

The Results Are In 8



Leveraging Reality 12



One Sweet Delivery 20



The Magazine of Atlas World Group

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

Volume 53 Summer 2005

# Amplifier

## Culture of Reality

Different Perspectives on Relocation Reality



## Chairman's Message

The Atlas Forum on Moving was held on April 21 and 22 in Grapevine, Texas, just outside Dallas. As we have for each of the past 38 years, Atlas agents came together with corporate relocation professionals in a spirit of cooperation and common purpose to share, to learn, and to grow. In our quest for new ideas, we asked big questions. For example: What is reality?

We had excellent help in tackling this question, including featured speakers Ashleigh Banfield, international television news correspondent, and Dr. Will Miller, psychotherapist and author. As well, presenters in our breakout sessions shared valuable insights on customer service, domestic and international policy issues, and the seeming miracles that are business as usual for professional van operators. (Having recently helped my son relocate to a third floor walkup apartment, I and my aching muscles can testify that the operator's service reality is an eye-opener, especially when you experience it first hand.)

In keeping with the Forum's focus, this issue of the *Amplifier* examines the reality of relocation from various perspectives. Our cover story (page 2) offers a glimpse at the diverse realities faced by corporate relocation professionals and how shifts in their realities connect to the rest of us. Findings from the annual *Atlas Survey of Corporate Relocation Policies* (page 8) offer a broader view of the real issues impacting us all.

I call your attention especially to the letter from Deborah Hutchinson, mother of SPC Ray Joseph Hutchinson, 101st Airborne (page 36). Ray was killed in action in Iraq on December 7, 2003. This sacrifice and the sacrifices made by the families of all our nation's heroes are a reality we must never fail to acknowledge. May our thoughts and prayers always be with them.



Mike Shaffer  
Chairman & CEO  
Atlas World Group, Inc.

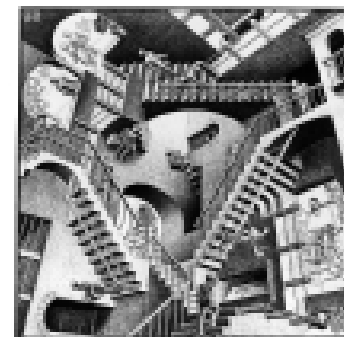


integrity | quality | solutions

### Cover Story

## 2 Culture of Reality

ARE RELOCATION REALITIES CHANGING? HOW? WHY?



M.C. Escher's "Relativity"  
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#### On the cover:

*Relativity*, the 1953 lithograph by Maurits Cornelis Escher (1898-1972). M.C. Escher was a prolific Dutch artist who worked as a draftsman, book illustrator and tapestry designer, but he is best known for his work as a printmaker. Among his most famous prints are his metamorphic illustrations in which a shape or object turns into something completely different, and the complex architectural mazes involving tricks of perspective and the representation of impossible spaces. *Relativity* is a prime example of Escher's ability to depict unusual, conflicting points of view. It provides an appropriate point of reflection for an examination of a "Culture of Reality."

## 8 Results 38

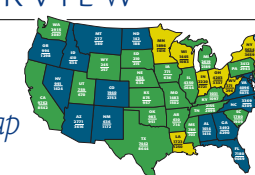
THIRTY-EIGHTH ANNUAL

### Corporate Relocation Survey



#### RESULTS OVERVIEW

Including the Interstate Migration Map



### Leveraging Reality



12

Personnel Commitments for the Future



### Reality of Culture

An International Perspective

14

### Atlas Academy



16

### Atlas World Group Chalks Up Record Year

18



20

### 38th Annual Forum Agenda

23

#### New Additions

### The Ease of SLS



24

### Atlas Canada

Toronto Strategy Session

26

### Atlas World News and Information

29

### Honoring Our Service Men and Women



34

### Tracks Atlas Service is Appreciated

36



Editors Kristen Burnett and Barbara Cox kriburn@atlasworldgroup.com

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



Bright-eyed, well-scrubbed twenty-somethings vie for a career ticket to Trump Tower. Motley millionaire-wannabes starve themselves in the wild as they try to elude primitive social rejection. Tone-deaf teens parade cracking voices before music industry mavens who eviscerate egos with unabashed candor.

# Culture of Reality

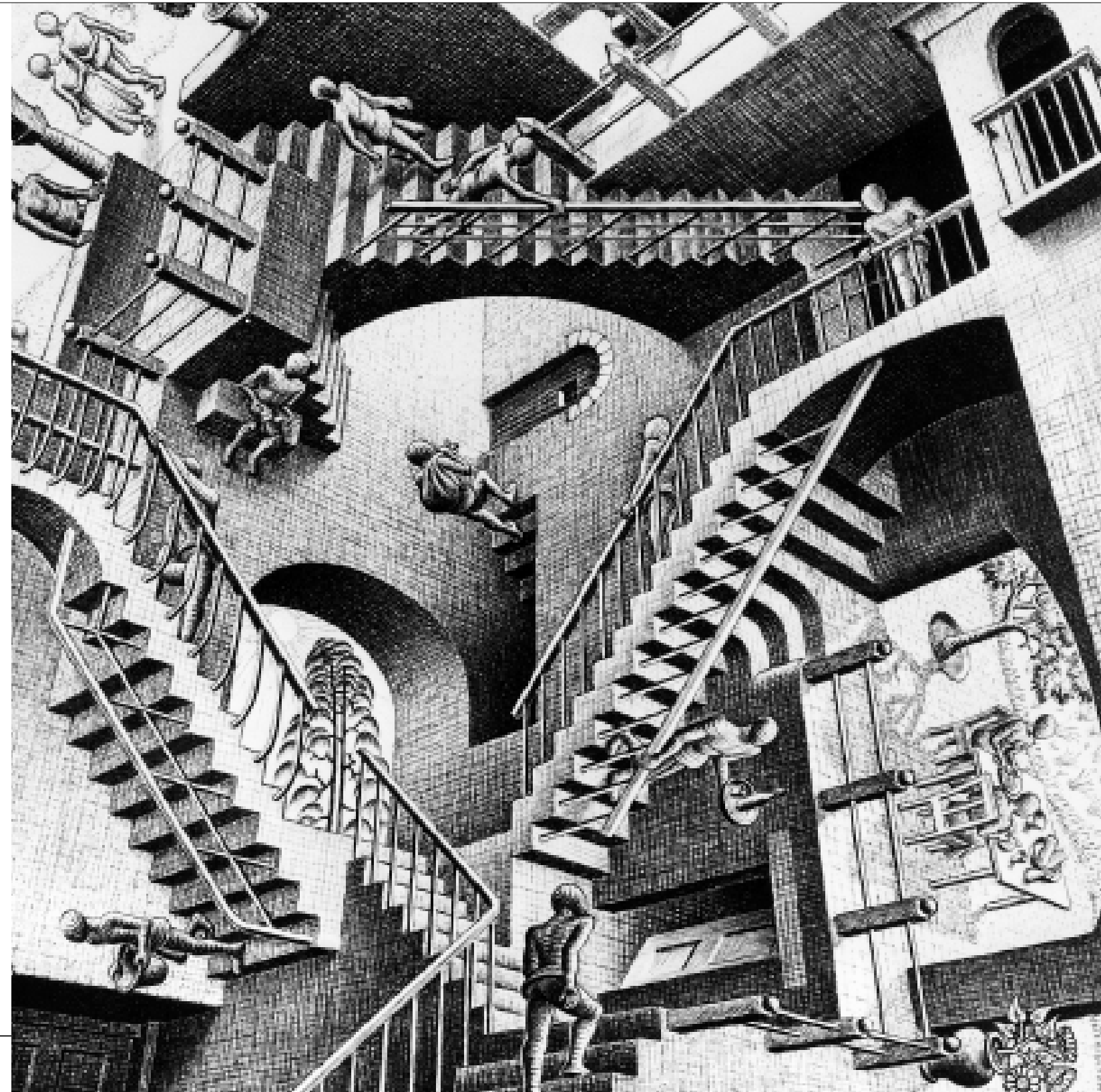
Are the realities of relocation changing? How? Why?

There is a potent entertainment phenomenon called “reality,” for lack of a better word, playing on a television near you. And whether you, like millions of others, have found yourself tuning in, the cultural ripples are impossible to ignore. Who hasn’t heard the Donald’s catch phrase, “You’re fired! “? (Yes, you can still say it without owing a royalty, if not unemployment benefits.)

However, reality TV is often anything but real. Careful casting, deft editing, and scenarios designed to elicit favored outcomes create an unreal “fudge factor,” leaving little to chance and less to imagination.

As a prelude to the 38th Atlas Forum on Moving, the Amplifier spoke with some of the event’s corporate guests to get their thoughts on the “culture of reality” in their organizations. We looked for parallels to reality TV in corporate culture. If there are parallels, how might they affect relocation? What do we think of as real that, in actuality, isn’t? Are the realities changing? How? Why? ▶

*The realities of relocation are sometimes not as they first appear to be. And, certainly, some perspectives of reality require flexible interpretation.*



**“OUR RELOCATION SOLUTIONS HAVE TO BE CREATIVE, CUSTOMIZED, AND OFFER CHOICES... EXCEPTIONS ARE NOW THE REALITY.”**

MARDI MONTAGUE  
MANAGER OF  
TALENT ACQUISITION  
PETCO

“Long, long ago in a business environment that was very, very different, employees felt that they were on the Orient Express with plush expense accounts and benefits,” says Elizabeth Carter, CRP, Household Goods Specialist with XRS, Inc., a subsidiary of Georgia Pacific. “Then the economy went into a tailspin...corporations turned into survivors by cutting costs and benefits.”

On the surface, it appeared that advances in technology would give companies extraordinary gains in productivity and profit, making it possible to work faster with fewer employees.

“Even as jobs were being cut, employers were competing for technical talent and highly skilled executives.”

So how can a relocation manager balance tightening budgets and the need for qualified people?

“One way we acknowledge that fine line between cost and service is by using a tiered policy,” says Elizabeth. “The tiered policy provides cost containment while basing the benefits on the employee’s grade level.”

**Does a “tiered policy” ever become a “tired reality”?**

“The old reality—here’s the policy and here are three tiers—no longer works for us,” says Mardi Montague, Manager of Talent Acquisitions with PETCO, a leading specialty retailer of premium pet food, supplies and services. “Our relocation solutions have to be creative, customized, and offer choices. I can only think of a few cases in the last six months where we followed the guidelines exactly. Exceptions are now the reality.”

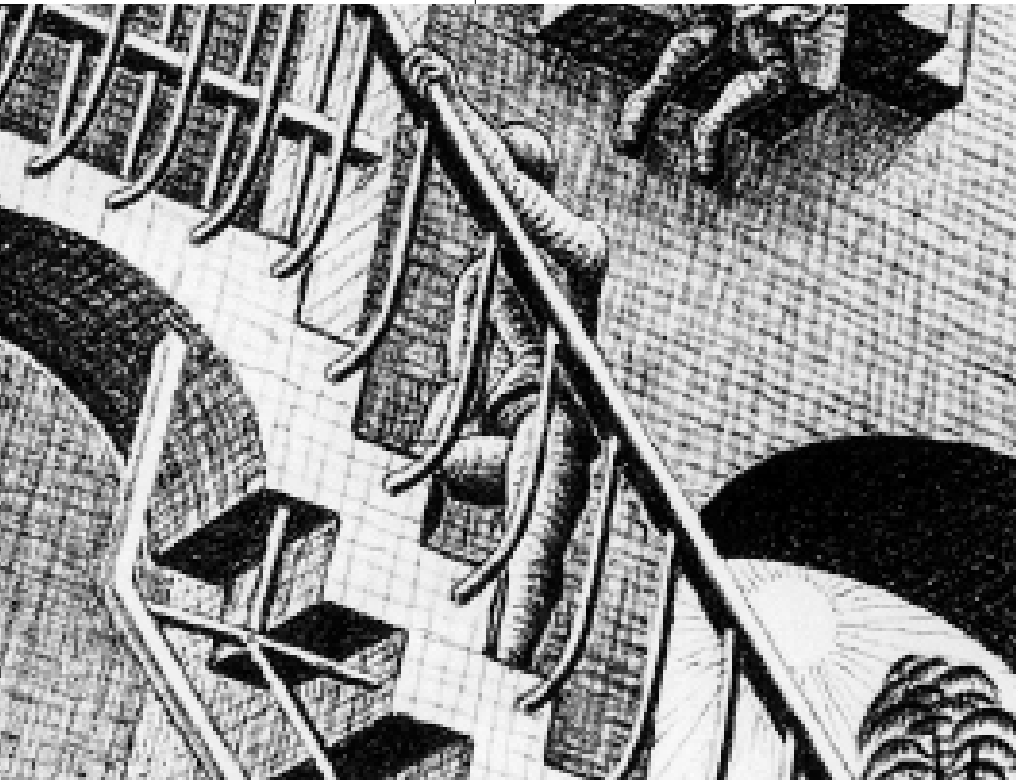
In response to the new reality, PETCO is looking at adopting a five-tiered policy with cafeteria style options and caps that do not exceed a percentage of total compensation. Within each tier are guidelines that give the talent acquisition team flexibility to tailor the relocation benefit, which typically differs for each associate.

“The talent recruiter now spends up to an hour with transferees to learn what’s important to them,” says Mardi. “People’s needs have become more diverse. They are better informed about what to expect, they are savvy enough to ask for options, and they tend to drive the process.”

But the consequences created a different reality, a “Catch 22” for employers.

“Companies were downsized, just like the last round of American Idol,” says Elizabeth.

*Does a tiered policy ever become a tired reality? For some relocation managers, flexibility is a stairstep to talent acquisition.*



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# Culture of Reality

**Beyond Borders—  
Beyond Tiers?**

One might argue that nowhere is the need for discretionary policy felt more acutely than in the international arena.

As Global Mobility Manager with Flextronics International Ltd, a global company headquartered in Singapore, Kathy Curtis is responsible for approximately 100 U.S. interstate and international relocations a year. She says that the word “policy” is inadequate to meet her reality. Instead, Flextronics relies on “guidelines.”

