

# the Atlas Amplifier

www.atlasvanlines.com

A World-Class Moving® Publication by Atlas Van Lines

Volume 50 • Spring 2002

## Into The Mix

Who's ever  
sampled a season  
like this?



### Also Inside:

#### Online Claims

Introducing a  
Sleek New Form

#### Awards Defined

Gear Up Now for an  
Award-winning Season

#### Driver Survey Results

Atlas Drivers Weigh In



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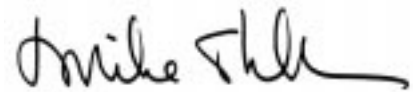
**A**s we anticipate reaching the end of our nation's current economic detour, I believe it's a good time to think about the important part that Atlas—indeed our industry—plays in the overall health of the nation.

Throughout history, the development of transportation systems has been key to the success of nations and civilizations. Conversely, where such systems are poor or lacking, countries remain isolated and development is stifled. In the U.S., we have long recognized the economic necessity of infra-

structure. We have made investing in transportation a priority. As a result, we are all the beneficiaries of a vibrant and reliable transportation industry.

Our pledge to “keep America moving” answers a vital need. Perhaps now, more than ever, society depends on the timely and efficient movement of people and things. This places on us both a responsibility and a privilege. We have been given a major role in maintaining the freedom and prosperity that are hallmarks of the American way of life.

Regardless of when our nation reaches the recovery on-ramp, there is no shortage of work to be done. From improving quality efforts, to training people, to upgrading and enhancing communications and operations systems, there is much we can do to make ourselves ready. In this way, I am confident we will more than measure up to the responsibility that is ours.



Mike Shaffer  
Chairman & CEO



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For more information on Atlas and moving, visit [atlasvanlines.com](http://atlasvanlines.com) on the internet.



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# Into The Mix

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# Who's ever sampled a season like this?

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*What's cooking for the relocation industry in 2002? What should Atlas agents and customers expect? Perhaps never before have so many ingredients of change—from macro-economic to regulatory to technological—been thrown into the mix. While it may be too soon to tell just what will be on our plates this year, at least one thing is certain. No one has ever sampled a season quite like the one this year's is shaping up to be.*

## Where is the nation's economy headed?

While it may be tempting to answer the question above with a phrase that ends "in a handbasket," the jury is still out and showing no clear sign as to when it will render a verdict. The closest thing to a consensus may be that the U.S. economy is not about to climb out of the doldrums anytime soon, at least not during the first quarter.

"There's no way to know what household goods volume will be like this season," says Jim Stamm, president & COO of Atlas Van Lines, Inc..

"No matter when a recovery occurs, corporate relocations may be slow to respond," says Jim. "I expect COD and product transportation business will be quicker to rebound."





## Serving up recovery? When?

While forecasts for relocation demand in 2002 are scarce to nonexistent, there is no shortage of macroeconomic predictions. One widely circulated analysis, the "Beige Book," summarizes comments the Fed receives from business and other contacts outside the Federal Reserve System.

The report of January 16, 2002 (based on information collected before January 9) notes: "Many Districts indicate that their contacts believe a recovery will begin by mid-year or earlier, but the timing and strength are uncertain."

The National Association of Manufacturers (NAM) is a little more colorful. In its 2002 Economic Outlook issued December 12, 2001, NAM says: "While some components of the economy have remained positive (personal consumption and gov-

ernment spending), others have declined (investment and inventories) and still others are on pace to have their worst performance in more than 40 years (exports). In a phrase, the economic outlook is a tale of the good, the bad and the ugly."

Obviously, traditional economic indicators are giving mixed signals. Consequently, forecasters are hedging their bets. The lack of clarity makes planning difficult for business people everywhere. And relocation professionals are not exempt.

"Perhaps it is wise," says Greg Hoover, vice president, sales development, Atlas Van Lines, "to remember, as Will Rogers said, that 'an economist's guess is liable to be as good as anyone else's.' For those of us in the relocation business, tempering what we read with our own gut feelings may provide the best compass by which to navigate in 2002."

*"No matter when a recovery occurs, corporate relocations may be slow to respond. I expect COD and product transportation business will be quicker to rebound."*

— Jim Stamm,  
president & COO,  
Atlas Van Lines, Inc.

## Tariff 400-N Working with a whole new pricing recipe.

"In one sense, there's never a good time to introduce a fundamental change in the way you do business," says Jim Stamm. "But it is pretty well agreed by all that a first-of-the-year release for a new tariff makes the most sense."

Jim explains that, because winter is traditionally the least active time of year for the relocation business, it affords the best opportunity for carriers to become familiar with the new pricing mechanism.

"Most carriers have already adopted it, or they will have it in place by the first of March," says Jim. "Generally, those who have not adopted it yet must resolve compatibility issues within their own operating systems."

There is another concoction coming out of the regulatory kitchen this year. A new provision governing released rates is expected to take effect in May. While the proposal represents a simplification, it is one more change at a time when changes abound.

Currently, a customer has three choices. Basic coverage is provided at no charge. It provides 60¢ per pound per article

for damage or loss. A declared value option provides coverage for the depreciated value of the article. Full value protection guarantees the undepreciated replacement cost or repair.

“There will be two choices under the new provision,” says Gene Wagner, assistant vice president, pricing, Atlas Van Lines. “Customers can opt for the basic coverage, which is included at no extra charge, or they may select full value protection. Essentially, the declared value option is being discontinued for COD shipments.”

As the proposal now stands, customers who want full value protection will receive valuation coverage for at least \$4.50 per pound, and the charges will be based on a sliding scale.

“I expect these valuation changes will be fairly easy to adopt,” says Gene. “Of course, not every account will be affected immediately. Contracts stay in effect until they are renewed, and under the law, contracts may still include any valuation option that is agreed to by the customer and Atlas.”

## Insurance: Are fixed costs broken?

Beyond the tragic human toll, it’s obvious that the events of 9/11 have had a devastating impact on the nation’s economy as well. With estimates of total liabilities from the catastrophe ranging between \$40 and \$60 billion, insurers are reassessing the industry’s entire underwriting architecture. As a terrorist-conscious paradigm emerges, the cost of doing business is going up.

“There has never been a time quite like this,” says Tom Lowe, vice president of insurance, Atlas Van Lines. “We had a market that was already starting to firm up, then it was thrown into turmoil by the events of 9/11. It’s a unique situation.”

Tom says that, before the terrorist attacks, cost increases of 20%-25% were probably on the way for casualty coverage. Now, expected increases are much bigger. But just how much bigger depends on whom you ask.

“Where it’s going is hard to say,” says Tom. “The forecasts are all over the map.”



### Full Value Protection

	Charge (no deduction)	Charge (\$500 deduction)
\$10,000	\$145	\$55
\$50,000	\$425	\$208
\$100,000	\$690	\$305

*Full value protection under the proposed released rates will be figured on a sliding scale.*

## Between the Lines

### *Atlas drivers keeping minds open on Tariff 400-N*

What's in store for drivers under Tariff 400-N? The Amplifier spoke with a few of Atlas' more seasoned service professionals to get their thoughts about working with the new rating system.

"I have three shipments on right now that are under the new tariff," says Dennis Ruel, driver for Collins Bros. Moving Corporation, Larchmont, New York. Although it's too soon to evaluate the effects on his paycheck, he seems not to be worried. "I haven't been settled yet, but it doesn't look bad."

