

The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier



integrity | quality | solutions

Chairman's Message

Whenever my old friend, the late Jerome Willis, owner of Willis Permiam Movers, would phone, I could always count on him to begin the call by asking, "What's goin' on?"

It's a fair question.

And today, it is especially timely.

Atlas is introducing a change in its corporate identity. Our customers already know us by our core values – **integrity, quality, and solutions**. Now we are going to communicate these associations formally with a program that reinforces the unique strength of our Atlas brand.

Integrity has always been a characteristic of Atlas. For me, the most apt description of integrity is captured in the description of leadership General Schwarzkopf offered at this year's Forum: One, when you are placed in a position of leadership, you lead. Two, you do the right thing.



Quality is fundamental to Atlas. The number of agents who achieve the annual Milt Hill Quality Award continues to grow, in spite of ever-more-stringent criteria. In further testament to our culture, this is the fifth consecutive year Atlas has been recognized in the Quest for Quality Awards sponsored by Logistics magazine.

Solutions is the word that best describes what our customers expect. We were once a mover who also happened to provide related services. Today, we offer an answer to any question in any relocation scenario. We are a full-service provider with expertise in all aspects of this industry and it's time to more accurately describe ourselves.

In answer to Jerome's timeless question, there's a lot going on. In fact, you might say "Atlas is goin' on." We're stepping forward to boldly embrace the future.

We have much to look forward to. And every reason to expect the best.

Mike Shaffer
Chairman & CEO
Atlas World Group



integrity | quality | solutions

Quality is fundamental to Atlas. The number of agents who achieve the annual Milt Hill Quality Award continues to grow, in spite of ever-more-stringent criteria. In further testament to our culture, this is the fifth consecutive year Atlas has been recognized in the Quest for Quality Awards sponsored by Logistics magazine.

Solutions is the word that best describes what our customers expect. We were once a mover who also happened to provide related services. Today, we offer an answer to any question in any relocation scenario. We are a full-service provider with expertise in all aspects of this industry and it's time to more accurately describe ourselves.

In answer to Jerome's timeless question, there's a lot going on. In fact, you might say "Atlas is goin' on." We're stepping forward to boldly embrace the future.

We have much to look forward to. And every reason to expect the best.

Mike Shaffer
Chairman & CEO
Atlas World Group



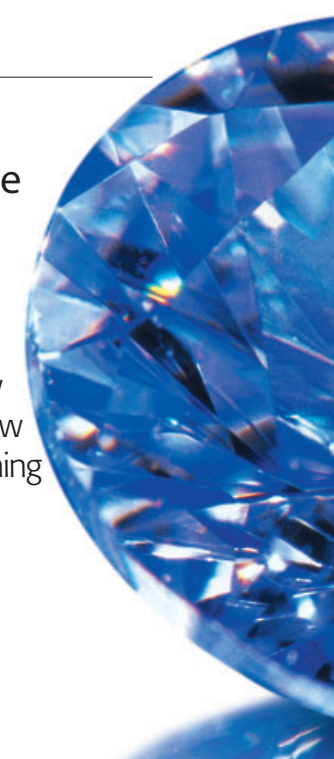
integrity | quality | solutions

Cover Story

2

What's the name on the package?
AND WHAT DOES IT TELL YOU?

There's a new look and a new message coming from **Atlas**®



14

The Quest Continues

FIFTH CONSECUTIVE YEAR
AMONG THE "BEST OF THE BEST" IN 2002



Milton M. Hill Quality Award



10



Cornerstone Relocation Group, LLC

15

Atlas International



16



Atlas Van Lines (Canada) Ltd.

17

R.O.A.D. Day 15

ATLAS SALLUTES DRIVERS IN MANY, VARIED EVENTS

18

Agent Profile:

Nelson Westerberg of New Jersey, Inc.
www.nelsonwesterberg.com

12

Atlas World

News and Information

20

Tracks

Atlas Service is Appreciated

22



Editor James E. Huth II jimhuth@atlasworldgroup.com Associate Editor Kristen Burnett kriburn@atlasworldgroup.com

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



What's the name on the package?

AND WHAT DOES IT TELL YOU?

There's a new look and a new message coming from **Atlas**.[®] As the result of a corporate-wide strategic marketing initiative, the company **is redefining who it is** and **redirecting its future** as a leader in the relocation industry.

You're a cold sufferer in the third day of a bout with the sniffles. You stop at the store to pick up tissues. You reach for the softest tissues money can buy. What's the name on the package?

You're head of a family of four that is hungry for pizza. You remember those cinnamon-and-sugar-dusted breadsticks you savored the last time you had pizza delivered. Which number do you call?

You're an employee of a mid-sized American manufacturer, and you are involved in the acquisition of relocation services for your fellow employees. You have three different projects needing immediate attention. An image comes to mind of a company that perfectly answers your needs. What does it look like?

As the word implies, a "brand" is that unique mark that appears on the package, the uniform, or the advertisement. But it is also much more. As any astute marketer can attest, what defines a brand is the space it occupies in the minds, on the lips, and in the hearts of consumers.

"We know there is a whole range of associations our clients, customers, and the general public have when they see or hear the name Atlas Van Lines," says Greg Hoover, Vice President, Sales and Marketing. "Some see us as a full service resource for every facet of relocation, from household goods to commercial to industrial projects. Others see us as specialists with well-defined skills in particular areas. And others may think of us as the guys with lots of trucks and dollies."

These different perceptions, says Greg, are not necessarily bad. They are the result of a tremendous history of service that harkens back to the very beginnings of the interstate moving industry. But today the industry has evolved from one that relies almost entirely on a transportation-based infrastructure to one where communications, information management, creative problem-solving and customer service are increasingly important dimensions.

"This is not the same business it was twenty, ten, or even five years ago," says Mike Shaffer, Chairman & CEO of Atlas World Group. "Taking a fresh look at our established brand is a natural response to where we've been... and where we intend to go."

"THIS IS NOT THE SAME BUSINESS IT WAS TWENTY, TEN, OR EVEN FIVE YEARS AGO... TAKING A FRESH LOOK AT OUR ESTABLISHED BRAND IS A NATURAL RESPONSE TO WHERE WE'VE BEEN... AND WHERE WE INTEND TO GO."

MIKE SHAFFER
CHAIRMAN & CEO
ATLAS WORLD GROUP



The graphic interpretation of the new Atlas mark is very similar to its predecessor. However, the use of a single word gives the new logo more visual impact and makes it more memorable.

