

the Atlas

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Amplifier

A World-Class Moving® Publication by Atlas Van Lines

Volume 49 • Spring 2001

Tending the Fruits of Growth

Atlas STG Volume Towers in 2000.

Also Inside:

Driver Meetings
Tariff 2001 and
Hours of Service

Registration 2.0
Making it Easy to
Save Time

Cornerstone
Looking at a Move
that Almost Wasn't

Agent Profiles
Gentle Giant—
Brains Before Brawn



For the first time in several years, analysts are talking about a softening in the U.S. economy. As the robust growth of the past several years slows, no doubt forward-looking companies will look at ways to strengthen and fine-tune their organizations in preparation for an eventual upturn.

At Atlas, we are making the most of our industry's off season. Over the next few weeks, driver training meetings will strengthen the human resources that give us an edge. We'll focus on improved performance in safety and claims. We'll also cover two issues of prime importance: the new tariff and proposed hours of service. Several of our top managers, including Jim Stamm and me, are making these meetings a priority because of their vital contribution to quality.

Beyond these meetings, we are developing additional new training courses to help

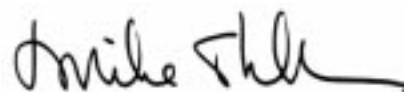
agencies gain greater depth in sales and management. We have just concluded our first-ever warehouse managers round table as a step toward documenting best practices. And plans are taking shape to expand training in 2002 with courses that will help our drivers to excel not only in the quality of their service, but in the successful operation of their enterprises.

In a larger sense, our emphasis on training is the backbone of a quality ethic that is flourishing within Atlas. Across the entire van line we are seeing profound improvements. In 1998, for example, 46 of our agents passed at least 11 of 12 quality standards. At the end of last year, 114 agents could make that claim. Two years ago, the median agent score was 8 standards passed. Today, the median has risen to 10.

Perhaps most impressive, this year 19 agents earned the Milt Hill Quality Award. This is a

nearly 60% increase over last year's number, despite the most stringent requirements ever.

Quality in our organization is on the upswing, not despite the fact we have tightened our standards, but because of it. Our heightened training efforts only reinforce this trend. Regardless of the economic climate, I think we'll be ready to make the most of our opportunities.



Mike Shaffer
Chairman & CEO



the Atlas Amplifier

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For more information on Atlas and moving, visit atlasvanlines.com on the internet.



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Tending the Fruits of Growth

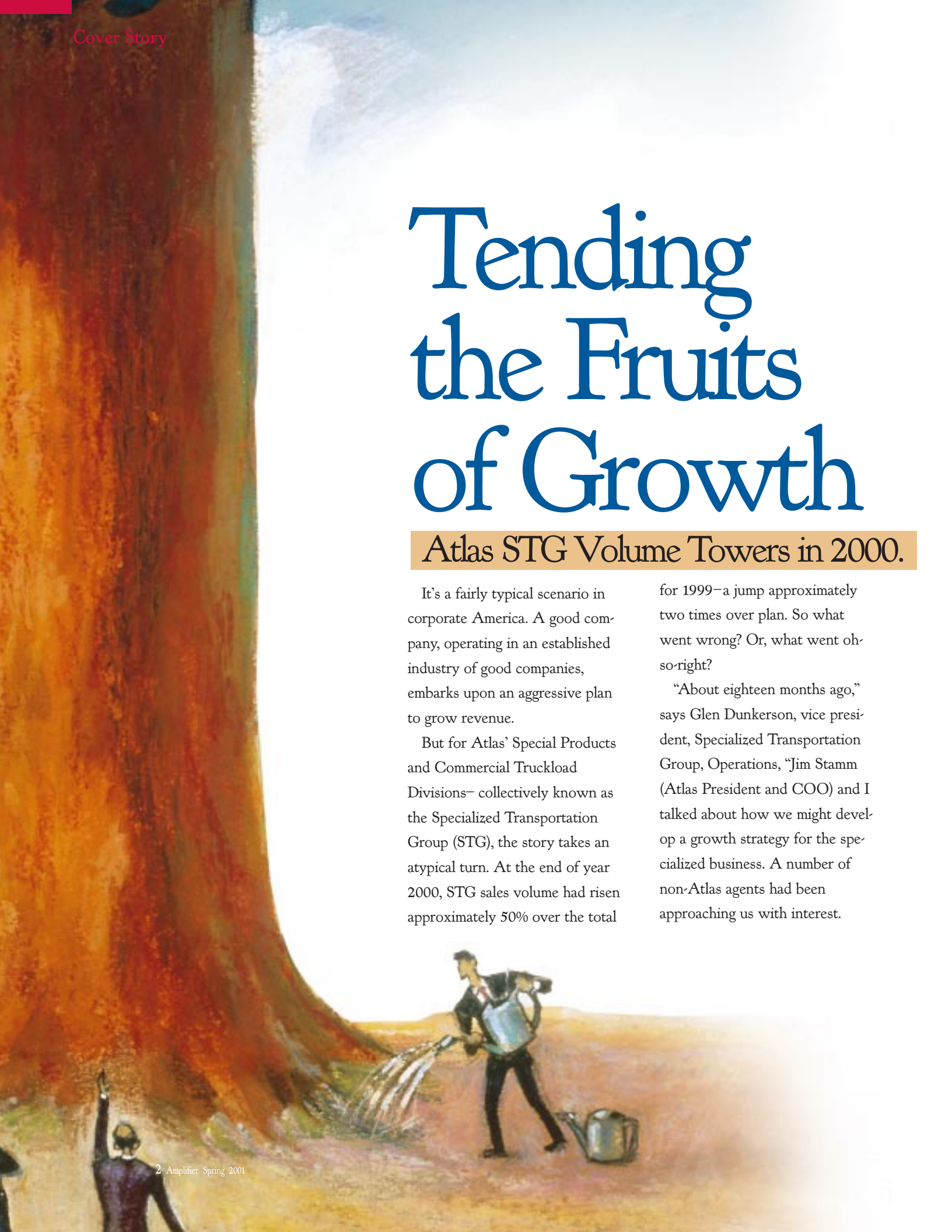
Atlas STG Volume Towers in 2000.

