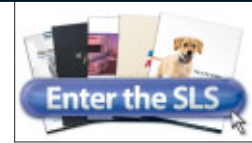


BDS Acquisition 2

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Simple. Logical. Sweet. 18



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier

Volume 52 Summer 2004



Corporate relocations prove:
ingenuity
is alive
and well.

human
resourcefulness



Chairman's Message

You may remember how the quality movement swept the corporate world in the 1980s and 1990s. Although we don't hear as much about it as we used to, quality is still the most salient characteristic of the Atlas culture. And it has never been more important.

As we have for the past 37 years, Atlas is pleased to sponsor the annual Forum on Moving, an event that brings the kind of thinking and open communication that is fundamental to quality. This year, it seems especially fitting that our principal address is delivered by pro football legend Terry Bradshaw, who asks us:

"Why not your best?"

We'll hear from economist and author Todd Buchholz on this issue: "Is the economy headed higher—or off a cliff?" And our

keynote speaker, Naval commander and best-selling author Captain D. Michael Abrashoff, empowers us with his message, entitled: "It's your ship."

We are also fortunate to have top managers in corporate relocation and

logistics addressing issues relating to policy, vendor management, and changes in the business environment. Be sure to read the cover story starting on page 4 to find out more about how these people are using ingenuity to succeed.

Also, in keeping with the quality theme, we are pleased and proud to welcome BDS Worldwide, a logistics powerhouse with an exceptional reputation for quality, as the newest member of the Atlas World Group of companies. You can read about this acquisition, and what it means for all of us, on page 2.

Long after this Forum is adjourned and we return to our day-to-day tasks, I think we'll find the time we spent here a sound investment for all of us. Quality always yields extraordinary dividends.



Mike Shaffer
Chairman & CEO
Atlas World Group, Inc.

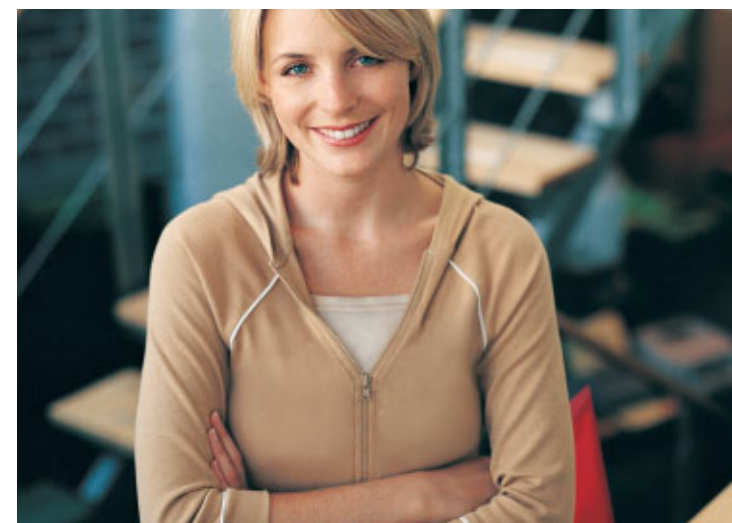


integrity | quality | solutions

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CORPORATE RELO PROS PROVE
INGENUITY IS ALIVE AND WELL.



2 Bound for Growth

BDS Worldwide brings an extensive logistics network to Atlas customers.



the Atlas Amplifier

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For more information on Atlas and our services, visit atlasworldgroup.com on the Internet.



Bound for Growth

BDS Worldwide brings an extensive logistics network to Atlas customers.



BDS Worldwide maintains working partnerships with a nationwide network of high quality service providers for on-site installation of fixtures and equipment.

February 26 was a monumental day for Atlas; the company purchased the assets and business of St. Louis-based Bekins Distribution Services Co., Inc., one of the largest specialized logistics companies in the United States.

As a wholly owned subsidiary of Atlas World Group, the business will operate as BDS Worldwide, Inc. Its core business remains the same: to provide transportation, warehousing and installation services exclusively to commercial customers. In this capacity, BDS caters to a variety of industries, including consumer products, food service, retail, gaming and health care. BDS is perhaps best known for its work in the hospitality sector.

“Adding BDS Worldwide to the Atlas family truly is a win-win for our companies and our respective customers,” says Mike Shaffer, Atlas Chairman and CEO. “We each get to tap the other’s expertise and talent, while our customers get access to more services in more markets.”

Bekins Distribution began operations in 1968 as a division of Bekins Van Lines. It became a separate corporate entity in 1990. In addition to its headquarters in St. Louis, the company maintains offices in Orlando, Florida. It employs 31 people. President Dan Kelly will continue to run the company.

“This is a solid and good fit for us,” says Dan. “In particular, our network of quality service providers offers access to an extensive resource of highly qualified subcontractors for field assembly and installation.”

Essentially, BDS serves clients who are opening, renovating or relocating facilities by making sure materials, fixtures, furnishings and merchandise are moved from multiple vendor locations to their ultimate destinations in a controlled, orderly sequence.

The acquisition continues a strategic expansion of the Atlas brand and strong growth in the Specialized Transportation Group, which handles logistics for exhibits, trade shows and high-value equipment. BDS is now part of the ever-broadening platform of Atlas services that agents can offer to meet additional customer demands. It’s an excellent new dimension to Atlas World Group.



BDS WORLDWIDE, INC.



Logistics powerhouse BDS Worldwide will provide superior service in the hospitality industry; the company is also staffed with experienced professionals to serve consumer products, food service, retail, health care and the gaming industries.



Corporate relo pros find resourcefulness essential to success in the face of change and challenging constraints.

Human Resourcefulness

CORPORATE RELO PROS PROVE INGENUITY IS ALIVE AND WELL.

You've heard the saying, "If you don't like the weather, just wait, it's going to change."

Most people would agree the same holds true for business. Sales volumes move up, sales volumes dip. Earnings inch higher, then retreat. Prognosticators are bullish one day and bearish the next. Since the fateful fourth quarter of 2001, the economic climate has been puzzling, if not disappointing. But through it all, relocation professionals are staying focused on objectives that translate to the well-being of their transferees.

The Amplifier was fortunate to get a little time in conversation with a few of the guest presenters at this year's Atlas Forum on Moving. We asked a variety of questions related to relocation policy and vendor management. We wanted to know how they are making things work in their organizations. Their comments offer a firsthand glimpse at some of the important issues currently facing American corporations that rely on relocation services.

Cost vs. Service: Finding the Right Mix

During twenty years in the relocation industry, **Larry Gersch, Residential Real Estate Manager with Kraft Foods Inc.**, says he has noticed that relocation policy has become more concerned with cost-effectiveness. "Unfortunately," says Larry, "such changes often cause issues with service, but there have been enough 'workarounds' to keep employees satisfied."

Larry says that his firm's approach to controlling costs does not typically involve paring benefits. "Our belief has been not to massage the policy, but to reduce the number of relocations to reduce costs." This is challenging because the price of homes, a significant benefit cost, continues to escalate. But he also sees countervailing good news.

"Service levels have risen," says Larry. "The bar has been raised each year. The industry overall is doing a better job in empathizing with the relocating employee and providing exceptional customer service."

...THROUGH IT ALL, RELOCATION PROFESSIONALS ARE STAYING FOCUSED ON OBJECTIVES THAT TRANSLATE TO THE WELL-BEING OF THEIR TRANSFEREES.



“OUR BELIEF HAS BEEN NOT TO MASSAGE THE POLICY, BUT TO REDUCE THE NUMBER OF RELOCATIONS TO REDUCE COSTS.”

LARRY GERSCH
RESIDENTIAL REAL
ESTATE MANAGER
KRAFT FOODS INC.

Perhaps such heightened service delivery is contributing to the perception among transferees that relocation is not something to be dreaded; rather, it is a natural accompaniment to personal advancement.

“Physical relocation is not as unexpected as it used to be,” says **Kristen Salmon, Director, HR Global Services with America Online.** “We used to feel like we had to hand-hold employees throughout the relocation process; now it is much more accepted as part of a career and employees are much more relocation-savvy. This not only heightens benefit expectations but also service expectations.”

As does Larry, Kristen voices concern with the cost of relocation. “The economy has changed, and companies are much more conscious today of how much is spent on moves,” she says. She agrees that service levels have improved, mainly because providers have adopted systems that improve their ability to communicate and respond to customers. “Technology has



influenced and streamlined the ability to deliver higher quality service and proactively support the customer in relocation overall.”

Costs are not the only factor driving changes in the administration of relocation benefits. For **Pam Reynolds, Category Manager in Enterprise Purchasing for ConAgra Foods, Inc.,** information that enables prudent decision-making is of prime importance.

“I’m responsible for managing our company’s relationship with an outside relocation company,” says Pam. “Until last year, we had relied on the services of three such providers. After we identified a need to gain better control over the relocation process, we made the decision to consolidate business with one relocation company.”

“The dynamic that affects relocation decisions among our companies has changed, and so have our policies,” says Pam. “A lot more thought now goes into who gets moved, and whether the relocation is worth the expense. This turned



out to be another benefit from consolidation. Now we get more consistent pricing, which has produced cost savings for us.”

Policy: Shaping a Tool for Employee Well-being

If provider consolidation can enable better management of the relocation function, what about “policy consolidation”?

During 2003, **May Caffi, Senior Director, Relocation Services with Marriott International,** served as a subject matter expert on a policy task force.

“We developed one standard domestic policy for all of our 13 business units,” says May. “We had been working with three different policies; by arriving at one policy we were able to simplify the assignment of benefits and standardize the policy benefits.”

“Because relocation budgets have not been keeping pace with the cost of moving and our future growth plans, the task force recommended policy changes that would have produced savings. However, in a reaffirmation of the company’s commitment to employees,

Marriott’s senior management passed on those recommendations. They reasoned that moving is difficult enough on the families,” says May. “So it is better for us to move fewer families but still ‘do it right.’”

Flat relocation budgets and escalating relocation costs do create a challenge. May has seen Marriott continue to refine its human resource strategy to meet this challenge and the ultimate goal of getting the right person in the right job at the right time. Since relocating employees plays a vital role in accomplishing this goal, relocation will continue to be an integral part of Marriott’s human resource strategy.

Service Providers: Solutions through Partnership

If a policy is the blueprint for building employee satisfaction, service providers can be thought of as the skilled hands who do the construction work.

Pam recognizes that employee satisfaction hinges largely on providers. She believes the audit process is increasingly important for determining how well vendors live up to policy,

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SENIOR DIRECTOR,
RELOCATION SERVICES
MARRIOTT INTERNATIONAL

“AFTER WE IDENTIFIED A NEED TO GAIN BETTER CONTROL OVER THE RELOCATION PROCESS, WE MADE THE DECISION TO CONSOLIDATE BUSINESS WITH ONE RELOCATION COMPANY.”

PAM REYNOLDS
CATEGORY MANAGER
IN ENTERPRISE PURCHASING
CONAGRA FOODS, INC.





"...THE PERFECT VENDOR IS AN IDEAL THAT RARELY, IF EVER, EXISTS. AT THE SAME TIME, THE IDEAL VENDOR RELATIONSHIP IS A PARTNERSHIP, BUILT ON TRUST AND RESPECT."

KRISTEN SALMON
DIRECTOR
HR GLOBAL SERVICES
AMERICA ONLINE

so that employees get the benefits to which they are entitled.

"We developed an evaluation process as a way to measure our suppliers," says Pam.

"There's always a danger that you can over-survey people. That said, we rely on information about customer service and vendor performance from three different sources: the mover's post-move survey, the relocation company's survey, and our own survey conducted by our Human Resources Department."

Pam says she does not discourage vendors from taking their own surveys, but she recognizes that how questions are asked can affect findings. "We feel it's important to ask questions from the ConAgra perspective. From our standpoint, we want to find out: Did ConAgra treat you right? Sometimes the survey is a learning experience. And we can use it to quickly remedy almost any instance of negative feedback."

No service provider is perfect; that's why there are programs for continuous improvement, even among the best vendors. But if a passion for perfection drives the best companies, it is likely a quality of those they work with as well.

For Kristen, the perfect vendor is an ideal that rarely, if ever, exists. "We have a pretty tough quarterly evaluation, based in internal feedback from my core team of domestic relocation consultants."

At AOL, the relocation process is managed entirely in house; staff works directly with providers of van line services, corporate housing and destination services. Evaluations are formal, using the same criteria the company employs for its own internal performance management.

"We use a scale of one to five, with five being distinguished," says Kristen. "Three is a high performer, which means you are doing well in your core expertise. A four indicates a vendor consistently exceeds expectations, rarely receives a complaint or has to be challenged on an issue."

Kristen describes the ideal vendor as one who clearly understands what is to be delivered to the customer. "Having a familiarity with our policy is critical to the vendor's success and to our success," says Kristen. "At the same time, the ideal vendor relationship is a partnership, built on trust and respect. That is what we strive for in all our vendor relationships."

Appreciation and recognition can help keep partnerships strong. AOL hosts a luncheon each year to thank its vendor partners for a year of exceptional service. "Out of the approximately 50 companies in attendance, we may recognize three to five as high-performing," says Kristen. "We look not only at the metrics, but at other qualities, such as innovation, that may set their service apart."