More “Ahh” than “Aha”

DOES THE CURRENT BUSINESS DESIGN ALLOW US TO BE BROAD ENOUGH?

WHAT ARE OUR OPTIONS FOR NEW BUSINESS DESIGNS BASED ON OUR CORE COMPETENCIES?

WHAT BUSINESS ARE WE REALLY IN?

Unlike Archimedes’ discovery at the bath, the dawn of a branding strategy for Atlas was not a “eureka moment.” Rather, it was the result of a methodical marketing approach involving observation, research, and analysis. The strategy began to take shape in the spring of this year when senior marketing and sales people met to discuss the company’s future. They asked what they saw as the essential questions: Does the current business design allow us to be broad enough? What are our options for new business designs based on our core competencies? What business are we really in?

As Greg points out, such questions are a critical first step in refining the brand position. The failure to ask them can be the start down a primrose path, and corporate America is littered with the corpses of firms who succumbed to such inertia. A look at Smith Corona puts the problem in sharp focus. The once market leader elevated the typewriter to the world’s finest dedicated word processor. Today Smith Corona has all but disappeared. Amid a rapidly changing industry, it failed to recognize that there was much more involved in communications than putting ink on paper. And that failure cost the company its life.

Changing, too, is the relocation industry.

“Our industry analysis reveals some highly pertinent findings,” says Greg. “For one, the corporate relocation market is shrinking. But not only is the pie getting smaller, the concentration of buyers has become more fragmented. They are found in a broader range of corporate functions— relocation, purchasing, human relations and employee benefits.”

“WITH MORE AND MORE CUSTOMERS WANTING A BROADER RANGE OF SERVICES, THE NEW BRAND WILL OPEN DOORS FOR ATLAS SALESPeOPLE BY ALLOWING THEM TO OFFER A MORE DIVERSIFIED MENU OF RELOCATION SERVICES.”

JANELLE PIATKOWSKI
PRESIDENT & CEO
CORNERSTONE RELOCATION GROUP

“THERE IS NO QUESTION IN MY MIND THAT THE SYNERGY DEVELOPED THROUGH THIS BRANDING WILL PRODUCE MORE BUSINESS AND POSITION ATLAS AS A STRONGER COMPANY WORLDWIDE.”

PETE HELGESON
VICE PRESIDENT & GENERAL MANAGER
ATLAS INTERNATIONAL

“I AM EXTREMELY EXCITED ABOUT THE NEW BRANDING PROGRAM AS WE DIVERSIFY INTO OTHER BUSINESS AREAS. IT’S A GREAT OPPORTUNITY FOR BOTH OUR COMPANY, AND THE ATLAS NETWORK OF AGENTS.”

DOUG AULD
PRESIDENT
ATLAS VAN LINES (CANADA) LTD.

For years, Greg says, the selling strategy has been to approach each of these different clients from a slightly different perspective, catering to their specific interests in the relocation process. But such a tack has been made increasingly difficult in a climate where more niche players vie for the same points of entry.

“Atlas could choose to simply compete on terms dictated by the marketplace,” says Jim Stamm, President & COO of Atlas Van Lines. “Instead, we have decided to take the competition to our own playing field, with a broad-branding strategy for growth.”

Who We Are vs. What We Do

Over the past several years, Atlas has variously described itself as “World Class Mover,” “The Listening Mover,” and “More than a Mover.” With slight variations, the focus has been on the company’s core strength. But “moving” no longer fully describes the company’s business design, nor where the industry has been heading.

“Everyone probably knows or has heard of someone who went into business and one day found that his business identity didn’t exactly jive with what he was doing,” says Greg. For example, Greg cites the case of a successful well driller who branched out into homebuilding. His building service became so popular that it was his primary source of revenue. But when he tried to grow that part of his business, he had much difficulty. His business card still carried the name “Rex’s Well Drilling.”

The way around such a scenario, Greg says, is to talk about who Atlas is, not what Atlas does. Such a broad branding strategy offers several advantages. The obvious one is that Atlas is not limited or “boxed in” by a too-narrow definition of services.

A broad branding strategy allows the agent or business unit to gain an advantage by selecting their point of entry to the market. For example, an Atlas agent might see the need to offer a customer solution centered

around a relocation product. On another occasion, that same agent may simply want to be a truck service to move something across town. Whatever the circumstance, broad branding inherently allows the Atlas agent the discretion to enter the market with the surest footing.

“Our strategy answers the concerns voiced time and again by our agents,” says Greg. “Namely, they want a singular vision and plan, with a standardization of the Atlas identity. They want top-of-mind recognition for relocation. And they want to expand beyond their current services, but do it based on core strengths.”

Accommodating growth is an important concern. Beyond its immediate advantages, broad branding paves the way for brand extensions—future endeavors that will allow Atlas to capitalize on new business opportunities when they arise.

“Before we arrived at the idea of broad branding,” says Greg, “we had to ask ourselves: Does ‘van line’ really describe the nature of the business design today? Does it offer the freedom to take the business where it needs to go? Isn’t Atlas much more than an affiliation of truck owners?”

“We asked ourselves ‘Who is Atlas?’”

A BROAD BRANDING STRATEGY ALLOWS THE AGENT OR BUSINESS UNIT TO GAIN AN ADVANTAGE BY SELECTING THEIR POINT OF ENTRY TO THE MARKET.

DOES ‘VAN LINE’ REALLY DESCRIBE THE NATURE OF THE BUSINESS DESIGN TODAY? DOES IT OFFER THE FREEDOM TO TAKE THE BUSINESS WHERE IT NEEDS TO GO?

Who is Atlas?

Integrity. Quality. Solutions.

WHETHER IT'S A LOGISTICAL CHALLENGE, AN EMPLOYEE SATISFACTION ISSUE, OR THE SEARCH FOR ADDED VALUE, A SOLUTION IS THE THREAD THAT UNITES EVERYTHING ATLAS DOES....

"FOR MANY OF OUR CUSTOMERS, THE NAME ATLAS IS ALREADY SYNONYMOUS WITH INTEGRITY, QUALITY, AND SOLUTIONS... THIS MARKETING PROGRAM WILL RAISE THAT PROFILE, AND MORE AND MORE CUSTOMERS WILL COME TO THINK OF ATLAS IN THE SAME LIGHT."

JIM STAMM
PRESIDENT & COO
ATLAS VAN LINES

The answers are familiar concepts in the Atlas culture. Upon close analysis, the marketing team found that the agent-owned company is, essentially, three things.

First of all, Atlas is known for integrity. Atlas agents share a commitment to the customer that is, foremost, reliable and trustworthy. Integrity also means completeness and stability, apt descriptors for the Atlas brand.

