

# amplifier



# TOGETHER

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# Letter from the Chairman

When I went to work for Atlas® in 1978, we were the sixth largest carrier in the U.S. and trying to become number five. Today, Atlas is one of the top two. Such growth attests to our company's leadership, sound decision-making, and good guidance from agents and directors.

As it has always been, the van line is our core, and the personalized service of Atlas Agents and PVOs is the edge that puts us ahead. By the same token, the future insists we look beyond traditional approaches to business. Growth will require continued diversification to bring new revenue streams to agents. As long as our agents continue to guide the path forward, I know we will succeed.

Atlas is like a family to me. The people I've come to know are the reason I've stayed 40 years. Although our family isn't so small anymore, we have stayed closely knit in our sense of purpose. Atlas people—agents, PVOs, and employees—always pull together and find ways to win. They have made our brand the envy of our industry. I'll miss working with them.

If I can leave but one bit of wisdom, it is this. Cooperation is our greatest strength. And it has never been more timely. We convene this year around the theme "go together." As you'll see in the pages ahead, Atlas people have a vision for growth. They are working together to achieve it. And it is exciting to see.

Kudos to our agents, our PVOs, and to all who have a part in this ongoing success story we call Atlas. Keep the good things happening. When we "go together" we create the kind of future we all want to have.



**Glen Dunkerson**  
Chairman



*go new places.®*



### On the Cover:

It's a new dawn at Atlas.® New leadership with fresh perspectives position the company for positive change, but they can't do it alone. Atlas, its agency network, and the entire family of companies are strong independently. But, if we go forward together, we will lead the industry with new ways of doing business. In these pages, you'll see how Vision 2020 calls everyone in the Atlas network to think, act, and win together.



### Go Beyond The Page

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

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# Journey's End

Atlas® Chairman & CEO to retire in January.

When **Glen Dunkerson** leaves the building on January 3, it will be 40 years to the day he hired on with the company as a dispatch trainee. During his career he has held management positions in the Relocation Services Group, Claims Administration, and Specialized Transportation Group (STG). He became President & COO of Atlas Van Lines in 2006 and two years later was named CEO & Vice Chairman of Atlas World Group. He has served as Chairman since 2009. Among other things, Glen was instrumental in developing the World Class Commitment and Milton M. Hill Quality Award programs.

"I started my business the same year Glen joined Atlas," says **Alvin Tanaka**, Principal with Pacific Transfer (1579). "We became well acquainted after Glen took on leadership roles."

Alvin says Glen reminds him of a boy scout—trustworthy, straightforward, and dependable. "And he has a lighthearted side—he can kid around. I've really enjoyed my friendship with Glen."

"Glen started in Atlas operations when I was a zone manager," says **Mike Shaffer**, retired Atlas Chairman. "He was a conscientious worker—he put his all into whatever he did."

Like everyone, Glen had good days—and days that could have been better. Like the time he tried to help a PVO who was empty in Nebraska.

"Glen convinced the man to take a load to Reno, Nevada, and Baltimore, Maryland," says Mike. "It did not end well—I'm pretty sure one of the shipments was late."

"Both shipments were late," says Glen. "As I recall, the driver parked the truck and went hunting."

That minor fiasco paled in comparison to the one Glen would face when the housing market collapsed.

"Glen was CEO during the most difficult economic time our industry has ever seen," says **Tom Shetler Jr.**, President of Shetler Moving & Storage (1830). "He was solid as a rock. Under his leadership Atlas stayed strong and grew, even though the industry declined."

Tom sees in Glen a personal style that has been a good fit for Atlas.

"Glen is conservative in his manner, reserved, a hard and steady worker," says Tom. "He brought good people up to help lead. And he represented Atlas well in the community by his leadership for United Way and his service to Rotary Club."

## So what's in store for Glen's next journey?

"My wife and I plan to help with grand-parenting and take some time to travel," says Glen. "I've been to a lot of places in this country on business, but now we will actually have the chance to see them as tourists." ■

*Your Atlas family wishes all the best to you both. Drop us a postcard!*

## OUR MISSION:

Every day we help you *Go New Places*  
with expertise in moving and logistics  
bringing the world within reach



# THINK. ACT. WIN.

## "We go there together."

A transition in leadership is underway at Atlas.® With the retirement of Glen Dunkerson at the first of the new year, the Board of Directors has named Jack Griffin Vice Chairman & CEO and hired Joe Stackhouse as President & COO of Atlas Van Lines. Amplifier® editors sat down with Jack to learn what this means for the Atlas organization. We share his high-level view here.

### AMPLIFIER

A change in senior leadership is an important moment for Atlas.® What should our readers know about how you see yourself in this new position?

### JACK

First and foremost, I approach my role with an awareness that Atlas exists to serve the agents. The company's history makes this clear, in particular the 1980s when Atlas went through a period of outside control. The agents fought fiercely to regain ownership. The depth of their commitment was and is amazing. Atlas Agents truly "bleed blue."

I am also aware the board has put faith in me and the leadership reorganization I announced in August. [Ryan McConnell](#), who has helped lead planning for household goods over the last three years, is now Vice President, Strategic Planning. This new position recognizes the increasing importance of strategic thinking for us. [Mary Beth Johnson](#), who leads the Avail subsidiary, now heads the corporate marketing team as well. And [Joe Stackhouse](#) takes the reins as President & COO of Atlas Van Lines.

### AMPLIFIER

We've covered the Vision strategy in prior issues of the Amplifier, and we're looking at it again through the eyes of leaders in this issue. In a nutshell, what is the strategic direction of Atlas?

### JACK

We're doubling down on the strategic plan. We have to. Being conservative has served Atlas well in the past, but one to two percent growth is no longer sufficient. The world is changing and the market is shrinking. We have to think and act strategically in every facet of our business.

Granted, we've had shortcomings. But we've also had some major wins over the last few years, wins that sent sonic booms through the industry. We sealed key agreements with relocation management companies for corporate moves and with TMM for managing military moves. We've also seen solid results in agency conversions. All told, we've managed to grow share in an industry that has contracted 15 percent over the last five years. Had we not acted strategically, our revenue would likely be 100 million dollars less than what it is today.

I sometimes hear from friendly competitors remarks to the effect, 'Atlas is taking over the world.' It's gratifying, if not entirely true. It indicates a perception in the market that the Atlas brand represents the best in value. There's no doubt we are seen as an industry leader. ▶



## AMPLIFIER

Where does Atlas go from here to keep growing?

### JACK

The time is right for us to be more aggressive. For organic growth, we need to keep doing what we are doing, only better. As for acquired growth, we're interested in companies that make money and are adjacent or complementary to the Atlas Agent network. A good example is Atlas Canada's recent acquisition of Connect Logistics. It's a solid company with revenue opportunities agents can tap into. Remember, Atlas is in business to serve our agent family, to help them prosper. And we're in position to make good things happen: financially strong with an executive team versed in due diligence and acquisition.



## AMPLIFIER

We hear a lot in the media about businesses facing a talent shortage. How does this affect leadership at Atlas?

### JACK

It's never been more important for us to recruit and retain the best talent we can. We remain committed to cultivating leaders within Atlas, but we are also open to bringing talent from outside, as we did with our new President & COO. This represents a cultural shift for Atlas, and it's a healthy one. It encourages us to "think bigger" in terms of who we are and who we are becoming. And it is necessary if we are to be the very best we can in the transportation and relocation space.

Our leadership in people goes hand in hand with our leadership in technology. We hear time and again, from agents who come to us from other van lines, that Atlas technology is way ahead of competitors. So, while our systems are already a differentiator, we intend to make them even better. The key is to invest for the best return, so we pay the agents as much as we can. I think we are well served by our collaborative model for development. Joe Stackhouse brings a valuable perspective from a successful career in telecommunications. I see our technology edge getting sharper.