“We recognize the need to be flexible,” says Kathy. “Our guidelines are designed to give us the latitude to answer individual concerns.”

As do her peers, Kathy sees that those who relocate are increasingly knowledgeable about the relocation process.

“I see less need for hand-holding,” says Kathy. “It’s not that personal contact isn’t still important; rather, our transferees are generally self-sufficient. They are used to going online for information. For example, our new hires undergo their orientation online.”

The beneficial combination of flexibility and more informed employees is further abetted by a positive change outside the company.



M.C. Escher's "Reality" ©2005 The M.C. Escher Company - Holland. All Rights Reserved. www.mcescher.com

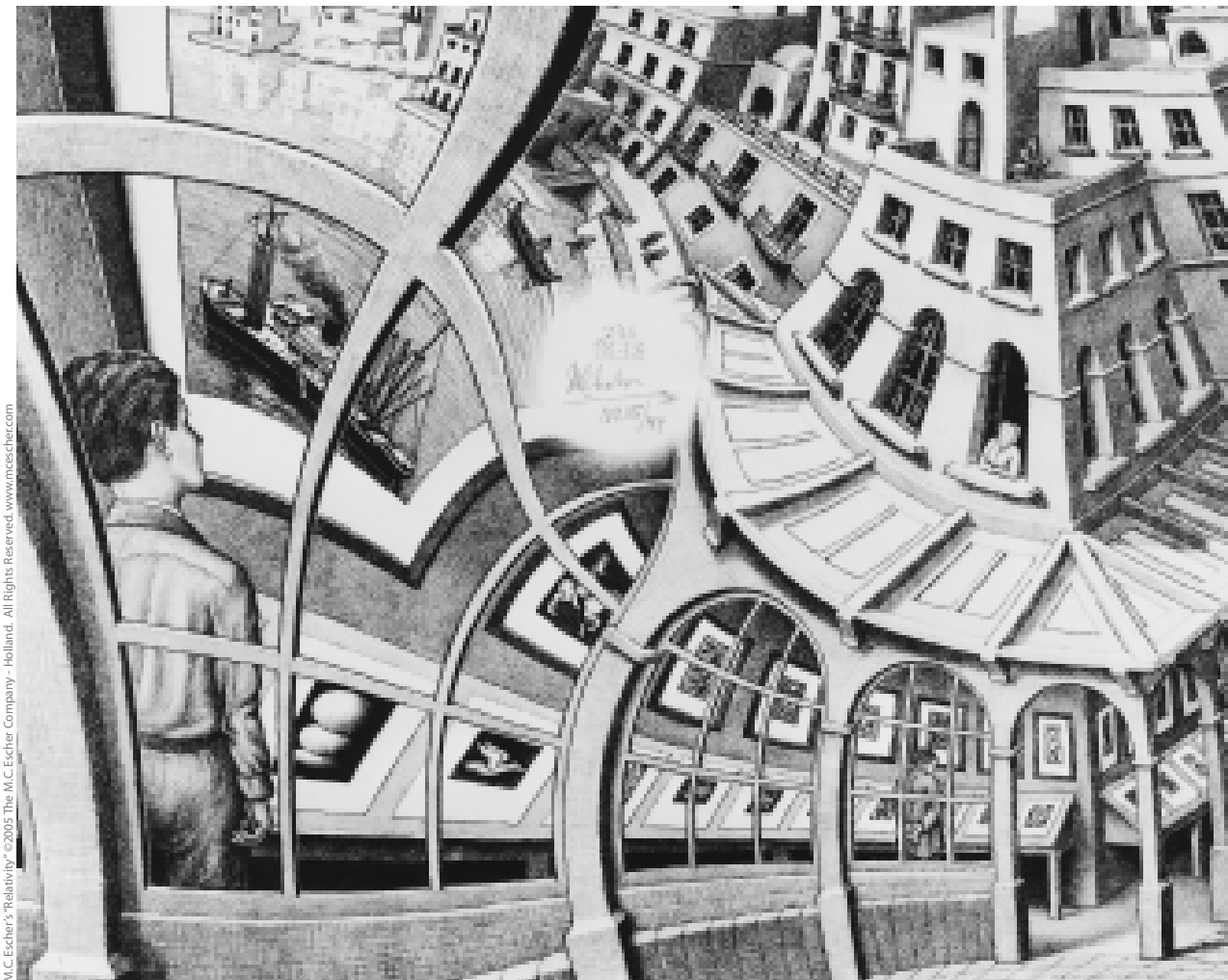
“Business expansion has brought progress to regions that were once underdeveloped,” says Kathy. “Whereas it used to be cumbersome to relocate people from the U.S. into China, it’s now much easier. There is an infrastructure to support expatriates, and going there doesn’t seem as scary for them as it used to.”

For others working with expatriate relocation, the reality is far different, and underdeveloped regions are the rule.

John Palien left a corporate career three years ago to join Catholic Relief Services, one of the world’s largest and most respected humanitarian agencies. As Director of Human Resource Operations, John now deals with a totally different reality than the one he once worked in.

“The expectations of our expats are different than expectations in the corporate setting,” says John. “Our people may be going from Abuja to Quito, or from Sarajevo to Nairobi.”

For relocation, a culture of reality is influenced by the views of everyone in an organization.



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**"A DOLLAR IN DARFUR CAN FEED 10 TO 12 PEOPLE FOR A DAY... EVERY DOLLAR SPENT ON RELOCATION IS A DOLLAR THAT DOES NOT GO TO THE POOR AND DISADVANTAGED."**

JOHN PALIEN  
DIRECTOR OF HUMAN  
RESOURCE OPERATIONS  
CATHOLIC RELIEF SERVICES

They know the locations are difficult. They understand the time it takes to receive their belongings may be measured not in weeks, but in months... in some instances, up to six months or longer."

No one denies the need for flexibility in international moves. But the concept takes on added significance at CRS, an organization that responds immediately when reality is catastrophically altered for people.

"The past year has been extraordinary," says John. "Besides the tsunami, there have been famine and genocide

in Darfur, and flooding in Central America. And my job is to respond with people. Whereas we typically recruit 100 to 150 people a year, this year I will move an additional 100 people."

John walks a fine line between cost and service, just as managers must in the for-profit realm.

"CRS is one of the top 3 aid and emergency development organizations in the world," says John. "People put their trust in us as stewards of their funds, a responsibility we take seriously. A dollar in Darfur can feed

10 to 12 people for a day...every dollar spent on relocation services is a dollar that does not go to the poor and disadvantaged."

But despite these major differences, John's culture shares the objectives that are essential to reality in the corporate world.

"I need my people to receive their belongings in a reasonable amount of time and in the condition they were packed," says John. "And I need the service to be cost-effective. These are tough to balance, and they are tough for vendors to balance."

### Careers Not Measured in Money?

Compensation has long been a factor in an employee's decision to relocate. But while there is a tendency to think of compensation in terms dollars, for some the reality is quite different. Intrinsic rewards can be weightier than monetary rewards. For example, John says his decision to join CRS was in answer to a personal "calling."

At PETCO, Mardi finds individual needs often play a deciding factor in an employee's career. "People are looking for the opportunity to make a meaningful contribution," says Mardi. "They are delving into a company's culture and looking at the leaders and their vision. They want to know: what does the company stand for? Does it live up to its beliefs and values?"

To create a culture where animals come first and people make it happen, PETCO builds on performance initiatives: integrity, partnership and affirmation. These ideals are central to the company's recruitment process—a process that is being reengineered to better attract people who will thrive in PETCO's unique culture.

"We are using technology to cast a wider net

and attract a better, more qualified pool of candidates," says Mardi. "We plan to introduce a new recruitment model in August. All recruiting will be done online...if someone visits a store to inquire about opportunities, they will be directed to an in-store kiosk to complete a profile and to take our customized assessment which includes animal empathy questions."

### The Amazing Race

According to TV's grandiose portrayal, untold enchantment and excitement await the new employee once he or she hears the phrase, "you're hired." But what is the reality?

"The recruitment process turns into "The Amazing Race," says Elizabeth. "The employee is expected to hit the ground running and make it to the new location (around the world) in 67 hours instead of 80 days. The relocation department is the employee's 'Dr. Phil.' We offer advice, facilitate and coordinate the relocation process."

Perhaps the greatest common denominator between reality TV and corporate reality is the drive for ratings, i.e., shareholder return. Whether measured in earnings per share or satisfaction per dollar donated, corporate reality is tied to performance. Relocation managers know this too well.

"Reality shows are cheaper to produce than a television series, so the networks have managed to contain costs yet still increase revenue by obtaining a large market share with these shows," says Elizabeth. "To survive, corporations are merging and creating 'super-sized' companies in order to increase their market share by containing costs and by efficient use of their resources—technology, people, capital." ■

**"THE RELOCATION DEPARTMENT IS THE EMPLOYEE'S 'DR. PHIL.' WE OFFER ADVICE, FACILITATE AND COORDINATE THE RELOCATION PROCESS."**

ELIZABETH CARTER, CRP  
HOUSEHOLD GOODS  
SPECIALIST  
XRS, INC.

# Results 38

THIRTY-EIGHTH ANNUAL

# Corporate Relocation Survey

## RESULTS OVERVIEW

### Who Responded?

Atlas is pleased to present the findings from its 38th annual survey of corporate relocation professionals. This is the third year the study was conducted using the Internet, whereby respondents were invited via e-mail to participate. A total of 330 online questionnaires were completed between January 26 and March 7. In order to qualify for the survey, a respondent must: **1)** have relocation responsibility, and **2)** work for a company that has either relocated employees within the past two years or plans to relocate employees this year.

- **Most respondents (76%) work in human resources or personnel departments for**
  - service (44%)
  - manufacturing/processing (36%)
  - financial (10%)
  - government and military (2%)
  - and other sectors (8%)
- **Based on the number of employees, responding firms are categorized by size for analysis:**
  - 46% have less than 500 salaried employees (small firms)
  - 31% have 500-4,999 salaried employees (mid-size firms)
  - 23% have 5,000+ salaried employees (large firms)
- **Close to half (47%) of the companies surveyed this year are international firms.**

For complete results of the "Corporate Relocation Survey," please visit [www.atlasworldgroup.com/survey](http://www.atlasworldgroup.com/survey)

### Highlights of Results

Could 2005 be another year of record relocation volumes? Is the full reimbursement option gaining or losing favor? What changes in relocation are expected internationally?

The annual Atlas Survey of Corporate Relocation Policies sheds light on these and other issues of importance to all of us who work in relocation. To follow is a sample of the highlights from this year's results.

#### Relocation Volume and Budgets – Expectations for Increases Similar to 2004

One-third of responding firms expect their relocation volumes to increase in 2005 and 32% expect their relocation budgets to increase (last year's survey noted similar expectations for 2004). While expectations for increases are expressed by firms of all sizes, more large than mid-size or small firms expect increases. Similar to last year, around half of firms, regardless of size, expect relocation volumes and budgets to stay the same.

#### External Factors – Lack of Qualified People Locally, Economic Conditions, Competition

Seventy-seven percent of firms indicate at least one external factor affected their number of relocations in 2004, with "lack of qualified people locally" cited most often (48% of respondents). Last year's top factor, "economic conditions," mentioned by 40% of respondents, ranks second this year.

As occurred last year, differences appear by company size. The top external issue large companies indicate for 2004 relocations is "economic conditions," cited by 57% of these firms (down from 70% last year). Small companies again indicate "lack of qualified people locally" as their most important issue. Of note is that significantly higher percentages of large (44%) and mid-size (49%) companies, compared to 2003 (23% and 36%, respectively), agree this was a significant factor in 2004.

# Survey

One additional point of difference for large companies is the greater impact of competition, both domestic and international, noted in 2004.

- Over a third indicate the growth of one form of competition (domestic or international) had a significant impact on relocation volume in 2004, significantly greater than small and mid-size companies (11% and 20%, respectively) and that indicated last year by large firms (20%).

#### Internal Factors – Growth, Decreasing Impact of Budget Constraints

Over half of firms, regardless of size, indicate "growth of company," as the top internal factor affecting their relocations in 2004. While "promotions/resignations" and "corporate reorganization" are still the second- and third-place internal factors, the percentage of firms indicating "budget constraints" dropped significantly, regardless of company size.

- For mid-size and large companies, there is a significant increase over 2003 in the percentage citing "increased production" as a factor in relocation volume in 2004 (20% and 25% vs. 9%, respectively).
- There is a significant increase in the percentage of large companies citing "international expansion," "expansion of facility," and "acquisitions/mergers" as impacting 2004 relocation volume compared to 2003 (25%, 26%, and 32% vs. 8%, 14%, and 23%, respectively).

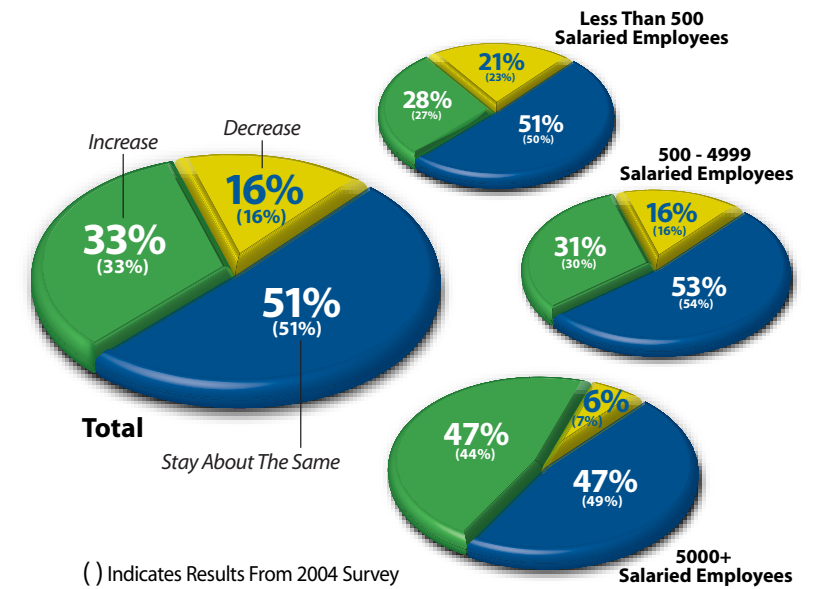
#### Relocation Policy – Most Firms Have Formal Relocation Policy, Centralized Department Handling Relocations

Seventy-six percent of firms indicate they have a formal relocation policy. Though still less likely to have this in place than mid-size to large firms, the majority of small firms responding indicate having this policy in place.

