

Amplifier

Volume 59 Winter 2010



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Chairman's Message

As we head into the final stretch of 2010, you may be looking at your sales numbers and wondering what the coming months will bring. From my perspective, Atlas can be thankful for a healthy surge in volume during the last two quarters. What it says about next year, however, is impossible to know. As we've all seen in recent years, there are no guarantees.

I do know, however, that Atlas is much more than numbers on a spreadsheet. Yes, a reasonable return is vital. But so is the fitness of our organization for the long run. Which is why our executive team continues to look beyond the usual indicators of performance and profitability. We want to ensure the solvency of our agencies and the strength of our network. So we are working to reinforce not only our unity, but also our individual abilities to flex and meet customer expectations.

It is the individual, after all, who determines the worth of any enterprise. So, you'll see a lot of Atlas people in this issue of the Amplifier. Of the thousands of people who

share the Atlas identity from coast to coast, you'll see 263 of their names called out for contributions to Atlas and our customers, communities and country. We've profiled some to illustrate the warmth and wisdom they bring to their work. They remind us that each individual is important to our collective success.

You'll also read about how Atlas values community. This is our 50th year in Evansville, Indiana. It's a great place to live and work, and we're proud to roll up our sleeves and make it even better. That's why we've introduced the Atlas Gives Back program (see p.31). We've also become a "pacesetter company" for United Way. To kick off that campaign, 22 Atlas employees devoted themselves to community service in the "Day of Caring" on September 10.

Those are just a few examples. Throughout the Atlas network, in communities across the states and provinces, Atlas family members are giving back. These are things the sales numbers don't reveal. But they are no less important, and they enrich us all.



Glen Dunkerson
Chairman and CEO



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the Atlas Amplifier

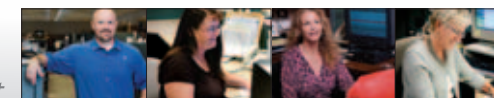
Cover Story



Flex: When Customers Ask, Atlas People Find Ways

Everything in our power to accommodate.

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Behind the Scenes

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Editor Kerri Hart hartk@atlasworldgroup.com

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The fundamentals haven't changed;

moving still requires people to pack, hoist, dolly and motor. But market factors have made demand as unpredictable as the rain. Customer expectations for service and value, fueled in part by the relentless march of technology, continue to rise. **The challenges are undeniable.**

We strive to be flexible, or customer-centric. That doesn't mean we are "all things to all people." But it does mean when a customer asks us to do something, we do everything in our power to accommodate them.

Jack Griffin, Atlas Van Lines President & COO

In the last issue of the Amplifier, we looked at how Atlas is investing for greater flexibility to meet these challenges. For this issue, we visited a handful of Atlas professionals to learn about the human side of flexibility. We asked what they do to create great customer experiences. They gave us the answers ... and they are as unique as the people themselves. ▶

Flex: When Customers Ask, Atlas People Find Ways Everything in our power to accommodate.

Sales Representative David Hillemann, Advance Relocation Systems, brings 22 years of professional experience to his work. His special expertise in the transport of high-value goods has carved a distinct niche with museum clientele. "Following through with promises is number one. I want clients to remain confident their expectations will be fulfilled."



David Hillemann, Sales Representative for Advance Relocation Systems, **says customers expect added value.** So he and his team are working harder—and smarter. "We are fanatical about communication," says David. "Communication is key to

You're only as strong as your weakest link. Even billing has to be strong. We review every invoice before it goes out to make sure it is 100 percent accurate.

Sales Representative David Hillemann, Advance Relocation Systems

meeting customer expectations, for everyone in the service chain. For example, you can't always put every single

instruction in the order, so we call ahead and check with the van operator to make sure he has all the information he needs.

David says such proactive communication can save the day, as it did on a recent shipment of high-value art. "The load plan was so detailed, it showed where every crate was to be placed in the trailer," recalls David. "It even showed the operator where to stow the van equipment."

But, when CSR Tanya McKelvey called the operator to review instructions for the job, he did not have the load plan. "That plan represented several days of communication between us and the client," says David. "To arrive without it would have been unprofessional. With one phone call, we dodged a bullet."

But, David says, more than service delivery must be perfect. Customers scrutinize everything, top to bottom. "You're only as strong as your weakest link."



Owner-Operator David Vaughn has worked in the moving industry for a little over 30 years, most of them with Atlas. "Moving can be stressful for customers, so it helps that I'm older. When they meet me and my crew, they know it's not our first rodeo."

David Vaughn, Owner-Operator, **says customers today are more sophisticated than in years past.** Most have moved before, and they come to the move with both positive and negative experiences. Even those who have never moved are savvy, using the Internet to educate themselves about the process.

"Customers are anxious, so I try to earn their confidence," says David. "First, I introduce myself and crew; I want them to see us as real people who are personable and approachable. They may be happy about the move, or they may be dreading it. We can't do anything about the circumstances, but we can make clear we're here to make the move as easy as possible for them."

David knows his role is a highly personal one. "I think of myself as a special guest in the customer's home. And I wouldn't bring anybody onto the job that I wouldn't have in my own house."

"When I come in, I make it clear that I respect the customer's property, just as I respect them. I've learned that

everyone has at least one thing that is especially important to them. It may be a photo of a loved one, or a family heirloom. It may not be worth a lot of money, but it is irreplaceable. When you find what is really important to people, you learn a lot about them ... and you are better able to help them."

David's consideration extends beyond moving day. When he is assigned a move, the first thing he does is call the customer. "I verify the information I have, ask about their needs, and give them my cell phone number. I ask them to call me if they have a question. If I don't know the answer, I'll get it." ▶

I recently helped a family making their 22nd move. At the end of the day, they said it was the best move they ever made. That was nice to hear. That's why I'm in this business.

Owner-Operator David Vaughn



Scott Herrenbruck, Planner, Atlas Operations, **says customers are more informed today than in years past.** Mobile networking allows customers to do research, and it makes them a little less patient—they are used to getting answers quickly.

Smiling over the phone may be a cliché, but I believe it's noticeable. A customer can tell by the tone of your voice whether you will help them or not.

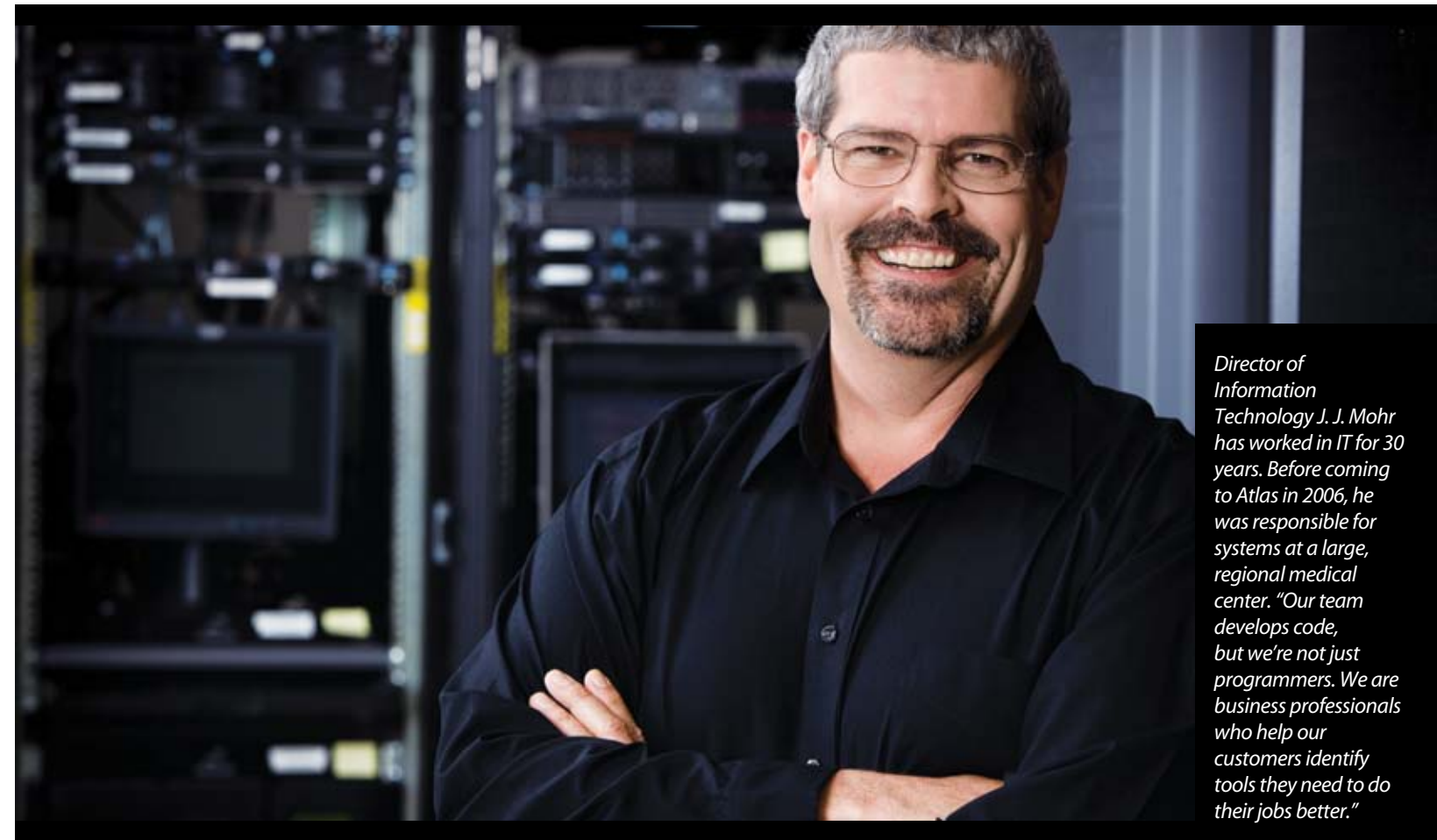
Scott Herrenbruck, Planner, Atlas Operations

Scott relies on himself as much as possible to provide those answers. "I try to keep abreast of all that I can. I want to answer questions about claims, ratings, and distribution without having to refer to someone else. I think it's more professional."

Scott says Atlas tools make a big difference. "Agents and customers benefit from Atlas technology. Atlas people rely on Internet tools from start to finish, and so do customers. For example, trailer tracking lets customers follow the progress of their shipment. This saves phone calls and allows us to work more efficiently here. Likewise, van operators can get their load information online."

"There's a competitive gene in all of us. You can see it in Atlas agents, who strive for ratings and recognition of their service quality. A reputation for quality is a big reason Atlas has withstood the test of time. Personally, I work hard to build a positive reputation for myself. I let customers know they are important and I depend on them as much as they depend on Atlas. I do what I say I will do... that's the only way you can build your reputation."

Scott Herrenbruck, a planner in operations at Atlas headquarters, oversees shipments of household goods in the eleven-state Western Region. He is a 12-year veteran of Atlas Van Lines. "I work hard to build a positive reputation for my name. I want customers to know when they talk to me, it's taken care of."



Director of Information Technology J. J. Mohr has worked in IT for 30 years. Before coming to Atlas in 2006, he was responsible for systems at a large, regional medical center. "Our team develops code, but we're not just programmers. We are business professionals who help our customers identify tools they need to do their jobs better."

J. J. Mohr, Director of Information Technology, **sees customer expectations as opportunities to make a difference.**

"We can make things work better for our customers when we know how our customers work," says J. J. "We try to get in their shoes and completely understand how they do business. The more we know, the more efficient we can be in providing solutions."

Efficiency is like oxygen for IT development; without it, the process itself can suffocate. So, J. J. and team live and breathe with agile methodology. "Rather than work in isolation, we involve the customer in the development cycle as part of the team. We continually deliver something for the customer to touch and feel. The process eliminates a lot of rework."

J. J. and company stay focused on opportunities. Recently, they created a tool for better collaboration among Atlas agents. A function within AtlasNet Survey makes correspondence more efficient than phone and

How does Atlas help customers move cost-effectively? By offering something the other guys don't. As a development shop, we are not limited to shrink-wrapped software. When our customers need something, we respond.

J. J. Mohr, Atlas Director of Information Technology

e-mail. They are also working to shave the span between shipment completion and invoicing. And they are refining the utility of hand-held systems for real-time interaction. The goal is always to make people more productive. **"Any programmer can develop code. We develop efficiencies."**

“No one knows what customers will ask,” says **Melanie Freeman**, Interstate Operations, Advance Relocation, **“but, whatever the request, you look for a way to say yes.”**

“You have to be flexible in this business,” says Melanie. “For instance, a customer asked if we could move a lion for the National Zoo. We’d never moved a lion before. But, we

With the market and the mood of the whole economy, people can get caught up in negativity. But I believe in staying positive. When I walk into the office, I am glad to go to work.

Melanie Freeman, Interstate Operations, Advance Relocation

figured it out. With enough time and the right preparation, I believe we can do anything. After all, people put a man on the moon.”

