

amplifier



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Letter from the Chairman

Imagine this. You're at the kitchen table of a prospective customer. Estimates from two competitors are lined up in plain view. You're about to become number three. You glance at the papers, then you say with all sincerity: "If you allow me to handle your move, you will be completely satisfied. If you are not, you won't owe a penny."

I wonder, how would your customer value such a guarantee? What price could you command?

You may say such an approach could never work. Some folks are impossible to please. Some would just take advantage.

You may be right. However, I do know that most people are well-meaning and reasonable. If a service hiccup occurs—the truck breaks down, or a coffee table gets scratched—they understand when we communicate and work through it with sincerity. Many of our staunchest customers are those who have seen just how we handle their problems.

Which is the main reason Atlas® has become known as a true service provider. The industry's biggest accounts acknowledge this fact every year with a bevy of quality awards. Individual customers acknowledge it by their loyalty—many even plan their relocation around the availability of a particular PVO.

Here's my point. Contrary to the old refrain, Atlas is proving that moving is not a commodity. And we have no reason to apologize for providing a premium service. On the contrary, we've earned the right to a commensurate price. While I do not advocate a "free" guarantee for moving, perhaps its contemplation is a worthy exercise. What if someday we could actually be so bold?



Glen Dunkerson
Chairman & CEO



Go new places.®

In this issue of the
amplifier

Volume 67 Winter 2016
atlasvanlines.com/amplifier

On the Cover: **FAN MAIL**

Each month, thousands of families go new places® with the help of Atlas® Agents. And each month, expressions of gratitude pour into Atlas via post-move surveys. It's no wonder the comments often read like fan mail. People go hundreds, even thousands of miles, to get to a new home, a new community, a new job. Throughout their journeys, Atlas Agents provide service that is reliable and reassuring.



"What If?" was the theme at this year's Atlas World Group Convention, held November 16-18. The theme was designed to spark creative solutions that break down longstanding barriers faced by the company and the industry. Those creative ideas are reflected here in our stories.

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Atlas Service is Appreciated

Go Beyond The Page

Our online resources offer tips, trends, and updates to help you go new places® more easily and more securely with one of the most trusted names in moving.





What if every letter we received was **FAN MAIL?**

Each month, thousands of families go new places® with the help of Atlas® Agents. And each month, expressions of gratitude pour into Atlas via post-move surveys. It's no wonder the comments often read like fan mail. People go hundreds, even thousands of miles, to get to a new home, a new community, a new job. Throughout their journeys, Atlas Agents provide service that is reliable and reassuring.

What if every customer thought of you as "part of their family"?

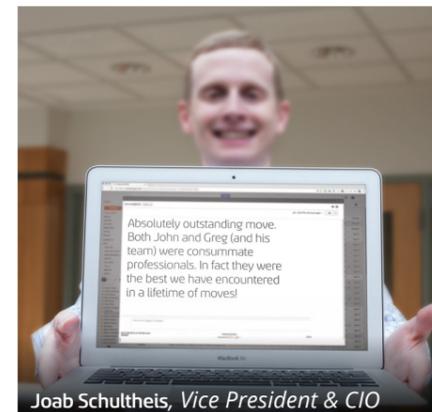
"We treat customers like family, and they feel the same way about us," says **Karen Wing**, CEO, Walker Transfer Powell, LLC (2140). "At the end of every move, our PVO doesn't feel successful unless he gets a hug."

"Moving is a tough business, highly competitive," says **Donnie Hill**, President, Alexander's Mobility Services (0207). "Customers are filled with anxiety. They don't know what to expect. They depend on us to ease their worry. The feedback we get, the gratification of knowing we exceeded their expectations, is truly what keeps us in this business."

Atlas® Quality: Worth Raving About

A lot goes into getting a hug or a glowing review. It takes the right people. It takes investments in equipment, in technology, and in training. Above all, it takes a commitment to best-in-class service.

In 1996, Atlas® introduced the Milton M. Hill Quality Award to encourage and honor service excellence. That first year, four agents earned the award. This year, 41 Atlas Agents have distinguished themselves—14 fewer than last year. There's a good reason for the drop.



Joab Schultheis, Vice President & CIO

"Atlas quality is based on continuous improvement," says **Mark Spiehler**, Senior Vice President Account/Agent/Claims Services. "We continually tighten our standards, which leads to quality improvement and requires more effort to achieve Atlas' quality awards."

Beyond a determination to be the best, Mark says Atlas is beholding to a host of external factors. "Advances in technology, stricter government regulations, and the ever-increasing expectations of our customers—all these affect just how we set the bar for quality."

That bar took a big jump last year when Atlas introduced an advanced standard for technology. It improves efficiency across Atlas information systems, enabling better service. It also provides transparency that motivates each agent to perform at their best—the essence of a culture where serving one another equates to serving oneself.

"We're all in this together," says Donnie. "Agents can log into AtlasNet® at any time and, when they are looking for help, see who might be the best fit in a particular area. That kind of visibility drives improvement."

Protecting the Culture

Wherever you find competition, you often find quality in the crosshairs of cost-reduction. In the moving industry, many have resorted to price-cutting as a lazy shortcut—an end run around quality. But Atlas has refused to let discounting take precedence over service.

"If Atlas Agents cannot earn a reasonable return, service ceases to exist," says **Ryan McConnell**, Vice President of Marketing. "Over the last two years, we have been careful to negotiate pricing controls into contracts. These provide important protection for Atlas Agents and support customer expectations for quality—particularly during the peak moving season."

"We had to make the difficult decision to say 'no' in some instances," says **Jack Griffin**, President & COO, Atlas World Group. "However, it has proven to be the right thing to do. We have protected almost every one of our commitments with big accounts. They understand, and they want us to keep delivering the value they expect."