- Over 80% of firms, regardless of size, indicate administering employee relocations from a centralized or corporate department.

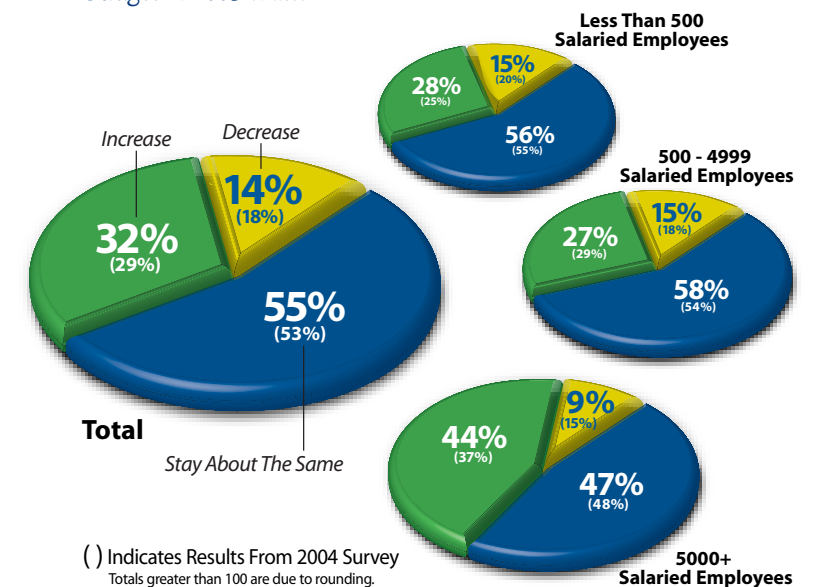
### Question 8: Relocation Volume

Compared to 2004, do you anticipate that the number of employees your company will relocate during 2005 will...



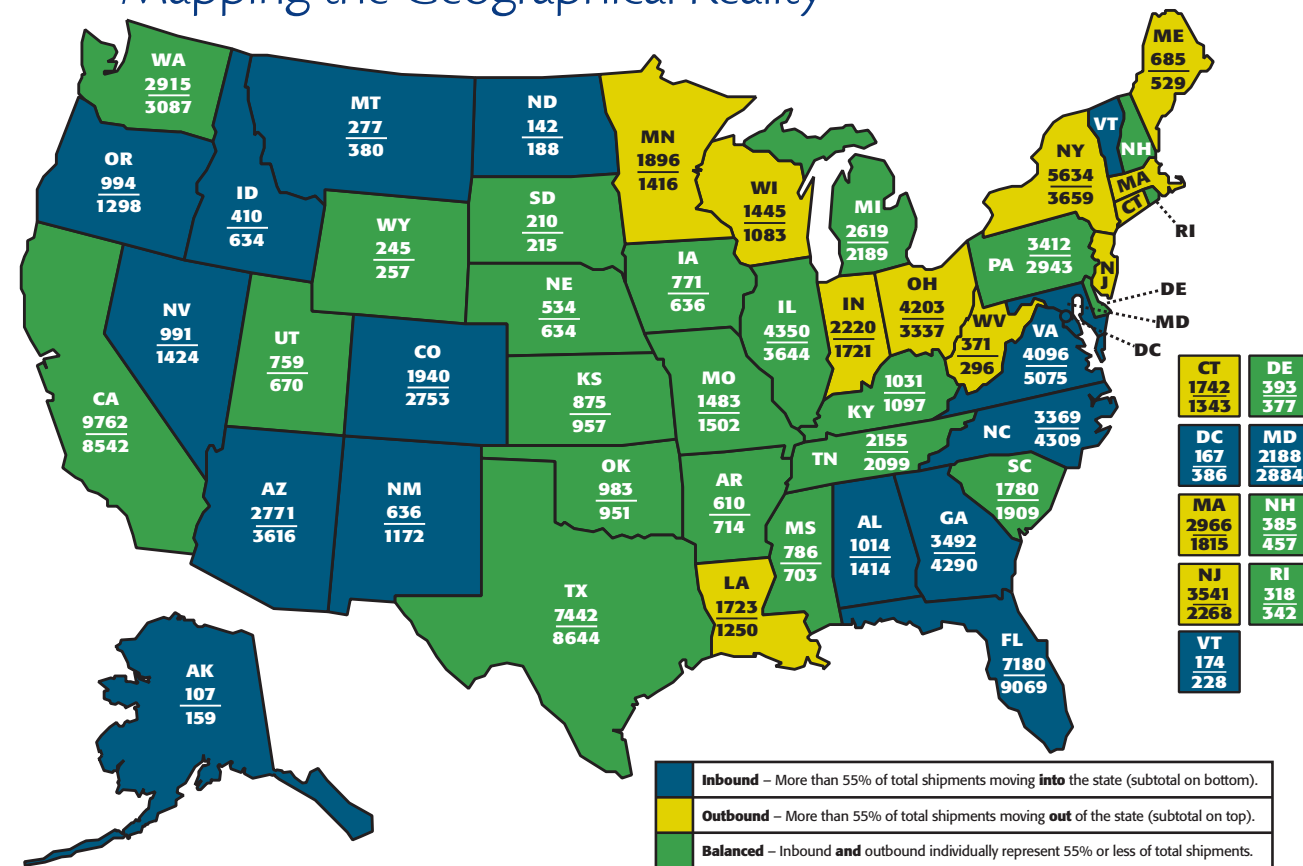
### Question 9: Relocation Budget

Compared to 2004, do you anticipate that your relocation budget in 2005 will...



# Interstate Migration

## Mapping the Geographical Reality



America is a country on the move. And, as the migration patterns reveal, it's moving in different directions. During 2004, Atlas handled more than 102,519 shipments of household goods across North America. For purpose of analysis states are classified inbound, outbound or balanced depending upon the relative influx or exodus of shipments. This year, five states moved into balanced status.

Arkansas swings back from inbound status; over the last fourteen years it has been inbound and balanced an equal number of times. Rhode Island becomes balanced after five successive years as an inbound state. Kentucky returns to its typical status; 2003 marked the only year since 1996 that the state was not considered balanced. And Oklahoma and South Dakota, two states that have been largely outbound over the last fifteen years, both moved from that status into the balanced classification.

States logging an exodus include Maine, which moves decisively into the outbound category after five years as a balanced state. From 1996 to 1999 Maine held inbound status. Wisconsin edges back into outbound standing, a characteristic for 11 of the last 14 years. And West Virginia seesaws back into the outbound column.

Five states saw a significant influx. Colorado returns to inbound status where it has been for 13 of the last 14 years.

Georgia makes it back into the inbound column for the first time since 1996. Idaho becomes an inbound state after five straight years as a balanced state. Oregon is back in the inbound column for the fourth time in five years. And Virginia returns as a destination, having alternated between inbound and outbound status since 1999.

### Inbound or Outbound?

To determine a state's status, multiply the total number of shipments by .55. This is the threshold value.

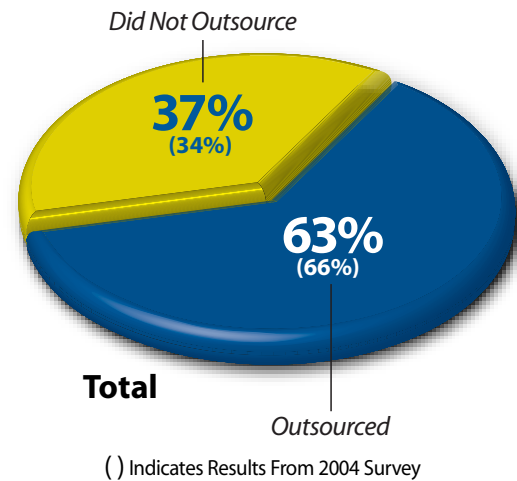
- If the number of outbound shipments is greater than the threshold, the state is classified as outbound.
- If the the number of inbound shipments is greater than the threshold, the state is considered inbound.
- If neither is greater than the threshold, the state is termed balanced.

### Did you know?

You can view historical Atlas interstate migration data online, including comparative state-by-state numbers and yearly summaries. Download the Adobe PDF at: <http://www.atlasworldgroup.com/migration>

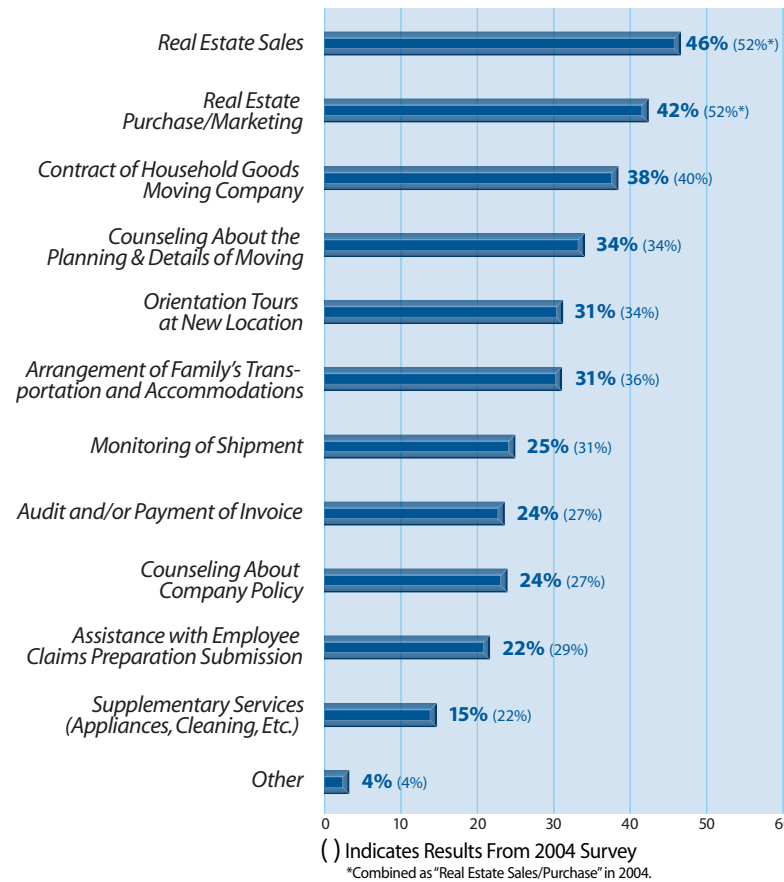
### Question 17: Outsourcing

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



### Question 17: Outsourcing

Which of the following services did your company outsource to a relocation service or brokerage firm in 2004?



### Centralized Relocation Departments Responsibilities Vary

The majority of companies responding who have a centralized relocation department indicate that this department manages domestic relocation programs and household goods carrier selection. However, while similar percentages of all size firms indicate these departments control carrier selection for household goods, other responsibilities appear to vary by company size.

- Departments at small firms are less likely to be responsible for managing domestic relocation programs than at mid-size or large firms.
- Small companies are more likely to have this department handle air travel, office relocation, and site and space selection for office relocations than mid-size or large firms.
- Large companies are more likely than mid-size or small firms to have this department manage international relocation.

### 2004 Outsourcing Similar to 2003

Sixty-three percent of responding companies indicate they outsourced relocation services during 2004, down slightly from 2003. Real estate services were the most popular item outsourced, with close to half indicating outsourcing "real estate sales" and forty-two percent indicating outsourcing "real estate purchase/marketing." As in previous years:

- Small companies are still much less likely to outsource relocation services than mid-size or large firms.
- Mid-size and large companies continue to report outsourcing a greater variety of their relocation services than small companies.

Survey Results Overview continues on page 28

# Leveraging Reality

## Reorganization Within Atlas World Group Underscores a Commitment to the Future

It's said that the view is best from the mountaintop. From the vantage point of a record-setting year, Atlas sees the path toward continued prosperity and is stepping boldly with a reorganization of key personnel.

As one of the first orders of business, the Atlas Board of Directors elected Greg L. Hoover and Richard L. Arneson to newly created positions in Atlas World Group, effective January 1, 2005.

"To sustain solid growth requires us to leverage specific strengths across all Atlas companies," says Mike Shaffer, Atlas World Group Chairman and CEO. "This involves a coherent focus on communicating our brand's broadened capabilities. It also necessitates that we bring the best of our technology to every facet of our group's operations."

### **Greg Hoover** Chief Marketing Officer, Atlas World Group

Greg Hoover now serves as Senior Vice President and Chief Marketing Officer of Atlas World Group. Greg is responsible for growing the Atlas brand and ensuring consistency in the sales and marketing efforts of subsidiaries. This position represents an expansion of Greg's previous role with Atlas Van Lines as Senior Vice President, Sales Development.

"A little over two years ago we rebranded Atlas to more accurately describe our many strengths across the spectrum of relocation," says Greg. "The market has embraced our broadened identity. Our challenge now is to continue building equity

in our brand, and to do that efficiently for all Atlas companies."

Greg brings 16 years of industry experience to his new position. Before joining Atlas in 1999 he served as President and COO of ABC Moving & Storage, an Atlas agent based in St. Louis, Missouri. A native of Mentone, Indiana, Greg holds a bachelor's degree in history from Huntington College. He is active with the American Moving and Storage Association (AMSA) and the Employee Relocation Council (ERC).

### **Richard Arneson** Chief Technology Officer, Atlas World Group

As Chief Technology Officer, Dick is responsible for the use

of technology throughout Atlas subsidiaries, including applications for security, disaster recovery and accounting. In addition, Dick continues to serve as Vice President of Information Technology for Atlas Van Lines.