## AMPLIFIER

What's your primary focus as CEO of Atlas World Group?

### JACK

I want to be a good steward for the owners. If I am to succeed in taking Atlas to its full potential, I need their trust. That means leading with full transparency, no secrets. As I've said, Atlas Agents bleed blue. Their discussions around the table sometimes get heated, but that's because of how much passion they have for their company. They deserve the best from their investment, and I want to see that they get it. ■



## Meet **Joe Stackhouse**

In August, Atlas® announced the hiring of **Joe Stackhouse** as President & COO of Atlas Van Lines. Joe comes to Atlas with more than 30 years in telecommunications. He began his career as a cable installer and technician, moved into management, and then rose into senior leadership positions with several major firms. As Senior Vice President with Charter Communications, Joe was responsible for the service experience of five million customers and revenue in excess of six billion dollars. He most recently served as President & COO of American Utility Management (AUM) in Chicago.

Coming from outside the moving industry, Joe brings a fresh perspective to Atlas. The service landscape, however, is not completely foreign.

"I know what it's like to get trucks to customers and deliver service in their homes," says Joe. "In the cable business and in moving, the person behind the wheel is the face of service, and the impression they leave is make or break for the company."

As a customer of Atlas on prior moves, Joe has a grasp of the service challenges from a customer's perspective. He knows that moving is more complicated than it appears to customers, and he will be looking for ways to make it simpler. Great customer service is a prime focus.

"I rely on people, and motivation is a big part of my leadership style," says Joe. "I want to help our team be as excited as they can be about serving the customer."

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*"I'm impressed by the tenure of people at Atlas, many who have been with the company for 20 or 30 years. It's exciting to see that depth of experience and commitment. I look forward to learning and working with this great team."*

**JOE STACKHOUSE**  
PRESIDENT & COO, ATLAS VAN LINES

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But he also understands the limits to service imposed by the bottom line. "Just as in telecommunications, moving takes discipline to make money. I understand the responsibility for profit and loss. We want to be efficient while serving the customer."

"Joe has a great skill set and proven leadership abilities," says **Jack Griffin**, Atlas Vice Chairman & CEO. "I have every confidence he will help Atlas realize the promise of our strategic plan." ■

# Familiar Themes & **PRICING RESET**

**Ryan McConnell**, Vice President, Strategic Planning, and **Jeff Schimmel**, Vice President, Transportation Services, are key strategists in the effort to optimize sales and profitability for Atlas® Van Lines. In early September, **Joe Stackhouse** joined the team as the new President & COO.

Readers of this magazine, and anyone who follows the moving industry, will recognize familiar themes in the business of household goods transportation: stretched capacity, rising costs, and ever-more-demanding regulation.

“Over the recent years, our industry has been impossibly stretched,” says Ryan. “We’ve gone to the wall to meet market expectations while the costs of doing business have soared.”

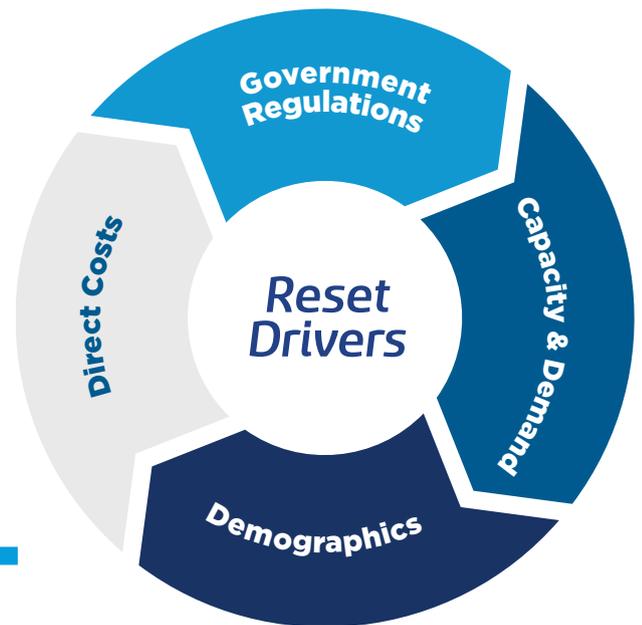
As a result, the strategy team has introduced Tariff ATVL1000TR. It went into effect in May for non-contract business; it will take effect for contract business as early as May 2018.

“For most of my career I worked in the cable industry,” says Joe. “That industry has never shied away from raising rates. So I understand cost increases, the push-back they get in the marketplace, and the need for communication.”

Joe says the van lines and cable industries have similarities — dispatching trucks and providing service to people in their homes. And, like the cable industry, Atlas wants to make sure its people — van operators, agents, and employees — have the opportunity to make a good living.

Previous tariff models were designed to factor in changes in the cost of doing business. But they fell far short of reflecting actual cost increases for wages, insurance, corrugated cardboard, regulatory compliance, and third-party transit. The overall increase with the new pricing reset amounts to about ten percent across the board; more for lower weight classes, less for higher weights.

“A lot of thought has gone into our new pricing so it supports the professional service clients expect,” says Jeff. “We want to protect that capability for them on traditional household goods moves as well as on smaller, containerized shipments.”



## Answering a Demographic Shift

The moving industry is undergoing a profound shift toward smaller shipments, reflecting the preferences of a younger demographic.

“While smaller shipments are certainly within our capabilities for Atlas quality service, they often require transit with common carriers,” says Jeff. “Our new containerization service provides a basis for determining fair rates when common carriers are needed.”

The announcement of new pricing for contract business comes on the heels of a summer that saw industry capacity inundated. It was made worse by the fact that two van lines folded their tents. The new pricing aims to counter this trend by supporting reinvestment in the fundamentals of people and equipment.

“This is not just an Atlas problem—it affects every moving company,” says Ryan. “Those who fail to realize it are living on borrowed time.”

## Fueling New Business

Besides pricing and capacity issues, the strategy team has brought advances in lead generation and regulatory compliance. A new search engine marketing (SEM) program is reinforcing sales with online advertising. Heightened education and training efforts support the goal of 100 percent compliance with the FMCSA December 18 deadline for electronic logging devices (ELDs).

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*“We have shown that the trucking industry has the capacity for smaller shipments of household goods. No matter who’s behind the wheel, the origin and destination service is Atlas.”*

**JEFF SCHIMMEL**  
VICE PRESIDENT, TRANSPORTATION SERVICES

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“Our team is excited about the strategic path Atlas is on,” says Ryan. “We look forward to good things with the leadership as we work together to realize the promise Vision 2020 has for our future.” ■



Atlas Logistics is committed to developing people to better collaborate on solutions for a client's supply chain. From left: **Ben Johnson**, Manager, National Accounts, **Matt Van der Linde**, Vice President, Business Development, and **Megan Rinearson**, Manager, Logistics Services.

## The Power of **Threes**

You might say the Atlas Logistics® strategy is working with the power of threes. It brings strengths in freight brokerage, project management, and specialized transportation. And it bolsters them with a focus on three areas.

### **Advancing Technology.**

Technology is a competitive prerequisite for sustainable growth, and advances are ongoing at Atlas Logistics.

- The operating system for brokerage has a new load board interface—providing more shipment visibility with carriers and freight providers.
- A macro-point interface now enables tracking of Atlas loads via the driver's mobile device.
- An upgraded system for estimating STG shipments provides answers automatically; agents input data and quickly see costs.
- An outmoded operating platform at Titan® Global Distribution Systems, the project management arm of Atlas Logistics, will soon be replaced with a system that cuts redundant data-entry and makes it easier for clients, as well as vendors, to do business.

### **Building Talent.**

"As the business continues to grow, having people who can nurture that growth becomes more important," says **Matt Van der Linde**, Vice President, Business Development. "We continue to train the Atlas Logistics sales people to sell all brokerage and Titan service offerings. And we're getting more Atlas Agents involved in logistics and with Titan business."

