack-and-haul and long-lasting relationships with individual agents.



“We don’t want the transferee to be distracted at all by the relocation experience.”

- Peggy Smith,
Microsoft Corporation

Peggy Smith, Relocation Program Manager, Microsoft Corporation, talked about how Microsoft Corporation handles approximately 4000 relocations a year. Peggy says her organization believes firmly that outsourcing is necessary to keep a strong focus on software development. The employee’s value is paramount, and relocation is handled in a way that minimizes the potential for lost productivity. She described how Microsoft has been successful in adapting rapidly to relocation challenges.



“We like to maintain a program that has a good balance between keeping our employees happy and keeping the dollars where we think they should be.”

- Mary Mooney,
State Farm Insurance Companies

Mary Mooney, Household Moves, Lodging & Customer Service Center Supervisor, State Farm Insurance Companies, spoke about the importance of getting people to understand what is in the relocation policy. She discussed the benefits of keeping the carrier involved in the process, the value of electronic communication and the preparation of an easy-to-read printed policy that clearly shows what is covered and what is not.

In evaluating possible modifications to the policy, her company first looks at the frequency of need and then assesses the cost. The current policy features mileage limits on vehicles, exclusions on pets, and defined limits on third party services.

What are some of the relocation challenges employers face? And how can policy address those needs? Moderator Karl Rau, Assistant Vice President, Contract Administration, Atlas Van Lines, moderated Workshop III, which featured the views of three corporate experts.



Moderator:
Karl Rau
Assistant Vice President,
Contract Administration,
Atlas Van Lines, Inc.

"Defining Quality & Value"

Exploring the Bigger Dimensions of Two Fundamental Concepts

Mike Scavuzzo, Senior Vice President of Sales, Atlas Van Lines, moderated Workshop IV which examined two vital underpinnings of business: quality and value.



"Policy is the most powerful tool for creating quality and value."

- Greg Hoover,
Atlas Van Lines, Inc.

Greg Hoover, Vice President of Sales, Atlas Van Lines, led an open discussion that began with fundamental concepts, then developed broader definitions to encompass the experience of attendees. His illustration included a look at the Atlas quality program and its two-pronged focus on customers and process efficiencies. A dialogue with participants dovetailed on the question: How does your organization measure quality?

From quality, the discussion moved to value and touched on the relevance of customer perceptions, the role of premove and post-move evaluations, the contribution of communication, the critical role of customer service and the power of effective policy management.



Moderator:
Mike Scavuzzo
Senior Vice President,
Sales,
Atlas Van Lines, Inc.



Make plans now for
Forum 35
April 25-26, 2002
Rio Suites Hotel
Las Vegas, Nevada



Exchanging “Specialized” Information

The Second Annual STG Conference



In year 2000, Atlas Van Lines Specialized Transportation shipments continued to grow at double-digit rates. The dynamic increase in Atlas “3rd Proviso business” (shipments of electronics, exhibits and general commodities) began in 1999, building upon the solid footing of Atlas as a major provider of Specialized Transportation, and sparked by the addition of large Specialized Transportation players to the Atlas family.

In May of this year, seventy-three agency representatives joined with guests, speakers and Atlas Van Lines personnel at Atlas headquarters in Evansville, Indiana.

The Objectives:

- to meet fellow agents and exchange information regarding the opportunities that come with dramatic increases in volume, and
- to learn about new business and communications systems in use by the van line.

Networking Basics

Linda Mundie of Atlantic Moving and Storage, Dallas, TX said “It’s great to meet face-to-face with the people who help handle your shipments – both other agents and the headquarters’ staff.” Linda continued that it is helpful to “discover and speak with many agents who have the same challenges in their markets that you do in your

own,” and “discussing your opportunities with others who know your business is invaluable.”

Getting It Started

“The conference came about at the suggestion of the STG Committee – a group developed by the Atlas Board when it became apparent that STG busi-

ness was headed for a dramatic increase,” explains Jim Stamm, president & COO, Atlas Van Lines. Glen Dunkerson, senior vice president, Transportation, STG, further notes that “the STG Committee is comprised of seven agency representatives and the van line STG management group. The conference is designed to be interactive and to address specifically the needs of agencies and personnel who participate in Specialized Transportation.”

Atlas Board member and STG Committee member Todd Winter of Golden Van Lines in



Above:

Glen Dunkerson, senior vice president, Transportation, STG, addresses the conference.



Right:

This year’s attendees for the event.

Longmont, Colorado, defines the conference as a way “to share valuable information and review ‘best practices’ for selling and marketing.” At the same time, the van line can share and introduce new information to many agencies in one setting. By further understanding the capabilities of the systems used by headquarters, Todd agrees that we all achieve “improved fleet management, better use of our internal resources and, ultimately, added value for our customers and their customers.”

“Absolutely,” said Glen Dunkerson, when he was asked if the conference will continue as an annual event.



Above and Left:
The mock game show helped not only in the learning process but in relaxing and entertaining as well.



For information about next year’s conference, contact Pat Upton in the STG Group at extension 2377. ■

Specialized Transportation Group (STG) Committee

Agency Representatives

- Joe McNamara
Certified Van Service, Inc.
- Todd Winter
Golden Van Lines, Inc.
- Ted Alger
Atlantic Relocation Systems
- Ken Niesner
Specialty Moving Systems, Inc.
- John W. Steiner
Ace World-Wide Moving & Storage, Inc.
- Jim West
Three Way, Inc.
- Tucker Espie
Dedicated Transport Service, Inc.