At the end of each year, vendors are asked to present a scorecard that shows how they supply value, and any proposed price increase must correspond to a value increase. What's even better, says Kristen, is when a vendor partner offers unsolicited advice on how to enhance service cost-effectively.

"Vendors can play a huge role in helping make policy better by finding opportunities to improve value," says Kristen. "I have many issues to deal with; if a vendor approaches me with a value opportunity, especially when I have not pushed that button, that's being a great vendor," says Kristen. She adds that finding ways to make improvements in policy can "move a vendor from a three rating to a four rating, or even from a four rating to a five."

Pam likewise sees the value of vendor input to policy. "Vendors should play an active role in policy development," says Pam. "There is potentially much to be learned from the vendor's experience with other customers. The vendor needs to take a proactive role. Customers need to hear more than, for example, 'we can move it for a price.' We need to know, does it make sense to move it for a price, and what the benefits are."

Bidding: 'Earnest' and 'Honest' Always Work Well Together

The technology wave that has brought new efficiencies to communication still brings challenges. Pam says that electronic bidding is in place and working well at ConAgra, but sees some reluctance outside her company to embrace the process. "People either love it or hate it," says Pam. "There is a perception among some that technology takes away the personal element in a relationship that suppliers had previously enjoyed with a handshake."

Regardless of how bidding is conducted, it remains essential to the process of vendor selection and the awarding of contracts. Pam offers the following advice to suppliers.

"Don't say you can if you can't. Don't commit to something you can't deliver, no matter how tempting. There are so many options out there and so much competition, it's not worth the risk of losing the business altogether."

Kristen also warns against making promises that can't be kept. She believes it's important for a vendor to focus on the ability to think creatively. "Try to show your innovation; what sets you apart from your competitors," says Kristen. "And don't give up before you even try." And, Kristen cautions that incumbent vendors should never take a bid process for granted. "Don't assume you already have the business won, or communicate like the customer has no other choice. Customers do not want to feel 'boxed in.'"

Although the experts we spoke with work in different capacities, industries, and corporate cultures, they share a resolve to provide service that both satisfies their transferees and serves the greater interest of their organizations. Perhaps the greatest common denominator among them is an ongoing quest for value. Toward this end, each is looking for the right fit, in both their policies and their providers. In this sense, they share the concerns of people throughout the relocation industry who often must rely on their own ingenuity to make things work. ■

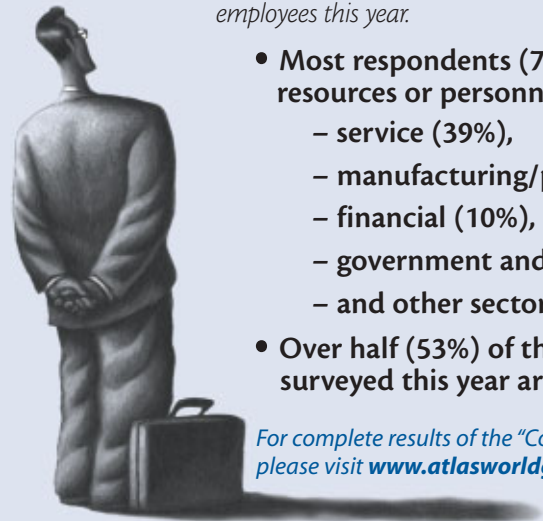
REGARDLESS OF HOW BIDDING IS CONDUCTED, IT REMAINS ESSENTIAL TO THE PROCESS OF VENDOR SELECTION AND THE AWARDING OF CONTRACTS.



Corporate Relocation

RESULTS OVERVIEW

Atlas is pleased to again present findings from its annual survey of corporate relocation professionals. This is the second year the study was conducted using the Internet, whereby respondents were invited via e-mail to participate. A total of 340 online questionnaires were completed between January 30 and February 29. In order to qualify for the survey, a respondent must: 1) have relocation responsibility, and 2) work for a company that has either relocated employees within the past two years or plans to relocate employees this year.

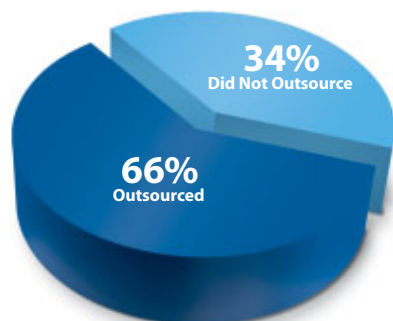


- **Most respondents (74%) work in human resources or personnel departments for**
 - service (39%),
 - manufacturing/processing (40%),
 - financial (10%),
 - government and military (3%),
 - and other sectors (9%).
- **Over half (53%) of the companies surveyed this year are international firms.**

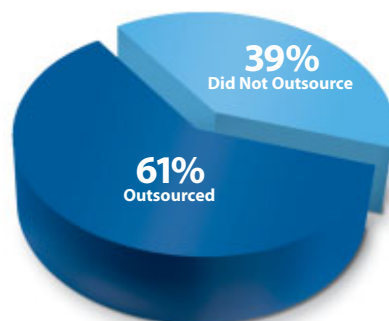
For complete results of the "Corporate Relocation Survey," please visit www.atlasworldgroup.com

Question 17: Outsourcing

Respondents were given a list of possible outsourced relocation services, the answers received indicate that...



Results From 2004 Survey



Results From 2003 Survey

Here is some of the information the survey yielded...

Based on the number of employees, the sizes of participating firms are similar to last year. However, there was a slight decrease in the number of firms employing both less than 500 salaried workers and 5000 or more such workers, coupled with a corresponding increase in mid-size (medium) firms (500 to 4,999 salaried employees). Forty-two percent of the companies surveyed employ less than 500 salaried workers, a third have 500-4,999 such employees, and one-quarter employ 5,000 or more.

Relocation Volume and Budgets –

This year, when asked about anticipated changes in their company's relocation volume and relocation budgets, some companies indicate change may be on the way. One-third of firms expect the number of relocations to increase in 2004, which is significantly above last year's 13% of respondents who expected an increase in 2003. Also, 29% of respondents expect relocation budgets to increase in the coming year, a significant increase over the 15% who thought so last year. Expected increases in both relocation volume and budgets appear across the board for all size firms, although more large firms than medium or small firms expect such increases.

While similar percentages of firms this year expect relocation volume and budgets to remain the same, the percentage of firms that expect a decrease in these areas has dropped significantly. Only 16% expect a decrease in relocation volume, significantly lower than last year's 29%. Correspondingly, only 18% expect relocation budgets to be lower this year than last, down significantly from the 28% of firms who last year expected decreases. This lowered expectation also cuts across company size.

External Factors –

Over 80% of respondents indicate at least one external factor had a significant impact on the number of employee relocations in 2003. Overall, "economic conditions" reclaimed the top spot, cited by 51% of respondents, which is up from 46% last year, but still far below the 77% reported in the 2002

Survey

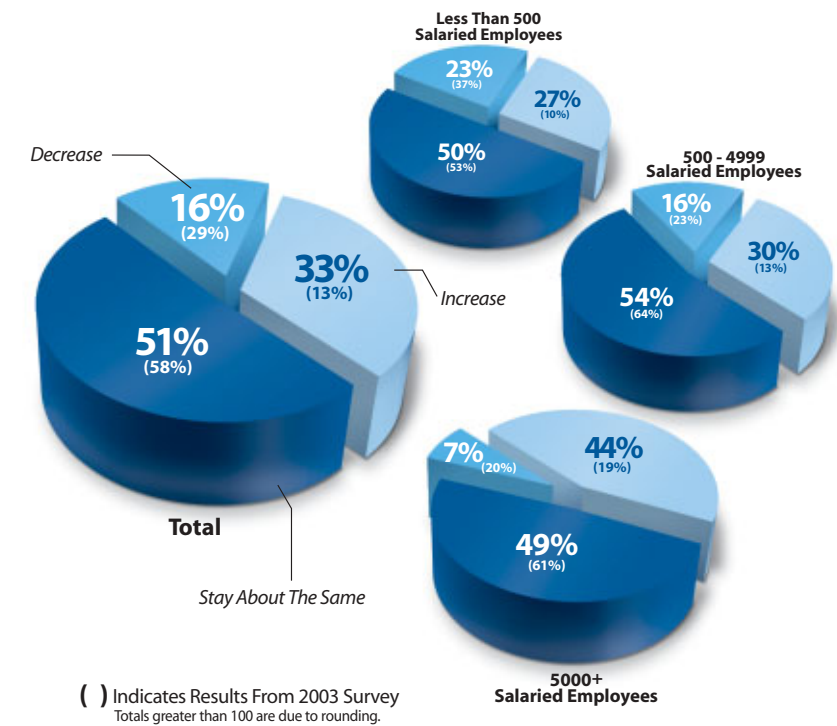
survey. "Lack of qualified people locally," last year's most reported factor, was indicated by only 37% of firms, down from last year's 47% but still above the 2002 survey figure of 21%. However, as last year, differences appear by company size on the impact of these two factors. By far, large companies indicate "economic conditions" as the external issue with significant impact (70% vs. 41% of small companies), while small companies still indicate the "lack of qualified people locally" is their most important issue (47% vs. 23% of large companies). Last year medium firms weighed these two issues almost equally (44% vs. 45%, respectively), but this year differed in their rating of the factors. Forty-nine percent indicate "economic conditions" as the main external factor, significantly more than the 36% who indicate that "lack of qualified people locally" was a main external issue impacting relocations.

Internal Factors –

Similar to last year, a myriad of internal factors affected company relocations. Overall, the top was "growth of company" (46%), followed by "corporate reorganization" (34%) and "promotions/resignations" (34%). However, based on company size, these factors appear to have carried more or less impact. Large companies indicated "corporate reorganization" (52%) and "budget constraints" (44%) were the top issues for them in 2003, for medium companies "growth of company" (50%) and "promotions/resignations" (43%) were of primary concern, and for small companies the "growth of company" (46%) was the highest internal factor reported in relocations. The percent of large firms who cited "corporate reorganization" (52%) was much higher than the 25% of small companies who saw it as an issue and medium companies were more likely than small companies to indicate "promotions/resignations" (43% vs. 28%). "Budget constraints" appears on the list of significantly more large companies (44%) than small (22%) or medium companies (33%), and "growth of company" is the third-highest internal factor for large companies (40%) while it tops the list for both small (46%) and medium (50%) companies for 2003. Additionally, large companies were more likely to indicate they were affected by the internal factors of "closing of facility" and "acquisitions/mergers" than small companies (although less so than in 2002).

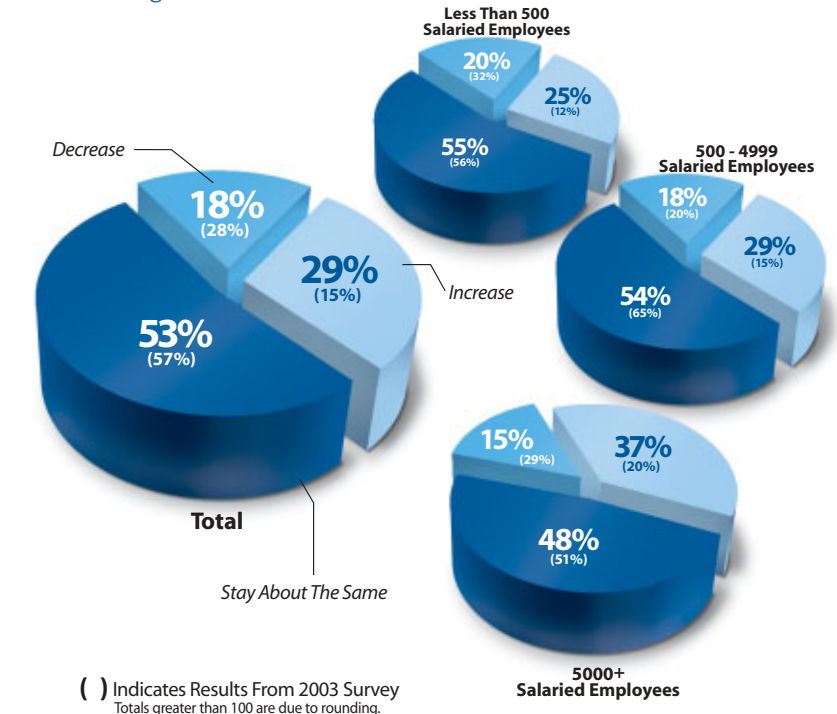
Question 8: Relocation Anticipation

Compared to 2003, do you anticipate that the number of employees your company will move during 2004 will...



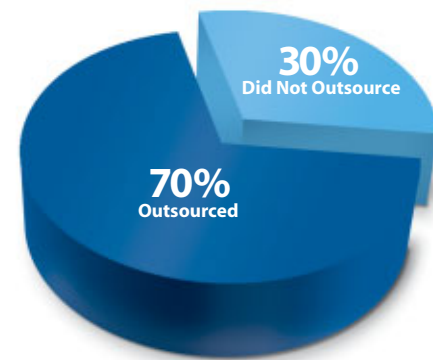
Question 9: Relocation Budget

Compared to 2003, do you anticipate that your relocation budget in 2004 will...



