

# the Atlas<sup>®</sup> Amplifier

www.atlasvanlines.com

A World-Class Moving<sup>®</sup> Publication by Atlas Van Lines

Volume 50 • Fall 2002

Bright Lights,  
Atlas Forum Meets in Las Vegas

## Big Ideas

Forum Report 2002

See Atlas in a new way?

Don't Miss The Convention In November  
AT THE RIO IN LAS VEGAS

**Also Inside:**

**Atlas Van Lines  
International  
Corp.**

**Cornerstone  
Relocation  
Group**

**Atlas Van Lines  
(Canada) Ltd.**

**Specialized  
Transportation  
Group**

**Atlas World**



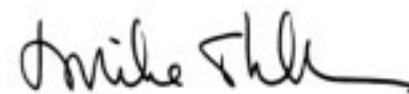
# the Atlas Amplifier

www.atlasvanlines.com  
A World-Class Moving® Publication by Atlas Van Lines Volume 50 • Fall 2002

No one can deny that we live in a radically different world than the one we thought we knew twelve short months ago. Since the watershed events of last September, we find ourselves in a business climate of rapid change. Companies that understand they must manage change are the companies that stand to weather the current challenges and emerge stronger as a result.

In the recent months, Atlas has taken an extremely close look at itself in this context of change. We have stood before the mirror and asked tough questions about who we are, what we should be, what our destiny can be, and how we might we reach it.

In the process, we have glimpsed a gleaming promise for tomorrow in the values that define the very core of our organization: integrity, quality, solutions. Our affirmation of these core values is central to our plans for becoming more efficient and more focused on the things that deliver value for our customers. We'll be telling more about this at our convention in November.



Mike Shaffer  
Chairman & CEO



## Features

### CONVENTION 2002 12

The 2002 Atlas Convention will be held in the midst of one the most challenging business climates of the past 20 years.

**Make your arrangements now to attend.** Soon, we will see Atlas in a new way.

### Atlas Canada 14

**Still in High Gear**  
Our neighbor to the north is currently in a rather unique position during this period of economic turmoil.



## Cover Story 2

### FORUM REPORT 2002 The 35th Annual Forum on Moving – MOVES TO LAS VEGAS

General Session Speakers General H. Norman Schwarzkopf (U.S. Army Retired), and Colonel Edward Hubbard (U.S. Air Force Retired), combined with guests from some of the world's largest corporations to talk about leadership in difficult times.

For those who were unable to attend the Forum this year, the annual Forum Report is contained inside this issue of the *Amplifier* Magazine.



Page 17 – Atlas & Quest for Quality

## Departments

- AVL International 10
- Cornerstone Relocation Group 11
- Specialized Transportation Group 16
- Atlas World 17



## Tracks 22

Editor James E. Huth II  
jimhuth@atlasvanlines.com

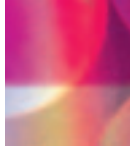
Associate Editor Kristen Burnett  
kriburn@atlasvanlines.com

For more information on Atlas and moving, visit [atlasvanlines.com](http://atlasvanlines.com) on the internet.



The Atlas Amplifier is published quarterly by Atlas Van Lines, Inc., 1212 St. George Rd., Evansville, IN 47711. All material for publication must be submitted to the corporate communications department. Atlas is an equal opportunity company. © Copyright 2002, Atlas Van Lines, Inc. MC 79658





# Bright Lights,

## Atlas Forum Convenes in Las Vegas

# Big Ideas

**G**littering Las Vegas welcomed guests to the 2002 Atlas Forum on Moving, held April 25 and 26 at the Rio All-Suite Hotel & Casino. It was the 35th consecutive year for the gathering, and the first time in almost as many years that it was hosted outside Chicago. Some 500 corporate relocation professionals and Atlas agents attended this year's event to hear experts address the industry's most pressing issues, to share information and ideas, and to build friendships.

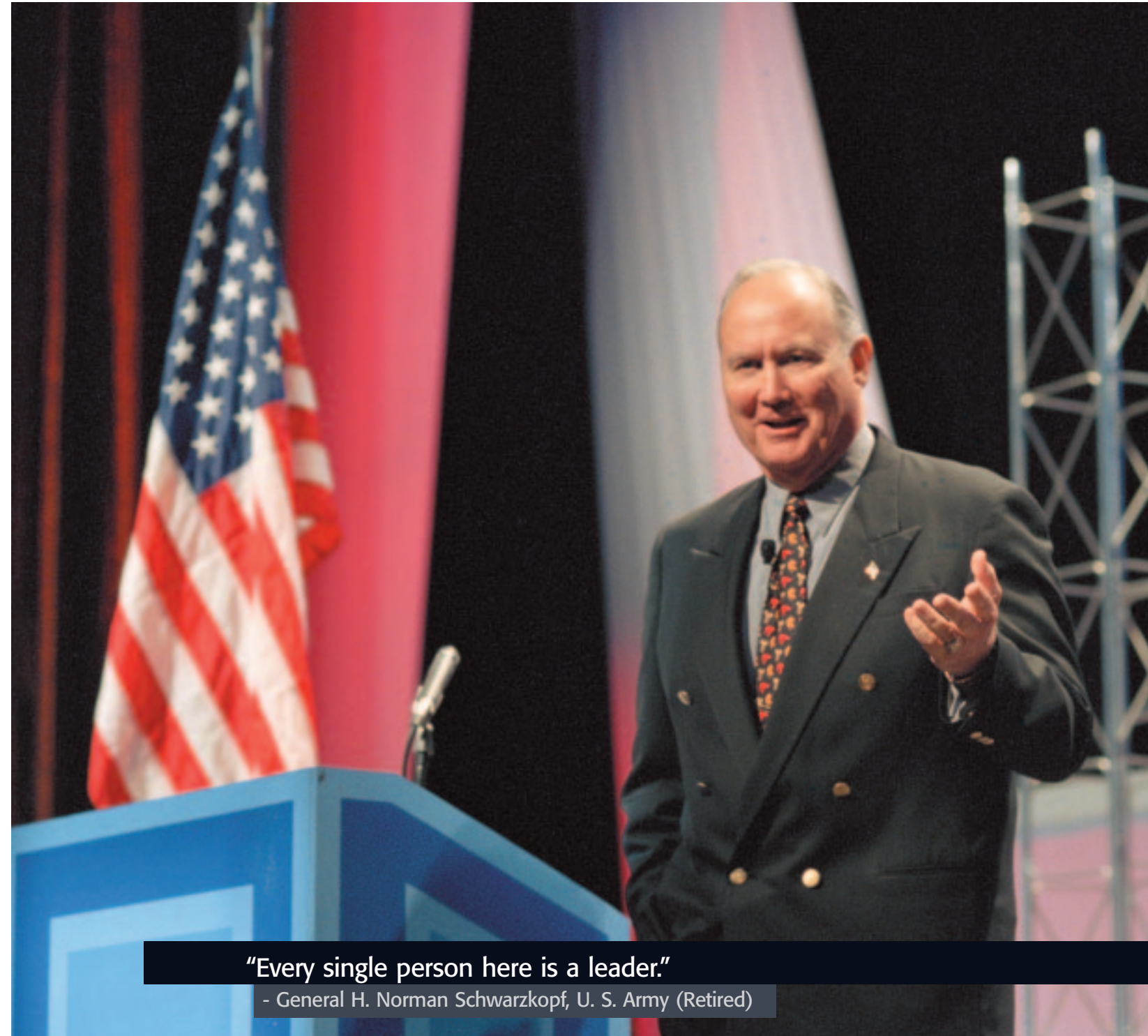
*Mike Shaffer, Chairman & CEO, Atlas Van Lines, opened the 36th Annual Forum.*



At the Opening General Session on Thursday afternoon, Chairman and CEO Mike Shaffer welcomed all and reminded them of the occasion's purpose: "The way the world and industry are changing, the Forum is more important than ever... We want the Forum to be a place of open, honest communication where you can share your successes so that others can be successful, and to share your failures so that others can learn from them."