"My focus is to improve our business," says Dick. "We've made great strides in recent years with major advances in the way we operate. The challenge is to continue bringing opportunities for greater productivity and profitability and at the same time to enhance value for every customer. I'm excited to be leading this effort."

Dick joined Atlas in 1987. His expertise has been instrumental in the steady growth and refinement of technology-based systems within Atlas Van Lines. The Minneapolis native earned a bachelor's degree in electrical engineering from the University of Minnesota.

### **Marian Weilert Sauvey** Senior Vice President, General Counsel & Secretary, Atlas World Group

In January, the board also elected Marian Weilert Sauvey to Senior Vice President. Marian joined Atlas in 1993 and was named General Counsel in 1997. She also serves as General Counsel and Secretary for Atlas World Group and Atlas Van Lines.

Marian graduated summa cum laude with a Bachelor of Arts from Rockhurst College in Kansas City and with highest distinction from the

University of Missouri, Kansas City School of Law. She is a member of the Trucking Industry Defense Association, Transportation Lawyers Association, the Conference of Freight Counsel, the Canadian Transport Lawyers Association and the American Moving and Storage Association, for which she currently serves as Chairperson of the Legal Advisory Council.

### **Ryan McConnell** Director, Sales Development, Atlas Van Lines

A 10-year company veteran has been charged with facilitating the ongoing development of the Atlas brand. As Director, Sales Development, Ryan McConnell provides a link between the company's STG and RSG divisions to bring consistency and synergy to their sales and promotional efforts. Before taking this post in February, Ryan served as Director of Sales Support for Atlas STG.

"As we develop and refine our brand strategies, a unified message is critical," says Greg Hoover. "Ryan's experience with specialized transportation brings an important perspective and will be invaluable in our efforts to promote a unified message about Atlas and its product lines."

Ryan earned a B.A. in Sociology from Western Kentucky University in Bowling Green, Kentucky. He is active in the Trade Show Exhibitors Association (TSEA), the Exhibit Designers and Producers Association

(EDPA), and the American Association of Museums (AAM).

*Atlas is also pleased to announce the appointment of two new professionals with excellent credentials to key management posts vacated by retiring employees.*

### **Nancy Priebe** Director of Human Resources, Atlas Van Lines

Nancy Priebe has joined Atlas as Director of Human Resources, replacing Patricia Walter who retired in January. Nancy brings 25 years of experience in human resources to her position, including tenure as Associate Director of Benefits with American General Financial Services in Evansville, Indiana and as Manager of Compensation and Benefits at Sullair Corporation in Michigan City, Indiana. Nancy is a 1995 graduate of Indiana Wesleyan University in South Bend, Indiana. She is a member of the Society for Human Resource Management (SHRM), WorldatWork, the Evansville-area Human Resource Association and Tri-State Business Group on Health.

### **Denny Riffert** Corporate Controller, Atlas Van Lines

Denny Riffert succeeds Ben Sloan as Corporate Controller upon Ben's retirement in April. Denny worked for Atlas from 1975 to 1987 when he served as Assistant Treasurer. Before returning to Atlas in February, Denny was employed as Vice President, Controller and Chief Financial Officer with Hub International Midwest (formerly Fifth Third Insurance/Citizens Insurance). Denny is a CPA and holds an MBA from the University of Evansville. ■



Left to Right:

**Marian Weilert Sauvey,**  
Sr. Vice President, General Counsel & Secretary  
Atlas World Group

**Greg Hoover,**  
Chief Marketing Officer, Atlas World Group

**Dick Arneson,**  
Chief Technology Officer, Atlas World Group

**Ryan McConnell,**  
Director, Sales Development, Atlas Van Lines

**Nancy Priebe,**  
Director of Human Resources, Atlas Van Lines

**Denny Riffert,**  
Corporate Controller, Atlas Van Lines





# The Reality of Culture

By Gary M. Wederspahn, Grovewell LLC



Cross-cultural training and coaching should be a component of every international relocation package. It just makes good business sense to do the smart thing for the company and the right thing for expatriates by providing them with the tools they need to deal successfully with the reality of culture in their host countries.

The risks, problems, and obstacles commonly recognized as part of international relocation include loss, theft or damage of property during shipping, delays in obtaining visas and work permits, difficulty locating acceptable housing or schools, finding needed community services, and even transporting pets. Unfortunately, the most daunting challenge, cross-cultural adaptation, is seldom on the list...perhaps

because it doesn't seem as real as the other, more tangible factors. Yet, failure to adapt to the culture in the host country has far more impact on the success of the international assignment than do the obvious pitfalls.

**Consider these facts:**

- The total cost of a typical corporate international assignment is over \$1 million. However, a 1999 survey by Cendant International Services found that 63 percent of 300 companies surveyed reported failed international assignments.
- The 2001 Global Relocation Trends survey conducted by GMAC, The National Foreign Trade Council (NFTC), and the Society for

Human Resources Management revealed that 75 percent of overseas assignees had no previous international experience. Another survey by the American Society for Training and Development found that 70 percent of American business people going abroad receive no cross-cultural training and that 59 percent of the companies offered none to their expatriates.

- International HR researchers Allan Bird and Edward Dunbar estimate that 30 to 50 percent of expatriates function at a very minimal level of effectiveness.
- Settler International, an international relocation assistance company, reports that the divorce rate among expatriate couples is 40 percent higher than among their domestic counterparts and that the school dropout rate of their children is 50 percent higher than in their home countries.

Knowing these facts, some corporations protect the investment in their expatriates by giving them intercultural training and coaching. The benefits of doing so are clear. A 2002 CIGNA/NFTC/WorldatWork survey found that expatriates who had cross-cultural training were three times as likely to rate their overseas assignments "favorable" compared to those without it. A Prudential Relocation International study of expatriates' satisfaction and performance twelve months into their assignments reported that 94 percent recommend cross-cultural training to others.

International relocation and moving companies that help their clients see the reality of culture and offer them tools for overcoming cultural differences are doing them a big favor. ■

*Gary Wederspahn is an intercultural trainer, coach, speaker, and writer. He has designed and conducted cross-cultural training for hundreds of expatriates with global corporations. Atlas Van Lines International and American Red Ball International have a partnership with Grovewell LLC, a leading worldwide provider of intercultural training and coaching for expatriates. To learn more, visit [www.grovewell-expat.com](http://www.grovewell-expat.com) or call Pam Jackson, Atlas International, at 1-888-669-6031.*



*Aware of the stresses of international assignments, many firms employ intercultural training as a means to ensure the well-being of expatriate families.*

# Creating a Culture of Excellence

## Atlas Academy Furthers the Pursuit of Quality...Online

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."

- **Vince Lombardi (1913-1970)**  
American professional football coach

The story goes that electrical engineer Charles Steinmetz was once summoned from retirement by General Electric to locate a problem in a complex electrical system. After examining the situation, Steinmetz took a piece of chalk and marked an 'X' on the faulty component. GE's engineers found the defect precisely where the consultant had indicated. When Steinmetz sent an invoice for \$10,000, GE asked him to itemize the charges. His response: Making chalk mark: \$1. Knowing where to place it: \$9,999.

Regardless of whether the fee was justified, the story illustrates an important point. Knowledge represents value. And the market favors those who bring value.

At Atlas, knowledge is essential to the delivery of value. It is so much a part of the Atlas culture that in July the company adopted a new technology standard. Among other things, the new standard furthers professional education among Atlas agents by making online training a prerequisite for recognition in the Atlas World Class Commitment and Milt Hill Quality programs.

"We value our agents and we want to enable their success," says Tiffany Browning, Corporate Training Manager. "The Atlas Academy is an easy-to-use tool for continuous improvement, available to them at no cost."



Tiffany explains that, as an online resource, the Atlas Academy gives agents convenient access to excellent training. "Agents can't always make it to Evansville for classes," says Tiffany. "With Atlas Academy, they don't have to travel. They can train wherever they are, whenever they want."

Another big advantage of the Atlas Academy is a wide range of content, which allows agency personnel to acquire skills in all areas related to business success. Classes include professional development for sales people and managers as well as training in Atlas-specific topics. For example, van operators who are new to Atlas must complete an entry level training course to become Atlas-qualified.

"We strive to keep content current and relevant to the needs of our agents," says Tiffany. "Our training staff consults with Information Technology and other departments to make sure new developments are incorporated. Feedback from agents is also important in determining what courses to offer."

Because time is a precious commodity for business people, most of the Atlas-specific courses are designed to be completed in an hour or less. Some of the professional courses may take from 2 to 4 hours each. However, if a person cannot finish in one sitting, they can continue in multiple sessions.

"Atlas-specific courses, such as AtlasNet Order Entry and Dispatch Systems for Updates, have been the most popular," says Tiffany. "Among those who have taken a course, 90 percent say they would definitely recommend it to their coworkers. And more than 90 percent agree that what is taught will help them perform better in their jobs."

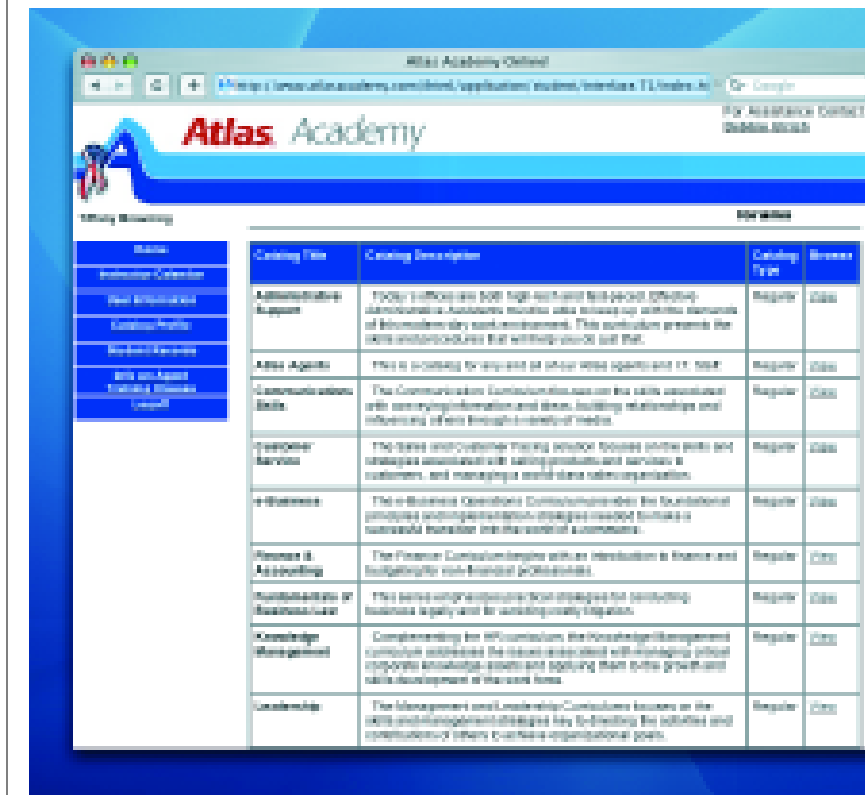
Since the Atlas Academy went into operation in February 2004, more than half of all agencies have taken part. On a 5-point scale, Atlas agents rate the quality of Atlas Academy's courses a 4.5, somewhat above 'Very Good.' ■

### What agents are saying about Atlas Academy.

"There was a lot of information that was new to me, and that can help clear up issues at our agency"

"I liked the pop-ups on each of the pages that contain additional information."

"I really liked the information on what can be packed in the different size boxes. These courses are great for people new to the industry."



The online Atlas Academy features a wide choice of content with courses that enable professional development in all areas critical to an agency's successful operation.

To succeed, it is necessary to accept the world as it is and rise above it.

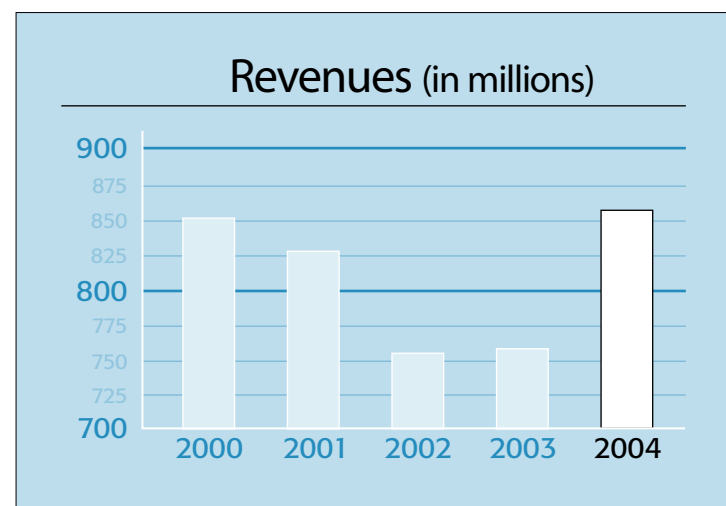
- **Michael Korda,**  
*American publishing executive and author*

# Atlas World Group Chalks Up Record Year

2004 sets a high-water mark for revenue... but Atlas managers are not resting on laurels.

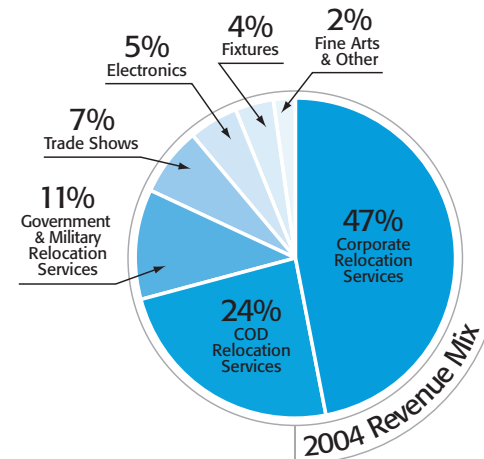
The year 2004 was a milestone for Atlas World Group, the biggest volume year in its history with more than \$860 million in total revenue.