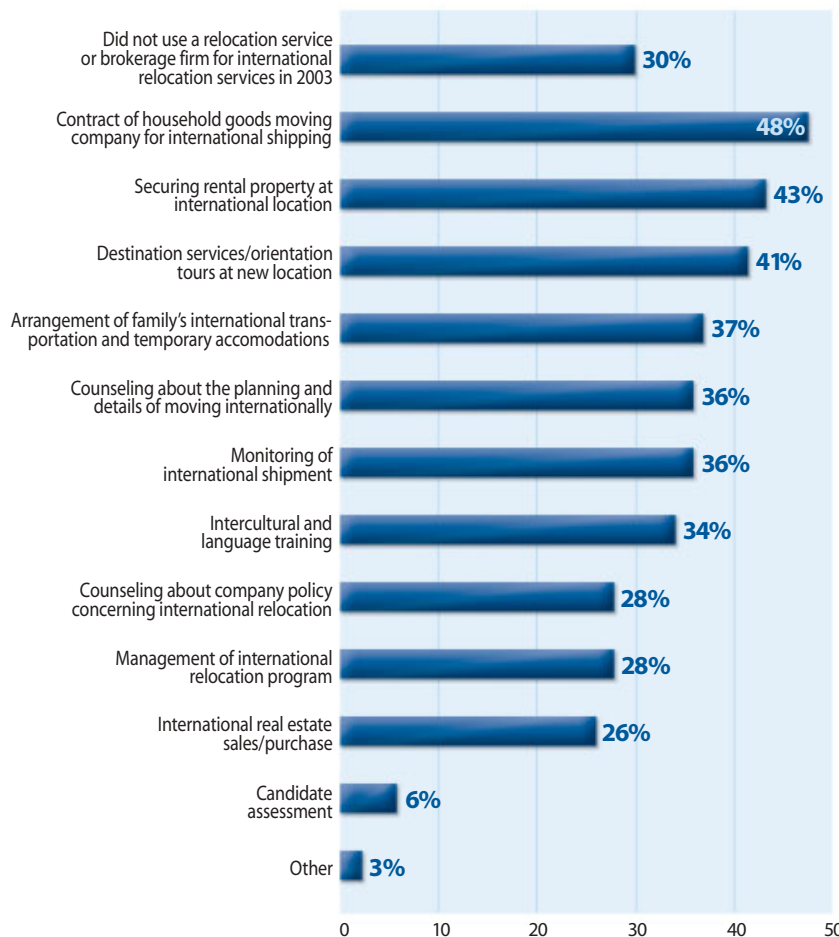
Question 41b: International Relocation

Respondents were given a list of possible outsourced relocation services, the answers received indicate that...



Question 41b: International Relocation

Which of the following international services did your company outsource to a relocation service or brokerage firm in 2003?



Outsourcing –

Sixty-six percent of companies indicate they outsourced relocation services during 2003, up slightly from the 61% of companies that outsourced in 2002. As in 2002, the most popular outsourced service in 2003 overall was “real estate sales/purchase” (52%), followed by the contracting of a household goods moving company (40%), arrangement of the family's transportation and accommodations (36%), and counseling about the planning and details of moving (34%). Additionally, while increasing just slightly over last year, small companies (41%) are still much less likely to outsource relocation services than medium (79%) and large (88%) firms. Medium and large companies continue to report outsourcing a greater variety of their relocation services than small companies.

Selecting and Evaluating a Carrier –

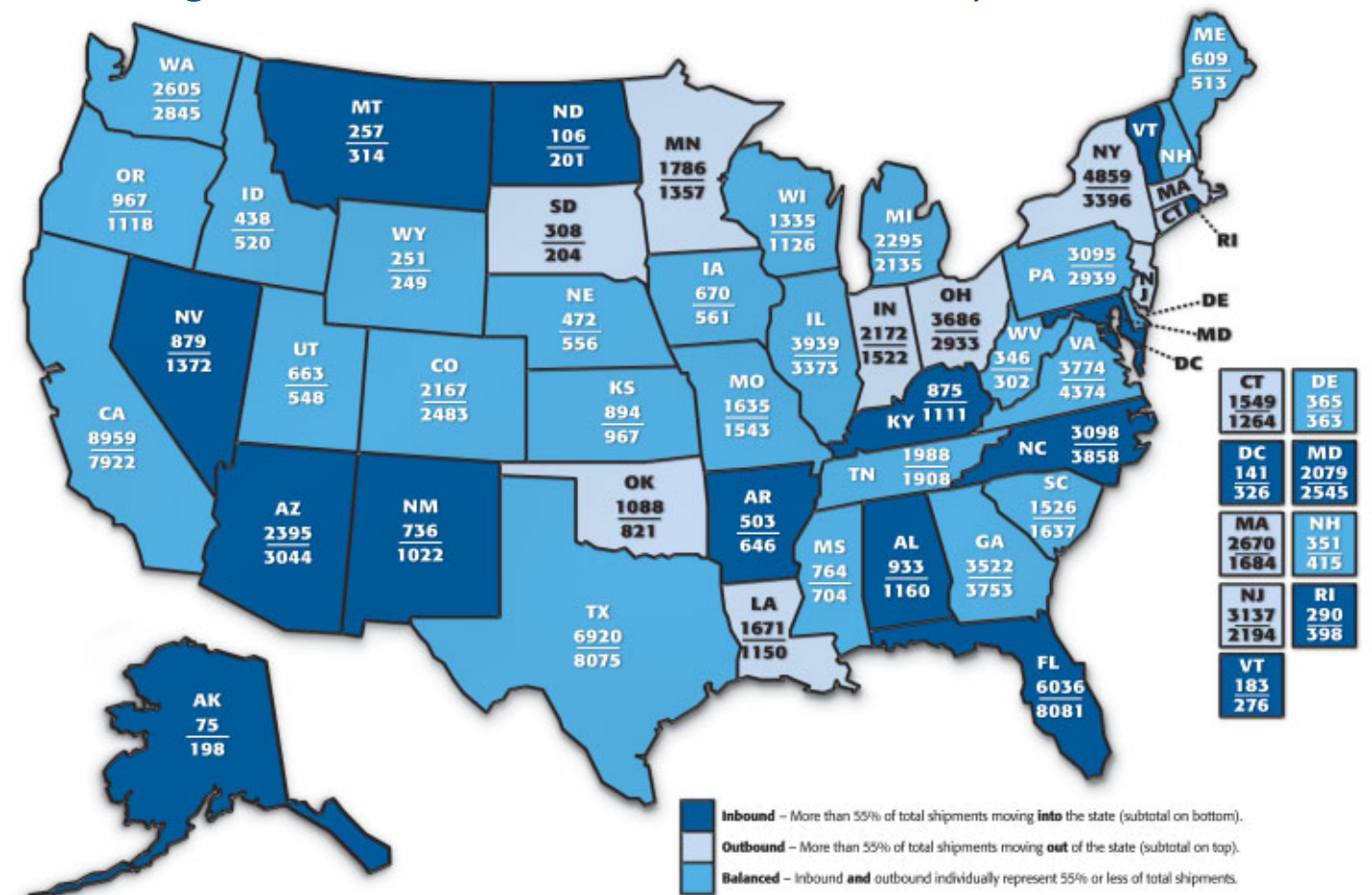
“Service” is still the most important attribute among corporate decision-makers when evaluating or selecting a carrier (nearly 9 out of 10 respondents rated this “critically important,” or a “9” or “10” on a 10-point scale, excluding “don't knows”). “Reputation” and “Price” follow in importance with 59% and 58% of respondents indicating they are “critically important” when selecting a carrier, and “Price” garnered 62% of respondents indicating it as “critically important” when evaluating a carrier (behind “On-time delivery” (82%) and “Employee feedback” (73%)). For international moves, “Service” was also of chief importance among decision-makers when selecting a carrier (91% rate it “critically important”), while 59% of respondents indicate “Price” as “critically important” for international carriers (behind “Scheduling” (73%), Reputation (66%)).

International Relocation –

Fifty-one percent of respondents say that they sometimes transfer employees between countries (78% of large companies, 60% of medium, and 27% of small). Of these, 70% indicate they outsourced an international relocation service. The top outsourced international services were the contract of a household goods moving company for international shipping (48%), securing rental property at the international location (43%), and destination services/orientation tours at the new location (41%). Of those companies who outsource relocations domestically, 82% indicate they do so internationally. Some companies (26%) who do not outsource domestically indicate they do outsource relocation services internationally. In addition, differences in outsourcing domestically carried over to the international side by company size, as small companies (38%) are much less likely to outsource international relocation services than medium (73%) and large (85%) firms, and medium and large companies report outsourcing a greater variety of their international relocation services than small companies. ■

Where's everybody going?

Migration Data Show Brisk Itinerant Activity in 2003



Where are people moving to—and from—in the United States? Last year, Atlas handled 94,219 domestic interstate shipments of household goods. A tally of the origins and destinations shows it was a year for change; more than one-third of the states logged a significant difference in inbound or outbound activity.

Five states this year went from balanced to inbound status: Arizona, Arkansas, Kentucky, New Mexico and North Dakota. Only two states changed from balanced to outbound status: Ohio and Connecticut.

Movement into four states previously classified as inbound moderated; Virginia, Oregon, Colorado and New Hampshire are now viewed as balanced. Conversely, relative increases in inbound activity changed Utah, Nebraska, Iowa, Mississippi, Wisconsin and Georgia from outbound to balanced status.

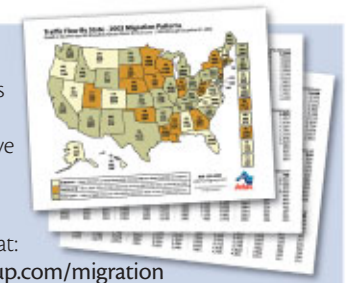
Other points of interest in this year's numbers:

- The three states with the greatest total activity are California, Texas and Florida, which have been the busiest states in the nation for household goods traffic for several years running.
- The three states with the least total activity are Alaska, North Dakota and Vermont.

Did you know?

You can view historical Atlas interstate migration data online, including comparative state-by-state numbers and yearly summaries.

Download the Adobe PDF at: <http://www.atlasworldgroup.com/migration>



Love At First Sniff



Atlas rescued "Sniffer" from the Vanderburgh Humane Society in August of last year to feature the puppy in marketing messages that promote Atlas World Group companies. She was introduced the following November to the agent family via video at the annual Atlas convention. Today, Sniffer resides in Evansville with photographer Mike Wheatley and his family.



A chat with "the puppy..."

The Amplifier recently caught up with Sniffer, whom many readers will recognize as the canine star of several Atlas marketing pieces introduced at the annual convention. Following a much-acclaimed, albeit brief, acting career, Sniffer has settled into a more laid-back lifestyle as a family pet in Evansville, Indiana.

Amplifier: How did you get the name "Sniffer"?

Sniffer: That first day I went to my new family's house, there were so many scents to check out, I guess I got a little carried away with my nose. One of the children blurted, "She sure is a sniffer." The name just stuck.

Amplifier: So, what have you been doing since you retired from the public eye?

Sniffer: You might say I'm living a dog's "American dream." I have a great family, with two children who love to play. Dad takes me for walks every day, and mom makes sure I always have food in my bowl and fresh water to drink. And I pretty well have everybody trained on where and how I like to be scratched. Life is good.

Amplifier: How did you come to be adopted?

Sniffer: Just lucky, I guess. When the casting call came in to the Humane Society, I never dreamed I would have "the look" that Atlas wanted. After all, I was only nine weeks old, and I had never modeled before. During the photo shoot, the photographer and I just "hit it off," and he took me home.

Amplifier: Is it true you've worked in TV, too?

Sniffer: Yes, I made a guest appearance in a news feature for a local NBC affiliate. That was fun, but I'm much prouder of my print work... I feel it's "edgier."

Amplifier: What are your plans for the future?

Sniffer: Well, first and foremost, I have a couple of kids to raise. Don't get me wrong, mom and dad do a pretty good job. But it's a big job, and they need my help. Besides that, I keep an eye on things around the house and on the folks who come and go. You can't be too careful nowadays.

Amplifier: Thanks for taking the time to bring our readers up to date, Sniffer. Good luck in your new and very important job.

Sniffer: It's been my pleasure. Woof! ■



What can you do for your pets during relocation?

- Pets are sensitive to changes in their environments. If possible board them or have someone else take them while the household goods are being packed.
- Keep the pet's schedule (feedings, walks, etc.) as normal as possible.
- Prior to the move, find out about pet entry regulations for your new area. Is there a quarantine period and how long is it? Any restrictions on the number or type of pets allowed?
- What are the local ordinances in the new area with regard to pets? Is there a leash law? Can pets be kept outside at night? Do pets need to be registered?
- Contact your vet and have a complete checkup before the move. This is also a good time to get a Health Certificate to take with you (as long as it is within 30 days of your move).
- Get a copy of the animal's shot record to hand carry with you.
- Ask for a vet referral in the new location.
- As soon as you have a new address, update your pet's ID tags.
- Set aside the animal's bowls, an unwashed blanket, toys and other familiar objects to have on hand as soon as you move in.
- Find a new vet that you like and feel comfortable with. Check for hazards in the area that you may not have had to deal with in the past like ticks, fleas, poisonous plants, etc.

For more information...

