



The Magazine of Atlas World Group

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

# Amplifier

Volume 54 Winter 2006



Atlas  
**revs up**  
 a premium  
 household goods  
 delivery option.

See **page 2** inside for details.





## Chairman's Message

"Business shifts...it shrinks, it grows, and it changes. It has to. Business becomes what it must to prosper and, at times, to survive."

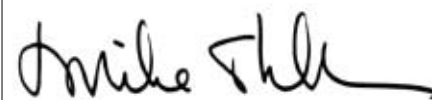
I found these words recently in a document that crossed my desk. They strike me as an appropriate point of reflection today for we who share the Atlas experience. We know the world is changing. The industry is changing. Customer expectations are changing.

And so is Atlas.

For example, we initiated a major change with our investment in tracking technology for our trailers, giving customers an added assurance of security. Now we are introducing another bold change with Accel,<sup>™</sup> an expedited transit option for smaller shipments of household goods.

We are also bringing forward a new identity: BDS Worldwide<sup>®</sup> is becoming Titan<sup>™</sup> Global Distribution to reflect an image consistent with its stature as an Atlas World Group company. And the promotion of Glen Dunkerson to President of Atlas Van Lines is an important change that brings new ideas and vision to our company's leadership.

Without a willingness to embrace change, any organization runs the risk of complacency. I believe Atlas has been successful in large measure because we have been unafraid to think and act in new ways. This flexibility will continue to serve us well as we deal with shifts the future inevitably holds.



Mike Shaffer  
Chairman & CEO  
Atlas World Group, Inc.



integrity | quality | solutions



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For more information on Atlas and our services, visit [atlasworldgroup.com](http://atlasworldgroup.com) on the Internet.





Atlas revs up a premium delivery option for shipments of household goods.

# New and Faster

An executive based in Los Angeles takes an assignment in New York City. She needs to relocate immediately to fill a temporary, critical role. Even though the possessions she plans to ship weigh only 3,000 pounds, she finds it will take three weeks or longer for them to be delivered.

There are many variations on this scenario. All of them involve a customer who needs to transport belongings quickly. Until recently, these customers have had little choice but to rely on the traditional delivery channel. But that is rapidly changing.

## Atlas Introduces Accel™

During the summer of 2006, Atlas began testing Accel™, a premium service option for expedited delivery. As the name implies, the essence of Accel is speed.

“Our customers told us they wanted a faster delivery option,” says Atlas Sr. Vice President and Chief

Marketing Officer Greg Hoover. “So we developed a solution that responds to their request...a swift and practical alternative to the traditional transportation pipeline.”

A standardized shipping container provides the critical piece in the Accel solution. The specially designed unit features a 270 cu. ft. capacity. Its strong polymer construction gives it a maximum rating of 3600 pounds. The weight when loaded is typically around 1400 pounds. “However,” says Greg, “it’s important to note that this is not a weight-based model in terms of pricing – it’s a flat ‘per container’ fee.”

“The container is also lockable and comes with GPS tracking,” says Greg, “providing added measures of confidence for the customer.”

The Accel container measures 7.5’ long x 6.0’ wide x 8.0’ high—a size that accommodates most household furnishings. For items over 88 inches long, such as large sofas, customers



*If you had something this fast, you’d paint it like this too.*

**“OUR CUSTOMERS TOLD US THEY WANTED A FASTER DELIVERY OPTION. SO WE DEVELOPED A SOLUTION THAT RESPONDS TO THEIR REQUEST.”**

GREG HOOVER  
SENIOR VP AND CMO  
ATLAS WORLD GROUP

*Of course, the containers in the Accel™ program don’t look as depicted above. But they should. That’s because this new premium expedited service from Atlas delivers the most reliably fast service in the business. The actual containers that Accel relies upon are standardized shipping units with a 270 cu. ft. capacity rated for 3600 pounds. The containers are lockable and come with GPS hardware installed to ensure security of contents during transit and storage.*







Serving Customers in Major Metro Areas.

Accel currently offers door-to-door service in 16 of the nation's largest cities. Plans call for expanding service to include 41 major metropolitan areas across the U.S. over the next 12-24 months.

# Orchestrating an Intricate Dance

## Atlas Brings Customers Service Efficiency

On any given day, a visit to the dispatch area at Atlas headquarters will find a group of professionals choreographing an intricate dance. Their job: to bring efficiency to the movement of shipments with vastly different sizes, weights, origins and destinations. Traffic is heavier on some days than on others. And the challenge is always greatest during the summer months.

"We strive to operate as efficiently as possible to serve the interests of every customer," says Dennie Lynn, Senior Vice President of Transportation, Atlas Van Lines. "Matching our customers' shipments to available equipment is like putting together a big puzzle while the sizes and shapes of the pieces keep changing."

A fully loaded tractor-trailer typically carries around 25,000 pounds. The average household goods shipment weighs about 8,000 to 10,000 pounds, although smaller shipments can weigh as little as 2,000 to 3,000 pounds.

"Larger shipments tend to take precedence, simply because they maximize the volume the system can handle," says Dennie. "Conversely, smaller shipments can take longer—not because they are any less important, but because their size makes them more challenging to fit into the overall puzzle."

Seen another way, the distribution system is somewhat like a restaurant with a waiting list. You would expect a party of two to be seated before a party of six. But, depending on the sizes of available tables, that isn't always the case. Like the conscientious restaurateur, Atlas has to manage its capacity to provide the best overall service for every customer.

### Accel™ offers a new solution

During each of the last two years, the puzzle has become a little more challenging with the largest volumes Atlas has ever handled. However, with the introduction of Accel™, Atlas now brings customers a premium service option that dramatically reduces transit time.

"Obviously, there is a correlation between speed and cost," says Dennie. "Accel won't—nor can it—replace the traditional service model, which works well for the vast majority of customers."

While Accel is not an answer to the dispatch puzzle, it may bring a modicum of relief. By giving customers another choice, Accel takes a little pressure off the system.

"Smaller shipments will probably always present a challenge for the van line infrastructure," says Dennie. "But Accel offers a workable option for those who want to consider a premium service."



may request optional crating at an additional cost.

Greg explains that Accel is typically best suited for customers with smaller shipments, usually under 5000 pounds.

"Now, for an additional cost, anyone can dramatically reduce the time between when their goods are picked up and when they are delivered."

### A Partnership Built on Atlas Quality

"A primary challenge in bringing this idea to life was the need for a partnership with the right transportation provider," says Atlas World Group Vice Chairman, President and COO Jim Stamm. "We knew we could proceed only if our partners were committed to integrity, quality and solutions—hallmarks of the Atlas brand."

Atlas developed a short list of potential container partners in commercial transit. At the head

of that list was Smart Move, a containerized transit company based in Denver.

"This partnership dovetails nicely with our agency service network," says Greg. "It expands our capability with an alternate capacity outside our traditional interstate network and enables us to leverage our agency strengths for packing and loading. This reassures our customers of the quality they expect from Atlas."

### A Unique Value Proposition

As you would expect, Accel carries a premium price for service. But it brings added value that can produce significant savings for customers by drastically cutting temporary living expenses.

"It's not unusual for a couple, for example, to incur costs of \$300 or more a day for lodging and food," says Greg. "So if a customer cuts ten days of expense that can amount to over

\$3000 dollars. In other words, the sooner a family can settle into the new home, the less their total temporary living expense will be."

To make it easy to evaluate the potential for savings in any given situation, Atlas is developing an automated pricing model that customers can access on the Atlas web site. By entering basic information on what they wish to transport and their destination, customers will get an instant answer on the cost and timing for their shipment.

"Obviously, there is a correlation between enhanced service and price," says Jim. "The savings vary for people in different situations. Accel is not designed to replace the traditional service model and its economies. Rather, it's one more option that can help people relocate in a way that works best for them." ■

**"ACCEL IS ONE MORE OPTION THAT CAN HELP PEOPLE RELOCATE IN A WAY THAT WORKS BEST FOR THEM."**

JIM STAMM  
VICE CHAIRMAN,  
PRESIDENT AND COO  
ATLAS WORLD GROUP



# Leaders Of The Pack.

**These agents are forerunners on the road to excellence.**

The standards get tougher every year. Which is why the Milton M. Hill Quality Award is undeniable proof of an Atlas agent's commitment to excellence.

This year, Atlas is pleased to recognize 43 agents who have hit this amazing point of excellence. Their achievement puts them in a class all their own. They are the "leaders of the pack" in Atlas quality. They truly represent the **integrity, quality and solutions** that put the Atlas brand among the most respected in the industry and the most valued by customers. ■



## 2005-2006 MILTON M. HILL QUALITY AWARD WINNERS

### MILTON M. HILL QUALITY AWARD WINNERS MUST MEET THE FOLLOWING:

#### 1. Superior Warehouse Rating.

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

#### 2. Hauling Excellence Award.

The criteria for this award include, among other things, customer satisfaction with the van operator and a minimum of \$750,000 in hauling revenue.

#### 3. World Class Commitment.

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

#### 4. Shipment Involvement.

Agents must participate in a minimum of 175 shipments to be eligible for the award.

*A. Walecka & Son, Inc. (155)*  
West Wareham, MA

*A-1 Metro Movers – Omaha (251)*  
Omaha, NE

*Ace Relocation Systems, Inc. (8)*  
Orlando, FL

*Ace Relocation Systems, Inc. (15)*  
Jessup, MD

*Ace Relocation Systems, Inc. (25)*  
Long Beach, CA

*Ace Relocation Systems, Inc. (43)*  
Kent, WA

*Ace Relocation Systems, Inc. (62)*  
San Diego, CA

*Ace Relocation Systems, Inc. (75)*  
San Jose, CA

*Action Moving Services, Inc. (238)*  
Burnsville, MN

*Advance Relocation Systems (59)*  
Baltimore, MD

*Alexander's Mobility Services (207)*  
Tustin, CA

*Alexander's Mobility Services (208)*  
Hayward, CA

*Alexander's Mobility Services (210)*  
Portland, OR

*Alexander's Mobility Services (214)*  
Baltimore, MD

*Alexander's Mobility Services (215)*  
Bloomington, MN

*Alexander's Mobility Services (216)*  
San Diego, CA

*Alexander's Mobility Services (217)*  
Nashville, TN

*Alexander's Mobility Services (218)*  
Garland, TX

*Atlantic Relocation Systems (1021)*  
Houston, TX

*Bean Moving and Storage, Inc. (385)*  
Hattiesburg, MS

*Bekins Northwest (2502)*  
Tacoma, WA

*Celina Moving and Storage, Inc. (592)*  
Celina, OH

*Collins Brothers Moving Corporation (547)*  
Larchmont, NY

*Croft & Smith Moving & Storage (646)*  
Landing, NJ

*DMS Moving Systems, Inc. (800)*  
Canton, MI

*Golden Van Lines, Inc. (991)*  
Longmont, CO

*Home Moving & Storage Co., Inc. (1111)*  
Columbus, OH

*Imlach & Collins Brothers, LLC (1132)*  
Irving, TX

*Imlach Movers of Ft. Wayne LLC (1131)*  
Ft. Wayne, IN

*Imlach Movers of San Antonio, LLC (1136)*  
San Antonio, TX

*Imlach Movers, Inc. (1130)*  
Trenton, MI

*Mabey's Moving & Storage, Inc. (1415)*  
Rensselaer, NY

*McCormack-Payton Storage & Moving Company, Inc. (1380)*  
Grandview, MO

*Nelson Westerberg of Illinois, Inc. (1505)*  
Elk Grove Village, IL

*NMS Moving Systems, Inc. (2015)*  
Oxnard, CA

*Paxton Van Lines, Inc. (1610)*  
Springfield, VA

*Paxton Van Lines, Inc. (1611)*  
Sandston, VA

*Powell Relocation Group (1657)*  
Grand Rapids, MI

*Reads Moving Systems of Florida, Inc. (1724)*  
Jacksonville, FL

*Walker Transfer, Inc. (2114)*  
Kenova, WV

*Weleski Transfer, Inc. (2151)*  
Tarentum, PA

*Winter Moving and Storage, Inc. (1077)*  
Bentonville, AR

*Wm. Duggan Co., Inc. (2189)*  
Walpole, MA



Watch For Your Invitation In Early 2007

# The Forum Turns



Sure To Be Next Year's Most Talked About

Industry Event!