"It was an exceptional year for us," says Chairman and CEO Mike Shaffer. "The economy bounced back nicely with an increase in household relocations, and we are pleased with the way the company performed. We are also



pleased that our efforts continue to increase our market share."

Atlas World Group owns Atlas Van Lines, Inc. (Atlas) and its operating units: the Relocation Services Group (RSG) and Specialized Transportation Group (STG); BDS Worldwide Inc. (BDS); Red Ball Corporation and its two major subsidiary companies: Red Ball International, Inc. (Red Ball International) and American Vanpac Van Lines, Ltd. (Vanpac); Atlas Van Lines (Canada) Ltd. (Atlas Canada); Atlas Van Lines International Corp. (Atlas International);



Cornerstone Relocation Group, L.L.C. (Cornerstone); Avail Resource Management, Inc. (Avail), Atlas World-Class Travel, Inc. (Atlas Travel), and Atlas Terminal Company, Inc. (Terminal).

In the wake of two soft years, Atlas RSG experienced an impressive surge. Total tonnage increased 11 percent over 2003 with gains in every segment, including a 10 percent rise in COD volume.

"National accounts still represent the lion's share of our business," says Greg Hoover, Senior Vice President and Chief Marketing Officer. "But more and more, COD has become strategically important to us, and we are working successfully to grow that segment."

Atlas STG volume rose approximately nine percent during 2004. "Much of our increase can be attributed to a change in the business climate," says Senior Vice President and General Manager Glen Dunkerson. "Companies increased production and resumed plans for expansion and renovation that had been on hold, and this fueled demand for our services."

Besides a favorable economic environment, productivity investments benefited the company's performance. A major upgrade to operations brought an amazing improvement in efficiency: the company handled the record summer volume with 20 fewer people than needed for a smaller volume the year before. As well, the introduction of a document imaging system has streamlined transactions throughout the system.

"We've made our revenue distribution process more efficient and user-friendly," says Monica Weiss, Vice President, Revenue Accounting. "This saves time and expense for everyone involved—for us, our agents, and our customers."

During 2004, Atlas continued to reinforce its broadened brand identity and characteristics of integrity, quality and solutions. The Atlas catalog of sales and marketing literature, a staple for agency promotional efforts, underwent revisions to make messages consistent with the brand's communications strategy. In January, the catalog was published online via the new Sales Literature Selector (SLS), a web-based system that allows agents to place orders over the Atlas intranet. In November, the company launched a redesigned public web site ([www.atlasworldgroup.com](http://www.atlasworldgroup.com)) that positions its business units within the brand and brings greater convenience and utility to users. The web site features an improved capacity for business development, enabling a more effective capture of leads and an efficient sales response.

"Despite the dramatic increase in volume, and the many associated efforts to improve our performance, Atlas kept the quality focus it has become known for throughout the industry," says President and Chief Operating Officer Jim Stamm. "For the seventh consecutive year, and



for the ninth time in the last ten years, we earned the gold distinction in the Quest for Quality rankings by Logistics Magazine."

Jim believes all the signs point to a continuing robust demand in 2005.

"Both the national account and COD segments are strong and appear they will remain so," says Jim. "We are hearing from our customers that they expect another active year, and volume continues to outpace what we were experiencing during this period a year ago." ■



BDS Worldwide

# It's that time of year...

# Girl Scout Cookies.



Some crave the peanut butter sandwich. Some hanker for thin mints. Still others are partial to shortbread.

Of course we're talking about Girl Scout cookies, the stars of "munch madness" that peaks each February and lasts until, well, every last delicious crumb is consumed. The annual cookie sale is the signature fundraiser of the Girl Scouts of America. Since the event's early commercial success in the 1930s, it has grown into a beloved American tradition—and a colossal undertaking that involves the manufacture and delivery of billions of cookies.

ABC Bakers, a division of Richmond, Virginia-based Interbake Foods LLC, is one of two commercial bakers licensed to make Girl Scout cookies. This year ABC is making and shipping 76.8 million boxes of cookies in eight delectable varieties. And BDS Worldwide is helping those cookies get into the hands (and tummies) of consumers across the U.S.

### Timing is Critical

The cookies are sold by Girl Scout councils throughout the country. In some areas the fulfillment begins as early as October or runs as late as May. But the vast majority of councils take delivery in February, National Girl Scout Cookie Month.

"Our number one concern is making sure the product is delivered when it is needed," says Ray Selover, Director, Transportation & Logistics, Interbake Foods. "In this regard

I think of BDS Worldwide as an extension of my department. They even fly to the various locations to oversee distributions. We could not function as well as we do without their services."

"Delivering cookies to the Girl Scouts for ABC Bakers has become a tradition at BDS," says Dan Kelly, President of BDS Worldwide. "We take great pride in ensuring every distribution we handle meets the standards expected by the Troop Leaders and the bakery."

Perhaps no one has more hands-on experience in the distribution of Girl Scout cookies than Eileen Schumacher, BDS Worldwide service representative. BDS has delivered Girl Scout cookies each year since 1968; Eileen has been involved with the effort since she joined the company 27 years ago.

"This year we are responsible for 1,462,800 cases, or 17,553,600 boxes," says Eileen. "Timing is critical. The councils give us a delivery window of a specified number of days, during which we distribute the cookies that were ordered by their troops."

When the cookies come into the BDS warehouse, workers break the bulk packages and prepare individual orders for delivery. Depending on the size of the order and where it is being delivered, cases may be loose loaded and delivered on dollies or stacked on pallets for forklifting. The sizes of deliveries vary. Some councils take fewer than 10,000 cases while others may receive upwards of 250,000

cases. Destinations can include churches, schools, fire stations, homes, and community centers. The person receiving the cookies is usually a volunteer.

"We recognize that these people are giving their time and most likely have limited capabilities to handle or stack the products," says Eileen. "Our operators work with them to make sure the goods are placed where it is most convenient for them."

*Atlas agency personnel assist in the storage, handling, and delivery of Girl Scout cookies for BDS Worldwide. This year BDS will distribute 17.5 million boxes of the mouthwatering goodies.*





This is another reason Interbake counts on BDS. "The last thing our customers remember about our service is their contact with the delivery person," says Ray. "They see that person as an extension of Interbake Foods."

### Finding Efficiencies

In some larger markets, BDS conducts a "mega drop" to make it easy for councils to take delivery on big volumes.

"On two consecutive Saturdays in February we distributed a total of 60,000 cases, or approximately 40 trailers full, at one location in Houston," says Eileen. "This saves time for us and for the troops."

What happens if a council needs to order more cookies after their order is delivered?

"Once an initial delivery is complete, a council has up to a month to make

additional requests for product," says Eileen. "If our warehouse is out of a requested variety, we issue an order to the field stock warehouse. The product is shipped to us and we then deliver as needed."

### Improving the Process

When the Girl Scout cookie season is complete, Eileen meets with her client for an annual evaluation to ensure that BDS and its network continue to perform to the bakery's standards. "This is our opportunity to find out if there is anything we can do to improve our services," says Eileen.

"It takes a lot of people pulling together and careful attention to lots of little details to make sure the cookies arrive according to plan," says Eileen. "We consider it a privilege to have a hand in this much anticipated and very worthwhile event." ■

### ABC Bakers

ABC Bakers is part of Interbake Foods LLC, a Richmond, Virginia-based manufacturer that has been baking cookies and crackers for 100 years. The company became "Official Girl Scout Cookie Bakers" in 1939, just two years after the first sale of commercially baked Girl Scout cookies took place. Today, ABC Bakers supplies about 40 percent of the Girl Scout councils throughout the United States.

Less than 1/3 of the price consumers pay for Girl Scout cookies goes to the baker. This amount is far less than the wholesale price food retailers pay for similar products. This means that most of the money raised goes to support Girl Scouting.

Cookie sale revenue allows councils to offer Girl Scouting to as many local girls as possible. It also funds essential expenses such as insurance, property expense, maintenance and repair, program subsidies, volunteer training, printing and financial aid.

A portion of the money raised during the cookie sale is distributed directly to the troop selling the cookies where girls decide how it is spent on their plans for the year.

Adapted from the ABC Bakers web site: <http://www.girlscout-cookiesabc.com/>



# Agenda – The 38th Annual Forum on Moving

April 21 & 22, Gaylord Texan Resort on Lake Grapevine, Grapevine, Texas

## Thursday, April 21, 2005

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10:00 a.m. - 10:30 a.m.

### Opening General Session

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

*Remarks:* **GREG HOOVER**  
Sr. Vice President, Chief Marketing Officer  
Atlas World Group, Inc.

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10:45 a.m. - 12:00 p.m.

### Workshops I & II

**Workshop I** "MAKING OUTRAGEOUS SERVICE A REALITY"

*Guest Speaker:* **T. SCOTT GROSS**  
Author & Professional Speaker

**Workshop II** "SURVIVOR—LIVING WITH YOUR RELO POLICY"

*Moderator:* **KATHY THOMPSON**  
Director, Contract Administration  
Atlas Van Lines, Inc.

*Presenters:* **ELIZABETH T. CARTER, CRP** **SCOTT ENOCH**  
Household Goods Specialist Manager,  
XRS, Inc. Corporate Relocation  
AIG

**MARDI MONTAGUE**  
Manager, Talent Acquisition  
PETCO

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12:15 p.m. - 2:00 p.m.

### Second General Session & Luncheon

*Presiding:* **JIM STAMM**  
President & COO  
Atlas World Group, Inc.

*Principal Address:* **ASHLEIGH BANFIELD**  
International Television  
News Correspondent & Host

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2:15 p.m. - 3:30 p.m.

### Workshops III & IV

**Workshop III** "HOW'D THEY DO THAT?"

*Moderator:* **DENNIE LYNN**  
Sr. Vice President, Transportation  
Operations, Relocation Services Group  
Atlas Van Lines, Inc.

*Presenters:* **JAMES BELMARSH** **JOHN DEAN**  
Van Operator Van Operator  
Paxton Van Lines Ace World Wide

**PERRY SCHRENGOST**  
Van Operator  
Weleski Transfer

### Workshop IV "THE REAL WORLD"

*Moderator:* **PETE HELGESON**  
Vice President & General Manager  
Atlas Van Lines International Corp.

*Presenters:* **KATHLEEN CURTIS** **CAROL ANN LOO**  
Global Mobility Manager Vice President  
Flextronics International Human Resources - Miami  
Lloyds TSB Bank, plc

**JOHN M. PALIEN**  
Director, Human Resources Operations  
Catholic Relief Services

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3:45 p.m. - 5:00 p.m.

**Workshop V** "MAKING OUTRAGEOUS SERVICE A REALITY"  
(Repeat of T. SCOTT GROSS' Workshop I)

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

### Reception

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7:30 p.m. -

### Banquet & Entertainment

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

*Special Entertainment:* **THREE DOG NIGHT**

## Friday, April 22, 2005

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

### Breakfast & Closing General Session

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

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

*Keynote Address:* **"REFRIGERATOR RIGHTS"**  
**DR. WILL MILLER**  
Entertainer, Author  
Psychotherapist & TV Personality

### Forum Adjournment

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# Have you visited the SLS lately?

It's becoming the easiest way to learn about and order Atlas literature

January marked the one-year anniversary of the Atlas Sales Literature Selector, and the first twelve months have seen the system for online ordering become well accepted. Of the 825,000 pieces of literature requested by Atlas agents during the last year, 129,000, a little more than 15 percent, were ordered via the SLS.

The system provides helpful descriptions, including images; the option to specify customization with user-provided information; and all the point-and-click ease online users have come to expect from customer-friendly, web-based tools.

Jason Holder, Senior Vice President, Sales and Marketing with Imlach & Collins Brothers (1132) in Irving, Texas, says he is making good use of the customization capabilities. "Having our identity and contact information on our pieces makes it easier for our customers to get in touch with us,"

says Jason. "It also enables us to gain wider recognition of our agency brand."

"The search function is really useful, I just type in what I'm looking for," says Lisa Zelger, Administrative Assistant with Warners Moving & Storage (2144) in Red Lion, Pennsylvania. "I visit the SLS two or more times a month, and I've never had a problem with an order."

"The SLS is a great tool," says Teresa Alles, Sales Manager with Guardian Relocation (1032) in Indianapolis, Indiana. "I use it every time I need something." Teresa says she especially likes the selector grid that shows pieces arrayed according to how they work in the sales process. "It helps my reps tailor their marketing efforts," says Teresa. "They look at the pieces themselves to know what will work best for them."

### Check Out What's New...

#### Direct Mail Subscription Program

This subscription program lets you enroll your customers and prospective customers in a series of eight mailings annually. A great way to keep valuable information with your identity going to those with whom you want to build long-term business relationships. The first mailings are scheduled for May. Sign up now and take advantage of this program.



#### Van Operator Recruitment Messages

To help agencies seeking professional van operators, the SLS grid has been modified to help the user zero in on recruitment materials, including a sales folder with inserts (MS023161, 62, 63) and a rentable panel exhibit.



#### Quest for Quality Sheets

Announces the seventh consecutive recognition of Atlas in 2004 by Logistics Magazine for excellence in household goods and specialized transportation services.

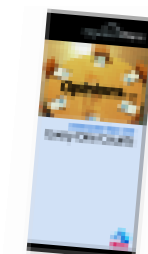


#### World Class Commitment Award Sheet (BR023201)

Showcases the 2004 Atlas agents who received the company's World Class Commitment Award.

#### Puppy Coaster Mailer (BR011098)

Complete with "dog house" packaging, this moisture-absorbing coaster is ideal as a token of appreciation before or after a personal sales call.

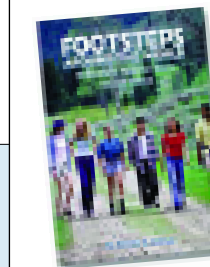


#### OpinionWare Brochure (BR023198)

An overview of the features and benefits of Atlas' powerful software tool for online surveys.