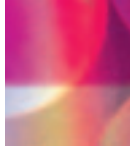
**"...long before networking was popular, the originators of the Forum were doing it."**

- Mike Shaffer, Chairman & CEO, Atlas Van Lines



**"Every single person here is a leader."**

- General H. Norman Schwarzkopf, U. S. Army (Retired)



## Leadership in Difficult Times

Chairman Shaffer introduced the featured luncheon speaker, General H. Norman Schwarzkopf, U. S. Army (Retired). In his opening remarks, General Schwarzkopf told the audience he is a big supporter of the relocation industry—he just completed his 40th move.

General Schwarzkopf then offered his ideas on “leadership in difficult times.” He asserted that great leaders are rather ordinary people who find themselves in extraordinary circumstances. They are recognized in history as great leaders because they rose to the challenges they faced.

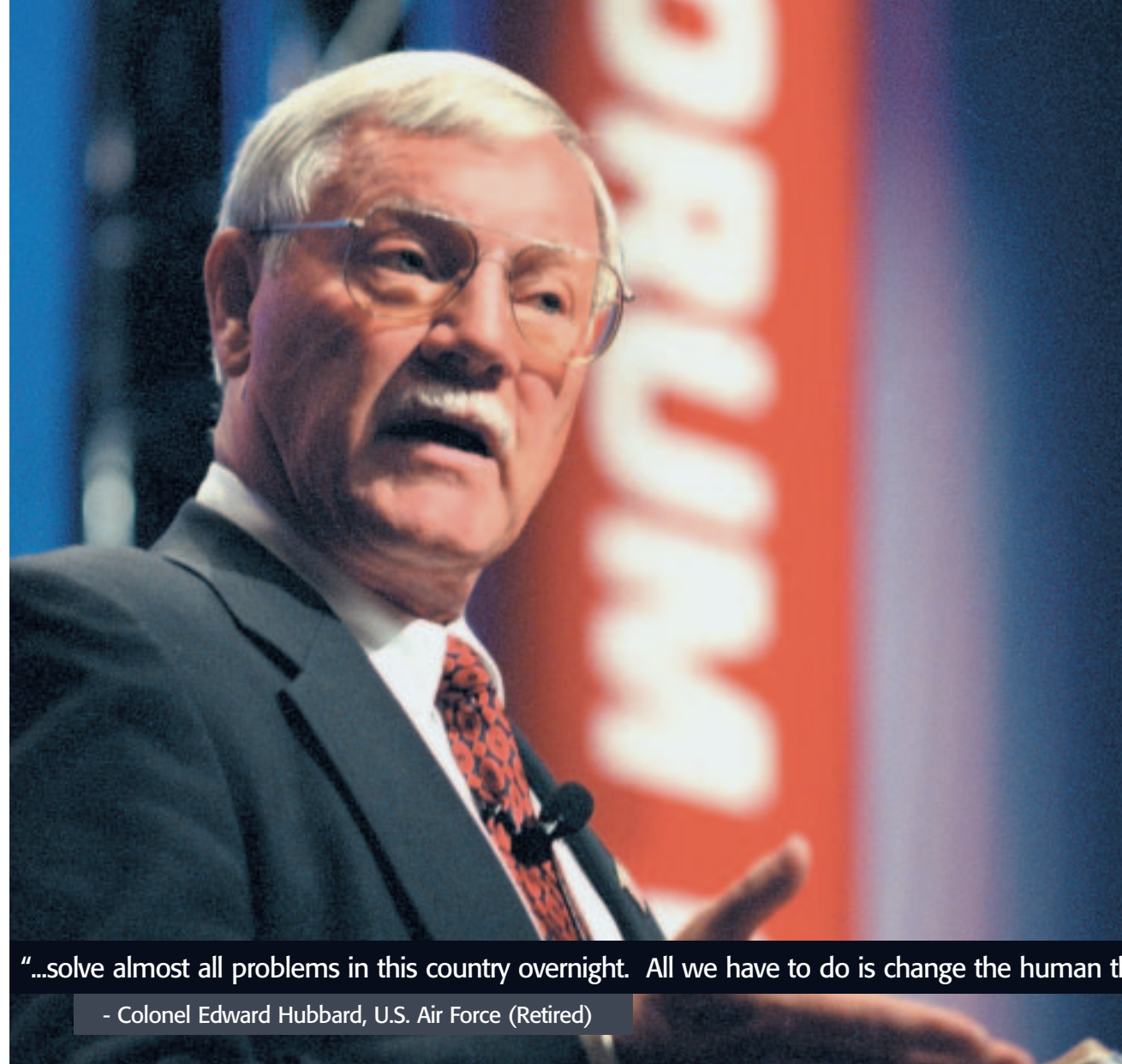
He shared his definition of leadership, thoughts on the importance of respect, and the reasons why character is essential to leadership. He also presented the two fundamental rules of leadership that he learned when he was acting head of the Pentagon. He then discussed how these secrets of leadership are being applied by our nation in the current time of crisis.

General H. Norman Schwarzkopf, U. S. Army (Retired)



General Schwarzkopf also said that thinking of oneself as a leader is a crucial first step in becoming a leader, and he asserted that every person present was, in some way, a leader. Following his speech, General Schwarzkopf took questions from the audience on topics that included Operation Desert Storm, the current conflict in the Middle East, terrorism in the U.S., the political significance of the far right in Europe, and weapons of mass destruction.

“...the circumstances of your birth have nothing at all to do with your ability to eventually become a leader.”



“...solve almost all problems in this country overnight. All we have to do is change the human thought process.”

- Colonel Edward Hubbard, U.S. Air Force (Retired)

Colonel Edward Hubbard, U.S. Air Force (Retired), discussed how his experience as a prisoner of war in Vietnam strengthened his belief of the human potential.

## How to Unlock Human Potential

At the closing general session on Friday morning, President and COO Jim Stamm introduced Colonel Edward Hubbard, U.S. Air Force (Retired). Colonel Hubbard, who spent six-and-a-half years as a prisoner of war in Vietnam, spoke on human potential as a state of mind. He related how the deprivation of his time in captivity affected his decision to survive, and ultimately how he developed a psychology that enabled him to unlock his human potential and thrive.

Colonel Hubbard discussed how his experience as a prisoner of war gave him the chance to review everything he had ever done in his life and to think about how he could have done it better. He used

this insight to help the audience understand how they might each improve the potential of their own lives. He also talked about the vital role of competition in the American way of life, the value of incremental improvement, and why money cannot buy performance.

Colonel Hubbard challenged his listeners to change the way they see the world and how it works. He stated that, ultimately, raising standards and improving human potential in America is key to winning the war on terrorism.

## Becoming Stronger

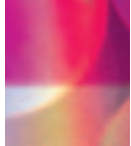
“I hope you’ll agree this year’s forum has been informative and fun.... While fun is preferred over adversity, it is adversity that tempers us and makes us stronger.”

Jim Stamm, President & COO, Atlas Van Lines, presides at the General Session



“...it is adversity that tempers us and makes us stronger.”