## Windy City to Host Anniversary Event

Come April, Chicago is in for a big celebration when Atlas convenes the 40th Forum on Moving. The signature Atlas event began in 1968 as an experiment in open dialogue with traffic managers. Over four decades it has evolved into a highly anticipated annual gathering that brings together Atlas Agents and their guests from all parts of the relocation industry.

As it does each year, the Forum gives attendees the chance to discuss the issues that affect them, share challenges and successes, and explore ways to enhance service delivery and business performance. Surveys show that attendees consider networking opportunities one of the Forum's most valuable benefits.

Top-tier speakers highlight every Forum, challenging their audience to think in new ways. In 2007, Atlas will welcome Pat Head Summit to the dais. Pat coaches the University of Tennessee Lady Volunteer basketball team and is the winningest coach in the history of NCAA basketball, with 913 victories in 32 seasons.

Pat joins a long and distinguished roll of Forum guest speakers that includes Ronald Regan, Ralph Nader, Gerald Ford, Walter Cronkite, Henry Kissinger, Paul Harvey, and others.

*The Atlas Forum on Moving is open to Atlas agents and their invited guests. For more information, talk to your Atlas agent. To see highlights from last year's Forum go to [www.atlasworldgroup.com/forum](http://www.atlasworldgroup.com/forum).*



*The annual Atlas Forum on Moving is a highly anticipated industry gathering. In 2007, Atlas celebrates the 40th anniversary of its signature event on April 19 and 20 at the Marriott Chicago Downtown.*



*Forum 40 guest speaker, Pat Head Summit, is coach of the UT Lady Vols and the winningest coach in NCAA basketball history.*





# What's soft and furry and stole the show at SHRM?

If you guessed “the puppy,” you’re right. The lovable Atlas icon, in the form of a plush toy, took center stage for Atlas at the SHRM 2006 Conference & Exposition in Washington D.C. during the last week in June.

“The puppy is central to our message that Atlas is a best friend for relocation,” says Atlas Director of Marketing Communications Barbara Cox. “The SHRM expo provided an ideal opportunity to reinforce this message and create impressions that lead to conversions on behalf of our agents.”

The numbers indicate how successfully this tactic played out. The Atlas exhibit hosted a nonstop stream of guests eager for a chance to win a replica of the industry’s most recognizable mascot. Guests took plastic-wrapped cookies from doggie biscuit jars and drew game pieces from silver dog dishes (350 lucky winners each took home a plush puppy). All the while, the Atlas sales team educated visitors on the differences that set Atlas apart – such as labor certification and trailer tracking. In the process, sales people collected approximately 2000 names of corporate prospects.

## The stuff of a successful promotion

To develop a quality toy, Atlas marketers partnered with Gund®, America’s leading maker of soft toys since 1898.

“The Gund designers used our photo file to create a toy that captures the essence of our puppy,” says Barbara. “To make sure it creates effective impressions we gave it distinctive branding touches, including a blue collar and a ‘flying A’ dog tag.” There’s even a tag on the bottom that identifies the Atlas pedigree. Gund agreed to partner with Atlas on this venture because of Atlas’ strong brand recognition and reputation as a quality service provider.

## Another layer in a coordinated marketing push.

Atlas reinforced the “best friend” theme with music at the ERC Global Workforce Symposium held October 11-13 in Dallas. The event afforded opportunities to share news

*Atlas introduced Sniffer in 2003 to illustrate a commitment to exceptional, personal service for every member of the family, “even the puppy.” Today, customers recognize the puppy as a friendly reminder of the warmth associated with the Atlas brand.*



about Atlas’ services with corporate relocation professionals.

“Just as consistency is important for service delivery, continuity is essential for marketing messages,” says Sr. Vice President and Chief Marketing Officer Greg Hoover. “We measure the bottom line in terms of the quality impressions we can create and the new customers we reach. On these counts, the SHRM and ERC shows were a success for Atlas.”





# TRANSPORTING "FROM ABRAHAM TO JESUS"



Leather sandal, Roman Period

## Atlas STG In Sync with Exhibit of Sacred Items

It's billed as the largest touring exhibit of sacred text and artifacts in history. Atlas STG is providing the logistics services.

On September 15, 2006 the American public got its first look at an awe-inspiring collection of religious items when "From Abraham to Jesus" opened at AmericasMart in Atlanta.

The exhibit offers a rare look at some of the most treasured antiquities of the Judeo-Christian tradition, taking viewers through 2500 years of Biblical history. Among the more than 340 artifacts on display are the Isaiah Scroll (a Dead Sea Scroll, pre-dating the birth of Christ) and the ossuary of Simon the Cyrene (a box containing relics believed to be those of the man who helped Jesus carry the cross).

Six firms collaborated to bring the exhibit to North America. Way Makers, a Missouri-based organization that presents the bible in creative formats, manages the tour.

"Over about two-and-a-half years, the exhibit will travel to 28 cities across North America," says John Wade, Way Makers' Director of Marketing. "It concludes in December 2008 at the Meadowlands in Secaucus, New Jersey."

Programa 1 Design Studio in Israel crafted the 30,000 sq. ft. exhibit, which took over three years to complete. The design firm shipped it by sea to the U.S. and Way Makers is handling logistics from installation to dismantling for the rest of the tour. Atlas STG brings the air-ride equipment and experienced professional van operators to ensure smooth transit between each venue.

"For each leg, we're providing 12 trucks and coordinating them to make the loading and unloading as efficient as possible for our customer," says Mark Haller, Atlas STG Director of Sales Support.

Atlas brought corporate and agency personnel together to satisfy all of Way Makers' logistics requirements. The STG team studied the customer's needs and crafted a solution that offered a range of pricing and service options.

"We considered many factors in choosing a transportation provider," says Stan Kellner, Way Makers' General Manager. "Among other things, we knew from Atlas' experience that it understands the unique nature of transporting artifacts. We've been impressed with the Atlas people... we're starting off together on a good foot." ■

"From Abraham to Jesus" features over 340 priceless artifacts dating from the time of Abraham to Jesus of Nazareth and the birth of Christianity. The multimedia-enhanced exhibit incorporates 3-D video footage shot in the Holy Land. Visitors can expect to spend from 90 to 120 minutes to walk through the exhibit.



Copper javelin head, Bronze Age



Zoomorphic pottery, Bronze Age



Incense shovel, Roman Period



Pottery, Persian-Hellenistic Period



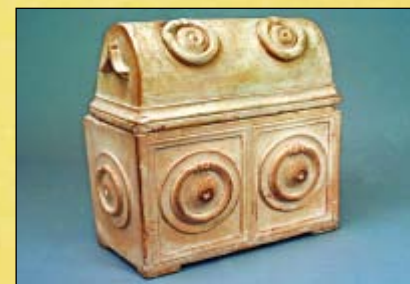
Bronze coin of Mattathias Antigonus, predecessor to Herod the Great



Scarab seal, Bronze Age



Replica of the Mesha Stele (Moabite Stone)



Stone ossuary, Roman Period

All photos courtesy of Hebrew University of Jerusalem Institute of Archaeology.





Titan Global Distribution



# Enter the Titan



*Titan Global Distribution now identifies the Atlas subsidiary formerly known as BDS Worldwide. The name "Titan" shares the same mythological roots as "Atlas," a Titan known for great physical strength. The new logo brings the company's graphic identity into harmony with Atlas and completes the transition to a corporate image consistent with Atlas World Group.*

## BDS Worldwide to Become Titan

There's a new name coming to Atlas World Group. It's a name that evokes the kind of strength you would associate with any family member that shares the Atlas identity.

Effective December 1, 2006, BDS Worldwide will become Titan Global Distribution. "The name reflects our aggressive move to become a provider of logistic and transportation solutions on an international scale," says Titan President and COO Dan Kelly.

BDS Worldwide acquired the assets and business of another firm in February 2004.

Since then, the subsidiary has secured its footing in a specialized niche, providing transit, installation, and warehousing for some of the world's most prestigious brands in retail, food service and hospitality.

"The subsidiary has demonstrated its ability to perform profitably and with a dedication to Atlas values of integrity, quality and solutions," says Atlas World Group Vice Chairman, President and COO Jim Stamm. "This christening completes the transition to an identity that is consistent with the image of Atlas World Group."

## Global Distribution

In concert with the identity change, Titan will relocate its headquarters to new offices in the St. Louis area.

"As we begin to operate with a new identity and make the move to new offices, we intend to keep our focus on excellent service," says Dan. "Just as the name 'Titan' suggests, we want our customers to know that our commitment to them is stronger than ever." ■

## A Display of Efficiency

### BDS Worldwide and Atlas STG Bring Teamwork to Benjamin Moore.

Aunt Gertrude is a lovely lady. But sometimes she has trouble making up her mind. Take, for example, the time she went through five gallons of paint before she finally decided on the color that would look best with her cherry cabinets and mauve curtains.

Thanks to Benjamin Moore & Co., fussy decorators like Aunt Gertrude now have a common-sense tool to help them choose colors. The color sample display lets them try a color on for size before they commit to painting an entire room. And thanks to collaboration among Design Display Group, BDS Worldwide and Atlas STG, these displays are showing up in locations across the country.

"BDS and Atlas began working on this project for Benjamin Moore in May of 2004," says BDS Special Projects Manager Wilda Poehler. "In February of 2005 we teamed with Design Display Group. All told, BDS and Atlas have set more than 2800 units in place."

STG National Account Supervisor Darlene Duff says the BDS - Atlas partnership makes for efficient service.

"BDS sends us the orders with the information we need to register, coordinate and deliver," says Darlene. "We deliver anywhere in the U.S. within two weeks; our operators unpack the units and set them in place."