Melanie solves problems for household goods as well as special products. But, moving the unusual gets her heart pumping. “We move rare and priceless collections to museums all over the country,” says Melanie. “We play a part in giving people the chance to experience history and culture. That keeps me excited.”

Gratifying, too, are the special interventions. In one case, a customer paid a premium to secure timely delivery for a computer mainframe, only to have the system fail upon installation. Rather than take the order for another expensive delivery, Melanie reached out to Atlas with a special plea. A dogged planner found a truck going that way; it saved the customer about \$2000.

“You sympathize with people in those situations. You think, ‘what would I want someone to do for me?’ It comes down to taking a little more time and going the extra mile.”



General Manager Rudy Fischer, Alexander’s Mobility Services in Nashville and Dallas, has invested 30 years in the industry. If anything, it has taught him the value of personal service. “We call customers before, during, and after the job, and stop by jobs when we can. It makes a customer feel good knowing someone cares enough to check on them.”



Melanie Freeman, Interstate Operations with Advance Relocation, has built her career in the van line industry since 1985. For the last three years, she has overseen the productivity of a large agency fleet with an extensive specialized capacity. “Many don’t realize just how much goes on behind the scenes to make a move happen. It takes a lot of people working together. Teamwork is the catalyst for our success.”

From the perspective of **Rudy Fischer**, General Manager Alexander’s Dallas and Nashville Operations, **every customer brings different expectations.**

“Accounts are looking for the finest services and best possible pricing. For relocation companies, survey response is important. The people who are moving expect professionalism — a uniformed crew, background checks. After all, they are entrusting us to move their lives.”

And everyone expects a swift response, with fewer days in the spread between loading and delivery. Rudy says it often takes creativity to meet such expectations. Training is essential.

“We hold a monthly fleet forum, delivering a consistent service message to operators and crew. And, we conduct weekly meetings to keep our sales and operations people current. We work hard to ensure all have the information and tools they need for customer service.”

Those tools include varied applications of information technology. “Sales people use an iPhone application for surveys, which lets them send the information to team members immediately. Operators get information via the web and smart phone; they use navigation technology to

After 30 years of service in this industry, I can say with confidence that Atlas provides the highest quality of moving services in the industry.

General Manager Rudy Fischer, Alexander’s Mobility Services

map their routes. Thanks to a barcode inventory system, we know exactly what’s in our warehouse at all times, and how much capacity we have.”

But digital bells and whistles can’t replace the best customer-service tool of all: the human ear. “Basically, we listen to our customers, so we understand their special requests and concerns. We let them know we heard them, and that we will respond with a sense of caring. It may be a specific date that they need delivery... or special items that need special care — a china cabinet, grandfather clock, or even their Harley bike. Our motto is ‘whatever it takes.’ We live by that.” ■



Behind the Scenes

Experience, Drive, Creativity Go Into Service

Since its inception in 2004, Avail Resource Management has grown by answering clients with the **“power of information and strength of service.”** The success of the business model has made Avail the fastest-growing Atlas subsidiary, serving clients with varying expectations.

Atlas created Avail Resource Management in 2004 as an independent subsidiary to compete in the move management arena. With Atlas world-class quality and technology infused in its corporate DNA, Avail positioned itself to bring clients the “power of information and strength of service.” Customers welcomed this new

service entity, and Avail has fared well in its first six years. It has grown tenfold, now numbering some 40 full-time employees.

“Avail’s technology and processes are proven,” says Atlas President and COO Jack Griffin. “But it is the people within Avail who deliver on our service promise, consistently.”

Diagram: Avail business flow i.e., “three buckets”



Manager of National Accounts Darlene Duff has been with Avail since 2008. “In today’s hyper-competitive market, customers are constantly searching for the best service at costs competitive with or below market averages. Customers are demanding, but fair.”

With every successful customer experience, we increase our chance for securing a repeat customer.

Manager of National Accounts Darlene Duff

Darlene Duff is all about building relationships. Not the “here-today, gone-tomorrow” kind, but the long-lasting sort that grow stronger over time. And, she says, that only happens one thoughtful step at a time.

“Our team brings years of industry knowledge and behind-the-scenes experience,” says Darlene. “Combine that with our measurement and reporting systems, and we have the best chance of meeting, and hopefully exceeding, customer expectations.”

In some corporate cultures, the notion of personalized service is little more than a buzzword. Not so at Avail. Darlene says customized solutions are common, and they extend even to the choice of business partners.

“We work with select resources in our customers’ markets to negotiate rates and commit to a standard of service,” says Darlene. “We continuously monitor costs and audit invoices.

If we find a significant variance, we first try to resolve it with the business partner. If necessary, we pursue other alternatives to maintain the expected level of cost and service.”

While such efforts provide a valuable degree of control, long-term relationships offer customers the biggest dividends. “Over time, we gain a deeper understanding of

the client’s business objectives. With that understanding, we can suggest process improvements and efficiencies to help them save money and reach their business goals.”

Laurie Fellwock is one of the hardest working people you are likely to meet. She has to be. As the “buck-stops-here” gal for all things military, her plate is full.



Director of Military Services Laurie Fellwock brings 32 years of experience with Atlas, most of it in sales development and service for the military. “Most of our moves for the military are now handled under the DP3 program. They need a single point of contact for move management, which we provide.”



"Basically, the military expects a price and on-time delivery," says Laurie. "However, the member expects the details: packing and handling, assembly, disassembly. And timing is extremely important—there is very little wiggle room. Especially when a family is deploying to certain areas, they need to settle in quickly."

On top of everything else, a sudden and unanticipated expansion in military moves during 2010 called for "all hands on deck" to handle a surge in volume. Laurie says the experience revealed opportunities to close a gap between customer expectations and service. She believes educating clients on how the service chain operates is essential to their satisfaction.

"I think our biggest opportunity to improve service for military customers is in our communication with them," says Laurie. "So, we're working to help them understand our processes—for example, why we put multiple shipments on trucks.

We think we're good at keeping clients informed, but we're not satisfied. We have to become even better, and we're working on it."

How do you win and keep customers when their expectations are at all-time highs?

"Customers want value," says **Mark Haller**. "We bring it to them, with a service-first attitude of flexibility. We are constantly juggling things to accommodate our customers. Changing dates is all part of the gig."

Avail's business model was designed for just such flexibility. "We're forever refining processes to produce predictable, repeatable outcomes... and to make moving as efficient and cost-effective as possible for customers."

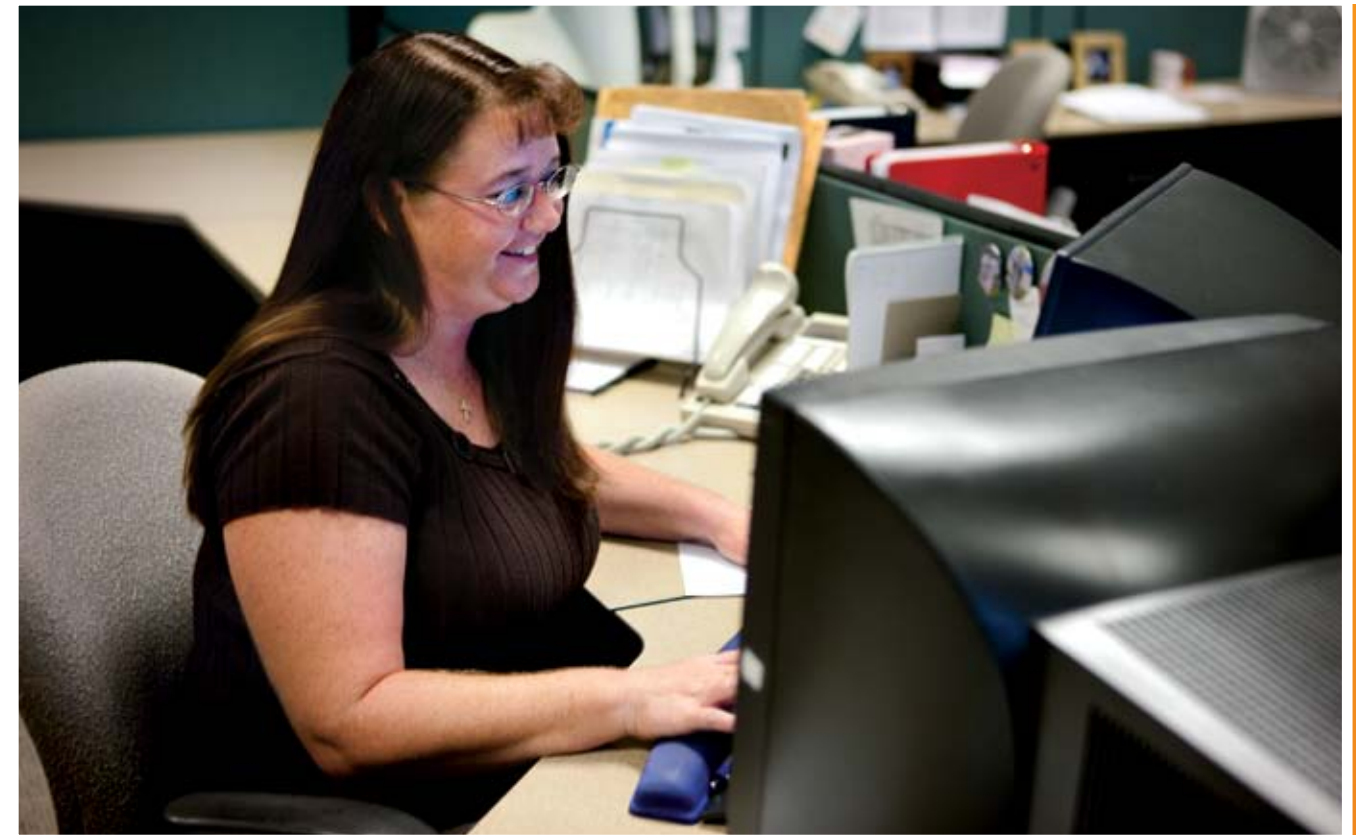
Mark says work is now underway to document processes for registration according to ISO 9001 standards in 2011. It's yet another move toward greater efficiency, the goal for "all things Avail."

It boils down to communication, "above and beyond." Customers have to know what to expect, every step of the way, no exceptions. The greatest threats to customer satisfaction are mismanaged expectations and poor follow-up.

Director Mark Haller,
Avail Resource Management



Director Mark Haller has worked in the household goods industry since 1991, with experience in both van line and agency operations. "We try to prepare the customer for what to expect every step of the way. Surprises are bad, unless they are cost savings."



"We're a conduit between the account and the van line," says Mark. "If debris removal is requested, for example, we'll look for ways to complete that without a separate trip. We look for ways our clients can save, whenever and wherever we can."

"Expectations are so diverse, from account to account, we bend all the time," says **Stephanie Shelton**. "It comes down to this: customers want quality service, flexibility to meet their requests, and a fair price."

Flexibility is Stephanie's specialty, especially when it comes to reporting. "I received an e-mail this afternoon from a client who needs a special report for a meeting tomorrow morning. So, I ran it and sent it

off. Back came a reply requesting more information. So, I made the adjustment and sent it back. Problem solved... for now."

Avail's reporting is popular with decision-makers, says Stephanie, because it provides live numbers. The information is always fresh, and it's

Senior Move Management Coordinator Stephanie Shelton is in her second year with Avail. She brings 16 years of experience in working with national account contracts for Atlas Van Lines. "Friendliness is part of being efficient. It lets you get through more quickly to the heart of an issue, get it solved, and move on."

Flexibility is the ability to answer a special request quickly, accurately, proficiently."

Stephanie Shelton, Senior Move Management Coordinator

easy for accounts to compare carriers and see which are currently most cost-effective in particular lanes.

Stephanie also wears a teacher's cap, educating carriers on what accounts expect. For starters, they need competence with the Avail Order Management (AOM) system.

"I lead them through AOM, step by step," says Stephanie. "And I follow up with them by e-mail after training. I make sure they understand the tools that are essential to their performance." ■

Atlas Web Launches



SEO Work Ongoing

In case you missed it, the new Atlas Van Lines (AVL) website went public on May 3. At the same time, Atlas launched separate sites for Atlas STG and Atlas World Group, giving three key Atlas identities their own cyber real estate. The new sites bring the latest in Internet technology to make it easier for people to find and do business with Atlas.

- ▶ Content is now optimized to be search-friendly for 150 moving-related keywords. Most of the content is repurposed from the prior Atlas World Group site, but there is significant new content as well.
- ▶ As of August, Google had indexed over 1000 pages, meaning searches for keywords found in those pages can now lead consumers into the sites. The work to improve page ranking continues with a concerted effort building links from other sites to Atlas.
- ▶ AVL is ranking in the top 30 positions in SERPs (search engine results pages) for 31 important moving-related keywords and in the top 10 positions for 11 keywords.
- ▶ The agent locator application now enables users to search for Atlas agents by state. The site also includes a page

for each agent, where users get immediate verification that they are dealing with a genuine Atlas mover.