How To Move Your Pets (BR011051)

This consumer-friendly brochure explains how to happily move pets. It includes legal requirements for transport and pet information in all 50 states, and more.



See it on the SLS!



Simply click on "Sales Literature Selector" under "Resources."

Log on to AtlasNet today.
atlasnet.atlasworldgroup.com

Habitat The House That Volunteers make the dream of home ownership



Atlas underwrote the materials and employees donated 100% of the time required to build this Habitat home in 1999. This summer, the company will again underwrite the construction of a Habitat home, and Atlas employees will share their time and talent to make home ownership possible for a family in Evansville.

This summer, a group of Atlas employees in Evansville will be getting up early on Saturdays to enjoy some invigorating outdoor activity. But they won't be heading to the golf course or baseball diamond. Instead of bats and clubs, they'll be picking up hammers and saws as they pitch in to build a home for Habitat for Humanity.

This is not the first time Atlas employees have raised a roof for Habitat. In 1999 a group of about 50 employees joined forces to build a house that would become home to an Atlas employee and her family.

CFO Rick Olson served as the project's volunteer coordinator. "We at Atlas believe in supporting our community," says Rick. "We think Habitat is a good way to do it. The basic tenet is not charity; the homeowner has to give a substantial number of hours to the project. They 'buy into' the process and, in turn, give something back to the community."

According to Matt Bertram, Executive Director of Habitat in Evansville, partner families who qualify for a Habitat house must invest 200 hours working on homes for others before ground is broken for them.

"Once they have completed the required hours working on other homes, they must work at least 100 hours on their own home," says Matt.

Matt estimates that a typical home, which will have between 1100 and 1400 square feet of finished floor space, may involve 1250 hours of labor.

"Building a Habitat house is a great team-building exercise," says Matt. "It brings people together outside their usual work environment and, in the process, they create great memories. People not only get to

Atlas Built come true for a family in Evansville.

help a family attain home ownership, they can see the fruit of their labors.

Among the Atlas crew in 1999 was Human Resources Assistant Pam Briody, who remembers fondly the esprit de corps. "There were about ten of us who came faithfully every Saturday and worked from seven

in the morning until two in the afternoon," says Pam. "It was especially gratifying to work with people who shared such a strong work ethic. We took great pride in seeing the

house come to completion...it really looked nice when it was finished."

Looking back on the experience, Pam doesn't think of it as hard work.

"For me, it was fun," says Pam. She is planning to join the 2004 project, even though she expects to experience a few more aches and pains as

a result. "It may be a little harder for me physically to put in the hours," says Pam. "But I'll give it my best effort. Habitat is a good organization, and this is definitely worth it." ■

"BUILDING A HABITAT HOUSE IS A GREAT TEAM-BUILDING EXERCISE. IT BRINGS PEOPLE TOGETHER [TO] CREATE GREAT MEMORIES."

MATT BERTRAM
EXECUTIVE DIRECTOR,
HABITAT FOR HUMANITY (EVANSVILLE)



Habitat for Humanity Information

Habitat for Humanity is a nondenominational Christian housing organization that builds simple, decent, affordable houses in partnership with those who lack adequate shelter. Since 1976, Habitat has built more than 50,000 houses with families throughout the United States and another 100,000-plus houses in communities around the world, providing safe, decent, affordable shelter for more than 750,000 people in more than 3,000 communities. Since 1984, Habitat of Evansville has built more than 250 homes.

For more information:

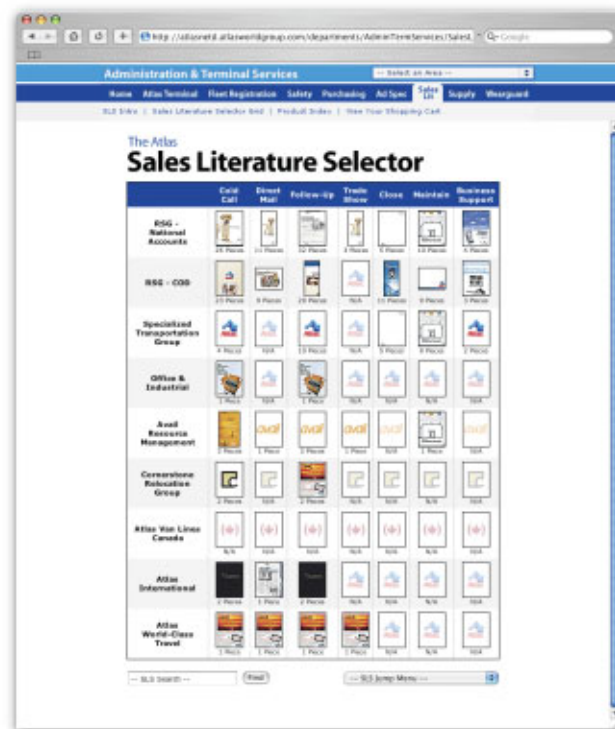
Partner Service Center
Habitat for Humanity Intl.
121 Habitat St., Americus,
GA 31709-3498
www.habitat.org
publicinfo@hfh.org
phone: 229-924-6935





Simple. Logical. Sweet.

Have you seen the new Atlas Sales Literature Selector (SLS)?



The system includes a grid that shows how each collateral piece is designed to work as part of a coordinated sales process.

You're planning an important sales presentation. Or you want to follow up with a prospect you pitched last month. Or you think it's time to add a direct mail campaign to your marketing mix. For every part of your sales process, there is a professionally produced piece of Atlas literature to help you. Now, obtaining those pieces is as easy as sitting down at your PC, thanks to the Sales Literature Selector (SLS), an online ordering system for Atlas agents.

"The SLS answers a fundamental need sales people have to find and quickly secure the best message for any given situation," says Barbara Cox, Director, Marketing Communications. "It allows literature to be viewed based on where it might typically fit in a sales process... such as cold calling, direct mail, presentation, follow-up, even ongoing account maintenance and service."

The SLS premiered in a demonstration at the Atlas convention last fall. Since its mid-January launch, agents are finding firsthand that the system brings many advantages. "The best aspect of this is being able to see what's available and actually preview it online before ordering," says Sandy Evers, Marketing Manager with

Ace Relocation Systems in San Jose, California. Sandy also says the availability of "pdf" files is a big plus, since such files allow distribution of the promotional materials through her online network.

"All in all, this is an excellent tool," says Mike McCarthy, Vice President, Sales with Golden Van Lines in Longmont, Colorado. "It's easy to operate, very friendly, and I can place an order any time, at my convenience. I can't see any reason why someone wouldn't order their supplies this way."

When it's Wise to Customize

As well as online access to almost 100 pieces of Atlas literature, the SLS offers agents the ability to customize certain pieces.

"Customization allows the agent to add a personal touch to his sales message," says Barbara. "It reinforces the agency's unique brand, so their identity is more memorable."

Standard customization allows for the placement of name, logo, and contact information in a designated imprint area. Agents simply forward artwork by e-mail, in return they receive a pdf proof for their approval before printing. This process carries a nominal cost of \$50.

Premium customization is also available upon request, allowing the agent to tailor the text and artwork using the company's inhouse design team. Premium customization costs are quoted based upon the extent of work to be performed.

"Business people have many tasks to get through in the course of a day, and ordering such things as sales literature can be tedious and time consuming," says Barbara. "We've designed the SLS to make the process easier, more convenient, less time-consuming. Those who use it know that the system is simple, logical, and sweet." ■

Order these new materials online.

Atlas SLS now features these recent additions to the Atlas sales literature catalog. To order, simply enter the SLS (log onto atlasnet.atlasworldgroup.com and click on Sales Literature under Resources) and follow the simple directions. Some pieces are customizable and some are available as PDF files.

Atlas Corporate Pocket Folder (BR023159)

Simple, elegant two-pocket folder embossed with the Atlas logo.



Payment Options: Atlas Gives You a Choice (BR011341)

A customer-friendly explanation of how Atlas brings convenience to the payment process.



Valuation Options: What's Right for You? (BR011350)

Helps customers understand the choices available to them for protecting their belongings during relocation.



Atlas Preferral Program Sheet (BR023155)

Use in direct mail to offer exceptional service and value-added benefits to your targeted prime prospect groups.



See them on the SLS!



Simply click on "Sales Literature Selector" under "Resources."

Log on to AtlasNet today. atlasnet.atlasworldgroup.com

Satisfaction in Action

Avail Answers with Service and Technology

It's a little after nine o'clock on a Wednesday morning. Jack is about to go into a staff meeting when a pang of anxiety hits him. Are my golf clubs on the moving van? They're supposed to be, but... Amid all the bustle, I can't remember whether I even took them out of the car trunk...

During the meeting, Jack sends an urgent e-mail. The reply comes back quickly. The clubs are indeed on the truck and due to arrive at his new home on Friday, in plenty of time for the round he will play with his new boss on Sunday.

Sally, an executive with a major retailer, learns that severe weather has closed an interstate highway. Cars and trucks are abandoned. Rescue crews are taking people to shelters. She worries. Where are the trucks with my fixtures? Are they safe? Have they been rerouted? When will they arrive?

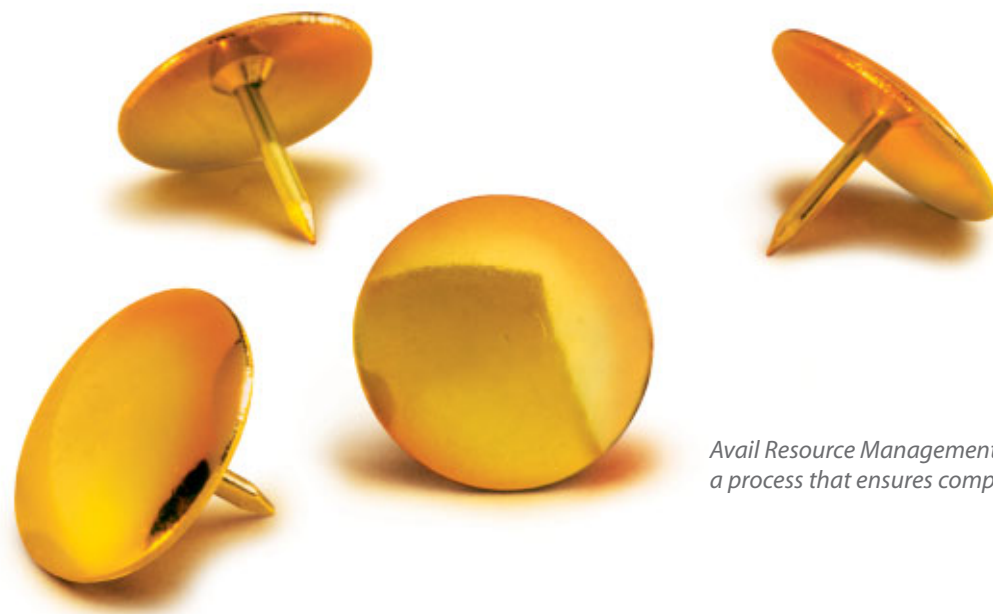
A message on her pager asks her to call the office. She learns the trucks have taken an alternate route. All parties at destination have been alerted and scheduling adjustments already made. Though slowed by the detour, the fixtures will be installed in time for the store opening. Sally is relieved.

What Jack and Sally experienced was the strength of information and the power of service, hallmarks of Avail Resource Management. This Atlas World Group subsidiary, which opened January 1, enables clients to optimize the efficiency of their transit functions through services that cover the gamut of relocation management...from day-to-day monitoring and communication through full-service solutions that encompass vendor management and consulting services.

Tier One Services: Not just "headsets and scripts"

Training and technology distinguish Avail customer service. Move coordinators undergo six weeks of in-depth instruction to gain a solid understanding of both the technical and emotional aspects of relocation. They are fully versed in all facets of van line operations, so when they answer a customer's question, they speak with a firsthand understanding. Training is

Avail Resource Management puts a fine point on service with a process that ensures complete customer satisfaction.



that No Other Company Has.

steeped in Avail's culture of top shelf quality and customer service. Perhaps most important, the move coordinator is taught to engage a customer by listening closely and responding as needed, not just according to the dictates of a script.

Avail's powerful yet simple software means move coordinators don't have to spend a lot of time dealing with the technology. Rather, the technology allows them to spend more time dealing with customers. Over the course of any given relocation, between 60 and 70 different tasks come into play. A daily, auto-generated to-do list ensures that these tasks are performed in a timely fashion with regard to customer needs. The move coordinator's efficiency is further enhanced by real-time access to the information regarding a specific shipment.

Tier Two Services: Vendor Management and More

Beyond client needs for move coordination, Avail offers clients an exhaustive menu. A customized software solution called TrackStarSM provides very specific ratings of every service provider. Authorized users can see who does and does not meet a standard; clients get an excellent tool for improving the quality of vendor performance. TrackStar is updated continually, so information is always fresh.

This proprietary software is the finest in the industry for organizing and managing information, and in the hands of the Avail staff it completes a "one-two punch" for delighting customers with the power of information and the strength of service. No other competing company has it. ■

Typical Tier One Service Tasks

- Initiate order
- Make first customer contact
- Provide move packet
- Schedule pre-move survey and confirm receipt of results
- Determine and confirm relocation dates
- Coordinate arrangement of third party services if needed
- Confirm pack and load date
- Communicate ETA to customer
- Contact customer on delivery
- Make follow-up call
- Forward customer remarks (as appropriate)



Visit www.availresource.com

To learn more about the many services and benefits you and your customers can expect from Avail Resource Management, visit the Avail website. While you're there, download an Adobe PDF (916 KB) of the **Avail Moving Kit**. This FREE guide for the relocating family takes the mystery out of relocation, lets people know how to take an active part in the success of their own move, and answers common questions to put people at ease.