BDS Sales Manager Mark Sesti believes the cooperative approach brought efficiency to the project right from the start.



*Benjamin Moore color displays enable customers to "try on" a color before they paint an entire room. Atlas STG and BDS Worldwide are working together to deliver and install these displays in retail locations across the U.S.*

**Continues On Next Page** ▶



▶ *Continued From Previous Page*



"STG Vice President of Sales David Coulter and I met with representatives from Design Display Group and the marketing team of Benjamin Moore to gain a clear understanding of their expectations," says Mark. "We took the findings from that meeting to develop a solution using our combined strengths. Everyone involved with the project has benefited from this collaboration."

Design Display Group is a leader in merchandising design and display branding. Benjamin Moore & Co. is a leading U.S. manufacturer of premium quality residential, commercial and industrial maintenance coatings.

## Back To Life

**As the city of New Orleans returns to life, one of its most famous hotels undergoes a massive effort to restore its elegant luster.**

The world-renowned Fairmont Hotel on the outskirts of the French Quarter is the oldest hotel in New Orleans, dating to 1893 when it opened as the Grunewald. It is said to have housed the country's first night club, The Cave, a subterranean supper club that featured waterfalls, stalactites, and chorus girls dancing to Dixieland jazz. The name was later changed to The Roosevelt in honor of Theodore Roosevelt. It became known as the Fairmont New Orleans in 1965.

Ever since the city's fateful encounter with Katrina, the Fairmont New Orleans has been vacant. But its return to magnificence is on the horizon, and BDS Worldwide is playing a key role in the massive effort.

"It's amazing to see the difference that a relatively short distance made in the water levels downtown," says BDS Director of Installation Bill Dickerson.

Bill says that just twelve blocks west of the hotel's location at Baronne and Canal Streets, buildings were

relatively unscathed. But The Fairmont suffered severe damage when water submerged electrical and HVAC systems beneath the building.

"We began work on July 5 to gut the building," says Bill. "We emptied its 701 rooms of casework, artwork, and mirrors. Anything covered with fabric was a loss."

A 15-person BDS crew worked for 8 weeks, shuttling three trailer loads a night, or 120 total loads, to storage. They filled 52,000 square feet of a fully air-conditioned warehouse. Inside the warehouse, restoration experts perform the necessary cleaning and refinishing to make the elegant wood furnishings and fixtures ready.

The time frame for delivery and installation is uncertain, Bill says, pending decisions by building code authorities.

"Right now we are crating and organizing the pieces, and we'll be ready when the building is ready," says Bill. "We'll work from the top down in 150-room lots... we have an extremely efficient plan."



*The Fairmont Hotel in New Orleans is the city's oldest hotel. It was rendered uninhabitable by Katrina. BDS Worldwide is working on the restoration team to ready the stately property for occupancy again.*

# Atlas Earns Distinction for Technology

It's billed as "an awards show where an entire state wins." On May 19, at the Indiana Roof Ballroom in downtown Indianapolis, the Techpoint Mira Awards lauded Atlas World Group as a "finalist" for technology achievements during 2005. The annual event celebrates organizations and individuals who make significant contributions to technology in Indiana; Atlas earned distinction among Indiana companies engaged in transportation, distribution and logistics.

"This is a great acknowledgement of Atlas' efforts to stay on the leading edge of the technology curve in the relocation industry," says Atlas Chief Technology Officer Richard Arneson.

## A Year of Significant Advances

Atlas pioneered three important technology initiatives last year. To enhance the security and well-being of customers, the company led the industry with a program of background checks for permanent and temporary laborers. Using an intranet interface with a third-party firm, Atlas agents can now ascertain quickly whether potential helpers meet corporate eligibility standards.

Likewise, Atlas became the first household goods carrier to implement trailer tracking. The system enables customers to know the precise location of their belongings throughout a move. While many carriers offer a tracking service, Atlas is the first to invest in a system that tracks the trailer itself – the equipment that actually carries the goods.

And Atlas World Group subsidiary Red Ball International is the first to adapt Radio Frequency Identification (RFID) technology for the transportation of household goods.

The system allows users to track an entire shipment and enables Red Ball to increase security, improve efficiency and create peace of mind for military families relocating overseas. ■



*Techpoint – Indiana's statewide technology trade group – represents approximately 400 corporate members. The annual Techpoint Mira Awards Program recognizes individuals and companies for significant contributions to technology in Indiana. Atlas World Group has earned the distinction of "finalist" for technology achievements during 2005.*



*Atlas Director of Marketing Communications Barbara Cox accepts the Techpoint Mira Award, presented by Techpoint President & CEO Cameron Carter. The award recognizes Atlas World Group as a finalist for technology achievements during 2005.*



# ROAD Day 2006



All Seasons Moving & Storage (442)



All Seasons Moving & Storage (442)



Bekins Northwest (2504)



Ace Transfer & Storage Co. (1406)



Alexander's Mobility Services (207)



Guardian Relocation Inc. (1032)

"Speaking for the entire Atlas organization, we would like to extend our deepest appreciation for the exemplary commitment and service you have shown. Once again, thank you for your continued contribution to Atlas' success."

Sincerely,  
**Mike Shaffer**  
 Chairman and CEO  
**Jim Stamm**  
 Vice Chairman, President  
 and COO

## Road Day 19 Atlas Honors Operators in Annual Festivities

It was filled with food, fun and prizes. But most important, this year's ROAD Day gave the Atlas family an occasion to show appreciation for the folks who put heart and soul into great customer service, the Atlas Van Operators.

On September 12, Atlas agencies across North America served their honored guests an array of edible delights from light snacks to full plates. Some agencies showed appreciation with special gifts—T-shirts, free weight tickets, and even free labor for operators loading in the area.

Thanks to the support of five corporate sponsors, a random drawing awarded prizes worth approximately \$4000 to 32 lucky van operators. To celebrate participation, five agencies were randomly awarded free lunches for the entire office staff.

In addition, all Atlas Van Operators received a Maglite® spot-to-flood flashlight, courtesy of Atlas Van Lines.

### ROAD Day Prize Drawing Big Winners

- **Michael Eneff**, McCormack-Payton Storage & Moving (1380): \$1200 Gift Certificate with Atlas Travel
- **Jeffery January**, Bean Moving & Storage (385): XM satellite radio with one-year subscription
- **Christopher Vandyck**, Finkbeiner Transfer & Storage (344): TV/DVD set
- **Lesia M. Miley**, Atlantic Relocation Systems (1253); **Robert B. Frank**, California Moving Systems (533): \$200 Petro gift certificate
- **Ryan M. Magnusson**, Bekins Northwest (2502); **Ricky W. Harris**, Davenport Transfer (755): \$100 Petro gift certificate.

### These participating Atlas Agents won free lunches for their staff:

- Collins Brothers Moving & Storage (573)
- Lakeland Moving & Storage (1316)
- Willis Permian Movers (2175)
- Noffs/Atlantic Relocation Systems (1039)
- Murphy's Movers (1414)

## What the Pros Know Highlights from the 2006 King of the Road Survey

One hundred and forty-seven Atlas van operators shared their thoughts in the "mostly scientific and nearly indispensable" 2006 survey of Atlas Van Operators, conducted via U.S. mail and the Internet between February 15 and May 2. Atlas entered all participants in a drawing for an XM radio, autographed by radio personality Dave Nemo, and a one-year XM subscription. Congratulations go to winner Nick Newman with American Transportation Companies (110).



KING OF THE ROAD SURVEY

### Among the findings...

- **Laptop computer usage** made a significant jump – 47 percent say they use one on the road, contrasted with 20 percent in last year's survey
- Why do Atlas Van Operators **recommend their van line** to friends and colleagues? Income opportunity and respect lead the list, followed by advancement opportunities and home time.
- **Favorite hotel chains** are Super 8, Best Western, Motel 6 and Holiday Inn.
- **Favorite fast food** restaurants are Subway, Wendy's and KFC. However, 13 percent say they "don't eat fast food."
- Among the 43 percent who listen to **satellite radio**, XM edges out Sirius in popularity. And country stations are neck and neck in popularity with those that play classics of the 60s, 70s and 80s.
- Due to record volumes, Atlas Van Operators are finding greater **work opportunities**. Those who spend 31 or more weeks on the road rose to 71 percent this year, up from 57 percent last year. Those who spend 20 to 30 weeks on the road dropped by half, from 22 percent to 11 percent.
- You're likely to see Atlas Van Operators at **truck stops** with good food, clean facilities, and lower fuel prices. Their first choice is Petro; Flying J ranks a close second. Did you know Pilot features a great selection of video games?
- Florida and Ohio are approximately tied for the **best rest stops**; but Florida has been dropping and Ohio steadily gaining in recent years.

To read the complete survey results, go to:  
[www.atlasworldgroup.com/survey](http://www.atlasworldgroup.com/survey)

Special thanks to corporate sponsors:







# Bringing Quality Service to Canada's Far North

## Atlas Serves Underdeveloped Territory



It is extraordinary in size and beauty. It extends north and west of Hudson Bay and above the tree line to the North Pole. Its landscapes range from the flat muskeg of Kivalliq Region to the towering mountains and glacial fiords of Baffin Island.

This is Nunavut, the largest and least populous of Canada's provinces and territories. Twenty-six communities dot an expanse of nearly two million square kilometers. Goods must travel via plane or sealift. Businesses here face some of the highest operating costs in the world.

In recent years, the Nunavut Government has sought to stimulate economic growth, working with the private sector to attract investment. The effort includes the aggressive recruitment of teachers, doctors, nurses, social workers and others. New jobs are forming in mining, fishing, tourism, the arts and entertainment industries.

In 2001, the Nunavut Government selected Atlas Canada as its exclusive carrier. "We are able to bring the service they need with our President's Gold Leaf move management program," says Joanne Lavictoire, Team Leader with Atlas Canada's PGL move management services. "Since the contract took effect, we manage the relocation of 250 to 350 families for the government each year."

To prevent failed relocations, which are more likely when people experience extreme cultural and environmental changes, the PGL service team makes sure each person coming in gets the right kind of information.

"Each of the communities is a little different," says Joanne. "For example, some places don't have banks, others don't



*Nunavut's indigenous people are called "Inuit," which means "the people" in the native language Inuktitut. Inuit have been Arctic inhabitants for thousands of years.*

have taxis. We let people know what to expect so they won't suffer from culture shock."

Getting in and out of the territory is another challenge. Atlas coordinates transportation in partnership with First Air. "Most of the people we relocate, mainly teachers and nurses, are moving to an unfurnished residence," says Atlas Canada Senior Vice President of Operations Paul Leader. "To transport their furnishings requires a different approach."

Paul explains that Atlas relies on two agents who possess the skills to prepare goods for a unique air-travel scenario. "We wrap everything in corrugated stock for protection—the aircraft cannot accommodate crates, and there is no practical way to ensure the return of padding," says Paul. A small prop plane handles the final leg of flight, often landing on a gravel runway no longer than 600 feet. "If a bad storm moves in, we may have to wait three days to get a plane in," says Paul. "I tell people they should expect a six-to-eight-week wait for delivery after their goods arrive for loading at the airport."