STG Management Group Representatives

- Dave Coulter
Vice President of Sales
- Glen Dunkerson
Senior Vice President Transportation, STG
- Bill Travelstead
Vice President, Operations

PowerSuite™ Teams

PowerSuite™ Implementation Team

- Bill Travelstead
- Jason Stowers
- Chris Compton
- Mike Francis

PowerSuite™ Integration Team

- Ray West
- Doreatha Lintzenich
- Paul Kerchief
- Barbara Weis
- Jim Coffey
- Ed Raney
- Randy Clark
- Mark Coggins
- Craig Woodard
- Tina Shankland

PowerSuite™ Red Eye Team

- Ann Heathcott
- Dan Worstell
- Roseanna Lyon



PowerSuite™ and TotalMail™

Two Systems, Several Results

Among the new technology introduced at the 2nd Annual Specialized Transportation Group (STG) Conference in May were two systems that combine to create several communications advantages.

Efficiency

An electronic dispatch system known as PowerSuite™ is being introduced to Atlas STG and agencies in 2001. The program, already used by the Commercial Truckload Division since January of 2001, allows a totally electronic and instant method of matching shipment availability to driver, truck and trailer availability. The new system is enabling improved dispatch planning and is proving that it can create a more efficient use of resources.

Integrate Systems, Multiply Results

When PowerSuite™ is integrated with other software known as TotalMail™, the results are a closed system which provides a complete loop of information regarding shipment and driver

availability and shipment tracking information available to all parties (customers, agencies and headquarters).

In Simple Terms

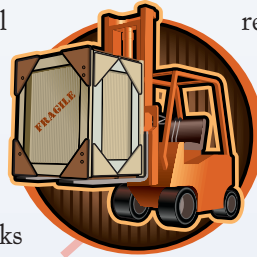
In broad strokes, it works like this: TotalMail™ is implemented over a Qualcomm® satellite, earth station and cab receiver to triangulate a precise position of a vehicle anywhere in North America.

The information is instantly and constantly fed to PowerSuite, providing a stream of information which PowerSuite™ uses to match trucks with prospective shipments. When a shipment order is received, an e-mail (known as a "macro") may be sent directly to the cab of a selected truck. The macro is received on a pc-based system available in most Atlas Van Lines STG vehicles. The truck and the van line agency, or any other party, may be notified simultaneously and instantly by e-mail (or "macro").

Likewise, the driver may respond to dispatch and/or the agency with any questions or comments. Details, including pick-up from shipper

and delivery to consignee, are communicated to dispatch and automatically updated to the Atlas mainframe – allowing the Atlas customer to access the Internet Shipment Tracking program (ASIST™) to determine the status of a shipment.

While the PowerSuite™ and TotalMail™ systems are being introduced now, and are planned to encompass all Atlas Van Lines shipments beginning in 2002, the former dispatch system remains in place throughout the van line. The former dispatch system will remain active until Atlas, agencies and customers achieve certainty that the new program continues to deliver increased efficiencies. ■





The Hidden Costs of Relocation

Home Sale Assistance



With corporate profits lagging behind expectations, and relocation and staffing administrators feeling constant pressure to be more competitive with fewer resources, it is important that we regularly take the time to evaluate the economic effectiveness of our relocation policies. The first step in evaluation involves gathering known facts, such as determining the gross costs of specific benefits and identifying the “tiered” benefit programs to match employee status. Equally important to any analysis are the hidden costs, like tax burdens, that are associated with many of the benefits.

We can separate relocation expenses into three tax-related categories: benefits that can be provided without cost or tax burden to the employer or transferring employee, benefits that are excluded from tax burden and benefits that create tax burdens to the recipient.

No Cost Relocation Benefits

Most relocation companies will provide homeowning employees with assistance in selling their homes, evaluating destination areas and purchasing a new home without charge to the corporate employer. In addition, under the right circumstances, the relocation

companies will provide administrative assistance with all or some of the logistics involved in the move.

Benefits Excluded from Tax Burdens

IRS guidelines allow taxpayers to deduct the cost of transporting household goods and making the final move as long as the move is work-related, meets the distance test and the employee is employed for 39 of the subsequent 52 weeks in the new location. Based on this deduction, the IRS allows employers to pay or reimburse these costs for transferring employees without classifying the payments as compensation. Home sale programs allow employees to sell their homes without incurring costs through a two-step process. In the first step the employee sells his home, without cost, to a relocation company or corporation and, in the second step, the acquiring company resells the property in an independent transaction. The value used in the sale of the home to the relocation company or corporation is determined through one of four variations of home sale programs: Buyer Value Option, Appraised Value, Amended Value or Assigned Sale.

Benefits That Create Tax Burdens

Most other relocation benefits are considered taxable compensation to the employee and, therefore, we must consider who is going to bear the tax burden. Most companies use one of two options in these situations. First,

the employee can be reimbursed through a payroll disbursement “net of taxes.” If you reimburse \$2,000 in house hunting costs, the employee would have to pay at least \$700 in taxes ending up with a \$1,300 reimbursement for \$2,000 in expenses. Second, the employer can pay the tax burden for the employee through a “gross-up.” In our \$2,000 example above, the employer would declare \$2,800 in compensation to the employee and, after taxes are paid, the employee would be reimbursed the full \$2,000 out-of-pocket costs.