The Avail Moving Kit

Atlas Specialized Transportation On the Road

Group is: to the Sky



The USU Wright Flyer
The USU Wright Flyer Club plans to permanently maintain this marvelous replica in Dayton, Ohio, the birthplace of aviation.

Many specialized transportation projects involve unique requirements for the handling of store fixtures, exhibits or electronics. This story describes such a project, but one with rare historical overtones. It aptly illustrates the strength and diversity in the Atlas network for answering unusual needs with innovative logistics solutions.

Sometimes, circumstances have a way of taking you places you never dreamed you would go. For Atlas agent Lewis & Michael, Inc. in Dayton, Ohio, circumstances took them around the country last year in a dramatic celebration marking the centennial of powered flight.

Early in 2002, Operations Manager Dave Couch received a request from his father, a materials consultant, for assistance with logistical planning and transportation for a group of students who were building a replica of the Wright Brothers' famed 1905 flyer. "Dayton is the home of the Wright Brothers," says Dave. "And 2003 would mark the one hundredth anniversary of powered flight. The idea was of immediate interest."

The project was being sponsored by Utah State University (USU), where senior students in mechanical and aerospace engineering, along with students in industrial technology and education, were working in a two-year timetable.

Dave explains that the project was especially intriguing because the design team was using modern composites, reasoning that if the Wright Brothers were building their craft today, they would use the best-performing materials available.

Dave spoke with Jeff German, Corporate Sales Manager, about the idea of supporting the endeavor with a donation of time and equipment. "I was enthusiastic because I knew that it was helping a worthwhile cause,



and our agency would gain good public exposure," says Jeff. "Once I became personally engaged in the project, I came to appreciate just how much a privilege it was to be involved."

Dave says the first step was to consult with the design team on how the craft might be efficiently transported to the many different

"The USU Wright Flyer event with President Bush was a huge success due to your incredible commitment to the project."

Candi Barrington, Project Coordinator, USU Wright Flyer

locations it was scheduled to appear. "Sometimes, transportation ends up as one of the last considerations," says Dave. "But in this case, it was an essential part of the design process."

It was critical, says Dave, that the plane could be quickly assembled and disassembled for transport. For this, Lewis & Michael used a 53 ft. electronics trailer. "The whole craft weighed maybe a thousand pounds, but it took up every bit of the trailer," says Dave.

Lewis & Michael also provided logistics expertise to help the design team confront such considerations as the potential stresses on the plane and how to most safely and effectively secure the load for trouble-free transit.

On July 4, 2003, the USU Wright Flyer appeared beside an F-16 Fighter and a B-1 Bomber at Wright Patterson Air Force



Base where President Bush addressed the Dayton Celebration of Flight. During the following months, the flyer made appearances at air shows and celebrations across the United States, thrilling onlookers with a glimpse of what those first glorious forays into the sky must have been like.

"It was personally rewarding to see what a profound effect this project had on the young people who were involved," says Jeff. "It was something special... an experience I'll never forget and will always treasure." ■

USU Wright Flyer 2003 National Tour Dates and Locations

Jul 1-15	Dayton, OH: Presidential visit, Dayton Celebration of Flight, New Carlisle Parade
Aug 23, 24	Omaha, NE: Offutt AFB Air Show
Sep 2	Cleveland, OH: Cleveland National Air Show
Sep 5-7	Warner Robbins, GA: Robbins AFB
Sep 9-14	Harrisburg, PA: Lowes Motor Speedway
Sep 25-27	Logan, UT: USU Aggie Days
Sep 30	Dayton, OH: Wright Patterson Air Force Base Museum
Oct 2	Dayton, OH: National Composite Center
Oct 10	Shelby, NC: Curtis Wright dedication
Oct 22	Dayton, OH: National Composite Center
Nov 15-17	Las Vegas, NV: Nellis AFB
Nov 21	St. George, UT

Cornerstone Relocation Group

Relocation Policy: Clues to Customer Relationships

Roy Sooman, CRP, Director, Policy Consulting, Cornerstone Relocation Group

In the previous issue of this publication, I suggested that the benefits in a client's relocation policy are a reflection of the company's "CFO" – its Culture and Financial Objectives. It is important that we, as relocation service practitioners, recognize and understand a company's culture in order to develop a strong and lasting relationship with them.

A company's culture may be reflected not only in the relocation benefits it provides, but also in how the benefits are communicated through its relocation policy. Just as company cultures differ, so does the manner in which policies are written. The tone and style of a policy provides us with guidance on how we may be expected to interact with our clients and administer their relocation program to their employees.

First, the tone of a policy provides us with invaluable insight into a company's expectations of its employees and in turn their employees' service expectations of us. For example, a policy may convey firm guidance for its employees, using terms such as "the employee must" or "the employee will" and identify required actions by the employees. A sentence often seen in the home sale assistance section of these policies says: "To be eligible for a guaranteed buyout offer, the employee must fully participate in the marketing assistance program."

We also find policies written in a paternalistic first-person manner, using "you" and "your" and conveying a tone of trust. Employees may be given options with respect to required activities. The home sale assistance section of these policies may read: "Participation in the marketing assistance program will maximize your home sale assistance benefits, including receiving a guaranteed buyout offer."

In reality, both policies require an employee to participate in a marketing assistance program to receive a guaranteed buyout offer. In the first example, Cornerstone's Relocation Consultants will likely zero in on helping employees understand the process and procedures of the program. In the latter situation, the Relocation Consultants' focus will likely be on emphasizing the

positive benefits of the program, supporting an employee's decision to participate.

Another policy writing characteristic is style. In some cases, the policy's format consists of a no-nonsense, crisp and factual description of the program. For example, you might see: "Section 4.201.35 – The purpose of this procedure is to assist the employee in transferring from one location to another when such transfer is made

for the benefit of the company."

On the other hand, a policy written as a narrative guide appears to add a human touch and emotion to the factual details of relocating. In this instance you might see: "Congratulations on your new job! This relocation guide provides information on the benefits and services the company has designed to help minimize the stress and disruption you and your family may face as a result of a transfer."

The firm tone and the factual style policy often go hand in hand. Similarly, the trust tone and narrative guide style are often found together. In the former, our interaction with the client and with their transferees may tend to be matter-of-fact, with the relationship emphasis on expertly and efficiently completing the tasks of relocating their employees. In the latter instance, a focus on personal communication may be essential to sustaining a long-term relationship with the client and providing satisfactory service to its transferring employees.



Atlas Van Lines (Canada) Ltd.

Helping Customers Cope with the “New Normal.”

Carol Davis, Vice President, Marketing and Corporate Communications, Atlas Van Lines (Canada) Ltd.

Cross-border moves are an important part of Atlas' business mix. In fact, Atlas has gained a reputation throughout North America as one of the most active household goods carriers in this sector. While we have always been active in the southbound market, in recent years Atlas has seen increased activity in northbound business as U.S. agents aggressively seek this business.

We here at Atlas (Canada) believe that this success is due in part to our efforts to help customers navigate through the rules and regulations that are an integral part of moving to or from the United States. This is especially true in today's security-conscious world.

It's imperative that our customers understand that cross-border moves require compliance with a whole host of complicated customs and immigration regulations. While technically it is not our responsibility to educate our customers, we choose to take on this role by providing them with the best available information and guidance. At the same time, we must make it clear that interpretation and/or enforcement of the rules is totally outside our control. The customs and immigration officials on both sides of the border have the final say. We do our best to keep our customers informed but, on occasion, regulations can change without notice.

One thing people don't realize is that, unless they have already been through the permanent residence process (green card), anyone moving to the U.S. is technically there on a temporary basis. Regardless of whether they are being transferred or recruited, their status is subject to approval by the Bureau of Citizenship and Immigration Service. We cannot move their household goods into the United States until they have proper status.

When our van operators arrive at the border with the customer's goods and copies of their documentation (including

passport, work or study visa, vehicle compliance letters, employer letters, etc.), this paperwork, especially the personal identification documents, is subject to rigorous examination. This is the reason why it is imperative for customers to enter the U.S. at least once and have their entry status granted before we attempt to cross the border with their household possessions.



On the customs side there are a number of new rules, including the requirement that any foodstuffs receive prior approval from the FDA, unless the customer takes the item in their personal vehicle or in their luggage. This regulation is part of the Bioterrorism Act of 2002, and the process to get approval is so complex that it really requires a customs broker. Thus we counsel customers to leave these items behind rather than subject

them to the inconvenience and cost required to comply with this regulation.

Agents and customers who need customs information are encouraged to call or e-mail us at **1-800-267-3783** or **cdavis@atlasvanlines.ca**.



Atlas Canada National Convention

Toronto, ON
October 13-16th
Toronto Marriott Eaton Centre

Atlas World Group International

Moving Cultural Baggage Overseas?

Gary M. Wederspahn, Grovewell LLC

In addition to household items and personal belongings, people moving internationally also take with them invisible cultural baggage composed of their values, beliefs, attitudes, assumptions, and expectations. How people in host countries perceive and respond to the expatriate depends largely on the contents of this intangible luggage.

It is important for international transferees to understand their own cultural identities in order to anticipate how others are likely to react to them. A self-aware expatriate has a head start in the adjustment process and can avoid many cross-cultural pitfalls of friction and miscommunication.

U.S. Cultural Baggage

Common values shared by people raised in the USA are expressed in everyday proverbs and sayings, such as...

- **Time Consciousness:** "Time is money," and "Don't put off until tomorrow what you can do today."
- **Individualism:** "You have to blow your own horn," and "If you want a job done right, do it yourself!"
- **Task Orientation:** "Keep your eye on the ball," and "Work before pleasure."
- **Self-reliance:** "God helps those who help themselves," and "Pull yourself up by your own boot straps."
- **Directness:** "Don't beat around the bush," and "Tell it like it is!"
- **Equality:** "All men are created equal," and "Don't tread on me!"
- **Material Success:** "Life is a game and whoever ends up with the most toys wins," and "Who says you can't have it all?"

Some foreign cultures don't share these values. For example, time consciousness can come across as pushiness. Individualism may be seen as selfishness. Directness can seem like impoliteness. Therefore, it is essential for expatriates to not only be aware of their own cultural baggage but to also understand the culture of the people with whom they will be living and working.

Gary Wederspahn is an intercultural trainer, coach, consultant, speaker, and writer. He has designed and conducted cross-cultural training for hundreds of expatriates with global corporations.

To help our customers effectively confront cross-cultural challenges, Atlas Van Lines International and American Red Ball International have teamed up with Grovewell, LLC, a leading intercultural training and coaching company. To learn more, visit www.grovewell-expat.com or call Pam Jackson, Atlas International, at 1-888-669-6031.



Part work. Part play.
All success.

Make plans now to be at the 2004 International Relocation Seminar sponsored by Atlas International, Vanpac Carriers and Red Ball International.

Date: October 17, 18, 19
Location: Hilton La Jolla Torrey Pines, La Jolla, California

Gain insight from experts that will add value to your international relocation program...plus enjoy recreation and leisure in the beautiful San Diego area.

Register Early and Save!
By July 1: \$250 **After July 1:** \$300

Contact Pam Jackson
Phone: 206-526-1137 **Fax:** 206-971-3827
pjackson@atlasintl.com

Ask about our sponsorship opportunities.

Program Highlights:

- Packing** Hands-on experience with the techniques and materials for successful international transport.
- Intercultural Training** What you need to help expatriates prepare for and adapt to life abroad.
- Quality and Sales** Focus groups with a chance to learn from colleagues and share your own successes.
- RIM Workshop** A concise introduction to the AMSA's Registered International Mover (RIM) program.
- Security Issues** How current international security issues impact household goods shipments.
- Keynote Speaker** Mikki Williams: "A Balancing Act: Walking the Tightrope of Life"

Plus! There's plenty to do in your leisure time...

- Golf at the world famous Torrey Pines
- Tennis, swimming, hiking
- Beach recreation, spa, shopping





Agenda – The 37th Annual Forum on Moving

April 22 & 23, Chicago Marriott Downtown, Chicago, Illinois

Thursday, April 22, 2004

10:15 a.m. - 10:45 a.m.

Opening General Session

Call to Order and Welcome: **MIKE SHAFFER**
Chairman & CEO, Atlas World Group, Inc.

Remarks: **GREG HOOVER**
Sr. Vice President, Sales Development
Relocation Services Group, Atlas

11:00 a.m. - 12:15 p.m.

Workshops I & II

Workshop I "THE GOOD THE BAD AND THE UGLY"

Moderator: **GREG HOOVER**
Sr. Vice President, Sales Development
Relocation Services Group, Atlas

Presenters: **PAM REYNOLDS** **KRISTEN SALMON**
Travel Manager/ Director, Global Services
Enterprise Purchasing America Online
ConAgra Foods, Inc.