"Cross-training is helping us become more responsive to customers," says **Phil Wahl**, Senior Vice President & General Manager, Atlas Logistics. "Ideally, any employee can have the ability to broker loads, get involved in final mile solutions, and provide supply chain answers. We're developing people so they can flex and add value to our service."

The pool for new talent goes beyond the Atlas organization; people outside can bring a perspective that is especially valuable. Nor is it limited to those who will relocate.

"The right employee can work remotely," says Phil. "We have the technology to make it look like they are sitting in our office."

### **Diversifying the Business Mix.**

The third strategic move, to grow and diversify the business mix, is yielding results as well.

"We've added close to 50 new clients this year, and we've seen total top line revenue grow by over 28 percent," says Matt.

To get ratios into better balance, some of the vertical markets are being leveled out. For example, an increased focus on additional verticle markets complements core markets in hospitality and containerized household goods.

"Diversification is a good thing, even if some segments are growing relatively less than before," says Matt. "It's a sign of good health. It sets the stage for sustainable growth. Sustainability is key." ■

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***"We've seen steady, aggressive growth since the company launched in 2012. We're aiming for that growth to continue with our emphasis on technology, talent, and diversification."***

**PHIL WAHL**  
SENIOR VICE PRESIDENT & GENERAL MANAGER  
ATLAS LOGISTICS



**Cornerstone**  
Relocation Group.



Business guru Seth Godin, coined the term “the connection economy” to define our current business environment and the value that is created between people. Some of his most straightforward advice for this marketplace can be summed up in eight words: “Be genuine. Be remarkable. Be worth connecting with.”

“At Cornerstone, there is formal, well-defined strategy driving our business forward through 2018, and on to our Vision 2020,” says **Janelle Piatkowski**, President & CEO, Cornerstone Relocation Group.® “But while the structure of our strategy is more traditional and ‘official,’ underlying it all are the relationships we have built in the industry, which make us distinctive in a field of other companies doing similar work. We strive, always, to be authentic, and to add value to those with whom we are connecting.”

Janelle says that from its early, U.S.-centric operations to today’s globally dynamic organization, Cornerstone has focused on understanding each client’s need and exceeding their expectations.

“We build connections that go beyond traditional, client-customer relationships,” says Janelle. “They know their business priorities are our priorities, too.”

The company’s excellent client retention rates indicate the strength of its connections. Colleague retention is solid, too, at a time when many relocation management companies are challenged to acquire and retain talent.

“We seek those who have a heart to serve, and we show that we value them,” says Janelle. “We provide an extraordinary workplace with the best tools so they can focus on the transferring employee. We enable our people to excel professionally.”

“Globally, we know we must be students of the geopolitical environment to be outstanding stewards of our clients’ talent and to build a service network that is knowledgeable and resourceful. When we began to expand globally, the same insight that built our company continued to work for us: find the best professionals, keep building unique relationships, and show clients the same deep attention to detail and strategy that is our brand. But we didn’t do this alone. In both new business development and global growth initiatives, our relationship with sister companies Atlas International and Atlas Canada is invaluable. They are market-savvy, and their partnership facilitates our growth organically and through acquisition opportunities.”

Connections keep moving Cornerstone forward, says Janelle, as with the steady guidance from its strategic advisory team (Atlas Agents **Don Hill**, **Gregg Imlach**, and **Rick Meyer**). Their insight prompted the company to hire a subject-matter expert in the assignment-management arena (specifically tax, compensation and payroll). This move accelerated growth in the size and scope of Cornerstone’s service centers in EMEA and APAC, contributing to a surge in the company’s growth.

“We have always been genuine,” says Janelle. “Our clients and colleagues have made our relationships remarkable. And we strive, always, to be worthy of their connection with us. That’s a strategy we can grow on.” ■

# New Energy, **NEW RESULTS**

At Avail Move Management, “new” is the operative word. New value additions and new clients. New opportunities with Atlas sister companies. A newly freshened brand message. It all adds up to new results.

“As a provider of private label move management services for Atlas Agents, our customer service representatives (CSRs) slip into the culture of the agency,” says **Nicole Boren**, Manager, National Accounts. “We offer quick access to skilled, knowledgeable people at a highly competitive cost.

Nicole says that Avail CSRs thoroughly understand the move process and know how to keep customers happy throughout the move. For all practical purposes, they appear to the customer as part of the agent’s staff.

For these reasons, it’s no wonder Avail has seen its CSR service to agents grow by 100 percent since the start of the year. Is more growth on tap?

“We believe 2017 is a sign of much more to come in our CSR business,” says **Jessica Nichols**, Director, National Accounts. “We see this as the start of a new period of sustainable growth.”

## “Strong Corps, Strong Core.”

Avail’s core business, move management, puts big data insights in the move manager’s hands. It’s a “power tool” that literally pays for itself.

“Avail’s move management platform is robust and beneficial for clients,” says **Tim Hall**, Vice President, Business Development, Atlas International. “It’s all-encompassing, covering every move component to increase efficiencies and reduce cost.”

Tim says Avail provides his team a competitive advantage as they pursue opportunities to win new clients and improve performance with existing ones. He especially likes the customized power of Avail’s information.

“This isn’t software out of a box,” says Tim. “Reporting is flexible — it speaks to each client individually.”

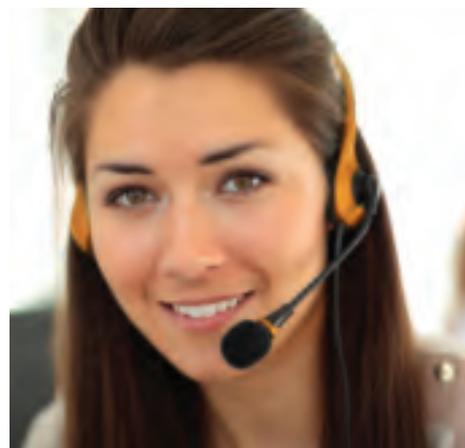
## No canned answers.

Every company has its own mountains to climb. Avail is often asked for new ideas to make the climb easier, as it was recently by an international e-commerce giant.

“The company was seeing a detailed report on their shipments,” says **Lindsay Heilman**, National Account Executive. “But they needed better clarity on carrier performance.”

It’s not unheard of, says Lindsay, that a carrier may log excellent transit times, yet transferees are less than satisfied. So Avail’s customer experience experts crafted a simple post-move survey. It goes to transferees as a link and opens a short form that takes about a minute to complete.

“The results are painting a much clearer picture of carrier performance,” says Lindsay. “The client is getting new insights to support transit times and customer satisfaction.” ■



Based in the midwest, Avail’s competitive cost structure offers exceptional value. CSRs bring experience and skills that are hard to find in local markets. To get an Avail CSR on board with your team, contact **Jessica Nichols**: [jnichols@availresource.com](mailto:jnichols@availresource.com)

## New Advances for movr®

Avail’s movr, a web-based tool for transferees to self-manage a move, brought some exciting changes to market in July. A new mobile app (Android and iOS) hit the market, as well as a branded debit card. The movr card gives employees an easy way to use their funds, and it gives employers insight on how those funds are being spent.

“I sell movr every chance I get,” says **Mark Rabe**, SCRP SGMS, Senior Vice President, Global Development, Cornerstone Relocation Group. “It’s a great product for helping people maximize the use of their budget and save, especially younger people who prefer to use a smart phone and handle their own move.” Mark says movr has come a long way and continues to improve. “The more users we get, the more feedback we get...and that will make movr even better.”

The new app is part of a rebranding for “trusted global move management” with a refreshed website and new marketing collateral. To know more, visit: [www.availmm.com](http://www.availmm.com)

## Avail Yourself Today

“The off-season is the best time to become familiar with Avail’s services,” says **Jessica Nichols**, Director, National Accounts. “You don’t have to scramble — you can easily have Avail in place when business heats back up. And if you are getting push-back from procurement teams, Avail equips you to show not just the cost of move services, but their value.”



