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The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier

Volume 52 Winter 2004

there
there
there

the future is now.
tomorrow is today.
there is here.



Chairman's Message

This issue of the Amplifier celebrates the arrival at a particularly welcome destination, an Atlas moment we describe as **"there is here."** The contents contrast where we are today with where we were just a few years ago. The journey is remarkable in many ways.

I invite you to read about how we are finishing up the biggest year in our van line's history on page four. Find out what several top Atlas managers have to say about the advances enabling our progress in our cover story beginning on page six. See how prospective customers are warming to our broadened brand message on page 16. And be sure to take a look on page 14 at the marketing strategy driving the development of our new public website which launched in November.



The distance we have come is gratifying. Yet it has not come without hard work and sacrifice. We are especially grateful to our founders. Among those visionaries, O.H. Frisbie was extraordinary for a life and legacy that continue to inspire. We mourn his passing with a special memorial on page two.

Today, Atlas takes stock of how far it has come. But the respite is momentary. Another destination awaits, another "there" takes shape ahead. If we build together on the lessons we have learned thus far, I am confident there is no distance we cannot travel.

Mike Shaffer
Chairman & CEO
Atlas World Group, Inc.



integrity | quality | solutions

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The future is now.
Tomorrow is today.
And... "there is here."



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the first
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Atlas Service is Appreciated



Editor Kristen Burnett kriburn@atlasworldgroup.com

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



Atlas Family Fondly Remembers O.H. Frisbie



O.H. Frisbie, former President and Chairman of Atlas Van Lines, passed away on September 21 at his home in Pembroke Pines, Florida.

When one thinks of the people who have helped build Atlas into the global company it is today, perhaps no name comes to mind more readily than O.H. Frisbie. From his early work as a founder of Atlas Van Lines until his retirement in 1984, Mr. Frisbie became known as an industry icon who exemplified the commitment to integrity, quality, and solutions that identifies Atlas to this day.

O.H. Frisbie was born in Warrick County, Indiana and graduated from Boonville High School in 1925. He attended Indiana University from 1925 to 1927 and the University of Detroit from 1927 to 1929. He entered the moving business in 1930 when he formed O.H. Frisbie Moving & Storage Company in Detroit. He was one of the first movers in the country to build one-story warehouses for household goods. He also pioneered Seal-A-Vault storage, a system whereby goods are sealed in a vault which is not opened until it reaches the new residence.

In May of 1948, when "Atlas Van Lines, Inc." was incorporated, Mr. Frisbie was one of the six original officers of the company. In 1958, he was elected President of Atlas Van Lines. Five years later, he sold his interests in his own company to a group of employees so he could assume a full-time role at Atlas. In 1974, he was elected as the first Chairman of the Board of Atlas,

a position he held until his retirement in 1984. While at Atlas, Mr. Frisbie helped organize International Sea Van and Atlas Terminal Company. Under his leadership, Atlas Van Lines went from revenues of approximately \$7.5 million in 1958 to over \$175 million in 1981.

Atlas stockholders honored Mr. Frisbie in 1973 with the dedication of the O.H. Frisbie Training Center, a 7500-square-foot facility on the campus of Atlas World Group headquarters in Evansville. In 1975, he received an honorary doctor of letters degree from the University of Evansville for "his contributions to transportation and the communities he served."

Mr. Frisbie was highly involved in the transportation industry. He held directorships of the American Movers Conference, the Movers and Warehousemen's Association and the Household Goods Carriers' Bureau. He was a life member of the National Defense Transportation Association.

His public service included work as a special advisor to the President's Council on Physical Fitness and Sports, and as a commissioner for the Public Transportation System of Detroit. He also served as President of the Kiwanis Club for three terms.

Mr. Frisbie loved thoroughbred horses, which he raised and raced in Florida and New Jersey. But he may have been best known outside the industry for his involvement with hydroplane racing. His enthusiasm brought the sport to Evansville, Indiana, where it has become a centerpiece of the city's annual Freedom Festival.

O.H. Frisbie died in his sleep at his home in Pembroke Pines, Florida on September 21. The people of Atlas

extend their sympathies to his wife, Wakako, and to his family. Funeral arrangements were handled by Fred Hunter's University Drive Home in Davie, Florida. Memorial contributions can be made to the American Cancer Society. ■

"O.H. was key in creating the successful company we operate today," says Mike Shaffer, Atlas Chairman and CEO. "We are all thankful for his vision and dedication that helped build a firm known and respected around the world."

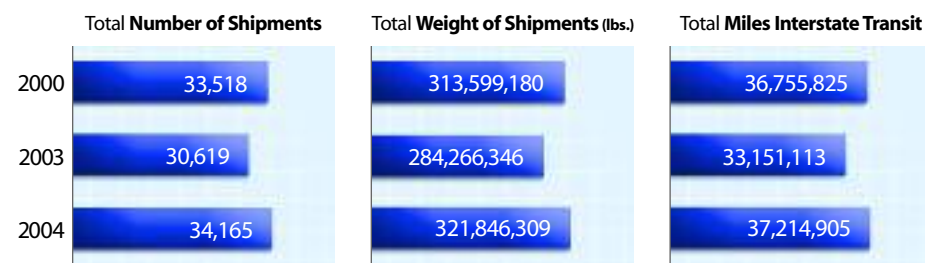


Mr. Frisbie, shown here with Admiral Emmett Tidd, was the driving force behind the Atlas hydroplane program from 1967 to 1984. During this time, Atlas won seven APBA Gold Cup victories and six national championships. Two days after Mr. Frisbie's death, driver Chip Hanauer paid tribute by taking the famed 1982 craft out for a memorial run on Lake Washington.

there is here: Business

Sales Surge in the “Busiest Season

May-June-July Sales



Until this year, the most Atlas distributed in a single week to agents was 14.4 million dollars. This year, in week 23, Atlas distributed 18 million dollars to agents.

Everyone loves a good comeback story. But this one is especially sweet for the Atlas family. The 2004 summer season goes into the record book as the biggest ever for household goods transportation.

Three years ago, like most U.S.-based businesses, Atlas experienced an abrupt downshift in sales volume. Tragedy on the national stage coincided with falling fortunes in transportation. “The slow-down in household goods movement was as dramatic as has ever been seen,” says Jim Stamm, Atlas President and COO.

But the comeback has been dramatic, too. This year, for the peak months of May, June and July, revenue rose 12 percent compared to the same period last year; it was up almost 8 percent over the same period during 2000—a banner year in the company’s history.

Naturally, any increase affects a corresponding gush in revenue distribution. Until this year, the most Atlas distributed in a single week to agents was 14.4 million dollars. This year, in week 23, Atlas distributed 18 million dollars to agents.

is back.

Ever” for Atlas Van Lines

Productivity Skyrockets

What makes this year’s increase even more remarkable is that it was accomplished with 13.3 percent fewer employees at Atlas headquarters. During the peak three-month period in 2000, Atlas processed \$200,715 in revenue per employee. This year, that number rose to \$249,745 per employee, which corresponds to an efficiency increase of 24.4 percent.

“We’re especially pleased that our gains in volume and efficiency this year were achieved without layoffs,” says Jim. “The reduction in force took place through attrition—retirements and the normal management of human resources to keep productive people in our organization.”

Bolstered by Renewed Confidence

“We can make several inferences from the increase, including how well we are doing in the industry and the efficiencies we’ve achieved in staffing,” says Greg Hoover, Senior Vice President, Sales Development. “It also seems to indicate renewed corporate confidence in our nation’s economy.”

Findings from the most recent Atlas Corporate Relocation Survey substantiate Greg’s analysis. Nearly one-third of the more than 300 professionals responding said they expected to relocate more employees and spend more money on relocations this year than last year. In 2003, only 13 percent of companies who responded said they expected increases.

“This year’s growth would be considered great in any business,” says Greg. “Given where we were just a few years ago, we couldn’t be more pleased. This comeback is especially sweet.”



there is here.

VISION AND PERSISTENCE BRING

"Just a few short years ago, we could see this day only dimly. We knew it was coming, but we couldn't be sure of its exact arrival.

At last... **The future is now.
Tomorrow is today.
And there is here."**

JIM STAMM
ATLAS PRESIDENT AND CHIEF OPERATING OFFICER

The future is an uncertain place. Within its nebulous bounds lurk Pearl Harbors and moon landings, financial busts and economic booms, better mouse traps and new strains of influenza.

But the future is also somewhat predictable. As history shows, people who set goals, make prudent investments, and embrace advancements often discover the future conforms to them, rather than the other way around.

Reflecting on the recent past as well as the very first pages in the company's saga, senior

managers find Atlas in an enviable place. Amid the vagaries of an uncertain world, a destination long envisioned has arrived.

"This year, Atlas has handled the biggest volume of household goods business in our company's history," says Dennie Lynn, Senior Vice President of Transportation, Relocation Services Group. "And we did it with twenty percent fewer people in the Relocation Services Group area than we had in our previously biggest year. Three years ago, if someone had told me that this was going to happen, I wouldn't have believed it."

What made this possible, explains Dennie, is the new TMW operating system.

"With the previous system, data was all handled manually," says Dennie. "It was printed on index cards and arranged on boards that traveled around the department. Referencing the data could be especially difficult when two or more people needed to see it at the same time. Now, all users have access to all the data, all the time, on their desktops."

A LONG-AWAITED DESTINATION



Fictional Communicator
In the 1960s, a popular science fiction series featured a fictional wireless "Communicator." A replica of this famous prop is shown at left. The fearless Captain in the series flipped open this phone in nearly every episode. Today, millions of people carry the very real, non-fiction version of this item, commonly referred to as the "cell phone."