In addition to government relocations, Atlas serves employees of NAV Canada, the country's civil air navigation

services provider, and the RCMP, the national police force. Most of these assignments last two or three years, making for an active moving cycle. The swelling volume has allowed Atlas agents in Nunavut, Arctic Express (8794) and Inukshuk Enterprises (8944), to expand their operations with additional warehouse space, equipment, and people.

"The agents and employees of Atlas Canada are proud to be a partner in Nunavut's progress," says Atlas Canada President Doug Auld. "We share a determined commitment to bring Atlas' quality services to this challenging and promising frontier." ■



*The Nunavut territory encompasses 1.9 million square kilometers of land and water, making it the fourth largest subnational entity in the world. Its landscape is almost exclusively Arctic tundra.*





Cornerstone  
Relocation Group

# What makes service great?

## CRG strategy mixes camaraderie, competitive spirit

For most of us, good service is expected and excellent service is icing on the cake. It results in the warm feeling that inspires us to leave a generous tip, tell our friends, or write a letter of appreciation.

For the transferring employee, service quality means much more than that. It affects satisfaction, well-being and productivity. Which is why Cornerstone Relocation Group follows a formula for customer service that is consistently exceptional.

From the outset, CRG establishes an environment and expectation for excellent service that guides the entire relocation process. From recruitment of experienced, service-oriented relocation counselors, to sound processes and clear communication and materials, to technology and training – service is a keystone and hallmark of CRG’s practices. Employee and client service evaluations provide feedback and critical information to ensure ongoing quality assurance at CRG.

“We let customers know at the start we look forward to their assessment of our service,” says Betsy Welch, Vice President, Client Services. “When they know there will be a chance to evaluate us and our service partners, they see we take their satisfaction seriously.”

Customers receive a survey instrument by e-mail, typically about two weeks after they have settled in. The one-page form takes only a few minutes; the customer may choose to simply indicate ratings – or elaborate as much as they wish.

CRG managers review the completed surveys, which provide critical insight for improvement. Equally important, the surveys represent an intrinsic reward to CRG counselors, who share a passion for perfection and what it represents: proof that they helped someone at a critical moment in that person’s life and with the utmost professionalism and service.

“A large percentage of customers rank our counselors with perfect scores,” says Betsy. “This is no accident. We recruit people who possess superior skills and we support them with what they need to excel!”

The different experiences of CRG counselors make up a store of knowledge that informs the entire group. “Teamwork and camaraderie typify our staff,” says Betsy. “Because of their experiences in relocation, they are a tremendous knowledge base for each other. They support one another and rely on that collaboration.”

To further a culture for great service, Cornerstone acknowledges and celebrates excellence. Feedback from clients and customers provides the basis for formal recognition with the “Debby Half-a-Sandwich” Customer Service Award, named after a client with an unusual last name and well known for her exacting service standards. The award is a custom-made half-a-tuna sandwich trophy on a silver platter and an engraved plaque. Both are proudly displayed in the lobby of Cornerstone’s offices, listing the names of those who are among the world’s finest customer service counselors.

“We recognize one person each year with this award,” says Betsy. “Because of the pride each staff member takes in their work, they actively compete to receive this award and be recognized by our company and their peers.” ■



Cornerstone Relocation Group recognizes outstanding performance among its customer service counselors with the “Debby Half-a-Sandwich,” an award named for a client with an unusual last name and exacting service standards. Counselor Lowell Wolfson is the award’s most recent recipient.



# Unlocking International Secrets

## Seven Keys to a Successful Outcome

By Pete Helgeson, Vice President, General Manager, Atlas Van Lines International

On the surface, it may seem the similarities between domestic and international relocation call for a very similar, if not the same, service approach. But crucial differences in international relocation require special sensitivity. Atlas focuses on these aspects, which are key to successful international relocation.

### 1. Punctuality is critical.

We know customers often must make special arrangements to meet, taking time away from work or other commitments. We respect their schedules by living up to appointment times and calling ahead when circumstances require scheduling adjustments.

### 2. The survey sets the stage.

Customer satisfaction starts with a complete and accurate survey. Atlas surveyors bring an innate sense of the critical volume-to-weight difference between international and domestic transit (six lbs./cu. ft. versus seven lbs./cu. ft.). Their thorough understanding of density is crucial in preparing an accurate estimate. Our people exercise diligence, taking time to ensure the customer forms clear expectations.

### 3. Packing is climate-sensitive.

Where the shipment is going influences the choice of packing material. For example, humid climates require material that breathes rather than holds moisture. Atlas packers know from experience how much material is needed for international shipment. Customers tell us that punctuality, survey accuracy, and packing are of prime importance to them.

### 4. Knowledge is inexpensive insurance.

Customers rely on Atlas for information about their new host country. We make it a policy to give them what they need to know with our Passport international relocation packet. As well, we maintain a complete database of import restrictions, advisories and alerts.

### 5. We can handle “fragile nerves.”

It’s common for customers to feel edgy on moving day, but anxiety is often more acutely felt with international relocation. Customers may second-guess the professionals or act a little cranky. We listen to customer concerns and respond with patience and understanding to reassure them. We know that moving to a foreign land can be daunting; we put customers at ease with calm reason and sincerity.

### 6. Customers equate efficiency with value.

Customers expect well-oiled service. We bring the people and materials necessary to pack and load in a swift and professional manner. Time is important in every aspect of international relocation, including the movement of goods from the warehouse and between all points en route to destination. Likewise, we understand that efficiency with documents is critical to timeliness.



### 7. Communication is king.

Perhaps the single most important key to a successful international relocation is communication. Atlas concentrates on friendly, clear, and timely communications with customers and every member of the service network. For customers who are not fluent in English, we bring bilingual skills and patience to facilitate understanding.

Just as no two customers are exactly alike, no two international relocations are the same. No matter how different the circumstances, every customer is sensitive to service in seven key areas. Atlas International brings consistency to these areas to ensure customers get the outcome they expect. ■



# Alexander's Retrieves Belongings for Veterans Displaced by Katrina

When they evacuated, they took with them what they could carry – photographs, keepsakes and one small suitcase. Everything else they owned remained abandoned in an 11-story high rise.

As it did to so many, Hurricane Katrina's destructive force turned life upside down for residents of the Armed Forces Retirement Home (AFRH) in Gulfport, Mississippi. Some got out before the storm. But 416 veterans, a handful of staff, and a small contingent of Navy Seabees chose to ride out the worst and hope for the best.

The day after the storm abated, all were evacuated. Some went to a sister campus in Washington, D.C.; the rest were scattered across the country.

In June, Alexander's Mobility Services of Baltimore (214) joined AFRH staff members in a project to reunite the displaced veterans with their belongings and prepare the building for renovation. All 19 crewmembers were brought

in from Texas, Maryland and Virginia due to the lack of available local labor. Although the flooded areas of the building had been cleaned, nothing in the upper floors had been touched until AMS crews arrived. With temperatures ranging between 75 and 95 degrees, non-operable windows and no air conditioning, packing was a test of physical endurance. Work began at 6:00 or 6:30 in the morning and often continued until 7:00 or 8:00 in the evening.

In all, the teams packed and loaded approximately 340 shipments in just over a week. Nine truckloads went to the AFRH in Washington, D.C, while the rest of the shipments were delivered to thirty-five states.

"It was gratifying to be part of this effort," says Jonathan Cotten, AMS Project Manager. "Our team mounted an extraordinary effort to make sure the veterans were reunited with their belongings. I'm proud to have served those who served our country."



# Lincoln Moving & Storage Honored

The Family Business Center of Niagara University has recognized Lincoln Moving & Storage of Buffalo, Inc. (1282) as "Family Business of the Year." The award cited an entrepreneurial spirit that led the Palisano family to operate nine different companies, including four Atlas agencies, with a dedication to excellence in service to customers. The company is now in its fourth generation of family leadership.

President John Palisano accepted the award at the university's 16th annual Business Appreciation Dinner on March 22 at the Adam's Mark Hotel in Buffalo.

"I was pleased to receive the award on behalf of my family," says John. "It is gratifying for me to see the business my grandfather started in 1913 continue to grow."



*The Palisanos display the 2006 Family Business of the Year Award from the Family Business Center of Niagara University. The FBC is committed to strengthening the viability and enhancing the value of private and family-owned businesses through the exchange of knowledge.*

*Left to Right: William Palisano, John Palisano, Jr., Tim Palisano, John Palisano, Joe Palisano. Not shown: Michael Palisano.*

*Photo courtesy Brian Garmon.*

# Ace Worldwide Moving & Storage

Hall of Fame Coach Larry Brown worked with many top teams during his illustrious career in the NBA. When he went from Indianapolis to Philadelphia in 1997, he relied on the team of Ace World Wide Moving & Storage (39). Six years later he went on to coach the Detroit Pistons and last year he joined the Knicks in New York. Each time he turned to Ace World Wide. When circumstances brought a parting with New York, Larry relocated to Villanova, Pennsylvania, again with the assistance of his most trusted

moving team. It may be Larry's last relocation. But if it is not, Ace World Wide and Atlas are ready to serve him again. "Our team, headed by Gary Louderback, has been responsive to Larry and Sheri Brown each time they have relocated," says Ed Brauman, Ace World Wide President. "It is always a privilege and pleasure to work with them... we wish them the very best."

# Atlas Agent Helps Ronald McDonald House

American Carriers Moving & Storage Inc. (83) joined other companies whose work depends on trucks at the first annual Ronald McDonald House of South Jersey Touch-A-Truck. The free community event took place on Saturday, August 26 at The Promenade on Route 73 in southern New Jersey. The red-haired icon for McDonald's and Ronald McDonald House Charities joined special guests Dragon Tales and Smokey the Bear in three hours of fun and games for kids and their families. It was a chance for visitors to see, touch, and learn about the trucks that serve people in many different ways. Corporate participation, including donations of food and prizes, helped the event to raise approximately \$2500 for Ronald McDonald House of

South New Jersey. The organization provides a home-away-from-home to families of seriously ill and traumatically injured children and operates Ronald McDonald House Family Rooms within pediatric units of hospitals in Southern New Jersey.



# CPPC Appreciates Atlas' Relocation Assistance

Eleven Atlas customer service associates sharpened their skills in claims prevention at workshops conducted by the Claims Prevention and Procedure Council in Chicago on April 29. The CPPC took the occasion to present a plaque in appreciation of relocation assistance provided by Atlas with the help of Alan Jobe, Atlas' Director of Specialized Claim Assignments. Alan, who serves as secretary-treasurer for the CPPC, arranged for Atlas to transport equipment, records and supplies from an office in Englewood, Florida to the Council's new office in Newburgh, Indiana during the last week of 2005.