# Tenets "Four" SUCCESS

Atlas® World Group International brings expertise to global relocation. Based in Seattle, they provide Atlas Agents and clients with comprehensive, door-to-door relocation services. President **Jim Gaw** leads the Strategic Priority Assessment (SPA) team, which is working on a plan supported by four main tenets.

The fact that more and more companies automatically include Atlas International on RFPs is proof the company is achieving "sought-after" stature among global organizations. This stature is further strengthened by a qualified network — agents, overseas service partners, and transportation and warehousing providers. "The caliber of our global network speaks of our capability to everyone in the international relocation space," says Jim.

For business development, the second strategic tenet, Atlas International relies on a dedicated sales force, organized for multi-channel outreach, with an emphasis on consultative selling.

"Our sales approach is four-pronged," says Jim. "We work directly with Atlas Agents as a provider for global moving services. Even if your client is not moving people internationally today, they may need international services later on. Having us in your toolkit gives you one more thing to help win new business."

The sales effort also touches consumers, businesses, and relocation management companies (RMCs). In selling to businesses, Jim says his team targets Fortune 1000 companies.

For consumer sales, it relies heavily on the internet and a refreshed website ([atlasintl.com](http://atlasintl.com)). The site coheres with the look of other Atlas web properties and invites easy interaction for consumers. When the sales team gets a consumer lead, it turns to the Atlas Agent network.

The other two tenets of strategy are closely related. A scalable software solution for move management that wraps around the entire network is a priority. Jim says they have identified a solution — depending on what happens in the near term with tenet four.

"Our efforts in acquisition and joint ventures, particularly for serving the APAC region, will have an influence on how we implement the software solution."

*"Atlas International will be seen as the global international relocation solution. This means having the right service delivery, the right network, and the right partners."*

**JIM GAW**  
PRESIDENT  
ATLAS WORLD GROUP INTERNATIONAL

"We see more good things coming in the international arena for the entire AWG enterprise," says Jim. "We're working together for the benefit of all stakeholders — every associate in every Atlas subsidiary and agency." ■





# STRONGER & BETTER than ever

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*Over the last three years, Atlas® Van Lines Canada has been methodically rebuilding after a big loss of share in the public sector. The strategy for rebuilding has gained momentum in 2017 with new revenue from organic and acquired growth — as well as new efficiency throughout the organization.*

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“Vision 2020 is the strategic roadmap for growth, keeping all of us on the same page to achieve our goals,” says **Barry Schellenberg**, President.

Atlas sales professionals company-wide have undergone advanced training to become “order makers.” They are working more closely with RMCs to demonstrate greater value in their transportation spend. At the same time, a concerted effort to reach decision-makers on lump-sum programs is opening avenues to corporate accounts through these private client transferees. On the consumer side, the sales team is exercising more disciplined management of sales leads.

All told, results are positive. Corporate market share has risen two percent over the last 12 months and was up six percent year-over-year in August. Conversions of consumer leads are up 10 percent over 2016 and up 50 percent over 2015 — helping to notch a slight share increase in a shrinking industry segment.

## **Agent Conversion and New Acquisition**

The conversion of Mackie Moving Systems (8450) last December has meant additional revenue from the mover’s eight agency locations.

“Mackie represents an industry shift,” says Barry. “Other agents are looking into an opportunity with the Atlas network. We’re active in discussions.”

In June, the strategic purchase of Connect Logistics brought more to the Atlas plate — diversified capabilities and new revenue streams.

“The acquisition of Connect came with a network of good suppliers,” says Barry. “It positions Atlas to enter new markets. Our agents can sell into the network or become a supplier for pad-wrapped and final mile services. There are wins on every side of the equation.”

## **IT Transition and Transformation**

Atlas Canada achieved all of the above largely, with one arm tied behind its back; that is, in the context of an outdated technology platform. That is changing now, as a transition to AtlasNet® is starting to run on all cylinders.

“The old AS400 platform was not flexible and necessitated redundant work,” says Barry. “We can now offer a more robust presentation to customers and more readily adapt to their expectations. The flexibility of the dot-net system means new efficiency, sales growth, and better profitability. We welcome the transition.” ■



# IT Bridges the **ATLAS<sup>®</sup> UNIVERSE**

Atlas IT is rolling. With the introduction of an online customer portal this month, it has given customers a single point of interaction with Atlas systems. It's a one-stop-shop for tracking orders, making credit card payments, submitting and monitoring claims, and viewing shipment documents.

"We have additional features planned for the portal in 2018," says **Joab Schultheis**, Vice President & CIO.

For one, corporate account users will have the means to generate an estimate based on their contract. And transferees will have a menu for push notifications — to control how and when they get information from Atlas.

The portal illustrates a focus on customer-facing applications. But it's not the sole focus.

"We're continuing the development of AtlasNet,<sup>®</sup> making upgrades to hardware systems, and working on data integration," says Joab.

Here's a quick look at what's taking shape:

**Planning Manager** Developed in collaboration with Atlas Agents, this tool enables agent planners to more quickly put together loads and assign resources.

**Local Estimates** Agents can set their local rates in AtlasNet Estimating and generate estimates on local shipments from a desktop or mobile device.

**Atlas Canada** IT has worked with Atlas Canada for a transition to AtlasNet (see story p. 15).

### **Infrastructure Standardization**

Bridging the Atlas universe requires an infrastructure that is consistent from company to company.

"We've performed extensive standardization with both Cornerstone Relocation Group<sup>®</sup> and AWG International," says Joab. "Titan is next to join Atlas companies on a common platform for phones, email, and virtual desktops."

The project includes migration of Titan systems and hosting them at HQ. The Titan



*From left: Kenny McMichael, Manager, Help Desk, Ann Heathcott, Director, IT Network Services, JJ Mohr, Sr. Director, Information Technology, Ryan Parmenter, Director, IT Development, Joab Schultheis, VP & CIO, Bret Rauscher, Director, IT Development. During 2018, the IT team will work with Cornerstone Relocation Group to integrate shipment information with Atlas systems, making it more shareable with Atlas Agents.*

Global Distribution help desk will also become centralized. All of it, explains Joab, will allow Titan to run more efficiently and engage more seamlessly with AWG entities.

### **Automation: Saving Valuable Time**

Saving time is everybody's goal, and IT is bringing automation that answers.

"Since automation can bring substantial efficiency gains, it's always a consideration," says Joab.

Earlier this year, the IT team joined forces with rating and distribution services to automate invoicing. Before, if a client wanted

images of invoices and supporting documents, they were manually assembled for emailing. Now, documentation is compiled and assembled automatically; clients receive the documents according to how they wish to view them.

"Automated invoicing is becoming quite popular," says Joab. "It's a real time-saver."

Pre-rating view data feed is a new automated benefit for Atlas Agents. It's based on data in AtlasNet at that time and lets agents see settlement results before shipments are complete.

"If an agent takes the feed into their own system, it can save them a lot of time by not having to rekey shipment data."

IT joined forces with agents to develop the pre-rating view tool. Such collaboration is a hallmark of how the IT department works, to the benefit of all.

"Vision 2020 is fostering better communication and cooperation on IT initiatives across the Atlas World Group universe," says Joab. "It's exciting for us to be part of these developments and see the results." ■

# New Hires & **PROMOTIONS**

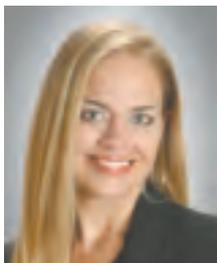


## **JOE STACKHOUSE**

*President & COO, Atlas® Van Lines*

Joe enters the household goods moving arena after more than 30 years in the telecommunications industry and holding leadership positions at AT&T, Comcast Corporation, and Charter Communications. He most recently served as the President & COO of American Utility Management (AUM) in Chicago.