It's a fairly typical scenario in corporate America. A good company, operating in an established industry of good companies, embarks upon an aggressive plan to grow revenue.

But for Atlas' Special Products and Commercial Truckload Divisions—collectively known as the Specialized Transportation Group (STG), the story takes an atypical turn. At the end of year 2000, STG sales volume had risen approximately 50% over the total

for 1999—a jump approximately two times over plan. So what went wrong? Or, what went oh-so-right?

“About eighteen months ago,” says Glen Dunkerson, vice president, Specialized Transportation Group, Operations, “Jim Stamm (Atlas President and COO) and I talked about how we might develop a growth strategy for the specialized business. A number of non-Atlas agents had been approaching us with interest.



When we stepped back and studied the potential, we saw a tremendous opportunity.”

Behind this opportunity, Glen says, was an industry in transition. Carrier priorities were shifting, and the need for professional third provider drivers was becoming more acute. Atlas was squarely positioned to meet that need with a large hauling fleet and ample professional resources. There was just one hitch: Atlas STG

was not prepared to efficiently handle the sharp increase in volume that a sudden influx of new agents could bring.

“We knew we would have to plan an orderly process to assimilate new agents,”

says Glen. “At the same time, we would have to make improvements to our business systems. Above all, we wanted to make sure that the quality service Atlas has built

its reputation on would only be enhanced by any changes we undertook.”

“We wanted to make sure that the quality service Atlas has built its reputation on would only be enhanced by any changes we undertook.”

*Glen Dunkerson—
Vice President,
Atlas Specialized
Transportation Group,
Operations*



Preparing the Groundwork

The expansion of Atlas STG reflects a collaboration among



many individuals, including Special Products and Commercial Truckload Divisions managers and, the Atlas World Group, Inc., Board teams working across functions within Atlas, and experts outside the company. Two committees—one from the board and one from STG management—formed a link to bring growth plans into harmony with the expectations of agents.

STG Growth:

The phenomenal growth in Atlas STG volumes has come in all segments: electronics, exhibits, and general commodities.

“One of our main concerns was how we might accelerate growth yet truly benefit every agent and



Left to Right:

Jim Stamm,
President and COO
Glen Dunkerson,
Vice President,
STG, Operations
Dick Gorbett,
Vice President,
SPD, Marketing

every customer they serve,” says Glen. “Much to the credit of our board, they played a key role in sharing the vision and enabling an investment for the longer term. Their insight has been invaluable.”

Early in the planning, an assessment of infrastructure showed that growth was impractical, if not unlikely, without major improvements. As needs were explored, a priority was placed on a flexible,

expandable phone system. Its implementation dovetailed with the construction of the new headquarters building (see *Amplifier*, Fall Issue). The new phone system allows the Special Products and Commercial Truckload Divisions operations to monitor and manage communication costs better, while delivering a higher level of service to customers. And office space in the new building serves the needs of Atlas’ burgeoning STG with much-improved efficiency and room to add staff.