Conclusion

Whenever we create or evaluate relocation policies, we should evaluate each benefit with a cost conscious eye that considers the hidden cost of any tax burden. By structuring the program to provide no cost or tax-free benefits, we can generate greater economic efficiencies and provide higher levels of benefits. ■



Janelle Piatkowski,
president and CEO,
Cornerstone Relocation Group.
Atlas agents can call
Cornerstone toll-free at
1-800-443-7356.



Mike Beffa,
vice president of marketing,
Atlas Van Lines International Corp.

Breakthrough in International Quoting

Streamlined Process Shortens Response Time

Just as “the early bird gets the worm,” business people who respond first to RFPs have a distinct advantage over competitors. This is the rationale behind a major new enhancement to Quick Quotes, a system for swift pricing at Atlas Van Lines International.

According to Mike Beffa, vice president of marketing, a database now in development by the international forwarder is allowing its service representatives to pinpoint current pricing information from a matrix of origins, destinations and weight ranges.

“So far, our model encompasses some 3000 combinations of these variables,” says Mike, “which covers approximately 20 percent of all international scenarios. When completed later this year, we expect it to cover as many as 50 to 60 percent of all international relocations.”

This innovation adds another dimension to a system for rapid pricing that also includes quote request forms for download from the AVLI web site and e-mail or fax-back responses.

“Our goal has been to make it as easy as possible for customers to request and receive accurate pricing on international shipments,” says Mike. “So we continually look for ways to better serve their needs. Shortening the response time gives our C.O.D. customers in particular a tool to compete more effectively for international business.”

Is this the first step to computerized quotations?

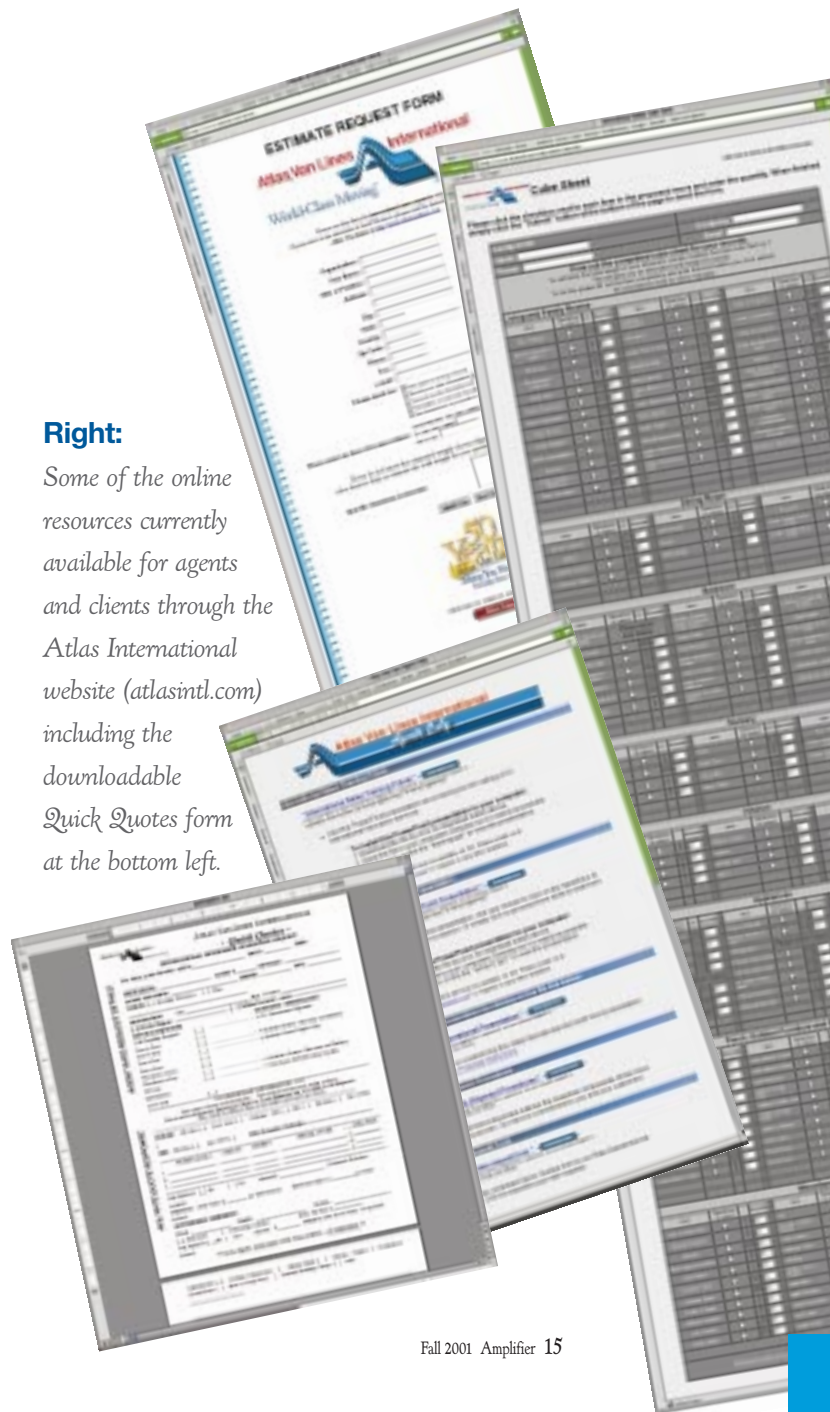
“Although it may not be feasible to ever fully automate the process,” Mike says, “we can provide a tool that serves the vast majority of international moves. Hopefully, one day we will be able to provide agents with password-protected access to our database, so they can get a quote at any time, day or night.”