Joe oversees the day to day operations of one of the largest van lines in the country, along with the many facets of its household goods division, including transportation services, marketing, revenue distribution, customer service, agency development, and IT. He also leads Atlas affiliate Avail Move Management.®



## **NICOLE BLACK**

*Vice President, Global Compensation & Assignment Services,  
Cornerstone Relocation Group®*

Nicole has held varying roles at Cornerstone Relocation Group, including international relocation consultant and analyst, global compensation manager, and director of operations. She brings over 15 years of industry experience to her newest position. Her global knowledge, coupled with her excellent management, and technical and analytical skills, contribute a great deal to Cornerstone's success.



## **MARC DAVID**

*Vice President, Global Mobility, Atlas® World Group International*

Marc has been in the relocation industry for nearly 16 years, with a decade of experience in operations. Marc transitioned to business development 6 years ago. He understands both sides of the business and looks forward to using that knowledge to help Atlas International achieve their goals.

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## **JOSEPHINE MARIANO**

*Senior Director, Global Supply Chain Management,  
Cornerstone Relocation Group*

## **QUIN ISAAC**

*Director, Corporate Contracts,  
Atlas Van Lines*

## **JESSICA NICHOLS**

*Director, National Accounts,  
Avail Move Management*

## **LAUREN CRAYS**

*Director, Marketing Communications,  
Atlas Van Lines*

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Read about these individuals and their experience in the moving industry online at: [atlasvanlines.com/Promotions17](https://atlasvanlines.com/Promotions17)

# Your 2017 Quality

## Milton M. Hill Award Winners

These 36 agents demonstrated their quality performance by passing all 12 of the criteria set forth in the Atlas® World-Class Commitment. In addition, their facilities received a rating of 5, earned the Hauling Excellence award, were agents the full Convention Year and had combined booker/hauler revenue of at least \$1,000,000.

A-1 Moving & Storage (0087)  
Ace Relocation Systems, Inc. (0008)  
Ace Relocation Systems, Inc. (0025)  
Ace Relocation Systems, Inc. (0066)  
Action Moving Services, Inc. (0238)  
Advance Relocation Systems (0059)  
Alexander's Mobility Services (0207)  
Alexander's Mobility Services (0210)  
Alexander's Mobility Services (0214)  
Alexander's Mobility Services (0215)  
Alexander's Mobility Services (0216)  
Alexander's Mobility Services (0217)  
Alexander's Mobility Services (0218)  
Atlantic Relocation Systems (1008)  
Atlantic Relocation Systems (1021)  
Atlantic Relocation Systems (1039)  
Atlantic Relocation Systems (1253)  
Atlantic Relocation Systems (1427)  
Celina Moving and Storage, Inc. (0592)  
Collins Brothers Moving Corporation (0547)  
Daniel's Moving and Storage, Inc. (0875)  
Daniel's Moving and Storage, Inc. (1390)  
Daniel's Moving and Storage, Inc. (1395)  
Golden Van Lines, Inc. (0991)  
Guardian Relocation (1111)  
Imlach & Collins Brothers, LLC (1132)  
Imlach Group (1130)  
Kansas Van & Storage, Criqui Corporation (1286)  
Merchants Moving & Storage, Inc. (1401)  
Nelson Westerberg (1511)  
Paxton Van Lines, Inc. (1610)  
Powell Relocation Group (1657)  
Prager Moving & Storage Co. (1555)  
Weleski Transfer, Inc. (2151)  
Winter Moving and Storage, Inc. (1077)  
Wm. Duggan Co., Inc. (2189)



## PRESIDENT'S CLUB 2016-17 Platinum Winners

**JAMES W. COLE, JR.** J. W. Cole & Sons, Inc. (1772)  
**BOB FOX** Atlantic Relocation Systems (1253)  
**GARY LOUDERBACK** Louderback Logistics (0076)  
**MICHAEL QUIGLEY** Ace Relocation Systems, Inc. (0075)  
**GREGG IMLACH** Imlach Group (1130)  
**CHRIS NIESNER** Specialty Moving Systems, Inc. (1811)  
**CHRIS WING** Powell Relocation Group (1657)  
**THOMAS PHILBIN** Nelson Westerberg (1505)  
**KEN IMLACH** Imlach Group (1130)  
**CHET GRISSO** Alexander's Mobility Services (0216)  
**JENNIFOR ACOSTA** Ace World Wide Moving & Storage Co. (0016)  
**RICHARD MEYER** DMS Moving Systems, Inc. (0800)  
**GREG KOEHLINGER** Nelson Westerberg (1523)  
**MIKE BOONE** Lytle's Transfer & Storage, Inc. (1302)  
**ZEKE OAKS** Alexander's Mobility Services (0215)  
**FRED PAXTON, III** Paxton Van Lines, Inc. (1610)



## SUSTAINABLE AGENT 2016-17 Winners

**A-1 MOVING & STORAGE** (0087)  
**ACE RELOCATION SYSTEMS, INC.** (0008)  
**ACE RELOCATION SYSTEMS, INC.** (0015)  
**ACE RELOCATION SYSTEMS, INC.** (0025)  
**ACE RELOCATION SYSTEMS, INC.** (0043)  
**ACE RELOCATION SYSTEMS, INC.** (0062)  
**ACE RELOCATION SYSTEMS, INC.** (0064)  
**ACE RELOCATION SYSTEMS, INC.** (0066)  
**ACE RELOCATION SYSTEMS, INC.** (0075)  
**ACE RELOCATION SYSTEMS, INC.** (0096)  
**ACTION MOVING SERVICES, INC.** (0238)  
**ACTION MOVING & STORAGE** (0031)  
**ADVANCE RELOCATION SYSTEMS** (0059)  
**ALEXANDER'S MOBILITY SERVICES** (0207)  
**ALEXANDER'S MOBILITY SERVICES** (0208)  
**ALEXANDER'S MOBILITY SERVICES** (0210)  
**ALEXANDER'S MOBILITY SERVICES** (0214)  
**ALEXANDER'S MOBILITY SERVICES** (0215)  
**ALEXANDER'S MOBILITY SERVICES** (0216)  
**ALEXANDER'S MOBILITY SERVICES** (0217)  
**ALEXANDER'S MOBILITY SERVICES** (0218)  
**APPLE VALLEY TRANSFER & STORAGE, INC.** (0125)  
**ATLANTIC RELOCATION SYSTEMS** (1253)  
**ATLANTIC RELOCATION SYSTEMS** (1008)  
**ATLANTIC RELOCATION SYSTEMS** (1676)  
**ATLANTIC RELOCATION SYSTEMS** (1148)  
**ATLANTIC RELOCATION SYSTEMS** (1427)  
**ATLANTIC RELOCATION SYSTEMS** (1651)  
**BAY SHORE MOVING & STORAGE, INC.** (1265)  
**CALIFORNIA MOVING SYSTEMS** (0533)  
**CELINA MOVING AND STORAGE, INC.** (0592)  
**CLARK MOVING CO.** (0466)  
**IMLACH & COLLINS BROTHERS, LLC** (1132)  
**IMLACH GROUP** (1130)  
**INTERWEST MOVING & STORAGE** (0979)  
**INTERWEST MOVING & STORAGE** (1306)  
**JOHN PALMER MOVING & STORAGE** (1350)  
**KANSAS VAN & STORAGE, CRIQUI CORPORATION** (1286)  
**LYTLE'S TRANSFER & STORAGE, INC.** (1302)  
**MODESTO TRANSFER & STG** (1487)  
**NELSON WESTERBERG OF NEW JERSEY** (1523)  
**PAXTON VAN LINES INC.** (1610)  
**PHILPOT RELOCATION** (2611)  
**PRAGER MOVING & STORAGE CO.** (1555)  
**READS MOVING SYSTEMS, INC.** (1711)  
**ROADRUNNER MOVING & STORAGE** (1740)  
**SHETLER-DERBY MOVING & STORAGE, LLC** (1841)  
**WAYNE MOVING & STORAGE** (2118)  
**WELESKI TRANSFER** (2151)  
**WM. DUGGAN CO., INC.** (2189)



# Agents In The COMMUNITY+

## Delivering Relief

On August 25, 2017, a major Category 4 hurricane made landfall in southern Texas. The catastrophic winds and flooding created by Hurricane Harvey displaced tens of thousands of citizens from their homes throughout the state. As government officials, non-profits, communities, and corporations rallied relief efforts, things took another turn. Five days after Harvey hit, Hurricane Irma took form and struck Florida the morning of September 10.