*Members of the Atlas Claims Department team display a plaque of appreciation presented by the CPPC. Why the red shirts? "The reason for red shirts with the Atlas logo is simple," says Atlas Customer Service Vice President Mark Spiehler. "Professional teams wear uniforms."*







Larry Huff

## SMA Honors Esteemed Atlas Veteran

The Southwest Movers Association has recognized Larry Huff with its Heritage Award for outstanding contributions to the association and to the industry. The award presentation came at a luncheon on September 15, climaxing the SMA's 2006 annual conference in Lake Charles, Louisiana. "I feel like I've been elected to the Hall of Fame," says Larry.

Larry joined Atlas Van Lines in 1964 as a registration clerk in Evansville and made his career with the company, filling

key roles in regional and district management. In 1972, Larry assisted in the startup of the Atlas Special Products Division (now Atlas STG). He was appointed General Manager for Atlas Van Lines of Texas in 1984, a position he held until his retirement in 1996. In 2002, Larry came out of retirement to work for Atlas agent Shetler Moving & Storage (1830). He retired again in 2005. Larry and his wife, Kayron, reside in Evansville.



## "Baseball as America" Extends Tour

If you haven't yet seen the world's premier exhibit of baseball artifacts, don't panic. The National Baseball Hall of Fame and Museum is extending its groundbreaking tour, "Baseball as America."

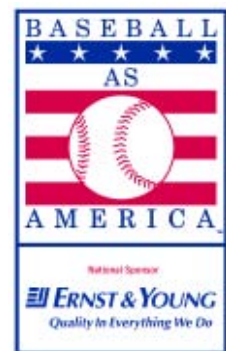
As of November, visitors can take in the show at the Minnesota Historical Society in St. Paul. "We will be in Minnesota until March," says Jeff Idelson, museum Vice President of Communications and Education. "Then we will exhibit in Cleveland from April to September." Future locations have not been announced, but Jeff says it is hoped the tour will extend to three more venues through 2008.

Dietl International Services, a full-service, international fine-art shipping company based in New York City, manages the project for the National Baseball Hall of Fame and Museum. For transportation, Dietl is working closely with Atlas STG and David Hillemann, Director of Business Development with A-1 Moving & Storage (87). David has played the key role on the tour's transportation team from the beginning. "It's a privilege to be part of this project," says David. "The people are great to work with."

Dietl International Site Manager Michael Pribich says he has found working with Atlas to be a good experience. "The project is a lot of work, and Atlas has upheld their end of the bargain and made it that much easier," says

Michael. "They take the job seriously and work hard to get things done in a timely way."

The exhibit takes two weeks to take down and two weeks to set up. Dual-operator teams bring seven Atlas climate-controlled tractor-trailers with lift gates to transport the approximately 100,000 pounds between venues.



Baseball as America explores themes of immigration, nationalism, integration, technology and popular culture, and it looks at how baseball has influenced American society. It includes approximately 500 of the game's most precious artifacts, including the Doubleday Ball from baseball's mythic first game in 1839; Jackie Robinson's 1956 Brooklyn Dodgers jersey; a variety of artifacts from the All-American Girls Professional Baseball League; and more. Since it

hit the road in March of 2002, the exhibit has traveled to 10 cities and delighted more than two million visitors.

*The National Baseball Hall of Fame and Museum is a not-for-profit educational institution dedicated to fostering an appreciation of the historical development of the game and its impact on our culture by collecting, preserving, exhibiting and interpreting its collections for a global audience, as well as honoring those who have made outstanding contributions to our National Pastime.*

**For more information, visit [www.baseballasamerica.org](http://www.baseballasamerica.org).**



## What's Your Time Worth?

### Atlas Agent Featured in New Reality Show

Ace Relocation Systems (75) will demonstrate expertise in the fine art of packing household goods for viewers of a new television show.

"What's Your Time Worth?" looks at how people can save time by hiring professionals rather than attempting to do the work themselves. A segment featuring Ace Relocation Systems was taped on August 31 in Burlingame, California, as the agency packing team prepared a customer's delicate goods for storage.

"Things went smoothly," says Ace General Manager Richard Clarke, who was on location during the taping. Richard says the show is being produced by Michael Hoff Productions and is scheduled to begin airing on the Fine Living Network in January 2007. An air date for the packing segment has not yet been announced.



## Happy birthday, Delbert!

The Atlas family sends warm wishes to Delbert Jenkins and his family at Jenkins & Key Moving & Storage (1210) in Urbana, Illinois. Delbert celebrated his 90th birthday with friends and family on October 21.

Delbert began his career in the moving industry as a van operator. He and his late wife, Ruth, started their business in Chicago and joined Atlas in 1954. Over the years, about 40 family members have worked for the agency, including four daughters and a son, Bob.

Delbert serves the company as president and enjoys an active lifestyle. "He still mows his own yard," says daughter Ruth Dial. We wish Delbert and the entire Jenkins family continued health and prosperity.



*The four Jenkins generations of Jenkins & Key Moving & Storage (left to right): Future employee Bobby Jenkins, great grandson; Atlas Operator Bob Jenkins, grandson; Owner Delbert Jenkins, patriarch; Vice President Bob Jenkins, son.*

## Guardian earns "benchmark" status from Parsifal

Parsifal Corporation knows quality when it sees it. The third-party auditing firm annually performs thousands of surveys on carrier service quality. This year, Parsifal cited Guardian Relocation (1032) in its 2006 benchmarking report.

In a letter notifying the Atlas agent of the recognition, Parsifal Service Quality Specialist Jessica Santiago wrote that

Parsifal's clients use the report to "benchmark their own carrier service results against the best of the best."

"Being acknowledged for outstanding service to Parsifal and their clients is phenomenal," says Guardian's Sales Manager, Teresa Alles, CMC, RIM. "We are most proud."



## Pleasures of Mexico Top Atlas Producers to Meet in Puerto Vallarta

A famous ad campaign reminds us that "membership has its privileges." That certainly applies to the prestigious President's Club, which awards membership privileges to the top sales people in the Atlas agent family.

"We're pleased to recognize our very best in this exclusive group," says Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover. "We appreciate their professionalism and contribution; they inspire all of us to give our best."

Atlas grants membership in the President's Club to sales people responsible for one million dollars in interstate bookings between July 1 and June 30. Those with sales under two million dollars each receive a gift certificate valued at \$200. First-time achievers at this level also receive a ruby lapel pin and a plaque in recognition of their efforts.

The choicest privileges of membership go to those who produce two million dollars or more in interstate linehaul. Those who qualify at this level for the first time receive a sapphire lapel pin. And every producer at this level is invited to bring a guest to the annual President's Club meeting. The 2007 gathering takes place March 8 to 12 at the CasaMagna Marriott in Puerto Vallarta, Mexico. This event mixes a smidgen of business with a ton of pleasure at a deluxe resort in one of Mexico's most popular beach destinations.

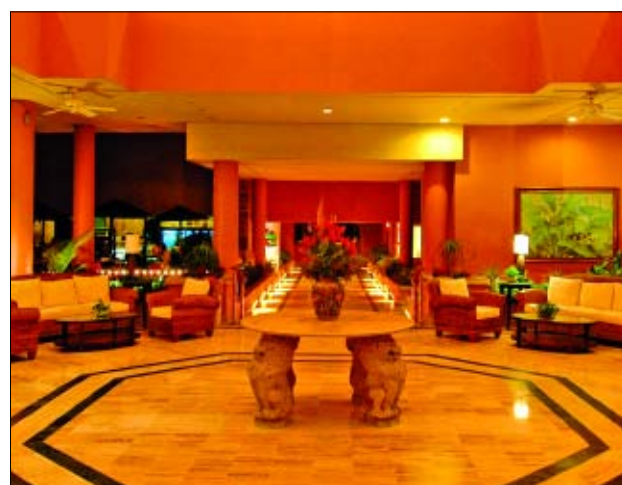
Again this year, 70 sales people qualify for membership with sales over \$1 million. However, 27 achieved the \$2 million mark, which marks an 18 percent increase in those invited to the annual meeting.

"The ranks of our top producers continue to grow," says Greg. "This testifies that Atlas sales people are truly dedicated to service, and the satisfaction of their clients."



Atlas recognizes outstanding sales producers with membership in the President's Club. Those who achieve \$2 million in bookings receive a sapphire lapel pin. Those who produce \$1 million are recognized with a ruby lapel pin.

*Membership in the Atlas President's Club is bestowed on those who achieve at least \$1 million in bookings during the 12-month period from July 1 to June 30. Members who book at least \$2 million in business are invited, along with a guest, to attend the club's signature event, the annual President's Club Meeting.*



Top producers in the Atlas President's Club are invited to the annual meeting. The next gathering takes place March 8-12, 2007 at the luxurious CasaMagna Marriott in Puerto Vallarta, Mexico.