“Today it seems everything has to be faster and more competitive,” says Mike. “This is one of the tools we are using to become more of both.” ■

For more information about how Quick Quote works, call your Atlas Van Lines International customer service representative. Or contact the rate department at 888-292-1430.

Right:

Some of the online resources currently available for agents and clients through the Atlas International website (atlasintl.com) including the downloadable Quick Quotes form at the bottom left.



MIRACLE STRIP MOVING & STORAGE CO., INC.

Panama City, Florida



Claims to Fame

Any job worth doing is also worth signing your name to. That's a guiding principle at work for Miracle Strip Moving & Storage, where individual signatures on cartons and paperwork provide well-documented testimonials to the quality of every relocation.

"For every move, we keep a detailed log on the movement of each item in our care," says Mike Hamm, president and owner. "We can tell exactly who packed it, checked it, received it or touched it at any point during the time we are responsible."

This practice, Mike says, contributes to a feeling of accountability among every worker, and it is the foremost reason for his company's outstanding claims performance.

For the most recent quarter, Miracle Strip's claims ratios were 1.88 (warehouse), 0.51 (packing), and 0.36 (hauling). Not coincidentally, the company's packers have garnered Atlas' superior packing award four years running.

"Our insurance rates have decreased over the last two years," says Mike, "because we have not had to file a claim."

Miracle Strip is a second-generation, family-owned business started in 1958 by Mike's father, H. E. Hamm. It is located centrally in the city, from where it provides interstate and intrastate relocation services. C.O.D. household goods moves and storage account for the vast majority of volume, while office relocations make up the rest.

Above:

Mike Hamm, president of Miracle Strip, with just some of the 18 member warehouse crew which includes four full-time drivers.

Right:

Keeping track of the movements of each item in their care helps keep accountability among workers up, and costs down for Miracle Strip.



Although not a primary focus, the agency also books international moves.

While the company's quality achievements are certainly extraordinary, Mike sees them as a prerequisite for success in the Florida panhandle, an area populated by an abundance of major carriers who contend tenaciously for household goods business.

To broaden its competitive base, in 1997 Miracle Strip diversified to offer on-site containerized storage for the area's booming construction industry. As a subsidiary of Miracle Strip, M&H Trailers maintains a dedicated truck that sets containers in place using a winch-equipped hydraulic tilt bed.

"The Panama City area is one of the fastest-growing in Florida," says Mike. "I anticipate continued expansion in this part of our business. In fact, we just added ten more units last month."

Although specialized transportation services are not a major focus for this Atlas agent, Mike points to a few examples that affirm an entrepreneurial spirit.

- Every year in May, Miracle Strip hauls drinking water to the annual Gulf Coast Triathlon in Panama City Beach, filling the portable aid stations used by the triathletes.

- In a separate enterprise, Miracle Strip transports water in bulk from the Econ Fina Spring to a bottling plant, then ships the 5-gallon bottles and case goods to destinations in nearby Ft. Walton Beach, Tallahassee and Ocala.

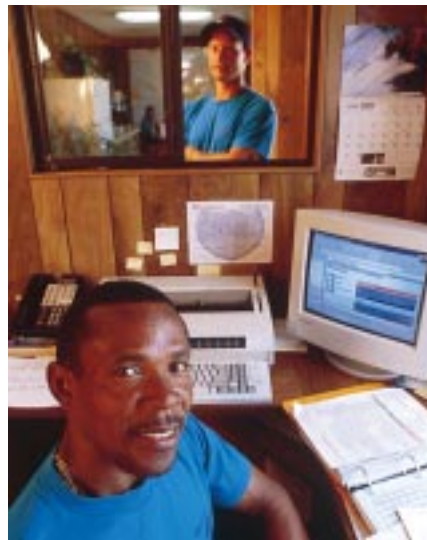
- The agency transported a hail-damaged airplane from Panama City to south Florida, where it was shipped to England for repair.

- Miracle Strip regularly picks up and delivers portable laser machines in and around the panhandle for a medical supply company.

Looking forward, Mike believes that continued high levels of satisfaction among household goods customers bode well for the future. "We have people we've moved eight and nine times," Mike says. "If everything goes according to plan, we'd like to add 10,000 sq. ft. of warehouse space within the next two years." ■

Below:

Roy Teague (front) and Danny Christensen running through daily operations and tracking.



Above:

Mike and Carol Hamm, accounting, checking up on things in their 20,000 sq. ft. combined warehouse and office space.

Left:

From left George Hill, Wanda Gates and Pam Taylor help make up part of the four-year-running, award-winning packing team.