As integrity suggests, quality, too, is fundamental to Atlas. Quality manifests itself in the continuous assessment and improvement of performance across the organization. And Atlas quality is obvious to the industry, as evidenced by this year's fifth consecutive "Quest for Quality Award" from Logistics magazine (see page 14).

Integrity and quality converge in the delivery of "solutions" Atlas brings to customers. Regardless of the diverse needs of different clients, solutions are the common denominator of service. Whether it's a logistical challenge, an employee satisfaction issue, or the search for added value, a solution is the thread that

unites everything Atlas does with everyone Atlas serves.

"For many of our customers, the name Atlas is already synonymous with integrity, quality, and solutions," says Jim Stamm. "This marketing program will raise that profile, and more and more customers will come to think of Atlas in the same light."

And what will be key to making the new identity reach critical mass in the minds of customers? Greg Hoover believes it is the role that every person in the organization will play in bringing the brand to life. "We have to think like marketers," says Greg. "We have to be marketers. Marketing is not just a department, or something we do at certain times or on certain days. Marketing encompasses all the energies expended in delivering our service to the customer. In this sense, it permeates everything we do in every part of our organizations, every day. We are all marketers, for better or worse. And we will succeed or fail based on how well we understand and act on this simple fact."

The tag line "integrity | quality | solutions" will appear in Atlas print and electronic communications, including business and industry periodicals.



The Brand: "corporate" – "personal professional" – "personal" WHAT DOES YOUR CUSTOMER SEE?

There is a temptation to think of a brand as a magic wand a company waves to build sales and customer loyalty. But the magic, according to Greg Hoover, Vice President of Sales and Marketing, comes when all dimensions of the brand align in a clear and consistent focus on customer service.

"Customer service is, ultimately, the purest expression of the Atlas brand," says Greg. "We can have the coolest logo in the world, the neatest advertising on the planet, the hippest mantra in the universe. But these things mean something only if they resonate among our customers. And the resonance will come when the expectations we create are fulfilled in our service. That, more than anything else, will determine the perception of Atlas."

Greg explains that, as for any company, there are actually three layers in the Atlas brand. One is the "corporate" identity that unites everyone with a common purpose, look, and public message. Two, everyone under the corporate brand also has a "personal professional" brand defined by the unique skills, personalities, and attitudes that individual brings to work. Three, each person also possesses a "personal" brand that describes who they are at all times—particularly in their personal life. How do people appear to others in their communities? What are the values

they live by? Whom, besides customers, do they serve?

"Our corporate brand is important," says Greg. "Without it, we could never be as successful as we are with it. But the professional and personal brands we each bring override the corporate brand. When a customer calls, every aspect of their experience, from the instant someone picks up the phone, makes an impression that helps define the Atlas brand for them."

"And this bears on every single person throughout our organization. Every individual who works for Atlas, in any capacity, influences how Atlas is perceived by those outside our organization, which is one big reason some enterprises under the same corporate umbrella are more successful than others. A company can create a brand, but no matter how well it has done the homework, the results all come down to how the individuals throughout the organization express that brand in their professional and personal lives."

"EVERY PERSON IN THE ORGANIZATION WILL PLAY [A ROLE] IN BRINGING THE BRAND TO LIFE... MARKETING IS NOT JUST A DEPARTMENT... MARKETING ENCOMPASSES ALL THE ENERGIES EXPENDED IN DELIVERING OUR SERVICE...."

GREG HOOVER
VICE PRESIDENT, SALES AND MARKETING
ATLAS VAN LINES

Bringing in the baby

MARKETING MAKES A STRONG PUSH

If launching a reinvented identity can be compared to birthing a baby, Director of Marketing Communications Jim Huth has been extremely busy in the operating room throughout labor and delivery. With the decision to take broad branding full tilt, Jim and his team have coordinated a myriad of details to bring efficiency and speed to the rollout.

One of the first concerns is to ensure new logo artwork is in the hands of all who need it for ad specialties, telephone directories, and corporate print materials. "As of mid-November, you will begin to see the new logo on web sites, the Atlas Intranet, on Atlas stationery, and on promotional items," says Jim.

To help agents more easily adopt the brand look, an identity interim guidebook is being made available as of convention time to cover the brass tacks on working with the new mark. A more detailed guide will be available in mid-2003.

Also in November, the new brand will be introduced publicly through an ad campaign in industry periodicals. Atlas has also secured regional placements for first quarter 2003 in targeted business magazines including Business Week, Fortune, Money, Inc., and the webzine Fast Company.

Beyond the introduction, the marketing team is gearing up for a major training event in the first quarter of next year, a full-scale communications effort across the entire organization.

"Internal engagement will be, arguably, the most important aspect of our communications effort," says Jim. "We're asking everyone throughout the organization to think in a new way. It's a major undertaking anytime you attempt to change a corporate mindset. The good news is, our culture provides good ground for change, and our people have shown they are ready to embrace the future."

Great new name. Same great company.

Perhaps the most obvious change in the rollout of the new branding strategy is that the company known as "Atlas Van Lines" is henceforth simply "Atlas."

"There was strong agreement on the name Atlas," says Mike Shaffer, Chairman & CEO of Atlas World Group. "Given the inherent equity and positive associations with the Atlas name throughout the industry, it was a natural choice."

The graphic interpretation of the new Atlas mark is very similar to its predecessor. However, the use of a single word gives the new logo an edge. Such names, explains Jim Huth, Director of Marketing Communications, tend to carry more visual impact and to be more memorable. There is one notable stylistic change—a forward slant. "We're not undergoing a radical change in how we do business," says Jim. "Nor should our mark stray far from where we were. The new look is compact and powerful. It builds on our strong and extensive heritage, and at the same time it connotes a progressive attitude."

Jim says that, according to research published in the Wall Street Journal, the sound of the word Atlas benefits from positive associations based on how vowel and consonant sounds are linked to emotions and peoples' perceptions. Short vowels, especially 'a' and 'e,' evoke speed. The letter 's' also evokes speed, as well as class and elegance. The letter 't' is among the most active and daring consonants.

"Now, when customers hear the name Atlas," says Jim, "they're not just hearing 'van lines'—they're hearing a whole lot more."

Atlas unveils its new brand identity with a print advertising campaign in 2002-2003. The messages will appear in both industry and business publications, including periodicals such as Business Week, Fortune, Money, Inc., and the webzine Fast Company.

The currency of the future.