### 2005-2006 President's Club Winners

	Salesperson	Agent	
Sales \$2,000,000 or more	1 Ken Imlach	Imlach Movers, Inc.	
	2 Gary Louderback	Ace World-Wide Moving & Storage Co.	
	3 Thomas Philbin	Nelson Westerberg of Illinois, Inc.	
	4 Dennis Sorhagen	Croft & Smith Moving & Storage	
	5 Don Hill	Alexander's Mobility Services	
	6 Wayne Curtis	Comtrans Ltd.	
	7 Denise Della-Dora	Alexander's Mobility Services	
	8 John Dulin	Alexander's Mobility Services	
	9 James Zachary	Atlantic Relocation Systems	
	10 Michael J. Boone	Lytle's Transfer & Storage, Inc.	
	11 James W. Cole III	J.W. Cole & Sons, Inc.	
	12 Steve Westerberg	Nelson Westerberg of Illinois, Inc.	
	13 Richard Meyer	DMS Moving Systems, Inc.	
	14 Gene Devaney	Collins Brothers Moving Corporation	
	15 Michael Escobar	J.W. Cole & Sons, Inc.	
	16 Tim White	Imlach Movers, Inc.	
	17 Julie Cibelli	Nelson Westerberg of New Jersey, Inc.	
	18 James W. Cole, Jr.	J.W. Cole & Sons, Inc.	
	19 Steve Delane	Alexander's Mobility Services	
	20 Gail Ann Lynch	Alexander's Mobility Services	
	21 Mark Smith	A. Walecka & Son, Inc.	
	22 Bob Akers	Nelson Westerberg of Texas, Inc.	
	23 Richard Clarke	Ace Relocation Systems, Inc.	
	24 Jim Chretien	Specialty Moving Systems, Inc.	
	25 Kurt O. Nelson	McCormack-Payton Storage & Moving Company, Inc.	
	Sales \$1,000,000 to \$1,999,999	26 Larry Lammers	Ace Relocation Systems, Inc.
		27 Wes Wodka	Specialty Moving Systems, Inc.
28 Ronald Grove, Jr.		Merchants Moving & Storage, Inc.	
29 Chris Lechner		Alexander's Mobility Services	
30 Eric Manfredi		American Transportation Companies, Inc.	
31 Ross Buckley		Alexander's Mobility Services	
32 Jim West		Ace World-Wide Moving & Storage Co., Inc.	
33 Jonathan Cotten		Alexander's Mobility Services	
34 Tina D. Rose		Walker Transfer, Inc.	
35 Gregg Imlach		Imlach Movers, Inc.	
36 Fred Paxton, III		Paxton Van Lines, Inc.	
37 Tim McCormack		Ace World Wide Moving & Storage Co.	
38 Daniel Seiler		Paxton Van Lines, Inc.	
39 Jimmy Gemeinhardt		Bean Moving and Storage, Inc.	
40 Don Samler		A-1 Metro Movers - Omaha	
41 Tucker Espie		Dedicated Transport Service, Inc.	
42 Carrie Corless		Ace Relocation Systems, Inc.	
43 Dave Doebler		Action Moving Services, Inc.	
44 Jeff Longo		Weleski Transfer of Cleveland, Inc.	
45 Dan Rosauer		Alexander's Mobility Services	
46 Michael Quigley		Ace Relocation Systems, Inc.	
47 Bob Cox		Reads Moving Systems, Inc.	
48 Donna F. Gann		Nelson Westerberg of New Jersey, Inc.	
49 David Blair		A-1 World Wide Moving & Storage	
50 Roger Sorhagen		Croft & Smith Moving & Storage	
51 Ann Burkart		Alexander's Mobility Services	
52 Chris Wing		Powell Relocation Group	
53 Jon Page		Atlantic Relocation Systems	
54 Frank Copeland		Atlantic Relocation Systems	
55 Karl James		Alexander's Mobility Services	
56 David M. Zerda		Alaska Terminals, Inc.	
57 Dorrain Pierce		Ace World-Wide Moving & Storage Co., Inc.	
58 David Hillemann		A-1 Moving & Storage	
59 David C. Wissel		Home Moving & Storage Co., Inc.	
60 Richard May		Alexander's Mobility Services	
61 Billie Jo McCullen	Security Storage Co., Inc.		
62 Patricia Tuck	Gentle Giant Moving Company, Inc.		
63 Gail Holmer	Nelson Westerberg of Illinois, Inc.		
64 Kathy Barclay	Alexander's Mobility Services		
65 Jim Finch	Ace World-Wide Moving & Storage Co., Inc.		
66 Gary L. Weleski	Weleski Transfer, Inc.		
67 Tom Terne	Ocean City Express Co., Inc.		
68 Jeff Linnan	Atlantic Relocation Systems		
69 Jeanne Witcher	Atlantic Relocation Systems		
70 Steven J. Gruszewski	Ace World Wide		

**COMING SOON**

# 2007 Atlas Planning Calendar

The indispensable guide to the Atlas year will be available in November. Use your planning calendar to ascertain and pencil in important dates, such as the Forum on Moving and the 2007 Convention. It provides a handy reference for U.S. and Canadian holidays and more. Supplier-sponsored product messages provide the advertising support that makes this project possible. Questions? Contact Sara DeWitt (ext. 2951).





## Personnel Changes in Atlas Companies

### Glen Dunkerson Named President and COO of Atlas Van Lines



Glen Dunkerson

Atlas is proud to announce the promotion of Glen Dunkerson to President and Chief Operating Officer of Atlas Van Lines, Inc.

Glen brings extensive experience in household goods and specialized transportation. He began his career with Atlas Van Lines in 1978 as a trainee in dispatch. He served in a variety of operations roles before advancing to the position of Assistant Vice President. In 1991 Glen was named Vice President of Claims Administration. He earned a promotion to Vice President of Operations for Atlas Specialized Transportation Group in 1998. Three years later, he became Senior Vice President and General Manager of that division.

"Glen has played an integral role across all areas of the company, including the development of Atlas' highly successful quality programs," says Jim Stamm, Vice

Chairman, President and COO of Atlas World Group. "With the breadth of his experience and intimate knowledge of the company, we believe Glen can help build upon Atlas' success and drive the company toward an even brighter future."

"It's gratifying to get this opportunity to serve in a key leadership role with this great company," says Glen. "I think it is paramount that we continue the successful growth we've experienced with our agent owners, and I look forward to working with my colleagues to bring that about. I am also excited about the prospects for refining our quality processes, specifically implementing the tools of ISO to greater advantage...I see much promise for us to work together and keep the company focused and moving forward."



Jim Stamm

Jim Stamm has been promoted to Vice Chairman, Atlas World Group. Jim, a native of Fort Wayne, Indiana, served in the Vietnam War with the U.S. Marine Corps. He joined Atlas Van Lines in 1987 as President of the Specialized Transportation Group. He was named President and COO of Atlas Van Lines in 1999. In 2004, Jim was appointed President and COO of Atlas World Group – positions he still holds in addition to his new duties. "The growth of our agency family during recent years makes this an especially exciting time for Atlas," says Jim. "I look forward to new opportunities for continuing our progress and shaping our company's ever-evolving leadership within the industry."



Rick Phillips

Rick Phillips has been named Assistant Vice President of Government Business with Atlas Van Lines. Rick is responsible for overseeing all government-related business activities for military and GSA accounts, including sales promotion and new business development. Rick previously served as Assistant Vice President of Agency Recruitment. He has been with Atlas since 1982.



Julian (J.J.) Mohr

Atlas is pleased to welcome Julian (J.J.) Mohr as Director of IT Development. Julian will assist with the implementation of strategic information technology initiatives. He brings 25 years of industry experience including technology management with Deaconess Health Systems. He holds an associate of applied science in electronic engineering technology and a bachelor's degree in occupational studies.



James DePillo

James DePillo joins Atlas as Senior Director of Logistics Services, bringing sales and operations experience to enhance logistics services for the corporate and agency fleets. His 20 years of industry experience include Director of Organizational Development for Smith Transport, Inc. James holds a bachelor's degree in marketing and a master's degree in logistics from Penn State. He is an ASQ Certified Quality Manager with a Six Sigma Green Belt.



Norman Carlson

Norman Carlson joins Atlas Van Lines as Director of Continuous Improvement. Norm has over 15 years in quality management with Rexam, Owens-Illinois and Johnson Controls. His professional certifications include Six Sigma Black Belt, Quality Engineer, Quality Auditor, Trainer, and registered Lead Assessor. Norman earned a bachelor's degree in communications from Ball State University. He hails from South Bend, Indiana.



Alan Apfelstadt

Alan Apfelstadt joins Atlas as Director of Accounts Receivable and Treasury. Alan has been employed in manufacturing accounting for over 25 years, most recently with Leed Selling Tools, Inc. as Controller. Alan, a Certified Public Accountant, graduated from the University of Southern Indiana with a major in accounting. Alan and his wife, Fran, have one daughter and one granddaughter.

### Larry Terrell Now Chairman of LMTA



Larry Terrell, President of Northlake Moving & Storage (1535) in Covington, Louisiana has been elected to a one-year term as Chairman of the Board for the Louisiana Motor Transport Association (LMTA). The election took place the first week of August at the association's 66th annual convention in Sandestin, Florida. Larry is immediate past President of the LMTA, past President of the Louisiana Household Goods Carriers Association, Chairman of the Legislative Affairs and Tariff Committee, and Secretary/Treasurer of the New Orleans Better Business Bureau. The LMTA is the non-profit trade association representing approximately 350 trucking industry and related companies throughout Louisiana. It is the officially recognized affiliate of the American Trucking Association, Inc. in Washington, D.C.



# Funding the Future

## Atlas Awards \$12,000 in Scholarships to Children of Atlas Families

Three college students in the greater Atlas family are getting a financial boost for their studies, thanks to scholarships underwritten by Atlas World Group.

The company announced the awards on August 1. The money, \$4000 per student, will help with education expenses in the 2006-2007 year.

Recipients were selected in a random drawing among all eligible applicants. To be eligible a student:

- must be a dependent child (up to and including age 25) of a parent who is either a full-time employee of an Atlas company or a professional Atlas Van Operator with at least one year of service at the time the award is paid. (Children of parents employed at or above the Vice President's level are ineligible)
- must have a cumulative GPA of 3.0 or higher on a 4.0 scale (or comparable)
- must be a full-time student entering the junior or senior year at an accredited college or university
- may receive one scholarship, one time only

### And the winners are...

Dawn Wink, a senior at Ball State University majoring in elementary education, received the Chairman's Scholarship. Children of full-time employees at any Atlas World Group location in the U.S. or Canada are eligible. Dawn is the daughter of Janet Wink, Director of Corporate Accounting at Atlas World Group in Evansville.

Daniel Cox won the President's Scholarship. Children of full-time employees at Atlas World Group headquarters in Evansville are eligible for this award. Daniel is the son of Barbara Cox, Director, Marketing Communications. Daniel is a senior at University of Kentucky who majors in business and plans to attend law school.

Bethany Jacobs received the Professional Van Operator Scholarship, reserved for children of Atlas-qualified professional van operators. She is the daughter of John and Suzann Short. John is a van operator with Imlach Movers of Fort Wayne (1131). Bethany is a junior at Valdosta State University and plans to earn master's and doctor's degrees in child psychology. She hails from Knoxville, Tennessee and currently resides in Macon, Georgia.



*Dawn Wink, daughter of Janet Wink, Director of Corporate Accounting, receives the Atlas Chairman's Scholarship Award from Atlas World Group Chairman & CEO Mike Shaffer.*



*Daniel Cox, son of Barbara Cox, Director, Marketing Communications, accepts the President's Scholarship Award presented by Atlas World Group Vice Chairman, President and COO Jim Stamm.*



*Bethany Jacobs, daughter of John and Suzann Short, is the recipient of the 2006-2007 Professional Van Operator Scholarship.*

*The Atlas board of directors voted in 2005 to fund college scholarships in support of a commitment to higher education and to provide financial assistance to Atlas World Group families. In the last two years, the program has awarded \$24,000 to six students.*

# Atlas Supports New York Industry Association

A highlight of the New York State Movers & Warehousemen's Association 2006 Convention took place at the Historic Saratoga Raceway on May 5. Atlas Van Lines sponsored a race won by Off the Wall, who turned in a winning performance under the rein of driver K. Crawford.

"We appreciate the support Atlas shows our association, the oldest of its kind in New York," says Association Treasurer Mark Motler of Mabey's Moving & Storage (1415). "Atlas was the only van line to back our event."

"Atlas supports its agents, and their support of our association is a reflection of the quality of the Atlas organization," says Association President Timothy Palisano of Lincoln Moving & Storage (1282).