Three Receive AMSA Recognition

Three Atlas Van Lines drivers received recognition from the American Moving and Storage Association at its 2001 Management Conference and Trade Show, held March 28-31 in Tucson, Arizona.

Bob Short received the Super Van Operator Lifetime Achievement

Special Runner-Up Award.

Robert Warren was honored with the Super Van Operator Special Runner-Up Award and Gus Howard was awarded Super Van Operator Special Commodities (specialized

freight) Special Runner-Up Award. The awards were presented to the nations best moving and storage drivers in recognition of their safety and customer service achievements over their careers in the industry.

Bob Short drives for Alexander's Moving & Storage in Tustin, California. He has been with the company since he started driving in the moving industry in 1972. During that time

Bob has covered 1.7 million accident-free miles and over the past five years has received no moving citations. Bob received the Atlas Safe Driving Award at 1.6 million miles and was named to the Atlas Scroll of Honor. He also helps kids by making toy runs, locally in his hometown of

of a million accident-free miles. Robert lives in Hattiesburg with his wife, Theresa. They have two grown children and four grandchildren.

Gus Howard of the Special Products Division, has been driving for Atlas since 1997. During the last five years, he has driven more than

565,000 miles, with no preventable accidents or moving violations. He has received the Atlas Safe Driver Award from 100,000 miles all the way through 2.5 million miles of safe driving. He and his wife, Helen, are the parents of four grown children. They live in



Celebrating 2001 AMSA Super Van Operator Runners Up were: (from left) honoree Robert Short, Atlas Van Lines Safety Director Roger Strickland, and honorees Robert Warren and Gus Howard.

Highland Village, Texas, and nationally. He and his wife, Shari, have a grown daughter.

Robert Warren drives for Bean Moving & Storage in Hattiesburg, Mississippi. During the past five years, he has driven more than 360,000 miles with no accidents and no moving violations. Robert has been in the top 10 percent of Atlas' drivers since 1991. Last year, he received the van line's Safe Driver Award for a quarter

Cookeville, Tennessee.

In recognition of their accomplishments, the winners received specially designed plaques from AMSA and leather bomber jackets presented to each driver by Atlas Chairman and CEO, Mike Shaffer. The AMSA Super Van Operator Awards are sponsored by Kentucky Trailers, Louisville, Kentucky, and members of its regional distribution network.

Personal Movers Helps Furnish Library

Personal Movers joined a community effort in Lowell, Massachusetts to send books to the Oglala Sioux Reservation in Pine Ridge, South Dakota. The book drive grew out of a meeting between President Clinton and Lowell Mayor Eileen Donoghue in 1999, and it

culminated in the delivery of 25,000 books to furnish a library for students at the Little Wound Elementary School.

In a letter from the United States Department of Education, representative and former teacher Jan Paschal expressed thanks to the people of Lowell

and, in particular, for the assistance of Forrest Manning of Personal Movers in Billerica who arranged the transportation of the books, and Stetson McBride of Atlas Van Lines, who drove the truck.



Dedication of the book drive for the students of Little Wound Elementary School.



Mabey's Names New CEO

Steven J. Mabey was named President and CEO of Mabey's Moving & Storage, Inc., of Rensselaer, New York, on May 10. In his new position, Steven is responsible for overseeing the company's management team, properties and equipment.

Mabey's, an Atlas agent for 40 years, handles local, long distance and international relocation with intrastate authority in Vermont, Massachusetts and New York. Recent expansions have increased the company's containerized warehouse space to more than 40,000 sq. ft.

Presidents Club Cruise Sets Sail



Presidents Club 2000 Cruise Attendees: (left to right) Julie Cibelli, Thomas Philbin, Linda Mundie, Richard May, Steve Delane, Ross Buckley, Denise Della-Dora, John Dulin, Betsy Rogers-Friedman, Dan Eales-Rogers, Gary Louderback, Gail Ann Lynch, Bob Cox, Bob Wald, Kurt O. Nelson, Roger Sorhagen, and Larry Lammers. Not shown are Steve Youell and Michael J. Boone.



The Cruise Ship Imagination docked at one of the many stops along the trip while Renee Lynn, Pat Gorbett and Cami Scavuzzo see the sights.

A Real Fast Mover

Ten-year-old Joshua Sorhagen, son of Roger Sorhagen, Crofutt & Smith, shows off his 2.5 horse powered Crofutt & Smith Atlas Van Lines Special Cart.

Roger says of his son, "He drives his cart with great pride and enthusiasm."



Ace World Wide Opens In Austin, Texas...

On April 16, Atlas agent Ace World Wide announced the opening of its 15th moving and storage location in Austin, Texas. The new facility includes 25,000 sq. ft. of warehouse space and 3,000 sq. ft. of office space. It is staffed by 15 on-site employees, operates a short-haul fleet of three, and is supported by the Ace team of interstate haulers.

General manager of Ace of Texas is Harry Miller, who has 16 years of experience in the industry. He is assisted by Larry Huff, Operations Manager, a 24-year veteran of the Atlas Van Lines system. Services include household goods moving and storage for both national and private accounts, office and industrial relocation, and special products

and trade show transportation.