Dennis is assisted in business by his wife, Janet. "I was confused by the way the linehaul charges were listed on the bill until I talked with the agent," says Janet. "For me, it's important to understand the charges so I can respond if a customer says, 'Wait a minute, I think you've made a mistake.'"

The Ruels carry a laptop with them and are using it to familiarize themselves with the ins and outs of the new rating system. "It helps to be able to look up what can or can't be charged," says Janet. "Once we understand the tariff, we can explain it to customers. When a customer asks for services on the spot or wants to know if there is an additional charge, we want to give them the correct answer."

"I'm willing to give the new tariff a chance," says Dennis. "You can't draw conclusions about something until you see how it works."

"Financially, I don't think the new tariff will hurt," says Robert Warren, Bean Moving & Storage, Inc., Hattiesburg, Mississippi. "If it works the way it's supposed to, we should be all right."

Robert says he still has questions about how extra services will be taken into consideration for settlement, and he's reserving judgment on how his income will be affected until he has several jobs under his belt. But he remains optimistic.

"It will take me several moves to see how well I'm doing with the new tariff," says Robert. "But I think that anytime you can improve something and give the customer better service, it's good for business."

"Financially, it looks like I will basically be the same in the long run," says John Dean, driver with Ace (Relocation Systems). John says he has completed one load under the new tariff, and so far he doesn't see much difference. "Some jobs I'll lose on, some I'll gain on," says John. "But I should come out close to the same at the end of the year."

John believes that, once he gets accustomed to it, working with 400-N will be easier than working with 400-M. He says the big question is whether others who are used to the old pricing method will be willing to change.

*Tariff 400-N is available on CD-ROM from Atlas Pricing at ext 2385. See page 21 in this issue – Atlas World – for details.*

Tom explains that Atlas can keep its primary layer fairly immune to market forces for most programs, including auto, general liability, and worker's comp.

"Essentially, we can provide coverage from our own pool up to the basic limits," says Tom.

But the rub comes when Atlas must purchase what's called "excess insurance," that is, coverage for losses beyond the primary policy limits.

"The market since September 11 has reflected a considerable amount of knee-jerk reaction," says Tom. "I am hopeful that, as we get further away from that date, the more likely we are to see sound underwriting and reasonable rates."

To prepare for almost any eventuality, Tom and his team have developed contingency plans based on widely different scenarios. Their intent is to achieve the most favorable costs possible. Above all, they are keeping in mind their responsibility to provide sound insurance choices to their agent customers.

"We'll continue to do everything we can," says Tom, "so we may offer members of our network the insurance options that deliver solid value for their businesses."



*“We are doing everything we can and should, not only to anticipate the demands of our agents and customers, but to give them solutions that reinforce Atlas’ commitment to quality, world-class service.”*

— Jim Stamm,  
president and COO,  
Atlas Van Lines, Inc.

## Responding with Added Value

Just what the coming year holds for the relocation business is anyone’s guess. But in the face of uncertainty and change, at least one thing is constant: Atlas is helping its agents work smarter.

For example, Atlas’ sleek new online claim form went live in December, marking a major advance in the application of information technology. For all of the details on this exciting new online feature, see the following story, “Introducing a Sleek New Form.”

## Atlas web-based estimating: new and improved.

With its first release scheduled for the end of February, the new

shipment rating program will offer the same features as the AMSA program, plus some additional benefits for Atlas agents.

Not only will users get an accurate pricing estimate, they can also access other information they have on the Atlas server. For example, an agent may find it convenient to review their other estimates on file with Atlas.

Refinements are already underway for the program’s second released in April – well ahead of the busy season. The next release will allow the user to view more detailed pricing information, including income distribution.

## Anticipating agent demands in a period of uncertainty.

“Everyone in business today sees challenges and uncertainty,” says Jim Stamm. “Atlas is certainly not unique in that respect. But I think our organization is uniquely prepared to handle whatever the 2002 season serves up. We are doing everything we can and should, not only to anticipate the demands of our agents and customers, but to give them solutions that reinforce Atlas’ commitment to quality, world-class service.” ■



[www.atlasvanlines.com](http://www.atlasvanlines.com) – online services – online claim form

# Introducing a Sleek New Form

Claim filing goes online, emphasizes ease and convenience.

Call it an idea whose time has come. On December 17, 2001, the Atlas electronic claim form went live, marking another major advance in the application of information technology for Atlas agents and their customers.

The debut culminates an intensive, coordinated effort by Atlas Claims and IT experts to bring added convenience and simplicity to the claims process.

“We tested heavily from the start,” says Jan Martin, vice president, claims administration and customer relations, Atlas Van Lines. “We wanted to make sure this form was easy for everyone, no matter how much or how little computer experience a user might have.”

Test groups included people with no industry knowledge and little or no computer experience, as well as technically savvy users like Tammy Ellerman, corporate claims manager with Atlas agent Nelson Westerberg.

“This is a phenomenal program,” says Tammy. “To my knowledge, there is nothing else like it in the industry.”

## Shortening the distance to customer satisfaction.

Anyone who’s ever been involved with a claim knows that the sooner the issue is resolved, the happier everyone concerned. Which is, perhaps, the greatest advantage of the online form. It slashes time from the process, thereby shortening the distance to customer satisfaction.

In preelectronic days, the distribution and receipt of claim forms relied on mail and fax. When hard copy was submitted to Atlas, the information then had to be entered into a database by Atlas claims personnel. Now, the data the customer enters

says Tammy. “This has the potential to free us up to better focus on what we do best—adjust claims.”

Those involved with sales also see benefits in the new process.

“I’ve found that addressing the issue of claims up front is advantageous when I’m selling to national accounts,” says Mike McCarthy, vice president, Golden Van Lines in Longmont, Colorado. “It allows me to take an inherent negative and turn it into a positive. Now, the online claim process makes the positive aspects even stronger. Customers are looking for ways to make their lives easier. This answers their needs.”

***“This is a phenomenal program.”***

– Tammy Ellerman,  
corporate claims manager,  
Nelson Westerberg

online goes right into the Atlas mainframe. As a result, those who manage the process stand to gain a major productivity boost.

“Much of our time has been taken up with entering data,”

## How the claim form works.

To access the online form, a customer goes to “online services” at the Atlas web site and clicks on “claim form.” Log-in

Many new screens are available to help Atlas agents and customers. "IT Help Desk sheets" are being distributed every two weeks through May – to introduce just a sampling of the new electronic services.



● Online Claim Form

requires a registration number and states for origin and destination. The form itself is designed so the user must enter all necessary information for a legally valid claim. A "remarks" field allows claimants to enter as much explanatory information as they would like, which can provide ample background information to help in processing.

Headquarters staff worked closely with a locally based IT consulting firm to develop the front end for data capture. Atlas IT experts engineered the interface with the mainframe system. Joab Schultheis, Atlas business analyst, coordinated the project.

"We designed the system to automatically notify all parties involved," says Joab. "Booking agents, shippers, drivers, all get an e-mail letting them know as soon as possible when a claim has been filed."

"When we receive notification of a claim, we want to be as proactive as we can in our response," says Mike. "This system creates a proactive atmosphere for everyone involved. It enables us to begin investigating right away. When you recover quickly, it can make you the customer's hero."