Like **Joshua Flatt**, Alexander's Mobility Services (0207), many Americans tuned in with empathetic hearts as news of the devastation flooded their televisions, radios, and social media. As Josh absorbed story after story, he started making some calls.

Those calls sparked a team effort between Alexander's, The Dingman Group, and the Los Angeles Chargers, to host a food drive and deliver relief goods to hurricane victims. Through partners at Move For Hunger,<sup>™</sup> Josh connected with the Houston Food Bank to compile a list of items the food bank needed.

As news about their efforts spread, the Los Angeles Football Club offered to help kick off another relief drive. Alexander's initial goal to fill one trailer quickly expanded to two. In total, Alexander's helped transfer over 60,000 pounds of goods to Texas hurricane victims.

"One of the neat things about Alexander's and Atlas® is our unique ability to get things from Point A to Point B. By stepping up and offering to donate our specialized resources to get things to hurricane victims, we gave people a chance to make a tangible difference, to help a community in need," said Josh.

Several Atlas Agents shared Alexander's reaction in the wake of the catastrophe. A-1 First Class Moving & Storage (2123) of Brooklyn, NY, InterWest Moving & Storage (0979) of Idaho Falls, Idaho, A-1 Moving & Storage (0087) of Jupiter, Fla., Imlach Group (1130) of Trenton, Mich., and Weleski Transfer (2151) of Tarentum, PA, all took immediate action.

"I think people see all of the devastation and they want to do something, but they're not sure what to do or how to do it. This gave them an avenue to take action," said **Lynn Thompson**, Weleski Transfer (2151).

What started as an idea introduced by Concordia Lutheran Church resulted in a Weleski Transfer trailer full of relief goods. Local organizations and individuals began reaching out with donations as word spread of the initiative through local media. From two collection sites designated at local shopping centers, as well as the Weleski Transfer warehouse, Weleski helped transfer roughly 32,000 pounds of donations to Texas. From there, the church coordinated the distribution of the supplies to smaller Texas communities wrecked by the hurricane.

"We had a tremendous amount of help from the employees," said Lynn. "They took time out of their days and lunches to help, as well as donate. It was a complete Weleski team effort."

A-1 First Class teamed up with the New York Mets to deliver relief supplies collected at Citi Field. Donations were delivered to Mustard Seed, a community outreach organization in Fort Pierce, Fla., and the Houston Food Bank. InterWest Moving & Storage stepped up too, partnering with local charities to collect and deliver relief goods to Texas.

**Eric Klause**, A-1 Moving & Storage (0087) PVO, retrieved relief goods from donors, like Move For Hunger, in Connecticut and Georgia and delivered them to victims in Florida. Imlach Group (1130) and the American Legion collected donations from local communities in Southeast Michigan, and PVO **Grant Imlach** assembled a team to help unload the donations in Houston.

The list of agency activism in the aftermath of the disasters goes on. Employee family members took initiative too. When Josh's five-year-old daughter, Harper, approached him wanting to help, he gave her an Alexander's "kids" box, which she filled with food and a note to the people of Houston. Josh included a note as well, addressed to "the volunteer who finds this," requesting a photo to share with Harper.

Following the delivery, Josh received a confirmation message and, to his surprise, photos of Harper's box at the Houston Food Bank.

"It was truly special for me to be able to show our little girl that anyone – no matter how small – can make a difference if they try," he said. ■





### Atlas® Agents Help Students Move Out For Hunger™

Atlas Agents are taking their trucks and charitable acts to a higher level – of education, that is.

Move For Hunger Director, **Adam Lowy**, and team, coordinated the first ever Move Out for Hunger food drive, in partnership with Doorsteps and Food Recovery Network and the help of Atlas Agents – University Van Lines (2075), Paxton Van Lines (1610), Alexander’s Mobility Services (0214), Certified Van Services (0599), and Wm. Duggan Co., Inc. (2189).

From April 21 to May 5, 2017, students from five participating universities – Brandeis University, George Washington University, Goucher College, Monmouth University, and Southern Connecticut State University - donated 5,059 pounds of non-perishable foods during move-out dates. That equates to 4,215 meals for people in need. Read the full story online.



# Atlas® Agents Win TOP SUPPLIER AWARDS



As September closed, Cartus held its annual Global Network Conference for the relocation management company's network of suppliers, and many Atlas Agents walked away with distinguished awards. Congratulations to these eight agents on winning platinum, gold, and silver awards in the domestic household goods category.

#### PLATINUM

- Weleski Transfer (2151)*
- Imlach Group (1130)*
- Powell Relocation Group (1657)*

#### GOLD

- Wm. Duggan Co., Inc. (2189)*

#### SILVER

- Ace Relocation Systems (0062)*
- Celina Moving & Storage (0592)*
- DMS Moving Systems (0800)*
- Nelson Westerberg (0899)*



BGRS announced the winners of their esteemed supply chain relocation awards at its 2017 Supplier Forum in Chicago. Atlas Agents took home platinum, gold, and silver awards, plus special Move For Hunger recognition. Congratulations to the following agents on their wins.

#### PLATINUM

- King's Transfer Van Lines Calgary (8403)*
- DMS Moving Systems (0800)*
- Imlach Group (1130)*

#### GOLD

- AMJ Campbell Moving Company Toronto (8958)*

#### MOVE FOR HUNGER AWARDS

- Atlantic Relocation Systems (1037) Platinum*
- Ace World Wide (0024) Silver*

# Go Beyond The Page

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

## Amplifier® Articles

Read continuously updated amplifier articles.  
[atlasvanlines.com/amplifier](https://atlasvanlines.com/amplifier)

## Atlas® Blog

Get the latest trends, tips and topics about moving.  
[atlasvanlines.com/atlas/blog/](https://atlasvanlines.com/atlas/blog/)

## Atlas® Social Media

Follow Atlas on social media to stay connected.

## Multimedia

Watch videos or download e-books and white papers.