One of the most significant investments in technology ever undertaken by Atlas—if not by the transportation industry itself—was

“The sales volume among veteran Atlas SP agents grew five to six percent in 2000, outperforming the industry.”

Glen Dunkerson

a drive to create the most advanced dispatch planning system in the industry. The new TMW program, PowerSuite, is the result of a 12-month collabora-

tion between Atlas and TMW Systems Incorporated, an industry leader in automated dispatch planning. PowerSuite went online for the Commercial Truckload Division on January 9, and plans call for its implementation with the Special Products Division shipments in May. It will be introduced for HHG shipments later this year or early in 2002.

“The people at TMW did an outstanding job of understanding what we do, and then worked closely with us to design an ele-

Specialized Transportation Group Committee

- Kenneth Niesner, Specialty Moving Systems
- Joseph McNamara,* Certified Van Service
- John W. Steiner,* Ace World-Wide Moving and Storage
- Ted Alger,* Atlantic Relocation Systems
- Todd Winter,* Golden Van Lines

*Atlas World Group, Inc. Board Member



Atlas STG Team:

Group of four from left to right:

Commercial Truckload Division

Mary Pinkston, Scott Fegan, Jason Stowers and Paul Young

Group of three from left to right:

STG, Sales & Marketing

David Coulter, Judy Phillips and Bob North

Group of seven, background, from left to right:

Special Products Division

Scott Oliver, Bob Johnson, Roger Dills, Dan Godeke, Regina Rose, Ryan McConnell and Mike Lovell

Group of seven, foreground, from left to right:

Special Products Division

Cathy Goller, Bill Travelstead, Kim Shafer, Chris Compton, Mike Francis, Paul Ohl and Phil Wahl

gant solution,” says Glen. “Once TMW PowerSuite is phased in for all divisions, Atlas will have the most advanced operating system in the industry.”

The Biggest Catalyst

If enhancements to operations were the essential precursor to STG growth, the biggest catalyst was the affiliation of new agents.

“Today, about 12 of the top 25 agents derive a significant portion of their business from SP moves,” says Glen. “That number used to be only three or four.”

Of the many prospects who make overtures, how did Atlas determine which ones would be a good fit?

“When you’re recruiting, you try to look at everyone you can,”

STG Agents and Drivers Enjoy Affiliation With Growth Van Line.

says Glen. “Of course, not all prospects are necessarily right for Atlas. Generally, we’ve found that those who come on board are looking for an operations group who understands what an agent needs to serve customers.”

So where does Atlas STG go from here?

“We picked a lot of low-hanging fruit last year,” says Glen. “But we expect our growth will moderate to between 7 and 10 percent in 2001. This is a more manageable pace. It will give us a little breathing room to fine-tune our operating systems.”

“The growth in Atlas STG is nothing less than phenomenal,” says Don Sears, vice president of Specialty Moving & Storage in Glendale Heights, Illinois. “Usually, when you see an increase of this magnitude, it’s the effect of one huge new customer. In Atlas’ case, however, it’s the result of many new customers. And it has come in all segments—electronics, exhibits, and general commodities.”

Specialty left its previous van line affiliation to become an Atlas STG agent in January 2000. According to Don, he and his asso-

ciates knew they had to switch in order to thrive.

“Service is fundamental to growth,” says Don. “Ours has always been a growth company, and we needed a change in affiliation if we were to continue to grow.”



How difficult was the move to Atlas?

“When you change carriers, you expect it to be traumatic, even under the best of conditions,” says Don. “As expected, we lost some customers. But we’ve replaced them with even bigger customers. After one year as an Atlas agent, we’ve had the biggest year ever... and we’re better situated to grow than we ever have been.”

“Now it feels like we are dealing with real people,” says Tucker Espie, vice president, Dedicated

STG Meeting Builds Cooperation

As can be expected with rapid growth amid exciting changes, challenges arise that require cooperation. To improve relations and understanding among the people it serves, Atlas STG hosted its first national meeting last April for agents, salespeople and operations employees. Over 100 participants from throughout the country came together to look at ways they could improve their abilities to work together toward common goals.

“The meeting was a very big success,” says Glen Dunkerson, vice president, Atlas Specialized Transportation Group, Operations. “We’re going to do it again this year.” The meeting is planned for May in Evansville.