A **"Genuine Atlas Agent"** badge is now available for the agent's website to link to their page on the Atlas site.

- ▶ Pages fit small as well as larger monitors, so they are compatible with screen sizes for more users. There is also a mobile-friendly design for people with smart phones.
- ▶ Every page allows users to share the content via social media channels: Facebook, Twitter, Google Buzz, Digg, Blogger, AIM Share, Live, Stumbleupon, and MySpace. (To date, Atlas counts more than 500 fans on Facebook and over 200 Twitter followers.)

"In addition to optimization for search engines, the new websites have a fresh look, contemporary design, and are easier to navigate, compared to the previous site," says Director of Internet Sales and Marketing **Victor Baillargeon**.

"The new Atlas Van Lines site better supports our COD business, which is becoming increasingly important to our total operations," says Senior Director of Sales Development **Ryan McConnell**.

The home pages of the new Atlas Van Lines (www.atlasvanlines.com), Atlas STG (www.logistics.atlasvanlines.com) and Atlas World Group (www.atlasworldgroup.com) websites. The Atlas web team (Atlas IT, Atlas Marketing, Performics and Daniel Burton Dean Advertising) developed the three sites. From launch through August 2010, site visits are up 34 percent and new leads are up 21 percent.



For baby boomers, it may have been a little like turning the calendar back to 1960. For some youngsters, it was a totally new experience. But everyone who visited the Atlas booth at the SHRM show in San Diego got the chance to feel like a kid again with an iconic American toy.

"We had Slinky® races," says Senior Director of Sales Development **Ryan McConnell**. "The fastest down the stairs took home a USB flash drive. People loved it."

Even those whose Slinkys didn't finish first came away winners; every visitor received a complimentary coil toy.

"The Slinky® reinforced our theme," says Ryan. "Booth graphics, collateral messages about our technology and capabilities, even the diversity of our Atlas professionals on hand... it was all designed to educate guests on how Atlas flexes to create the relocation solutions customers want."

The Atlas booth team included representatives from Atlas headquarters, agencies, and subsidiaries Cornerstone Relocation Group, Atlas International and Smart Move. They stayed busy.

"You think everyone knows Atlas, and knows what we do," says John Burkhardt, sales representative with Superior Mobility (1902). "But a lot of new people coming into the

industry do not. The SHRM show provided a great opportunity to meet new folks and share the Atlas story."

Jan Perez, principal with Perez Move Management (1223), also brought her sales skills to the Atlas booth. Jan found the show worthwhile and says it was gratifying to see Tyler Perez, her son, get involved.

"The other Atlas people showed Tyler the ropes and took the time to help him," says Jan. "He made some good connections."

"It was a productive show," says Ryan. "We engaged about 1400 visitors and captured great leads. We will definitely be at next year's expo in Las Vegas."



The SHRM Convention in San Diego, June 27 to 29, drew about 12,000 people in the field of human resources. The Atlas booth (20 x 30) enjoyed a busy location in the neighborhood of high-profile brands Monster®, The Ladders®, and SnagAJob®.

Visitors to the Atlas booth competed in Slinky® races. Winners took home a USB flash drive (preloaded with Smart Move movies). Every visitor received a complimentary coil toy as a souvenir as a reminder that Atlas flexes to create the relocation solutions customers want.



Atlas Awards Agents for Top Quality

The top-performing Atlas agents know what it means to bend for customers. But they never bend their standards of service. Atlas Van Lines is proud to honor 56 agents this year for attaining the ultimate measure of service performance: The Milton M. Hill Quality Award. Another 46 Atlas agents have proven their World Class Commitment, meeting tough performance standards in every aspect of their business.

Milton M. Hill Quality Award: What It Takes

Winners of the Milton M. Hill Quality Award meet extraordinary standards for hauling, quality performance, warehousing and operations. And they must pass muster with customers, whose feedback is essential to recognition.

Criteria

- Winners scored a rating 5.0 (90 percent or higher) in random warehouse inspections. Evaluated for appearance, impression, organization, security, risk management.
- Hauling Excellence. At least \$750,000 in household goods hauling revenue, high customer satisfaction with van operators, and satisfactory claims and safety ratings. Minimum of 175 HHG shipments and 90 percent favorable rating among customers.
- Achieved a combined booking/hauling revenue of at least \$1,000,000. ■



2009-2010 Milton M. Hill Quality Award Recipients

A-1 Metro Movers - Omaha (0251)
Omaha, NE
Ace Relocation Systems, Inc. (0008)
Orlando, FL
Ace Relocation Systems, Inc. (0062)
San Diego, CA
Ace Relocation Systems, Inc. (0064)
Elgin, IL
Ace Relocation Systems, Inc. (0066)
Kyle, TX
Ace Relocation Systems, Inc. (0075)
San Jose, CA
Ace World Wide Moving & Storage Co. (0016)
Elgin, IL
Ace World-Wide Moving & Storage Co., Inc. (0024)
Cudahy, WI
Action Moving Services, Inc. (0238)
Burnsville, MN
Advance Relocation Systems (0059)
Baltimore, MD
Alexander's Mobility Services (0207)
Tustin, CA
Alexander's Mobility Services (0208)
Hayward, CA
Alexander's Mobility Services (0210)
Portland, OR
Alexander's Mobility Services (0214)
Baltimore, MD
Alexander's Mobility Services (0215)
Eagan, MN
Alexander's Mobility Services (0216)
San Diego, CA
Alexander's Mobility Services (0217)
Nashville, TN
Alexander's Mobility Services (0218)
Garland, TX

American of Virginia, Inc. (0103)
Waynesboro, VA
Atlantic Relocation Systems (1008)
Sarasota, FL
Atlantic Relocation Systems (1021)
Houston, TX
Atlantic Relocation Systems (1037)
Atlanta, GA
Atlantic Relocation Systems (1148)
Anaheim, CA
Atlantic Relocation Systems (1253)
Indianapolis, IN
Atlantic Relocation Systems (1427)
Carrollton, TX
Bekins Northwest (2501)
Mountlake Terrace, WA
Bekins Northwest (2502)
Tacoma, WA
Brouwer Relocation, Inc. (0406)
Sioux Falls, SD
Celina Moving and Storage, Inc. (0592)
Celina, OH
City Transfer & Storage Company (0630)
High Point, NC
Collins Brothers Moving Corporation (0547)
Larchmont, NY
Daniel's Moving and Storage, Inc. (0875)
Phoenix, AZ
Daniel's Moving and Storage, Inc. (1380)
Grandview, MO
DeVries Moving-Packing-Storage (1217)
Spokane Valley, WA
DMS Moving Systems of Alabama, Inc. (0801)
Bessemer, AL
DMS Moving Systems, Inc. (0800)
Canton, MI
Golden Van Lines, Inc. (0991)
Longmont, CO

Imlach & Collins Brothers, LLC (1132)
Irving, TX
Imlach Group (1130)
Trenton, MI
Merchants Moving & Storage, Inc. (1401)
Boise, ID
Nelson Westerberg (1505)
Elk Grove Village, IL
Nelson Westerberg (1511)
Carrollton, TX
Nelson Westerberg (1517)
Mableton, GA
Nelson Westerberg (1523)
Somerville, NJ
Paxton Van Lines of North Carolina, Inc. (1614)
Charlotte, NC
Paxton Van Lines, Inc. (1610)
Springfield, VA
Powell Relocation Group (1657)
Grand Rapids, MI
Reads Moving Systems of Florida, Inc. (1724)
Jacksonville, FL
Reads Moving Systems, Inc. (1711)
Hatboro, PA
Reads-Perkins Moving Systems, LLC (1716)
Baton Rouge, LA
Sunset Moving & Storage, Inc. (1971)
Pompano Beach, FL
Walker Transfer, Inc. (2114)
Kenova, WV
Wayne Moving & Storage Company, Inc. (2118)
West Chester, PA
Weleski Transfer, Inc. (2151)
Tarentum, PA
Winter Moving and Storage, Inc. (1077)
Bentonville, AR
Wm. Duggan Co., Inc. (2189)
Walpole, MA

Earning Industry Honors

Atlas Receives 2010 Quest for Quality Award

Question: Who says Atlas lives up to its quality commitment?

Answer: Logistics and supply-chain decision-makers. More than 5400 influencers, buyers and users of transportation services evaluated their providers in this year's Quest for Quality Awards. A total of 108 companies earned recognition in 19 categories. Atlas was one of four carriers of household and high-value goods to win the award.

Logistics Management magazine conducts the annual industry ranking, which is now in its 27th year. Evaluations take into consideration performance in five areas: On-time Performance; Value; Customer Service; Information Technology; and Equipment & Operations. Each factor is weighted for its relative importance to all respondents.

"We are pleased to again receive this recognition by the industry," says Atlas Chairman and CEO **Glen Dunkerson**. "It substantiates the commitment of **integrity, quality and solutions** we make to every customer. It is gratifying to know they value that commitment, and Atlas continues to deliver on it."

Quest for Quality results appeared in the August issue of Logistics Management. Representatives of the publication presented the awards formally on September 27, during the annual conference of the Council of Supply Chain Management Professionals in San Diego, California. ■



What is World Class Commitment?

You either have it or you don't. The World Class Commitment Award recipients met or exceeded a dozen of the toughest standards in the industry. Evaluations span 12 areas in every facet of business, from estimating accuracy to claims experience to customer satisfaction.

Atlas agents demonstrate flexibility day in and day out to exceed their customers' expectations for quality. But the standards by which Atlas measures quality are anything but flexible. They are rigid, unyielding, and getting tougher all the time. ■



2010 Atlas World Class Commitment Recipients

A-1 Fargo Van and Storage, Inc. (0265) - Miami, FL	Kilpatrick Moving & Storage (1250) - Northvale, NJ
Ace Relocation Systems, Inc. (0015) - Upper Marlboro, MD	Lewis & Michael, Inc. (1352) - Dayton, OH
Ace Relocation Systems, Inc. (0025) - Long Beach, CA	Lux Transfer and Storage, Inc. (1306) - Bozeman, MT
Ace Relocation Systems, Inc. (0043) - Kent, WA	Mabey's Moving & Storage, Inc. (1415) - Rensselaer, NY
Ace World Wide of New York, Inc. (0046) - Rock Tavern, NY	Mallory Van & Storage, Inc. (1340) - Moberly, MO
Ace World-Wide Moving & Storage Co. (0039) - Fallsington, PA	Mountain States Moving and Storage Company, Inc. (1451) - Salt Lake City, UT
All Star Moving Systems, Inc. (0090) - Muncie, IN	NMS Moving Systems, Inc. (1533) - Simi Valley, CA
American Transportation System Corporation (0136) - Albuquerque, NM	Noffs/Atlantic Relocation Systems (1039) - Arlington Heights, IL
Atlantic Relocation Systems (1651) - Denver, CO	Paxton Van Lines, Inc. (1611) - Sandston, VA
Avatar Relocation of NY Inc. (0444) - Yaphank, NY	Perez Move Management (1223) - Auburn, WA
Bekins Northwest (2504) - Pasco, WA	Philpot Relocation Systems (2611) - Tucker, GA
Bekins Northwest (2505) - Yakima, WA	Poplar Bluff Transfer Co. Inc. (1624) - Poplar Bluff, MO
Certified Van Service of Connecticut, Inc. (0599) - Bethel, CT	Prairie Van & Storage (1883) - Clive, IA
Croft & Smith Moving & Storage (0646) - Landing, NJ	R. C. Mason Movers, Inc. (1362) - Peabody, MA
Daniel Moving Systems, Inc. (1906) - Atlanta, GA	Ray's Moving and Storage (1703) - Burton, MI
Daniel's Moving and Storage, Inc. (1370) - Wichita, KS	Reads Moving Systems of Carolina, Inc. (1714) - Summerville, SC
Discover Moving & Storage, Inc. (0539) - Great Falls, MT	Rudd's Transfer and Storage, Inc. (1748) - Long Beach, CA
Dixie Moving & Storage, Inc. (0799) - Huntsville, AL	Shetler Moving & Storage of Ohio, Inc. (1831) - West Chester, OH
Ed's Moving & Storage, Inc. (0823) - Lakewood, WA	The Security Storage Company (1353) - Cincinnati, OH
Finkbiner Transfer & Storage, Inc. (0344) - Springfield, MO	Thunder Bay Moving & Storage of Alpena, Inc. (0995) - Alpena, MI
Guardian Relocation Inc. (1032) - Indianapolis, IN	V. Santini, Inc. (1777) - Mount Vernon, NY
Hopkins & Sons, Inc. (1102) - New Castle, DE	Wagoner Moving Systems, Inc. (2138) - North Canton, OH
J. W. Cole & Sons, Inc. (1772) - Detroit, MI	
Kansas Van & Storage, Criqui Corporation (1286) - Topeka, KS	



26
Vaults
IN ONE MOVE



Atlas Smart Move Viability Goes "Big Time"

Case Study: Client: HomeServices Relocation, LLC, in Winston-Salem, NC.
Atlas Agent: City Transfer & Storage Company (630), High Point, NC.