- Jim Stamm, President & COO, Atlas Van Lines



## Early Bird Workshop

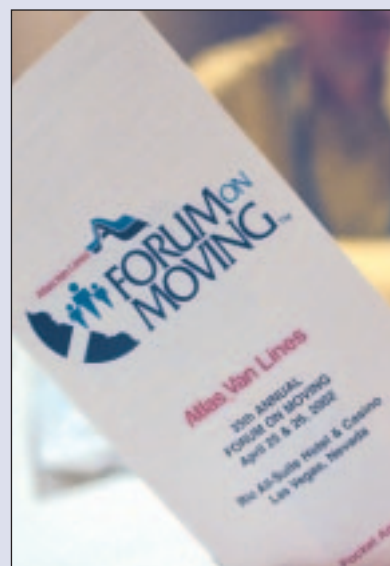
# Early Birds "Talk Turkey" on Tariff

Pricing gurus get into the nitty-gritty

Pricing was the focus of this year's Early Bird Session, led by experts Gene Wagner, Assistant Vice President, Pricing, and Karl Rau, Assistant Vice President, Contract Administration. The session began with Karl taking a look at the nuances of the M tariff, which is still in force for contract pricing with most national accounts. He described the merits of a pricing mechanism that dates back to 1937 and how its evolution has led to the development of a replacement.

Karl stated that one of the most important features of the M tariff is that it provides a means for determining charges based on services that are actually performed. He noted that several contracts have frozen their agreements under the M tariff until the relative merits of 400-N can be evaluated. He also pointed out that one disadvantage to the M tariff was the difficulty to audit.

Gene described the challenge of communicating a new pricing mechanism that was misunderstood initially by many agents and drivers. Gene explained the points of differentiation with the M tariff, including the paper versus electronic formats and



the rolling of many of the old accessorial charges into one origin/destination charge.

Gene said he has found that many drivers are happy with the new tariff, as are customers, because it is easy to use. He

described the provisions for changing the tariff, which is tied to changes in the earnings and employment index and a part of the consumer price index. Research shows these indicators track well with actual industry costs.

Gene also described how the new tariff has been modified since its release to more accurately reflect the higher costs associated with a few specific urban areas, such as Manhattan.

Overall, the new tariff brings improvements in ease of use, distribution, and ability to audit. And its numbers are very close to the ones in its predecessor. "Overall," said Gene, "you're looking at the same dollars, new or old; it's just an easier way to account for those dollars and it's a pretty easy way to pass them on."



**"What hadn't been accomplished was ease of audit. And that has been the goal of tariff people in our industry for years."**

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



**"Tariff 400-N is not a huge change...just a huge change in simplicity."**

— Gene Wagner,  
Assistant Vice President, Pricing  
Atlas Van Lines, Inc.

## Workshop 1

# U.S. Economic Outlook A Dose of Optimism

Dr. Robert J. Genetski, director for Chicago Capital and an independent consultant, led Workshop One on the U.S. Economic Outlook. Known as "one of the most optimistic economists" in the world, Dr. Genetski examined the present economic situation in light of what he called "classical principles" of economics. He said the cause for his optimism is that he sees powerful forces are causing politicians to accept these principles.

If economy is strong, he asked, why are so many signs indicating otherwise? He believes the answer is that Greenspan made a mistake, but has corrected it. As a result, the signs now show a recovery is coming. Dr. Genetski expects a rapid recovery, but with low inflation and with long-term interest rates below the present levels. He expects short-term rates to go to about 4 percent.

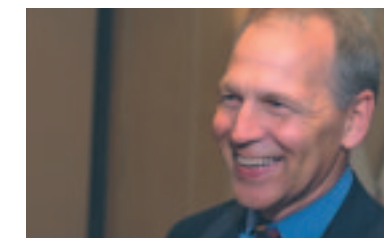
Dr. Genetski also believes

strong upward movement is likely in the stock markets, with indices rising as much as 20%-30% over the coming year. He says the technology and telecommunications sectors will, of necessity, be redirected toward improving safety and security. As a free-trade advocate, he thinks the recent decision to impose a steel tariff is a mistake. He is also a proponent

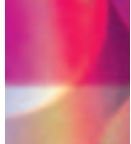


of privatizing social security. Dr. Genetski was less than optimistic about other situations. He believes fighting in the

Middle East will intensify, and that the U.S. will become involved within the next year. He also sees the likelihood of a comprehensive plan by the U.S. to eliminate Saddam Hussein.



**Speaker/  
Moderator:**  
Dr. Robert J.  
Genetski,  
Director,  
Chicago Capital



## Workshop 2

### Economic Stress on Relocation Policies Experts Examine Tough Challenges

How are relocation professionals adjusting policies in the wake of the economic downturn?  
How do consolidation and downsizing impact policies?



**Eileen V. MacDonald**  
*Tribune Company*

Speaker Eileen V. MacDonald, Manager of Corporate Administrative Services with the Tribune Company, described unique challenges as a result of large acquisitions. She acknowledged that a decrease last year in the number of relocations also meant a decrease in dollars spent on relocation.

Eileen discussed why she maintains relationships with several relocation companies, the consolidation of management in one location, and the ongoing development of a centralized "cafeteria plan" policy to serve the entire corporation. She said that docu-



**Karen Hamacher**  
*Avnet, Inc.*

menting successful relocation with the comments of satisfied customers is useful for validating the value of centralized services.

Karen Hamacher, Administrative Assistant in Human Resources with Avnet, Inc., talked about how the recession has affected her company. Karen said that although Avnet's policy has not had significant changes, restrictions by management have indeed tightened. The company is performing fewer relocations and more closely monitoring the costs of the ones it is performing.

Karen says that since 1996, Avnet has used a third-party relocation company to manage relocation costs. The relocation agreement is designed so spousal assistance goes only to those who are actually looking for work. "Double-dipping" is precluded when the company relocates a



**Charlotte Sherman**  
*Nortel Networks*

working couple, and home buy-outs are rare. Avnet's most recent averages show that a homeowner relocation costs about \$63,000; a renter costs about \$13,000.

Charlotte Sherman, Senior Household Goods Administrator with Nortel Networks, described how the recession has had a major impact on the telecommunications giant. At the start of 2001, the Nashville, Tennessee-based corporation employed about 94,000 people around the world. That number is now about 44,000. The reductions have affected every area of the company and resulted in a major restructuring, called the optimization program. As a result, the relocation policy and programs have been extensively revised, including the development of a new program to assist displaced employees.



**Moderator:**  
**Greg Hoover**  
*Vice President, Sales Development  
Atlas Van Lines, Inc.*

## Workshop 3

### Internationally Speaking The Climate Has Changed

What's changed? What is likely to change?  
What is the desire of people for international relocation?



**Brenda Fender**  
*Employee Relocation Council*

Things are not the same in the days since September 11, especially in the international arena. Moderator John B. Sculley, Vice President and Managing Director with RIS Consulting Group, introduced the workshop with pointed questions: What's changed? What is likely to change? What is the desire of people for international relocation?

John gave an overview of the forces causing corporations to expand internationally, such as the demand for talent and resources. In the U.S., the influx of premium talent from other countries is evidence that companies are increasingly drawing people from all over the globe. This is part of a larger move toward global policies, services, and administrative structures.

Brenda Fender, Director of International Initiatives with the



**Pete Helgeson**  
*Atlas Van Lines International*

Employee Relocation Council, presented research on workforce mobility since 9/11. According to industry surveys, anticipated international relocation volume has not been dramatically affected. Many firms expect an increase.