Transport Service, Inc. in Kennesaw, Georgia. Dedicated joined Atlas in October 1999. "Our company has experienced steady growth since day one. And Atlas is growing with us."

Tucker says that one of the things that makes Atlas a good fit for his firm is the van lines' apparent understanding of the entrepreneurial spirit, and what it takes to succeed in the STG arena. "We're very independent, and Atlas does a good job of backing us up," says Tucker. "They understand that if the service is excellent, success follows."

Certified Van Service in Islandia, New York, has been an Atlas STG agent for as long as Atlas has been in the SP business. "Our first SP shipment, an IBM computer delivered to

New Hyde Park, New York in 1970, also happened to be Atlas' first SP shipment," recalls Joe McNamara, president of Certified

and a member of the Atlas World Group, Inc. Board of Directors. "That year, Atlas STG had nine trailers," says Joe. "Today, we have in excess of 300."

Over the years, Joe says that two things have always made Atlas STG attractive. "First of all is the unrestricted right of self-haul," says Joe. "And second, agents want to affiliate with a viable, stable company."

"Atlas is the 'cream of the crop,'" says Mark Carlisle, an SP owner-operator from Clinton, Connecticut. Mark joined Atlas in January 1995. "I didn't want to be with the biggest," he explains, "I just wanted to be with the best.

Atlas is not a little van line, but it's not a behemoth, either."

Mark says his research showed him that his earnings potential was greatest with Atlas. And he hasn't been disappointed with

the way he's been treated.

"I have a good individual rapport with my dispatcher," says Mark.

"And when it comes to settlement

issues, I know that Atlas will come through and do the right thing. Atlas is a stand-up operation."

"Atlas is good to their drivers," says Weldon Scheib, an owner-operator living in Las Vegas, Nevada and 21-year Atlas SP veteran. Weldon says it is the nature of drivers to think that the grass is always greener on the other side. "But no situation is ever perfect," he says. "Sometimes I have a little difficulty getting through on the phone. But overall, I think the SP operations are well run. They certainly keep me busy." ■

"And when it comes to settlement issues, I know that Atlas will come through and do the right thing. Atlas is a stand-up operation."

*Mark Carlisle,
owner-operator*



Street Smart and Road Wise

Driver Meetings Focus on Critical Issues.

What's the status of proposed regulation governing hours of service? What's the latest on Tariff 2001?

These questions and others will be answered in detail at this year's annual Atlas Driver Meetings. "Due to the heightened interest in these two issues, we anticipate a very healthy turnout," says John Taylor, vice president, Household Goods Traffic.

Last year, four meetings were held; a fifth has been added this year to accommodate an expected increase in participation.

Locations are planned throughout the U.S. to encourage attendance.

Gatherings begin with a continental breakfast at 7:30 a.m. The meetings convene at 8:30 a.m. and adjourn at 2:30 p.m. A catered lunch is also served.

Safety Point Amnesty

"Drivers who attend these meetings receive a 'safety point amnesty,'" says John. "The purpose is to allow drivers who may be in danger of suspension to get the added training they need to remain productive, safely, with Atlas."

John points out that, although the meetings are geared particularly to drivers, operations managers will also find the information helpful.

"Basically, these meetings are another part of the Atlas quality culture," says John. "Those who attend gain valuable insight that will help them to become better informed, more effective relocation professionals."

All drivers and operations managers are encouraged to attend. For more information, or to make a reservation, call your Atlas regional director.