The Challenge: Relocate nearly 36,000 pounds of household goods from Michigan to North Carolina.
The Catch: Customer requires minimized handling of goods; is opposed to traditional, pad-wrapped van service.
The Solution: Vaulted transportation with Atlas Smart Move, in collaboration with Atlas Smart Move operations and DMS Moving Systems (800) in Canton, Michigan.

After securing the availability of SmartVaults™ at origin, Atlas operations found a shipment that gave PVO **Herb West** a logistical ticket to origin. Herb and crew arrived at residence in Detroit on June 18, with extensive packing materials. Packing and loading took place over 5 days. The shipment totaled just under 36,000 pounds and filled 26 vaults. Four trucks transported the vaults to destination, including the van driven by Herb, which also carried oversized, pad-wrapped items. Even with a short SIT visit at warehouse, the customer received unpacking service at residence within the included 28-days-of-use window for Atlas SmartVaults. ■



Owner-Operator Herb West led the City Transfer & Storage crew in a successful relocation involving 26 SmartVaults. From left: "Beaver" Goins, helper; Joe Ross, operator; Herb West, lead operator.

Our client and the customer were extremely pleased with the service we provided with Atlas Smart Move.
Bart Lassiter, City Transfer & Storage Company

Operations Note:

"The Future Is Here"

Mike Chick, VP, Weleski Relocation Group, says Atlas Smart Move represents the future. And he embraces it wholeheartedly. "Our industry is on the threshold of incredible change," says Mike. "Inevitably, household goods are becoming a commodity to be shipped in the most cost-effective manner possible." Mike says transportation will become separate from handling at origin and destination. But, with a vaulted system, it doesn't matter how the goods get there. "They can travel via truck, boat, train... the mode of transportation is just a small part of the process." Mike sees Atlas Smart Move as having a unique edge: a system of agents at the critical origin and destination points... plus a solid operations center that follows through. "Atlas Smart Move operations personnel do an outstanding job, especially **Daniel Riley** and **Dave Webster**." Weleski's customers are embracing Atlas Smart Move as well. The Atlas agent recently inked a Schedule 48 contract with the GSA for move management of household goods.

"Atlas SmartVaults offer distinct advantages for relocating federal employees," says Mike. "They are ideal for smaller shipments with short pickup and delivery spreads, which are typical for many GSA transferees." "What's more," says Mike, "the physical composition of the SmartVault meets new mandates of federal acquisition programs for recyclable content." "It's only a matter of time before the private sector embraces this new technology as well," says Mike. "There will always be a place for a traditional pack, load, and haul system," says Mike. "But Atlas Smart Move is an outstanding complement."





Good for Island. Good for People.

Titan flexes to make everyone happy



Project Manager Patty Rowell snapped this photo of a Titan crew member and Project Manager Jerri Smith (in red) loading boxes of furniture from the resort. "The furniture sale created a great deal of good will," says Patty. "It seems almost every family on the island now has some of the furniture in their homes."

It's time to upgrade your nest, and you need to get rid of your old stuff. What do you do with it?

The folks at Titan Global Distribution faced a similar question recently for a hospitality client. But rather than take things to the dump, they found another option. And their choice made a lot of people happy.

When Hurricane Omar invaded the eastern Caribbean in October 2008, the island of Nevis (pronounced knee-vis) took on a lot of water. In particular, a five-star resort near sea level sustained major damage to rooms on the ground floor. As part of the rehab team, Titan became responsible for the installation of furnishings to make the resort guest-ready by November 2010.

"The resort managers had the foresight to move everything to the second floor before the storm," says Titan's Senior Director of Operations **Stan Eisen**. "According to the project plan, we were to reuse about 90 percent of the original furnishings. When the first-floor rooms were repaired and ready, we would bring things back in."

But plans are subject to change. In this instance, the property owners decided to replace a large majority of furnishings.

"Suddenly, instead of a thousand pieces, we were tasked to dispose of about 9500," says Stan.

The Titan team noted that most of the furniture was in good condition or better — and maybe nicer than what many of the islanders had in their homes.

"We did not like the idea of dumping everything in the landfill," says Project Manager **Patty Rowell**. "We started thinking about how we might get these furnishings into the hands of the islanders. But we couldn't simply set it outside and let people take it — that would have been chaotic."

Patty reached out to some local connections about how they might help make the furnishings available to the Nevisians. Her friends agreed to help, providing



The island of Nevis, the "Queen of the Caribbees," is located in the West Indies about 200 miles south of Puerto Rico. Hurricane Omar hit the island in October 2008, doing extensive damage to a four-star beachfront resort.



Lamps salvaged from the resort following the wrath of Hurricane Omar await distribution to the islanders.

transportation and warehousing to distribute the furniture. They priced things affordably, and word soon spread. The sale was a big hit with the natives — practically every piece was liquidated.

"As fast as the furniture came into the warehouse, it went back out," says Patty. "The island people are thrilled to have it."

"It was a win for everybody," says Stan. "The people got good quality furniture at deep discounts. The resort created tons of good will with the people on the island. And Titan was able to play a key role in making it happen... while keeping a lot of bulk out of the landfill!" ■



Meeting Great Expectations

Dedication to Customers Means Service Flexibility



Joanne Lavictoire, PGL Team Leader



Jason Hounsell, Director of Customer Service

How does Atlas Canada flex for customers? The Amplifier talked with van line veterans **Joanne Lavictoire** and **Jason Hounsell** to find out. As PGL team leader, Joanne is a primary point of contact for customers enrolled in the President's Gold Leaf (PGL) move management services. As director of customer service, Jason oversees the claims process and follow-up to ensure the well-being of customers after they move.

Amplifier: How would you describe customer expectations today—and how do you rise to them?

Jason: We are dealing with an "I want it now" society. People's expectations for service are immediate. And they are fueled by technology. Ten years ago, most people over 45 had little interest in using computers. Now, everyone from grandmothers to 5-year-olds are sending us e-mails. The days of returning phone calls within the week or sending a personal reply by snail mail are long gone. When a customer contacts us with a problem or concern, we respond within 24 or 48 hours. Obviously, more urgent situations take priority. For example, a customer has just moved in and their refrigerator isn't working. That's a priority for immediate action.

Joanne: Customers expect more for their buck—more services, more value. They expect a response 24-7. And they require more frequent contact. In general, customers are more demanding, whether they or their employer pays for moving. So, our team leaders carry BlackBerries to respond day or night, on weekends and holidays. We stay in touch with the customer

throughout the move, start to finish. And we keep the people at the account advised as well. When there is a question or a problem, it's our job to make sure it is handled. We take that responsibility seriously. And we have the latitude to make decisions, even concessions, to ensure the customer is treated fairly and has the best experience possible.

Amplifier: How does Atlas help customers move efficiently and cost-effectively?

Joanne: We understand customers are concerned about cost, and we look for ways to help. In some cases, we can arrange to shorten the delivery spread, which cuts the family's living expenses. Sometimes, we can work with the van operator to provide a few days of storage in the van. This avoids loading and unloading into a warehouse. For some customers, our container system offers a good fit with expedited shipment across the country.

Jason: When customers need items replaced, we make it as easy as we can for them. For example, we now have an agreement with the reclaim department at Best Buy's Future Shop. The customer can visit the store and see the product and talk to the sales person. He doesn't have to deal with the invoice—it goes directly to the van line. And when customers need items repaired, we have a directory of reliable providers who can help them. This reduces the hassle of having to locate someone who is qualified and will give the service they expect.

Amplifier: How do you ensure the customer's experience with Atlas is a good experience?

Jason: Usually, by the time a customer contacts the Customer Service Department, something has upset them—we often refer to ourselves as the "customer retention" department. The first step is to take the time and listen to the customer. We make sure they know they are heard. From there, Atlas gives us a variety of tools, from a simple apology to compensation to claims adjustment. We're not just a moving company, we're in the business of customer service.

Joanne: It's very important to set customers' expectations. We educate them in the beginning about the moving process, who is going to do what, when it takes place, and why. When moving across the border, for example, there are customs issues. We don't just turn customers loose and expect them to find the answers on their own. You can spend hours on the web and still not find everything you need. So, we go over the forms with them and explain the regulations... for example, the difference between a visa and a petition for a visa. We help them through the process.

Jason: I think it's helpful, too, that many of the people here can relate to customers and what they are going through. I made 13 moves with my family in the forces.

Joanne: My husband is in the military, and I had 20 years of experience in moving before I came to work at Atlas ten years ago. It taught me a lot, and I use it every day to help customers. ■



Full Steam Ahead

Matson Hosts Atlas Field Trip

The Atlas group toured the SS Maui steamship, which plies a regular circuit connecting Seattle, Oakland, and Honolulu. It is a small container vessel with a capacity of 1626 TEUs. Large container vessels can carry upwards of 10,000 TEUs.

When you hear the word “steamship,” you may think of Robert Fulton. The American artist, engineer and inventor is widely acknowledged as the pioneer who made the steamboat commercially viable in the early 19th century. Today, steamships play a vital role in international relocation, moving household goods across oceans between ports all over the globe.

Recently, a group from Atlas International, hosted by representatives of Matson Navigation Company, Inc. (Matson), enjoyed an educational field trip to the Port of Seattle. Matson’s Patrick Ono, Manager, PNW Sales, and Greg Chu, Manager, PNW Operations, showed the visitors around the bustling Terminal 18. There, they boarded the SS Maui where Captain Bruce Rowland shared a close-up view of steamship transport.

Representing Atlas International were: **Mike Jackson**, Pricing Manager; **Jim Gaw**, VP of Business Development; **Terri Micka**, Director of Human Resources; **Bev Franklin**, CFO and VP of Finance; and **Laura Hatton**, Sr. Director of International Operations. They were pleased to accompany two special guests from Cartus: **Traci Morris**, Executive VP, Global Operations and Supply Chain Management; and

Pat DeDonato, VP Real Estate Services and Supply Chain Management.

“Having never had the opportunity to be on board a freight ship and watch the activity of a working port, this experience was very exciting and informative,” says Traci. “It wasn’t until I was standing next to the crane that lifts and stacks the containers that I started to appreciate the sheer size of the ship and the intricate nature of the work involved in moving containers. The entire trip was an experience I will never forget...I am thankful to Matson and Atlas for pulling it all together.”

“Since Cartus arranges over 15,000 international shipments per year, it was very beneficial for me to directly see and hear about the priorities and regulations of both the shipyard and the captain’s duties,” says Pat. “Having seen the rigor and requirements of the port, we were able to bring back to our teams a higher understanding of customs requirements as well as an overview of the day-to-day activities of an international port.”

“The trip was a learning experience for me as well,” says Jim. “It was a great chance for all of us to get to know one another a little better. Getting to work with nice people is a wonderful perk of this job.”



The Atlas entourage enjoys a moment on the bridge of the SS Maui. From left: Mike Jackson, AVLI; Jim Gaw, AVLI; Pat DeDonato, Cartus; Traci Morris, Cartus; Terri Micka, AVLI; Bev Franklin, AVLI; Laura Hatton, AVLI.



Keeping the PASSION for COMPASSION

In tough economic times, non-profit organizations often suffer from declines in contributions and volunteerism. Still, it’s important to keep a passion for compassion when people need it most. We recently took a pulse of the state of giving within our own organization, and in the industry as a whole. We found most people are giving the same or more. They realize others are struggling even more than they themselves might be.

Our industry is full of compassionate, caring people. Consider the outreach efforts at global, national and regional levels. For example, Worldwide ERC established “The Foundation for Workforce Mobility” in 2004 as a charitable giving organization for its members. Since then, it has contributed more than \$150,000 to American Cancer Society, Connections for Abused Women and their Children (formerly Chicago Abused Women’s Coalition), Father Joe’s Villages, Give Kids the World, and others. Regional groups have followed suit within their communities. As a member of several of these associations, I have not attended a meeting that is without a connection to charity.

Cornerstone’s employees contribute their time and money to more than 30 local organizations. They help the homeless, abandoned animals, abused women and children, and more. As the head of the Cornerstone family, President and CEO **Janelle Piatkowski** fosters a giving spirit. She has made it our policy at trade shows to partner with a charity, provide it with exposure and the opportunity for donations. According to Janelle, “We’ve all been touched by personal situations where we could have used someone’s help -- a family member with an illness or a child we know with a

disability. I think it’s our responsibility as an organization to help. As an individual, I contribute because it’s the right thing to do.”