They don't call it a "gold standard" for nothing. At Atlas, we believe the most valuable assets in business are the integrity and quality found in providing customer solutions. And now, the assets that made us a world leader in our industry now serve as a foundation for a full range of business solutions.

Markets rise and fall. Trends come and go. But the values of integrity, quality and solutions are the currency of the future.

1-800-847-6683

integrity | quality | solutions **the currency of the future.**

global education • benefits • recruiting • logistics • travel

Who do you trust?

In a world where things change quickly, there has to be someone you can always count on. For over 50 years, people have counted on Atlas for integrity and quality in providing customer solutions. And the heart of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

Trust is earned through consistency and values. And values based on integrity, quality and solutions are the currency of the future.

1-800-847-6683

integrity | quality | solutions **the currency of the future.**

global education • benefits • recruiting • logistics • travel

What's it worth?

In today's business climate, what has value is less clear than ever before...all the more reason for values to take on even greater importance. At Atlas, we built our company on the values of integrity and quality in providing customer solutions. The core of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

What is the value of values? A lot. Because values based on integrity, quality and solutions are the currency of the future.

1-800-847-6683

integrity | quality | solutions **the currency of the future.**

global education • benefits • recruiting • logistics • travel

You Can See Better From the Top.

THE CLIMB WAS ARDUOUS,
BUT THE REWARD IS SWEET.

Atlas is proud to recognize 32 recipients of the esteemed Milton M. Hill Quality Award. Atlas bestows this honor only to those agents who measure up to the highest standards of performance. The awards are presented each year in a special ceremony at the Atlas convention.

What does it take?

The Milton M. Hill Quality Award was first presented in 1996 to four agents. Since then, a total of 42 Atlas agents, including many multiple winners, have conquered the height by achieving the following criteria:

1. Superior Warehouse Rating. Recipients earn a score of 90% or higher in random inspections that measure impression, organization, security, and risk management.

2. Hauling Excellence Award. The criteria for this award include, among other things, customer satisfaction with the driver and a minimum of \$500,000 in revenue.

3. World Class Commitment. Agents must meet or exceed tough standards in twelve areas that cover customer satisfaction, business process efficiencies, claims, and safety.

Only the Best.

To propel a process of continuous improvement, award recipients serve two years on the Quality Focus Advisory Committee.

This group meets twice a year to refine the policies and procedures that govern quality throughout Atlas.

Atlas is pleased to recognize the 2001-2002 Milton M. Hill Quality Award winners. Their commitment to quality offers an inspiring example for all who aspire to "take the Hill."

Ace Relocation Systems, Inc.
San Diego, CA

Ace Relocation Systems, Inc.
San Jose, CA

Ace World Wide Moving & Storage of St. Paul, Inc.
Minneapolis, MN

Ace World Wide Moving & Storage
Huntington Beach, CA

Alexander's Moving & Storage
Tustin, CA

Alexander's Moving & Storage
Hayward, CA

Alexander's Moving & Storage
San Diego, CA

Alexander's Moving & Storage Eastern, Inc.
Baltimore, MD

Alexander's Moving & Storage Minneapolis
Minneapolis, MN

Alexander's Moving & Storage
Portland, OR

Alexander's Moving & Storage
Nashville, TN

Collins Brothers Moving Corporation
Larchmont, NY

Croft & Smith Storage Warehouse, Inc.
Landing, NJ

DMS Moving Systems, Inc.
Canton, MI

Golden Van Lines, Inc.
Longmont, CO

Home Moving & Storage Co., Inc.
Columbus, OH

Imlach Movers, Inc.
Trenton, MI

Imlach & Collins Brothers, LLC
Irving, TX

Mabey's Moving & Storage, Inc.
Albany, NY

McCormack-Payton Storage & Moving Company, Inc.
Kansas City, MO

Nelson Westerberg of Illinois, Inc.
Chicago, IL

Nelson Westerberg of Texas, Inc.
Dallas, TX

Nelson Westerberg of Georgia, Inc.
Atlanta, GA

Nelson Westerberg of New Jersey, Inc.
Somerville, NJ

Paxton Van Lines, Inc.
Springfield, VA

Paxton Van Lines, Inc.
Richmond, VA

Powell Moving & Storage, Inc.
Grand Rapids, MI

Reads Moving Systems of Florida, Inc.
Jacksonville, FL

Southwest Transfer & Storage, Inc.
Phoenix, AZ

Walker Transfer, Inc.
Kenova, WV

Weleski Transfer, Inc.
Pittsburgh, PA

Weleski Transfer of Johnstown, Inc.
Johnstown, PA

Agent Profile:

Nelson Westerberg of New Jersey, Inc.

www.nelsonwesterberg.com

Green Thumb for Blue Chip Partnerships

THIS ATLAS AGENT THRIVES ON CUSTOMER SERVICE

With the nickname "Garden State," it's not surprising New Jersey is known for luscious fruits and vegetables. But something else is also growing well there. That's because Nelson Westerberg of New Jersey has a green thumb for corporate partnerships.

From its pastoral setting in Somerset County, the Atlas agent serves corporate clients throughout its home state, in Philadelphia and New York City, and in Westchester County, New York and Fairfield County, Connecticut.

"We are a full-service agency, serving all aspects of the industry," says Louis Reo, vice president and general manager. "However, our core business is household goods relocation for national accounts."

In everything the company does, says Louis, customer service is a priority. He points to the fact that the company has earned the Hauling Excellence Award 10 out of the last 12 years. This year it also received the coveted Milt Hill Quality Award, the highest honor Atlas confers. With such an obvious penchant for service, it's

only natural that the agency would be favored by corporate clients.

"We have many partnerships that go back 25 years or more," says Louis. "To emphasize the importance of these relationships, we host an awards banquet every year to recognize our quarter-century partners."

Such long-standing loyalty

2001 saw the completion of a major expansion that increased the office to 10,000 sq. ft. and added a new, circular parking facility with room for 24 additional 53 ft. trailers. "The expanded facility really paid off during the peak season," says Tom Riggio, director of operations. "The traffic flow created by the new yard totally eliminated the gridlock we used to experience."

among customers mirrors a similar devotion by employees. For example, Louis says, the average tenure of its drivers is 17 years; one has been with the agency from the beginning.

"Awards and recognition are good indicators that we're doing the right things," says Louis. "But they don't tell the whole story. Ultimately, it's long-term relationships that testify to the quality of our service."

Tom Riggio, Donna Trautz, and Louis Reo.



Driver Dave Martin (left) and Helper Chris McCade.