#### Updated Words on the Move (CC011030)

A comprehensive dictionary of terminology related to relocation. (Available in PDF format only)



#### Footsteps Around the World: Relocation Tips for Teens (AI110)

A helpful book for teens on how to cope with moving overseas.

#### ASIST Brochure (BR011136)

Describes the features and benefits of the Atlas System for Internet Shipment Tracking.



#### Rentable Trade Show Booths

Easily portable displays that project the warm and friendly Atlas brand with the popular puppy mascot.



Freestanding Booth



Tabletop Booth

#### Did you know?

You can have your agency's identity printed right on your Atlas sales literature. It's a great way to ensure your printed messages make a personalized, professional impression. The SLS makes it easy for you.

## See them on the SLS!

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

Log on to AtlasNet today.  
atlasnet.atlasworldgroup.com



# Atlas Canada

## Facing the Future With a Common Vision

Atlas Canada and its agent network began a journey together in their first strategy session more than a decade ago. Out of that workshop and those that have followed twice a year have come the ideas that have helped make Atlas an industry leader.

Determined to retain this position, over sixty agents and a ten-member management team met in Toronto from February 26 to March 1. They were joined by Atlas World Group Chairman & CEO Mike Shaffer in what turned out to be Atlas Canada's most productive strategy session ever.

For guidance through the process, Atlas Canada engaged Dr. Peter Richardson, faculty member with the School of Business at Queen's University and consultant to some of the world's largest corporations.

Mutual respect and a genuine desire to work together was evident from the outset. Participants set aside personal agendas to find solutions that would benefit the entire Atlas family. Perhaps the most gratifying part of

the process for all was the realization that both the van lines and agents are closely aligned in their view of the challenges and, more important, are in agreement on how to tackle them.

The group developed strategic action plans for five key initiatives. Committees comprising both agents and van line representatives are now following through to meet

objectives in:

- Marketing. Segment (tier) product offerings to target customer groups
- Products. Expand agent participation to better take advantage of opportunities
- Human Resources. Attract and retain skilled personnel, particularly operators and packers
- Cost Control. Invest in critical technologies to improve efficiencies.



Doug Auld, President & COO, Atlas Canada

When polled, all agreed that the session was effective, productive and meaningful. A common vision emerged which bodes well for Atlas Canada in the months and years ahead. ■

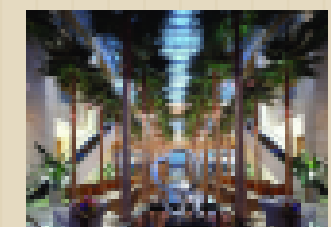
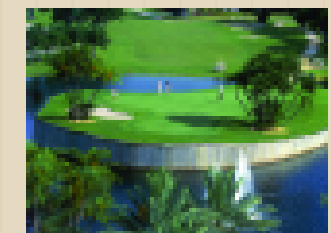
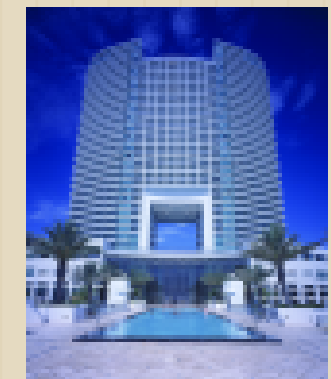


# Watch for your opportunity to reserve your place in the sun.

58th Annual Atlas Convention

November 16-19, 2005

The Westin Diplomat • Hollywood, Florida



The Westin Diplomat Resort and Spa is a sight to behold, rising 39 stories above the Atlantic Ocean. Relax in the Spa and play a few rounds of golf. This is the only course in southern Florida listed by Condé Nast Traveler as one of the top 100 golf resorts worldwide.

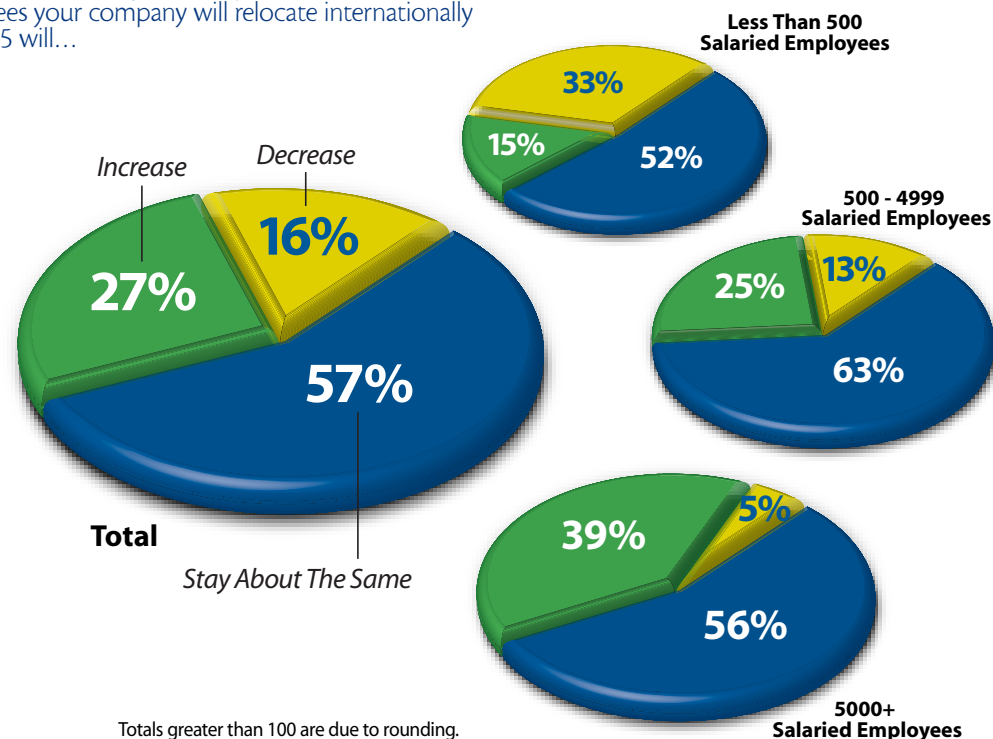


For more information regarding reservations and the complete agenda, contact Sue Chandler at Atlas headquarters.

▶ Survey Results Overview continued from page 10

**Question 41a: International Relocation**

Compared to 2004, do you anticipate that the number of employees your company will relocate internationally during 2005 will...



**International Relocation Volume – Some Increases Expected, Majority Expect Volume Levels to Remain at 2004 Levels**

Forty-six percent of responding firms transfer employees between countries.

- Over one-fourth of these companies indicate they expect increases in international relocation volume in 2005.
- Small companies are more likely to expect decreases, mid-size and large firms are more likely to expect increases in international relocations.
- Over half of companies, regardless of size, indicate they expect 2005 international relocation volume to remain unchanged from 2004.

Responding firms indicate roughly one-fifth of 2004 international assignments were temporary (less than 12 months). Overall, 23% expect the number of temporary assignments to increase, but these expectations are driven mostly by large and mid-size companies' expectations. The majority of all firms, regardless of company size, expect unchanged volume in temporary international assignments in 2005.

**International vs. Domestic Policy – Majority of Firms Offer Additional Considerations, Service & Scheduling Key for Carrier Selection**

Most firms indicate there are differences between their domestic and international relocation policies. Close to half or more offer the following: additional tax considerations, additional leave time with at least one visit back to the U.S./Canada, allowances for children to attend certain schools, intercultural and language training, increased allowances for permanent storage, and additional leave time. As expected, mid-size and large firms are more likely to offer additional considerations than small firms.

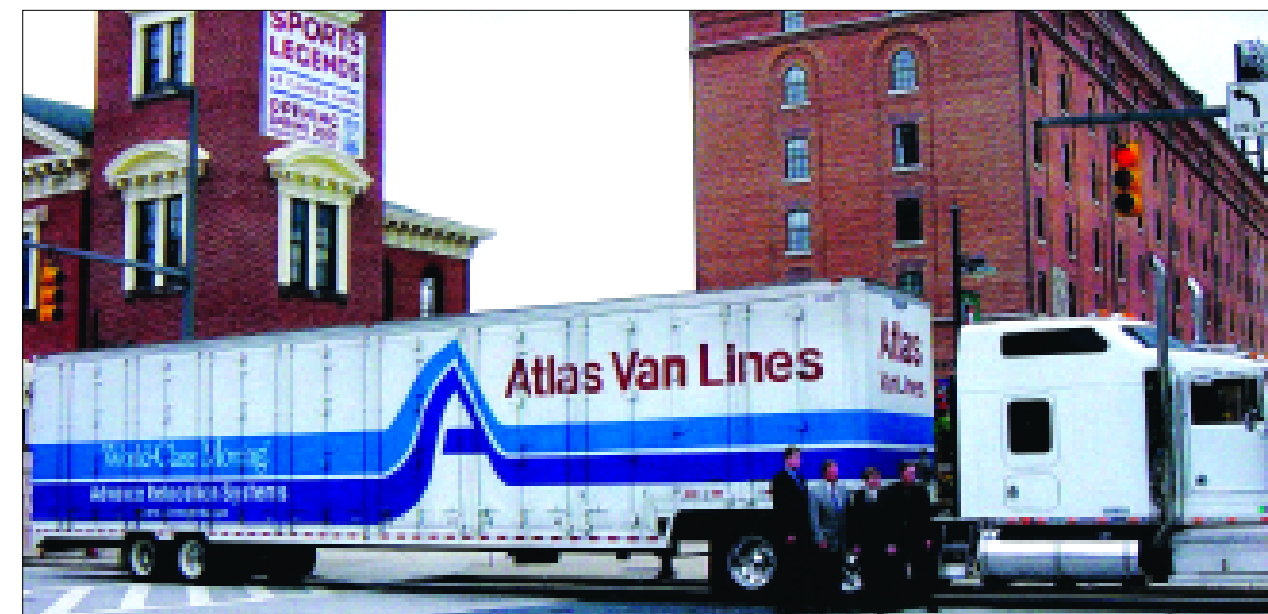
When selecting a carrier for international relocations, "Service" is of chief importance among decision-makers when selecting a carrier (89% rate it "critically important"), but regardless of company size, "Scheduling" is more critically important than "Price." Only 24% of all companies offer employment assistance to spouses or partners relocating internationally, and 53% report at least one failed or declined international transfer in 2004. ■

**Advance Relocation Systems Sports a Historic Move**



The Babe Ruth Museum has chosen Advance Relocation Systems as their organization's "official mover" for the next five years. Advance is now working with the organization to bring the Sports Legends at Camden Yards to Baltimore. The new museum is home to memorabilia, archives and artifacts from the Baltimore Orioles, University of Maryland, and the Naval Academy. Nick Travelstead,

head of domestic and international services at Advance, says the Baltimore-based company is honored to be chosen for the work. "Quite a few of us at ARS are admirers of Babe Ruth, Cal Ripken, Jr, and Johnny Unitas," says Nick. "To be part of making this new museum a reality is a privilege."



Outside Camden Station, home of the new Sports Legends at Camden Yards museum in Baltimore. (L to R) Nick Travelstead, Head of Domestic and International Services, Advance Relocation Systems; Dalton L. Conklin, President, Advance Relocation Systems; Michael Hodes, Chairman of the Board, Babe Ruth Museum; Michael Gibbons, Executive Director, Babe Ruth Museum.

**Spirit Movers' Heroic Operators**

The Atlas family is proud of Joe Antoni, van operator for Spirit Movers (1818), and his crew members Tan Stillman, Josh Barnes and Willie Tatum. On the evening of July 28, while en route from Miami to Sarasota, Joe noticed an overturned car in flames. He and his crew, along with a passenger in their van, Dr. Vanessa Stillman, rushed to the aid of the the people trapped inside.

Joe put out the flames while Tan and the others helped the occupants. Two of the three passengers survived.

According to an article published in the Bradenton Herald, the Florida Highway Patrol report noted that the driver had lost control of the vehicle after falling asleep at the wheel.

Andrew Stillman, General Manager, Spirit Movers, said his crew's actions were amazing. "They said anyone would have done it," says Andrew, "but I know differently."



## Atlas Agent Is "Irishman of the Year"

Bill O'Donnell, President, King's Transfer Van Lines in Montreal, has been named "Irishman of the Year" by the Erin Sports Association, a nonprofit organization supporting charities in the Montreal area. Bill was officially "sashed" at a March 12 breakfast in his honor attended by approximately 1200 members of Montreal's Irish community. Bill is Montreal's only second-generation Irishman of the Year; his father, Gerald, held the honor in 1981.

"We chose Bill for this honor based on what he's done for the people of Montreal, including the annual golf tournament he hosts that has raised over \$300,000 for Montreal charities," says Erin Sports Association President Jim Kilgallen.

Bill's first official appearance came on March 13, when he led former Irishmen of the Year down St. Catherine's Street in Montreal's St. Patrick's Parade, one of the most popular Irish festivities in North America that annually attracts over a half-million people.



## Executive Relocation Moves Clinton Foundation in Little Rock

While the opening of the new Clinton Library was grabbing headlines in November, Executive Relocation Company, LLC, in Little Rock was busy behind the scenes moving the William J. Clinton Presidential Foundation into the library offices. The relocation included 14 offices and inventory for the center's museum store. During the five weeks leading up to the November dedication, crews logged over 300 hours. The project, which began in July, was completed at the end of the year. Executive is also handling the relocation for other organizations (CityYear and Job Corps) to the area around the library known as the "Corridor of Public Service." Executive Relocation Services is an Atlas agent owned by Daniel's Moving & Storage of Phoenix, Arizona.

## Atlas' Top Recognizes Top Sellers

### President's Club Ranks Swell

Atlas is pleased to recognize 68 sales professionals for their exceptional production between July 1, 2003 and June 30, 2004. This represents an increase of 18 percent over the number who earned this distinction in 2003.