*Off The Wall pauses in the winner's circle after racing to victory at the Saratoga Raceway on Friday, May 5. Atlas Van Lines sponsored the race in support of the 2006 convention of the New York State Movers & Warehousemen's Association. Left to right: Mark Motler, Mabey's Moving & Storage; Timothy and John Palisano, Lincoln Moving & Storage; David Blake, NYSMWA; Driver K. Crawford (with red helmet); and Kyle Puckett, Atlas Van Lines.*

# Atlas Employees Take Fitness Challenge

During May, June and July, Atlas employees answered the "100 Mile Fitness Challenge," logging their exercise activity with a goal to achieve the equivalent of walking 100 miles. They earned incentives along the way: a pedometer for starting; a money/I.D. holder at 20 miles; a water bottle at 60 miles; and a T-shirt for completing the 100 miles. The Atlas Wellness Committee and the company's health care advocate, Welborn Health Plans, sponsored the event to encourage fitness as part of a healthy lifestyle.



*Atlas fitness challengers sport the shirts they received for successfully completing the Atlas 100 Mile Fitness Challenge.*



# Keep our service men and women in your heart.



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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Elizabeth Anderson	Thomas Anderson	Husband	Specialized Transportation Group Accounting, Headquarters
Doug Auld	Fraser Auld	Son	President and COO, Atlas Van Lines (Canada) Ltd.
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Will Bean	Son	Van Operator, Ace Transfer & Storage (1406)
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co. (440)
Sue Chandler-Beck	Christopher Beck	Step-son	Director, Corporate Meetings, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage (1451)
Jennifer Britt	John Fox	Brother-in-law	Lead Coordinator & Roster Editor
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Mary Chapman	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
JoAnn Curl	Steven James	Nephew	Van Operator Qualification Coordinator, Headquarters
	Joseph Curl	Nephew	
Buddy Dawson	Joe Dawson	Son	Vice President & Sales Manager, Coastal Van Lines, Inc. (614)
Adam Dinot	Adam Dinot, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Frances Farthing	Charles Farthing	Husband	O/A & Dispatch, Reads Moving Systems of Norfolk (1725)
Susan Gurganus	Bryce Gurganus	Son	On Site Coordinator at Americorp Relocation, Ace Relocation Systems, Inc. (66)
Hazel Powell Hill	J. Keith Powell	Grandson	Sales Representative, Ace Transfer & Storage Co. (1406)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Step-son	

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Linda J. Kissel	James Langelotti	Son-in-law	Credit Analyst, Headquarters
Theresa Lillico	Bob Lillico	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiancé	Credit and Collections, Headquarters
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Movers, Inc. (1130)
Robert (Bob) Moffett	Keith Moffett	Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
	Kevin Moffett	Son	
	Robert Moffett	Son	
	Rodney Moffett	Son	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Theresa Russell	Justin Mayer	Step-brother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
Bonnie Sabo	Michael Hannah	Nephew	Web Programmer, Headquarters
	Jay Hill	Nephew	
	Rick Hill	Nephew	
Joe Singleton	Don Gallo	Brother-in-law	President, Able Moving & Storage, Inc. (285)
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)
Mike Townsend	Mike Townsend	Employee	Mechanic, Atlas Terminal
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Erickia Wilson	Michael Wilson	Husband	Operations Clerk, RSG Operations, Headquarters
	Matthew Templeton	Brother	

The above names are the individuals who have been brought to our attention. Please e-mail any additions to Sara DeWitt at [dewitts@atlasworldgroup.com](mailto:dewitts@atlasworldgroup.com). The Amplifier publishes this show of appreciation in every issue.

## Atlas Agency Proud to Support Employee in Military



Captain David Callaway

Arizona Army National Guard Capt. David Callaway, Director of Government and Commercial Sales for Daniel's Moving & Storage (875) in Phoenix, Arizona, was recently profiled in a story published by DVIDS (Digital Imagery and Distribution System). David serves with the 1st Battalion, 180th Field Artillery out of Mesa, Arizona. He is currently deployed to Iraq in support of Operation Iraqi Freedom (OIF), the military operation assisting in rebuilding Iraq's economic and

governmental infrastructure and preparing the country for independence as a democracy. As a military police company commander, David is responsible for the health, welfare, safety, discipline, morale and combat readiness of soldiers. He is also responsible for the planning and coordination of all company combat operations and mission success. "My boss believes in what we're doing," says David. "He is very supportive of the military." Visit <http://www.dvidshub.net> to read more about David and other inspiring stories about the brave men and women serving our country in the military.

## Welcome home, heroes!

Members of the Atlas family in Evansville joined the community in welcoming members of the 406th Combat Support Brigade of the Army Reserve and the 163rd Field Artillery of the National Guard as they returned home from Iraq. The soldiers arrived in Evansville on Thursday, October 5. As the caravan passed Atlas headquarters, employees showed their appreciation while standing before a special Atlas-sponsored billboard





# Tracks

## Atlas Service is Appreciated

**RE: Donald Miko and Sarah Comrado Certified Van Service, Inc. (598) Islandia, New York**

I wanted to take a moment to share with you our sincere gratitude for the outstanding efforts of two of your employees – Donny Miko and Sarah Comrado. I simply cannot say enough about the quality of their service, the enthusiasm they bring with every interaction, and the dedication to excellence that they both possess.

My family and I are in the process of relocating from New Jersey to Portland, OR with MetLife. My wife and I have 2 little girls (and 2 cats), and I have a busy job and a broken hand! So, it goes without saying that we're a bit stressed right now. The

last thing I could have handled was a difficult move. The last thing I expected was a great one.

I'll start with Donny. To put it simply, Donny is amazing. From the start, he was incredibly committed to making our experience a pleasurable one. He goes out of his way to make sure that he handles all of the details properly, and does so with a level of professionalism that has made us feel like royalty. He handled our belongings with the utmost of care, and led a team with a strict attention to detail. But here's the kicker. After leaving a nice tip for Donny and the crew, I decided that I wanted to give Donnie a little extra. When I asked him for his address, he refused. His comment was, "Mr. Brody, you've

been incredibly generous, and I can't accept." And when I replied, "Donny, you're too nice. Come on, give me your address," he said, "I won't. Thank you so much, Mr. Brody, but no." Then he thanked me again for everything I did for his crew and him. He blew my mind. He's the one I should be thanking. Not the other way around!

As for Sarah, I have similar glowing commentary. My wife and I didn't make this cross country move any easier for ourselves by scheduling a series of renovations on our new place concurrent with our taking occupancy. Sarah went out of her way to help us think through the logistics so we could make the best of a challenging dynamic. And while I did not personally interact with Sarah quite as much as I did with Donny, my wife commented to me that Sarah was similarly professional, and supremely flexible. In fact, my wife kiddingly said to me that by her seventh or eighth phone call to Sarah with changes to our plans, she (my wife, that is) was CERTAIN that she'd frustrate Sarah. But, Sarah was not only completely unruffled and entirely supportive, but left her feeling like number nine, ten and eleven wouldn't be a problem either.

I'm sure you don't get a lot of these types of emails, and that they're a pleasure when they arrive. In my humble opinion, if you're not getting a lot of notes like these for Donny and Sarah, it's only because your customers aren't taking the time to do right by them. And that would be

a shame (and a bit ironic), because they more than take the time to do right by your customers.

**Best regards,  
Carl Brody**

**RE: Marcy Dante, Apex & Robert E. Lee Moving & Storage (278) Antioch, Tennessee and John Dulin, Alexander's Mobility Services (207) Tustin, California**

I wanted to tell you what a truly great job both agencies, Alexander's and Apex, have been doing for me.

**...I can rest assured the job will be done to perfection.**

Regardless of whether the destination is western Canada or just a few hundred

miles, I can rest assured the job will be done to perfection. I hope and pray Marcy Dante with Apex and John Dulin with Alexander's never leave. I believe they keep things on track for me and their efforts are appreciated.

I have not had a single complaint this year from a family Atlas has moved. Van operators and helpers have all provided a truly professional move. Quality control is paying off and I for one appreciate it.

**Regards,  
Marvin Robinson  
Inter-Division Employee  
Shipment/Logistics Specialist**

**RE: Dana Kehler, Kenny Gollhardt, Melinda Tillinghast and Carrie Corless Ace Relocation Systems, Inc. (62) San Diego, California**

Our recent relocation of our new Executive Vice President, Dave Bolen and his wife, Mary, was truly a success attributed to the outstanding customer care delivered by your incredible team.

Mr. Bolen will be adding 60 new associates over the next two years as he restructures his department, resulting in relocating over 80 percent of these director level candidates. All of these circumstances elevated the importance of flawless execution. You and your team clearly understood this.

Dana Kehler flew out to Ohio to directly supervise the move. Your experienced van operator, Kenny Gollhardt, arrived ready to go with a brand new van. Melinda Tillinghast, Customer Service Manager, was in constant contact with Mrs. Bolen and my Talent Coordinator. Carrie Corless, Vice President of Relocation Services, updated me frequently while overseeing the entire process.

**I have always valued our partnership but never greater than now. Thank you again...**

I have always valued our partnership but never greater than now. Thank you again for providing an outstanding relocation experience for the Bolen family. I look forward to our continued partnership.

**Sincerely,  
Mardi Montague  
Director, Talent Acquisition  
PetCo**

**Ace World Wide (142) Alexandria, Louisiana and Ace World Wide Storage & Moving Company (39) Fallsington, Pennsylvania**

I would like to thank all of your employees who assisted us in our move from New York to South Carolina. From the first telephone call I made to the last box being brought into the house, it was a most satisfying experience. Since I had never used a moving company before, my anxiety level

was high and expectations were somewhat unsure. However, your staff made this a most positive experience. Not a question was left unanswered.

The moving crews were polite and professional. I cannot thank you all enough.

**Thank you,  
Maryann Murphy**

**RE: Charles Redeau and Horace "Blue" O'Rear Atlantic Relocation Systems (1427) Carrollton, Texas**

I wanted to send you a quick note to let you know how pleased I was with the service I received from Charles and Blue. I recently moved from Orlando, Florida to Campton, New Hampshire and there were several things that stood out to me.

First off, I really appreciated the fact that I only had to deal with one person. Charles gave me his cell phone number and I was able to correspond with him to get any of my questions answered. He was also able to tell the unloading team where everything in my house went and this made the

move-in process very smooth. Second, Charles and Blue took great care packing, loading and moving my things. My father passed away a year ago and several of the furniture pieces I moved were his. That makes them irreplaceable. I can buy a new dining room table, but I can't replace the one my father left to me. They treated the furniture better than if it were their own.

Finally, the attitude and expertise that they displayed was second to none. As I understand it, they have been doing this a long time and it showed. They love what they are doing and that

**...the attitude and expertise that they displayed was second to none. As I understand it, they have been doing this a long time and it showed.**

**However, your staff made this a most positive experience. Not a question was left unanswered.**





made it very easy for me to relax and let them do their jobs.

I want to thank you for the great care and service and let you know that I would and will highly recommend them in the future.