“NOT LONG AGO, EVERY JOB THAT MOVED THROUGH THE ATLAS SYSTEM INVOLVED A CONSIDERABLE AMOUNT OF PAPER... TODAY, REFERENCING SUCH INFORMATION IS A VIRTUAL BREEZE.”

MONICA WEISS
VICE PRESIDENT
REVENUE ACCOUNTING

Although the TMW system has been proven in many environments, Atlas is the first in its industry to adopt it. Its full-fledged introduction this year produced several major business improvements.

“As soon as a driver anywhere begins to load, he is shown as available for the destination area,” says Dennie. “Formerly, the driver had to ‘check out’ from the origin zone before his availability was known.”

Timeliness is enhanced in other ways. The inbound driver list automatically adjusts anytime a dispatcher records a change in a driver’s location or schedule. This gives planners better information with which to serve agents.

“The old paper manifest is gone,” says Dennie.

of self-haul orders; it provides searchable information for fill-out and return traffic; and it allows access to customer satisfaction information on operators. There is even an option that allows the agent to update missing information so revenue is distributed without delays for incomplete paperwork.

Says Dennie, “These are just some of the benefits our new system brings to every Atlas job for everyone involved – agents, drivers, and customers.”

Paperless Images Are Here

“Not long ago, every job that moved through the Atlas system involved a considerable amount of paper,” says Monica Weiss, Vice President, Revenue Accounting. “And the handling of that paper involved much activity.”

Monica says a single file might make an extensive journey around the Atlas offices, changing hands several times, growing with notes and addenda like a snowball before it finally came to rest. If a claim was involved, papers had another life.

Today, referencing such information is a “virtual breeze.” That’s because documents are now digitally imaged and reside in the Atlas system as electronic copies of the originals. The benefits are significant. Document imaging eliminates transit time and saves courier expense. Documents are viewable online minutes after they are uploaded. Two or more people in different locations can access files at the same time to confer. And because information is maintained in portable document format (pdf), it’s easy for agents to copy other parties by attaching files to e-mail messages.

“Disappearing paper isn’t the only indicator of how far Atlas has come in the revenue functions,” says Monica. “The missing document

report helps agents ensure the swiftest possible settlement.”

Once upon a time, if a file was incomplete, Atlas would notify the agent by mail. All the while the clock was ticking. Today, as soon as a shipment is delivered, the agent can access a report online to see which documents are still needed, then send the files electronically to avoid delays in payment.

“Agents can now view the progress of settlement checks throughout the week to see what has been settled and what is still in the works,” says Monica. “When payment is made, the money is zapped to their account. There’s no more waiting for the proverbial check in the mail.”

Improvements Span the Service Continuum

In a perfect world, there would never be a dissatisfied customer. But because mistakes sometimes happen, Atlas provides a system to lessen the chance for mistakes and enable a swift remedy when they occur.

“A few years ago, we did away with as much manual processing of claims as possible and created an automated system for our internal use,” says Mark Spiehler, Vice President, Customer Service. “This brought accuracy and efficiency to the benefit of everyone involved with a claim – the agent, van line, and the customer.”

Mark points out that the online claim form was a major advance, allowing customers to start the claims process at their convenience using the company’s website.

“We recognize that some people work second shift, or they may simply not have time during the day to call or write,” says Mark. “The online claim form lets them file at their convenience. It saves time on the front end because we eliminate



Document Imaging
Document imaging eliminates transit time and saves courier expense. Documents are viewable online minutes after they are uploaded. And because information is maintained in portable document format (pdf), it’s easy for agents to copy other parties by attaching files to e-mail messages. Of course, there’s no more hearing the proverbial “it (or the check) is in the mail.”



The tariff book contains the massive data on which all pricing is based. Now, with Web Estimating, Atlas agents can easily implement the very system Atlas uses to determine pricing.

“Dispatchers record driver activities in a folder and planners can view the information at any time to assess the capability of any operator in the system. Now we can better track the status of all Atlas-registered shipments, and we can better match orders with available equipment.”

While Atlas agents do not use TMW directly, they have access to many of its benefits through Web Dispatch. This specially designed interface on the Atlas intranet enables real-time updating



An online claim eliminates the manual handling of a file and increases accuracy and efficiency. The online claim form is a major advance, allowing customers to start the claims process at their convenience using the company’s website.



“Beam down the piano, Scotty!”

In the journey from there to here, many of the ways Atlas operates have taken quantum leaps in efficiency. But until the day Atlas can beam items by molecular transport, the physical nature of handling goods will likely remain much the same.

However, operators have seen big advances and they are better equipped today than ever before. For example, consider a driver's capital investment: a modern machine, efficient and comfortable, that doubles as office and home.

Quarters may feature a microwave oven, refrigerator, television — even a computer workstation. Drivers communicate using e-mail, cell phones, and satellite links. Some are even evaluating a new kind of cell phone with global positioning capabilities.

The Atlas driver—an independent, microeconomic operating unit—mirrors the quality of change taking place in the Atlas system. Just as the Atlas driver is constantly going from there to here, Atlas itself is going from today to tomorrow. Smart investments and a focus on service quality equip Atlas to consistently deliver with excellence.

the physical transit of the document and save the time and energy it takes to enter the information into our system.”

Another recent advance, Mark says, is that the Atlas claims system has been opened to allow the agent full online access and participation in the process. From home, office, or wherever an agent likes to work, he can log on, see the same screens, and work in same environment as do the people in Atlas Customer Service. All of this is designed to improve the service customers receive from Atlas, at every point in the service continuum.

“There's a tendency to think about customer service in terms of how we please the customer during the job,” says Mark. “But sometimes our best opportunities to please the customer come after the job. This online claim system furthers the agent's ability to control the excellent service they give customers not just during, but after the job.”

Bar Coding Made Easy

In the Atlas drive from “there to here,” service improvement is a constant beacon. So it's only logical that the company encourages drivers to adopt tools and techniques consistent with improvement. One of the newest advances finding favor is bar coding and scanning for inventory control of household goods.

“Traditionally, the Atlas system for itemizing inventory has relied on numbered stickers,” says Mark. “The driver labels each item with a sticker and manually transfers the data to a separate sheet. This system has proven itself in thousands and thousands of relocations. But several improvements can be gained from bar coding.”

Mark says that streamlined data entry enables more accurate and efficient management of the shipment. An electronic database makes it easier

to check inventory, so there are fewer missing items and fewer claims. And, the system gives Atlas drivers a tool consistent with their world-class image.

“I believe it's reasonable to expect savings of 25% or more in the time required for loading and delivery,” says Mark. “But perhaps more important, bar coding gives us another way to ensure excellent customer service, which is the foundation of our business.”

If “there is here”.. What's next?

Obviously, Atlas has come a long way in the last few years. In 2002, the company reintroduced its brand as a broader identity encompassing an array of relocation services, all delivered through a commitment to integrity, quality and solutions. Last year, the company articulated this positioning with innovative, warm print messages. At the same time, the Sales Literature Selector was introduced to give agents a way to preview and order any piece of Atlas sales literature online.

“We've been steadily synchronizing our marketing and sales efforts to close the gap between how we were perceived, and how we will be perceived,” says Greg Hoover, Senior Vice President, Sales Development. “Going from there to here is another way of saying we are continuing a strategic drive to be seen as the provider of choice for the transportation of people, products and lifestyles.”

“While we can never be sure of what the future holds,” says Atlas President and COO Jim Stamm, “we can be confident of this. If we stay true to our values, open to better ideas, and willing to stretch ourselves for excellent customer service, we have no reason to think the coming years will be anything but bright for the entire Atlas family.” ■



Fictional Transport?

Ridiculous? In 2004, the depiction above is a fictional view of transportation in our “unknown” future. Refer to page 7 of this issue to see the fictional “Communicator” that became a real part of our everyday lives. Who really knows what lies ahead?

Qualcomm®

Trailers are there. Tracking is here.



Atlas is investing \$1 million to equip its trailers with an advanced tracking system by QUALCOMM®, the industry's global leader in providing high-value wireless data solutions.

Not many years ago, the only way Atlas logistics managers could verify a trailer's location and status was a daily telephone call from the driver, a call typically placed at a pay phone somewhere on the road. The advent of cell phones made communication much easier; and global positioning systems in cabs now make it possible to locate a tractor with pinpoint precision. "But knowing the locations of trailers is another matter," says Glen Dunkerson, Senior Vice President and General Manager, Atlas Specialized Transportation Group. "And this information is important. We need to know where our equipment is, and our customers need to know where their goods are."

The solution is an untethered trailer asset management system. In July, Atlas World Group's Board of Directors approved the investment of one million dollars for a system developed by QUALCOMM® that will provide regular updates on the locations of every trailer in the Atlas system. Atlas will be the first van line in the industry to implement this technology across its entire fleet.

Ground Floor Involvement

Last year, Atlas joined a consortium to provide direction into how this new product would be implemented in the industry. The final product answers several specific concerns.

"We were looking for a solution that would provide improved security and better trailer utilization," says Atlas President and COO Jim Stamm. "We also needed a system that would integrate seamlessly into our operations. This solution answered every need."

"This technology will be the industry standard and we're excited to be the first van line to adopt its widespread use," said Glen.

How the System Works

Hardware mounted in a sealed capsule on the exterior front of a trailer transmits regular updates on its location. The timing of updates can be programmed over the air, so there is no need to disturb the protective environment.

"In many instances, a daily update for a trailer is more than sufficient," says Glen. "However, in cases where we may be transporting high-value goods or operating on a highly critical schedule, we may program the unit to send hourly updates, for example. We can make these changes remotely, over the airwaves."

There are 4400 trailers in the Atlas system. Plans are to have one thousand equipped by year's end, with every trailer operational by the end of 2005. Qualified technicians with Atlas Terminal Company and at strategically located shops around the country will perform the installations. "We'll also be cooperating with other consortium members to get equipment installed, and to help them with theirs," says Glen.