The North Star Foundation is one charity that always seems to resonate with visitors to our booth. This unique, non-profit organization trains and places assistance dogs with autistic children. When trainers and their pups come to our booth to interact with visitors, they raise awareness of the organization and the good it does. Over the years, it has been our honor to help sponsor training for Buttercup, Ella, Honey, Baby, Starr and Nellie. This year guests will meet Moxie, who will someday work with an autistic child in San Antonio, Texas.

As the old adage goes, “When the going gets tough, the tough get going.” Let’s all keep our passion for compassion. It’s the right thing to do. ■



By Ron Labin, Vice President, Global Business Development, CRP, GMS



Moxie, assistance dog in training, is being readied for an autistic child in San Antonio, Texas. You can meet Moxie and trainers from North Star Foundation at Cornerstone’s booth during the ERC Global Workforce Symposium in Seattle, October 27 to 29.



ROAD DAY 23

Honoring the HEROES of the HIGHWAY



Who is known for commitment more powerful than a locomotive? Responsiveness faster than a speeding bullet? The ability to leap tall expectations in a single bound? You guessed it... Atlas professional van operators. And on September 21, the entire Atlas family honored these "heroes of the highway" in the 23rd Annual Atlas ROAD Day.

At Atlas agency locations across the U.S. and Canada, people made special efforts to acknowledge and thank the mobile professionals who represent the face of Atlas customer service. Grills were smokin', coffee was piping, and food servings were hearty. Some agencies catered lunch to job sites, gave operators free weights, or gifted them with T-shirts or hockey pucks.

At Atlas headquarters, a random drawing among all van operators selected a lucky few for Visa gift cards. A second drawing selected five Atlas agencies to receive free lunch for employees in appreciation of their agency contributions to ROAD Day.

"Atlas professional van operators bring the best in personal service to our customers daily," says Atlas President and COO Jack Griffin. "Their contributions are indispensable to our company and its success."

Atlas would like to thank special sponsors of this year's ROAD Day: Windfall Warehouse & Driver Inventory Systems; Freightliner-Western Star of Evansville; Kentucky Trailers; Melcher; and MAXON.



Ace Relocation Systems (25)



All Seasons Moving and Storage (145)



Action Moving Services (238)



Alexander's Mobility Services (207)



Devries Moving-Packing-Storage (1217)



Daniel's Moving and Storage (875)



Imlach & Collins Bros. (1132)



Ace Relocation Systems (25)

Silver Sponsor:



Bronze Sponsors:



50 YEARS

in Evansville

Atlas Celebrates Community Partnership.

In 1960, Atlas Van Lines bid adieu to the Windy City and hitched its corporate star to a bustling community about 300 miles south, in the “toe” of southern Indiana. Evansville has been home to Atlas ever since. During that time, the company’s operations have grown from 15,000 to 197,000 square feet under one roof.

To celebrate a successful 50-year partnership with Evansville, Atlas employees came together in the Atlas Terminal building on May 11. True to a tradition of Hoosier hospitality, they kicked off the day with a hearty breakfast buffet. While assembled, they heard from noted speakers, including Evansville Mayor Jonathan Weinzapfel and Indiana Congressman Brad Ellsworth. In his remarks, the Mayor proclaimed the day “Atlas Van Lines Day.” Congressman Ellsworth commented on the many contributions Atlas has made to its hometown.

Atlas Chairman and CEO **Glen Dunkerson** described the fondness Atlas people feel for their community. “Evansville welcomed Atlas with open arms in 1960, and we have embraced this city as our home ever since,” said Glen. “I can’t think of a better place to live and work.”

Underscoring the importance of community partnership and the gratitude Atlas people feel, President and COO **Jack Griffin** introduced a new volunteer program, *Atlas Gives Back*. With this effort, Atlas is

sending employees into the community to volunteer with nonprofit organizations. Over the course of the year, they will give 400 hours of service, the equivalent of 50 full days of work.

“Our employees are active participants in community life on their own time,” said Jack. “But the *Atlas Gives Back* program helps us extend our reach even further. It’s our anniversary gift to our hometown.” ■

Opposite, from top:

Featured Speakers. Chairman & CEO Glen Dunkerson and President & COO Jack Griffin with guests of honor, Congressman Brad Ellsworth (left) and Mayor Jonathan Weinzapfel (right).

Mayor Weinzapfel delivers congratulatory remarks on 50 years of Atlas’ community partnership with Evansville.

Employees finish up a hearty breakfast as they take in the proceedings.

Chairman & CEO Glen Dunkerson addresses the assembly, acknowledging Atlas employees and their contributions to the company’s success.

How sweet it is! Displaying the anniversary cupcakes are, from left: President & COO Jack Griffin; General Counsel, Senior Vice President & Secretary Marian Weiert Sauvey; Human Resources Vice President Nancy Priebe; Senior Vice President, Transportation Dennie Lynn



Gives Back

To show gratitude to the people of Evansville for 50 years of community support, Atlas employees are participating in a coordinated volunteer effort, “Atlas Gives Back.” Throughout 2010, Atlas employees in Evansville are sharing their time and talent with local non-profit organizations. The goal: to give back 400 hours of service, or the equivalent of 50 full-time days of work, to local organizations, including these charities:

- Ark Crisis Child Care Center
- ECHO Community Health Center
- Outreach Ministries
- Albion Fellows Bacon Center
- Impact Christian Health Center
- Easter Seals Rehabilitation Center
- Evansville ARC
- Christian Resource Center
- Boys and Girls Club
- YWCA
- Goodwill Industries
- Evansville Rescue Mission
- ECHO Housing Corporation
- Aurora
- United Methodist Youth Home
- Evansville Christian Life Center
- AIDS Resource Group
- Lutheran Community Outreach Pantry
- Newburgh Area Food Pantry
- Little Lambs of Evansville
- Evansville Area Council PTA Clothing Bank
- Life Choices
- United Way of Southwestern Indiana

Be sure to see the next issue of the Amplifier for more about how Atlas people are giving back to support their community.

Opening Doors to Education

Atlas awards \$12,000 in scholarships

"Our progress as a nation can be no swifter than our progress in education... The human mind is our fundamental resource."

- John F. Kennedy, 35th President of the United States

Three exceptional students are getting a financial boost for their education. As it has each year since 2005, Atlas presented college scholarships totaling \$12,000 to members of the Atlas family.

Rachel Davis of Evansville received the Atlas World Group Chairman's Scholarship. Rachel is a junior at Samford University in Birmingham, Alabama, where she studies psychology and art. She plans to become an art teacher. Her father, **Brad Davis**, works in the IT department at Atlas headquarters.

Amy McDaniel of Evansville took home the Atlas Van Lines President's Scholarship. Amy is a junior, majoring in nursing at the University of Southern Indiana. Her mother, **Kristie McDaniel**, works in rating and distribution services at Atlas headquarters.

The Atlas Van Lines Professional Van Operator Scholarship went to **Briana Erickson** of Mount Vernon, New York. A junior studying business at San Diego State University, Briana plans to pursue a career in hospital administration. She is the daughter of **Eric Erickson**, a professional van operator with Alexander's Mobility Services (216).



Rachel Davis proudly displays the Chairman's Scholarship, presented by Chairman and CEO Glen Dunkerson on behalf of the Atlas family. Rachel is the daughter of Brad Davis, Atlas Information Technology.



President & COO Jack Griffin presents the President's Scholarship to Amy McDaniel. Amy's mother, Kristie, works in rating and distribution.



Briana Erickson of Mount Vernon, New York, is this year's recipient of the Professional Van Operator's Scholarship. She is the daughter of PVO Eric Erickson with Alexander's Mobility Services (216).



Application Requirements

- The Chairman's Scholarship is reserved for children of employees at all Atlas World Group locations in the U.S. or Canada.
- The President's Scholarship goes to children of full-time employees at Atlas headquarters.
- The Professional Van Operator's Scholarship is designated for children of Atlas professional van operators.

To be eligible, a student must be enrolled full-time as a junior or senior in an accredited university and have a cumulative GPA of at least 3.0 on a 4.0 scale. Winners are selected randomly from the pool of eligible applicants. The presentations took place at Atlas headquarters on August 13.



Stephen A. Watson Earns Accolade

Now the world knows what the people of Atlas have known for the last two years. Director of Corporate Training **Stephen A. Watson** is "tops." If you need further proof, just look inside the July/August issue of Training. After evaluating nominees from all over the country, the magazine adjudged Stephen as a "Top Young Trainer," one of 40 men and women under the age of 40 so honored.

The requirements for recognition included three years' experience in the training field and responsibility for one or more direct-reports or a large-scale training initiative. Judging considered leadership and technical competence, career progression, success with a difficult challenge, innovative approaches, consistent results, and the ability to design programs that are strategically aligned with the business.

Stephen impressed the judges with his efforts to improve the effectiveness of training at Atlas, including his

work at cataloging positions in the LMS and consulting with department heads to establish training standards. "Now," reports Training, "Atlas schedules training for a purpose of maintaining a 100 percent workforce-ready company, and under Watson's leadership, more fully utilizes its LMS for training enrollment and tracking, reports to management, and employee development." The judges also noted Stephen's key role in developing a training curriculum for Atlas subsidiaries.

The article in Training quoted Judge **Dave Jenkins**, VP, Commercial Operations, Learning & Development, Pfizer, Inc.: "These Top Young Trainers demonstrate great leadership qualities and demand excellence from both their teams and themselves. They are forward thinkers who drive continuous improvement, ensure senior management buy-in, and align with corporate objectives. And that's what successful training is all about."

Atlas Director of Corporate Training Stephen A. Watson is a 2010 "Top Young Trainer," recognized by Training for his exceptional accomplishments. Stephen joined Atlas in 2008. He is a graduate of Embry-Riddle Aeronautical University.

Personnel Change at Atlas

Steve Hermann, Vice President of Agency Development

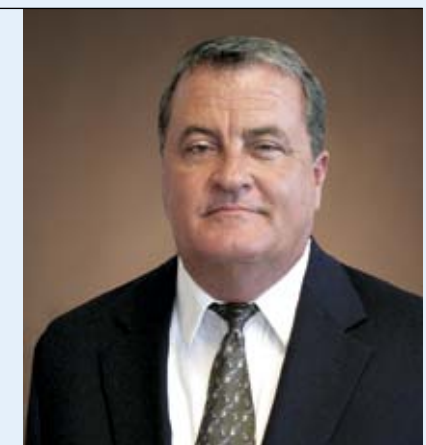
Atlas has promoted **Steve Hermann** to a key position for the development of Atlas agencies. As Vice President of Agency Development, Steve will recruit, retain and develop high-quality Atlas agents.

Steve is a native of Evansville who studied business administration at Indiana University.

He joined Atlas in 1978 as part of the dispatch team. More recently, he served as assistant vice president of

agency development. Prior to that, he worked as assistant vice president of operations.

"Steve's had a great track record at Atlas and will continue to excel as a leader in his expanded role," says Senior Vice President of Transportation Services Administration Dennie Lynn. "His expertise in recruiting and developing quality agents is vitally important to Atlas' growth."



“Rich Coast” on the Horizon

Costa Rica is Destination for President’s Club

When winter winds down its gray days, a group of hard-working sales people will slip into their beachwear and stretch out under the sun. They and their guests will join the annual Atlas President’s Club Conference at the J.W. Marriott Guanacaste Resort & Spa in Costa Rica. The gathering, set for March 11 to 15, recognizes Atlas sales producers who have booked at least \$2.5 million in business during the previous July-through-June period.

The Marriott Resort, completed in 2008, offers a pampered environment for the group to relax, compare notes, and recharge their batteries. Guests will enjoy ample opportunities for recreation—fishing, golf, horseback riding, shopping, and water sports.

“Despite a challenging year for the economy and our industry, Atlas sales people continued to do what they do best ... persevere and

succeed,” says Atlas President and COO **Jack Griffin**. “I look forward to personally welcoming our top performers in Costa Rica.”

Atlas awards membership in the President’s Club to sales people who attain at least \$1 million in qualified bookings between July 1 and June 30. Each receives a \$200 gift certificate; first-time achievers also receive a ruby lapel pin. Sales people who book at least \$2.5 million in volume are invited to bring a guest to the annual President’s Club Conference in March. First-time achievers at this level also receive a sapphire lapel pin.

New this year! Beginning July 1, 2010, shipments booked with Atlas International and Smart Move qualify for inclusion in the sales total.