March 3
Hayward, CA

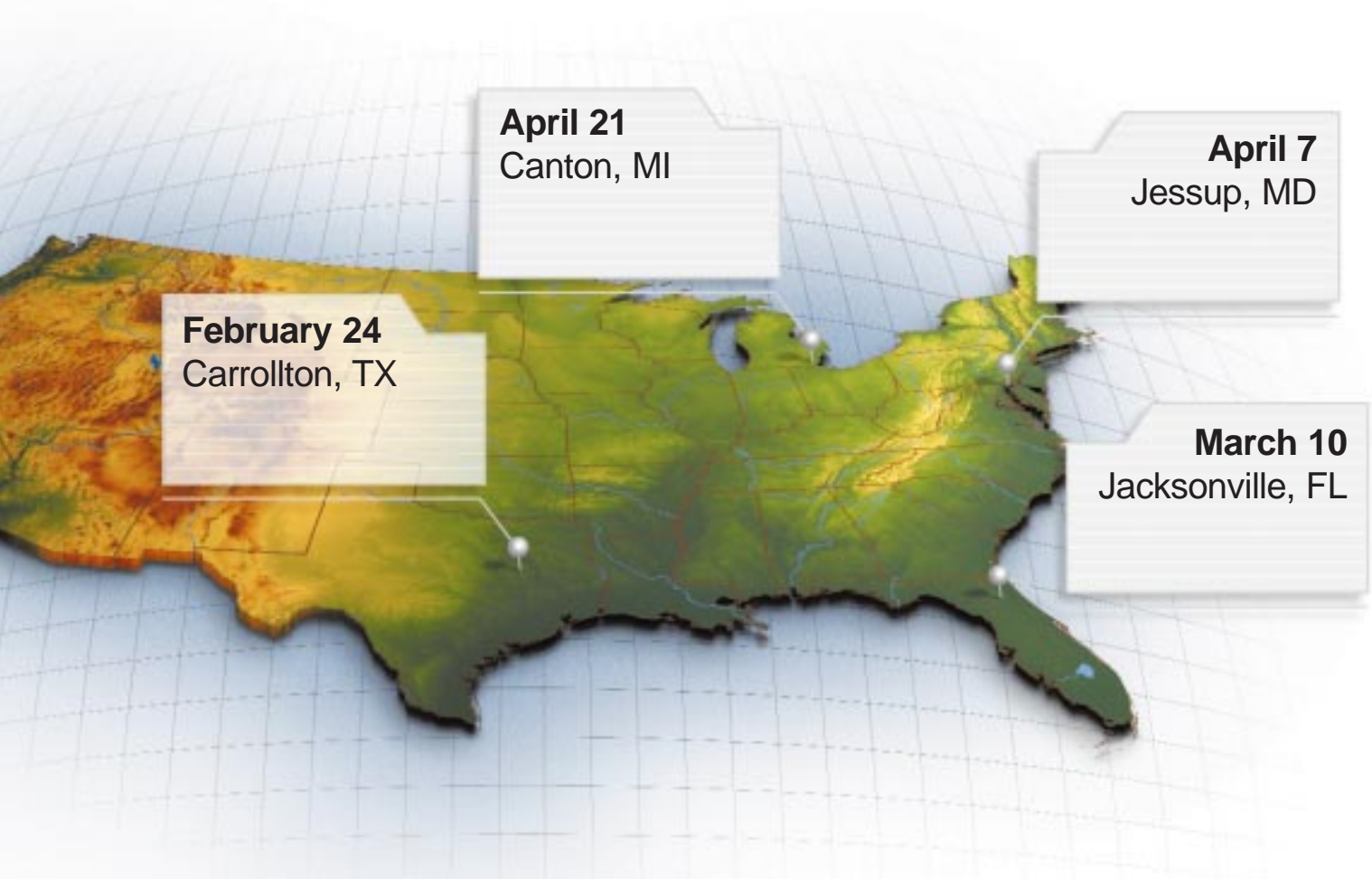
Hot Topic: Tariff 2001

One of the hottest topics at the Atlas Driver meetings will be Tariff 2001. Originally planned for implementation this spring, the new tariff is now expected to become effective late this year or early in 2002.

"There are still unresolved issues about how packing is priced," says Gene Wagner, assistant vice president, Agency Services & Pricing. "Also, there is a need to look at the methodology for pricing bundled services, to ensure that dollar amounts are realistic."

Date	Host Agent	City
Feb 24	Atlantic Relocation Services	Carrollton, TX
Mar 3	Alexander Moving & Storage	Hayward, CA
Mar 10	Read's Florida Moving & Storage	Jacksonville, FL
Apr 7	ACE Relocation Systems	Jessup, MD
Apr 21	DMS Moving Systems	Canton, MI

Agenda	
7:30	Continental Breakfast
8:30	Convene
	Introduction, Operations Overview
	John Taylor, VP, Household Goods Traffic
	Tariff 2001
	Gene Wagner, Assistant VP, Pricing
	Claim Procedures and Claim Prevention
	Alan Jobe, Director of Special Assignments, Claims
	Hours of Service Proposal and Safety Issues
	Roger Strickland, Safety Director
	Dick Arneson, MIS
2:30	Adjourn