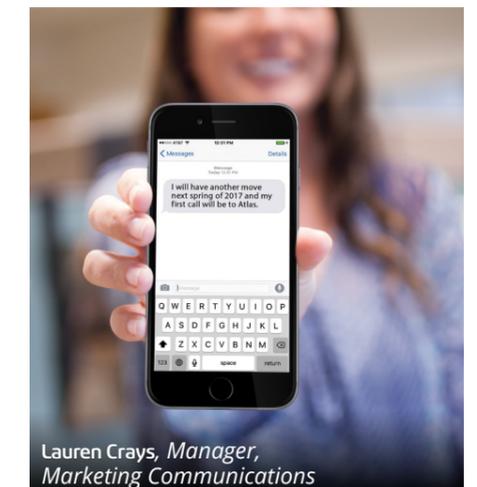
"The peak season pricing controls have been good for our business," says **Chris Wing**, President, Powell Relocation Group (1657). "I think others in our industry are coming to the same conclusion—we see a growing trend away from deep discounting."

Selling Private Clients with Service

How do peak season issues affect service in the private client arena?

"Atlas provides the support I need to succeed, with quality leads, professional marketing materials, and good tools for estimating," says **Eric Galpine**, Global Relocation Specialist with Ace Relocation Systems (0075).

A top producer, Eric admits that pricing controls make selling more challenging during the summer season. But it's far from insurmountable. ▶



Lauren Crays, Manager, Marketing Communications

"The key to winning comes down to service," says Eric. "It starts with the customer's very first contact with Atlas", and it carries through in every interaction with Atlas people. It carries through in on-time delivery, and in the care we take as seen in low claims rates. Most of all, it shows in the enthusiasm Atlas people bring to their work."

"Selling with enthusiasm is the best way to overcome pricing restrictions and longer delivery spreads. Love what you do, and you'll never have to work a day in your life."
- Eric Galpine, Ace Relocation Systems (0075)

On behalf of Atlas® World Group, the *Amplifier*® is pleased to announce that **Jack Griffin** has been chosen as the successor to current Atlas World Group Chairman & CEO, **Glen Dunkerson**. Effective immediately, Jack will serve as CEO & Vice Chairman of Atlas World Group, while Glen remains Chairman of the Board.

Glen has served as the company's CEO since 2008, and Chairman of the Board since 2009. He has been instrumental in the establishment of key Atlas quality initiatives, including the World Class Commitment program and the Milton M. Hill Quality Award.

Jack has been with Atlas for nearly nine years, with his first role being Chief Operating Officer of Atlas International. He brings more than 20 years of experience in the domestic household goods, special products and international segments of the transportation industry. Jack's leadership and strategic initiatives continue to result in meaningful growth for Atlas World Group.

"Atlas has seen significant growth and prosperity over the last six years," says Jack. "It is a tremendous honor to be appointed CEO at such a pivotal time in the company's history."



A FULL STORY ON THE SEAMLESS TRANSITION OF LEADERSHIP WILL BE PUBLISHED IN THE SUMMER 2017 AMPLIFIER.

Leading with Customer-Facing Technology

Long a differentiator for Atlas, technology has never been more important to Atlas than it is now. Enabled by smart devices, people increasingly expect smart tools and instant information. Atlas is answering with customer-facing advances and new enhancements to AtlasNet® like two-way texting, video survey, and automated job stop (see p. 8).

Such innovations are the fruit of company-wide collaboration focused on improving the customer experience. At the fore, an ad hoc development group led by Jack Griffin puts people together from across Atlas to incubate ideas. At present, they are envisioning a central repository of client data for business reviews. And they are working on the development of a common business portal for all Atlas World Group companies.

"The portal addresses the issue of global visibility for Atlas customers," says **Joab Schultheis**, Vice President & Chief Information Officer.

At a summit in March, the IT strategy team prioritized four applications to equip the portal over the next 12 to 24 months: more robust shipment tracking with GPS location data; online credit card transactions; access to a library of shipment documents for transferees; and online claims filing.

"We have a good start," says Joab. "Development of this idea will be a multi-year effort."

Pursuing the Vision

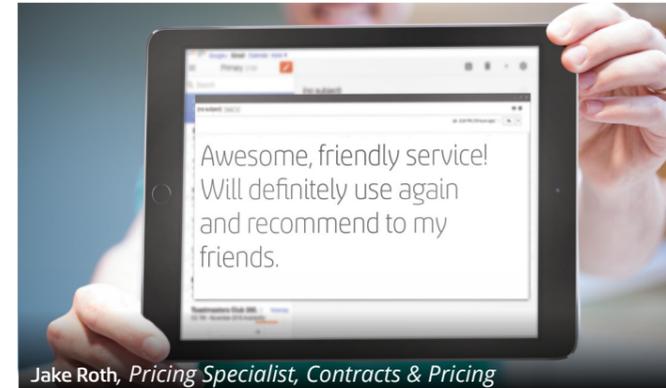
In Q4 of 2014, a strategy team of Atlas executives, managers, and agents benchmarked the company against its best year and set some big goals in a five-year plan. In July, strategy leaders met to review progress, discuss the ongoing challenges, and assess goals going forward.

"We see some good successes," says Jack. "Comparing 2015 to 2010, for example, Atlas has outperformed the market dramatically in national account, private client, and military moves. But we have much more to do."

Some of the greatest potential exists overseas. Subsidiary companies Cornerstone Relocation Group® and Atlas® International are poised to develop these opportunities, making nascent inroads with offices in London, Frankfurt, and Singapore.