2010-2011 President’s Club Winners

Sales \$2,500,000 or more	Salesperson	Agent
1	Dennis Sorhagen	Crofutt & Smith Moving & Storage
2	Ken Niesner	Specialty Moving Systems, Inc.
3	James Cole, Jr.	J. W. Cole & Sons, Inc.
4	Steve Westerberg	Nelson Westerberg
5	Gary Louderback	Ace World-Wide Moving & Storage Co.
6	Fred Paxton III	Paxton Van Lines, Inc.
7	Steve Delane	Alexander’s Mobility Services
8	Thomas Philbin	Nelson Westerberg
Sales \$1,000,000 to \$2,499,999		
9	Tim White	Imlach Group
10	Chris Wing	Powell Relocation Group
11	Keith Morse	DMS Moving Systems, Inc.
12	Michael Boone	Lytle’s Transfer & Storage, Inc.
13	Richard Meyer	DMS Moving Systems, Inc.
14	Wayne Curtis	Comtrans Ltd.
15	Greg Koehlinger	Nelson Westerberg
16	Ken Imlach	Imlach Group
17	Richard Clarke	Ace Relocation Systems, Inc.
18	Jennifor Acosta	Ace World Wide Moving & Storage Co.
19	John Dulin	Alexander’s Mobility Services
20	Jeanne Witcher	Atlantic Relocation Systems
21	Jay Maynard	Walker Transfer, Inc.
22	Eric Manfredi	Weleski Transfer of Cleveland, Inc.
23	Chris Lechner	Alexander’s Mobility Services
24	Carrie Corless	Ace Relocation Systems, Inc.
25	Julie Cibelli	Nelson Westerberg
26	Michael Donnelly	Wayne Moving & Storage Company, Inc.
27	Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
28	Donna F. Gann	Nelson Westerberg
29	David Zerda	Alaska Terminals, Inc.
30	Mark Smith	Avatar Relocation of NY Inc.
31	Gail Holmer	Nelson Westerberg
32	Chet Grisso	Alexander’s Mobility Services
33	Bob Akers	Nelson Westerberg
34	Roger Sorhagen	Crofutt & Smith Moving & Storage
35	Jimmy Gemeinhardt	Bean Moving & Storage, Inc.
36	Larry Lammers	Ace Relocation Systems, Inc.
37	Denise Della-Dora	Alexander’s Mobility Services
38	Milton Perkins III	Reads-Perkins Moving Systems, LLC
39	Bruce Powers	Ace World Wide Moving & Storage



InformationWeek 500 Shows Atlas Is “Info Strong”

For the second consecutive year, Atlas World Group has earned a spot on the nation’s IT A-list. On September 14, InformationWeek announced its annual listing of the nation’s most innovative users of business technology — the InformationWeek 500. The listing reflects an emphasis on IT innovation that drives business growth.

Judges weighed with favor the innovative contributions of AtlasNet, the company’s intranet. AtlasNet provides Atlas agents with nearly everything they need to manage their local and interstate shipments, including online lead tracking, order entry, shipment planning, dispatch, and shipment tracking. AtlasNet innovation also extends to handheld mobile devices for estimating and sharing information with other agents.

“Our agents are the backbone of this company, and offering them this kind of technology allows them to better serve their customers and grow our business,” says Atlas VP and CIO **Michael Neeley**. “Investing in this technology now will reap benefits for many years in the future, and is just one more way Atlas sets itself apart from the competition.”

Before a company can earn recognition in the InformationWeek 500, it must achieve annual revenue of at least \$250 million and be invited to participate. The application process entails a rigorous evaluation of the firm’s technology strategies, including quantitative and qualitative assessments of innovation. InformationWeek editors evaluate applications and determine the results. Learn more at: www.informationweek.com.



Keep our service men and women in your heart.

The entire Atlas family wishes to express gratitude and appreciation to the courageous men and women who serve our country in the armed forces. In particular, we ask you to keep the following employees and members of our agent families in your thoughts and prayers.

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Sue Ballard	Kourtney Weldon	Niece	Supervisor, Credit & Collections, Headquarters
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Jennifer Britt	Jamey Parrish	Cousin	Agency Services, Headquarters
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Jenny Carter	Matthew Steinberger	Son-in-law	Office Manager, Daze Transfer & Storage, Inc. (723)
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co., Inc. (440)
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
Kim Crinigan	Melissa Rieger	Niece	Operations Manager, Ace Relocation Systems, Inc. (64)
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers (8570)
Adam Dinet	Adam Dinet, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Robert J. Farrell	Daniel Farrell	Son	Warehouse Mgr, Ace Relocation Systems, Inc. (08)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Jessica Gonzales	Aulani Martinez	Brother-in-Law	Operations, Ace Relocation Systems, Inc. (75)
	Joseph Gonzales	Brother	
Daniel Havey	Christopher Havey	Son	Van Operator, Ace Relocation Systems (62)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1148)
Dan Lammers	Chad Beaver	Brother-in-Law	Sr. VP Operations, Ace Relocation Systems, Inc. (62)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-Law	Customer Service Representative, Ace Relocation Systems, Inc. (62)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Dispatch/Warehouse Manager, Ace Relocation Systems, Inc. (0066)
Kim Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
Carole Overton	Bruce Overton	Son	Log Coordinator, Safety Department, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Rick Phillips	Todd Veek	Son-in-law	Director of Risk Awareness, Headquarters
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Transfer & Storage Co. (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Read's Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region 1 RSG, Headquarters
	Kristopher Scott	Son	
Chris Shipp	Nicolas Mello	Nephew	Operations Manager, Ace Relocation Systems, Inc. (75)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, DMS Moving Systems, Inc. (800)
	Geoffrey Smith	Son	
Ronnette Synovec	Venessa Beck	Cousin	Government Business Development, Ace Relocation Systems, Inc. (62)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Karen Vandiver	Michael Vandiver	Son	Insurance Manager, Risk Management, Headquarters
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

These names are the individuals who have been brought to our attention. Please e-mail any additions to Linda Ellington at linelli@atlasworldgroup.com. The Amplifier publishes this show of appreciation in every issue.

Kindness is Habit Forming

“You and I can never do a kindness too soon, for we never know how soon it will be too late.”

Ralph Waldo Emerson, American poet and essayist

Atlas Takes “Community” to Heart

Just as it’s hard to imagine a move without a truck, it’s impossible to think of Atlas without community. In cities and towns all across the country, Atlas people rely on community for their livelihoods. They depend on community for the well-being of their families and for their personal fulfillment.

And they know that community is as much about giving as it is receiving. So they reach out to share what they have and do what they can for their neighbors.

Last March, Atlas people in Evansville, Indiana, helped collect shoes for Soles4Souls. The charity provides new and gently worn footwear to people in need all over the world. Folks from Atlas headquarters brought a trailer to the 7K “Run of Luck” race sponsored by nationwide retailer Shoe Carnival. Atlas transported 15,000 pairs of donated footwear to a warehouse in Alabama and, on the return, brought 2,000 pairs back. The shoes went to local charities to distribute to people in the Evansville area.

“We could not have handled the logistics of this collection event without the help of a major corporate partner like Atlas,” said Jim Bush, race founder and director.

That same month, in New York, A-1 First Class Viking Moving & Storage pitched in for Soles4Souls, teaming with the Department of Athletics and the Student-Athlete Advisory Council (SAAC) at Stony Brook University. The Atlas agency donated shipping materials and transportation, and the drive netted over 1300 pairs of shoes. Assistant Athletic Director for Sports Administration Sue Serafini said the event was “incredibly successful” and could not have happened “without the support of our community partners.”

“Community partnerships are important to us,” says **Matt Schwartzberg** president of A-1 First Class Viking. “Our whole company gets behind them. It’s not only good for the community and the charities we serve, it’s good for us. It’s good for our culture.”

Matt and his associates regularly roll up their sleeves for the New York Jets and fans. At designated home games, A-1 First Class Viking stations trucks at the gates of The Meadowlands to accept donations for charity. There are three such events, one each dedicated to toys, clothing, and food.

“We also support Big Brothers and Big Sisters of Long Island,” says Matt. “We collect donated clothes from our customers who are moving and send them to the donation center. This is a great time to donate for our customers, and it makes a big difference for the charity.”

Putting Food On the Table

Employees of Ace Transfer & Storage Company (1406) can honestly attest to the old saw: Many hands make light work. Sixteen associates at the Atlas agency joined forces recently with volunteers from the local chapter of BOMA (Building Owners and Managers International). They sorted and packed 960 boxes (nearly 29,000 pounds) of food at the Oklahoma City Food Bank in the “Fighting Hunger... Feeding Hope” drive for senior citizens. Some of the volunteers even got their hands a little dirty, helping with landscaping chores outside the building. “Everyone left with a good feeling of accomplishment,” says Operations Manager **Patti Poynter**.



Volunteers from Ace Transfer & Storage pitched in to help their local food bank recently. Some even got their hands dirty with landscape chores. Left to right: Dave Daniels, Quality Control and Claims; Kristen Blake, family member; Janet Blake, Corporate Sales.



Wall of cans displaying the names of people and organizations involved in helping make the Oklahoma City Food Bank’s “Fighting Hunger... Feeding Hope” a success.

At Atlas headquarters unloading the shoes donated to Soles4Souls.

Left to right: Atlas President & COO Jack Griffin; Patsy Harpenau, South Spencer School Corp.; Tana Whitney, Evansville Christian Life Center; Ginger Harper, Run Of Luck; Jim Bush, Run Of Luck;



Atlas Helps "Stamp out Hunger"

In Minnesota, Action Moving Services (238) and Alexander's Mobility Services (215) went into gear with other members of the Minnesota Transport Services Association to "Stamp Out Hunger." The Atlas agents each provided two 53-foot trailers to support the food drive of the National Association of Letter Carriers. At the end of the day, the Atlas volunteers drove their full trailers to the Second Harvest Food Bank. All told, the MTSA's efforts amassed a little over 1.1 million pounds of food.

Recapping the drive's success, MTSA Executive Director Howard Markus wrote in the association's newsletter: "An event this size and complexity cannot be successful without the participation and hard work of many people... a special thank you to Action and Alexander's for furnishing vehicles at more than one site."



Volunteers line up to take donations of food from the letter carrier's vehicle and load them on the Alexander's Mobility Services trailer.



Crew from Action Moving Services is ready to load one of the trailers with donated food for the Second Harvest Food Bank. Coordinated efforts with Action Moving Services, Alexander's Mobility Services and other MTSA members transported over 1.1 million pounds of food.



Atlas HQ Goes Above and Beyond

In addition to their aforementioned charitable efforts, the employees at Atlas Headquarters in Evansville, IN have stepped up to become a Pacesetter for the local United Way campaign.

Atlas HQ United Way Giving

2010: \$64,211.18 contributions 74.38% participation

2009: \$39,282.88 contributions 44.2% participation



David Coulter, Vice President of Sales Development (left) and Steve Hermann, Vice President of Agency Development (right) with emcee Mike Blake at the MDA Labor Day Telethon.

Making a Difference with the MDA

The Muscular Dystrophy Association's annual telethon raised a grand total of \$58,919,838 in contributions and pledges.

Atlas Representatives **David Coulter**, Vice President of Sales Development, and **Steve Hermann**, Vice President of Agency Development, presented checks totaling \$3500 on behalf of Atlas and its employees. Says David, "It was an honor to represent Atlas...and extremely gratifying to know the gifts we delivered will help people who really need it."

Guardian Reaches Service Pinnacle

President Jay Fuson accepts the Top Twelve Life Member Award for Guardian Relocation from Service Coordinator Valerie Hayes, F. C. Tucker Home-Link® Division.



Guardian Relocation has been recognized by F. C. Tucker as a Top Twelve Life Member. The newly-created award acknowledges outstanding service providers for longstanding excellence in the Home-Link partner network. Guardian Relocation President **Jay Fuson** accepted the award on behalf of the Atlas agency at F. C. Tucker's annual awards banquet on March 2 in Indianapolis.

"All of us at Guardian are honored to receive this award," says Jay. "It shows that what we do every day for each customer is the right way of doing business. It also reiterates that our tag line, 'beyond expectations,' is not merely words, but a philosophy we live by."

In Memoriam

Delbert Jenkins, 93, passed away on April 8 in Urbana, Illinois. Delbert was owner and president of Jenkins & Key Moving & Storage (1210) since 1954.

Dennis Mercer, 56, passed away on May 9th (his 56th birthday) in Forsyth, Georgia. He had battled cancer for the past two years. Dennis was a 35-year industry veteran and van operator with Alexander's Mobility Services (214) since 1992.

Howard K. Howell, 82, chairman and owner of Ace Transfer and Storage (1406), passed away on May 22 in Oklahoma City, Oklahoma. Howard was known to say that 1980 was a very good year, for it was then he became an Atlas agent and stockholder. Howard loved the industry, Atlas, and people; he never met a stranger.