Ace World Wide Chairman John Steiner noted that the company's expansion in Texas is part of a growth plan focused primarily on corporate relocations. The Austin location bolsters a strategic foothold for the firm in the southern part of the country, enabling it to serve the entire state of Texas and beyond.

...And Appoints New Position

Reflecting a philosophy of recruiting top-notch people to service and grow its corporate relocation business, Ace World Wide has hired David Blair as Senior Vice President of Sales & Marketing.

"David's reputation precedes him," said John Steiner, chairman. "He is viewed as a force in our industry, not only for his accomplishments, but for his unwavering commitment to service. His vision will help to ensure our continued growth."

The hire is consistent with an effort to build a team that meets the needs of corporate relocation specialists and transferees. The team embraces all functional areas of the company – from management to sales, from client services to van drivers.

"Ace has been successful in this segment of the market because it realizes that corporate relocation

is about moving people – not just their belongings," says David. "I'm thrilled to be part of a team that reflects this care and concern."

David's practical experience in relocation began in the early 1970s, when he loaded and unloaded furniture during the summers for his parents, a husband-wife driving team. In 1979, after graduating from the University of Southern California with degrees in public relations and communications, he took a position in C.O.D. sales for a moving agent in San Diego. In 1986, he joined his parents in starting Blair North American Van Lines in Sarasota, Florida. Two years later he purchased the company and, over the following two years, he built revenues while earning every quality award the van line offered.

David sold the company to Atlantic North American in 1992

and stayed on as general manager. In 1997, he was instrumental in one of the largest conversions ever in the industry – the switch of Atlantic North American to Atlas Van Lines.

Most recently, David served as regional vice president for Graebel Van Lines in Orlando, Florida with responsibility for seven offices and five general managers. He was also the salesperson of record for over \$3 million of national account revenue.

"I consider Atlas the finest van line system in the country," says David. "It feels good to be back home."

Ace World Wide is headquartered in Milwaukee, Wisconsin. It is the third-largest agent in the Atlas system and operates 15 strategically located companies from Huntington Beach, California to Orlando, Florida.

Atlas World-Class Service is Appreciated

RE: Kevin Wiese
Alexander's Moving & Storage (214)
Baltimore, Maryland

Our family relocated from Canada to Georgia with Nortel Networks. This has been our fourth and farthest relocation with the company and without a doubt, our best moving experience ever. Alexander's, and in particular, our driver, Kevin Wiese, made the journey a truly pleasant experience.

As a mother of two small girls, leaving family and friends, my main concern was ensuring a smooth transition for our family. Alexander's quickly alleviated our fears. The moment Kevin arrived, he immediately reassured my daughters that he would deliver all their toys to Georgia. Tremendous care was taken with all our belongings – never had we seen so many blankets scattered about in all our past moves (even the walls were covered). Boxes were personalized with our names rather than labeled with rooms. This was especially important for the girls as they could identify their belongings right away. Even the coffee machine was clearly labeled ensuring prompt unpacking for our caffeine fix.

"It truly made us feel like we had a great team looking out for our well being at all times."

Through it all, Kevin kept us abreast of all progress, and consistently inquired about how best to meet our particular needs. Many are the calls we received throughout our move, with various offers

of help (right down to help with groceries in Georgia on unloading day!). It truly made us feel like we had a great team looking out for our well being at all times.

For all of this, and many other special touches throughout our move, our family thanks you. Most especially, a heartfelt thank you to Kevin for the peace of mind he gave us. Should Nortel ever relocate our family again, you can definitely expect a request for Kevin and his team.

Fondly,
Monique King

RE: John Dagoumas
Personal Movers (780)
N. Billerica, Massachusetts

I feel that is very important to tell you about our experience with your driver, Mr. John Dagoumas, and his team.

My husband's company relocated us from Maine to North Carolina. Mr. Dagoumas was the driver for both the loading and unloading. He was wonderfully helpful and friendly, and I want to make sure that he and his team get their share of thanks and kudos for the hard work they did for us.

All three gentlemen acted not simply as if it were their jobs, but personally and extra helpful. I simply want to commend them for helping us with a difficult transition. They all made the mood of the experience much lighter, and were so wonderful in general. Please be sure that this letter gets to them, as I want everyone to know what wonderful workers they are.

"...not simply as if it were their jobs, but personally and extra helpful."

Sincerely,
Lindy Guenther

RE: Ronald Grove, Neil Lambert and Dave Muse
Merchants Moving & Storage, Inc.(1401)
Boise, Idaho

Numerous times during the last several months, I've wanted to write this letter, but between our move and new jobs, life has been hectic. However, I hope my tardiness doesn't diminish the message my wife and I would like to convey. Namely, that Ron Grove, Neil Lambert and Dave Muse are the best moving team with whom we have ever worked.

First, Ron would always make himself available when we called, and he quickly and successfully responded to the many issues that came up before, during and after the move. His calm demeanor is refreshing at stressful times, and his problem solving helped us out many times.

Neil and Dave are very customer-focused as well. Their style is friendly, upbeat, hard working and responsive, with a can-do attitude. Their packing and unpacking was done with great care. Neil especially sets the tone for his team that professionalism, care and customer service are hallmarks of their work. Ron and Neil go the extra mile for their clients.

We have been disappointed in our three previous long-distance moves. We never thought we would rate a moving team as excellent, when others never reached average. This team earned an excellent rating. Probably, the best comment we could make is that when we move again, we will only move with this team if they are willing and able.