Mark Spiehler, Senior Vice President Account/Agent/Claims Services

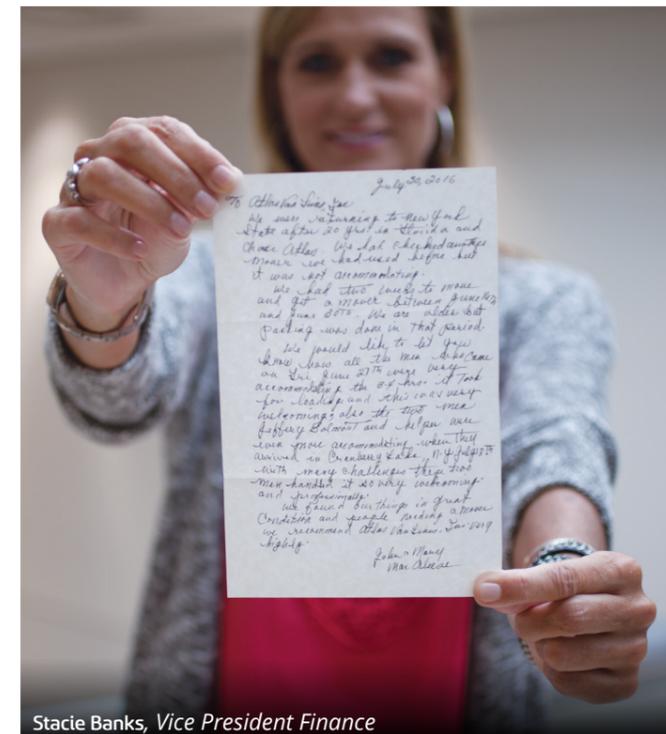


Jake Roth, Pricing Specialist, Contracts & Pricing

"We know we have to become more global, and we will," says Jack. "More and more, companies without a global footprint don't even make the RFP list."

"I'm as excited as I've ever been about our future. We still have challenges. But every Atlas company has a plan and is working the plan. We are outperforming the other major carriers, and the industry recognizes us as a leader. It's good to be Atlas right now."

"I think a significant advantage will continue to come from the things that enhance quality," says Donnie. "We don't do them necessarily because we can market ourselves better. We do need them so we can perform more consistently, so we can be of more value to those we serve. When this is our motivation, the business part will take care of itself." ■



Stacie Banks, Vice President Finance

REGULATORY SNAPSHOT

The cost of compliance affects the entire Atlas® network, and it shows no sign of abating. It takes time, money, and a commitment from everyone involved in service delivery. It adds administrative work to Atlas staff, Atlas Agents, and PVOs.

To get an update on the current regulatory environment, the *Amplifier* asked for a quick word from **Jim McMurray**, Vice President, General Counsel and Secretary, Atlas World Group.

New Overtime Rule.

In May, the Department of Labor published a final rule updating overtime regulations and effectively making more positions eligible for overtime pay. When it goes into effect December 1, businesses will need to change their procedures to adjust to this new regulation. There are big implications, not only for Atlas Agents, but for any business.

34-Hour Restart Rule.

In September, Atlas executives and agents **Rick Meyer** DMS Moving Systems (0800) and **Chris Higdson** California Moving Systems (0533), traveled to Washington, D.C., to take part in "Moving Day on the Hill." The American Moving & Storage Association organized the lobbying effort to apprise legislators of industry concerns. Among topics of discussion: errant language in the 34-hour restart rule. Should Congress fail to amend the language, the more restrictive rule will go back into play.

CSA Scores.

Scores are headed in the right direction, but still have room for improvement. So, Atlas operations and marketing teams have mounted a campaign: CSA Compliance—it drives everyone! Monthly messages to agency ops personnel are helping them become more aware and more proactive.

ELDs.

The rule requiring Electronic Logging Devices (ELDs) is slated to take effect at the end of 2017. Based on positive feedback from early adopters, the new technology will lift the burden for accuracy and timeliness of logs. However, records for medical fitness and for equipment (inspection, repair, maintenance) will continue to require every PVO's diligence.

Go Beyond The Page

Read the entire story at atlasvanlines.com/fanmail





Two-Way Texting

Automated Job Stop

Video Survey

New Magic from AtlasNet.®

What if you could walk through your customer's home from the other side of the world? Or see every text message thread from your customer throughout the move? Or get immediate feedback for improving service on a move while it is taking place? **You Can.**

Atlas® IT has introduced three new capabilities. These are available now for any move you provide for a corporate customer or private client. You'll find them in AtlasNet® Customer Manager.

"Agents and clients asked, so we answered," says **J.J. Mohr**, IT Senior Director. "We continue to add functionality that provides a business advantage for users of AtlasNet Customer Manager."

Two-Way Texting.

Open a window, type a message, and ding! The transferee has it on their phone. Throughout the move, all text messages between the customer and everyone in the Atlas service chain are recorded. They go directly into the file to inform every aspect of service, from the pre-move survey through settlement of any claims.

Video Survey.

The in-home survey can take hours out of the customer's schedule, depending on where the home is located. Now, the agent and customer can get a good chunk of that valuable time back. AtlasNet Video Survey connects mobile and desktop devices for sharing a live video feed. You send the customer a link that launches the app on their phone. Then, they walk through the home and use the phone's camera to show you everything that needs to be moved. All the while, you are connected via voice communication as well.

"Let's get closer on that armoire. Thanks. Is there anything in that closet besides clothes?"

For privacy reasons, the customer can request the video not be recorded. However, still images can be captured at any point to document damage or other concerns. For example, exterior views may illustrate special considerations for access to the home.

Besides the obvious benefit of saving travel time, a video survey may answer some customers' concerns about personal safety.

"I can see where this technique may be especially appealing to women who live alone," says **Nancy Menke**, IT Project Manager. "There are some limitations," says J.J. "You need to have Internet access with enough bandwidth, decent lighting, and, of course, customer cooperation. We're working on a best practices document to help users get the most from this new tool."

Automated Job Stop.

This interactive tool is an essential quality check for many corporate accounts. Now, the Atlas Agency representative can complete the form online (at the move-out or move-in) and it generates a report for taking corrective actions immediately. Copies of the report are stored in "Imaging" on AtlasNet.

"We work with a standard inventory of questions," says Nancy. "We have attempted to standardize the list of questions initially. At some point in a future release, we may be able to provide account-specific forms for any account or for an agency wanting to use it for any move." ■

Atlas®, wherever you go.



What if Atlas® served customers in every time zone of the world?