Nelson Westerberg of New Jersey, Inc., was started in 1972 by CEO John Westerberg. In addition to its core business of household goods relocation for national accounts, the Atlas agent provides office & industrial relocation, specialized transportation, international forwarding, and military and COD moves.



Below: The company serves clients with more than 40,000 sq. ft. of fully palletized storage, which features monitored sprinkler & security systems.



Above: From left to right; Front: Louis Reo, Rick Ubl, Donna Trautz; Center: Jim Perrine, Phyllis Sandler, Diane Franklin, Tom Riggio, Dawn Ewing, Doreen Atkinson; Back: Dave Martin, Diane Hensel, Cheryl DeMartino, Jill Roberts, Sherri Friedman, Debbie Parcels.



How does Atlas rate with the people who purchase household goods transportation services day in and out?

It's no secret: Atlas is considered among the best. The results of the 19th annual Quest for Quality survey, published in the August issue of Logistics Management, show Atlas among the top two household goods carriers in the industry. It's the fifth consecutive year for Atlas to be so recognized.

The Quest Continues

FIFTH CONSECUTIVE YEAR AMONG THE "BEST OF THE BEST" IN 2002

The Quest for Quality is the most comprehensive assessment of customer satisfaction across the entire transportation industry. The results are based on surveys that measure the satisfaction levels among 3000 buyers of transportation and third-party services. Survey respondents rank service providers in five key performance areas: on-time performance, value, information technology, customer service, and equipment & operations.

Atlas was ranked among the top two household goods carriers for its excellent performance in all categories, with high scores for on-time delivery and value. But don't expect to see anyone at Atlas resting on their laurels.

"The results of the Quest for Quality survey are gratifying, to say the least," says Dave Daniels, Atlas director of quality. "They provide a clear reflection of our commitment to integrity, quality, and solutions. But even more important than a barometer of customer satisfaction, the findings provide clues for how we can continue to improve. That's one quest that can never end."

There's far more to a comprehensive relocation strategy than just buying or selling homes. A well-crafted relocation program can ease the burden of administration, reduce overall costs and increase transferee satisfaction.

Cornerstone can customize a full-service relocation program to meet mobility objectives – all are available as stand alone services, allowing you to select only those you actually need.

Consulting Services

- Policy Development
- Policy Review
- Policy Benchmark Analysis
- Group Move Assistance

Departure Services

- Home Marketing Assistance
- Home Sale Assistance
 - Appraised Value Sale or Guaranteed Buyout Program
 - Amended Value Sale
 - Buyer Value Option Program
- Property Management
- Ambassador Services

Destination Services

- Home Search Assistance
- Mortgage Assistance
- Temporary Living Assistance
- Rental Assistance
- Career Assistance
- Community and Family Assistance
- Ambassador Services

Accounting

- Expense Management
- Tax Reporting
- Funding
- Lump Sum Administration
- Closing Costs Reimbursement

Administrative Services

- Outsourced Administration
- Relocation Tracking System
- Transportation Assistance
- Travel Services

Global Relocation Services

Global Destination Services

- Orientation Programs
- Settlement Services
- Preview Trip Coordination

Global Departure Services

- Home Marketing Assistance
- Home Sale Assistance
- Household Goods Move Management
- Pet Transportation & Boarding
- Auto Transportation & Storage
- Tax Assistance
- Immigration & Legal Services

Global Consulting Services

- Relocation Policy Development
- Policy Benchmark Analysis



Janelle Piatkowski
President & CEO
Cornerstone Relocation Group



It's been said that one of the greatest strengths any business can have is to concentrate on what it does best—and then make it even better.

Which is exactly what Atlas International is doing for Atlas agents and their customers.

"Very simply," says Pete Helgeson, Vice President & General Manager, "our focus is to support Atlas agents in acquiring and servicing international customers."

Pete says that international relocation volume has held steady this year and continues to offer agents the potential for new business. In the face of a shrinking domestic market, many Atlas agents are looking more closely at international opportunities.

them put a document together that is tailored to the specific needs of that account," says Pete. "Our policy is to respond in 24 hours or less on rates. Because we pay close attention to costs, we are as competitive as possible, without sacrificing service, whether on an individual or corporate move."

Atlas International sales people are available to accompany agency representatives on account visits and presentations when appropriate. The division also maintains a host of sales resources on its web site, including Powerpoint and Word presentations, customs information by country, and sales training programs (Powerpoint).

"We even offer ideas for sales incentives through our World Class Club," says Pete. "Our programs can provide a nice enhancement to an agency's own business-building efforts."

The Bottom Line Is Service

Pete knows that strong sales support is essential. But in the end, business is built on customer satisfaction.

"We believe it's important to provide a single point of contact for our agents and their customers throughout the move process," says Pete. "Agents should know we can serve as their customer service arm, saving them time and expense. Once a move is booked, we can take it from there."

Once the move is underway, updates are just a mouse-click away with web-based shipment tracking.

"This service gives agents and their customers easy access to immediate answers, regardless of location and time zone differences," says Pete. And, he points out, an expanded version now makes more detailed information available for agents.

"We know that, ultimately, any long-term relationship must be built on responsiveness and reliability," says Pete. "These qualities are essential to our vision... we intend to earn an agent's business on every move."

A Competitive Edge for New Business

Obtaining new international business is a matter of competition, and Atlas International makes its competitive knowledge and experience available to agents through a program of sales support. This can take shape in a number of ways.

"When an agent responds to an RFP, we can help

"Support Around the World" ADDING DEPTH TO ATLAS IDENTITY

"Although heightened security and associated costs have had a big impact on international shipping since 9/11," says Pete, "the international market remains strong for corporate and individual relocation."

Now, says Pete, the new Atlas branding program provides an ideal means for communicating this and other opportunities open to Atlas agents. "We welcome the new Atlas World Group brand program as a way to support agents with a total spectrum of solutions," says Pete, "not the least of which is international expertise."



Pete Helgeson
Vice President
and General
Manager,
Atlas
International

Human resource managers, relocation counselors and traffic managers all have one thing in common. They don't have enough staff or time to deal with the myriad of details that are typically involved when relocating an employee from one location to another. The same could be said for the Atlas sales representative who is busy trying to secure and maintain corporate business. This is where Atlas Van Lines (Canada) Ltd.'s "President's Gold Leaf" (PGL) move management service comes to the rescue. Regardless of whether it's a domestic Canadian, Cross-Border or International move, Atlas' PGL service can solve that problem by taking on the administrative functions and by assuming total accountability for the successful outcome of the physical relocation. Basically, one call does it all.