Once the fleet is fully equipped, Atlas will activate an online system that gives users access to near-realtime information. "This will allow us to make the best use of our equipment," says Glen. "We will serve more customers, more efficiently and more profitably."



The QUALCOMM® technology is mounted in a sealed capsule on the front exterior of the trailer.

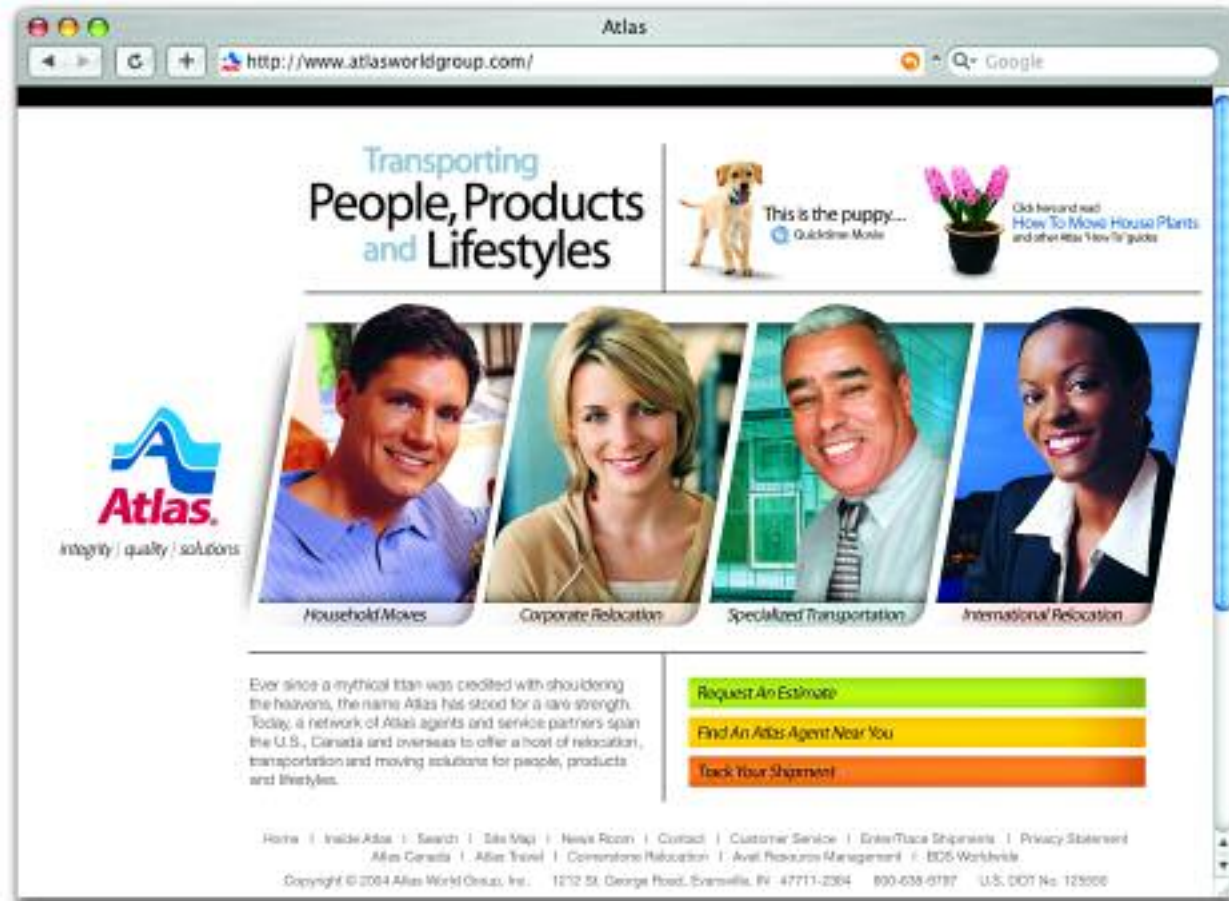
But perhaps the most important benefit of the new system is the improved customer service it brings.

"If you've ever shipped anything of value, you've probably wondered at one time or another about the location of your belongings," says Jim. "Now we can answer that question with absolute certainty for our customers, whether their belongings are in Topeka or Peoria." ■



"This technology will be the industry standard and we're excited to be the first van line to adopt its widespread use," said Glen Dunkerson, Senior Vice President and General Manager, Atlas Specialized Transportation Group.

The new home page of the redesigned Atlas website launched in November 2004. The site was developed jointly by Atlas Information Technology and Atlas Sales Development.



Atlas Public Website Making It Easy for Customers

When you've just finished the busiest season in the history of your company, it might seem like a good time to savor the sweets. But Atlas marketers are not content to rest on their linehaul laurels; they aim to keep the sales momentum going. And the Internet is central to their plans.

"A question we continually ask," says Senior Vice President, Sales Development, Greg Hoover, "is how might we make it easier for customers to do business with Atlas?"

And one of the best opportunities we have is to improve our ability to connect with them via our public website."

Atlas first staked out its turf on the world wide web in 1996, when the Internet was just starting to surge in popularity. Since then, the ranks of the first few million users in the U.S. have swelled dramatically. According to Nielsen Net-Ratings, 136.6 million people went online in the U.S. during July. What's more, they are using the Internet in a big way to purchase goods and services. In the coming year, according to epaynews.com, business-to-consumer e-commerce is likely to exceed \$133 billion.

"There is a tremendous potential for us to gain new business, especially COD business, with the web," says Greg. "People use their computers to find all kinds of

products and services—including the services that Atlas World Group companies provide. Since our website often makes the first impression with potential customers, we owe it to them and to ourselves to make their visit as friendly and conducive to business as we can."

Transporting People, Products and Lifestyles

The front door of the Atlas web opens on the company's essential business focus, which is transporting people, products and lifestyles. The content is aimed primarily at four audience groups: relocatees; relocation administrators; specialized transportation administrators; and people interested in international services. From the home page, visitors have immediate access to the content areas they are most likely to seek.

"We want potential new customers to see how easy it can be to do business with us," says Greg. "We want them to find the information they need, with minimal navigation, presented in a way that conveys our warmth and our values of integrity, quality, and solutions."

A sales process innovation for household goods customers is the online cube sheet. This do-it-yourself rough estimate provides a first step for customers who might like to consider Atlas but need some idea about cost before they feel comfortable about talking to a sales person.

"The Atlas web represents the center of our marketing universe for everyone we serve," says Greg. "Here, existing customers will find it easy to obtain the information they need and to interact with us and receive the excellent service for which we are known. Likewise, prospective new customers will find we've given them every reason—and made it easy—to say 'yes' to a business relationship with Atlas."

The newly redesigned Atlas public website (www.atlasworldgroup.com) launched in November 2004. Initial construction is scheduled for completion in March 2005. The site will be continually updated to reflect business and product environments. ■



An important design goal is to make it easy to "transact" with Atlas. The home page features links to three of the most critical transactions to a business relationship with Atlas: obtaining a quote, finding an agent, and tracking a shipment. As well, there are numerous points of interaction throughout the site.

"We want to gather information from visitors that can enhance the sales process for them and for us," says Greg. "The better our information, the better we can target our services to their needs and the more responsive we can be."



Dog Days in New Orleans.



Puppy gets warm reception at SHRM show.

STG exhibits new branding in booth.



Atlas World Group exhibited at the Society of Human Resource Managers Show in New Orleans where nearly 1600 people stopped by to learn more about Atlas and its services.

“We were very well received in New Orleans,” says Bob Shetler, Shetler Moving and Storage. “The response of visitors to the Atlas booth was just wonderful.”

“It was a great show, and the Atlas effort was extremely well run,” says Ann Burkart, National Account Manager with Alexander’s Mobility Services. “The fact that Atlas World Group now represents a broad brand gave us much more to sell, so we could take our conversations further with human resource professionals.”

Ann and Bob were among 16 Atlas agency representatives who greeted visitors at the Atlas World Group booth during the annual show of the Society of Human Resource Managers (SHRM).

Atlas is a perennial participant in this important industry event. But this year, a refreshingly new communications effort set the company apart from the rest of the assembly. Borrowing the theme from the company’s flagship brochure, the Atlas marketing team developed an integrated promotion around “This is the puppy.” Every aspect, including the design of the booth and all

associated messages, played on the warm personality of Sniffer, the irresistible Atlas puppy.

“When people stopped by the Atlas exhibit, they absolutely melted over the puppy,” says Ann.

“People are there from corporations all over the world, and they are looking to buy the kinds of services we offer,” says Bob. “This is the show that draws the people we want as customers... and the puppy was a fantastic conversation-starter.”

As well as Sniffer’s magnetic personality, the chance to win high-value prizes was another attraction. Upon having their bar-coded IDs scanned, visitors each received a game piece. Eight lucky people opened pieces that read “the puppy says you are a winner” and took home a new DVD player. Each visitor’s name was also entered in a drawing for a 48-inch HDTV, which was awarded on the last day of the show. And no one left the Atlas booth empty-handed. Everyone received a tin of mints featuring Atlas – Integrity/Quality/Solutions.

Sniffing Out New Leads

After the show, Atlas Marketing analyzed the data collected. Among the findings:

- Nearly 1,600 individuals visited the Atlas exhibit, an increase of about 25% over 2003
- 48.6% of companies represented were from the service sector
- Nine out of ten individuals who

provided a company name did not have an existing contractual relationship with a van line.

Atlas marketers then forwarded leads to the sales people

who generated them, along with a corresponding supply of unique follow-up messages: a specially designed mail piece that carried a puppy-imprinted coaster and a personal note.