Anecdotal information indicates that many now see the U.S. as a more dangerous assignment than an offshore location.

In summarizing the impact of 9/11, Brenda said that companies discovered a need for better crisis communication, and more systems are now being developed in response to this need.

Pete Helgeson, Vice President and General Manager, Atlas Van Lines International, contrasted the current environment for international relocation with conditions before 9/11, including required documents, time to clear, and incidence of inspections.

Although the paperwork is the same, documents now receive intensive scrutiny. Whereas it used to take one or two days to clear an inbound shipment, it now takes one to two weeks. Before 9/11, 90% of shipments were not inspected. Now 70%-80% are thoroughly inspected, especially if from the Middle East.

Pete noted that about \$1000 to \$1500 dollars has been added to the cost of an international relocation due to increased handling. Plus, there are extra requirements placed on shippers who are listed as "unknown" by the FAA, including more stringent inspection and documentation.

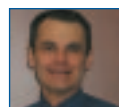
Pete told workshop attendees they could make it easier for shipments to enter the country if they would: carefully and thoroughly complete shipping documents; leave "PBO" off the shipment and professionally pack the shipment.



**Moderator:**  
**John B. Sculley**  
*Vice President, and Managing Director,  
RIS Consulting Group*



# Post September 11 Trends in Moving Household Goods Globally



Peter Helgeson  
Vice President & General Manager  
Atlas Van Lines International Corp.

Changes in security regulations and procedures in a post 9/11 world have impacted the household goods industry as abruptly and clearly as they have the travel industry. To explain the impact on the international household goods industry, it helps to take a look at what was considered normal in the shipping process prior to September 11. For example, U.S. Customs required the following basic documentation for imports: a U.S. 3299, Supplemental Declaration, Power of Attorney,

copy of the owner's passport, and a copy of the owner's visa. It took an average of one to two days to clear the shipment through customs. Pre-clearance was an option, meaning the household goods could be cleared prior to arrival of the vessel. Shipments were rarely inspected. If inspected, charges averaged between \$80 and \$150 to cover basic documentation filing fees.

Today it's quite a different picture. The documentation is the same as prior to September 11, however, U.S. Customs officials review documents with a much closer eye and strictly require detailed and proper completion. It now takes an average of 7 to 14 days to clear customs, extending the total transit time of the shipment by two weeks or more in some cases. Pre-clearance is no longer permitted. Shipments imported into the U.S. are more likely to be inspected, depending on the shipment's origin and at which port it clears. At an average cost of \$1,000 per

inspection, shipment costs can increase significantly!

US Customs inspections are performed by Contraband Enforcement Teams, or CETs. In the process of inspection, the shipment is transported from the port of entry to a bonded inspection site, where the household goods are removed from the container. The CET inspects the shipment, then repacks and reloads the shipment into the container. Note, however, that CETs are expertly trained

To explain the impact on the international household goods industry, it helps to take a look at what was considered normal in the shipping process prior to September 11.

in looking for contraband and hazardous materials, not in packing household goods! The likelihood of damage increases significantly from the extra handling.

Not surprisingly, FAA requirements on air shipments have likewise become much more strict. The FAA distinguishes "known shippers" from "unknown shippers" and does not allow cargo from "unknown shippers" to travel on passenger aircraft. Cargo is frequently subject to inspection and delay.

It is important to remember that these measures are designed to enhance our safety, although they might seem burdensome and costly at times. Working with the forwarder to ensure documentation is complete and timely will ease the process. And a greater degree of patience and understanding will go a long way in dealing with the added stress in a relocation process already fraught with anxiety for the customer and forwarder alike. ■

## Good News for Corporations and Transferees *U.S. Relaxes Law Affecting Right to Work*

The amendment of the Immigration and Nationality Act in January permits spouses of L and E visa holders to seek employment on the open market during their tour of duty in the U.S. The law also reduces the continuous employment requirement from one year to six months before a new employee can be transferred to the U.S. Chris Lombreglia, Account Executive, Family & Career Services, addresses some of the frequently asked questions about this new legislation and its likely effect on international transfers.

**Amplifier:** Why is this legislation important now?

**Chris:** Multinational employers need to transfer their executives internationally to stay competitive in the global marketplace. However, while the need for overseas assignments is on the rise, so is the rate of refusals for these assignments. A frequently cited reason for refusals is the growing number of dual-income households and the issue of spousal employment.

Prior to the new legislation, spouses were not permitted to seek employment while in the U.S., except in very limited circumstances. Essentially, spouses were forced to take unwanted sabbaticals from their careers.

They lost out on the potential career development they might have experienced had they remained in their home country, and their families faced the loss of a second income. Making it permissible for spouses to freely seek employment while on assignment helps to make global assignments much more appealing to potential transferees.

Employers, on the other hand, have been burdened with subsidies for loss of income, out-and-out refusals and, in many cases, failed assignments – each of which can cost corporations hundreds of thousands of dollars. Equally frustrating for employers was the one-year waiting period before a new employee could be transferred overseas. Shortening that requirement to six months gives employers the flexibility they need to place their "best and brightest" in the right place at the right time.

**Amplifier:** Who benefits from this legislation?

**Chris:** For the most part, multinational corporations headquartered in the U.S. will benefit. Those that are incorporated abroad must have substantial operations in the U.S. and must meet other requirements before they can benefit from the new law.

**Amplifier:** Does more need to be done?

**Chris:** Yes. At this point, only a handful of countries allow spouses of L and E visa holders the right to work. While this new legislation is a victory for U.S. corporations, it does not address the issue as it relates to U.S. citizens abroad. The hope is that the United States' treatment of this issue will provide an impetus for more countries to adopt similar laws. ■

*"Prior to the new legislation, spouses were not permitted to seek employment while in the U.S., except in very limited circumstances."*

– Chris Lombreglia



Chris Lombreglia  
Account Executive,  
Family & Career Services  
Cornerstone Relocation Group, L.L.C.  
Atlas agents can call  
Cornerstone toll-free at  
1-800-443-7356.

The 2002 Atlas Convention will be held in the midst of one of the most challenging business climates of the past 20 years. September 11, 2001 did, indeed, change America. It altered the economic landscape as surely as it altered the New York skyline. The changes brought about by that day, and the ensuing market downturns, added impetus to a business evolution that was taking place before the first jet was hijacked.



Corporations were looking at opportunities, at threats, and they were looking at themselves. This new economic landscape only emphasized what most already knew: it is time for a new way of looking at business. The new Atlas way of looking at business will begin at our 55th annual convention with the introduction of a significant new market approach.

Soon, we will see Atlas in a new way.

Make arrangements now to be at the  
**RIO IN LAS VEGAS NOVEMBER 12 TO 15**  
as Atlas gives a bold vision for the future and enters an era of historical significance for the company.

Convention 2002

L A S V E G A S



# Atlas Van Lines (Canada) Ltd.

## Still in High Gear

Canada...our neighbor to the north is currently in a rather unique position during this period of economic turmoil. Unlike most of the other countries in the G8, Canada's economy is very strong. Some experts call it "the Canadian difference" and it is being attributed, in part, to an unusual amount of pent-up consumer

demand for housing and bigger ticket items. "Canada's economic cycles usually lag behind those of the U.S., so for the time being we've managed to "dodge the bullet" that's hit everyone else. We expect things may cool off, but we believe that we are ready to meet the challenge. For the past few years, we've really been concentrating on quality service

and staying close to our customers. When there is less business to go around, we want to make sure that Atlas Van Lines is the carrier of choice," says Atlas Canada's President, Doug Auld.