Recently, we asked Fred Haladay, Vice President, Corporate Services and Quality Enhancement a few questions about this program.

Canada...At Your Service PRESIDENT'S GOLD LEAF (PGL) SERVICE

How is the PGL department organized?

FH: Each PGL Certified Relocation Specialist is assigned responsibility for the move management functions of a particular agent or corporate client. This way, the relocation specialist can become fully familiar with the policies and procedures of the organization including its culture. We try our best to match our specialist's characteristics with that of the client/agent. We've found that this promotes better communication.

What are the basic functions of the Relocation Specialists?

FH: Each PGL Relocation Specialist is the "Keeper of the Keys" and the "Communication Quarterback" for the move. The PGL Relocation Specialist is responsible for ensuring that the client's relocation policy and predetermined service standards are strictly adhered to. In

addition she must maintain three-way (client, relocating family and service provider) communication during each phase of the move from start to finish.

In your opinion why are more and more agents (including agents in the US) using PGL service?

FH: By the end of 2002, the PGL department will have provided move management support on approximately 3000 moves and handled the distribution of over 4000 move leads. Currently, more than 97% of families who have been moved under the PGL program have responded in the affirmative when asked, "Would you move with Atlas again or recommend us to friends and family?"

"Our files are full of testimonials from agents who have placed corporate moves under the care of our experienced and dedicated PGL

specialists," says Fred Haladay. "I'm happy to say that the underlying theme of these letters can be summed up in a few words: PGL delivers on its promises."

"If you're interested in learning more about this unique service program, or want help developing some new business in Canada, then be sure to look for Bob Clark or me at the Atlas Convention in Las Vegas. As we say in Canada:

"We'll be out and about...looking for you...if you be looking for us!"

Atlas' "President's Gold Leaf" service can take on the administrative functions and assume total accountability for the successful outcome of the physical relocation.



Bob Clark
Vice President,
Business and
Agency
Development



Fred Haladay
Vice President,
Corporate
Services and
Quality
Enhancement



R.O.A.D. Day **15**

ATLAS SALUTES DRIVERS IN MANY, VARIED EVENTS

It's now a pleasant memory. But September 10 marked the fifteenth consecutive year that Atlas dedicated a day of appreciation to all the special people behind the wheels. Across the country, Atlas agents fired up the grills and rolled out the red

Things were peachy in Atlanta, too. Like many agencies, Atlantic Relocation Systems (1037) found a celebration of driver appreciation a perfect reason to bring employees together. "We had a wonderful time," says Patti Carlin, safety and claims director. "It brought us closer together."

About 60 drivers and crew members were helped to a heap of food, starting with mythically-proportioned breakfasts of scrambled eggs, pancakes, bacon, sausage, toast, biscuits and gravy. As if anyone was still hungry at lunch, the Atlantic crew served sizzlin' burgers and dogs. But the home-made salads, casseroles and

The hosts of Road Day at Alexander's Moving & Storage (207) in Tustin, California, served their employees hot dogs and hamburgers, but showed appreciation to drivers by serving them New York Steaks. At Alexander's in Minneapolis (215), members of the operations department personally delivered box lunches to drivers and crew members on the job sites. And in what may have been one of the most creative festivities, the Sunshine Committee at Alexander's in Baltimore (214) hosted a day of merriment that included the game "pin the tire on the truck" and a team competition to fill jugs by bursting water balloons. A few people got more than a little wet. "Fortunately," says Pam Deem-Hergen, communications and marketing manager, "it was a warm day."

carpet, each extending their own special "thank you" to drivers.

Had you stopped by ACE Relocation Systems (62) in sunny San Diego, you might have seen Frank Meilander, director interstate operations, taking bratwurst to a tender turn. You may have even bumped into a driver or two from Graebel or United who happened by. One commented, "This Road Day idea is pretty cool!"

desserts carried in by the employees stole the show. Visiting drivers received a card of appreciation with a gift package that held a T-shirt, ruler, and shrink-wrap cutter.

At Nelson Westerberg (1505) outside Chicago, about 15 drivers laid into a late-afternoon catered meal, from which there were enough leftovers to provide an encore of eats the following day.



Security Storage Co., Inc.



Atlantic Relocation Systems



Ace Relocation Systems, Inc.



Atlantic Relocation Systems



Ace Relocation Systems, Inc.



Atlantic Relocation Systems



Ace Relocation Systems, Inc.



Alexander's Moving & Storage Eastern, Inc.



Alexander's Moving & Storage

A mile straight up.

Alexander's transports household goods from the bottom of the Grand Canyon.

Moving 1200 lbs. of household goods one mile should not be a big deal unless that one mile is straight up the side of the Grand Canyon, a journey that typically involves an all day ride on the back of a horse up steep, twisting paths.

Danny Rosauer, Pete Cueller and their crew rose to the challenge of packing, loading and transporting the goods of a doctor and his wife

from an Indian village in the bottom of the remote south rim of the Canyon to the top and into a waiting Atlas truck.

Life in the bottom of the Canyon is pretty unique. Everything is coated by the reddish desert soil of the region and, despite the presence of the Colorado River, the area is often dry. There is only one permanent settlement in the bottom of the Canyon, an Indian village. Supplies are ferried in by horse or helicopter, events that take anywhere from several hours to a full day.

Moving out of a house in that village, therefore, is not as simple as packing, loading and unloading. The day of the move began with Pete carefully backing his truck up to the rim of Canyon and adjacent to the helicopter landing pad. The crew was then ferried to the bottom by helicopter. The blades of the helicopter stirred up a cloud of the omnipresent dust and sent the crew and local residents scrambling to wet down the impromptu landing zone. The waiting household goods were then boxed and loaded into a cargo net. With the net dangling beneath the helicopter's belly, the pilot returned to the canyon rim, where the driver and crew unloaded

the net and packed the goods into the waiting truck. Pete then began the slow journey over gravel roads to the main highway nearly twenty miles away.

Once Pete and crew hit the nearest paved road, the job began to look and feel like any other household goods move. Danny Rosauer, on the other hand, was continuing to have a vastly different experience as he and the helicopter pilot buzzed their way south across the desert to Phoenix.

The household goods were removed from the dangling cargo net and repacked in waiting trucks.



A doctor's household goods were ferried out of the Grand Canyon by helicopter.



Top Row: Ted Alger, Chairman, Atlantic Moving & Storage, Inc., Atlanta, GA; John W. Steiner, Chairman, Ace Worldwide Moving & Storage, Inc., Cudahy, WI; Frederick D. Paxton II, Chairman and CEO, Paxton Van Lines, Inc., Springfield, VA.