The thing Tammy likes most is the customer-friendly design. "We don't have to guide people through the process, it is self-explanatory," says Tammy. "With this tool, I think Atlas has again

demonstrated industry leadership that truly serves its agents and customers." ■

Presentation of Loss and Damage Claim  
**Online Claim Login**

The site is only applicable for shipments transported under an Atlas Van Lines' Bill of Lading with a properly assigned Atlas Registration Number. A valid registration number, state of origin and state of destination are required to proceed.

Registration Number:  (i.e. AB-12345-01)  
 State of Origin:   
 State of Destination:

Presentation of Loss and Damage Claim  
**Claimant Information**

Company or Last Name:   
 First Name:   
 Middle Name:   
 Title:  (Mr./Mrs./Ms.)

**Present Address**  
 Address Line 1:   
 Address Line 2:   
 City:   
 State:   
 Zip:   
 Home Phone:   
 Fax Number:   
 Work Number:   
 Cell:   
 Email:

**Name of Transferee (if different than claimant)**  
 Last Name:   
 First Name:   
 Middle Name:   
 Title:

**Moved From Address**  
 Address Line 1:   
 Address Line 2:   
 City:   
 State:   
 Zip:

**Delivery Address (if different from above)**  
 Address Line 1:   
 Address Line 2:   
 City:   
 State:   
 Zip:

If shipment was temporarily detained in storage, either at origin or destination, state where:  
  
 Has notice of loss been forwarded to any agent of Atlas Van Lines, Inc.  
  
 Name of Agent:

**For I.T. help:**  
 Click on the tab at  
<http://atlasnet.atlasvanlines.com>  
 Or call the help desk at: **Ext. 2900**

# Atlas Drivers Weigh In

Survey Yields Colorful Snapshot of America's Best Movers\*



You could say they are the "strongest link." The Atlas drivers who connect origins with destinations are the very heart of the Atlas commitment to world-class service.

Atlas wanted to know more about the things that only its drivers know and, in the process, gain a better appreciation of what they think and do. So, last fall, Atlas drivers all across North America received a copy of the "Mostly Scientific & Nearly Indispensable 2002 Survey of Driver Tendencies."

Questions ranged from the purely objective (How many miles a year do you drive your truck?) to extremely subjective (What is the strangest thing you've ever loaded onto your truck?). The results represent the responses of 330 drivers from 47 states and Canada.



\*As determined by more than 3,000 transportation executives in Logistics Magazine's 2001 Quest for Quality Survey

## How many weeks per year do you spend on the road?

(327 respondents)

- 41% More than 40 weeks
- 23% 31-40 weeks
- 19% Less than 20 weeks
- 17% 20 to 30 weeks

## If you had to choose the most scenic stretch of U.S. highway, where would it be?

(268 respondents)

### Top three responses

- 8% I-70 in Colorado
- 7% Hwy 101 in California/  
I-90 in Montana (tie)
- 4% I-84 in Oregon



## Which antacid gets rid of heartburn the quickest?

(237 respondents)

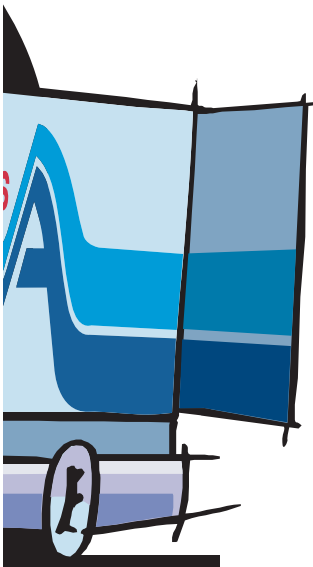
- 29% Tums
- 27% Rolaids
- 13% Pepcid AC
- 13% Pepto-Bismol
- 10% Mylanta
- 8% Other (Alka Seltzer, Zantac, Maalox, Alka Mint, Tagamet, Nexium, Prilosec)



## What is your favorite fast food restaurant?

(315 respondents)

- 25% Wendy's
- 19% Kentucky Fried Chicken (KFC)
- 11% McDonald's
- 9% Burger King
- 9% Taco Bell
- 4% Hardee's
- 7% Other (Subway, Arby's, Jack in the Box, Popeye's, Waffle House)
- 16% I don't eat fast food. (If I did I would need all the antacids listed above!)



When you're on the road, which of the following do you use?

(330 respondents - Exceeds 100% due to multiple replies)

- 91% cell phone
- 61% CB radio
- 17% pager
- 17% laptop



What is your favorite truck stop chain?

(330 respondents - Exceeds 100% due to multiple replies)

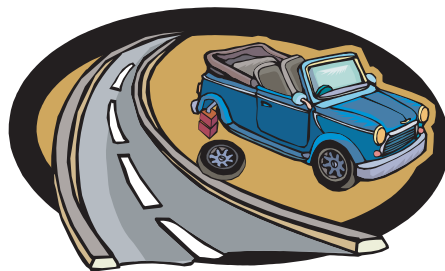
- 46% Petro
- 30% Flying J
- 21% TA (Truckstops of America)
- 6% Pilot
- 2% AmBest
- 2% Other (Williams, Texaco)



While on the road, how many times have you stopped to aid a motorist?

(322 respondents)

- 38% Once or twice
- 32% 3 to 10 times
- 19% More than 10 times
- 11% Never



How do you like your coffee?

(274 respondents)

- 44% Leaded (sugar and cream)
- 31% Regular (black)
- 13% High test (sugar only)
- 12% Premium (cream only)



Okay, you're finally off the road. What's your favorite pastime?

(330 respondents - Exceeds 100% due to multiple replies)

- 56% Hang out with family/friends
- 17% Go hunting or fishing
- 14% No contest...sleep!
- 12% Have a relaxing dinner
- 8% Go to a movie
- 6% Go to a sporting event
- 4% Golf
- 17% Other (church, motorcycling, yard/garden work, work around the house, computer/internet, camping, work on the farm, woodworking, racing, reading, crossword puzzles, making music, relaxing at home, bicycling, horseback riding, karaoke, boating, wrestling, car shows)

For more amusing results log on to [atlasvanlines.com](http://atlasvanlines.com). ■

# CROFUTT & SMITH MOVING & STORAGE, INC.

Landing, New Jersey  
www.crofuttsmith.com

## 5 Generations Strong

### A Family Moving Families



**Members of the third, fourth and fifth generations:**

*From left to right, Hilda Sorhagen, Roger Sorhagen, Dennis Sorhagen, James Sorhagen and Barbara Sorhagen-Grosslicht.*

**Right:**

*Routine packing in just part of the 50,000 sq. ft. of climate-controlled, monitored warehouse storage in the New Jersey facilities.*

In 1840, Dutch immigrant Charles Sorhagen established Sorhagen's Theatrical Transfer to serve clients such as Ringling Bros./Barnum & Bailey Circus and Minsky's Burlesque. Today, with the name it acquired in 1930, Crofutt & Smith Moving & Storage is five generations strong and catering to a client roster that reads like a "Who's Who" of Fortune 100 companies.

"We're one of the five oldest companies in New Jersey," says Dennis Sorhagen, CEO. "And throughout our history, we have concentrated on selling service. As a result, we have built relationships with some of the finest corporate clients in the country."

Dennis took the reins as CEO in 1967 to assist his mother, Hilda, who had assumed leadership of the company after the unexpected death of her husband, James. That same year, Crofutt & Smith became an agent of Atlas Van Lines.