Imagine... your customer has taken a promotion and must relocate to Burundi to oversee the cultivation of a new variety of arabica beans. Or... a client who markets a line of designer apparel has expanded operations across Asia and must relocate a management team to Sri Lanka.

No worries. Your Atlas® International service representative is on the same clock as the customer, ready to deliver worry-free, door-to-door service in total sync with the customer. No matter which of the world's 195 countries you are moving to (196 if you count Taiwan), Atlas customer service ticks according to the local clock and in the native tongue. ...*At least, that's the vision.*

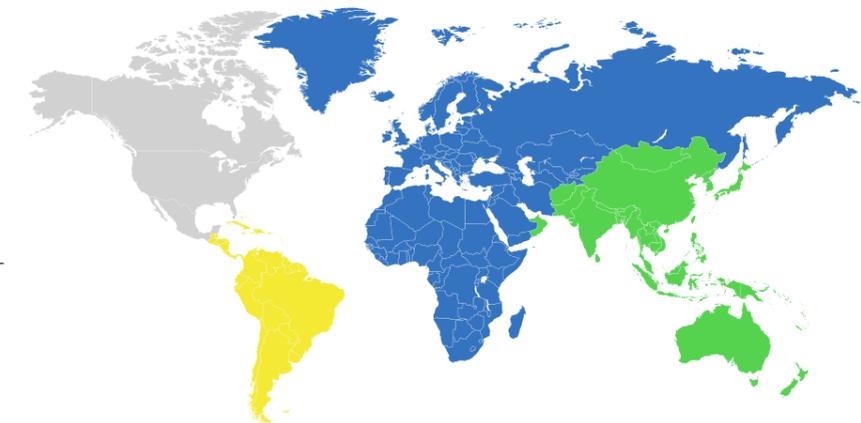
"We want people to see Atlas as the go-to solution for anything related to global relocation," says **Matthew Hagenah**, VP Global Mobility, Western U.S. This means customers will be able to reach an Atlas Account Manager anytime, anywhere. From the beginning of each move, direct local contact establishes the groundwork for an outstanding customer experience.

EMEA, APAC, LATAM

Key to achieving this level of service are regional move management centers in EMEA, APAC, and LATAM. They are beginning to take shape, with customer service offices in London and Singapore.

"Each center will be staffed with professionals who are culturally attuned and knowledgeable in the industry," says Matthew. "Their primary role is to be immediately accessible for any assistance customers need to transition well."

"Global regionalization will bring not only logistical information and answers, but the personal support families need during international relocation," says **Liz Hans**, VP Global Mobility, Central U.S. "This supports our team's first and last promise: to help customers go new places® more easily and worry-free."



LATAM

Latin America

EMEA

Europe, the Middle East & Africa

APAC

Asia Pacific

All account managers will be connected through a common, move-management platform in the cloud that supports a continuity of service informed by real-time data.

"Move management centers will fully manage services within their own region or theatre," says **Greg Donovan**, VP Global Mobility, Southwest U.S. "This ensures that the Atlas International contact and the relocating assignee are working the same business hours, allowing timely communication."

"Our regional hubs will strengthen market awareness of Atlas International as a global brand, a multi-national firm that provides mobility support anywhere," says Matthew. "Ultimately, global regionalization supports the Atlas core value of putting the customer first." ■

WHAT IF...

relocations and assignments
were simpler, like advertising?



By David Piatkowski, Senior Director, Global Marketing Services, Cornerstone Relocation Group

Even though I've been in the relocation industry since 2004, I still feel like something of an outsider. It probably has to do with my first career in advertising where things were simpler: you distilled a company's unique selling proposition into a 30-second commercial. However, simple is not the relocation business. Relocation and assignment management are multi-dimensional—like orchestrating three marching bands simultaneously on one football field.

In advertising, it was simple . . . Tastes great. Less filling. I can't believe I ate the whole thing. Just do it. In relocation, it's 37 languages, dozens of currencies, and way too many tax jurisdictions.

In advertising, you're always looking to break things down to their basic core and figure out . . . "where's the beef?" In relocation, it's an all-you-can-eat buffet (and is that buffet covered under my per diem or under my miscellaneous expense allowance?).

But relocation is a fascinating business and Cornerstone is committed to bringing incredible efficiency to it through simplicity. This is most apparent in Cornerstone's technology platform, TrackStar. TrackStar is an end-to-end solution within a single database. It offers a simple, user-friendly interface, robust reporting, and dynamic dashboards. It includes Cheetah, the five-minute cost estimator anyone can run. It contains the one-of-a-kind Total Communication Center that gives our consultants a way to simply respond faster to transferees.

Simplicity continues with a single-point-of-contact service model where all relocating employees are given executive treatment regardless of their level. This is also where the Total Communication Center really shines as it unifies all communications between relocating employee, consultant, and suppliers. Plus, our single-point-of-contact model works across the globe with our teams in all key regions covering all time zones.

However, the ultimate in simplicity will be reached when your entire program is on a mobile device and transferees have their relocations or assignments in the palm of their hands. It will come when stakeholders can see all aspects of their program, see how all relocations are progressing, and see how their program is meeting key performance metrics. It will come when suppliers are seamlessly woven into the process and all the players fall into place. That's the future simplicity we are well on our way to achieving with many key features already in play.

This all comes together thanks to the teamwork of Atlas® World Group and its subsidiaries. Together, we give our customers simplicity, efficiency, and quality, all while driving costs down.

I like a good challenge and this industry has plenty. But, I must admit, I still sometimes miss making beer commercials with the Jamaican bobsled team. ■



What if you could turn 60 minutes into \$60,000?

It could be your finest hour

The 60 minutes it takes for a demo of Avail Move Management's® capabilities just might be the ticket to your best win of the year.

A few months back, one of Ace Relocation Systems' (0075) key accounts was up for review. At the last minute, says **Richard Clarke**, Senior VP, representatives from the customer's procurement department invited themselves to the review.