Several years ago, Atlas Canada made a conscious decision to become the Canadian moving industry leader. The goal was three-fold – set the bar higher in terms of quality service, improve profitability and increase market-share. A strategic plan was developed that included a more targeted effort in key

sectors and more one-on-one involvement with agents (both in Canada and the United States).

"Atlas took the lead in improving pricing levels by proving to clients that consistent superior service and dependability represents real value. Corporate clients came to understand that what they saved in terms of reduced administration and more satisfied (and productive) employees vastly outweighed taking a chance on an unknown service provider who had nothing but a low price to offer", says Doug.

At the same time, Atlas Canada made a concerted effort to educate the corporate client and show them the real costs involved in providing first-class service. "We have also been able to demonstrate how our agency family has reinvested profits in training of personnel, upgrading of equipment and the introduction of new technologies; all of which are designed to provide better service" says Doug. This

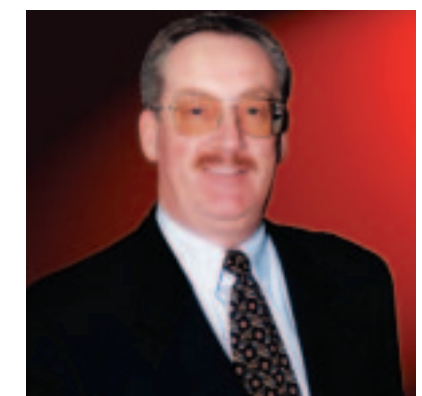
approach certainly seems to be working when you consider that Atlas Canada now enjoys 42% of the reported corporate market, 25% of the available military business and 38% of the C.O.D. market.

Domestic business isn't the only place where Atlas has seen growth. The cross-border segment is very robust, especially northbound where Atlas now has a 44% market share, thanks in large part to the 168 U.S. agents who continue to book northbound moves. This success is directly tied to a closer working relationship between Atlas Canada and the U.S. agents involved. "We have upgraded our web site in Canada to include comprehensive customs information (including a downloadable booklet) and made our 'PGL' move management service available to U.S. agents. In addition, Atlas Canada has worked directly with U.S. agents on joint sales calls in the United States. Atlas has made a real effort to provide the support

needed to pursue this market," says Bob Clark, Atlas Canada's Vice President, Business and Agency Development

"In conclusion, I want to thank and congratulate those U.S. agents who have come to understand that northbound moves can be a lucrative part of their business mix, especially now that they know we are providing a helping hand from the Canadian office. We are here to serve", says Doug. ■

Atlas Van Lines  
(Canada) Ltd.  
Headquarters



Doug Auld, CMA  
President  
Atlas Van Lines  
(Canada) Ltd.



## Heads will Roll

Not only heads, but entire bodies

The call came in to Atlas Agent, Weleski Transfer of Tarentum, PA, in August of 2001. A man and his wife were moving and would need Weleski's help. Simple enough. But, there was a twist. The couple's possessions consisted of four to five hundred mounted animal heads and full-sized stuffed animals. If that weren't enough, Weleski would have to move them from Winfield, Pennsylvania to Anchor Point, Alaska.

Such a trip is usually uncomplicated: truck the goods to Seattle in wooden lift vans, then put them on a ship to Alaska. No, it couldn't be THAT simple. The customer feared that excess handling and a rough boat ride might damage the collection. So, he requested that the entire shipment be placed on an air ride trailer and travel overland to Alaska. After all, this was an entire life's work for Dick and Nancy Finney. Avid hunters and taxidermists, they had collected the trophies on hunting expeditions during their 20-year marriage.

Why Alaska? Dick was there during the Korean War and dreamed of retiring there. While on a fishing trip in May of 2000, opportunity knocked. The old Post Office in Anchor Point was for sale. It was the perfect place for their collection, with a cozy apartment upstairs. There was one obstacle: how to move nearly 10 tons of hair and hide, without damage or spending a small fortune. Dick and Nancy explained their special needs, and the Weleski team took the project "by the horns."

It took five hours to measure the mounts. Normally, wooden crates are built for each large piece and smaller pieces are packed in cartons. But, the sheer volume would mean the cost of enough wood to build a small house. Sofa cartons and skidded overseas containers were less expensive alternatives. Heads were mounted on plywood sheets, staggered inside the cartons and securely fastened. Smaller items were wrapped and packed in cartons

used for household items. Six men spent five days packing the cartons.

The collection filled a 53-foot air ride trailer. The Weleski team had to be keenly aware of what could legally cross the Canadian border. There was ivory in the shipment. It didn't matter that the ivory was teeth, still in a Hippopotamus' head; everything was packed to allow Canadian Customs easy access for inspection.

The trip was relatively uneventful for the two-man team driving the Weleski vehicle, emblazoned with the Atlas logo. The tractor crossed the Canadian border. Thoughtful packing ensured an incident free crossing. The vehicle continued through British Columbia and the Northwest Territories to Anchor Point. The drivers logged 4,400 miles in eight days.

At the end, help was waiting. Atlas Agent Alaska Terminals, Inc. of Anchorage was standing by with the equipment and manpower to help with unloading. They had traveled 225 miles. You see, Anchor Point isn't close to anywhere. Even so, it was the quaint tranquility that beckoned Dick and Nancy Finney to their new home.

The doors opened to the Anchor Point Wildlife Museum in the Spring of 2002. It is billed as "Alaska's Largest Museum Collection of Exotic Animals." It's safe to say that Weleski Transfer would confirm that fact. ■



## Industry Readers Put Atlas on Quest For Quality List

In The Top Two Again for the Fifth Year in a Row

The annual Quest for Quality survey by *Logistics Management & Distribution Report* is highly regarded and known to be the transportation industry's most comprehensive measure of quality.



Again this year, Atlas has been recognized for outstanding ratings in on-time performance, value, information technology, customer service, and equipment and operations. In fact, respondents again ranked Atlas within the top two for the fifth year in a row. Within the individual categories, Atlas was ranked first for On-Time Performance and Value. More than 3,000 objective buyers of transportation and third-party services participated in the survey.

For more information on this year's and past years' ratings, log on to <http://www.manufacturing.net/lm/index.asp>, or contact Charley Beck at x2275 or [chabeck@atlasvanlines.com](mailto:chabeck@atlasvanlines.com).

## Nelson Westerberg Donates Hauling of Iron Lung to Rotary International Roving Tour is Fund Raiser

Rotary International is sponsoring a tour as part of a fundraising operation in the effort to eradicate polio. Atlas agent Nelson Westerberg of New Jersey donated the hauling of an iron lung, an instrument which was an unfortunate consequence of contracting polio. Driver Ray Baty handled the duty for Nelson Westerberg.



Members of Rotary International and Atlas personnel are shown here unloading the device.

## Atlas Is "Best Value" in Department of Defense Rankings

Being evaluated by the industry's largest customer is bound to make you nervous. And when that customer just happens to be affiliated with the United States Government, known for its stringent guidelines, well, let's just say, it isn't a pleasant experience, having to wait for the results.

The United States Department of Defense is the moving industry's largest customer, accounting for about one out of every six moves. Prior to January of 2001, the DoD's process, which is over forty years old, moved approximately 650,000 shipments for service members each year. In their attempt to refurbish this process, the Full Service Moving Program (FSMP) was implemented. The program would focus on three core areas: 1. Improve service member satisfaction, 2. Fix the acquisition process, and 3. Streamline infrastructure. How the DoD would address these challenges would be determined by the results of surveys that were filled out by each customer. And, since the awarding of contracts would be performance based, it was in the best interest of each mover to deliver the utmost in customer care.