Sincerely,
Ray Flachbart
President & CEO
Blue Cross of Idaho

"...when we move again, we will only move with this team..."



RE: Tom and Penny Laffin
Ace Relocation Systems, Inc.
of Florida (8)
Orlando, Florida
and
Read's Florida Moving &
Storage, Inc. (1724)
Jacksonville, Florida

I noticed the Atlas slogan on the moving van that said "World-Class Moving." To be the best in the world is a big order to fill and most companies are not up to the task. The companies that are successful are those that have world-class people working for them.

Your driver, Mr. Tom Laffin, and his wife, Penny, certainly fit into the world-class category. They did an excellent job for us and went way above the call of duty to insure that our move went well. They worked tirelessly to meet a deadline imposed by a house closing and they delivered on every promise they made. As all families have "priceless" personal items, we were no exception and Tom took a personal interest in ours and paid special attention. Needless to say, everything arrived safely.

Tom is a true professional who is dedicated to his job and very much an ambassador for Atlas.

Sincerely,
James F. Oliver
Vice President
Strategic Development
AMERISTEEL

"...they delivered on every promise they made."

RE: Action Moving, Inc. (47)
Sioux City, Iowa

We just wanted to let you know how very pleased we were with the move to Colorado. Everyone was efficient and professional. We never imagined everything would go this smoothly. Thanks again.

Sincerely,
Connie and Lowell Mason

RE: Steve Gann
Prescott Moving & Storage (1659)
Prescott Valley, Arizona

I am writing to tell you how pleased my husband and I are with Atlas Van Lines and the professional way they handled our move to Indiana. All of my household goods arrived from Arizona in very good condition, which was a big relief after being in storage for a year.

I would like to commend the driver, Steve Gann, and his team on a move well-done. They were courteous, gracious, hard-working and always put my desires first. They worked long and tirelessly and accomplished a lot in a mere day.

I have used other professional movers in the past, with mixed results. I am very pleased with Atlas and will definitely use them again, as well as refer them to family and friends.

Thank you for a wonderful move and a nice welcome to Indiana.

Sincerely,
Julie Bricker

"They were courteous, gracious, hard-working and always put my desires first."

RE: Gary Trammell and Brian Robinson
DMS Moving Systems, Inc. (800)
Canton, Michigan

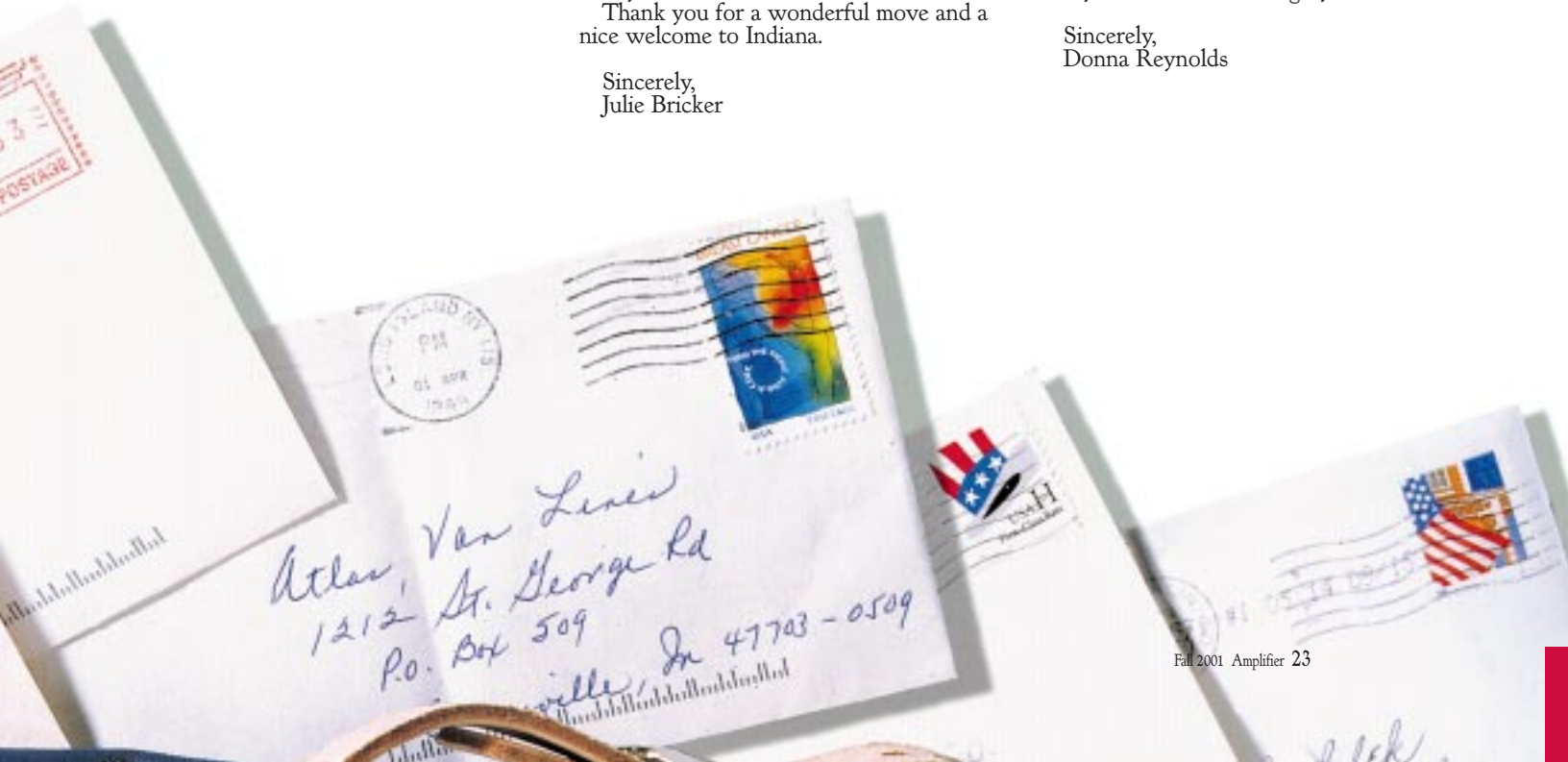
This letter is to let you know that Bob and I were extremely pleased with our recent move by DMS from Michigan to Florida. From the outset, we were impressed with your professionalism. You were the only consultant out of the four we interviewed who asked us about previous moving experiences and what we expected from our move to Florida. Every promise made was fulfilled by you, your staff, and our driver, Gary Trammell.