Following the success at SHRM, Sniffer accompanied Atlas to Washington D.C. to take part in the Global Workforce Symposium of the ERC (Employee Relocation Council) October 27, 28, 29. There, joined by Atlas International, the brand identity

was projected via 30 feet of exhibit frontage to approximately 1500 relocation professionals.



Ryan McConnell–STG (far left) and Barbara Cox–RSG (bottom right) take a small break with Atlas agents at the SHRM show in New Orleans in June.

“THIS IS THE SHOW THAT DRAWS THE PEOPLE WE WANT AS CUSTOMERS.”

BOB SHETLER,
SHETLER MOVING & STORAGE

STG Exhibits New Branding

The Atlas Specialized Transportation Group has also brought a new look to its exhibits. It follows the theme of marketing materials produced earlier this year that describe capabilities for transporting electronics, exhibits, fine arts and store fixtures.

“Our primary message is that we provide the service quality that enables a customer’s business to run smoothly,” says Ryan McConnell, Director, Sales Support, Atlas STG. ▶

“EVERYONE IS WORKING FOR SALES OPPORTUNITIES, BUT WE ALSO RESPECT THE BUSINESS RELATIONSHIPS OF OUR FELLOW ATLAS AGENTS.”

RYAN MCCONNELL,
DIRECTOR, SALES SUPPORT
ATLAS STG

“We also let them know we are committed to their satisfaction.”

Ryan says the STG exhibit is normally manned by a team of three to five people, including agency sales representatives, all wearing Atlas blue shirts. Those who work the booths often develop sales leads for their agency’s services.

“To help defray the cost for exhibiting, agencies pay a fee to participate,” says Ryan. “In return, they stand to benefit from the business opportunities that may arise. We also make it a point to notify our agents after the show when a customer of theirs has visited our booth. Everyone is working for sales opportunities, but we also respect the business relationships of our fellow Atlas agents.”


Atlas agents who want to find out more about opportunities to participate in industry trade shows should watch for the AIM newsletter. Or contact Barbara Cox (Relocation Services Group) or Ryan McConnell (Specialized Transportation Group). ■




“This is the puppy that followed you home...” After the SHRM and ERC shows, Atlas agents sent this unique coaster as a “thank you” with a personal note to prospective customers.



A portion of the the Atlas Specialized Transportation Group booth as seen at many shows in 2004.



FORUM 2005
in
TEXAS
at the
GAYLORD TEXAN
on Lake Grapevine • Grapevine, Texas
Just Four Miles from Dallas/Ft. Worth International Airport
38th Atlas Forum on Moving • April 21, 22 2005



For more information regarding reservations and the complete agenda, contact Sue Chandler at Atlas headquarters — 800-638-9797.

HIGHEST HONORS

Atlas Confers the Ultimate Mark of Agent Quality

Atlas is proud to present the recipients of the Milton M. Hill Quality Award for 2003-2004. These forty-two agents meet or exceed the highest standards of performance through an uncompromising commitment to quality that includes:

1. Superior Warehouse Rating.

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

2. Hauling Excellence Award.

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

3. World-Class Commitment.

A measure of excellence in twelve areas that cover customer satisfaction, business process efficiencies, claims, and safety.

Dedicated to Improvement.

To further a culture of quality, Atlas sponsors the Quality Focus Advisory Committee. Recipients of the Milton M. Hill Quality Award serve two years on this committee to refine the policies and procedures that keep Atlas at the forefront of service in the industry. ■



2003 - 2004 Milton M. Hill Quality Award Winners

ABC Moving & Storage Company, Inc. (23)
 Ace Relocation Systems, Inc. (25)
 Ace Relocation Systems, Inc. (62)
 Ace Relocation Systems, Inc. (64)
 Ace World Wide Moving & Storage Co., Inc. (24)
 Ace World Wide Moving & Storage (1547)
 Action Moving Services, Inc. (238)
 Alexander's Mobility Services (207)
 Alexander's Mobility Services (208)
 Alexander's Mobility Services (210)
 Alexander's Mobility Services (214)
 Alexander's Mobility Services (215)
 Alexander's Mobility Services (216)
 Alexander's Mobility Services (217)
 Alexander's Mobility Services (218)

Atlantic Relocation Systems (1021)
 Bekins Northwest (2511)
 City Transfer & Storage Company (630)
 Collins Brothers Moving Corp. (547)
 Crofutt & Smith Moving & Storage (646)
 DMS Moving Systems, Inc. (800)
 DMS Moving Systems, Inc. (801)
 Golden Van Lines, Inc. (991)
 Home Moving & Storage Co., Inc. (1111)
 Imlach Movers, Inc. (1130)
 Imlach Movers, Inc. (1132)
 Mabey's Moving & Storage, Inc. (1415)
 McCormack-Payton Storage & Moving (1380)
 Nelson Westerberg of Illinois (1505)

Nelson Westerberg of Texas (1511)
 Nelson Westerberg of New Jersey (1523)
 Paxton Van Lines, Inc. (1610)
 Paxton Van Lines, Inc. (1614)
 Powell Relocation Group (1657)
 Read's Moving Systems, Inc. (1711)
 Read's Moving Systems, Inc. (1724)
 Spirit Movers, Inc. (1818)
 Stonehocker Moving & Storage, Inc. (1876)
 Walker Transfer, Inc. (2114)
 Wagoner Moving Systems, Inc. (2138)
 Weleski Transfer, Inc. (2151)
 Winter Moving & Storage, Inc. (1077)

As AMSA Chairman

Michael L. Shaffer featured in *Direction Magazine*

The new head of the AMSA shares his thoughts on where he intends to lead during the coming year.

Atlas World Group Chairman and CEO Mike Shaffer now has another line in his resume.



Atlas World Group Chairman and CEO Mike Shaffer

In April, Mike was elected Chairman of the American Moving and Storage Association at its annual convention and trade show. The AMSA is the moving industry's nonprofit national trade association and its principal ratemaking, tariff publishing and data gathering association.

An editorial profile in the June issue of the AMSA Magazine, *Direction*, offers highlights of Mike's 35-year career at Atlas, his leadership on behalf

of the industry, and his take on tasks he faces in his new post. According to the article, Mike sees two primary challenges ahead.

One is the need for lobbying efforts in response to consumer protection legislation now making its way through Congress. The AMSA intends to focus lawmakers on the importance of arriving at a law that is at once fair to the industry and addresses problems posed by rogue movers. The lobbying has required a great deal of effort, but Mike is confident that the AMSA team has made enormous progress toward a consensus among the major players.

The second concern that will occupy Mike is a response to the military's proposed changes on how it does business with moving companies. This is vitally important to many AMSA members, and Mike sees a daunting task in persuading the Department of Defense to consider the industry's needs.

"We've already endured about five or six test programs," said Mike. "Now the military wants to make drastic changes in the qualification standards, as well as introduce an entirely new program (Families First) in 2005. But we do share the same goal: top quality service for our members of the armed services." Mike is confident we will succeed in this mission.

In general, Mike believes that movers must diversify their services to successfully counter the seasonal and cyclical natures of the moving business, including waning corporate relocation activity. ■

Big Blue Takes Gold

Atlas Again Among the Best in Quest for Quality Ranking

You might think of it as the Olympics for transportation and logistics providers. Quest for Quality is the industry's most comprehensive, impartial assessment of performance.

Earlier this year, *Logistics Management* magazine and Reed Research Group surveyed readers who are qualified buyers of transportation services to determine their top choices of service providers in several categories. And for the seventh consecutive year, Atlas ranks among the "best of the best" for its on-time performance, value, information technology, customer service, and equipment & operations.

A total of 2,468 readers responded to surveys by mail and e-mail. Atlas was judged in the "Truckload: Household Goods & High-Value Goods Carriers" category, based on the results from at least 200 completed surveys.

This was the first year the annual survey has combined household goods and high value goods carriers into one category.

"These rankings reflect the strong overall performance of our agents and their dedication to excellence," says Atlas President and COO Jim Stamm. "From the kind of meticulous attention we apply to relocating families, to meeting many different demands for shippers of highly specialized goods, Atlas demonstrates a consistent penchant for pleasing customers across the service spectrum. It's gratifying that those who purchase our services have said so, once again." ■



For the seventh consecutive year, Atlas ranks among the "best of the best" for its on-time performance, value, information technology, customer service, and equipment & operations.

Atlas Specialized Transportation Group Taking Baseball Hall of Fame on the Road



The original Three Umpires painting by Norman Rockwell. The artwork served as one of the many covers that Rockwell produced for the Saturday Evening Post.

If you're a baseball fan (and who isn't!) you may want to take in *Baseball as America*, the National Baseball Hall of Fame and Museum's first national touring exhibition, examining the relationship between baseball and American culture. The national tour of *Baseball as America* is sponsored by Ernst & Young. And Atlas is making sure it is transported and handled with the care that artifacts of our national pastime deserve.

"Every move involves seven climate-controlled truckloads, each handled by dual

drivers," says David Hillemann, Account Manager with A-1 Moving & Storage in Jupiter, Florida, an Atlas agency providing logistics services. "About two weeks are required for setting up each event, as well as for taking down."

Traveling to ten of the nation's leading museums over a four-year period, the exhibition opened in March 2002 at the American Museum of Natural History in New York. David's work on the project began a few months earlier when he was approached by Dietl International, a shipping management company specializing in high-end gallery and museum exhibits.

"We consulted with David during the estimating phase of the project," says Derrick Hilbertz, Dietl Operations Manager. "We have a good working relationship with him and are confident of the quality he brings to us in domestic trucking services."

At the start of the project, David was affiliated with another van line. He has since joined the Atlas team, and the transition has been a smooth one.

"Although the project's requirements have become more challenging, there have been no service hiccups, no problems," says Derrick. "Everything has gone quite well."