6

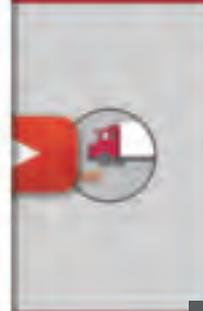
New movr Resources Available



7



8



9



10



11



12

## Atlas® Van Lines

1. Strategy: You win by thinking 3 to 4 moves ahead.

[atlasvanlines.com/strategy](https://atlasvanlines.com/strategy)

2. 50th Annual Atlas Corporate Relocation Survey 50 Years in the Making

[atlasvanlines.com/amp/50crs](https://atlasvanlines.com/amp/50crs)

## Avail Move Management®

7. New movr Resources Available  
[mymovr.com/newresources](https://mymovr.com/newresources)

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

[atlasvanlines.com/amp/60minutes](https://atlasvanlines.com/amp/60minutes)

## Atlas® International

3. New Atlas International Website  
[atlasintl.com](https://atlasintl.com)

4. Atlas World Group International Shortlisted for EMMA Award  
[atlasvanlines.com/emmaaward](https://atlasvanlines.com/emmaaward)

## Atlas Logistics®

9. Atlas Logistics Video Series  
[atlasvanlines.com/video/LogisticsVideos](https://atlasvanlines.com/video/LogisticsVideos)

10. Get to know Atlas Logistics  
[atlasvanlines.com/video/LogisticsPromo](https://atlasvanlines.com/video/LogisticsPromo)

## Cornerstone Relocation Group®

5. The Changing Face of Relocation Service Delivery  
[crglobal.com/changingface](https://crglobal.com/changingface)

6. SUPping on Mobility Bay  
[crglobal.com/mobilitybay](https://crglobal.com/mobilitybay)

## Atlas® Canada

11. Atlas Van Lines Canada Acquires Connect Logistics  
[atlasvanlines.com/connectlogistics](https://atlasvanlines.com/connectlogistics)

12. Moving In Canada eBook  
[atlasvanlines.ca/canadaebook](https://atlasvanlines.ca/canadaebook)

# Keep our service men & 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

Farrell Allsup

Cindy Atherton

Roger Babbitt

Meredith Baggett

Steve Bailey

Theresa Banta

Ed Bean

Richard Bland

Rick Brimley

Carroll Brittell

Ron Bowman

Frank Budd

Clyde Byrne

Phyllis Cain

Jennifer & Keith Campbell

Joel Cohen

Melissa Compton

Scott Coyle

Larry "Doc" Criqui

Joan Duggan

Kim Dupps

Fred Falla

Michael Fazio

Bonnie FirstRaised

Melanie Freeman

Thomas W. Hoffa

Jim Hough

## SERVICE MEMBER (RELATIONSHIP)

Clayton Mounce (Son-in-law)

Jeffrey Atherton (Son)

Kevin Lacy (Brother-in-law)

Wesley Ruedlinger (Nephew)

William B. Bailey (Son)

Neil S. Banta (Son)

Jessie Bean (Son)

Elliot Timms (Nephew)

Don Allred (Son-in-law)

Colten Powell (Grandson)

Clayton Powell (Grandson)

Ronny Bowman (Nephew)

Rich Bowman (Nephew)

Steve Budd (Nephew)

Brian Cummings (Stepson)

David Lynn (Nephew)

James A. Hicks (Son/Stepson)

Michael A. Hicks (Son/Stepson)

Aaron Pierce (Nephew)

Josiah Cavanaugh (Son)

Active Reservist

Brett D. Criqui (Son)

Andrew Duggan (Son)

Jonah Dupps (Nephew)

Ryan DeCoste (Grandson)

Robert Szeligowski (Nephew)

Jason Szeligowski (Nephew)

Astacia Anderson (Daughter)

William J. Freeman (Brother)

Keith W. Hoffa (Son)

Jeff Hough (Son)

## ATLAS ASSOCIATE LOCATION

Daze Transfer & Storage, Inc. (723)

Atlas World Group Headquarters

NMS Moving Systems, Inc. (1533)

Avail Move Management

Nelson Westerberg (517)

Ace Relocation Systems, Inc. (62)

Ace Moving & Storage, LLC (1406)

Atlas Logistics

Mountain States Moving & Storage Co., Inc. (1451)

Ace Relocation Systems, Inc. (75)

Lee Moving & Storage, Inc. (1317)

Myers Transfer & Storage Systems, Inc. (1450)

Ace Relocation Systems, Inc. (15)

Ace Relocation Systems, Inc. (62)

Smith Dray Line & Storage, Inc. (2273)

Metropolitan Van & Storage, Inc. (1418)

Atlas Logistics

Ace Midwest Moving and Storage (191)

Kansas Van & Storage, Criqui Corporation (1286)

Atlas World Group Headquarters

Atlas World Group Headquarters

Falla Cartage & Movers Ltd. (8570)

Nelson Westerberg (1523)

Discover Moving & Storage, Inc. (539)

Advance Relocation Systems (59)

Collins Brothers Moving Corp. (547)

Ace Relocation Systems, Inc. (166)

**ATLAS ASSOCIATE**

Kelly Howard

Amanda Jillson

Mary Johannes

Gina Jones

Patrice Jones

Pat Kelly

Audrey Kingsland

Teresa Kintop

Jane M. Kiser

David Ledford

Brandy Lumbert

Shannon Martin

Lucas Matte

Annie Mejias

Jack Mier

Tammy Miller

Patricia Miranda

Frank Moreno

Imelda Navasca

Ken Niesner

David Olson Sr.

Beverly Rockhold

Beverly Rolph

Ginny Royer

Tim Ruddle

Theresa Russell

John Scott

Stephanie Shelton

Chris Shipp

Lynn Skillman

Robert Stannard

Rex Stierhoff

Tammy Teague

Carole Temme

Monique Tennison

Sue Tonkel

Steve Warner

Tammy Warrick

Cindy &amp; Barney Wint

Belynda Woodruff

Debbie &amp; Robert Wright

Angela Zuke

**SERVICE MEMBER (RELATIONSHIP) ATLAS ASSOCIATE LOCATION**Wayne Howard (*Husband*)Zachary Scott (*Nephew*)Kirk Linder (*Nephew*)James Hobby III (*Stepson*)Ryan M. Jones (*Son*)Dawn Link (*Daughter-in-law*)Justin Casey (*Son*)Kenneth Clifford Montross (*Cousin*)John Kintop (*Husband*)Kyle M. Kiser (*Son*)Mark Ledford (*Brother*)Nick Lumbert (*Husband*)Michele Mathews (*Sister*)

Actively Serving

Mason Cruz (*Son*)Jack A. Mier (*Son*)Virgil I. Ebrecht, Jr. (*Brother*)Jose Herrera (*Son-in-law*)Alex Trinidad (*Nephew*)Tracy Otto (*Sister*)Jason Weintraub (*Brother-in-law*)Joshua Weintraub (*Nephew*)Melissa Rieger (*Granddaughter*)David Olson Jr. (*Son*)Jared Mount (*Son*)Joshua Mount (*Son*)Eric Rolph (*Son*)Jason Royer (*Son*)Jason Hendrix (*Son-in-law*)Justin Mayer (*Stepbrother*)Steven Washechek (*Brother*)Justin Scott (*Son*)Kristopher Scott (*Son*)Kyle Walts (*Nephew*)Nicolas Mello (*Nephew*)Matthew O'Malley (*Niece's Husband*)Matthew Stannard (*Son*)Jacob T. Stierhoff (*Son*)Nick Lumbert (*Son-in-law*)Bruce Overton (*Son*)Starr Love-Phillips (*Niece*)Nichalos A. Tucker (*Son-in-law*)Timon Davis (*Son*)Joshua Shaw (*Nephew*)Jesse Woods (*Nephew*)Barry Woodruff (*Husband*)Lacie Barela (*Daughter*)Trevor Olsen (*Son*)

Guardian Storage, Inc. (I012)

Atlas World Group Headquarters

Reads Moving Systems of Florida, Inc. (I724)

Atlas World Group Headquarters

Daze Transfer &amp; Storage, Inc. (723)

Alexander's Mobility Services (207)

Cornerstone Relocation Group, LLC

Ace Relocation Systems, Inc. (62)

Atlantic Relocation Systems (I148)

Ace Moving &amp; Storage, LLC (I406)

Imlach &amp; Collins Brothers, LLC (I132)

Ace Relocation Systems, Inc. (62)

Atlas World Group Headquarters

Collins Brothers Moving Corp. (547)

Van Operator, Imlach Group (I130)

Atlas World Group Headquarters

Ace Relocation Systems, Inc. (62)

Ace Relocation Systems, Inc. (66)

AWG International

Specialty Moving Systems, Inc. (I811)

Atlantic Relocation Systems (I148)

Guardian Relocation of Ohio (I111)

Atlas World Group Headquarters

Ace Moving &amp; Storage, LLC (I406)