**Sincerely,**  
**Chad Turnbull**  
Sales Executive - Team Leader

**RE: Donald Skillman**  
**Discover Moving & Storage, Inc. (539)**  
**Great Falls, MT**

Please accept our sincere appreciation for the outstanding service provided by Mr. Donald Skillman during our recent move from El Paso, TX to Alexandria, VA. Mr. Skillman provided fantastic crew management, kept us informed of delivery options and times, and minimized our time with-

**...the attitude and expertise that they displayed was second to none. As I understand it, they have been doing this a long time and it showed.**

out our belongings (as this was a direct move). He also provided detailed inventory expertise and showed genuine care and concern for our household items. He did everything possible to ensure prompt and safe delivery to our new home. I am certain that our belongings arrived in excellent condition due to his personal and direct supervision.

As a career military member for more than 29 years, I have made numerous moves, both overseas and across the United States with my family. Mr. Skillman provided the best service we have ever experienced. If

possible, we would request Mr. Skillman for the next move and highly recommend him to anyone considering a move.

Again, please pass on our sincere appreciation and thanks to Mr. Skillman for his superb service.

**Sincerely,**  
**Howard B. Bromberg**  
Major General

**RE: Samuel Cavagnetto, Jim Gardner, Mark Lewis, Jake Hickey and Jim Kaesmeyer Golden Van Lines Longmont, Colorado**

We would be remiss in not providing your company with feedback about our recent move from Cheyenne, WY to Great Falls, MT. Our move was contracted out via the US Air Force at FE Warren Air Force Base.

We have moved 10 times in 16 years. On move number nine we had to file a claim because we lost so much either by damage or theft. Needless to say, we braced for the worst for the next move.

Van Operator Sam Cavagnetto called to say he would arrive at 8:00 a.m. with a crew of three men to begin packing 20,000 pounds of household goods. Sam arrived with Jim "Doc" Gardner, Mark Lewis, Jake Hickey and later, Jim Kaesmeyer. After asking about our possessions and making the plan, each man went to a different area of the house with supplies in hand.

**Each man was equally professional and considerate... The crew worked like a well-oiled machine.**

Never before had I seen a van operator pack along with his crew. Each man was equally professional and considerate, which we had never before experienced in 16 years of moving.

By 4:15 that same afternoon, 20,000 pounds of household goods had been carefully packed and labeled and much of it organized

into quick loading position. Before leaving, Sam even asked if it would be okay if he stayed later to inventory so we'd have a jumpstart on the loading process.

The crew worked like a well-oiled

machine. Your company is certainly graced with the good fortune of having these outstanding men who made you stand out from the other van lines.

**Sincerely,**  
**Bill and Meredith Thomas**

**RE: Tom Pizzo and Jose Delarosa Ace Transfer and Storage, Inc. (1407) Broken Arrow, Oklahoma**

We recently moved my mom from her home of over 60 years in, Missouri to Tulsa, Oklahoma so she could be closer to my wife and I and we could take better care of her.

The van arrived on Saturday August 26th, as our agent Tom Pizzo had planned for us, loaded everything with exceptional care, and met us in Tulsa the following

Monday to unload. The van operator, Jose, and his helper went the extra step, every time, both with concern and courtesy that was remarkable. Tom personally drove to

my office in Tulsa to handle the necessary paper work and then made sure everything needed was on the truck. We also shared photographs with the van operator of the things that the agent would be moving, and had the entire proper contact phone numbers passed along so it would go smoothly.

This was not a simple pack and load job. My mom has mostly antique furniture. Some of it fragile and awkward to handle. Jose handled it all, in the heat and humidity, with such a pleasant attitude and grace that it stood out.

At every opportunity I will advise anyone who might be thinking about moving to call Atlas and only Atlas.

My sincerest appreciation for a job done very, very well.

**Thank you;**  
**Mark B. Pickell, P.E.**  
**Willbros Engineers, Inc.**

**RE: Joseph Palmer, Jr. Nelson Westerberg of Illinois (1505) Elk Grove Village, Illinois**

Please accept this letter as our thank you for the excellent move your company did for us from

**I will advise anyone who might be thinking about moving to call Atlas and only Atlas.**

Auburn, IL to Indianapolis.

Joseph (Jo Jo) Palmer and his crew, Jack, Mark and Mike, were very professional ... the best of the best! Not only did they work as a team, but individually each person was professional,

efficient, and knowledgeable about the entire move process and his particular aspect of the job.

The pack job was unbelievable! The crew packed with care, efficiency, and logic. Also, they took care to protect our home while moving the

furniture and boxes out of the residence. Not only were they careful with our household goods, but they took care with their own equipment.

Jo Jo, Jack, Mark and Mike are an award-

winning team. Their attitudes were positive the entire time and even complimented us on how well prepared we were for the move. Any time we had a question, no matter how trivial, they were informative and patient with their answer.

Jo Jo and his crew are terrific! You don't get more professional than these guys.

**Sincerely,**  
**Mr. and Mrs. Keith Sikir**

**Re: Shaun Radcliffe Alexander's Mobility Services (217) Nashville, Tennessee**

Shaun Radcliffe and his crew were absolutely fabulous. His wonderful crew of (Mike, Greg, David and Shirley) were so great. Not only did he get us packed (a lot of stuff) and loaded (filled to the end) in two days, they did it during the remnants of a tropical storm. We had rain and wind on Wednesday to deal with too. He took such special care of our belongings that I really don't know how to thank them enough.

Never did I hear one complaint, moan, groan or any negative comment from any of them. They were positive and definitely helped me feel better.

Ron didn't get to meet them until Wednesday and I had already told him how wonderful they had been. He was totally impressed by all of them too. They even made sure to get everything ready to put on

the truck between the rain bans. They loaded the garage and had it ready to move onto the truck as soon as the rain and wind slowed down. It was quite amazing to see how filled to the brim the truck was.

They had to be exhausted. They arrived before 7 am and pulled out after 8 pm. I tried to let them know how much we appreciated all of their hard work.

**He took such special care of our belongings that I really don't know how to thank them enough.**

**Any time we had a question, no matter how trivial, they were informative and patient with their answer. You don't get more professional than these guys.**



But I really don't think I could express the gratitude that we felt. If there is any type of recognition or award for their hard work and professionalism, they deserve it hands down. NOT one complaint or "I'm tired" – I'm sure they were, but they never slowed down.

I want them to know that the first half of our move was remarkable, thanks to Sean, Mike, Greg, David and Shirley. I hope that the delivery will be just as successful. They will definitely have their work cut out for them.

**Sincerely,**  
**Ron and Kim East**

**RE: Jack Herring, Robert DeLong and Jim Whalen Home Moving & Storage (1111) Columbus, Ohio**

I wanted to let everyone at Home Moving and Storage Co, Inc. know

**We were kept informed and were made to feel comfortable every step of the way.**

how much I appreciated the professionalism that I received on my move. From our first contacts with Jack Herring to Rob and his crew who transported our things and handled them with the utmost

of care, to a recent call from Jim Whalen who again, continued with courteous, gracious and prompt follow up. We were kept informed and were made to feel comfortable every step of the way.

**Thank you,**  
**Michael Greenland**

**RE: John Putnam Mabey's Moving & Storage, Inc. (1415) Rensselaer, New York**

The minute we called the Mabey family with questions about our move, the Mabey family became our family. Our move was no longer nerve-racking, but one of new beginnings.

Everyone was so nice to us! We had such an enjoyable time from the first phone call to the last and to our last hug from John as we bid him farewell. Thank you all for being so helpful and kind!

**Sincerely,**  
**Art and Betty Gabrielson**

**RE: Mike Byers Imlach & Collins Brothers (1132) Irving, Texas**

We wanted to take a moment to thank you for the wonderful service we experienced in our move. Mike Byers was the van operator in charge, and included in his team were James and Don. I can't believe in the thousands of items we had to move,

**Everyone was so nice to us! We had such an enjoyable time from the first phone call...**

**They took personal care of our belongings, treating them like they were their own.**

nothing is missing or damaged. They took personal care of our belongings, treating them like they were their own. They worked non-stop and had

the most pleasant personalities to top it off. They were very polite and made sure to give us the privacy we needed, they were helpful when we had questions and spent extra time on items that they needed to. When they delivered our goods, they made sure

that they placed the items back into the location we wanted them.

By the end of the week, we felt like close friends. We ate lunch with them all week and finished the end of the week with a trip to a restaurant where we fully enjoyed their company. I can't tell you how this is a 360 degrees different from the experience we had during our last move seven years ago.

I have referred Mike and his team to many people I know in this area.

I am sure you appreciate Mike as much as we do and that you let him know, but please let him know that we also think he is great and a valuable asset to your company.

Thanks again for the wonderful, stress-free move.

**Sincerely,**  
**Patty and Craig Sorenson**



## Dan just accepted a transfer. He's about to meet his new **best friend.**

Whatever a relocation policy may provide, transferees and new hires expect three things: **integrity, quality, and solutions.**

At Atlas, our reputation for excellence is built on these values.

**So it's no wonder that one in four corporate relocations involves Atlas.\***

As a transferee's best friend during relocation, we help make it easier to say "yes" to opportunity. Which may be the best reason to make Atlas *your best friend*, and partner, for relocation services.

global relocation • benefits • recruiting • logistics • travel

### This is Atlas.

*integrity | quality | solutions*

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**January 2007**

- 1 New Year's Day – US, Canada, Titan and International offices closed
- 23-25 Agent Sales Training, Headquarters, Evansville, IN
- 25-26 AWG Board of Directors Long Range Planning Meeting
- 30-31 GSA Household Goods & Freight Forum – Westin Charlotte, Charlotte, NC

**February 2007**

- 8 IT Meeting – Las Vegas, NV
- 9 Regional Meeting – Las Vegas, NV
- 12 Regional Meeting – Dallas, TX
- 13 IT Meeting – Dallas, TX
- 14 Regional Meeting – Newark, NJ
- 15 IT Meeting – Newark, NJ
- 19 President's Day – Atlas International offices closed
- 20-21 Agent Customer Service/Coordinator Training, Headquarters, Evansville, IN
- 21-22 Agent AtlasNet Training, Headquarters, Evansville, IN

**March 2007**

- 7-9 GlobalShop (NASFM) 2007 – Sands Expo at the Venetian, Las Vegas, NV
- 20-21 Agent Sales Training, Headquarters, Evansville, IN
- 26-28 Exhibitor Show 2007 – Mandalay Bay, Las Vegas, NV

**April 2007**

- 3-5 Agent Leadership Conference – Headquarters, Evansville, IN
- 6 Good Friday – Atlas Canada and Titan offices closed
- 18 AWG Board Meeting
- 18-19 Agent AtlasNet Training, Headquarters, Evansville, IN
- 19-20 40th Annual Atlas Forum on Moving, Marriott Chicago Downtown, Chicago, IL**
- 23-26 AMSA Annual Convention & Trade Show – La Quinta Resort & Club, La Quinta (Palm Springs), CA
- 24-26 Agent Customer Service/Coordinator Training, Headquarters, Evansville, IN

**May 2007**

- 21 Victoria Day – Atlas Canada offices closed
- 28 Memorial Day – US, Titan and International offices closed

**June 2007**

- 24-27 SHRM 59th Annual Conference & Exposition – Las Vegas Convention Center, Las Vegas, NV

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



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