To date, the exhibition has visited six cities. The next opportunity to view it is at the Missouri Historical Society in St. Louis, from December 19 this year until April 24, 2005.

of Fame on the Road



Curt Schilling's baseball cap from the 2001 World Series.

The exhibition will then travel to Houston and Oakland before concluding in September 2006 at the Henry Ford Museum in Detroit.

As an integral part of the *Baseball as America* team, David [Hillemann] has helped to bring Cooperstown to almost two million fans across the country. With a very tight schedule between cities, we've come to rely on him to ensure that our moves are timely and our priceless pieces of baseball history are safely transported.

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.baseballhalloffame.org. ■



Mickey Mantle's 1952 baseball card.

Atlas World Group Stockholders Elect Board of Directors

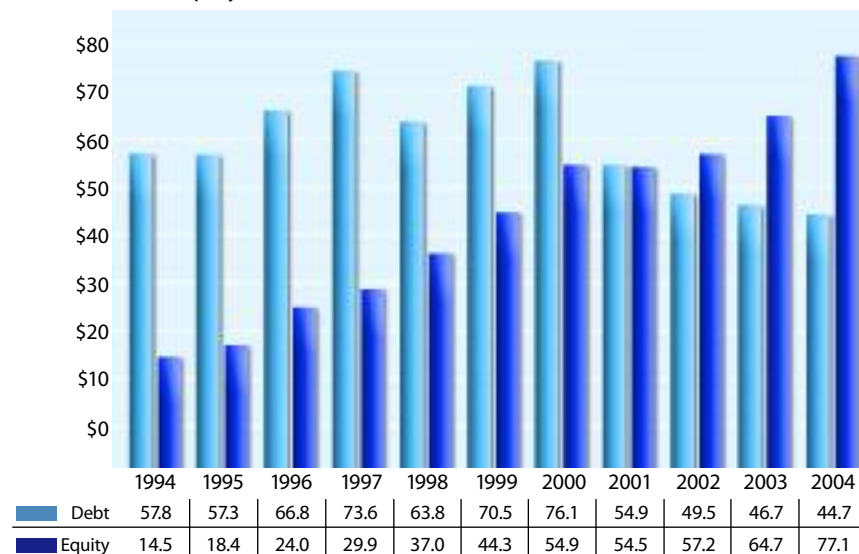
2004 Financial Statement Reflects Atlas Efficiencies

Operating Ratio Statistics (Millions of Dollars)



* Goodwill amortization and one-time only retention rebate in 2003 excluded.

Debt/Equity (Millions of Dollars)



The 62 stockholder agents of Atlas World Group (AWG) enter the final three months of the year with projections of near-record revenues. Chief Financial Officer Richard J. Olson released his projections to stockholders during their annual meeting at Atlas headquarters.

Olson predicted a nearly 10% increase in revenue over last year, totaling nearly \$593 million in total revenue in 2004, with a projected net income of \$16 million. Annual revenue reached its high point in 2000 when Atlas earned \$608 million. Revenue dropped sharply for the next two years following a downturn in the economy and sale of a subsidiary.

"We're pleased to be able to share these numbers with the very people who work so hard to make our company as successful as it is," said Mike Shaffer, Atlas Chairman and CEO. "These numbers reflect how well we are doing in the industry, how our economy has changed during the past few years, and the kinds of efficiencies we've achieved in staffing."

In addition to receiving the financial report, stockholders elected the class-one directors to the Atlas World Group Board of Directors:

- Michael L. Shaffer, Chairman and CEO, Atlas World Group, Inc.
- Gary L. Weleski, President, Weleski Transfer, Inc., Tarentum, PA
- Todd V. Winter, President and CEO, Golden Van Lines, Inc., Longmont, CO
- Frank E. Webers, President, Collins Brothers Moving Corp., Larchmont, NY

- Richard Bert, President, Kilpatrick Moving and Storage, Northvale, NJ
- Thomas L. Hoover, Chairman and CEO, ABC Moving & Storage, Inc., Chesterfield, MO
- Reginald T. Lammers, President and CEO, Ace Relocation Systems, San Diego, CA
- Thomas J. Shetler Sr., President, Chairman and CEO, Shetler Moving & Storage, Inc., Evansville, IN
- Howard E. Parker, Retired CFO, Atlas World Group, Inc., Laramie, WY

Continuing on the Board until their term expires in 2005 are:

- Ted Alger, Chairman, Atlantic Moving & Storage, Inc., Atlanta, GA
- John W. Steiner, Chairman, Ace World Wide Moving & Storage, Inc., Cudahy, WI
- Frederick D. Paxton II, Chairman and CEO, Paxton Van Lines, Inc., Springfield, VA
- John R. Westerberg, Chairman and CEO, Nelson Westerberg, Inc., Elk Grove, IL
- Joseph McNamara, President, Certified Van Service, Inc., Islandia, NY
- David M. Davenport, Attorney, Washington, D.C.
- David W. Bueker, President and CEO, McCormack-Payton Storage & Moving Co. Inc., Kansas City, MO
- Donald C. Hill, President, Alexander's Mobility Services, Tustin, CA

Pictured is the Atlas Board of Directors with Atlas President and COO, James A. Stamm –

Top Row: Ted Alger, John W. Steiner, Frederick D. Paxton II

Center Row: John R. Westerberg, James A. Stamm, President and COO, Atlas Van Lines, Inc., Evansville, IN; Michael L. Shaffer, Gary L. Weleski, Joseph McNamara, Todd V. Winter, Frank E. Webers.

Front Row: David M. Davenport, Richard Bert, Thomas L. Hoover, Reginald T. Lammers, David W. Bueker, Donald C. Hill, Thomas J. Shetler, Sr., Howard E. Parker.





Atlas Canada, Atlas International conventions

Remembering the Past... Facing the Future

Atlas Canada's belated 40th Anniversary Convention, held October 13 to 16 at the Toronto Marriott Eaton Centre, was a huge success. Participants from Canada, the United States and Europe came to celebrate four decades of service that has seen Atlas Canada grow from the smallest van line in Canada to its industry leader.

With the cosmopolitan city of Toronto as a backdrop, delegates had a wealth of things to do and places to go during their free time. The social side of the program included theater events, a charity fund-raising evening sponsored by host agents, and a gala "black tie" party topped off by a performance from singer Michael Burgess.



Participants from Canada, the United States and Europe came to Toronto, Ontario to celebrate 40 years of Atlas Canada.

provided our agents and management staff an opportunity for meaningful dialogue and to propose solutions that will positively impact our operation in the future."

"While celebrating the past is important," says Atlas Canada President Doug Auld, "I felt that we should also devote time to discussing a number of the issues and challenges we are facing. This is the reason we devoted the business portion of our program to a group strategic session. Input was solicited in advance so it could be incorporated into the session. This approach

Training and Benchmarking in La Jolla

With beautiful La Jolla, California as a backdrop, relocation professionals (mostly agents) from around the globe gathered to take part in the International Relocation Symposium hosted by Atlas International, Red Ball International and American Vanpac Carriers. The event took place October 17-19 at the Hilton La Jolla at Torrey Pines.

The Symposium was conceived to offer training, networking and benchmarking of industry best practices, allowing participants to explore topics essential to business success. Representatives from the American Moving and Storage Association (AMSA) gave packing demonstrations and conducted workshops on the Registered International Mover (RIM) program.

Gary Wederspahn of Grovewell LLC provided a close-up view on intercultural training and expatriate performance coaching. Facilitated discussions focused on security, quality, claims, and sales effectiveness.

Business was mixed with ample opportunities for pleasure, including shopping, beachcombing, hiking, biking and tennis...plus a golf tournament at the championship Torrey Pines course, site of the 2008 U.S. Open.

"All of us are looking for ways to better serve customers and improve the operation of our businesses," says Pete Helgeson, Vice President and General Manager, Atlas International. "The symposium offered an excellent environment for learning to take place. We are pleased to have had the chance to bring this event to the industry."



Refreshing, outrageous, smart... Keynote speaker Mikki Williams, CSP used her down-to-earth communications style to share practical insights at the International Relocation Symposium hosted by Atlas International.



Roll Out The Boxes UPS Enlists BDS Worldwide

There's a new look coming to the familiar UPS indoor drop box. And it's arriving with the help of BDS Worldwide and Atlas.

Over the next five months, BDS installation technicians and Atlas crews will replace all UPS indoor drop boxes in the continental U.S., installing new units that carry the company's new graphics identity.

"A prime factor in the decision by UPS and box manufacturer AGI Schutz to partner with BDS was the timeliness of our field progress reporting," says BDS Senior Account Executive Mark Sesti.

As Mark describes, BDS developed a solution that allows access to daily progress reports via the Internet. It begins with the installation technician, who scans the bar code on the original unit and affixes a duplicate bar code to its replacement. The technician takes digital before-and-after photos of both units and sends these as e-mail attachments to BDS headquarters. Here they are reviewed and uploaded to the company's website. The client can view the photo documents within 48 hours of installation.

"The entire replacement process is documented by photos," says Mark, "including the destruction and disposal of the old boxes."

Like Clockwork, Starting With Training

The rollout kicked off during the week of September 13 with training led by BDS Project Manager Wilda Poehler and Vice President Stephanie Brown.

"We will conduct eight major training sessions for crews who handle the replacement work," says Wilda. "Each session includes a formal explanation of the process followed by a supervised replacement in the field. This gives the agents immediate hands-on knowledge and the advantage of expert evaluation, if needed."

Training is scheduled to conclude December 20, with follow-up supervision continuing until the project is completed in late February. At that time, BDS and its logistics partners will have replaced 8,000 UPS indoor drop boxes across the U.S.