Membership in the President's Club, the roll of top producers, is open to any Atlas sales person who generates revenues of at least \$1 million during the convention year. Those who achieve revenues of \$1,000,000 to \$1,999,999 for the first time receive a plaque and a 14-karat gold lapel

pin highlighted with a ruby. Those who achieve revenues totaling \$2,000,000 to \$4,999,999 for the first time receive a plaque plus the lapel pin with a sapphire highlight. Those who produced \$5,000,000 or more in revenues receive a plaque and a lapel pin with a diamond highlight.

In addition, all first-tier achievers receive a gift certificate for \$200. All those who achieved at least \$2 million were invited to take a guest and enjoy a stay March 6 to 10 at the Hilton Resort in Los Cabos, Mexico, courtesy of Atlas.

### 2003 President's Club Winners

#### Sales \$2,000,000 or more

Salesperson	Agent
1 James Cole, Jr.	J. W. Cole & Sons, Inc.
2 Ken Imlach	Imlach Movers, Inc.
3 Don Hill	Alexander's Mobility Services
4 Dennis Sorhagen	Crofutt & Smith Moving & Storage
5 Gary Louderback	Ace World-Wide Moving & Storage Co.
6 Steve Delane	Alexander's Mobility Services
7 Wayne Curtis	Comtrans Ltd.
8 Michael Boone	Lytle's Transfer & Storage, Inc.
9 John Dulin	Alexander's Mobility Services
10 Gene Devaney	Collins Brothers Moving Corporation
11 Thomas Philbin	Nelson Westerberg of Illinois, Inc.

Salesperson	Agent
12 Richard Clarke	Ace Relocation Systems, Inc.
13 Tim White	Imlach Movers, Inc.
14 Jon Page	Atlantic Relocation Systems
15 Denise Della-Dora	Alexander's Mobility Services
16 James Zachary	Atlantic Relocation Systems
17 Jim Chretien	Specialty Moving Systems, Inc.
18 Gail Ann Lynch	Alexander's Mobility Services
19 Bob Akers	Nelson Westerberg of Texas, Inc.
20 Jimmy Gemeinhardt	Bean Moving and Storage, Inc.
21 Julie Cibelli	Nelson Westerberg of New Jersey, Inc.

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

Salesperson	Agent
22 Eric Manfredi	American Transportation Companies, Inc.
23 Bob Wald	Crofutt & Smith Moving & Storage
24 Dan Rosauer	Alexander's Mobility Services
25 Wes Wodka	Specialty Moving Systems, Inc.
26 Gregg Imlach	Imlach Movers, Inc.
27 Chris Lechner	Alexander's Mobility Services
28 Jeanne Carey	Atlantic Relocation Systems
29 Fred Paxton, III	Paxton Van Lines, Inc.
30 Don Samler	A-1 Metro Movers - Omaha
31 Kurt Nelson	McCormack-Payton Storage & Moving Company, Inc.
32 Paul Sowa	Ace World-Wide Moving & Storage Co., Inc.
33 David Woodhouse	Home Moving & Storage Co., Inc.
34 Bob Cox	Reads Moving Systems, Inc.
35 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
36 Dave Doebler	Action Moving Services, Inc.
37 Tina Rose	Walker Transfer, Inc.
38 Mark Smith	A. Walecka & Son, Inc.
39 Tucker Espie	Dedicated Transport Service, Inc.
40 Steve Westerberg	Nelson Westerberg of Illinois, Inc.
41 Valerie Darling	Alexander's Mobility Services
42 Robby Burch	Alexander's Mobility Services
43 Larry Lammers	Ace Relocation Systems, Inc.
44 Carrie Corless	Ace Relocation Systems, Inc.

Salesperson	Agent
45 Jim Finch	Ace World-Wide Moving & Storage Co., Inc.
46 Dorrain Pierce	Ace World-Wide Moving & Storage Co., Inc.
47 Ann Burkart	Alexander's Mobility Services
48 John O'Hara	Collins Brothers Moving Corporation
49 Frank Lucchesi	County Vanlines Inc.
50 Tim McCormack	Ace World Wide Moving & Storage Co.
51 David Frank	Alexander's Mobility Services
52 Daniel Seiler	Paxton Van Lines, Inc.
53 Jeff Longo	Weleski Transfer of Cleveland, Inc.
54 Greg Dolan	Specialty Moving, Inc.
55 Andy Orlin	Atlantic Relocation Systems
56 Jonathan Cotten	Alexander's Mobility Services
57 Jim West	Ace World-Wide Moving & Storage Co., Inc.
58 Richard May	Alexander's Mobility Services
59 Ross Buckley	Alexander's Mobility Services
60 William Schwartz	Ace Relocation Systems, Inc.
61 John Colvin	Alexander's Mobility Services
62 Patricia Tuck	Gentle Giant Moving Company, Inc.
63 Bill Huffman	Philpot Relocation Systems
64 Wayne Dennis	Atlantic Relocation Systems
65 Frank Copeland	Atlantic Relocation Systems
66 Jack Kendrick	Specialty Moving Systems, Inc.
67 Donna Gann	Nelson Westerberg of New Jersey, Inc.
68 Kathy Barclay	Alexander's Mobility Services

## Retirements

### Dick Chokol Completes Super-Successful Career with Nelson Westerberg, Chicago



Dick Chokol

On May 16, 1966, Richard J. "Dick" Chokol was hired as a sales person with Nelson Westerberg in Chicago. On January 1, 2005, Dick retired from an illustrious career as Vice President of Sales. He brought in and nurtured Sara Lee, an account at Nelson Westerberg of Illinois since 1973. He also worked with ServiceMaster 31 years, an impressive track record for any sales practitioner. He surpassed the million dollar sales mark in 1981, and sold \$2 million for the company by 1993.

#### What's the secret to keeping a customer on board longer than 20 years?

"We put the customer first and sought to make life easier for everyone involved," says Dick. "We knew, above all else, that quality of service was critical. If we could deliver top-notch customer care and relocation services, we knew we had a fighting chance to stick around for another year."

Dick says the primary lesson he's learned from being in this industry is to listen and apply what he's heard. Although he believes the industry has changed—it's more competitive than ever before—the same core formula applies to delivery of service.

To his credit, Dick was committed to his customers, his team and his company. No one wished to succeed more than him, and if he won, everyone benefited.

"To win an account or even keep it," says Dick, "you need to be well prepared to offer solutions to the tough questions. Artful selling requires belief in your product, your team and your front line."

If you ask Dick what he's up to these days, he still says he's a consultant to the company and not actually fully retired...yet.

"It's been a challenging ride, but fun," says Dick. "When you spend that much time at work, workmates become your second family, and the things we get to do together become meaningful and appreciated. I've made a lot of wonderful friends along the way, and they will be missed."

The sentiment is shared by the rest of your Atlas family, Dick. Good luck!

### Ben Sloan retires after 44 years with Atlas



Ben Sloan

The Atlas family bids a fond farewell to Ben Sloan who retires in April. Since joining Atlas in 1961 as accounting clerk, Ben has seen much growth—both in Atlas and in his career.

"At the time I joined Atlas, annual revenues were about 8 million dollars," says Ben. "Today they are over 800 million. It is gratifying to have been a part of the changes and growth and to have been involved in all areas of accounting."

Soon after Ben joined Atlas he was summoned by Uncle Sam for two years of duty in the U.S. Army. He returned to Atlas in 1964 and has worked in accounting ever since. In 1972 Ben earned a degree in accounting from the University of Evansville. He was named Controller in 1975 and Assistant Vice President in 1990.

A native of Warrick County, Indiana, Ben graduated from Newburgh High School in 1956. He and his wife, Pat, recently moved back to Warrick County, to a 5.5 acre spread that Ben says will "give him plenty to do" during retirement. He says he also enjoys golf and travel, and he expects to spend more time with his 8 grandchildren.

"Ben has been a great asset to Atlas," says Senior Vice President and Chief Financial Officer Rick Olson. "We are proud of all he has done for the company and we wish him a full and rewarding retirement."

Ben says he will miss his friends at Atlas. "You frequently hear Atlas headquarters and the agents compared to a big family, and basically it is," says Ben. "We've been through some tough times, but we've always been able to overcome those times and to continue to grow stronger. And we will continue to grow as long as we keep the strong agent family."

## Ace Relocation Systems Voted Among Best Places to Work in San Francisco Bay Area

It's official: Ace Relocation Systems in San Jose, California is a great place to work. A recent survey by QMR Market Research ranks the Atlas agency 8th among San Francisco Bay Area companies with 25 to 100 employees. The findings reflect the feedback of employees who participated in an online survey to rate their employers. Respondents ranked ten factors in order of importance to their ongoing decision to stay with their company and perform at their best.

Ace was among 300 firms recognized in three categories according to size. The rankings were published in the San Francisco Business Times, San Jose Business Journal, and Oakland Business Times.

"Ace sets itself apart from other companies through our commitment to teamwork and by creating a working environment which values and respects all employees," says

Vice President and General Manager Richard Clarke. "We want our employees to develop their skills and knowledge. In turn, we can provide solid career paths and opportunities for advancement."



Left to right: Mike Quigley, Account Sales; Michael Scott, Account Sales; Richard Clarke, Vice President and General Manager.

## City Transfer Helping Save Lives

Thanks to City Transfer & Storage Company in High Point, North Carolina, lifesaving medical equipment is finding its way to people in one of the world's poorest regions.

Five years ago, while ministering to people in West Africa, members of Community Bible Church and In His Love Ministries had been appalled at the conditions and lack of equipment among health care facilities. Upon their return to the U.S. they decided to do something about it. They set out to collect and refurbish used medical equipment and computers as well as donations of clothing and medical supplies, and they would send these items to the people of Ghana. They approached Bart Lassiter, City Transfer's Vice President of Sales, with a heartfelt request. Would his company be willing to help?

"I talked it over with my brothers, and we said 'yes,'" recalls Bart. "We saw this as a chance to help people who have nothing. A piece of used equipment in this country

has very little value. But you can take it to Africa and it can help save lives."

Over the last five years, City Transfer has dedicated an area of their warehouse to the storage of collected goods. If a locally donated item needs a truck for pickup

and delivery to storage, the Atlas agent helps out with that as well. When enough items are amassed, City Transfer employees load them into an international shipping container for pickup by a forwarder. Upon arrival at destination, items are distributed with the help of Pioneers-Africa, a non-denominational African missionary agency based in Accra, Ghana.

How have people in the High Point community responded? "Since we started, we have shipped five containers, two of which were 40-foot," says Bart. "People see this as a good cause. It seems to grow a little bit every year."



Medical staff members in Ghana receive supplies distributed by Pioneers-Africa.

# 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
Cindy Atherton	Jonathan Atherton	Son	Claim Representative, 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)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
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
Randy Clark <sup>1</sup>	Actively serving		IT, Trainer-Analyst Programmer, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
Jo Ann Curl	Steven James	Nephew	Van Operator Qualification Coordinator, Headquarters
	Joseph Curl	Nephew	
Adam Dinet	Adam Dinet, Jr.	Son	Atlas Van Operator, 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	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Linda J. Kissel	James Langelotti	Son-in-law	Credit Analyst, Headquarters
Theresa Lilloco	Bob Lilloco	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	Atlas Van Operator, Imlach Movers, Inc. (1130)
Robert (Bob) Moffett	Keith Moffett	Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
	Kevin Moffett	Son	
	Robert Moffett	Son	
	Rodney Moffett	Son	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Ginny Royer	Jason H. Royer	Son	OA/DA Coordinator & Customer Service Mgr., Ace Transfer & Storage (1406)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
Bonnie Sabo	Michael Hannah	Nephew	Web Programmer, Headquarters
	Jay Hill	Nephew	
	Rick Hill	Nephew	
John Scott	Justin Scott	Son	Director, Region 1, Relocation Services Group, Headquarters
	Kristopher Scott	Son	
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)
Cassandra Twist	Virgil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willett	Joseph E. Willett III	Son	Maintenance, Headquarters

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

# Tracks

## Atlas Service is Appreciated

**RE: Louis Berry**  
**Atlantic Relocation Systems (1038)**  
**Phoenix, AZ**

Three weeks ago Atlas moved us from Phoenix, Arizona to Richmond, Texas. Our mover's name was Louis Berry with Atlantic Relocation Systems. Because of Berry, our moving experience with your company was a joy. Berry is extremely professional, organized, and dignified. He was polite, attentive, and seemed to actually care about our possessions.

Fourteen months ago we lost our twenty-year-old son, who was a soldier in Iraq with the 101st Airborne. Berry respectfully listened to us speak about our son, SPC Ray Joseph Hutchinson. We have a large curio cabinet that contains Ray Joseph's awards, ribbons, letters from President Bush, medals, helmet, and many other personal effects. Berry assured us that he would personally pack and unpack this cabinet with its contents, and that every item would be replaced in its exact position for us upon our arrival in Texas. He was very meticulous about honoring our son and all of these military items, as he drew a detailed diagram to follow as he packed each thing in this cabinet for our move.

**Berry has honored the sacrifice of our young son and treated his memory with dignity.**

Upon arriving in Texas, the Houston Chronicle appeared at our doorstep as the moving truck was being unloaded. There were boxes all around as a reporter and photographer entered our home. The newspaper wanted to do a story on us as the parents of a "fallen soldier," to see our reaction to the voting that had just taken place in Iraq days before. Berry had already assembled and set up the curio cabinet with our son's medals, so the interview was conducted and we were photographed with the cabinet behind us for this newspaper story. During all of this, Berry and his associate, Matt, were continuing to unload boxes from the truck. It was an act of extraordinary kindness on Berry's part to help us in this matter by readying our son's cabinet in such an efficient and timely way. Berry has honored the sacrifice of our young son and treated his memory with dignity.

I can only hope that you recognize what a capable individual Louis Berry truly is. He is not only a businessman, he is without a doubt a professional. Because of Berry, we would not hesitate to rely on Atlas again in the future; nor would we hesitate to tell our family, friends, and associates about our successful moving experience with your company. Berry is the reason for that.