Although the pilot was terminated early due to cost overruns, data was sufficient to rank carriers who were determined to be the "Best Value." The pilot sample was taken from three areas of influence, including the National Capital Region, Georgia and North Dakota. When the surveys were in and all the results were tallied, only one major carrier was recognized as delivering top service in three regions. Any guesses? Atlas Van Lines. Atlas appeared in the top ten, in all three areas, ranking 9th in the National Capital Region, 3rd in Georgia and 2nd in North Dakota. Perhaps the rankings would have been higher had Atlas not represented the highest number of shipments scored. The Department of Defense now knows what we've known all along: Atlas is "world class."

## ROAD Day 15

On September 10, 2002, Atlas headquarters and participating U.S. and Canadian agencies are planning to celebrate the 15th annual ROAD Day, or Recognizing Our Atlas Drivers Day. Each September, just after the close of the busy season, Atlas headquarters and a couple hundred Atlas agents across the U.S. and Canada observe ROAD Day with a meal, a gift and a "thank you for all your hard work."

agency staff. Many agencies also use ROAD Day as a time to acknowledge drivers with awards and gifts. In years past, some agency festivities have been overwhelming, including lobster dinners, tickets to professional sporting events, free truck washes, free weights for the day and driver awards.

In addition to agency celebrations, drivers will receive a complimentary ROAD Day gift from Atlas that will be mailed directly to their homes.

ROAD Day is all about saying thanks all Atlas drivers for their commitment and hard work throughout the year. More than 3,300 drivers will be honored on ROAD Day 15.

*Atlas Drivers will be honored on ROAD Day on September 10. The gift, a heavy-duty tire pressure gauge, will be sent directly to drivers' homes.*

Now an industry trend, Atlas was the first major van line to recognize its drivers in this way. Atlas headquarters annually holds its celebration in Evansville, Indiana. In previous years, top management has attended, giving drivers a chance to meet them and ask questions.

Participating Atlas agencies hold their own ROAD Day celebrations. Past agency celebrations have included everything from coffee and doughnuts, to barbecue, hamburgers, hotdogs or steak, and even potluck dinners prepared by

## Mabey's Williams Wins Best Packer Contest

Donald Williams, Jr. of Mabey's Moving and Storage has been named "Best Packer" by the Claims Prevention and Procedure Council. Williams, a member of the Mabey's team for the past 13 years, was chosen from all entrants submitted to the Council in 2001.

In his nomination letter, Williams was described as "a big teddy bear." The letter went on to say that, "He is requested by most drivers because he is efficient, careful and exhibits the utmost in professionalism." The letter, written by Holly Goldman, of Mabey's Customer Service, ended by saying, "Donald Williams, Jr. is the epitome of what all packers should be. We hope the CPPC agrees with us." They obviously did. We congratulate Don Williams, Jr. and Mabey's for a job well done.

## Rebuilding the massive Pentagon server farm (in under four weeks)

ITEQ and Alexander's Moving & Storage conquer the challenge.

The abrupt end of Flight 77 as it crashed into the Pentagon on September 11, 2001 launched a flurry of activity as the United States Army Materiel Command. Tasked with the operation of the massive facility, the Command rushed to restore the Pentagon to operating condition as quickly as possible.

One of the major efforts involved rebuilding the server farm, which provides the crucial hardware supporting the information technology system. Originally estimated to take six months, ITEQ (a systems integrator and Pentagon renovation contractor) and strategic partner Alexander's Moving & Storage felt they could do better. The team completed the project in only three weeks.

The remarkable success of the project stemmed from ITEQ and Alexander's existing familiarity gained over six years of on-site support of the facility. ITEQ key personnel worked twenty-four hours a day in the immediate aftermath of the attack. Alexander's team leaders were responsible for planning the transportation of vital components. There was little time to forecast, response times were measured in minutes and hours.

When contacted, driver response was immediate.

In appreciation of their efforts, each member of the Alexander's team was presented with a certificate of recognition from the United States Army Materiel Command at a special breakfast held in their honor at Alexander's Baltimore facility.



*Alexander's employees were honored for their work at the Pentagon. L to R, Chuck Sipes, Dave Pinto, Danny Walters and Steve DeLane.*

## Atlas Sponsors Bike Ride to Benefit September 11 Victims' Children

Three bicycles set out from Seattle, Washington, on May 27th, 2002. They wound their way down the California coastline and took a left, on a zigzag course across America.

According to Ira Levy, organizer of the "9/11 NY Education Ride," the course represents "one mile for every lost life and each surviving family, plus a few extra for the police and firefighters still hard at work."

Levy, a Professor at Wilbur Wright College in Chicago, along with his companions Beth

Mingledorff and Michael Marijonovic, spent 70 days peddling 4,330 miles in an attempt to raise \$1,000,000.00.

On the final leg of the trip, the three cyclists visited the site of the Flight 93 crash in Somerset County, Pennsylvania. Then on to the Pentagon, where the Chicago trio stood at a wall that had recently been rubble. Finally, to the United States Military Academy at West Point, where they would pick up their military escort that would take them into New York City and "Ground Zero" on August 3rd.



The military and police escort parted the busy traffic of the bustling city and took them straight through the construction gates where others were not allowed to go.

Levy admits, "We're not quite there yet," with regard to hitting the goal. Donations are still coming in, however. "Levy says that there are some matching contributions yet to be tabulated and that they are still accepting donations.

*For more information on how to contribute, visit the group's website at [www.911nyeduride.org](http://www.911nyeduride.org). The tax deductible donations will go to the Twin Towers Orphan Fund, and will provide long-term education and housing assistance, daily necessities and physical and mental health care for the children affected by September 11.*

## Kansas Van & Storage – Criqui Corporation Named Army's Contractor of the Year

In March of this year, Larry Doc Criqui opened a letter from the Department of the Army, explaining that Kansas Van & Storage had been "selected as one of the top ten Contractors in the year 2001 to receive the Military Traffic Management Command 'Green Arrow' Award." It was the second time he'd received such a letter. It was exciting, but not nearly as exciting as the letter that shortly followed. Among the top ten, the Army would select only one to be named "Contractor of the Year." The second letter was to inform the company that they had, indeed, been chosen for the prestigious honor.

In order to qualify, it was necessary for Kansas Van & Storage to have a minimum weight of 75,000 pounds of non-temporary storage. Selection was also based on inspection reports, claims, complaints, suspensions and overall service.

We want to congratulate Kansas Van & Storage – Criqui Corporation for their continued dedication. As James Jakle, Chief of the Central Regional Storage Management Office wrote in his letter announcing the award, "You have proven to be a credit to the moving industry. This stature is only obtained through dedication, respect, hard work and a true passion to obtain customer satisfaction."



Receiving the award for Contractor of the Year is Larry "Doc" Criqui and Scott D. Criqui. Presenting are Joe Bazin and James Jakle from the Central Regional Storage Office.

## Mac Smith Retires from J.W. Cole and Sons

To: Mac Smith  
From: Atlas  
Date: Always  
Time: Forever

This format is one that is familiar to those who have worked with Mac Smith over the years. It was his way of communicating. "Notes. He was always taking notes," Shirley Leggert said, when asked what she remembered most about Mac. "He took notes on everything. He would be typing while you were talking. He typed everything." She chuckled as she spoke about her friend and co-worker. "If there's one thing I learned from Mac, it's to take notes."