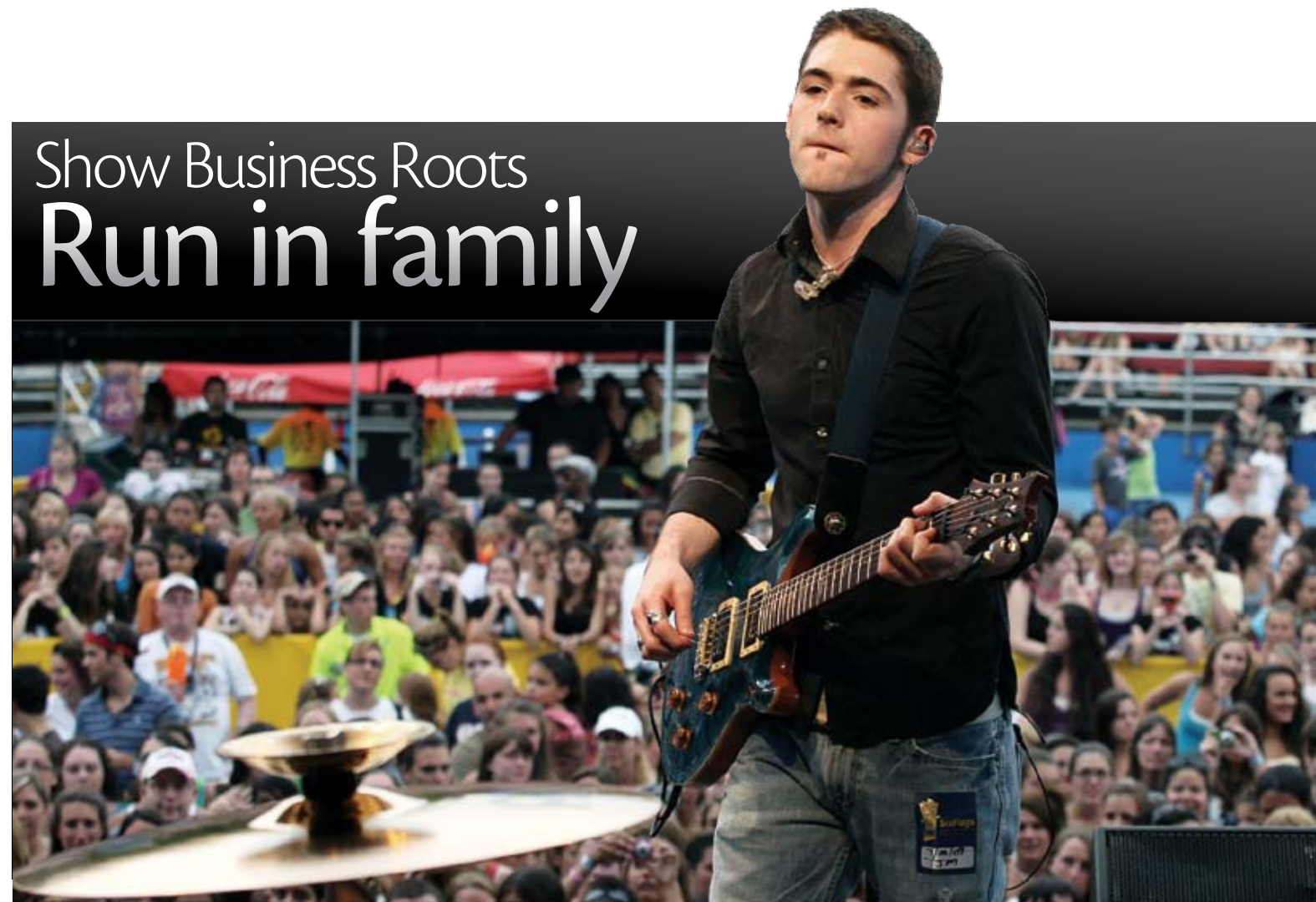
Jerry Leggett, 50, owner/operator with Mitchell Moving & Storage (1923), passed away on May 27 in Riviera Beach,

Florida. He was known by his many friends and loved ones as "Jerr Bear" for his quiet disposition and huge heart. Jerry was always willing to do whatever was needed to take care of customers.

Don Rizer, 55, operations manager with Certified Van Service (598), passed away unexpectedly on June 6 in Smithtown, New York. Don started his career with Certified in 1981.

Walter "W. R." Almond, Jr., 78, chairman and CEO of Bluff City Transfer and Storage (440), passed away on August 12 in Germantown, Tennessee. He was employed with Bluff City since 1952. W. R. was respected for his character and opinions throughout the Atlas family and moving industry.

Show Business Roots Run in family



One might say the Sorhagen family of Crofutt & Smith is rediscovering its roots. Founded in 1840 as Sorhagen's Theatrical Transfer Company, it began by providing removals for the vaudeville and theater communities in Newark and New York. In time, the company numbered some of America's most storied acts among its customers: Ringling Brothers Circus, Minsky's Burlesque, and Jack Benny.

Today, fifth-generation **Josh Sorhagen**, 19, is earning recognition for his musical talent. He has chalked up impressive credits over the last four years as a singer, songwriter and guitarist. Josh has twice performed for the troops in USO concerts at Ramstein AFB. He has appeared on bills with My Chemical Romance, The Jonas Brothers, and Darryl "DMC" McDaniels. And he performed in an MTV "Back to School" special featuring Fall Out Boy.

In June, Josh's band, Alamance, released its second full-length album, "In The Moment." The group has been promoting the album with concert performances in New Jersey, New York, and Allentown, Pennsylvania, where Josh is a sophomore at Muhlenberg College. In between everything else, the young performer has been punching in at the family business, getting familiar with the fundamentals of estimating and sales.

"Josh is staying busy," says Dad, President Roger Sorhagen. "I don't know where the future will take him, but I do know he will succeed. Josh brings energy and a passion for excellence to everything he does."



Moving Up!

Alexander's Mobility Services (215) has moved into spacious new quarters in Egan, Minnesota. The 50,000 sq. ft. building consolidates office and warehouse space in one modern structure, with built-in sprinklers and motion-detection as well as security and fire systems by Armor. The warehouse provides a generous 32-ft. ceiling with access via eight dock doors plus a drive-in door. There is also a 70-ft. tractor-trailer scale.

General Manager **Dick Honza** says the Atlas agency formerly occupied two buildings. But consolidation into a single, up-to-date facility was necessary to continue bringing the efficiency customers expect.

"Having our offices together in one area enables better work flow and communication," says Dick. "The new warehouse provides increased storage and allows us to prep and unload trucks more quickly. Crews can get to jobs sooner, saving expense for our clients. What's more, our new building is showcase quality, and we are excited about showing it to our customers when they visit."

General Manager Dick Honza wields the scissors at the ribbon-cutting. Customers, friends, and members of the Atlas family joined Alexander's associates on September 16 as they celebrated their expansion into a modern, 50,000 sq. ft. facility in Egan, Minnesota. The move consolidates offices and warehouses from two older buildings into a new one.



Making the Grade in Office Moving

Something wonderful has happened to the people at California Moving Systems (CMS). On their way to getting some training in commercial moving, they got much more.

They got reenergized, reacquainted, and rededicated.

"We knew we wanted to build confidence among our team members and grow our commercial business," says CEO **Chris Higdon**, Atlas board member. "We certainly learned how to do that. But what we hadn't counted on was the renewed esprit de corps and optimism that came with it."

On April 1, 24 employees from throughout the CMS organization convened at the new city hall in Rancho Cordova, California. Over the next three days, under the

tutelage of Instructor Ed Katz, each earned the Certified Office Mover credential from the International Office Moving Institute (IOMI®). The institute is known in the industry as "the world's only university of office moving."

Chris says it was one of the most productive efforts his firm has ever undertaken. As a result, the Atlas agency is now handling office moves every weekend, even during the busy household season.

"We've been in business 43 years," says Chris. "Some say you can't teach an old dog new tricks. I think we have disproved that. We've advanced to the next level, and we're on our way to becoming a dominant player in the Northern California market for office moves."



The California Moving Systems team shows enthusiasm and camaraderie upon the completion of IOMI training in April. Twenty-four employees at the Atlas agency earned the Certified Office Mover credential following three days of intensive classroom instruction.



Tracks

Atlas Service is Appreciated

RE: Brian Robinson, Heather Ross, Tim Konchel, Lucas Tompkins, Jake Hicks and Mike Wilson DMS Moving Systems (800), Canton, MI

We moved from Michigan to Florida at the end of April 2010. We wanted to let you know what a FANTASTIC crew we had! Everything was great from the moment Brian, our sales rep, walked in the door in our Michigan house to the moment Lucas and Jake closed the door to our Florida home! Heather, who took care of all of our questions and issues, was AMAZING!

Lucas Tompkins and his crew, Timmy Konchel, Jake Hicks and Mike Wilson were AWESOME! They were friendly, helpful and wonderful to work with! I would not hesitate to recommend them to anyone. In fact, my sister and a neighbor are moving and I have recommended Lucas and his crew to them. I will recommend your company to everyone I talk to! All of these people deserve an award or a raise! They all went way above and beyond to make sure everything went smoothly! I can't say enough about all of them! Thank you so much for employing such great people!

Regards,
Tom & Kathy Eiden

RE: David Kumbera Golden Van Lines (991), Longmont, CO

I hope you will share this letter with everyone at Golden Van Lines regarding our move from Colorado Springs to Alabama.

As an active duty Air Force family, this was our eleventh move in twenty years. Our first eight moves were a bit frustrating to say the least. But on the ninth move, we found Golden Van Lines and have now used your company for our last three moves. Although moves continue to be stressful, your company has eliminated the worry over whether or not our household goods are in safe hands.

From the time we walked onto our TMO office at the Air Force Academy to schedule the move, all the way to having our emptied packing materials picked up in Alabama, we knew Golden Van Lines would help us through it all. Dave, our driver, was nothing short of stellar. He is a man of his word, which is a rare thing these days. There's something very

reassuring when the driver himself helps to pack your boxes! His team worked feverishly to complete packing our house in only three days. Other companies have taken longer than five! In addition, because of the prudent use of packing materials, we had far less waste than ever before, which is not only economically, but environmentally beneficial.

We are so grateful to your company for all that you do to help those of us who are asked to relocate. Please congratulate the person who does the hiring at Golden Van Lines because he or she has tapped into some of the finest people in the business.

All companies should aspire to have the staff and drivers that you do. Again, thanks for yet another great move with Golden!

Sincerely,
Bill and Meredith Thomas

RE: Herbert West, Jr., Joseph Ross & Paul Parziale City Transfer & Storage (631), Winston-Salem, NC

As you recall, City Transfer handled our move including the packing, loading and transportation of our belongings to storage in Winston-Salem. I wanted to drop you a note to let you know of our impressions of the job done by your company and Atlas.

Moving can be stressful and tiring. Having moved four other times, we have experienced different approaches as well as different levels of care. Your company made our move as stress-free and easy as possible. From the time that you came to our home to analyze our needs to the time that the loaded truck pulled off en route to Winston-Salem, nothing was left to chance.

Special commendation should be extended to our trio of movers—Herb, Joe and Paul. They worked hard and well as a team. Each did his share and they were always upbeat and positive as they planned and worked together. Herb set the tone as the leader. He was organized and carefully took every precaution to ensure that our possessions were handled properly without damage. Joe and Paul were diligent, courteous and hard workers, a pleasure to have on the job.

In summary, City Transfer/Atlas proved to be the right choice for us. Please extend our appreciation to all concerned including the Lassiter family. They can be proud of the work done in their name. We look forward to completing our move upon finalizing our permanent home.

Most Sincerely,
David & Lynn Odom

RE: Eric Kronebusch, Vanessa Henley & Dorian Rand Ace Relocation Systems (66), Kyle, TX

To preface this it is important to note that I moved 3 times last year (great year) and I am a Senior Global Manager at Activision Blizzard in Customer Service. I note this because I have had the opportunity to try several different movers and my career has been in Customer Service. I want you to know (and anyone else you care to copy this to) that this has been the best moving experience I have ever had. To begin, the price was fair. One cannot overstate this, as many companies seem to be very shady in their "estimates." Secondly, the first and second layer of service from both of you (Eric and Vanessa) was exceptional. Friendly, prompt and I always felt like I knew what exactly was happening. I truly felt like a team was working to make my experience good. And finally (and perhaps most unlike my previous experiences), the driver and movers were amazing! Dorian gave me several calls to make sure I understood what happened next, and then (the best surprise ever) he showed up exactly the time and date he said he would! I'm sure you are aware that most companies hardly ever do this, acting like Cable Companies showing up somewhere in a two day spread. Nope, you guys nailed it! Dorian and his crew were pleasant, fast, and a joy to have here. And call it old fashioned, but they showed up in uniforms, which I felt added to the air of professionalism that this whole experience had.

In short guys, I will be recommending your services to any and all of my colleagues going forward. This was a fantastic service and I can't tell you how much I appreciate it. Send this to your bosses, you deserve a raise!

Scott Whittington
Senior Global Manager
Activision Blizzard

RE: Bob Henderson & Troy Quantz Powell Relocation Group (1657), Grand Rapids, MI

Wanted to follow up with you regarding our move last week.

First, Bob and Troy are AAA+++, totally awesome, four-star movers. Wow! They have a flawless system—nothing was lost, nothing broken, AND they actually provided a steady presence in the midst of so much change for our family. Sandy and I felt bad when they left on Friday after the move was complete. They became our security blanket throughout the week! They are just good people who were great to have around. Like I said, we were sad to see them go.