"Atlas offered a means for us to more efficiently grow our corporate sales," says Dennis.

Dennis is joined in managing the firm by Roger Sorhagen, president since 1977, and their sister, Barbara, who became an active partner in 1985. In 1997, Dennis' son James became the fifth generation of the family to become part of the company's destiny.

The Landing headquarters, on five acres overlooking State Road





80, encompasses 6,000 sq. ft. of office space and 10,000 sq. ft. of storage. Five minutes away, in Randolph, a warehouse facility provides 36,000 sq. ft. of warehouse with eight loading docks and two drive-in doors. Built in 1995, both locations are fully climate-controlled with advanced systems for security and fire detection and suppression.

The company is also located in fast-growing Raleigh, North Carolina. All told, the firm employs 175 people and maintains some 130 pieces of equipment.

“Although we are physically located on the east coast, only one-third of our domestic tonnage

originates or is destined for the east coast,” says Dennis. “The rest is shipped to and from all points in the country.”

The tonnage is sizable, putting Crofutt & Smith consistently among the top five Atlas agents in domestic sales. What’s more, the agent has been first in international sales volume six years running. The company’s business mix is 80% corporate (including international forwarding) and 20% COD and office relocations.

In addition to numerous Atlas honors for sales and volume, the agent has garnered awards for hauling excellence and maintains a household goods claims ratio that is among the most enviable in the industry. This year the agent was a semi-finalist in New Jersey’s prestigious Family Business of the Year program. This recognition is particularly important to the Sorhagens because it reflects the traditional values that are at the heart of the company and its people.

“For one hundred and sixty-two years, through five generations,” says Dennis, “we are, above all, a family moving families.” ■



**Above:**

*Mike DiMarzo, Wayne Sherrer keep track of daily movement for the large volume of sales traveling throughout the country and abroad.*

**Above Left:**

*Angelo Falzerano makes sure everything for each shipment is accounted for and handled with care.*



**Above:**

*Hauling brothers, Joe and Bob, help maintain the standard of quality for Crofutt & Smith that you expect from a family business.*

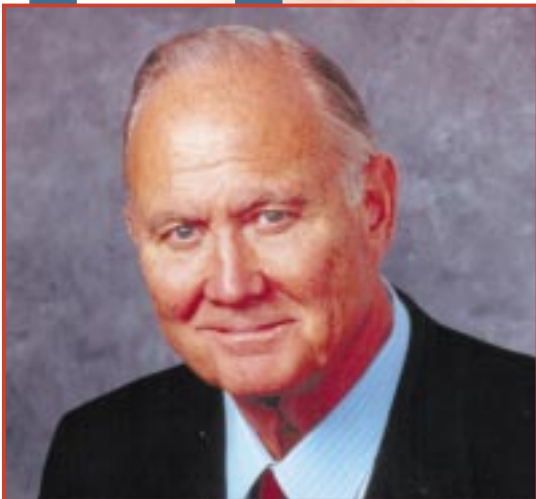
**Left:**

*Just some of Crofutt & Smith’s 175 employees gathered outside of their Landing facilities.*





## Forum On Moving Is Moving



*General H. Norman Schwarzkopf, U.S. Army, Retired, will be the keynote speaker at the Atlas Forum on Moving Luncheon on Thursday, April 25.*

After years of enjoying the hospitality in the Windy City, the Atlas Annual Forum on Moving is headed west this year to Las Vegas, Nevada and the Rio All-Suite Hotel and Casino. "Our customers have been asking for a change of location for this annual event, and we have provided it," says Mike Shaffer, Atlas chairman & CEO.

"Along with the exciting new venue, this year's Forum will feature one of the most extraordinary speakers ever, General H. Norman Schwarzkopf," says Mike. "We have also made changes to the format to better accommodate the travel needs of our guests and allow them the opportunity to experience the wonder of Las Vegas."

### Agenda

The **Early Bird Workshop** on Thursday morning, April 25, will feature the new 400-N Tariff with presentations on the merits of using either the 400-N or the previous 400-M.

The **opening luncheon** features a speaker of great renown, H. Norman Schwarzkopf, General, U.S. Army, Retired. Highly decorated as military leader and civilian, General Schwarzkopf brings a stirring perspective that is sure to touch the hearts and minds of his audience.

**After lunch**, attendees may choose two of the following three workshops for an afternoon packed with useful information.

- **U.S. Economic Outlook.** What is on the horizon for the U.S. economy? One of the nation's premier forecasters takes a hard look at the current situation and offers considered insight into the future.
- **Economic Stress on Relocation Policies.** The year 2001 brought recession, corporate downsizing, and a labor surplus. This workshop examines how economic stress is affecting the revision of relocation policies.
- **Internationally Speaking.** It's an entirely different world from just a year ago. This thought-provoking discussion will cover what's ahead for international relocation and international relocation policy.

An early evening reception will feature hearty hors d'oeuvres and cocktails, concluding in plenty of time for your evening's entertainment and dining.

Friday activities begin with a served breakfast at 8:00 a.m. and continue with the general session featuring keynote speaker Colonel Edward L. Hubbard, USAF, Retired. This session concludes at 10:00 a.m., allowing plenty of time for guests to catch their flights home. A repeat of the Early Bird Workshop will be offered for those who could not attend earlier. All events will conclude by 11:15 a.m.

"The Atlas Annual Forum on Moving is one of the industry's most eagerly anticipated gatherings," says Mike. "This year's event promises to be especially stimulating. I urge Atlas agents to make their plans now and invite their customers." ■



# ATLAS AGENT, ARE YOU READY?

## Gear Up Now for an Award-Winning Season

The summer season is getting closer every day. As you get ready to keep America moving, now is a good time to reacquaint yourself with Atlas quality awards. Look over the criteria and take steps to ensure your customers get the award-winning service they deserve. This may be the most important preparation you can make for the 2002 season. ■

### HAULING EXCELLENCE AWARD

To earn this award, an agent must meet the following criteria:

- A minimum of \$750,000 in household goods hauling revenue for the convention year period of July 1, 2001 through June 30, 2002
- A minimum 4.5 rating average for question 7, "Overall rating of the driver," from the Atlas customer service questionnaire, and at least a 90% positive response for question 8, "Would you use our service again?"
- In addition to an outstanding customer service record, satisfactory claims and safety department histories are required.



### WORLD-CLASS COMMITMENT AWARD

To earn this award, an agent must pass all 12 of the world-class commitment criteria. These are measured as follows:

#### RATINGS

- Customer satisfaction
- Warehouse inspection
- Agency satisfaction (number of shipments vs. number of complaints)

#### PERCENTAGES

- Weight estimating accuracy
- Uniform compliance
- Equipment qualification (required documents on file)
- Equipment Atlas specs (painted to Atlas specifications)

#### RATIOS

- Hauling claims
- Documentation (measures timely remittance)
- Packing claims (claim liability divided by packing revenue)
- Warehouse claims

#### POINTS AVERAGE

- Safety (violations per driver)



### MILTON M. HILL QUALITY AWARD

The highest quality award presented by Atlas Van Lines is the Milton M. Hill Quality Award, reserved for those select few that genuinely rank as the best of the best. A recipient of this award must achieve all of the following during the award period (July 1 through June 30):

- Atlas World-Class Commitment (meet or exceed all 12 quality criteria)
- Warehouse rating of "5" on the Agency Performance Evaluation
- Hauling Excellence Award





## In the Shadow of 9/11 *Human Touch More Important Than Ever*

The events of 9/11 and the current recession are affecting almost every facet of the nation's economic performance. Janelle Piatkowski, president & CEO, Cornerstone Relocation Group, talks about responding to an unprecedented shift in the industry.