Our previous moving experiences had not been at all satisfactory. We were very wary about this move and expressed numerous concerns. Fortunately, none of our fears materialized. From start to finish, our move was handled professionally and courteously. Gary kept his word about dates and times. He bent over backwards to accommodate us. He even suggested a better route for us to take for our drive from Michigan to Florida. Our furniture and other belongings arrived safe and sound. The final costs were less than the estimate we received. What more could clients ask for?

I would be happy to provide any recommendations for prospective clients. Thanks again for all of your assistance. It was a pleasure working with you and everyone at DMS Moving Systems.

Sincerely,
Donna Reynolds

"From start to finish, our move was handled professionally and courteously."



Popular Atlas Poster Calendar is Taking Shape Now for 2002

New Image Will Be the 13th Annual

The first "Rocky Mountain" Calendar appeared in 1990. Since then, the annual delivery of the new Atlas Poster Calendar is as certain as the arrival of January 1. Even the size of the Calendar, determined by the many agents who purchased permanent frames, remains certain at 16" x 20".

Every year, photographers catch up with Atlas drivers and trucks in locations spanning from California's Mojave Desert to the coast of Maine. And, judging by the Calendar sales, the resulting images are viewed favorably. Calendar photographs have been reproduced nearly 125,000 times, classifying them among the most frequently used Atlas promotional images.

2002 Image Candidates

The 2002 Calendar image will be of a major cityscape. The two images shown below give a hint of the options being considered. Final selection, depending on many variables, will be made in late July. ■



Available for Agent Purchase by October

Many agencies purchase the Calendar as a stand-alone customer gift, or as part of a new year promotion. The 2002 Calendar will be available for purchase by October of 2001. Calendars can be ordered by contacting Atlas supply.

Visit AtlasNet (Marketing Communications) for a complete preview of the Calendar.

Former Atlas Calendars include:



Bay Bridge, San Francisco



New Orleans



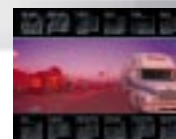
Sequoia National Park



South Beach, Miami



Maine Coast



Mojave Desert



Millenium Warp



Washington D.C.

This Atlas agent is...



- A** Requesting information on elder care in Milwaukee?
- B** Researching Catholic schools in the Chicago diocese?
- C** Managing a move from start to finish, from Sarasota to Seattle?
- D** Telling her husband where to pick up dinner?

The answer?

All of the above – at one time or another. Because relocation, Atlas style, is more than just moving goods from point A to point B.

We're transporting peoples' lives. And it's our job to make every experience a success.

That means we sometimes get home a little late... even if we have to eat carryout. But when it comes to your relocations needs, we can always prepare practically anything you'd like.

Get more than just a mover. Visit us today at atlasvanlines.com.

More than a mover.™



Atlas Calendar

September

- 3rd** Labor Day - Atlas Headquarters & Atlas Canada Closed
 - 11th** Fourteenth Annual ROAD (Recognizing Our Atlas Drivers) Day
 - 12th - 14th** AMSA Fall Meeting - Crystal City, VA
 - 18th** AWG Board Meeting
 - 19th** Annual Stockholders Meeting - Evansville, IN
-

October

- 7th - 10th** HHGFAA - Las Vegas, NV
 - 8th** Canadian Thanksgiving - Atlas Canada Closed
 - 10th** Atlas Canada Board Meeting - St. John's, Newfoundland
 - 10th - 12th** ERC International & Management Symposiums - Anaheim, CA
 - 10th - 13th** Atlas Canada Convention - St. John's, Newfoundland
-

November

- 6th** AWG Board Meeting - Pointe South Mountain Resort
- 7th - 10th** Atlas Convention - Pointe South Mountain Resort - Phoenix, AZ
- 22nd** Thanksgiving Day Holiday - Atlas Headquarters Closed
- 23rd** Thanksgiving Holiday - Atlas Headquarters Closed

2001

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