"Our team welcomed the chance to show just how Avail manages moves," says Richard. "At the close of the meeting, the procurement folks told us they didn't see any need to go through the RFP process—they were confident Avail provided the accountability and control they needed."

"A demo of Avail's services is well worth exploring," says **Elaine C. Smythe**, CRP, GMS-T, Vice President, Corporate Sales & Marketing, The Paxton Companies (1610). "Avail staff recently conducted a demo with a current client using multiple carriers via their Relocation Management Company (RMC). They were quite impressed with the functionality, and as a result, decided to sign a direct contract instead of renew with a third party..."

What if you could be the move management solution your client needs?

"Over the last eight months, our team has given about 150 service demos to Atlas Agents and clients," says **Jessica Nichols**, Manager, Business Development & Client Retention. "It's a real eye-opener for everyone who sees it."

Avail service demos typically include a presentation of the Avail Order Management system and movr™, Avail's solution for transferees with a lump-sum benefit.

"Although most clients have similar needs and interests, Avail brings the ability to customize programs, especially with our reporting, to fit each client's unique situation," says **Mary Beth Johnson**, Avail Vice President. "You might say we provide a standard foundation with custom cake."

"We are always looking for areas we can introduce Avail into our RFP responses."

*- Elaine Smythe,
The Paxton Companies (1610)*

Independent Problem Solvers

Although Avail is an Atlas subsidiary, it operates independently.

"Objectivity is important to clients," says Mary Beth. "It gives them an added assurance that Avail serves their best interests."

"Avail's reporting enables my customers to justify their choice of carriers objectively with measurable data," says Richard. "This allows my company to earn business based on performance, rather than compete on the basis of which carrier has the best golf game or buys the best lunches."

"Avail differentiates us from the competition," says **Christine Sidari**, VP Business Development, Alexander's Mobility Services (0207). "We can offer Avail's services coupled with ours to provide a complete package for those with needs beyond HHG, but who do not need a full-service, third party company."

"In a nutshell, Avail solves problems," says Mary Beth. "As a result, we develop trust and loyalty with clients."

Mary Beth adds that it's easy to get started with a service demo. Just ask. "An hour of your time with Avail could be your best investment all year." ■

What if you could grow your business...



Better Nets, Bigger Share.

Without adding a single employee?

Or, what if you had to expand your operations? Acquire more power units? Add on to your warehouse?

"If an Atlas® Agent is doing business with Atlas Logistics®, they can expect more volume in warehousing and long-distance hauling," says **Matt Van der Linde**, Vice President of Business Development. "We can't promise you'll have to expand operations, but if that's a goal, we'll help you achieve it."

From Local to Regional to Nationwide

Like many Atlas Agents, A-1 First Class Moving & Storage (2123) excels in origin and destination services. Which is what Agency President **Matthew Schwartzberg** expected to provide when he was contacted earlier this year by a shipper in the northeast.

"As I listened, I learned he needed a national solution," says Matthew. "So we got on the phone with Matt and Chris at Atlas Logistics. They put together a good plan for transportation and regional warehousing. So far, we've handled about 500,000 pounds of goods for this customer."

"Atlas Logistics® handles all the in-between work—they let me do what I do best as part of a total logistics solution."
- **Matthew Schwartzberg**, A-1 First Class Moving & Storage (2123)

Added Capabilities, Added Opportunities

"Atlas Logistics has given us the ability to provide competitive pricing and dependable service for rollouts, dry-van truckload, LTL, and final mile white-glove services," says **Gary Louderback**, President of Louderback Logistics (0076). "Logistics provides additional revenue opportunities with existing customers, as well as the ability to quote new customers on non-traditional van line business."

"Logistics is a good way to even out the seasonal fluctuations," says **Phil Wahl**, Senior Vice President & General Manager, Atlas Logistics. "Any Atlas Agent can literally provide a turnkey logistics solution and a distinct competitive advantage for commercial business."

"You don't have to be a logistics expert," says **Chris Koehl**, Director, Atlas Logistics. "You have a whole team of logistics experts behind you."

Where's Your Logistics Opportunity?

"Perhaps the most immediate opportunity is in warehouse services," says Matt Van der Linde. "More than 400 Atlas quality warehouses are a big differentiator for the Atlas brand—and the potential for Atlas Agents to earn extra income with good margins. There's nothing we like more than seeing dollars go back into the Atlas Agency network."

"As an agency owner, I'm now looking at my entire network for opportunities to put Atlas Logistics to work," says Matthew Schwartzberg. "Just one or two new logistics accounts can be game-changers for business." ■

Atlas® Canada goes deeper to reassert industry leadership

They say you can give a man a fish and feed him for a day. Or you can teach a man to fish and he will feed himself for a lifetime. It's true—and Atlas® Canada sales professionals are starting to feast.

"Our business mix has changed over the last two years with a decline in government volume," says **Fred Haladay**, Senior Vice President & Chief Commercial Officer. "In 2015, we took a hard look at where to grow our business and saw the best potential with private clients. We asked, 'What if we want to capture 55 percent of that market—what do we need to do?' Simple arithmetic told us to convert more leads to sales. In other words, we needed to sharpen our sales skills."

Developing the best sales force in Canada

With more than 150 Atlas Agencies across the provinces, sales training would require a significant effort. The search for the best partner led the Atlas team to talk with a number of highly rated firms. Fusion Learning Inc. was among them.

"Fusion was so confident in their services, they allowed us to interview their facilitators directly," says Fred. "From that point, we were sold."

"We started by assessing Atlas' unique business environment," says Fusion's **Leon Arendse**, Vice President of Sales. "We talked to sales people and managers. We asked, 'What will success look like for you?'"

Based on the findings, the Fusion team developed a curriculum to strengthen fundamental selling skills with real-world, experiential techniques. They conducted six intensive, one-day workshops in the fall of 2015 at locations across Canada. A total of 161 Atlas sales people took part.