**Amplifier:** What is your assessment of how the relocation services industry has been affected in the wake of 9/11?

**Janelle:** You'll remember that, right after the attacks, people tended to "nest," staying close to family and friends. Similarly, our clients have shown a tendency to favor a more personal approach. A case in point: there is growing dissatisfaction among customers with the call center method of responding to concerns. It's too impersonal. As one new client put it, "I'm tired of hearing employees say they have to speak to a different counselor every time they call." People want a single point of contact, someone they know will always be there with answers and personal attention to their needs.

**Amplifier:** So, the human element in service has taken on new importance?

**Janelle:** Absolutely. Interest in so-called soft issues has grown by an order of magnitude. If transferees were once a little reluctant to bring up requests for family assistance, now they do not hesitate. They want to be sure they are doing the right thing for their loved ones. As a consequence, companies that

restrict or do not offer family and career assistance are seeking more help in these areas.

**Amplifier:** Beyond customer needs, what is your sense of how the recession is affecting your industry?

**Janelle:** Obviously, relocation is not recession-proof. Tighter budgets, layoffs, and an uncertain business climate are forcing our clients to work with fewer financial and human resources. So we have to make sure we tailor our services more closely to their needs and, in many cases, find a creative solution.

**Amplifier:** What sort of creative solutions?

**Janelle:** We consider it our responsibility to anticipate the needs of our clients. Sometimes, solving a problem is a matter of how flexible and innovative you can be. For example, we were able to offer more choices with tiered levels of rental assistance. In another instance, we availed our expertise to help a client fill a critical staff position.

**Amplifier:** It sounds like you're describing "added value."

**Janelle:** Anyone who is not looking for value-added opportunities is going to lose out. For us, finding such opportunities translates to staying focused on the client partnership. Fortunately, we are large enough to provide extensive services under one roof. But, we are also nimble enough to respond intelligently to clients who are scaling back. As an

example, pay-per-use pricing lets us better match our services to companies that experience a decline in volume. We are not stuck in a "one-size-fits-all" approach.

**Amplifier:** Looking forward, what is going to be different in 2002?

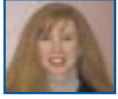
**Janelle:** Ask ten people that question and you'll get ten different answers. Personally, I think a return to the fundamentals of personal service will be paramount. Recently, we revised our marketing materials to make them simpler, warmer, and more user-friendly. Likewise, we intend to emphasize capabilities that bring reassurance to our clients and transferees. For example, TrackStar<sup>SM</sup> is our web-based resource that gives them up-to-the-minute information on any and all relocations they have with us. And it can be integrated with the carrier's system, such as the Atlas ASIST. Call it reassurance, personal service, or the "human touch"... I think these are the things that will make a difference in the year ahead. ■



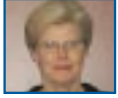
**Janelle Piatkowski,**  
president and CEO,  
Cornerstone Relocation Group.  
Atlas agents can call  
Cornerstone toll-free at  
1-800-443-7356.



Pete Helgeson,  
vice president and general manager



Pam Jackson,  
marketing director



Laurie Higginbotham,  
military manager

## International Relocation in Trying Times

If the domestic relocation industry remains sluggish in 2002, aspiring agents may have to broaden their scope in the search for new business. According to Atlas pros inside the international arena, there is a real opportunity for Atlas agents who are willing to look beyond their native shores.

**Amplifier:** In the wake of September 11, how has the business of international relocation changed?

**Pete:** As you would expect, shipments coming into the U.S. are under new scrutiny due to increased concerns about security. For example, customs has established highly vigilant contraband enforcement teams to conduct frequent and thorough searches. This often creates the need to repack contents after inspection, which adds a cost that must be passed on. And it is not unusual for delays in clearance to affect the timeliness of delivery.

**Amplifier:** Is there anything an agent can do to minimize the chance of damage or delays?

**Pete:** Agents should pack in such a way that items are easy to inspect. Also, when all documentation is completed and submitted well in advance, the shipment can forward without unnecessary delay.

**Pam:** We're also taking steps to help our agents and their customers stay better informed about the progress of their shipments. We have added a tracking program to our web site ([www.atlasintl.com](http://www.atlasintl.com)). A user can key in the registration or GBL number and get a real-time report on the status of their shipment. For example, a customer can find out if a shipment is sailing, where it is, and the estimated arrival date. This kind of information gives the agent and customer better control over coordination and, we think, makes the process smoother for them. An agent-user version that provides greater shipment detail is in the works and will be announced as soon as it becomes available.



**Amplifier:** Speaking of government shipments, how has that sector been affected in the last six months?

**Laurie:** Soon after September 11, the Air Force began Operation Stop-Loss, which dramatically slowed the relocation of personnel from the European theater. However, the volume of outbound shipments to overseas destinations has been surprisingly steady. Overall, government relocation seems less affected by the recession, and it is helped by an administration that favors strong defense.

**Amplifier:** Do you think government business will remain strong?

**Laurie:** From all appearances, yes. 2002 continues a positive trend. Of course, we are facing uncertainties, as is everyone else. So we are doing what we can to reinforce our existing relationships and open the doors to new ones. For example, as Pam mentioned, we now offer online tracking. And we have established toll-free phone lines that allow our overseas shippers to reach us without incurring costs for international calling, which can add up.

**Amplifier:** The issue of costs is on everyone's minds. How are international relocation costs being impacted?

**Pete:** As I touched on earlier, more intensive customs exams and clearance delays are pushing costs up in those areas. And, commercial airlines will no longer accept cargo on passenger flights from "unknown shippers." This has created a new cost factor and logistical challenges. But on a more positive note, commercial claims decreased last year. That's because Atlas agents are packing better. If claims do not increase, we can expect a reduction in rates next year.

**Amplifier:** So, what would you say to the Atlas agent who wants to find an opportunity in the international arena?

**Pete:** I would encourage the salesperson to go after the COD business. And if they have a question about an international issue, pick up the phone and ask us. That's what we're here for. ■

## 9/11: Atlas Driver Answers Unusual Request

September 11, 2001, started out much like any other day for Raymond Way, driver for Nelson Westerberg in Atlanta and a thirty-year veteran hauler.



Raymond and his crew were in the process of loading household goods for transport from Bowie, Maryland to Chicago, Illinois when the customer, Scott Perdue, alerted him to the horrible events unfolding on live television.

“Within minutes, the Pentagon was under attack,” recalls Raymond. “We were about nine

miles away and could see the smoke.”

With air traffic grounded, Scott’s flight to Chicago was cancelled. Buses and trains were swamped. So he turned to his Atlas driver with a very unusual request.

“The next morning, Scott called me and asked if he could ride with me on the truck to Chicago,” says Raymond. “So I called Mitch Borske (Nelson Westerberg Vice President and General Manager) and asked if it would be okay. He called Atlas and, as I understand it, got permission since there was a national emergency.”