BDS Worldwide, Inc. (www.bdsworldwide.com) is an Atlas World Group company with headquarters in St. Louis, Missouri. BDS Worldwide provides specialized logistics solutions including transportation, multi-location warehousing, and installation of furniture, fixtures and equipment.

A group of Atlas personnel take a break during a recent training session in St. Louis.



Atlas and BDS Worldwide are working together to replace UPS indoor drop boxes in the continental U.S. Participating Atlas agents include: **ABC Moving & Storage (0023)** in Lee's Summit, Missouri; **ABC Moving & Storage (0020)** in Chesterfield, Missouri; **Ace Relocation Systems (0064)** in Chicago, Illinois; **Ace Relocation Systems (0008)** in Orlando, Florida; **Advance Relocation Systems** in Baltimore, Maryland (0059); **Atlantic Relocation Systems (1427)** in Dallas, Texas; and **Collins Bros. Moving Corp. (0547)** in Larchmont, New York.



"Best of the Road" Survey Released on ROAD Day Atlas Drivers Honored Nationwide



Want a scenic drive? Head west. Want a good rest stop? Check out Florida's. Want antacid relief for long hauls? Roloids should do the trick.

At least those are the opinions of the Atlas drivers who log more than 123,000,000 miles a year moving households, specialized goods, general commodities, and even an African Zulu art collection.



Atlas announces the results of its annual "Best of the Road" Driver Survey each September during ROAD (Recognizing Our Atlas Drivers) Day, an Atlas celebration to thank its 3,300 drivers for the countless hours they spend on the road transporting the possessions of Atlas' customers.

Atlas customer transports have included an eight-foot bird's nest, an 8,000 pound rock, King Tut's tomb and \$90 billion worth of blank credit cards. "It takes talented, loyal and caring drivers to care for our customers' possessions," said Jim Stamm, Atlas President and COO. "Our drivers do an outstanding job day in and day out moving customers' goods and staying safe on the road."



Driver's celebrated ROAD Day at over 200 locations in the U.S. and Canada. Above, Drivers and staff from Bekins Northwest in Eugene, Oregon (top two photos) and Powell Relocation Group in Merrillville, Indiana take a break to enjoy the day.

ROAD Day was celebrated on September 21 at nearly 200 participating Atlas agencies throughout the United States and Canada.

Powell Relocation Group (1657) in Merrillville, Indiana celebrated under sunny skies with gourmet salads and pizzas for their drivers. Mike Schumacher, driver for Bekins Northwest (2504), caught fresh salmon on a fishing trip in Alaska and shared his catch with the group in Pasco, Washington.

Alexander's Mobility Services followed tradition hosting events at all eight of their locations. While all of the offices prepared and served plenty of food for their guests, Alexander's (215) in Minneapolis, Minnesota

rented a dunk tank where many associates each had their turn being dunked. Two lucky drivers were winners of the money raised from the tank. In Baltimore, drivers had the chance to win tickets to a major sporting event, as well as other prizes. Each driver also received a pocket planner and pen compliments of Alexander's (214).

Now in its 17th year, the event is traditionally at the end of the busiest moving time of the year. And after logging all those miles across the country, it's also the best time to find out a little bit about the drivers' journeys. Here are some of the highlights of the 2004 Driver Survey:

- Interstate 70 in Colorado was voted the most scenic stretch of highway for the third year in a row.
- Interstate 10 in Texas and in Arizona is considered to be the safest highway.
- Florida has the best rest stops, followed closely by Ohio, Georgia and Texas.
- Drivers frequent Wendy's more than any other fast food restaurant; although 20 percent of the respondents say they don't eat fast food.
- They do frequent lots of truck stops. Petro is the favorite.
- Their favorite radio stations – classic '60s, '70s and '80s, followed closely by country and National Public Radio.
- Drivers still use CB radios, but not nearly as often as cell phones. Only 61 percent have CBs, while 97 percent have cell phones.

For complete survey results visit www.atlasworldgroup.com/driverssurvey.



Alexander's Mobility Services personnel from Tustin, California (top photo) and Bloomington, Minnesota pause to celebrate ROAD Day on September 21.



2005 Regional Meetings

You can get there from here.
Mark your calendar now to attend.

Management and Staff from Atlas Headquarters will be in attendance, making presentations of new programs and taking questions.



For more information regarding reservations and the complete agenda, contact Sue Chandler at Atlas Headquarters – 800-638-9797.

The SLS Adds Pieces, Features Picking Up Steam



Every piece of Atlas sales literature is now available from the SLS.

Here are the most recent additions.

1. STG Folder Brochure (MS023155) and four sales inserts (MS023156 through MS023159);
2. three new doorhangers (BR011114, BR011120, BR011121);
3. three new postcards in two sizes (BR011092 through BR011097);
4. small Avail brochure (BR023197);
5. Interstate Moving Guide (BR011000).
6. Commercial Relocation Brochure (BR011112).

The SLS allows agents to customize pieces with their agency identity.

The good news is spreading. Atlas agents are finding the online Sales Literature Selector (SLS) is a convenient way to place orders for Atlas marketing materials.

Through September, after 37 weeks of performance tracking, the SLS drew 1,726 first-time visitors, an average of 45 per week, as well as another 1,090 return visitors. Combined, they accounted for 4,528 page views.

"Year to date, the SLS accounts for about 16% of our literature orders, with the last couple of months showing a slight upward trend as a percent of total," says Barbara Cox, Director, Marketing Communications. "The good news is getting out, and the system is picking up steam."

The system was introduced at the 2003 convention and opened for business the following January. As of September, all Atlas sales literature is now available via the SLS. A new option allows users to read the full text of some pieces before placing an order.

Although a few of the first users encountered a small glitch in the automated response, the system is now working flawlessly.

"There was a little hiccup early on," says Barbara. "But I'm pleased to say everything is now going smoothly."



On AtlasNet.
Click on "Sales Literature Selector" under "Resources"

"YEAR TO DATE, THE SLS ACCOUNTS FOR ABOUT 16% OF OUR LITERATURE ORDERS, WITH THE LAST COUPLE OF MONTHS SHOWING A SLIGHT UPWARD TREND AS A PERCENT OF TOTAL."
- BARBARA COX, DIRECTOR
MARKETING COMMUNICATIONS

Atlas handles Indiana's classic cars with kid gloves

It takes a practiced, patient hand to move valuable museum collections from place to place. But when it comes to moving multi-million-dollar automobile collections, it also takes a strong hand, a solid track record, and a commitment to service excellence that only a few companies in the world can offer.

So, when the Indiana State Museum needed cars moved from points across the Midwest to the Circle City, it called on a world-class Hoosier company to do the job. Atlas was chosen to handle the Objects of Desire exhibit move this spring for the Indiana State Museum, where Indiana-made classic cars valued at more than \$2 million were on display through the fall. Atlas donated its auto-moving expertise to the museum (a \$20,000 value).

Objects of Desire: Cars and Clothes of the Jazz Age, opened May 29 and featured seven of the most luxurious cars ever made by Indiana automobile manufacturers – from the 1915 Stutz H.C.S. Roadster to the Model J Duesenberg. During the Jazz Age, cars such as the Auburn, Cord, Stutz and Marmon symbolized speed, performance and style. These classics also made their mark on Hollywood; many movie stars including Clark Gable, Greta Garbo, Groucho Marx and Indiana native Carole Lombard owned these types of cars.

The Indiana-made cars included in the exhibit were:

- 1915 Stutz H.C.S. Roadster – on loan from the Indianapolis Motor Speedway Museum
- 1925 McFarlan Twin-Valve Six Roadster – on loan from the Indianapolis Motor Speedway Museum
- 1930 Cord L-29 Sedan – on loan from the Auburn Cord Duesenberg Museum (Auburn, Ind.)
- 1930 Auburn 8-95 Phaeton Convertible Sedan – on loan from The Henry Ford Museum (Dearborn, Mich.)
- 1931 Marmon 16 Victoria Coupe – on loan from the Canton Classic Car Museum (Canton, Ohio)
- 1932 Duesenberg Model J Convertible Sedan – on loan from the Auburn Cord Duesenberg Museum
- 1934 Studebaker President – on loan from the Studebaker National Museum (South Bend, Ind.)



In May of this year, Atlas transported seven of the most luxurious cars ever made by Indiana manufacturers to the Indiana State Museum.

Retirements

Patricia Walter



January 2005

Patricia A. Walter joined Atlas in 1980 as Manager of Personnel and was promoted to Director of Personnel the following year. In 1990, she was named to the newly created post of Assistant Vice President, Human Resources.

During her career, Patricia served as Director of the Evansville Personnel Association and President of Evansville's charter chapter of the American Business Women's Association. She was active in the Indiana Personnel Association, Society for Human Resource Management, and Toastmasters International.

Patricia A. Walter

She also served on several advisory committees for the University of Southern Indiana and as a volunteer for the United Way.

Prior to joining Atlas, Patricia worked in employee and benefits administration with CrediThrift (now American General Financial Services). A native of Evansville, Patricia attended the University of Evansville and Lockyear Business College. She has three daughters: Stacy, Sharon, and Susan. The Atlas family thanks Patricia for her years of dedicated service and wishes her good luck in her retirement.

Mike Mahan



November 2004

Mike Mahan started work in the Atlas Supply Department in 1962 at age 17. He held several positions over the years, and at the time of his retirement he was an Asset

Mike Mahan

Control Specialist with accounting responsibility for all company-owned, in-van equipment. Mike attended North High School and Evansville College. Also, he served as a member of the Naval Reserve from 1966 to 1969. Mike and his wife, Gloria, have been married 37 years and they have three children. The Atlas family extends its appreciation to Mike for 42 years of service, and we wish him and Gloria all the best.

Atlas Planning Calendar

Now in its third year, the *2005 Calendar and Resource Guide* is being sent to agents and stockholders in November. The Calendar is generously supported by suppliers to Atlas Agents.