So, anyway, you guys probably already know, but please pass on the word that Bob and Troy are stellar movers and I would recommend them to anyone I know. Please pass along our compliments about Bob and Troy to the powers that be. Thanks so much.

Mark Kemink

RE: Michael Meehan, Kate Hart, Michael Meehan, Jr. & Billy Smith A-1 Moving & Storage (87), Jupiter, FL

Thank you for the outstanding service of your very professional crew. They were very respectful of the items of high emotional value—the flags, the helmets and Jim's badges. It was a very painful task initially, but Mike Meehan, Mike Meehan, Jr. and Bill provided an atmosphere of utmost respect and dignity under the circumstances. As the process moved on, it became very clear that I had chosen a great company to handle this move to my home state of RI. Your understanding and compassion through this somewhat anxiety provoking experience, has given me a sense of confidence. From the bottom of my broken heart, I thank you for everything you have done for my family to make this move easier. The RI family is so eager for our return, and you made it possible! Again, for every detail that you, Kate, and the crew put into this, I thank you!

Sincerely,
Diane Dillon

RE: Dixie Bisbee Lytle's Transfer & Storage (1305), Duncan, SC Lee Grant, Jr., Direct Lease Fleet & John Parks

This letter is to address the excellent service I received from Lytle's Transfer located in Duncan, SC.

Dixie Bisbee (Moving Coordinator) exhibited a highly professional manner in all aspects of this move. Most importantly to me (as a stroke victim), Dixie relayed the confidence of securing each step, thereby relieving me of any worry. She did everything she promised and on schedule. I praise her for her diligence and excellent service.

Lee Grant, Jr. and John Parks (pick-up and delivery drivers) were exceptional in everything they did. They were professional and courteous and most kind. They worked hard and went above and beyond to make sure I was a pleased customer.

In closing, I would say Atlas truly has three invaluable individuals who should be commended for their work. Your staff is not only your backbone, but is the primary contact for who you are.

Respectfully,
Nancy E. LeMaire

RE: Crystal Cuellar Paxton Van Lines, Inc. (1610), Springfield, VA

We are writing to compliment one of your employees, Crystal Cuellar. We have been working with her for the past several months on shipping our sea crate and 2 cars from Louisville, KY to St. Croix, USVI. She has been enormously pleasant, helpful, patient, professional and kind every step of the way.

Moving, especially overseas, is extremely difficult and frustrating. However, Crystal made it so much easier and pleasant. These days it is rare to work with someone with such a wonderful attitude. She is certainly an asset to your company.

Blessings,
Jay and Jennifer Brizendine



**RE: Mike Crubaugh
Ace World Wide Moving & Storage (24),
Cudahy, WI**

It has been two months since our move from Florida to Montana and it has taken me this long to dig out from under and write this overdue letter. I apologize.

We have used Atlas at least three times to move our belongings around the country and my husband and I were so very pleased with our latest move. It is due entirely to Mike Crubaugh, our van operator. Never have we had such an excellent move and the others pale in comparison with our latest experience.

From our first phone call, we could tell Mike was all about pleasing the customer. He hired excellent packers and took command of that day in a friendly, yet professional and caring way. Not one item was broken or damaged in our move and all was moved in and assembled with not one complaint. Mike pitched in and led by example. He is an extremely hard-working employee and we are honored to have been his customers.

We just wanted you to know how grateful we are to have met such a special man as Mike, and we wish him luck. Hopefully we will never move again, but if we do, you can be certain we will request Mike.

**Sincerely,
Betsy and David Hicks**

**RE: Anthony Guarracino and Samantha Dietz.
Collins Brothers Moving Corporation (547),
Larchmont, NY**

Dear Samantha, I just wanted to tell you how so very pleased I am with the movers who are currently moving us out of One City Place.

Anthony and the rest of his team are fabulous; professional, friendly, courteous, and seem to be all around great guys. In fact, my fiancé just said to me, "Can we always use these people when we move in the future?" The guys are working very hard, and I hope you'll forward this on to the 'powers that be' so Anthony's entire team can get recognized accordingly – they certainly deserve it!

You promised me when we first spoke way back when that you would take good care of us, and you've certainly been a woman of your word. You're an excellent ambassador to Collins Brothers and the company is lucky to have you as their first customer touch point.

Thanks again for putting us in good hands, and we will recommend Collins Brothers to everyone we know!

**Thanks again,
Zach Shapiro**

**RE: Ken Imlach
Imlach Group (1130), Trenton, MI**

I live in Davenport Iowa and needed to move my daughter and son-in-law from Detroit, MI. to Dallas, TX. I gave serious thought to renting a truck and moving them myself, but made one phone call to Ken Imlach in Trenton and had a great conversation. Ken said he would go to the kids' apartment and provide me with a quote. The price quoted was about what I had expected and I accepted his offer. Imlach picked up the kids' belongings on Thursday and delivered them on Monday, without a hint of damage.

I called my daughter and she said that the moving crew in Detroit were the most polite and courteous gentlemen. She called me today and said, "This was the best move that we have ever made with a moving company." They have moved numerous times and have had a lot of experience with other movers. The entire Imlach Group deserves kudos and for a most outstanding job well done! Thank you Ken Imlach!

Tony Breuer

**RE: Raul Canchola
Atlantic Relocation Systems (1651),
Denver, CO**

I received my furniture on Friday and wanted to let you know about the service that I received. When the truck arrived, I was very pleased to see that the van operator and supervisor was the same individual who had picked up my furniture in Colorado. I have moved approximately five times in the last 12 years in different states and the crew that picked up my furniture in Colorado was the best crew that I had ever had. They were incredibly hard working, very courteous and pleasant. And I am pleased to say that this crew was just as good. They arrived around 8:00 a.m. and were done by 11:03 a.m. with no items lost! Again, the first time no items have been lost.

So I want to commend the van operator and his crew. He is obviously a good supervisor and stager - he sets things up before they are brought in. They are excellent employees who definitely add value to Atlas.

**Thanks,
Betty MacKenzie**

**RE: Larry Matlock
Alexander's Mobility Services (210),
Portland, OR**

I am writing to make known my deepest appreciation for Larry Matlock. Larry Matlock answered all my questions every single time I called him! He was either immediately available or promptly returned my calls. He was always patient and attentive and helpful. He invited me to the warehouse, showed me around, and gave me as many boxes as I wished to have for packing.

I was moving from Portland to Austin, Texas, but driving, and with a 10-day stay in Vegas in-between. This, of course, represented a problem with not being able to have my things shipped right away, as I had no one to receive them.

Not only do I thank and commend Larry, but also Alexander's, for accommodating this for me, and free of the absurd charges another company had quoted for storage.

I am further validating my respect and appreciation for Larry Matlock and Alexander's by having my brother be assisted by you in his upcoming move from Portland to Los Angeles.

It feels wonderful to know I am putting my brother, his belongings and his move in the hands of a truly competent, gracious, and honest man, someone who represents a calm anchor in the stormy seas of interstate moving.

Thank you to Larry and Alexander's for my smooth and successful move.

Rosane Gonik

Atlas World Group 63rd Annual Convention Agenda

October 21st -23rd, JW Marriott San Antonio Hill Country Resort & Spa, San Antonio, TX

Thursday, October 21, 2010

8:00 a.m. Atlas Golf Tournament

Join us for the 2010 Atlas Golf Tournament on the Canyons Course, designed by Pete Dye. Registration required. This year's tournament format is a scramble.

6:00 p.m. – 8:00 p.m. Opening Reception

"The Big Blue Bash"

Join the Atlas USA and Canada family for the Big Blue Bash! It's more than just your average meet-and-greet. Show your Atlas pride by dressing in blue. Whether you come dressed in your finest Atlas shirt or costumed as the Flying A, we'll celebrate our 2010 accomplishments and kick-off your 63rd Convention with "The Big Blue Bash!" Prizes awarded for the best individual and Agent family showing of Atlas pride.

Friday, October 22, 2010

7:15 a.m. – 8:15 a.m. Continental Breakfast

8:30 a.m. – 9:45 a.m. Opening General Session

Your Chairman and CEO, **Glen Dunkerson**, welcomes you to the 63rd Atlas Convention and reviews Atlas success stories over the past 12 months. To set the stage for what you're about to experience, **Jack Griffin**, President and COO of Atlas, prepares the crowd for two days of hard work, fun, educational opportunities and networking.

10:00 a.m. – Noon Learning Sessions

Session 1:

1. Secrets of Social Networking
2. Finance/Cast Management
3. Atlas Web Strategies
4. Atlas Canada Quality Programs
5. CSA 2010 Compliance

Session 2:

1. Referral Programs
2. Public Relations 101
3. AtlasNet Strategies
4. Hot Legal Topics
5. International Best Practices

Exhibit Hall Open during learning sessions 1 & 2.

Noon – 12:45 p.m. Picnic Lunch

1:00 p.m. – 3:00 p.m. 2nd General Session – Achievements & Awards

Guest Speaker: Mark Mayfield

3:00 p.m. – 4:30 p.m. Achievements & Awards Recipients Reception

In recognition of special achievements, this event honors recipients of Atlas awards. All Convention attendees are invited. We want all agents to have a chance to interact with those achieving at the highest levels.

6:00 p.m. – 10:00 p.m.(?) An Evening on the Riverwalk

Join us for an evening on the Riverwalk. This optional event requires registration (at an additional, but nominal fee). Transportation provided to and from the event.

Saturday, October 23, 2010

7:30 a.m. – 8:30 a.m. Continental Breakfast

8:45 a.m. – 10:15 a.m. 3rd General Session – FLEX TIME!

How do you compete in the flexible marketplace? The Atlas companies flex for you. Hear from Cornerstone, Atlas Canada, Atlas International, Smart Move and Titan as they are interviewed by a special guest host, **Matthew Ferrara**.

Also join us to hear from **Lt Col Derek Oliver** who is responsible for the military's Defense Personal Property Program (DP3).

10:30 a.m. – 12:30 p.m. Learning Sessions

Session 3:

1. Secrets of Social Networking
2. Finance/Cash Management
3. Atlas Web Strategies
4. Defense Personal Property Program (DP3) Status and Strategy
5. CSA 2010 Compliance

Session 4:

1. Referral Programs
2. Public Relations 101
3. AtlasNet Strategies
4. Defense Personal Property Program (DP3) Status and Strategy
5. O&I: Opportunity and Income

1:00 p.m. – 6:00 p.m. Free Time & Afternoon Sporting Activities

Look for many fun and exciting events, including sand volleyball and golf. Of course, it might be time to lounge poolside, enjoying the company of your fellow Atlas Convention attendees, or take a dip in the lazy river.

6:45 p.m. – 7:30 p.m. Reception

Catch up with your colleagues over a drink in the final networking event at Convention.

7:30 p.m. – 10:00 p.m. Banquet and Entertainment

After dinner, we'll recognize the highest achieving individuals and agents for sales, operations and quality. **Bob Clark**, President, Atlas Canada, serves as our master of ceremonies throughout the evening. Headlining this year's entertainment is comedian, actor, artist and musician **Gordie Brown**.

Apparel: Business Casual is the standard for all events except the Saturday night Reception, Banquet and Entertainment when Professional to Formal attire is acceptable.

Exhibit Hall Hours:

Friday, October 22nd 7:15a.m. – 8:15a.m.
10:00a.m. – Noon
Saturday, October 23rd 7:45a.m. – 8:45a.m.

Registration Hours:

Thursday, October 21st 2:00p.m. – 5:30p.m.
Friday, October 22nd 7:15a.m. – Noon
Saturday, October 23rd 7:45a.m. – 12:45p.m.

Banquet Table Reservations Accepted:

Friday, October 22nd 4:00p.m. – 4:45p.m.



Atlas World Group
P.O. Box 509
Evansville, IN 47703

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January 2011

- 1 New Year's Day – All US based and Canada offices closed
- 19-20 AWG Board of Directors Long Range Planning Meeting

February 2011

- 21 Presidents' Day

March 2011

- 6-9 AMSA Expo & Education Conference, Hyatt Regency Jacksonville, Jacksonville, FL
- 28-30 GlobalShop (NASFM) Sands Expo, Las Vegas, NV
- 27-31 Exhibitor Show 2010 – Mandalay Bay Convention Center, Las Vegas, NV

April 2011

- 13 AWG Board of Directors Meeting
- 14-15 44th Annual Atlas Forum on Moving, Downtown Chicago Marriott, Chicago, IL**
- 22 Good Friday – Atlas Canada offices closed

May 2011

- 22-25 AAM Annual Meeting & Museum Expo, George R. Brown Convention Center, Houston, TX
- 23 Victoria Day – Atlas Canada offices closed
- 30 Memorial Day – All US and Canada offices closed

June 2011

- 26-29 SHRM 63rd Annual Conference & Exposition – Las Vegas Convention Center, Las Vegas, NV