Atlas faxed the necessary forms, Raymond collected the

signatures, and he and Scott were set to go.

“I picked Scott up at his hotel, and tried to make him feel as comfortable as possible,” says Raymond.

The passenger was delivered, as Raymond puts it, “safe and sound” to his waiting wife. Scott was so appreciative, that he wrote a letter of commendation, excerpted here.

“... I spent two days riding with Mr. Raymond. He made sure I was comfortable at all times and even paid for my lunch. Mr. Raymond’s outstanding customer skills and just being a nice guy is greatly appreciated by me and my family. Mr.

Raymond and Atlas Van Lines will always be one of those memories you don’t forget. I hope that Atlas Van Lines will do something nice for Mr. Raymond, as he did for me. Thanks for everything, Raymond.”



## Moved? Don't Miss Your Tax Refund!

Here's an important reminder for anyone who has relocated during the past year: Notify the IRS about your change of address.

Each year the post office is unable to deliver tens of thousands of tax refund checks because people don't inform the IRS that they've moved.

Post offices will typically forward mail for one year after the move, but not all post offices forward government checks. Even though the postal service and the IRS now share address information, there's still a chance a refund check won't catch up with its owner for a good while.

There are several ways to notify the IRS of an address change:

- by change of address form (Form 8822), available at [www.IRS.gov](http://www.IRS.gov)
- by writing the new address on the tax return form
- by mailing the change of address information to the service center where the last return was filed (service center addresses are listed in the tax form instructions).

People who have moved in the past several years should verify they have received any refunds owed to them. Taxpayers should also check with their state's Department of Revenue if there's a chance that a state income tax refund never arrived at their new address.

The government holds refunds indefinitely for owners who can't be located. To check on unclaimed refunds, taxpayers should call the IRS information line at 1-800-tax-1040. The same number handles requests for information on deducting moving expenses. Or go to [www.atlasvanlines.com](http://www.atlasvanlines.com) and click on "How-To Guides" to request the Atlas brochure, "How to Deduct Moving From Your Taxes."

## 2002 Driver Meetings

In support of Atlas' World-Class Commitment quality program, four Driver Meetings are scheduled for March and April. First organized in 1993, these annual gatherings have become increasingly popular events. They give drivers the opportunity to discuss topics of interest and importance with Atlas' senior managers.

- **Saturday, March 9.** Atlantic Relocation Systems, 5210 Tacoma Drive, Houston, TX (713-856-2300)
- **Saturday, March 23.** Atlantic Relocation Systems, 2323 W. LaPalma, Anaheim, CA (714-687-1000)
- **Saturday, April 6.** Reads Moving Systems, 2600 Turnpike Drive, Hatboro, PA (215-443-2770)
- **Saturday, April 20.** Atlas Van Lines Corporate Headquarters, 1212 St. George Road, Evansville, IN (800-638-9797)

Presenting from Atlas are **John Taylor**, vice president, household goods traffic; **Gene Wagner**, assistant vice president, pricing; and **Roger Strickland**, safety director. **Wayne Wilderman**, director of claims, will be present at Houston and Evansville; **Alan Jobe**, director, special assignments for claims, will attend in Anaheim and Hatboro.

Each event will begin with a continental breakfast at 7:30 a.m. Meetings will start promptly at 8:30 and adjourn at about 2:30 p.m. Lunch will be provided. As always, all qualified Atlas drivers, co-drivers, riders/helpers, and area operations managers are welcome to attend.

# National SYMPOSIUM 2002

Atlas Van Lines®

## Atlas Symposium Slated March 19-21

Make plans now to attend the Atlas Van Lines National Symposium, March 19-21, 2002. In the absence of regional meetings this year, the Symposium will cater to the interests of sales and operations people in both STG and RSG divisions. The event also includes the RSG national sales meeting.

The Symposium opens Tuesday evening, March 19 with a cocktail reception and hors d'oeuvres. The kick-off session on Wednesday morning will feature keynote speaker Mike Frank on the topic "Managing Change in the New Millennium." The RSG afternoon sales session will bring together a top producer's panel, including Atlas' only individual \$10 million booker ever, Denise Della Dora. These top salespeople will share their techniques for success. The day's events will conclude with the recognition reception and banquet with entertainment. Thursday morning's session will be headlined by Bob Clark of Atlas Canada.

### Register today.

The cost is only \$230 per person, which includes registration for the Symposium, the reception Tuesday, all meals on Wednesday, banquet entertainment, breakfast and lunch Thursday, and two nights' accommodations. In addition, vendors from leading transportation industry companies will be on hand with timely information on new products and services.

For more information or to secure your reservations, contact Debbie Wilkerson at ext. 2605.

## Atlas "Super Drivers" Nominated

Three of Atlas' top drivers have been nominated for the annual American Moving & Storage Association (AMSA) Super Driver Awards.

The Super Van Operator Lifetime Achievement Award nomination went to Marshall Watson, who joined Atlas in 1969 and drives for Alexander's in Minneapolis, Minnesota. Jim Belmarsh, an Atlas driver since 1986, was nominated for the Super Van

Operator Award. Jim drives for Paxton in Sandston, Virginia. Atlas chose Joe and Shirley Basalyga, drivers for Atlas' Specialized Transportation Group, as the Super Operator Special Commodities nominees.

Winners of the 2002 AMSA Super Driver Awards will be announced at the AMSA Management Conference & Trade Show, March 14-18, at the Gaylord Palms Hotel in Orlando, Florida.

## Headquarters Annex Receives a Facelift



By the end of June, all remodeling of the 72,000 sq. ft. headquarters annex will be complete and ready for the final phase of occupancy. With a new fire and weather alarm system with voice messaging, and three additional air conditioning units, the 233 workstations and 40 offices will be safer and cooler. And, thanks to a new and taller facade, the annex now complements the next door headquarters – inside and out.



## 400-N CDs Now Available to Atlas Drivers

Tariff 400-M has been cancelled and replaced by Tariff 400-N, which is available only on CD. Drivers may purchase the CD directly from Atlas by credit card (Visa, Mastercard, Discover, American Express, and Diner's Club) or bill the purchase through their Atlas agent (with agent approval).

CDs include one installation and one backup, with free future updates available from the 400-N website on AtlasNet. To purchase or get additional information, contact Su Leach (suleach@atlasvanlines.com) or tel 800-638-9797, ext. 2385). You will be asked for your email address so Atlas can notify you of future updates.

## Martin Takes Home Honors

The ATHENA Award Committee of the Metropolitan Evansville Chamber of Commerce has chosen Jan Martin, vice president, Atlas Claims Administration and Customer Service, as a 2001 ATHENA Honoree. The recognition was awarded based on Jan's professional excellence, her devotion of time and energy to her community, and her dedication to helping women attain their fullest potential.

## Retirements



After 20 years with Atlas Van Lines, **Steve Mumma**, senior vice president of marketing and agency services, retired from the relocation industry this past December. Steve started as the vice president of marketing and sales, earning his way to a senior post in 1988, and then his final title in 1999. Prior to joining Atlas, Steve had been the manager of advertising and markets for ITT Publishing.



**Glenn Isiminger**, vice president of risk management, has retired after sixteen years with Atlas. Glenn joined Atlas as a director of insurance, and was named to the senior post in 1997. Before joining Atlas, he worked as a surplus lines wholesaler in the insurance industry.