The Calendar is a complete listing of all Atlas events from the *Atlas Forum on Moving* to events such as IT meetings and U.S. and Canadian holidays.

The booklet is considered to be the official guide to the Atlas year. Please contact Barbara Cox at extension 2275 with any questions about receiving your copy of the Calendar.



Atlas employees lend a hand to build a home in Indiana

A volunteer crew of 35 Atlas Headquarters employees, led by Director of Safety, Rick Kirby, and Chief Financial Officer, Rick Olson, spent many of their Saturdays this summer and fall building a house in Evansville, Indiana for Habitat for Humanity.

"Habitat for Humanity is an excellent organization," said Olson. "This program gives our employees a chance to give back to their communities. Building a house for somebody who might not otherwise be able to purchase one is a rewarding, and very worthwhile project," he added.

In addition to providing volunteer labor, Atlas also provided funding for the new house, donating \$50,000 over a five-year period.

Atlas and Habitat for Humanity are building the home for 45 year-old Anita Brown of Evansville, who, thanks to the project, became a first-time homeowner.

This is the second time Atlas has sponsored a Habitat home. In 1999, Atlas contributed time and money to help a fellow employee build her home.



Atlas Headquarters management and staff participate on the construction of a "Habitat" home in Evansville, Indiana.



25 Years of Collectibles

More than 300 collectible miniature trucks were donated to Evansville Museum of Arts and Science by Mike Scavuzzo, Senior Vice President, Agency Development. The trucks represent nearly 25 years of collecting that began when Mike joined Atlas in 1980. The collection represents icons of the moving and storage industry from around the world. Recently, the museum displayed 100 of the Atlas Van Lines trucks in the Transportation facility of the museum. The oldest of the collection is a truck dating back to the 50s and painted in the original Atlas Van Lines colors.



Atlas founding agent, C.L. "Vern" Elliot passes away in Minnesota

C.L. "Vern" Elliott, age 94, of Richfield passed away peacefully on August 13, 2004 following a lingering illness.

One of the founders of Atlas Van Lines, he spent many years in the moving business as President of C-A-T Atlas Van Lines (now Alexander's Mobility Services).

Vern was an active Rotarian and a Shriner. He was preceded in death by a sister and brother; and by his wife of 62 years, Neva. Surviving are his sister Hazel (Quintin) Rubald; daughter, Carol Richardson; and son, James (LaNae) Elliott; grandchildren, Lorne (Linda) Richardson, Michael (Patricia) Richardson, Brad (Alexi) Elliott, Elyse (Michael) Ben-Avraham; and great-grandchildren, Olivia Richardson, Spencer Richardson and Serena Ben-Avraham; nephews, nieces and friends.

Services were held at the Werness Brothers Funeral Chapel in Minneapolis, MN.

"I Cried Too™" Ace Transfer & Storage Helps Grieving Children

More than 5,000 children lose a mom or dad every day in the United States because of death, divorce, neglect, abuse or parent imprisonment. Sponsored by the Put On Your Armor™ Foundation and Armadillo Jim and Shelia Schmidt, **I Cried Too™** provides comfort and support to these children. Based upon the true story of one family's experiences of losing heir own husband and father, I Cried Too™ was first published in 2000 and has grown into a highly demanded packet now containing a book, CD and a companion plush bunny named Abundance™.

Now recognized as the official bereavement gift sent to those children who lose a parent in the U.S. Military, I Cried Too™ was also selected by the Pentagon and City of New York

for the children who lost a mom or dad on 9-11.

I Cried Too™ is a not-for-profit, non-salaried organization that relies on the donations of America's corporations, churches, civic organizations and other agencies. Ace Transfer and Storage of Oklahoma has graciously provided free storage

space, discounted office space, and free use of shipping equipment for the nationally recognized project.

Back row standing left to right. Sheila Schmidt, National Chairperson & Author, I Cried Too™; Jim Schmidt, President, Put On Your Armor™ Foundation; Ernie Dean, Ace/Atlas General Manager, Atlas Agent/Ace Transfer & Storage of Oklahoma, Tom Pizzo, ACE/Atlas Corporate Sales;
Front row seated left to right. Shelley Bohn, I Cried Too™ Volunteer of the Year; Amy Myrick, ACE/Atlas OA-DA Rating Clerk; Amanda Hebard, ACE/Atlas Relocation Coordinator.



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
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)
Genna Billingsley	Joshua Billingsley	Brother	State Tax Coordinator, Fleet Registration Department, Headquarters
Ross Buisch	Andrew Buisch Brenda Buisch	Brother Sister-in-law	Atlas Driver, Crofutt & Smith Moving & Storage (646)
Wesley L. Buisch	Andrew Buisch Brenda Buisch	Son Daughter-in-law	Atlas Driver, Crofutt & Smith Moving & Storage (646)
Willie Borden Jr.	Actively serving		Atlas Driver, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman Rich Bowman	Nephew Nephew	General Manager, Lee Moving & Storage (1317)
Tiffany Browning	Thomas Duncan	Brother-in-law	Manager, Corporate Training, Headquarters
Vada Chrockrem	Tim Chrockrem	Son	Admin Asst. to Sr. V.P./General Mgr, Specialized Transportation Group, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Driver, Thomas Transfer & Storage Co., Inc. (2006)
JoAnn Curl	Steven James Joseph Curl	Nephew Nephew	Driver Qualification Coordinator, Headquarters
Adam Dinet	Adam Dinet, Jr.	Son	Atlas Driver, Lee Moving & Storage, Inc. (1317)
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 Houston	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Mary Johannes	Kirk Linder James Hobby III	Nephew Step-son	Sales, Reads Moving Systems of Florida, Inc. (1724)
Ken Jordan	Mark Jordan	Son	Atlas Contractor, Special Products
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Driver, 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	Driver, Imlach Movers, Inc. (1130)
Robert (Bob) Moffett	Keith Moffett Kevin Moffett Robert Moffett Rodney Moffett	Son Son Son Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
Michelle Morris	Nick Farris	Brother	Coordinator SP OPS, Headquarters
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Theresa Russell	Justin Mayer Steven Washechek	Step-brother Brother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
Bonnie Sabo	Michael Hannah Jay Hill Rick Hill	Nephew Nephew Nephew	Web Programmer, Headquarters
Joe Singleton	Don Gallo	Brother-in-law	President, Able Moving & Storage, Inc. (285)
Lauren Stopyra	John P. Pichardo	Son-in-law	Accounting Department, Reads Moving Systems, Inc. (1711)
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)
Joylita Timmons	Melbert V. Roldan	Uncle	Computer Support, Headquarters
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willitt	Joseph E. Willitt	Son	Maintenance, Headquarters

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

Tracks

Atlas Service is Appreciated

**RE: Randy Wayne
Imlach & Collins Brothers, LLC
(1132)
Irving, Texas**

Now that we've successfully completed our move from Texas to California, I thought it would be appropriate to relate to you our

...we have moved many times in our career and can't recall a move that went as smoothly as this one.

satisfaction with the overall project.

Your people were prompt and courteous. All aspects of the task were done thoroughly and on time. We

appreciate your attitude, service and attention to detail. As I am sure you suspect, we have moved many times in our career and can't recall a move that went as smoothly as this one.

**Very truly yours,
Lee R. Raymond
Chairman and CEO
Exxon Mobil**

**RE: Carlos Ortiz-Larroy
Ace World-Wide Moving & Storage Co. (39)
Fallsington, Pennsylvania**

I wanted to drop you a note to express my satisfaction with the moving services provided by your company. My family and I moved from Pennsylvania to New York. The move was well organized and efficiently handled by your staff.

In particular, I'd like to commend Carlos and his crew who performed the packing, loading, transporting, and unloading into our new home. Carlos and his crew were extremely professional and went the extra mile to be personable to my wife and children. Even in bad weather, the crew maintained a great attitude and a spirit of helpfulness.

We've dealt with movers in the past who were gruff, short-tempered, and used inappropriate language in front of our children. In great contrast, Carlos and his crew interacted with my wife, children, and myself in a very pleasant, respectful manner.

The crew also exhibited great care of our possessions and we have no reports of damage to either home or goods. I would just like to say that we were extremely pleased with the services provided by Ace and would recommend you to anyone needing moving services.

**Thank you,
Joseph P. Wittemore**

Carlos and his crew interacted with my wife, children, and myself in a very pleasant, respectful manner.

**RE: Don Beach Jr.
R. Blinderman Motor Lines, Inc.
(1693)
Waterford, Connecticut**

Thank you very much for once again providing such a professional level of service in moving our household goods.

Don Beach is without a doubt the finest, most professional mover I have observed after twenty PCS moves. He

and his team were absolute professionals. Blinderman's

should be proud of the level of service they provide. Again, thank you!

**Sincerely,
Joseph A. Walsh
Rear Admiral, U.S. Navy**

He and his team were absolute professionals.

**RE: Teresa Valenzuela and Dennis and Sheryl Mercer
Alexander's Mobility Services
(214)
Baltimore, Maryland**

Please allow us the opportunity to express sincere appreciation to the team who handled our recent transfer from Georgia to Virginia. It is difficult to convey in words the high degree of professionalism and attention to detail we experienced. There was never a time when we needed information or questions answered that we were not made to feel we were in good hands.

Commitments were kept, and at all times were treated with respect. Even though we knew we were not your only clients, we were made to feel as though we were. Your team made a very stressful situation virtually worry-free. Teresa Valenzuela demonstrated what customer and client

service values should be in all businesses. She was never too busy or rushed to give us the services we required. Dennis and Sheryl Mercer have to be the best in the business.

Even though we knew we were not your only clients, we were made to feel as though we were.

We were completely worry-free knowing they were handling our possessions.