A few weeks after the sessions, Fusion trainers conducted webinars, giving trainees follow-up assessments and coaching.

"The follow-up training allows us to answer questions the salesperson may have after taking what they have learned into the field," says Leon. "We can offer additional pointers to hone their skills—we want every salesperson to see good results right away."

Everybody learns something

Among those who attended training, four were from Highland Van and Storage (8808), including **Arlene Johnston**, Sales Manager & Relocation Specialist with 30 years of experience. She says her team agrees the training has helped; they have put the ideas to work and gotten results.

"We've had some excellent sales calls and sealed deals that normally might have gone somewhere else," says Arlene. "One of the best things I took away was the gentle reminder I need to listen more. I am more relaxed not having to tell the customer everything there is to know about moving—and I can better hear their concerns."

"Proof is in the pudding"

Atlas salespeople overwhelmingly indicate satisfaction with what they have received from training.

"Overall, attendees rated our facilitators 4.9/5.0 on their ability to engage," says Leon. "Even professionals who have sold for 25 years or more tell us they have found this training helpful."

"We've seen measurable success, starting with a huge bump in market share during the off season," says Fred. "So we're taking things to the next level. In October, we are providing a workshop for 125 sales managers. We've made good strides toward becoming the best sales force in Canada. But this is an ongoing process. Stay tuned." ■

Good Connections Make For Great **RELOCATIONS.**



6

7

Go Beyond The Page

Our online resources offer tips, trends, and updates to help you *go new places*® more easily and more securely with one of the most trusted names in moving.

Amplifier® Articles

Read continuously updated amplifier articles. atlasvanlines.com/atlas/amplifier/

Atlas® Social Media

Follow Atlas on social media to stay connected.

Atlas® Blog

Get the latest trends, tips and topics about moving. atlasvanlines.com/atlas/blog/

Multimedia

Watch videos or download e-books and white papers.



Corporate Relocations are on the Rise



8



9



10



11



12



1

Honesty

Is the Best (and only) Policy



3

Cornerstone Relocation Group.

HRO Baker's Dozen Customer Satisfaction Ratings
RELOCATION
2016 Winner

First Place "Quality of Service"

Atlas® Van Lines

1. **Atlas is a Friend in Corporate Relocation at SHRM**
atlasvanlines.com/amp/shrmfriend
2. **Every Move is a Moving Story**
atlasvanlines.com/amp/amovingstory

Atlas® International

3. **Honesty is the Best and Only Policy**
atlasvanlines.com/amp/bestpolicy
4. **Infographic: Domestic vs. International Relocation**
atlasvanlines.com/infographic/2016relocation

Cornerstone Relocation Group®

5. **First Place for Quality Service**
crgglobal.com/crgquality
6. **Good Connections Make for Great Relocations**
atlasvanlines.com/amp/goodconnections

Avail Move Management®

7. **10 Tips for Transitioning to a New Job**
mymovr.com/transitiontips
8. **Corporate Relocations are on the Rise**
mymovr.com/riseinrelocations

Atlas Logistics®

9. **Harmonist Sweet Home**
atlasvanlines.com/amp/newharmony
10. **Growing a Healthy Relationship for Healthcare Logistics**
atlaslogistics.com/healthyrelationship

Atlas® Canada

11. **NAV Canada Honors Atlas for Superior Service**
atlasvanlines.com/amp/navhonors
12. **Video: How to Choose a Mover**
atlasvanlines.ca/howtochoose

Agents In The COMMUNITY+

Go Beyond The Page
atlasvanlines.com/amp/agents



Agents Lend a Helping Truck

Atlas® Van Lines Agents think ‘the bigger the better’ when it comes to spreading awareness about food insecurity. In partnership with Move For Hunger,™ a nonprofit that encourages donating food instead of moving it, our moving and storage companies are sharing the message from the largest billboards they could find – their moving trucks.



Alaska Terminals, Inc. (1924)



Paxton Van Lines (1610)



Imlach & Collins Brothers (1132)

Now things may be bigger in Texas, but you'll find more traveling Move For Hunger billboards in Washington D.C. Paxton Van Lines (1610) wrapped four straight trucks to solve hunger problems in the United States. According to the agency, there's no better place to start than our nation's capital.

Alaska Terminals (1924), Move For Hunger's 2015 Atlas Agent of the Year, gave their first truck a charitable voice in June. The company wrapped a 16-foot straight truck to encourage relocatees to donate food when they move. Alaska Terminals is fighting to end hunger for the 14 percent of Alaskans, including 1 in 5 children, who struggle to find their next meal.

“Our truck wrap helps us spread the message of Move For Hunger across The Last Frontier. Everyone at Alaska Terminals is proud of our partnership and we will continue our support,” said **Sean Halverson**, Office Manager at Alaska Terminals.

In Dallas County, TX, over 473,000 residents are food insecure. That's why Imlach & Collins Brothers (1132) is always willing to lend a helping truck. The agency has donated over 250,000 meals and the office wrapped its first Move For Hunger truck in July.

“We did not hesitate at the offer. We strive to support Move For Hunger in our community and start the conversation about hunger with our customers,” said **Meagan Holder**, Operations Manager at Imlach & Collins Brothers.

“We were really inspired by **Adam Lowy**, the founder of Move For Hunger, and his mission. It's simply contagious,” said **Bill Paxton**, COO. “Washington D.C. has a great deal of wealth with a vibrant economy, so it's utterly ridiculous that anyone, particularly children, should go hungry.”

To date, Atlas and its agents have donated over 805,900 pounds of food, while the entire Move For Hunger network has collected an impressive 7 million pounds of food.

Nelson Westerberg Named NEI's Top Partner

At its 4th Annual Global Partner Alliance Summit in September, NEI Global Relocation honored Atlas Agent Nelson Westerberg (1505) with the 2016 Partner of the Year Award. Recognizing the “Best of the Best” for exceeding partner responsibilities over the past year, the award was open to all relocation segments, including movers, real estate agents, mortgage lenders and more. **Tom Philbin** and **Donna Gann-Martin** oversee the NEI account for Nelson Westerberg.