## Promotions

**Greg L. Hoover** has been promoted to the newly created position of vice president, sales development for the Atlas Relocation Services Group. He is responsible for sales, marketing, corporate communications, public relations, pricing and contracts.



Greg joined Atlas in 1999 as vice president, sales, Relocation Services Group. Prior to that, Greg had twelve years of experience in the van line industry, most recently as president and

COO of A.B.C. Moving & Storage, an Atlas agent based in St. Louis, Missouri.

A native of Mentone, Indiana, Greg earned a bachelor's degree from Huntington College in Huntington, Indiana. He has been active in the American Moving & Storage Association (AMSA) and Employee Relocation Council (ERC) and the St. Louis Traffic Club.

**Thomas R. Lowe** has been promoted to the position of vice president, Risk Management. Tom joined Atlas in 1995 as director of Risk



Management and was promoted to the position of assistant vice president in 1997. He has 19 years of experience in the risk management field.

In his new position, Tom oversees the insurance programs associated with the company's van fleet nationwide. Tom is a native of Oakland, California and he holds a bachelor's degree in

mathematics from Washington University, St. Louis, Missouri.

**Monica Weiss** has been named vice president, Revenue Accounting, and will succeed Carol Garrett when Carol retires in March 2002. Monica joined Atlas in 1989 as director of Financial Planning and Reporting. She served on the Agency System Design Team from 1995 to 1999 and was promoted to director of Internal Audit and Corporate Taxation in 2000.



Monica graduated Summa Cum Laude with a BS degree in accounting from Indiana State University, where she also earned an MBA. She is a CPA.

**Rick Olson** has been named Chief Financial Officer (CFO). He will replace Howard Parker, who will retire in late March.



In his new position, Rick will oversee all financial aspects of Atlas World Group and its subsidiaries. Rick joined Atlas Van Lines in 1984 as director of internal audit and taxation; he was promoted to treasurer in 1987, and he became vice president, finance and treasurer, in 1997.

A native of Louisville, Kentucky, Rick received his bachelor of science degree in accounting from the University of Kentucky, Lexington. He is a CPA and a member of both the Indiana Society of CPAs and the American Institute of CPAs.



# Atlas World-Class Service is Appreciated

RE: Mark Kohlwey  
Anderson Moving & Storage (261)  
LaCrosse, Wisconsin

This was our first move using a professional moving company. I was nervous and worried that my things would be damaged or broken. However, I was very pleased with care that was given by the movers.

I can't say enough about the hard work these guys did. They took time out to assist my husband with the small things we were unaware of. During the move, the team took extra time to explain things to me and advise me of a lot. These guys were courteous, professional, friendly, and worked extremely hard.

We have many friends who deal with relocations and several had horror stories about their moving experiences. I will definitely recommend your company to any of our friends who move in the future.

I now have a new outlook on using professional movers because of the pleasant experience we had. I now tell people that using a moving company is the only way to go! Again, thank you for hiring the kind of people who make your company great!

Sincerely,  
Gene and Eva Grapperhaus

*"They took time out to assist my husband with the small things we were unaware of."*

RE: Pam Cusack  
Imlach Movers of Ft. Wayne LLC (1131)  
Ft. Wayne, Indiana  
and  
Cecile Annette  
Salmon's Transfer Ltd. (8888)  
Vancouver, British Columbia

This is to say thank you for the courteous and efficient handling of our shipment by Ms. Pam Cusack, your local pickup crew, and the driver. We were regularly informed by your office and the driver of the status of our shipment. As a result, we had no worries. The shipment was delivered and everything was received in perfect condition.

We want to especially commend the driver, Cecile Annette, who was a most courteous and accommodating gentleman, as was his helper. Throughout the whole process, Cecile and his helper were friendly, courteous, helpful, punctual, and most personable.

Please insure that the appropriate people are advised of our pleasure with your handling of our shipment, and that Ms. Cusack and Mr. Annette receive a special thank you from us.

Sincerely,  
Douglas and Marcia Lary

RE: Richie Collins  
Read's Moving Systems of Melbourne  
Florida, Inc. (1722)  
W. Melbourne, Florida

I am writing to compliment one of your drivers, Richie Collins, who recently took care of my daughter and son-in-law's move from Maryland to New York. My wife and I oversaw the

*"...friendly, courteous, helpful, punctual, and most personable."*

"front end" of the move and were very impressed with Mr. Collins' professionalism, trustworthiness and attention to detail.

We have moved many times ourselves, both privately and as part of corporate relocations, and are very familiar with the problems that can arise in these situations. From the moment we met him, Mr. Collins put our minds at ease that our daughter's move would be well handled.

Mr. Collins set high standards for his crew in terms of packing and loading and did an excellent job of assessing the work at hand, managing the crew, and arranging for extra packing time when the need became apparent. He and his crew treated our daughter's belongings with care and respect. Despite the fact that the job was bigger than he had expected, he did whatever was necessary to make sure the delivery would happen on the originally scheduled day. This was essential, as it was the only day my daughter and her husband could be sure there would be someone at the new house to take delivery. My daughter has informed me that everything came through the move in good shape. She was equally impressed with Mr. Collins' work.

In these times when people are so quick to complain when they judge service to be unsatisfactory, it is important that we compliment service personnel on a job well done. Both Mr. Collins and his crew provided excellent service and I compliment you on selecting such a reliable and responsible staff. Based on this experience, I would not hesitate to contact Atlas and request Mr. Collins should I have the need for moving services in the future.

Sincerely,  
John E. Leffler

*"He and his crew treated our daughter's belongings with care and respect."*



RE: Mike McCall  
Ace World-Wide Moving & Storage  
Co. (39)  
Fallsington, Pennsylvania

My family and I moved from Indiana to Pennsylvania with the help of your company. With this letter, I wish to express my gratitude for a job extremely well done and to commend Mike and his outstanding crew.

Mike and his crew were extremely professional, friendly, and took extraordinarily good care of our belongings. When they left, we had a feeling of confidence with our possessions in their hands. Upon arrival, we were very pleased to see that everything arrived intact.

*"...extremely professional, friendly and took extraordinarily good care of our belongings."*

If I ever need to relocate again, I would absolutely use your service and will highly recommend you to anyone who asks. I would be more than happy to provide a personal reference should anybody be looking for one. Thank you again for a job well done.

Sincerely,  
Scott O. Trerotola, M.D.  
Chief, Vascular and Interventional  
Radiology  
Professor of Radiology and Surgery  
University of Pennsylvania Medical  
Center

RE: Garth Morgan  
Atlantic Relocation Systems (1651)  
Denver, Colorado

Atlantic Relocation Systems moved our belongings from Indiana to Arizona and the name of our driver was Garth Morgan.

From the time Mr. Morgan pulled up in front of our home in a clean, sharp looking moving van, introduced

himself to us, and packed and loaded our furniture, he exemplified the meaning of a professional driver.

The manner in which he unloaded, unpacked and placed our furniture in our new home in Arizona reconfirmed to us he is a class act. It was our good fortune to get Garth Morgan as the man who moved us. I submit to the presidents of Atlantic Relocation Systems and Atlas Van Lines it is your good fortune to have him represent your companies.

*"...he exemplified the meaning of a professional driver."*

Sincerely,  
Delbert E. Willsey

RE: Dan and Kathy Mobley  
County Vanlines, Inc. (1689)  
Yonkers, New York

I am writing to you because I want you to know how pleased I was with Dan and Kathy Mobley. They were the driver team that moved my family from New Jersey to Nebraska.