**Grateful,**  
**Deborah Hutchinson**

**"Oh, my son! What an honor to be your mother..."**  
**SPC Ray Joseph Hutchinson**  
**101st Airborne Screaming Eagles**  
**2/502 Killed in Action December 7, 2003, Iraq**

**RE: Samantha Dietz,**  
**Move Coordinator**  
**Collins Brothers Moving Corporation (547)**  
**Larchmont, NY**

We have recently wrapped up a move through Verizon where we were assigned Samantha Dietz to represent your moving company. I wanted to take this opportunity to tell you what an incredible employee you have and what a value she is to your company.

**I have never had a moving company do such a great job with us.**

In today's world, attention to customer service seems to be something of the past. This is not the case with Samantha. I never felt as though I was a bother or that I needed to be afraid to disturb her.

This is our fourth move in ten years with Verizon and I have never had a moving company do such a great job with us. Because of Samantha, I leave with an awesome opinion of your company and I hope you too appreciate what an outstanding job she does representing you.

**Thank you,**  
**Susan Lamb**

**RE: Reinaldo Perez**  
**Alexander's Mobility Services (215)**  
**Bloomington, MN**

On October 7, 2004, I had the opportunity to oversee the wrapping and packing of my belongings into a van for my move from Durham, NC, to Savannah, GA. The van operator who managed this move was Rey Perez.

This was my first move by professionals and, quite frankly, I didn't know what to expect. Like many others, I had heard horror stories. My experience can't be further from the stories. Mr. Perez phoned me prior to the move, not only to confirm, but to assure me that everything will be handled with care and any concerns I may have will be addressed personally by him. He was true to his word.

His crew was phenomenal. To say they were efficient is an understatement. If that wasn't wonderful enough, they were fun to be around and they seemed to enjoy their work so much that I couldn't believe we all laughed so much.

**His crew was phenomenal. To say they were efficient is an understatement.**

From my point of view as a client, Mr. Perez was so assuring that I developed a trust in him that would normally take many interactions and time. He had that kind of customer relations talent, along with his obvious expertise. I feel blessed to have had such a painless experience.

Thank you for hiring such professional and pleasant people.

**Sincerely,**  
**Diane L. Morgan**

**RE: Dawn Walton and Steve Bailey**  
**ABC Moving & Storage (20)**  
**Chesterfield, MO**

I wanted to take a moment to commend ABC Moving & Storage and van operator Steve Bailey in particular regarding my recent move from Longview, TX, to Overland Park, KS. The quality of service I received was exceptional in large part due to Dawn Walton's diligence in assuring that all elements of the move were coordinated and virtually stress-free. Adding to that, a van operator of Steve Bailey's excellence made this the smoothest move out of thirteen!

Steve made the entire process seem so simple and overcame every challenge thrown his way. He and his crews were on time, conducted themselves in a professional manner, and delivered every piece with NO damage.

**The quality of service I received was exceptional...**

After having relocated thirteen times, I applaud the entire ABC

team and congratulate Atlas Van Lines for partnering with agents of ABC's caliber!

**Sincerely,**  
**Allen Youngblade**

**RE: Chris Bugler**  
**McCormack-Payton Storage & Moving Co., Inc. (1380)**  
**Grandview, MO**  
**Sylvain Desnoyers**  
**King's Transfer Van Lines, Inc.**  
**Montreal, Quebec, Canada**

Megan and I can't thank you and your team enough for the professional manner in which you handled our relocation to Montreal. You made our challenge of moving a very warm and personable experience. Yes, our final destination was changed over time from Chicago to Kansas City to Montreal and you responded to each change in a very positive and helpful manner.

**You made our challenge of moving a very warm and personable experience.**



<p>Chris Bugler was exceptional! He addressed all our questions and concerns and assisted in planning the shipment to Kansas City for storage with the remaining items headed to Montreal. From day one, Chris continued to reflect the warm and friendly professionalism that starts at the top. McCormack-Payton is a better company for having Chris on its team.</p>	<p><b>RE: Marietta Wells and Joseph Czerw Lafayette Storage &amp; Moving Corp. (1262) West Henrietta, NY</b></p> <p>Please accept this letter of support for the entire staff who assisted us in our move to Georgia. After 28 years in the same house, the move seemed daunting to say the least.</p>	<p>Upon arriving in Georgia, our van operator, Joseph Czerw and his crew were equally terrific. Marietta called to touch base that everything went well. It was a textbook move. Your entire staff are to be commended in the most sincere manner.</p>
<p>The final stage of the relocation was in Montreal. The van operator, Sylvain, was great. He called us from New Mexico and introduced himself and told us not to worry. He was absolutely correct. From that day until the delivery, he kept us informed of his progress and what to do at customs. Sylvain delivered our shipment on August 9th with a team that was also very friendly and professional.</p>	<p>Our first contact was with Marietta Wells. She was extremely helpful and very accurate in her explanation of both the physical move and the financial responsibilities. Since this was a private move, she was most supportive in helping us move in a fiscally responsible manner. Marietta answered all of our questions and joined us on the day the truck was loaded to offer help and answer questions. She was wonderful.</p>	<p><b>RE: Alisa Neal and Charlie Rayford, Jr. Bluff City Transfer &amp; Storage Co., Inc. (440) Memphis, TN</b></p> <p>Your company moved my family twice in the past year-and-a-half, with the first move occurring in July, 2003 from Atlanta to Memphis and then again, from Memphis to McKinney, Texas in October 2004. Both moves were a huge success for us and your group is to be highly commended for making everything go so smoothly.</p>
<p>Thank you all for making our relocation easy at a time when it was hectic with other challenges. You all are the best. If there is anything I can do or even if there are others I need to write to let them know of you and the excellent team, please don't hesitate to contact me.</p>	<p>The packing crew came a couple of days before the move. Their diligence, care and attention to detail were evident in everything they did, from packing fine china to packing fragile antiques. The loading crew were also very high-caliber professionals. Everything was cataloged, loaded and secured with great attention to detail every step of the way.</p>	<p>Alisa Neal was a pleasure to work with and so helpful in guiding us through both moves. Our van operator, Charlie Rayford, made us feel as though he was moving his own family in the way his kindness came across in this stressful time for us. I know Charlie has put in years of service with your firm and you are so</p>
<p><b>Regards, Jim and Megan Kopp</b></p>	<p><b>Their diligence, care and attention to detail were evident in everything they did...</b></p>	<p><b>Thank you very much, Don and Eileen Webb</b></p> <p><b>Both moves were a huge success for us and your group is to be highly commended for making everything go so smoothly.</b></p>

<p>fortunate to have such a loyal and hard-working employee. We were honored to have Charlie on both moves and for that we are extremely grateful. Miller and Mark also did an outstanding job in all the work involved in getting our entire worldly belongings loaded and transported safely. Deedra did an outstanding job in working with us on the scheduling of both moves.</p>	<p>placed to your company to the last box and piece of furniture that was placed in our new home.</p> <p>Very special recognition should be given to Julia Ives as she was able to work with us to effectively make this happen to the benefit of all parties involved. Julia went above and beyond to satisfy our needs without affecting the normal course of business for Paxton Van Lines.</p>	<p><b>RE: David Athey Ace Relocation Systems San Diego, CA (62) and Ace World-Wide Moving &amp; Storage (24) Cudahy, WI</b></p> <p>Sometimes people are a part of your life for a short period of time but their impact on you lasts forever. Such will be the case with David Athey and his crew.</p>
<p>From my entire family, please thank everyone for making our moves so painless. We are so thankful for all that was done by everyone at Bluff City Transfer &amp; Storage Co.</p>	<p>Additionally, the van operator for our move, Mr. Patrick Gleason, should also be given special recognition for his professionalism, demeanor, attitude and leadership of his staff. Pat was easy to work with and assisted us in every way possible including packing and loading and unloading our possessions here in Florida. We have nothing but accolades for Pat and his crews on both ends of the move. Further, every piece of furniture and all of our possessions arrived intact and undamaged.</p>	<p>I was in a very difficult situation with things changing by the minute and these people never flinched. They were caring and very knowledgeable in how to get the job done. They are the reason I didn't give up and continued on with the move. They are a true asset to your company.</p>
<p><b>Best Regards, Tim Isbell</b></p> <p><b>RE: Julia Ives and Patrick Gleason Paxton Van Lines, Inc. (1610) Springfield, VA</b></p> <p>We would like to let you know how pleased we were with Paxton Van Lines as a whole and with special recognition to several of your staff concerning our recent move from Springfield, Virginia to our new home in Rotonda West, Florida. Let me start by saying we were treated with the greatest respect and professionalism from the first call we</p>	<p>...we were treated with the greatest respect and professionalism...</p> <p>We hope you will recognize both Julia and Pat as well as their assistants and again, thank you and Paxton Van Lines very much.</p>	<p><b>I am grateful that out of all the moving companies in Wisconsin, I was working with this fine group of people.</b></p> <p>Time will pass and the intensity of those few days in Wisconsin will subside, but I will always remember the kindness and professionalism of your employees. I am grateful that out of all the moving companies in Wisconsin, I was working with this fine group of people.</p>
<p><b>Jim &amp; Judy Brasse</b></p>	<p><b>Jim &amp; Judy Brasse</b></p>	<p>Please convey to them my many thanks and gratitude. They are the BEST!</p> <p><b>Sincerely, Patricia Steckbauer</b></p>

**RE: Imlach Movers, Inc. (1130)  
Trenton, MI  
Hugh Haynes, Jr. and  
Alvin Sanderlin  
Imlach Movers of Ohio, LLC (1134)  
Findlay, OH**

Your agency packed and loaded our household goods and it is my pleasure to commend your van operator, Hugh Haynes and his partner, Alvin Sanderlin, for their efforts.

**They were professional, courteous, considerate, friendly and about every other positive adjective you can think of.**

They were professional, courteous, considerate, friendly and about every other positive adjective you can think of.

They took very great care to ensure items to be packed were packed well, and that individual items were handled with care. My wife and I

observed them closely, having been through this a number of times, and we were happy to not have to step in and redirect their efforts as has been necessary in so many previous moves. The care all of them took started with their preparation by laying down floor protection, to their consideration of our dog (who was ever present), to their packing and handling, to their loading of the truck and cleanup prior to their departure. Short of snapping my fingers and making it all fly to southern Maryland, we couldn't have been happier with this end of the move.

Quality in a business comes from the top and your efforts in that regard are obvious in the conduct of your employees. My congratulations to you and your entire management team.

**Sincerely,  
Mike & Cathy Nott**

**RE: Gentle Giant Moving Company, Inc. (961)  
Hawthorne, CA  
Juan Mendez  
Ace World Wide Moving & Storage (1547)  
Huntington Beach, CA**

My wife and I just recently moved into our new home in Estacada, Oregon. Gentle Giant Moving Company and Atlas Van Lines handled our packing, storage and move from California. I want to take this opportunity to express how pleased we were with the whole moving experience.

**They were courteous and went out of their way to please.**

Our van operator, Juan Mendez, and his crew did an outstanding job. They handled everything very carefully. They were courteous and went out of their way to please.

Everything happened when it was promised. Overall, they made our moving experience very pleasant.

I would recommend Atlas Van Lines to anyone planning a long move.

**Sincerely,  
Dale and Diane Stanley**

**Re: Michael Tack  
Crofutt & Smith Moving & Storage (646)  
Landing, NJ**

I am writing to tell you about my recent positive experience with Atlas Van Lines. I know that most people

**We found Mike and his assistant to be professional, pleasant, helpful and informative during our move.**

write only when their experience is negative, so I wanted you to know how pleased I was with the service received from Michael Tack,

a driver with Crofutt & Smith, and his assistant.

My husband and I recently relocated from Lisle, IL to Menifee, CA. We found Mike and his assistant to be professional, pleasant, helpful and informative during our move. In addition to treating our personal belongings with care (especially some very fragile collections), Mike was sensitive to our feelings and concerns throughout the process and helped make our move less stressful and more pleasant.

I wanted to share these thoughts with you and tell you that I would highly recommend Mike Tack to anyone considering a long-distance move in the future.

**Sincerely,  
Celeste Smittyklas**



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**May 2005**

- 2-4 AAM Museum Expo – Indiana Convention Center, Indianapolis, IN
- 3-5 GSA Expo – San Diego Convention Center, San Diego, CA
- 12-15 NY State Movers & Warehousemen’s Association Convention – Thayer Hotel, West Point, NY
- 18-20 ERC’s National Relocation Conference – Manchester Grand Hyatt, San Diego, CA

**June 2005**

- 4-7 HCEA Annual Meeting – Morial Convention Center, New Orleans, LA
- 19-22 57th Annual SHRM Conference & Exposition – San Diego Convention Center, San Diego, CA

**July 2005**

- 11-14 TSEA’s TS² The Trade Show about Trade Shows – Washington, DC Convention Center, Washington, DC
- 20-21 AWG Board of Directors Meeting – Grand Geneva Resort, Lake Geneva, WI**

**August 2005**

- 31 Federal Heavy Vehicle Tax Due

**September 2005**

- 13 Atlas ROAD Day 18
- 14-16 Southwest Movers Association – Moody Gardens Hotel, Galveston, TX
- 20 AWG Board of Directors Meeting – Headquarters, Evansville, IN**
- 21 AWG Stockholders Meeting – Headquarters, Evansville, IN**
- 22-25 Massachusetts Movers Association Convention – Ocean Edge Resort & Golf Club, Cape Cod, MA
- 28-30 ERC’s Global Workforce Symposium – Hyatt Regency, Chicago, IL

**October 2005**

- 10-12 Agent Sales Training – Headquarters, Evansville, IN
- 15 Vehicle Inspections Due
- 20-21 PAIMA Convention – Washington, DC
- 22-25 HHGFAA 43rd Annual Meeting – Marriott at Wardman Park, Washington, DC

**November 2005**

- 3-7 North Carolina Movers Association Annual Convention – Crabtree Marriott, Raleigh, NC
- 15 AWG Board of Directors Meeting – Westin Diplomat, Hollywood, FL**
- 16-19 58th Annual Atlas Convention – Westin Diplomat, Hollywood, FL**

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