Center Row: John R. Westerberg, Chairman and CEO, Nelson Westerberg, Inc., Elk Grove, IL; James A. Stamm, President and COO, Atlas Van Lines, Inc., Evansville, IN; Michael L. Shaffer, Chairman and CEO, Atlas World Group, Inc., Evansville, IN; Gary L. Weleski, President, Weleski Transfer,

Atlas World Group board meets in Evansville. Views building renovation, welcomes new member.

Members of the Atlas World Group Board of Directors met at the Evansville headquarters of the company on September, 17th.

Among the items on the agenda were the steps being taken toward the new branding of Atlas and viewing of the renovation of the original Atlas building at 1212 St. George Road.

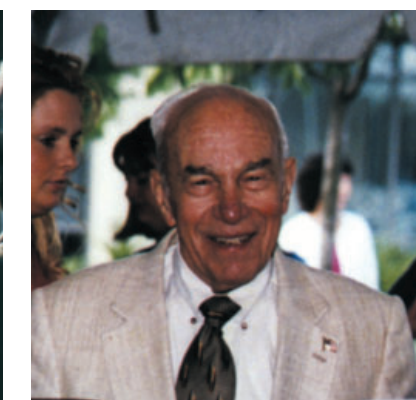
At the annual meeting of stockholders the following day, Richard Bert was elected to the Atlas World Group Board of Directors. He is

President of Kilpatrick Moving and Storage of Northvale, New Jersey, and has spent practically his entire life in the moving business. As the son of Eugene Bert, founder of National Moving and Warehousing (one of Atlas' original stockholders), and Atlas Board member for some 20 years, he is carrying on a family legacy.

Bert will replace I.G. "Buddy" Mayfield of Mayfield Van Lines and Warehouse, Inc., in Lubbock, Texas, who is retiring.

Inc., Tarentum, PA; Joseph McNamara, President, Certified Van Service, Inc., Islandia, NY; Todd V. Winter, President and CEO, Golden Van Lines, Inc., Longmont, CO; Frank E. Webers, President, Collins Brothers Moving Corp., Larchmont, NY.

Front Row: David M. Davenport, attorney, Washington, D.C.; Richard Bert, President, Kilpatrick Moving and Storage, Northvale, NJ; Thomas L. Hoover, Chairman and CEO, ABC Moving & Storage, Inc., Chesterfield, MO; Reginald T. Lammers, President and CEO, Ace Relocation Systems, San Diego, CA; David W. Bueker, President and CEO, McCormack-Payton Storage & Moving Co., Inc., Kansas City, MO; Donald C. Hill, President, Alexander's Moving & Storage, Inc., Tustin, CA; Thomas J. Shetler, Sr., President, Chairman and CEO, Shetler Moving & Storage, Inc., Evansville, IN; Howard E. Parker, retired CFO, Atlas World Group, Inc., Laramie, WY.



Left: Former Atlas Van Lines Chairman and CEO Norm Gee (left) and Vice Chairman Robert R.C. Miller returned to join the dedication of the original building at 1212 St. George Road.

**RE: Jay Maynard
Walker Transfer (2114)
Kenova, West Virginia**

We can not thank you enough for the manner in which your teams assisted us with our recent move from Alpharetta, Georgia to Denville, New Jersey. This move was handled more professionally and efficiently than any of our last five executive relocations. We particularly appreciated the fact that the core team remained the same on each end. While these men worked twelve-hour days in extraordinarily hot

weather, they never refused to assist us in any way, never complained, or lost their amazing sense of humor. Your teams on each end had the most amazing attitudes,

which helped to make our move a truly positive experience during such a high-stress time. In fact, during the move, we needed extra help with an elderly parent and your team volunteered to assist in any manner necessary. We will never forget all the extras that your team provided.

**Your friends,
Brad and Alys Smith**

**RE: John Hampton
All Star Moving Systems (90)
Muncie, Indiana**

Thank you so much for the kindness given to me in my move to Nebraska. Everyone was so nice and helpful, which made my move so much easier. Thank you again.

Lucille Eddy

**RE: Rick Robertson
Merchants Moving & Storage (1401)
Boise, Idaho**

I would like to personally commend the job that you and your staff performed in the recent move of myself and family from Pennsylvania to Idaho. This was our third move in four years and they just keep getting better. In particular I would like to recognize the efforts of our driver,

Rick Robertson. He was awesome. He took great care in completing the move in a timely, professional, and friendly manner. The process of moving is typically difficult,

but his attention to detail and doing the extra things made it a pleasant experience for our family. Thanks again for you and your team!

**Sincerely,
Douglas L. Brigham**

**RE: Jason Chapman
Weleski Transfer, Inc. (2151)
Tarentum, Pennsylvania**

I would like to take this opportunity and extend my thanks to everyone that worked on my move. Beginning with Dagmar, who is our representative here at Dentsply, and to all the gentlemen that packed and drove my goods to my new location.

I want to especially thank the gentleman at my drop off location that made every effort to deliver my goods at the time of closing. But as in all closings nothing was easy and he was patient enough to drop it off

at a storage. I believe his name was Jason out of the Pittsburgh office.

These are the times that companies such as yours

These are the times that companies such as yours go beyond the call of duty...to make our plans go smoothly.

go beyond the call of duty and make consumers like us continue to appreciate what you all do to make our business plans go smoothly.

Please extend my thanks to these individuals and for making the move well worth its wait.

Sincerely, Dr. Ernesto Bustillo

**RE: Stanley Reddick
City Transfer and Storage Company (630)
High Point, North Carolina**

This was my 7th move with the Army and by far the best. Stan is the best!

Stephen Burgess

**RE: Jim Stanley
Nelson Westerberg of Illinois (1505)
Elk Grove Village, Illinois**

I would like to share with you comments about the tremendous service I received from Amy, Sandy, and Jim Stanley and his crews during my recent relocation. I have been in the relocation business for 21 years, all with Prudential/Merrill Lynch, and have moved three times in that span so I have a great deal of experience as to what the shipment of HHG's means to a relocating employee and how this

piece can make or break a move. I am extremely customer focused and truly appreciate it when I receive the same level of service that I give and that is expected of me as a Prudential Relocation associate. This move was "World Class," as the ad says, it doesn't get any better than this.

Jim Stanley should receive a gold medal for the Herculean job that he did not only for me, but for the other two associates who moved from Kalamazoo with me. My thanks again to everyone that helped out in making my move such a satisfactory experience.