This was an emotional move for my family since we had been in New Jersey for 30 years. Dan and Kathy helped to make it a success. Dan was extremely professional, organized and trustworthy. I felt that he took care as though it was his own move he was conducting. He seemed to take great pride in make everyone understand what to do and what he expected of them.

*"I felt that he took care as though it was his own move he was conducting."*

Since the house that we were moving into was over 9,000 square feet, it could have been a

nightmare. Instead, Dan organized everyone involved so that we functioned as an efficient machine. He and Kathy also stayed to help us unpack.

Dan and Kathy made the move pleasant instead of difficult. Please thank them for me for making our transition Nebraska begin on a good note.

Sincerely,  
Amy H. Moglia

RE: Mike Predmore  
Lincoln Moving & Storage of Rochester,  
Inc. (1310)  
Victor, New York

Your company moved our household goods from New York to South Carolina and we wanted to take a few minutes to express our satisfaction with the move and, more specifically, the entire process.

Mike Predmore was the individual who originally met with us and saw us through the entire process. He did an exceptional and professional job. We were looking at several other moving companies, and it was primarily because of Mike that we chose Lincoln.

His manner was extremely positive, informative, straight-forward, and gave one a feeling of confidence in your company. He went beyond customer service to true customer care. We hope you consider Mike to be an asset to your company, and we're thankful he was the one who responded to our call for an estimate.

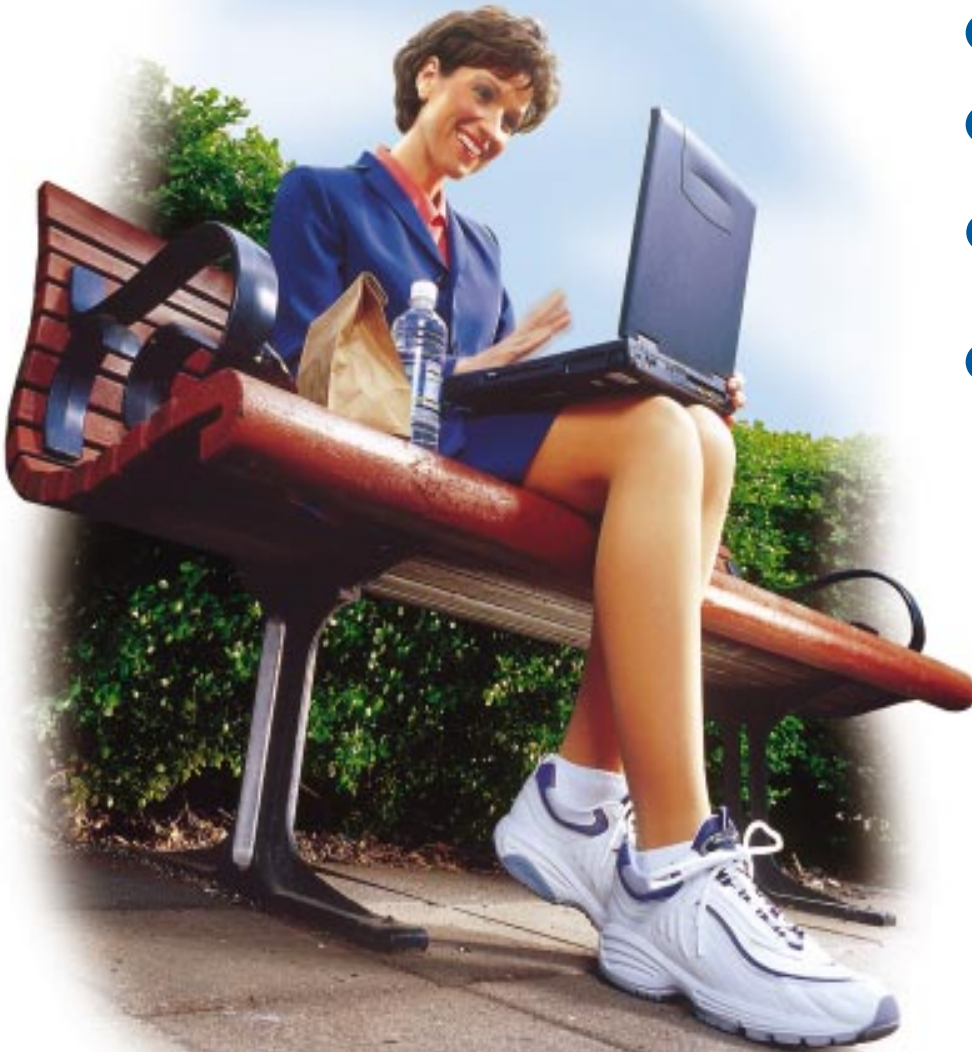
*"We felt they demonstrated that they understood the importance of our possessions."*

The individuals who actually moved us were very competent, careful and considerate. We felt they demonstrated that they understood the importance of our possessions. Everything was well taken care of and arrived in excellent shape.

We can say that after the move process was fully completed, we were very happy with our decision to use Lincoln. Thank you again.

Regards,  
Edie and Carl DiGiulio

# This Atlas agent is...



- A** Requesting information on elder care in Milwaukee?
- B** Researching Catholic schools in the Chicago diocese?
- C** Managing a move from start to finish, from Sarasota to Seattle?
- D** Telling her husband where to pick up dinner?

The answer?

**All of the above** – at one time or another. Because relocation, Atlas style, is more than just moving goods from point A to point B.

We're transporting peoples' lives. And it's our job to make every experience a success.

That means we sometimes get home a little late... even if we have to eat carryout. But when it comes to your relocations needs, we can always prepare practically anything you'd like.

Get more than just a mover.

Visit us today at [atlasvanlines.com](http://atlasvanlines.com).

## More than a mover.™



## Atlas Calendar

March

- 4th –8th** Exhibitor Show – Las Vegas, NV
  - 9th** Operations & Drivers' Meeting – Houston, TX Atlantic (1021)
  - 13th** AWG Executive Committee Meeting
  - 14th–18th** AMSA Convention – Orlando, FL
  - 19th–21st** National Symposium – Evansville, IN
  - 23rd** Operations & Drivers' Meeting – Anaheim, CA Atlantic (1148)
  - 26th** Atlas (Canada) Shareholders/Board Meeting
  - 29th** Good Friday – Atlas (Canada) Closed
- 

April

- 6th** Operations & Drivers' Meeting – Hatboro, PA Read's (1711)
  - 18th–20th** NAFSM/GlobalShop – The Store Fixture Show – Chicago, IL
  - 20th** Operations and Drivers' Meeting – Evansville, IN Atlas Headquarters
  - 24th** AWG Board Meeting
  - 25th–26th** Atlas Forum on Moving – Las Vegas, NV Rio All-Suite Hotel & Casino
  - 26th–27th** C.P.P.C. Workshop – Chicago, IL
- 

May

- 12th–16th** AAM Museum Show – Dallas, TX
- 15th–17th** Employee Relocation Council (ERC) National Relocation Conference – Orlando, FL
- 20th** Victoria Day – Atlas (Canada) Closed
- 27th** Memorial Day – Atlas Headquarters Closed

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



P.O. Box 509  
Evansville, IN 47703