“We are honored, humbled, and truly grateful to be selected by NEI Global Relocation as their 2016 Partner of the Year,” said Donna.



Hauling Hope for Minnesota's Kids

Every spring and fall, Ace Midwest Moving and Storage (0191) plays an important role in the fundraising efforts for Children's Hospitals and Clinics of Minnesota. Twice a year, the midwest-based movers donate a truck and a few crew members to transport donations from all around the Minneapolis/St. Paul area to the North Oaks Rummage Sale, a city-wide fundraiser held in September. All proceeds from the sale fund programs for sick children and their families at the Children's Hospitals and Clinics of Minnesota.

ATLAS® AGENTS WIN TOP SUPPLIER AWARDS

CARTUS

During the first week of October, Cartus held its annual Global Network Conference for the relocation management company's network of suppliers, and many Atlas Agents walked away with some new hardware. Congratulations to these nine agents that won platinum, gold, and silver awards in the domestic household goods category.

PLATINUM

- AMJ Campbell Van Lines (8841)
- Imlach Group (1130)
- Powell Relocation Group (1657)
- Prairie Van & Storage (1883)

GOLD

- Celina Moving & Storage (0592)
- DMS Moving Systems (0800)
- King's Transfer Van Lines (8243)
- Wm. Duggan Co., Inc. (2189)

SILVER

- Golden Van Lines (0991)

Brookfield Global Relocation Services

Brookfield Global Relocation Services announced the winners of their esteemed supply chain relocation awards at its 2016 Supplier Forum in Washington D.C. Similar to the Cartus awards, Atlas Agents won the evening by taking home platinum, gold, and silver awards, plus special Move For Hunger™ awards. Congratulations to the following agents on their wins.

PLATINUM

- DMS Moving Systems (0800)

GOLD

- AMJ Campbell Van Lines (8841)
- Imlach Group (1130)

SILVER

- Alexander's Mobility Services (0207)

MOVE FOR HUNGER AWARDS

- Atlantic Relocation Systems (1037) - Platinum
- Alexander's Mobility Services (0207) - Gold

2016 KING OF THE ROAD SURVEY

This year, we received responses from 401 Atlas van operators across the U.S. The survey provides insights into PVOs' favorite brands, highway essentials, use of technology and how they stay fit while on the road.

HIT THE ROAD LIKE A PRO INFOGRAPHIC

Check out our top road trip picks from Atlas Drivers in the 2016 King of the Road infographic.

Visit atlasvanlines.com/hit-road-like-pro to learn more.



Keep our service men and

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger	Nephew	Move Management Coordinator, AVAIL
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Theresa Banta	Neil S. Banta	Son	Regional Zone Planner, Ace Relocation Systems, Inc. (62)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Moving & Storage, LLC (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Alfred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Carroll Britzell	Colten Powell	Grandson	Customer Service, Ace Relocation Systems, Inc. (75)
	Clayton Powell	Grandson	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage, Inc. (1317)
	Rich Bowman	Nephew	
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings	Stepson	General Manager, Ace Relocation Systems, Inc. (15)
Phyllis Cain	David Lynn	Nephew	Executive Assistant, Ace Relocation Systems, Inc. (62)
Keith Campbell	James A. Hicks	Stepson	Long Distance Dispatch, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Stepson	
Jennifer Campbell	James A. Hicks	Son	Office Manager/OA DA Coordinator, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Son	
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Melissa Compton	Josiah Cavanaugh	Son	Customer Service Coordinator/Special Products/Headquarters
Scott Coyle	Active Reservist		Owner, & President, Ace Midwest Moving & Storage (191)
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage, Criqui Corporation (1286)
Vivan Dao	Richard Daniel Joyner	Husband	Administrative Assistant, AWG International
	Joseph Hue Nguyen	Uncle	
Joan Duggan	Andrew Duggan	Son	Sr. Staff Accountant, Finance/Headquarters
Kim Dupps	Jonah Dupps	Nephew	Pricing Specialist/Contracts & Pricing/Headquarters
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers Ltd. (8570)
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, Nelson Westerberg (1523)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Melanie Freeman	William J. Freeman	Brother	Interstate Operations, Advance Relocation Systems (59)
Debra Hodgson	Jason Hodgson	Son	Customer Service Representative, Atlas Canada
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Amanda Jillson	Zachary Scott	Nephew	Rating & Distribution, Headquarters
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Pat Kelly	Justin Casey	Son	Van Operator, Alexander's Mobility Services (207)
Audrey Kingsland	Kenneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation Group, LLC
Teresa Kintop	John Kintop	Husband	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1148)

women in your heart.

To view this list online visit:
atlasvanlines.com/Military



Atlas Associate	Service Member	Relationship	Atlas Associate Position
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Moving & Storage, LLC (1406)
Brandy Lumbert	Nick Lumbert	Husband	Customer Service Support, Imlach & Collins Brothers, LLC (1132)
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Lucas Matte	Actively Serving		Associate Database Administrator, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp. (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
David Olson Sr.	David Olson Jr.	Son	Van Operator, Atlantic Relocation Systems (1148)
Dorrian Pierce	Joshua Pierce	Son	Quality Manager, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepson	
	Tyler Calhoun	Nephew	
Amanda Pierce	Joshua Pierce	Brother	Customer Service, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepbrother	
	Tyler Calhoun	Cousin	
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Guardian Relocation of Ohio (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Moving & Storage, LLC (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Stephanie Shelton	Kyle Walts	Nephew	Corporate Marketing, Headquarters
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida, Inc. (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (1902)
Tammy Teague	Nick Lumbert	Son-in-law	Senior Customer Service Rep, Imlach & Collins Brothers, LLC (1132)
Carole Temme	Bruce Overton	Son	Customer Service II Corporate Resources, Headquarters
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), HQ
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Moving & Storage, LLC (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)
Angela Zuke	Trevor Olsen	Son	Corporate Claims Department, Atlantic Relocation Systems (1038)

These names are the individuals who have been brought to our attention. Please email any additions to Katie Gross at katgros@atlasworldgroup.com. The Amplifier® publishes this show of appreciation in every issue.