Should we ever find ourselves in need of a moving service in the future, rest assured we will request your services and would not hesitate to recommend your team to anyone in our circle.

**Sincerely,
Al and BJ Harris**

**RE: Matt Saari
Nelson Westerberg of Texas, Inc.
(1511)
Carrollton, Texas**

We recently moved from Georgia to Illinois and wanted to tell you about our good experience with our driver, Matt Saari.

Matt made the move easy. His great attitude and easy-going nature made what could've been a real stresser of a move into a pleasure.

He worked with us on the delivery end to make sure we were happy. He went the extra mile in all regards.

Please let Matt know how pleased we were with him and his crew at both ends of the move.

**Thank you,
Peter and Jaci
Guillan**

He went the extra mile in all regards.

**RE: Dick Lobaugh and Thomas Perman
Weleski Transfer, Inc. (2151)
Tarentum, Pennsylvania**

I wanted to take a moment to inform you about how pleased and satisfied I was with the way Weleski handled our move from Texas to North Carolina.

My wife and I are especially pleased with Dick Lobaugh and everything he did for us; taking care of all our needs and requests. He was extremely professional, courteous, and went the extra mile to make this move problem-free and smooth. It was always a pleasure to deal

with Dick; he made sure there was no stone left unturned in his efforts to make us happy customers.

Our household goods almost filled up the entire trailer and given the size of all the items moved, we were very happy everything arrived in top condition. Our driver, Tom, did an excellent job in packing everything securely and transporting it to our new location.

The entire move was virtually stress-free thanks to the excellent service provided by Weleski Transfer.

**Sincerely,
Sam Edwards
Assistant Vice President
State Street Bank & Trust Co.**

The entire move was virtually stress-free thanks to the excellent service.

They had great personalities and attitudes which makes moving a less stressful time for everyone.

**RE: Timothy Edwards
Walker Transfer, Inc. (2114)
Kenova, West Virginia**

My family and I relocated to Illinois due to a job promotion within my company. I have moved with Atlas before and was very happy

when I learned you would be moving us again.

Tim and his crew are true professionals. They did a great job from packing to loading to unloading and setting everything

up in our new home. They had great personalities and attitudes which

makes moving a less stressful time for everyone. I can't imagine how difficult their job must be traveling from one place to another, however, they were the

nicest people and did such a good job. I really appreciate the dedication and care they put into our move.

It's great to work with such a professional and organized company—especially when the rest of your life feels so unorganized when you have to move. Thanks again and best of luck to your organization.

Sincerely,
Joy H. Gallo
Ashland Inc.

Joe and his crew were efficient, courteous and helpful in all respects.

**RE: Joe Lynch
Philpot Relocation Systems (2611)
Tucker, Georgia**

We are getting settled in our new home and wanted to give our official evaluation of Atlas and Philpot - outstanding! Joe and his crew were efficient, courteous and helpful in all respects. Joe set his schedules and followed them faithfully. Each day we looked at what was ahead and thought "they'll never get that done today." But they got it done - cheerfully and carefully.

We thank you and will recommend Atlas and Philpot to any of our friends who are in need of moving services. I will tell them to ask for Joe with confidence.

Thanks to all who helped with the move.
Sincerely,
Bill and Lucretia Davenport

**RE: Frank Babinski
Atlantic Relocation Systems (1008)
Sarasota Florida and
Joe Enders Noffs/Atlantic
Relocation Systems (1039)
Arlington Heights, Illinois**

We recently moved our elderly aunt from an assisted living facility in Florida to one in Ohio. Your company arranged for the pick-up and delivery of her household

goods and I am writing to commend your staff.

Frank Babinski came to the living facility in Florida to estimate the job and to arrange for the pick-up. He was prompt, courteous, friendly and very helpful. We are very grateful to him for the speed with which he made everything happen and we appreciate you passing our thanks along to him.

The crew came to pack and pick up the load and they were great! My aunt was so appreciative as they treated her with courtesy and respect. They were even especially careful with her Hammond organ.

Finally, and much to our amazement and satisfaction, everything was delivered at the new location just five days later. Joe Enders and his crew moved everything in and accomplished the delivery with efficiency and good humor. They must be among your best contractors and we hope that you will reinforce our appreciation to them.

They represent your company extraordinarily well and we are most grateful for the fine service.

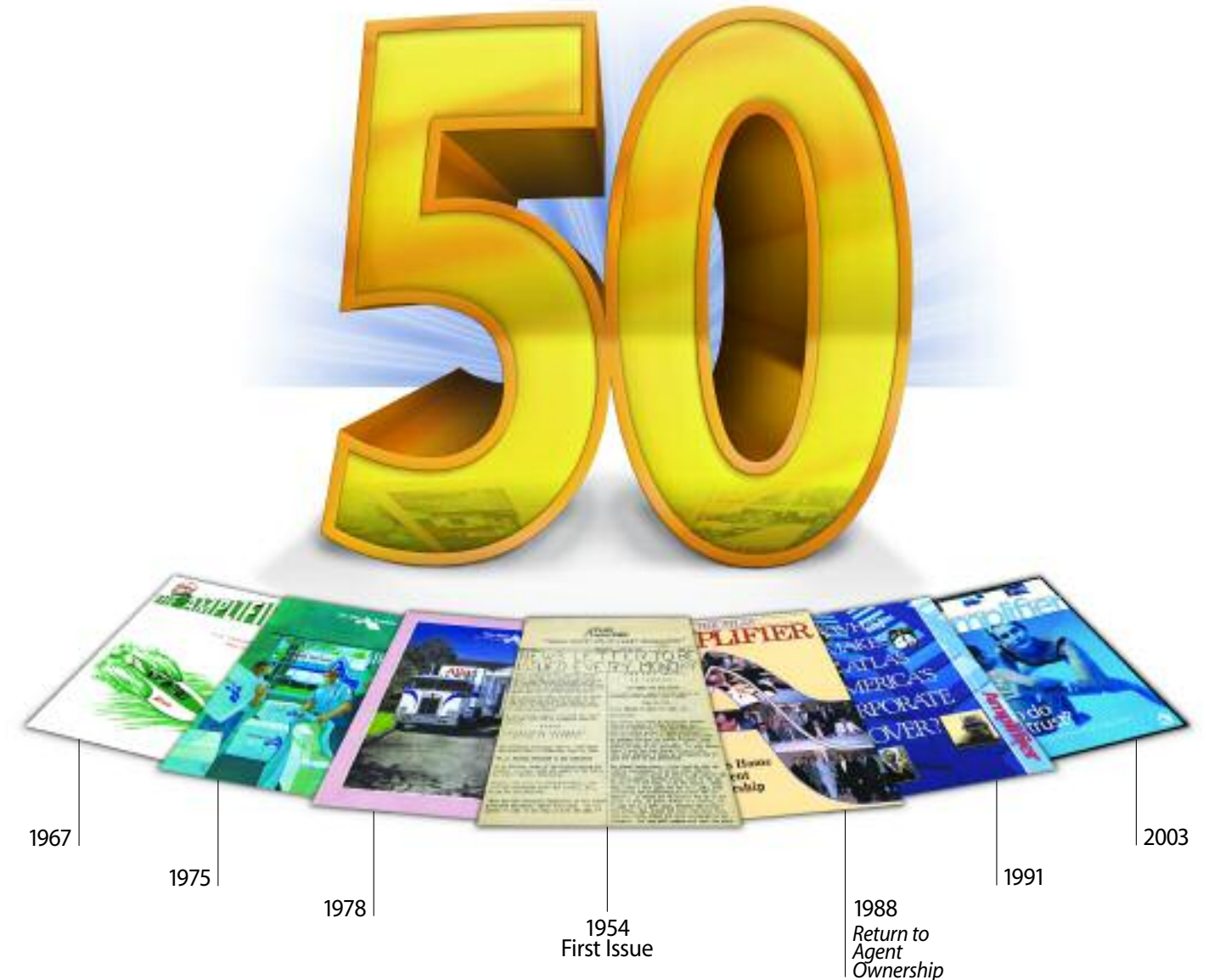
You should be proud of these men. They represent your company extraordinarily well and we

are most grateful for the fine service.

Sincerely,
Charlie and Ann Cooper

50 years of service.

The Atlas Amplifier



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

Back issues are available at:
www.atlasworldgroup.com/amplifier

January 2005

- 17-18 Agent Leadership Conference – Evansville, IN
- 20-21 AWG Board of Directors Long Range Planning Meeting – Tucson, AZ

February 2005

- 7-9 Agent Sales Training – Evansville, IN
- 14 Regional Meeting – Baltimore, MD
- 15 IT Meeting – Baltimore, MD
- 17 Regional Meeting – Evansville, IN
- 18 IT Meeting – Evansville, IN
- 21 Regional Meeting – Las Vegas, NV
- 22 IT Meeting – Las Vegas, NV

March 2005

- 14-15 Agent Customer Service/Coordinator Training – Evansville, IN
- 14-16 Exhibitor Show – Las Vegas, NV
- 16-17 AtlasNet Training – Evansville, IN
- 21-23 Global Shop (NASFM) – Las Vegas, NV
- 31-April 5 Mid America Trucking Show – Louisville, KY

April 2005

- March 31-5 Mid America Trucking Show – Louisville, KY
- 11-13 SHRM Global Forum Conference & Exposition – Chicago, IL
- 16-19 AMSA Convention & Tradeshow – Dallas, TX
- 20 AWG Board Meeting – Dallas, TX
- 21-22 38th Forum on Moving – Dallas, TX
- 25-27 Agent Sales Training – Evansville, IN

May 2005

- 3-5 GSA Expo – San Diego, CA

June 2005

- 4-7 Healthcare Convention & Exhibitors Association (HCEA) – New Orleans, LA

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