Workshop II "PRODUCTS & LOGISTICS...
The Changing Environment and How to Manage it Effectively"

Moderator: **GLEN DUNKERSON**
Sr. Vice President & General Manager
Specialized Transportation Group, Atlas

Presenters: **STEPHANIE BROWN** **ALLEN L. CLEM**
Vice President, Operations Director Global Logistics,
BDS Worldwide Planning & Control
Harley-Davidson Motor Co.

DAVID COULTER
Vice President, Sales
Specialized Transportation Group, Atlas

12:30 p.m. - 2:15 p.m.

Second General Session & Luncheon

Presiding: **JIM STAMM**
President & COO
Atlas

Principal Address: "WHY NOT YOUR BEST?"
TERRY BRADSHAW
NFL Hall of Famer and
Pro Football Analyst

2:30 p.m. - 3:45 p.m.

Workshops III & IV

Workshop III "IS THE ECONOMY HEADED HIGHER - OR OFF A CLIFF?"

Guest Speaker: **TODD BUCHHOLZ**
Economist and Author

Workshop IV "FINDING THE MEANING OF LIFE"

Moderator: **KATHY THOMPSON**
Director, Contract Administration
Relocation Services Group, Atlas

Presenters: **MAY CAFFI** **SANDY CHRISTENSEN**
Director, Relocation Services Vice President
Marriott International Northern Trust Corp.

LARRY GERSCH
Residential Real Estate
Kraft Foods North America

4:00 p.m. - 5:15 p.m.

Workshops V & VI

Workshop V "IS THE ECONOMY HEADED HIGHER - OR OFF A CLIFF?"
(Repeat of TODD BUCHHOLZ'S Workshop III)

Workshop VI "FINDING THE MEANING OF LIFE"
(Repeat of Workshop IV)

6:30 p.m. - 7:30 p.m.

Reception

7:30 p.m. -

Banquet & Entertainment

Presiding: **MIKE SCAVUZZO**
Sr. Vice President, Agency Development
Atlas

Special Entertainment: **SCOTT RECORD**

Friday, April 23, 2004

8:30 a.m. - 10:30 a.m.

Breakfast & Closing General Session

(Breakfast Served Until 9:15 a.m.)

Presiding: **MARIAN WEILERT SAUVEY, Esq.**
General Counsel, Vice President &
Corporate Secretary, Atlas World Group, Inc.

Keynote Address: "IT'S YOUR SHIP"
CAPTAIN D. MICHAEL ABRASHOFF
Naval Commander and
Best Selling Author

Forum Adjournment



Let the sunshine in.



Join the Atlas family in LaQuinta.

57th Annual Atlas Convention

November 10-14, 2004
LaQuinta Resort & Club
LaQuinta, California

Will you be among the "enlightened" at the 57th Annual Atlas Convention in sunny LaQuinta, California? The LaQuinta Resort & Club is a legendary meeting destination renowned for its charm and serenity. It features 90 holes of some of the country's best golf, as well as the world-class Spa LaQuinta™ with its unique indoor and outdoor treatments. **Make plans now!**



For more information regarding reservations and the complete agenda, contact Sue Chandler at Atlas headquarters.

Big, Blue and Unified

Symposium Unites Atlas Agents and Business Units for Learning, Sharing

An enthusiastic assembly convened in downtown Evansville on March 16 to take part in the company's bi-annual symposium. The two-day event engaged nearly 200 agent and Atlas corporate representatives from across North America in presentations and discussions of the many aspects of business related to household goods relocation.

Opening remarks by President Jim Stamm set the tone for learning and development. Throughout the day and following morning, attendees found opportunities to listen and ask questions in workshops hosted by the company's key managers in: Operations and Avail Resource Management; Sales and Marketing; Atlas Canada and Atlas International; Atlas Academy; Information Technology and Revenue Accounting; and Cornerstone Relocation Group.

A highlight of the event included presentations by T. Scott Gross, a performance strategist who entertained and educated on individual branding and positively outrageous service. The symposium concluded with the wry humor of Will Miller, comedian and business analyst.

Among the many Atlas agents who have attended the event several times was Joe Fisher of Merchants Moving and Storage in Boise, Idaho.



The annual Atlas Symposium gives agents an opportunity to learn about the company's newest programs for enabling success.

"This event seems to be growing and getting better all the time," says Joe. "There are a lot of new ideas I find interesting... such as the in-house printing capabilities."

New agents Matt Schwartzberg and Lawrence Laby of A-1 First Class Viking Moving and Storage in Brooklyn, New York, found a lot to like. "I found the information on Avail of interest," says Lawrence. "It seems like a good idea for improving service to clients."

"It appears Atlas is ahead of the curve on applying technology to marketing," says Matt. "This enables us to cross-sell the Atlas brand and customize it to what our agency needs." ■



Several suppliers to Atlas were on hand to answer questions about their products and services.



Highlights of the Atlas Symposium are presentations by featured guest speakers. This year, T. Scott Gross and Will Miller provoked thought and tickled funny bones.



Guests enjoy the chance to mingle, sharing their ideas and experiences. This year, more than 200 Atlas associates participated in the event.

STG Conference Brings Education, Networking

Sunny skies greeted Atlas agents in Evansville on March 15, as Atlas experts shed light on logistics-related topics in its annual STG (Specialized Transportation Group) Conference. Representatives from across the Atlas agent network came to learn about the issues affecting business and how the company is providing resources to help them succeed. "This is a good way to find out what's on the horizon in STG," says Bob Shetler, Shetler Moving and Storage in Evansville. "For example, I found the information on technology, as well as the issues surrounding cross-border relocation, very helpful."

Bob also says the conference is a good place to network with other attendees. Mike Mulligan, Reads Moving Systems in Hatboro, Pennsylvania, agrees. "Just as important as the material covered, it's a great chance to talk with others, to learn firsthand what's happening in the street," says Mike.

A Day Full of Opportunity

The conference, which was held at the Aztar Hotel on Evansville's Ohio River waterfront, began with an early session featuring a driver's panel sharing their views on service-related issues. That was followed by a session on STG innovations,

particularly how Atlas is supporting sales and customer service people with web-based tools.

Following a midmorning break, presentations focused on factors affecting cross-border shipments involving Mexico and Canada; trade shows and national account monitoring; ongoing efforts to optimize the use of the company's rolling assets; and the introduction of Atlas Academy, a content-rich on-line training resource now available for Atlas agents.

After lunch, discussions centered around sales opportunities, including emerging pricing issues and solutions. The mid-afternoon session (affectionately titled "Let's Rumble") took shape as a panel discussion that invited everyone's participation. "This conference is an excellent learning opportunity" says Lance Bauserman, Ace Relocation Systems in San Diego. "The fact that there are more than 50 agents represented shows the Atlas network is committed to raising the bar." ■



Nearly 100 agent and Atlas corporate representatives gathered in Evansville on Monday, March 15 for the annual Atlas STG conference.



A full day of presentations and discussions brought new information and sparked ideas for building business in the year ahead.



Conference attendees found time to talk with old friends and meet new ones as they extended their networks with one another.

Moving a Museum

Moving household goods always requires the utmost care. But what if the house is a museum, and the goods are artifacts dating back a hundred and fifty years or more?

In February, David Arnold, Vice President of Sales with Alexander Mobility Services in Minneapolis, Minnesota, headed an AMS project team in one of the most delicate of all undertakings: relocating, cataloging, and storing the priceless contents of a Wisconsin landmark.



The Hixon House in LaCrosse is a 15-room home built in 1860 by the industrialist Gideon Hixon. In 1965, the Hixon family donated the property and its contents to the LaCrosse Historical Society, and last year the society solicited bids for the care of furnishings while the house undergoes a major restoration.

Alexander Mobility Services was selected from among three bidders.

"This has taken a tremendous amount of planning," says David. "It's probably the most detailed project I've been involved with in my career."

The Hixon family enjoyed a penchant for world travel, especially to the Orient, and their home was a repository for the many relics they purchased during their travels.

David says the job is to relocate these artifacts from their current places in the museum; maintain them in their original state; then return them to their original location and condition when renovation is complete.

"The extent of this collection is mind-boggling," says David. "Hand-carved items, leather-bound volumes, each piece is unique."

Preparation for storage entailed the creation of some 50 custom crates, including crates for a few large items and fixtures—such as a Great Majestic stove and marble lavatories—that are being kept in the home for practical reasons.

"We'll be shipping pieces to restoration specialists all over the world," says David. "We've prepared every piece for storage as if it were to be shipped internationally."

An eight-person crew worked for five days during February to remove the contents. The project completion date hinges on the renovation timetable, which may take as long as two years to complete.

"This is a once-in-a-lifetime experience," says David. "It's a project with which I feel honored to be involved."



Atlas Receives Top Industry Honors

The American Moving and Storage Association (AMSA) presented Atlas with two first-place Industry Safety Awards at the annual AMSA Convention and Trade Show in Bal Harbour, Florida, March 31 - April 3, 2004. Atlas won the Fleet Safety Improvement Award for carriers operating over 100 million miles, which is awarded to the carrier that demonstrates the most significant improvement in their DOT recordable accident rate. Atlas was also the recipient of the Safety Initiative Award which recognizes a carrier for an outstanding safety program in eight major areas.

The AMSA also honored **Toney Brooks**, an Atlas driver for Walker Transfer, Inc. in Kenova, West Virginia. Toney was the recipient of the AMSA Super Van Operator - Rookie of the Year Award. Toney has been with Atlas since 2002 and has accumulated more than 250,000 safe miles.

The Super Van Operator Lifetime Achievement Award nomination went to **Donnell Varner**, who joined Atlas in 1976 and is an Atlas Contractor. **Eugene Bell**, Commercial Truckload, was nominated for the Super Van Operator Special Commodities Award. And the Super Van Operator Household Goods nomination went to **Roger Lott** of Alexander's Mobility Services.

The AMSA has been recognizing the industry's best drivers at the annual convention since 1982.

Atlas' Top Sellers Are Recognized

President's Club

In 2003, Atlas recognized its top sales producers who generated revenues of \$1,000,000 or more in the seventh annual President's Club program. Winners are recognized on a yearly basis and results are based on total overall sales for the convention year (July 1 through June 30).

All registered sales people are eligible for the award.

Sales producers with revenues of...

\$1,000,000 to \$1,999,999 received a 14K gold President's Club lapel pin highlighted with a ruby, a plaque, and a \$200 gift certificate; \$2,000,000 to \$4,999,999 received a 14K gold President's Club lapel pin highlighted with a sapphire, a plaque, and an invitation to the annual sales trip; \$5,000,000 or more were honored with a 14K gold President's Club lapel pin highlighted with a diamond, a plaque, and an invitation to the annual sales trip.

The President's Club trip winners retreated to the tropical resort, Atlantis, located on Pleasure Island in the Bahamas, February 27 through March 2, 2004.

2003 President's Club Winners

Sales \$2,000,000 or more

	Salesperson	Agent
1	James W. Cole, Jr.	J. W. Cole & Sons, Inc.
2	Ken Imlach	Imlach Movers, Inc.
3	Don Hill	Alexander's Mobility Services
4	Wayne Curtis	Comtrans Ltd.
5	Gary Louderback	Ace World-Wide Moving & Storage Co.
6	Steve Delane	Alexander's Mobility Services
7	John Dulin	Alexander's Mobility Services
8	Dennis Sorhagen	Croft & Smith Moving & Storage
9	Dan Eales-Rogers	Specialty Moving Systems, Inc.
10	Richard Clarke	Ace Relocation Systems, Inc.
11	Jim Chretien	Specialty Moving Systems, Inc.
12	Thomas Philbin	Nelson Westerberg of Illinois, Inc.
13	Michael Boone	Lytle's Transfer & Storage, Inc.
14	Gail Ann Lynch	Alexander's Mobility Services
15	Tim White	Imlach Movers, Inc.
16	Jim Finch	Ace World-Wide Moving & Storage Co.
17	Denise Della-Dora	Alexander's Mobility Services
18	Gene Devaney	Collins Brothers Moving Corporation
19	Julie Cibelli	Nelson Westerberg of New Jersey, Inc.