When Mac retired on May 31, 2002, he had been with J.W. Cole and Sons in Detroit for 20 years, although his relationship with Cole had started earlier when he was employed with Wolverine.

He is remembered by his co-workers as a great guy to work for, someone who came in early and stayed late and, you could always count on him to get the job done.

James Cole, Jr., has many fond memories of Mac, but said that there was one thing that impressed him most. "He never gave up on golf," he said.

Thank you for your years of faithful service, Mac. You've been an invaluable part of the Atlas family. Good luck in your retirement.

## "Hub" Will Be Missed

Atlas lost a good friend and strong family member to cancer, on June 6th, 2002 in Turlock, CA. Hubert Colston, known as "Hub" to his friends, had been involved with Atlas Van Lines since 1958, first, as a driver for Mallory Transfer and Storage and, eventually, for Central Valley Moving and Storage. Hub had been retired for some time, but continued to show his pride as he watched his Atlas legacy continue. Hub's four sons, Chuck, Bill, Gary and Joe, son in law Dale Mathews and grandsons Mike and Craig Mathews also became Atlas drivers.

Atlas would like to express its deepest sympathies to Hub's wife, Loleta and the rest of the family. Atlas Chairman and CEO Mike Shaffer recalled that he had learned a lot from Hub and that he was an excellent representative for Atlas Van lines. Hub will be missed by friends and family. He was 83 years old.

## Phyllis Truitt Named "Credit Executive of the Year"

"I'm just thrilled," were Phyllis Truitt's first words when asked about being named the Credit Executive of the Year. As our conversation progressed, you could tell that it was an understatement. "Ecstatic" would have been a better description.

To be named "Credit Executive of the Year" by the National Association of Credit Managers is an honor indeed. The association, consisting of credit professionals and CPA's around the country, boasts a membership of approximately 26,000 in 52 affiliated chapters. The "best of the best" is chosen from all nominees submitted by the affiliates. An Awards and Honors Committee makes the final choice from among the nominees. The stringent qualifications for nomination are not only based on certification, but on education, experience and mentoring.

The mentoring aspect is what Phyllis enjoys most. She enjoys training and helping other credit professionals to become better at their jobs. "At one time, someone gave to me. I think it's only right to give back." Phyllis is grateful to those who've given in her career and have allowed her to give back. "I couldn't have done it without Atlas' support. They've allowed me the time to mentor and to serve in developing other credit professionals."

When asked what the award meant to her, personally, Phyllis said that it meant "everything you've struggled with, all of the enthusiasm and hard work counts for something."

Phyllis will celebrate 15 years as a member of the Atlas family in September. We congratulate her on her achievement of being named the best credit manager in the United States.



Robin Schauseil, President & COO of the National Association of Credit Managers, presents Phyllis Truitt with the award for "Credit Executive of the Year."

# Atlas World-Class Service is Appreciated

RE: Mike Guildford and Lisa Kelley  
Golden Van Lines, Inc. (991)  
Longmont, Colorado

We would like to let you know how very impressed we were with the move we made from California to Colorado. Our interaction with all of Golden Van Lines was outstanding. Specifically the movers, Mike Guildford and Lisa Kelley, were exceptional.

We have made over 15 major moves in the last 20 years and Mike and Lisa were by far the very best movers we have ever had. They showed consideration and concern for our goods, for our schedule,

*"...by far the very best movers we have ever had."*

and for our general well-being and happiness. They were in contact with us several times both before the packing in California and after our goods were delivered in Colorado. We had confidence in them due to their meticulous inventory and bookkeeping, and in the way they managed the other packers.

We could have asked for nothing more. We were extremely satisfied with Golden Van Lines and consider Mike and Lisa outstanding examples of people committed to their customers. Thank you.

Sincerely yours,  
Julie Bannantine and Sandy Parlier

RE: Cam Harold, Mary Moore and Kevin McCleure  
Home Moving & Storage Co., Inc. (1111)  
Columbus, Ohio  
and Leo Klisch  
Nelson Westerberg of Texas, Inc. (1511)  
Carrollton, Texas

Greg and I want to thank Mary Moore, Cam Harold, Leo Klisch and our driver, Kevin McCleure, and his associates who packed, loaded and unloaded our goods during our recent relocation from Texas to Delaware. Everyone truly did an outstanding and professional job.

The original phone contacts and follow-up from Cam Harold gave us a good idea of the kind of service we could anticipate during the move. We were further encouraged to select Home Moving & Storage/Atlas when Leo Klisch came to estimate the move and explained the care we would receive should we decide to choose Atlas. We certainly were not disappointed.

Kevin McCleure deserves special recognition for each and every step of the actual physical move. He ensured that all of our belongings were packed and loaded with care and arrived safely and on schedule. Kevin was professional in every way - prompt, careful, attentive to detail, courteous with his team, and gracious to us. I do not know how big moves can get, but this one was significant to us and Kevin understood what was required to make sure it was done well. He took every measure to achieve that purpose. He did a great job!

We also want to thank Mary for her interim and follow-up calls to check on the progression of our move. We commend all of you for a job well done and will continue to recommend Home and Atlas to others who are relocating.

Thank you again,  
Greg and Esther Dietz

RE: Todd Nelson  
Alexander's Moving & Storage (210)  
Portland, Oregon

I wanted to let you know how absolutely pleased my husband and I were with the Atlas crew that assisted us in our relocation from Oregon to Washington.

We have been meaning to write a letter since our move and have just now found the time. At the time of our move, I was nine months pregnant with our first child and my husband was out of town during both the packing and the actual move. Needless to say, I was overwhelmed with the situation. Your packing crew, however, eased my mind tremendously. Their professionalism and courtesy were outstanding. They were gracious, helpful and polite all day, everyday, for the four days it took to complete the packing. I was very impressed and pleased with their work.

Similarly, we were equally impressed with our driver, Todd Nelson. He, too, was courteous and professional and helped to put my mind at ease about the success of the move. He was particularly helpful in coordinating the move into our new home.

Ironically, just as we are getting settled into our new home, we learned that we will soon be moving to Nevada. There is no doubt in our minds that we want Atlas to once again, handle our move. We hope to be so lucky as to get another packing and moving crew that was as excellent as before.

Sincerely,  
Doug and Joan Shockly

*"I was very impressed and pleased with their work."*

*"...Kevin understood what was required to make sure it was done well."*

RE: J.R. Moesh and Calista Wood  
Alaska Terminals, Inc. (1924)  
Anchorage, Alaska

I wanted to take a moment to tell you what a superb job your staff and crew members did during our recent relocation to Iowa.

Early in the process, we decided that the only company we would work with was Atlas due to the way you handled our account. Your explanations were easy to understand and right on the mark. Calista was always available to answer a question or whenever we needed additional information.

The crews' attitude and professionalism was evident from the moment they arrived. They were on time and worked tirelessly to finish on time.

Each item was packed with great care and everything was protected with the long distance in mind. Please give our regards to your crew for the great job they did.

We feel that it was a very successful move and were relieved to find our belongings in the same condition as when they left Anchorage. If we ever hear of someone thinking about moving to Alaska, we will surely recommend you and your company. Thank you for your care and professionalism.

Sincerely,  
Alan and Connie Fishburn

*"Early in the process, we decided that the only company we would work with was Atlas..."*

RE: Walter Sowell  
Ernie's Van & Storage (905)  
Grass Valley, California

We recently moved from California to Kansas and were very pleased with the services we received from Ernie's Van & Storage. All of the staff were great.