Reads Moving Systems of Richmond, Inc. (I701)

Roush Moving &amp; Storage, Inc. (I773)

Atlas World Group Headquarters

Atlas World Group Headquarters

Ace Relocation Systems, Inc. (25)

Discover Moving &amp; Storage, Inc. (539)

AMJ Campbell Florida, Inc. (423)

Superior Mobility Services, LLC (I902)

Imlach &amp; Collins Brothers, LLC (I132)

Atlas World Group Headquarters

Ace Relocation Systems, Inc. (62)

Guardian Relocation Inc. (I040)

Warners Moving &amp; Storage (2I44)

Ace Relocation Systems, Inc. (43)

Financial Planning &amp; Reporting / Atlas Terminal, HQ

Ace Moving &amp; Storage, LLC (I406)

Atlantic Relocation Systems (I427)

Atlantic Relocation Systems (I038)

To view this list online visit:  
[atlasvanlines.com/Military](https://atlasvanlines.com/Military)

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



# Tracks

## Atlas® Service is Appreciated

### Re: Mike, Rodney, Luiz, & Jose Paxton Van Lines, Inc. (1610)

Also, thank you for giving us your A Team led by Sir Mike, the best driver/owner/operator not only for PAXTON, but in the entire moving industry. We've gone through quite a few moves so far with different companies, etc. and Mike beats them all hands down!!!! Of course, he is assisted by the A-Team of Rodney, Luiz and Jose. Mike and his team are doing an excellent job! They are the gold standard.

Thanks,  
Ron

### Re: Waylon & Stephanie Shetler Moving & Storage, Inc. (1830)

Good Morning Ladies,  
Looking back on my delivery last week, I feel it is important to convey "how very pleased" I am to have chosen you folks at Atlas.

Waylon showed up exactly at the time he committed to. He arrived at 8:00 a.m., was courteous, polite and most important "on his game".

He and his assistant loaded, carried and set up all of my belonging as committed to by Atlas. I can tell you that I will use you folks again. A special "shout out" to you Stephanie for putting everything into motion and I MEAN QUICKLY, knowing my situation with the other movers. You gave me a true peace of mind regarding my deceased husband's personal things and what they meant to me and NOW I HAVE THEM. You were quick to react and move the process forward. I knew after speaking with you I was in good hands.

Thanks to both of you. I would love to participate in a survey if Atlas offers one. Recognition and a well deserve recommendation is in order.

Have a super week and I appreciate everyone's help so much.

Best Regards,  
Linda B. a very satisfied customer!!

### Re: The team Golden Van Lines, Inc. (0991)

Just a quick note to thank you for a seamless move out. This is my family's fourth relocation and by far this pack/move was our best experience. Your team's professionalism and attention to detail was second to none.

I would highly recommend Golden Van Lines to anyone. Thanks again and best of luck to you and your company.

Regards,  
Mike C.

### Re: Rob & crew Walker Transfer - Powell, LLC (2140)

I wanted to send you a quick message with some feedback on our movers. This is going to sound a little gushy, but I am entirely serious when I say that you sent us the dream team of movers. Rob and his crew are exceptional. In an age where customer service is waning and has to be taught and retaught, these guys simply shine. They were so pleasant and congenial, interacted so nicely with us and our son, took care of our things better than we would have, and just made the whole move as nice an experience as it could have been for us.

Attitude and demeanor is top notch. At one point my husband apologized for getting in the way, and Rob's sincere response was, "The boss is never in the way." They were prompt and efficient, and met challenges without a single complaint; if they weren't happy, we sure couldn't tell, and let me tell you: they definitely had some challenges. Our new location is in an area where they had to find a side street for the big truck, go get a second smaller truck and transfer things to the house using that (so drop off required double handling of every box), and at one point that day there was an absolute downpour... and the weather was hot. They met every issue with steadiness and a level, pleasant spirit. Rob and his crew do service the way service used to be done.

These guys are the best; we love them! Our kudos to a great team!

Matthew and Valerie G.

### Re: Kyle, Rodney, Mike, Butch, Chris, & Ernesto Advance Relocation Systems (0059)

Of the ten moves my family and I have had to endure in 25+ years of an Air Force career, your company far exceeded our expectations. From our initial inputs within the "government" system to receiving a site survey to actually packing and loading, your staff performed their duties professionally, sympathetically, and carefully -- a breath of fresh air, to be sure. As you can attest, moving (in general) is a burden and an inherently stressful activity. Regardless, your crew was able to pack, load, and move our household goods over a week's time frame with a literal "finished loading" on a Thursday evening, and "we'll meet you at 0730" on the next Friday morning -- a true door-to-door move that is almost of urban legend! More importantly, your crew consisting of Kyle, Rodney, Mike, Butch, Chris, and Ernesto was the most pleasant, and hardest working, group of movers our family has encountered.

Even from the beginning of this harried situation, Kyle called me personally on the initial day as a heads up, and upon arrival, walked me through the entire process of how the effort was to proceed. The mere fact that they kept the household goods on the truck and simply drove it to our new residence without any storage, AND the same crew that loaded, then off-loaded, relieved even more stress. This crew worked diligently, meticulously, through long-hours, and above all, with care on both sides of the move -- from pick-up to delivery. They worked extremely grueling 10-hour days in the sweltering heat and humidity on both ends of our PCS, from Maryland to Virginia.

Yet, their physical effort is not the only activity to be applauded. Not only was their care for our household goods exemplified with the packing, carrying, and placing of our belongings, but even more impressive were their manners. My wife and I commented that this crew were some of the most polite individuals we ever encountered -- a feat in rare supply nowadays. Never once did they complain about the tasks they encountered, but rather, worked arduously in the job with understanding of the stresses placed on us, the customer. With that, they helped make one of the toughest facts-of-life in the military, the PCS, run smoothly, and lifted our worries about our families "stuff," thus assuring us it was in good hands.

Please pass along our thanks to the carrier and its crew. We were truly blessed that they accepted and were assigned to our job.

Daniel

# Thank You!

## PLATINUM Preferred Atlas Suppliers



Every day, Atlas® Professional Van Operators put in long hours and hard work to help Atlas customers go new places®. Throughout the week of October 4-6, 2017, Atlas Agencies all over the U.S. and Canada hosted events in honor of Atlas Professional Van Operators and crew members. Why? Because we all understand a couple things that are critical to our overall success. First, we've earned the reputation as one of the best service providers in the industry because we have the very best PVOs in the industry. Second, they go above and beyond each and every day to meet and exceed the expectations of our customers.

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

For a complete story and pictures from #BRAVO2017 visit [ATLASVANLINES.COM/AMP/CONCENTRATEDCELEBRATION](http://ATLASVANLINES.COM/AMP/CONCENTRATEDCELEBRATION)



**SAVE THE DATE** April 19-20

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2018 Calendar  
January - June

**January 2018**

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

**February 2018**

**March 2018**

5-9 President's Club Trip, The Ritz Carlton, Aruba  
22-24 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY  
27-29 GlobalShop, McCormick Place, Chicago, IL  
30 Good Friday – Canada offices closed

**April 2018**

8-10 AMSA 2018 Annual Education Conference & Expo, Broward County Convention Center, Fort Lauderdale, FL  
19-20 51st Annual Atlas Forum®, Renaissance Chicago Downtown Hotel, Chicago, IL

**May 2018**

6-9 Institute for Supply Management Conference, Nashville, TN  
6-9 American Alliance of Museums (AAM) Annual Meeting & Museum Expo, Phoenix, AZ  
16-18 Worldwide ERC Americas Mobility Conference, Dallas, TX  
21 Victoria Day – Canada offices closed  
28 Memorial Day – U.S. offices closed

**June 2018**

17-20 2018 SHRM Annual Conference & Expo, McCormick Place, Chicago, IL

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