Sales \$1,000,000 to \$1,999,999

20	Bruce Powers	Ace World Wide Moving & Storage
21	Eric Manfredi	American Transportation Companies, Inc.
22	Jon Page	Atlantic Relocation Systems
23	Dan Rosauer	Alexander's Mobility Services
24	Larry Lammers	Ace Relocation Systems, Inc.
25	Jimmy Genienhardt	Bean Moving and Storage, Inc.
26	Bob Akers	Nelson Westerberg of Texas, Inc.
27	David Woodhouse	Home Moving & Storage Co., Inc.
28	Bob Wald	Croft & Smith Moving & Storage
29	Jeff Lechelt	Nelson Westerberg of Illinois, Inc.
30	Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
31	Bob Trent	Home Moving & Storage Co., Inc.
32	Kurt Nelson	McCormack-Payton Storage & Moving Company, Inc.
33	Gregg Imlach	Imlach & Collins Brothers, LLC
34	Frank Lucchesi	County Vanlines, Inc.
35	Tim McCormack	Ace World Wide Moving & Storage Co.
36	Tina Rose	Walker Transfer, Inc.
37	Valerie Darling	Alexander's Mobility Services
38	Ronald Finelli	Paxton Van Lines, Inc.
39	Bob Cox	Reads Moving Systems, Inc.
40	Mark Smith	A. Walecka & Son, Inc.
41	Steve Youell	Specialty Moving Systems, Inc.
42	David Zerda	Alaska Terminals, Inc.
43	Larry Christensen	Action Moving Services, Inc.
44	James Zachary	Atlantic Relocation Systems
45	Ross Buckley	Alexander's Mobility Services
46	Donna Gann	Nelson Westerberg of New Jersey, Inc.
47	Dave Doebler	Action Moving Services, Inc.
48	Frank Copeland	Atlantic Relocation Systems
49	Jim West	Ace World Wide Moving of Madison
50	Andy Orlin	Atlantic Relocation Systems
51	Robby Burch	Alexander's Mobility Services
52	George Gerstein	Collins Brothers Moving Corporation
53	Steve Westerberg	Nelson Westerberg of Illinois, Inc.
54	Ann Burkart	Alexander's Mobility Services
55	George Watson	Croft & Smith Moving & Storage
56	Jack Kendrick	Specialty Moving Systems, Inc.
57	Fred Paxton, III	Paxton Van Lines, Inc.
58	Greg Dolan	Specialty Moving, Inc.

Atlas Agents Celebrate Longevity

Nelson Westerberg A Truly Remarkable History

In 1904, Swedish immigrants Fred Nelson and Oscar Westerberg went into business together, “with willing hands and stout hearts.” Theirs was a simple plan: to deliver coal during the winter and ice and some moving services during the summer to residents of the burgeoning city of Chicago. Eight years later, when they built the city’s first fireproof warehouse, a local newspaper editorialized that they were “two entrepreneurs to watch.” History concurs. The story of Nelson Westerberg speaks of perseverance, success, and growth.



Driver Axel Laugerquist and the Nelson Westerberg piano wagon, circa 1918.

With the advent of oil-burning furnaces and automatic refrigerators, Fred and Oscar shifted their business focus entirely to moving and storage. During the 1920s they doubled storage capacity, assembled a fleet of motorized trucks, and enjoyed the fruits of expansion. During the Great Depression, when many businesses were succumbing to bankruptcy, the firm tightened its belt, paid off its building bonds, and weathered the economic storm.

In 1932, the business welcomed the second generation of family leadership, Richard Oscar Westerberg. As the country struggled to regain its economic bearings, families consolidated their living spaces. As a result, the demand for storage remained strong, and it was an important mainstay of the company’s business.

In 1960, Nelson Westerberg became an agent of Atlas Van Lines. Two years later, Lieutenant John R. Westerberg

joined the company upon the completion of his duty with the U.S. Air Force. This marked the third generation of Westerberg leadership and a key moment in the firm’s strategic direction.

“Increasingly, companies were becoming multinational and international,” says John. “As part of this trend, they were moving people to where the jobs were, rather than hiring in their local markets.”

Under John’s influence, Nelson Westerberg concentrated on developing interstate household goods business as the provider of choice for major corporations who were relocating executive families.

Over the next forty years the company’s annual revenues grew from \$126,000 in volume to more than \$70 million. Today, in addition to headquarters in Chicago, Nelson Westerberg operates full service facilities in New York, Atlanta and Dallas. It employs over 450 people—including 150 owner-operators—and maintains some 450 pieces of equipment.

Nelson Westerberg is owned by John and his wife, Dottie, and their two sons, Stephen (Steve) and Robert Westerberg, MD. Steve, who represents the fourth generation of family leadership, serves as Vice President of Sales, Marketing and Quality Control.

As part of its centennial, plans are underway for a multi-city celebration in each of the cities where Nelson Westerberg operates. Beginning September 18, 2004, and the three succeeding weekends, the company will host a gala reception and dinner to celebrate its 100 years.

Reflecting on his company’s success after 100 years, John says, “Our affiliation with Atlas has been truly a marriage made in heaven. Corporately and philosophically, Nelson Westerberg and Atlas are on the same page. We share the same enthusiasm for national account business, quality service, and the highest standards in business ethics.”

“Doubly Golden” Atlas Agency Marks Centennial

One hundred years ago in Longmont, Colorado, K. R. Golden started a business to provide transportation services for the people of Boulder County. This year, Golden Van Lines commemorates that founding and a century of service to customers, including a key role in the Atlas agent network.

Golden is headed by Todd Winter, President, and Kristi Winter-Davidson, Manager, Corporate Relocation Services, who are fifth-generation descendants of the founding family.

So what does it take to reach the 100-year milestone? Todd and Kristi believe it’s all about the people who work with them.

“We’re proud of the people who have chosen to build their careers with us,” says Kristi. “And we are pleased to say that many of our employees have been with us not just for years, but decades.”

“For example,” says Todd, “We are fortunate to have had two of the finest drivers who ever took the wheel, Harry McNevin and Buddy Burns. Each logged more than two million accident-free miles.”

Those familiar with the history and growth of Atlas know that Golden has played an integral role. In 1962, Atlas purchased Golden’s operating authority, which opened the door for Atlas to the rapidly growing Rocky Mountain region. In 1970, Golden President Ken Winter was instrumental in establishing the framework for the Atlas Special Products Division, which is today the Specialized Transportation Group. Ken was also one of eleven agents who repurchased Atlas Van Lines from Wesray in 1988, an event that paved the way for total agent ownership of Atlas and its eventual financial stability.

In 1996, Golden was one of only four Atlas agencies to achieve the first Milt Hill Quality Award, a distinction it has earned six times. Also that year, the entire Atlas family was saddened by the unexpected death of Ken Winter. Todd was subsequently elected to the Board of Directors of Atlas World Group, a position he holds today.

Over the years, Golden has operated a variety of enterprises, including a taxi service, bulk commodities, sand & gravel, concrete manufacturing, construction, and trash disposal. Today, the company comprises three business entities: Golden Transfer, for intrastate traffic; Golden Van Lines, for interstate shipments; and Golden Archives, for the systematic transport, storage, retrieval, and disposal of documents.

“Over the years, a lot of people—employees, customers, and the many business people we partner with—have been important to our company’s success,” says Todd. “We are especially appreciative of them, particularly the members of the Atlas agency family. All of us at Golden are proud to be part of what is truly a world class organization.”



Atlas Agents Celebrate Longevity (Cont'd)

Imlach Movers Marks Four Score

The year 1924 saw many firsts. The first round-the-world air-plane flight... the first Winter Olympics...the first Caesar Salad... and the first year in business for Imlach Movers, Inc.



The company was founded in Trenton, Michigan, by Charles Imlach, who used a single truck to deliver ice in the morning and move furniture in the afternoon. In 1950, sons Allen and William took over the management of the company. The following year, Imlach became an agent for Atlas Van Lines. In 1987, the third and current generation of ownership took the helm, consisting of Daniel W. Imlach, Kenneth W. Imlach and Gregg B. Imlach. All three are still heavily involved in day-to-day operations.

As well as from its headquarters in Michigan, Imlach serves customers from locations in Fort Wayne, Indiana; Findlay and Lorain, Ohio; Baton Rouge, Louisiana; and Irving, Texas. Packing and hauling for corporate clients makes up more than 95% of the firm's business activity. Vice President Ken Imlach, who heads the agency's sales and marketing efforts, has been the top national account sales producer for Atlas in each of the last two years. A steadfast commitment to quality has earned Imlach Movers the Milton M. Hill Quality Award five times and the Hauling Excellence and Superior Packing awards every year since their inception.

In addition to corporate moves, Imlach is known for high-profile work. In 1988, the Atlas agent moved the Ronald Reagan Presidential Library from Washington, D.C. to southern California. The company has also relocated Nebraska Senator Chuck Hagel (three times), musician Eminem, baseball executive John McHale, and Detroit Lions owner William Clay Ford, Jr. to name a few.



Imlach Movers, Inc., in Trenton, Michigan (near Detroit). This year Imlach is celebrating 80 years in business and the first anniversary in its new headquarters building.

New England Sees First Sign of Spring

Forget Puxatawny Phil. The surest sign of spring is the appearance of an Atlas van in front of Fenway Park. On Monday, February 15, New England Household Moving and Storage in Holliston, Massachusetts, loaded 30,000 pounds of baseball equipment and departed for Fort Myers, Florida, where the Boston Red Sox will spend six weeks in spring training. Banners on the sides of the truck proclaimed: *Only 48 days to opening day.*

Atlas driver Al Hartz has been at the wheel for this sojourn each year since 1998. "I look forward to this," says Al. "It's a lot of fun. When I bring it back, I get to see all the players down there."

The regular season begins for the Red Sox at Baltimore on April 6; their home opener is against Toronto on April 9.



Atlas Materials Receive Recognition

If you're using the new Atlas sales literature, you may like to know you're showing your clients award-winning creative work. At this year's annual awards banquet of the Advertising Club of Evansville, an affiliate of the American Advertising Federation, Atlas World Group was recognized with seven awards for outstanding creativity in its marketing and promotional messages.

Atlas received ADDY awards for: Puppy, a sales brochure campaign; Ask Us Why, trade advertisement for Atlas STG; and the Atlas rebranding ad campaign in trade publications.

Atlas also received Citations of Excellence for: Avail Resource Management, four-color brochure; The Amplifier, newsletter; Atlas Forum webzine; and the Let Atlas Take You Home® sales kit.

The ADDY® Awards are the advertising industry's largest and most representative competition, recognizing creative excellence and the very best advertising worldwide in all forms of advertising, from all types of media, created by all sizes and types of entrants, from anywhere in the world.

After judging at the local level, ADDY-winning entries advance to one of 14 regional competitions. Winners from these competitions advance to the national/international finals. These winners will be announced and recognized on June 12 at the AAF National Conference in Dallas, Texas.



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	Position	Service Member	Relationship
Genna Billingsley	State Tax Coordinator, Fleet Registration Department, Headquarters	Joshua Billingsley	Brother
Tiffany Browning	Manager, Corporate Training, Headquarters	Thomas Duncan	Brother-in-law
JoAnn Curl	Driver Qualification Coordinator, Headquarters	Steven James Joseph Curl	Nephew Nephew
Mary Houston	Team 2 Billing/Entry Clerk, Headquarters	Larry Houston	Brother
Linda J. Kissel	Credit Analyst, Headquarters	James Langelotti	Son-in-law
Christa McCraw	Credit and Collections, Headquarters	Tom E. Evans	Fiancé
Michelle Morris	Coordinator SP OPS, Headquarters	Nick Farris	Brother
Bonnie Sabo	Web Programmer, Headquarters	Michael Hannah Rick Hill Jay Hill	Nephew Nephew Nephew
Mike Wathen	IT, Mainframe Development, Headquarters	Scott Wathen	Son
Christie A. Willitt	Maintenance, Headquarters Headquarters	Joseph E. Willitt	Son
Sheila J. Adams	Executive Account Manager/Sales, Ace Relocation Systems, Inc. (75)	Todd Anderson	Son-in-law
Roger Babbitt	President, NMS Moving Systems, Inc. (1533)	Kevin Lacy	Brother-in-law
Steve Bailey	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)	William B. Bailey	Son
Susan Gurganus	On Site Coordinator at Americorp Relocation Ace Relocation Systems, Inc. (66)	Bryce Gurganus	Son
Hazel Powell Hill	Sales Representative, Ace Relocation Systems (1406)	J. Keith Powell	Grandson
Mary Johannes	Sales, Reads Moving Systems of Florida, Inc. (1724)	Kirk Linder James Hobby III	Nephew Step-son
Brad Keller	Residential Sales, Ace Relocation Systems (75)	Bradford Keller	Son
Theresa Lillico	Sales Coordinator, Ace Relocation Systems, Inc. (43)	Bob Lillico	Husband
Greg Martens	Relocation Coordinator, Ace Relocation Systems (64)	Michael Martens	Son
Jack Mier	Driver, Imlach Movers (1130)	Jack A. Mier	Son
Robert (Bob) Moffett	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)	Keith Moffett Kevin Moffett Rodney Moffett Robert Moffett	Son Son Son Son
Mike Quigley	Ace Relocation Systems, Inc. (75)	Robert Lee Warren	Cousin
Theresa Russell	Bookkeeper, Roush Moving & Storage, Inc. (1773)	Justin Mayer Steven Washechek	Step-brother Brother
Joe Singleton	President, Able Moving & Storage, Inc. (285)	Don Gallo	Brother-in-law
Lauren Stopyra	Accounting Department, Reads Moving Systems, Inc. (1711)	John P. Pichardo	Son-in-law
Ronnette Synovec	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)	Richard Synovec	Husband
Cassandra Twist	Revenue Accounting, Ace Relocation Systems (75)	Vigil Leonard	Cousin

The above names are the individuals that have been brought to our attention. Please e-mail any additions to Kristen Burnett at kriburn@atlasworldgroup.com. The *Amplifier* will repeat this show of appreciation in the next issue.