Go Beyond The Page
atlasvanlines.com/AmpTracks



Tracks

Atlas Service is Appreciated

Re: Greg, John, and crew American Transportation System Corporation (0136)

Yesterday, Greg brought my stuff to storage in Austin. I would like to tell you that in every instance, the men who came to pack my stuff in Albuquerque, the driver, Greg, and the local helpers who unloaded it at storage in Austin, behaved impeccably. They were efficient, gentlemanly, and sensitive to my needs. I have been moved to and from Texas on other occasions by different companies, and never has my move been so smooth. Please inform John and all the other people involved that I am impressed and very grateful for their outstanding services. I am sending a copy of this to Jill, my excellent real estate agent who recommended Atlas, so she can spread the word.

Good luck to all,
Brittne

Re: Nick and Mike DMS Moving Systems (0800)

I would like to thank Nick for helping make the show management shipment to the Concrete Convention and Exposition a seamless success. In particular, your knowledge, experience, and responsiveness helped make the planning and coordination of the shipment a breeze. The service you provide is by far the best we have ever received. Our driver, Mike, was an absolute pleasure to work with. He took extra care to make sure all of our items were strapped down and secure. He arrived on time for pickup and delivery, which helped to keep the show on schedule. We look forward to working with you and Mike again on our shows in the future.

All the best to you and your staff,
Lauren & Alexandria

Re: Lucious, Jack, and Cyndi V. Santini, Inc. (1777)

V. Santini and the moving crew held our hands with patience and a smile every step of the way and made our transition as pleasant and efficient as it could possibly have been. Knowing that the same crew was with our goods from origin to delivery gave us confidence and removed a layer of anxiety from the process. Jack and Cyndi at V. Santini could not have been more accommodating, professional, pleasant, or helpful.

Sincerely,
Diane

Re: Stephanie, Kim, Lance, and Jordan Action Moving & Storage, Inc. (0031)

I just wanted to let you know that our move went exactly as planned. Everything was in good shape when it arrived. Your guys did a much better job of handling our stuff than previous movers. Due to construction next door and having to bring a big truck for delivery, they had to move stuff a bit further, but did so with ease. I also wanted to let you know that Stephanie and Kim were wonderful all throughout our move process. They were very patient with me and with all of my questions and phone calls. They are great ladies!!! The guys you sent over to help, Lance and Jordan, did an excellent job.

They were very polite and professional. I appreciated that very much. Lastly, thank you for your guidance on packing helping answer any of my other moving questions. If I have an opportunity, I will highly recommend Atlas moving.

Thanks!
Katie

Re: Grant and crew Imlach Group (1130)

I just wanted to drop a line on how the packing and loading went. Of course this is before we have received our goods, but if it goes like it did on the pack and load, I don't see any issues. Grant's team was great. I can say they did a great job packing and loading. The whole team was very respectful and very conscientious. Grant ran a great team and it shows his leadership style. I do know that Grant is the owner's son. They have raised a very responsible young man. You do not see this being done now and find very few young men like Grant. If Imlach Group is run anything like how Grant conducts himself, I do not expect any issues. My wife was very sick the day the team arrived and could not finish what she was supposed to. She fell asleep in bed for a few hours which was very unusual for her with other people in the house (especially 4 men she has never met before). This shows how comfortable she felt with Grant's team in the house (alone) since I had to go deal with the cable and phone company also. Thank you for all your help and I do not expect any issues on the unloading side.

Thank You and Best Regards,
Nathan

Thank You!

PLATINUM Preferred Atlas Suppliers



BRAVO

Boosting Recognition of Atlas Van Operators

PVOs DRIVE US.

Every day, Atlas Professional Van Operators put in long hours and hard work to help Atlas customers go new places. Throughout the week of September 26-30, 2016, Atlas Agencies all over the U.S. and Canada hosted events in honor of Atlas Professional Van Operators and crew members. Why? Because we all understand a couple things that are critical to our overall success. First, we've earned the reputation as one of the best service providers in the industry because we have the very best PVOs in the industry. Second, they go above and beyond each and every day to meet and exceed the expectations of our customers.

From small, humble gatherings to catered lunches and giveaways, agencies rolled out the red carpet throughout BRAVO Week for those who drive Atlas.

For a complete story and pictures from #BRAVO2016 visit ATLASVANLINES.COM/AMP/DRIVEUS



SAVE THE DATE April 20-21

50th Annual Atlas Forum®

Marriott Chicago Downtown, Chicago, IL



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2017 Calendar
January - June

January 2017

1 New Year's Day – U.S. & Canada offices closed

February 2017

26-Mar. 1 AMSA 2017 Annual Education Conference & Expo, Palm Springs Convention Center, Palm Springs, CA

March 2017

6-10 President's Clup Trip, The Cape – San Lucas, Mexico
23-25 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY
28-30 GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV

April 2017

14 Good Friday – Canada offices closed
20-21 50th Annual Atlas Forum*, Marriott Chicago Downtown Magnificent Mile, Chicago, IL

May 2017

7-10 American Alliance of Museums (AAM) Annual Meeting & Museum Expo, St. Louis, Missouri
17-19 Worldwide ERC Americas Mobility Conference, Atlanta, GA
21-24 International Supply Management Conference, Orlando, FL
22 Victoria Day – Canada offices closed
29 Memorial Day – U.S. offices closed

June 2017

18-21 2017 SHRM Annual Conference & Expo, New Orleans Ernest N. Morial Convention Center, New Orleans, LA

Editor: **Katie Gross** – katgros@atlasworldgroup.com
For more information on Atlas and our services, visit atlasvanlines.com

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