P.S. Everything was accounted for and nothing was damaged. That is the telltale sign of a great move.

Don Hicks

**RE: Clifford Griffin
Royal Moving & Storage (8952)
Hull, QC**

I used Atlas to move from Roseland, Florida to St. Catherine, Ontario in June this year. I couldn't believe how easy it was and how well everyone worked. Buddy Dawson arrived on time, Sandy answered my questions over the phone and, far more important, the driver, Butch Griffin, made the move

I am extremely customer focused and truly appreciate it when I receive the same level of service...

a very good experience. Butch and his two helpers in Florida were friendly, courteous and willing workers. Things happened quickly and smoothly. I was given all the information I

asked for and more. He listened to my priorities and packed things perfectly. In St. Catherine, Butch arrived when he said he would. He gave me excellent instructions for meeting him and was helpful with customs. The move into the condominium went smoothly.

The two helpers were just as courteous and helpful as the men in Florida.

Thank all of you very much, especially Butch Griffin, for making the move seem effortless. I would recommend him to any of my friends. In fact, in my Christmas letter this year I am mentioning the easy move. Thank you.

**Sincerely,
JoAnne Carter**

**RE: Arthur Singleton, Jr.
Atlas Van Lines
Evansville, Indiana
and
County Van Lines (1689)
Yonkers, New York**

Please let me take a minute to express my sincere appreciation to everyone involved in the transport of furniture from my grandparents' house in Eastchester, New York to my place in San Jose, California. I have never experienced a sequence of events that incorporated a number of entities—namely the estimator, packers, truck drivers that transported the goods across the country, and the final delivery people—that was so perfectly orchestrated. The entire process was like clockwork. Everyone that my family had contact with was friendly, professional, courteous and worked diligently. All items arrived before the scheduled date and in perfect condition.

And if that weren't enough, I just received an after-audit check in the mail. Am I pleased! My hat goes off to you. You have an excellent organization that I would recommend to anyone who was moving, locally or nationwide.

Rita M. Gruszkowski

I have never experienced a sequence of events that...was so perfectly orchestrated.

In fact, in my Christmas letter this year I am mentioning the easy move.





RE: Luis Niveló
Ace World Wide Moving & Storage (1547)
Huntington Beach, California

We were just moved by your company from Northern California to St. George, Utah. We had never used Atlas Van Lines before, and were pleasantly surprised by the wonderful service we received.

Mr. Luis Niveló was very professional in all of his dealings with us. He was punctual, honest, and above all was wonderfully pleasant to do

Due to the fact that they handled our move so well we will be glad to refer your company...without hesitation.

business with. His helpers, Danny and Gerardo, were very efficient, kind, and always had a pleasant smile.

When they moved us out of our home in Grass Valley, California, they had to move very heavy

furniture down stairs and then up a steep driveway into the van. Their abilities were exceptional. We have antique furniture and the way they wrapped and carried it helped take away our fear of it being damaged.

Due to the fact that they handled our move so well we will be glad to refer your company and especially this team without hesitation.

Sincerely,
Sandy and Ray Redlich

RE: Frank Martin
Ace Relocation Systems (25)
Signal Hill, California

We are writing to inform you of outstanding service we received from your employees. Frank Martin and Roger Murello and their crews were instrumental in helping us make our relocation from California to Arizona a wonderful experience! They were

very professional, detail-oriented, careful, patient, courteous, respectful and friendly. We were so very impressed with all of them. They made what

They made what is normally a very stressful experience an extremely pleasant one.

is normally a very stressful experience an extremely pleasant one. We will highly recommend your company to anyone in need of moving services now and in the future.

Very sincerely yours,
Andrew and Doris Homer

RE: Dawn Jacquay, Scott Conner
Imlach Movers (1130)
Trenton, Michigan

Recently, we were transferred by Pulte Homes from Scottsdale, Arizona to Brentwood, California. Our move was scheduled very quickly during the last two weeks of June and, since it was already moving season, it occurred to us that it might be difficult to find a driver.

Dawn Jacquay contacted us to discuss moving dates and then worked to see if she could locate a driver for our move. Within 2-3 days of the initial contact, Dawn called us back to tell us she had found a driver who could accommodate our schedule, including working out a way to keep our shipment on the truck until July 8, the earliest we

could get into the new house. Dawn was also very helpful and attentive throughout the entire process, calling us often to check on how the packing and loading were going, and again when we arrived in California, to be sure the unloading was going as we expected.

Scott Conner arrived on July 1, packing and loading all of our belongings by 5 p.m., July 3. Scott's experience, attention to detail and strong work ethic were immediately obvious. In addition to packing, his supervision

of the team's packing and handling, as well as making sure to protect the house itself, were thorough and consistent.

Unloading in California was no different. Scott did most of the unpacking himself and went above and beyond to be sure things were unpacked or placed as he wanted. Even though he and Andy had to drive back to Southern California that evening, they took the time to make sure we were satisfied.

This move was our seventh in 10 years, the fourth using commercial moving companies. Without a doubt, this move was by far the best! The packing was careful and thorough—nothing was broken (a first!). For future moves, we will not hesitate to call Imlach Movers—you truly are "World Class"—nor will we hesitate to insist that Scott be in charge!

Sincerely,
Connie Farkas

What's it worth?

In today's business climate, what has value is less clear than ever before...all the more reason for values to take on even greater importance. At Atlas, we built our company on the values of integrity and quality in providing customer solutions.

The core of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

What is the value of values? A lot.

Because values based on integrity, quality and solutions are

the currency of the future.

integrity | quality | solutions



1-800-847-6683

global relocation • benefits • recruiting • logistics • travel

February January December

- 9th–11th** Sales Training – Atlas Headquarters
- 11th–12th** AWG Executive Committee Meeting
- 24th–25th** Christmas – Atlas Headquarters Closed
- 25th–26th** Boxing Day – Atlas (Canada) Closed
- 31st** New Year's Eve – Atlas (Canada) Closed

- 1st** New Year's Day – Atlas (US and Canada) Closed
- 20th–22nd** Sales Training – Atlas Headquarters

- 10th** US Regional Meeting – BWI Airport Marriott – Baltimore
- 12th** US Regional Meeting – Sofitel Chicago O'Hare – Chicago
- 14th** US Regional Meeting – Hilton Atlanta Airport – Atlanta
- 17th** US Regional Meeting – Hard Rock Hotel & Casino – Las Vegas
- 17th–19th** Management Training – Atlas Headquarters
- 19th–21st** Atlas Net Training – Atlas Headquarters

www.atlasworldgroup.com



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

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