We very much appreciated our driver, Walter Sowell. He took excellent care in making sure the loading and unloading of our furniture was handled properly. He took the time to understand where we wanted our goods placed and made sure the men who did the unloading took the time and care that was expected. None of our items were just dumped in our home - I was constantly asked where I wanted the items located.

I will be sure to recommend Atlas and Ernie's to anyone that is moving.

Sincerely,  
Louise and John Pelzl

RE: Mark Kohlway  
Anderson Moving and Storage (261)  
La Crosse, Wisconsin

I would like to compliment one of your employees, Mark Kohlway, on the service he provided during my recent move from Missouri to Florida. At each stage of the move, he provided people who took great care in ensuring that my household goods were loaded and unloaded in a safe and careful manner. Needless to say, everything arrived at destination intact and without damage.

Mark also did a good job keeping me informed of the status of my move during the transition. It is a huge benefit in being able to plan when you know the location and estimated delivery date of your household goods.

*"All of the staff were great."*

I wanted to make sure that I took the time to acknowledge Mark on a job well done and ensure that he receives the recognition he deserves.

Sincerely,  
Elaine D. Goth

RE: Gabe Briggs and Dennie Ruel  
Collins Brothers Moving Corporation (547)  
Larchmont, New York

I am writing to tell you how pleased we were with our move from New York to Arizona. We would recommend Collins Brothers to our family and friends. The service was excellent!

We want to commend Gabe Briggs. He came to our home in New York and advised us truthfully about what the move would entail. We had other companies give us estimates, but they were not accurate. However, Gabe gave us honest advice - he was A-one.

Our driver, Dennis Ruel, did everything in his power to make our move easy. Everything arrived safely. Dennis was the greatest.

Again, we want to thank Collins Brothers for making our move so smooth. Gabe, Dennis, Collins Brothers and Atlas are all five-star movers in our book.

Sincerely,  
Robert and Norine David

*"We had other companies give us estimates, but they were not accurate."*



RE: Robert Flecken and Frank Prosser  
Deerfield Moving & Storage of  
Arizona, Inc. (770)  
Phoenix, Arizona

I would like to commend your staff on the outstanding move from Arizona to Oregon. The estimate for the move was done by Robert Flecken and turned out to be accurate regarding the weight and costs.

The driver, Frank Prosser, was courteous, thorough, helpful, and he maintained a ready wit and sense of humor both at the time of packing/loading and delivery. His efforts resulted in a very enjoyable move for my wife and me and we had no fears regarding the safety of our belongings.

I also wanted to thank Frank's crew who assisted on the day the truck was loaded. I never saw harder working people who showed they knew what they were doing and kept so friendly and courteous during the entire day.

*"...we had no fears regarding the safety of our belongings."*

I would highly recommend Deerfield to anyone moving. They were our first choice initially because of the price quoted, but they also turned out to be the best possible choice for courtesy, care and handling of our household goods, and prompt and reliable service.

Thank you,  
William F.  
Krone

RE: William Hicks  
Fayetteville Moving & Storage, Inc. (922)  
Fayetteville, North Carolina

My wife and I wish to commend Atlas Van Lines, and our driver, Mike Hicks, for his superior work. After concluding a 3200 mile long haul, Mike safely unloaded our goods into our new home. Some local residents agreed that only a professionally skilled driver could maneuver a moving van into an area that is replete with small streets and sharp turns.

*"Mike exceeded our expectations in moving our possessions..."*

Mike exceeded our expectations in moving our possessions from North Carolina to California. We know that Atlas has the best drivers to serve people's needs and we will recommend your company to all of our friends and family.

Sincerely,  
Bob Shoptaw

RE: Emmett Burns and J.D. Lee  
Brothers Moving & Storage, Inc. (470)  
Natchez, Mississippi

We recently moved from Mississippi to Arizona using Brothers Moving & Storage. We were exceptionally pleased with the service and information provided by Brothers.

Emmett Burns provided us with details about packing materials and storage, and provided helpful hints and answered all of our questions as we began preparing for the move.

J.D. Lee, our driver, and his crew delivered and unloaded our belongings.

They worked consistently and efficiently. They were always pleasant and worked as a team, even when the weather and circumstances were not always the best.

The entire staff at Brothers was always pleasant and helpful, working to make our move as easy as possible. We would gladly use them again.

Sincerely,  
Mrs. Rufus Carlock

RE: Lee Mack Grant  
Atlas Contractor (5228)  
Evansville, Indiana

I wanted to write and tell you how pleased I was with my recent move with Atlas. I had used Atlas in the past and choose Atlas again because of my prior positive experience.

Lee Mack Grant and his team were assigned to my move and I can't praise them enough for their professionalism, competence, and overall excellent handling of my possessions. Their demeanor was so cheerful that it made the entire process pleasant and any worry or anxiety I had about my things moving 2,300 miles across country vanished. Incredibly, I passed them on the highway and at that moment in time, they were my best friends. It was reassuring to see them and know that all of my goods were behind me coming for delivery. The unloading process was just as efficient and all of my things arrived safely.

*"...I passed them on the highway and at that moment in time, they were my best friends."*

I hope your company appreciates how valuable these employees are. I would recommend Atlas to anyone for a cross-country move.

Sincerely,  
Nancy Armstrong

## Just Outside Our Front Door

### O.H. Frisbie Gives Two Yoshino Cherry Trees to Atlas.

*"Earth laughs in flowers."*

Ralph Waldo Emerson,  
Hamatreya, in Poems, 1847

Atlas Van Lines charter member O. H. Frisbie served as president (1958 to 1974) and chairman (1974 to 1979). Mr. Frisbie began his career in Detroit as founder of Frisbie Moving & Storage and is known as a pioneer in the industry.

He was first to design and implement air-ride equipment for special shipments, he was an innovator in vaulted storage systems, and he was one of the first

to adapt the one-story warehouse. During his tenure with Atlas, the company grew nearly twentyfold.

For the dedication of the Atlas headquarters in 2000, Mr. Frisbie made a gift of two Yoshino cherry trees. These are the same variety as the trees that encircle the Tidal Basin in Washington DC's West Potomac Park. In spring, the white blooms offer a pleasant reminder of friendship and hope.



Atlas Calendar

September

- 2nd** Labor day – Atlas Headquarters & Atlas Canada Closed
- 10th** Fifteenth Annual ROAD (Recognizing Our Atlas Drivers) Day
- 17th** AWG Board Meeting
- 18th** Annual Stockholders Meeting – Evansville, IN
- 29th** HHGFA Annual Meetings – Orlando, FL

October

- 1st** HHGFA Annual Meetings – Orlando, FL
- 10th–12th** ERC Global Workforce Symposium – Boston, MA
- 14th** Canadian Thanksgiving, Atlas Canada Closed
- 15th** Atlas Canada Board Meeting
- 16th–19th** Atlas Canada Convention – Banff, AB

November

- 11th** AWG Board Meeting – Las Vegas, NV
- 12th–14th** Atlas Convention – Rio All-Suite Hotel & Casino – Las Vegas, NV
- 17th–19th** CPCC Convention – San Antonio, TX
- 28th–29th** Thanksgiving Holiday, Atlas Headquarters Closed

[www.atlasvanlines.com](http://www.atlasvanlines.com)



P.O. Box 509  
Evansville, IN 47703

PRSR STD  
U.S. Postage  
PAID  
Evansville, IN  
Permit No. 1352