Promotions and New Hires

Barbara Cox

Named as Director of Marketing Communications



Barbara Cox

Barbara Cox has been appointed to the newly created position of Director, Marketing Communications. In this new role, Barbara will be responsible for directing all aspects of the Marketing and Corporate Communications Department. Her responsibilities will include, but are not limited to, overseeing the production of corporate publications, implementing new marketing and public relations strategies, assisting with the RFP program, as well as coordinating efforts to unify the Atlas brand among all Atlas World Group companies. Barbara has served as the Director of Marketing Services for Planes Incorporated, an agency of United Van Lines, and as the Marketing Coordinator for OKI Regional Council of Governments, among others. She brings with her 12 years of experience in the relocation industry.

A native of Ft. Mitchell, KY, Barbara studied marketing at the University of Cincinnati in Cincinnati, OH where she earned her bachelor's degree.

Suzan North

Named as Director, Agency Recruitment, Agency Services



Suzan North

Suzan North has been named Director, Agency Recruitment, Agency Services. Suzan's new responsibilities include agency recruitment and training for the Central United States.

Suzan joined Atlas in 1999 as a Controller for the Customer Service Department.

Residing in Evansville, IN, Suzan studied Economics at Bryn Mawr College in Bryn Mawr, PA where she earned her bachelor's degree. In 1998, she earned her master's degree at the University of Southern Indiana. Suzan belongs to the Young Evansville Professionals Society and has been honored by the Empire Who's Who Executive and Professional Registry, Manchester and the Who's Who Among Executive and Professional Women.

Suzan is active in her community serving as a board member and treasurer for the Evansville Museum Contemporaries, as well as a board member for the Albion Fellows Bacon Center, a social service organization.

Kyle Puckett

Named as Director, Agency Recruitment, Agency Services



Kyle Puckett

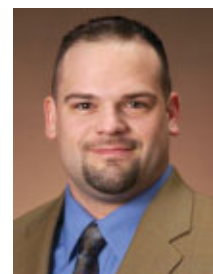
Kyle Puckett of Houston, TX has assumed the position of Director, Agency Recruitment, Agency Services. In his new role, Kyle will be responsible for recruiting dynamic sales and service-oriented agents along the Eastern Coast of the United States.

Kyle has made a career in the transportation industry where he has been responsible for areas including operations and agency development. He brings with him more than 26 years of industry experience.

A native of Pontiac, MI, Kyle attended Central Michigan University in Mt. Pleasant, MI where he studied journalism and economics. In 1983, he earned both his bachelor of arts and bachelor of science degrees.

Jason Kempf

Named as Controller, Customer Services



Jason Kempf

Atlas has named Jason Kempf Controller, Customer Services. Jason will be responsible for the day-to-day functions of this area including analyzing claims expenses and improving overall efficiency.

Prior to working at Atlas, Jason was an assistant controller and regional accounting manager in the transportation industry for six years.

A native of Evansville, IN, Jason attended the University of Southern Indiana where he earned his bachelor's degree studying accounting.

Mike Francis

Promoted to Director, NAC and Agency Services, STG



Mike Francis

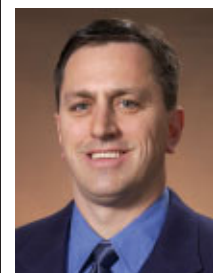
Mike Francis has been promoted to the newly created position of Director, NAC and Agency Services, Specialized Transportation Group. Mike will administer the day-to-day functions of the planning, agency dispatch, tradeshow and national account services, as well as the administration areas of the Specialized Transportation Group.

In 1985, Mike joined Atlas as a Dispatcher for the Special Products Division. In 1987, he was promoted to Planner and in 1989 he assumed the position of Manager, Special Products Western Dispatch. Following a functional realignment in the department in 1998, Mike was named Planning Manager for the entire Special Products Division.

A native of Evansville, IN, Mike studied business administration at the Indiana State University of Evansville where he earned his bachelor's degree in 1983.

Phillip Wahl

Promoted to Director, Fleet Operations, STG



Phillip Wahl

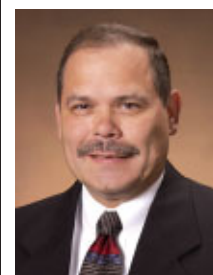
Phillip Wahl has been promoted to the newly created position of Director, Fleet Operations, Specialized Transportation Group. In his new role, Phillip will oversee all aspects related to the dispatch of the Commercial Truckload and Special Products fleets. His responsibilities include fleet reporting, operating ratios, claims, and driver performance.

Phillip joined Atlas in 1989 as a Coordinator for the Special Products Division. In 1995, he was promoted to Manager and named Business Analyst of Agency System Design until his promotion to Operations Manager for the Special Products Division in 1998.

A native of Dale, IN, Phillip attended Wabash Valley Community College in Mt. Carmel, IL where he earned his associate's degree. In 1989, he earned his bachelor's degree in business administration at the University at Edwardsville in Edwardsville, IL.

Paul Young

Promoted to Director, Logistics Services, STG



Paul Young

Paul Young has been promoted to the newly created position of Director, Logistics Services, Specialized Transportation Group. Paul will oversee the day-to-day functions of the asset management, corporate resources, recruiting, and brokerage areas for the Specialized Transportation Group.

Paul joined Atlas in 1987 as Manager, Fleet Administration, Special Products Division and was promoted to Director, Commercial Truckload Division in 1999.

Prior to joining Atlas, Paul had ten years of experience in the transportation industry.

A native of Harvard, IL, Paul attended Western Kentucky University and is a veteran of the U.S. Army.

Tracks

Atlas Service is Appreciated

RE: Reggie Fortenberry Northlake Moving & Storage, Inc. (1535) Covington, LA

I would like to thank one of your drivers for his assistance a few weeks ago. I had a flat tire on a mountain pass in very rural Montana. Your driver, Reggie Fortenberry, stopped and helped me change my tire after many, many cars passed. I was by myself and was very appreciative of his help. It was very kind of him. He wouldn't take any money. I just wanted you to know what a fine employee you have. Please extend my thanks again to Reggie.

Sincerely,
Gilene Berkrain

RE: William Ashley Dedicated Transport Service, Inc. (228) Kennesaw, GA

I just wanted to write a note to inform you of what a wonderful, pleasant experience we had with our move. William Ashley was our driver and I cannot say enough about his excellent service. On the evening before our delivery was scheduled, North Carolina received 12-15 inches of snow. Despite the horrible weather conditions, William delivered our furniture on time. He ensured that all the carpet walk areas were covered to ensure minimal tracking of dirt and snow into the house. William went above and beyond to take care of our family, our furniture and belongings. Everything arrived and we had no damage.

Our family wants to extend our thanks to Atlas and especially William Ashley. Great job!

Sincerely,
Sharon Jennings

RE: Frank Kawalski Alexander's Mobility Services (208) Hayward, CA

I am writing this letter of commendation for the outstanding services provided by Mr. Frank Kawalski during our move.

We have used your company's services for four of our moves over the last ten years. Frank has accomplished three of the four. As a result of my position with various corporations, including my current one, I decide what moving company handles the company's relocation business. Your

I will recommend
Frank's services to
our executives
conducting moves.

company will get additional business, as I will recommend Frank's services to our executives conducting moves. I can honestly tell you that Frank is the reason we use Alexander's. He is terrific!

Best Regards,
Edwin J. Holman

RE: Pete Jelinek Commercial Truckload Division (9705) Evansville, IN

Our driver, Pete Jelinek, was awesome! He was punctual, very helpful and took the initiative to get things done and made our training event a huge success.

He even drove around our site and gathered extra links to help with one of the demonstrations.

He was punctual,
very helpful and
took the initiative
to get things done...

Our facilitators were great too. Everyone was very positive and encouraged participation. It was a pleasure to work with these folks. Hopefully we will see them again next year.

Sincerely,
Layna Clester
Powered Lawn and Garden Training
Sears, Roebuck and Co.

RE: Larry Schilder and Bill Elesh A-1 Moving & Storage (87) Jupiter, FL

Your company recently moved my household goods to North Carolina and I wish to thank you for the courtesy and efficiency with which it was handled. It should also be mentioned that your charge for this service was most reasonable.

They were both very helpful, capable, and pleasure to deal with.

Special words of praise go to Larry Schilder, your relocation specialist, and Bill Elesh, who drove the van and supervised the loading and unloading. They were both very helpful, capable, and pleasure to deal with.

I selected your company after receiving proposals and estimates from three other companies in the area and am entirely satisfied with my choice.

Sincerely,
Alice W. O'Connor

RE: Bob Castrovillari and Tony Cantelmo Crofutt & Smith Moving & Storage (646) Landing, NJ

I had lived in the same home for 25 years, and I was not looking forward to this move. However, the team that moved us was absolutely great and accommodating. They said they would treat this as if it were their own move and they did.

Thank you so much Bob, for making a possible daunting experience become a successful venture. Please convey our appreciation to those fine workers as well!

You can count on us to encourage anyone we know to use your moving company when they have need of such services.

**Most sincerely,
Bonnie & Jim LaMastus**

RE: Jason Rumbolt AMJ Campbell Van Lines (8831) Mississauga, ON

I recently moved from Ontario to Florida using AMJ Campbell/Atlas Van Lines and wish to express my sincere appreciation to the employees involved for their professional and courteous service.

Jason Rombolt and his team are to be commended for the prompt

and courteous service they provided during this move. They truly are professionals and

are a credit to AMJ Campbell/Atlas Van Lines.

It was a pleasure to deal with AMJ Campbell/Atlas Van Lines.

**Yours truly,
John J. Hogan**

RE: Enrique Lozano Atlantic Relocation Systems (1021) Houston, TX

I would like to share with you my sincere appreciation for the professionalism that your crew showed during my move from Ohio to Texas. The driver, Enrique Lozano, and his team

They showed up everyday on time and worked eagerly and safely throughout the day.

packed and loaded my belongings. During this time, these days were not just your average winter days; they were days of extreme cold and windy conditions. Not once did they complain and they were always very polite and courteous and very helpful to my wife and myself. They showed up everyday on time and worked eagerly and safely throughout the day. Finally, having dealt with other movers in the past, I feel that you should be made aware of these individuals and commend them for their courteous service that they provided me and my family.

**Thank you,
Edward J. Dennis
Marathon Oil Company**

RE: Kent Mericle Action Moving Services, Inc. (238) Burnsville, MN

We recently moved from Iowa to Florida. Kent Mericle handled the move from pick up to delivery. Kent was a complete professional and created a move for us that was excellent from beginning to end. Everything arrived in perfect condition and we could not be more pleased with the whole operation.

Thank you Atlas and Action Moving but, most particularly, Kent Mericle.

**Sincerely,
Phil & Sandra Broderson**

The team that moved us was absolutely great and accommodating.

I would like to thank you for sending the wonderful team of Bob Castrovillari and Tony Cantelmo. I don't think we could have asked for a better move. They

took all the worries away and our household arrived intact, including all the antiques.

Please forward this to the appropriate personnel. Thanks again for all the support at your end.

**Sincerely,
Janice A. Harrison**

They truly are professionals...

RE: Bob Shetler and Mike Wilson Shetler Moving & Storage, Inc. (1830) Evansville, IN

I'm terribly tardy in sending my thanks, but please know it is nonetheless sincere. You and the three young men who packed and moved us were outstanding! From the initial visit you made to our house to give us your estimate, to the last piece of furniture brought into our temporary home, the move was handled professionally. We were quite impressed with the courtesy, carefulness, friendliness and genuine desire to treat our move as if it was your most important job.

50 years of service.

The Atlas Amplifier



The *Atlas Amplifier* has been serving the Atlas family as the primary print channel of communication since 1954. Over the years, the appearance of the magazine has changed. But the commitment to bring timely news and features is stronger than ever. Today, the *Amplifier* is published twice a year in print and circulated to nearly 7000 Atlas associates, agents, and customers.

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www.atlasworldgroup.com/amplifier

June 2004

27-30 56th Annual SHRM Conference & Exposition – Ernest N. Morial Convention Center, New Orleans, LA

July 2004

- 1 Canada Day – Canada Offices Closed
- 5 Independence Day observed – US and AVLI Offices Closed
- 12-15 TSEA's TS 2 The Trade Show about Trade Shows – McCormick Place, Chicago, IL
- 21-22 AWG Board of Directors Meeting

August 2004

- 2 Civic Holiday (Canada) – Canada Offices Closed
- 31 Heavy Vehicle Use Tax Due

September 2004

- 6 Labor Day – US and AVLI Offices Closed
- 6 Labour Day (Canada) – Canada Offices Closed
- 14 AWG Board of Directors Meeting
- 15 AWG Stockholder's Meeting
- 21 ROAD Day 17

October 2004

- 4-6 Sales Training – Atlas Academy, Evansville, IN
- 13 Atlas Canada Fall Board of Directors Meeting – Toronto, ON
- 13-16 Atlas Canada National Convention – Toronto, ON**
- 15 Vehicle Inspections Due
- 17-19 International Relocation Seminar – La Jolla, CA**
- 18-20 Management Training – Atlas Academy, Evansville, IN

November 2004

- 1-3 Customer Service Training – Atlas Academy, Evansville, IN
- 3-5 AtlasNet Training – Atlas Academy, Evansville, IN
- 9 AWG Board of Directors Meeting
- 10-14 57th Annual Atlas Convention – LaQuinta Resort & Club, LaQuinta, CA**
- 25 Thanksgiving Day – US and AVLI Offices Closed
- 26 Thanksgiving Holiday – US and AVLI Offices Closed

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