February 24
Carrollton, TX

April 21
Canton, MI

April 7
Jessup, MD

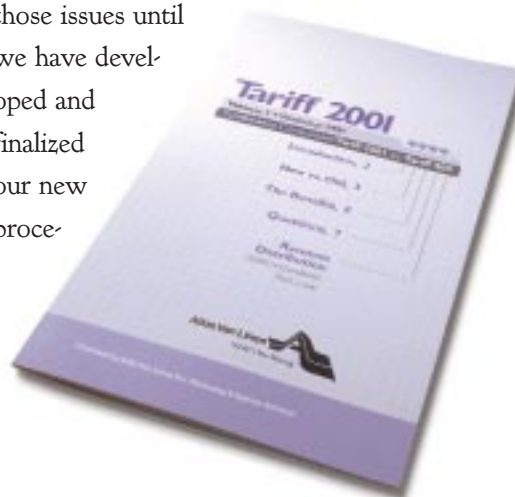
March 10
Jacksonville, FL

These issues are the unfinished business of the AMSA's Household Goods Carriers' Bureau Rate Committee; its next meeting is scheduled for March in Tucson, Arizona.

"There's apprehension among some drivers about things they've heard second-hand," says Gene, "or from rumors that may have little or no basis in fact."

To help clear up confusion surrounding the current state of the proposed tariff, Gene will present

the new tariff's components in detail and explain how they will be applied. "Regarding distribution and payment, we can't cover those issues until we have developed and finalized our new procedure," says Gene. "Basically, we're dealing with an evolving process. Atlas is staying right on top of it and will publish information in greater detail as it becomes available." ■



Tariff 2001:
Pricing issues that affect packing and bundled services have delayed the implementation of Tariff 2001. The AMSA's Household Goods Carriers' Bureau Rate Committee will address these areas when it meets in March.

Agents Key In On New Screens

Registration 2.0 makes it easy to save time.

You're an Atlas agent. Your phone is ringing, two people are standing outside your office waiting to talk to you, and you're in the middle of registering three moves on your PC.

It's a good thing you're working in Registration 2.0, Atlas' new interface for booking interstate moves.

"I especially like the way it automatically saves your information," says Deedra Stone, Bluff City Transfer & Storage Company, Memphis, Tennessee. "I also like the fact that it has a checklist for services to be performed by the origin agent. Before, this information had to be put into a memo field, and it was easy to overlook."

Gene Foster, ABC Moving & Storage in Kansas City, Missouri, agrees that automatic data-saving is a big improvement. "We have a small office, and sometimes things get a little hectic. Occasionally, I have to log off before I can complete a registration," says Gene. "When I log back on, everything I've already keyed in is still there. This saves me time."

Registration 2.0, also referred to as the "registration screen," is the new software Atlas agents are using to put information into the Atlas computer system. The agent's PC is connected

via the Internet to the Atlas corporate Intranet, allowing the agent to book moves directly to the Atlas mainframe.

"The recent upgrade was necessary to capture the additional data required by TMW," says Ray West, vice president, IT Development.

TMW is an advanced dispatch planning system, a joint project between Atlas and TMW Systems Incorporated. It allows Atlas to dispatch shipments and monitor them centrally from headquarters in Evansville, Indiana.

says Ray. "Customer requirements, such as requests for internet-based shipment tracking, also have fueled a need for such a system."

Phase one of TMW went live for the Commercial Truckload Division on January 9. A broader roll-out for Special Products Division is scheduled for May, and HHG will come online in the fall or early next year.



"Growth over the last few years, especially in Specialized Transportation, has necessitated the adoption of better planning tools,"

Planning Registration Upgrade: What Do Agents Want?

Before they began to retool the software, a development team first solicited input from the people who



would be using it—Atlas agents themselves. Based on what they heard, Registration 2.0 incorporates several features to make agents' lives easier.

"One big improvement is the cleanliness of the data," says Ray. "Registration has gone from a group of cluttered screens to a much sleeker interface. This makes it easier for the user to focus on the task."

"Functionality has improved as well," says Doreatha Lintzenich, senior systems analyst who, along with Ed Raney, systems analyst, made up the Registration 2.0 core develop-

ment team. "Prior to the upgrade, the agent had to enter a complete customer address every time he registered a shipment. With the new system, each customer-address combination has a unique ID number. Entering this number allows the entire name and address to be retrieved. This saves time on data entry and improves accuracy, too."

Username:
Password:

Another enhancement to the new system is the use of 8-position dates. "Registration and dispatching are date-driven," says Al Lené, manager of

Systems and Programming.

"Previously, all dates were stored without a century, and often without a decade or year." Al says this cost processing time on the computer as it tried to determine date relationships. It also limited the usefulness of pickup and delivery spread dates.

"Date and time spreads provide the driver and dispatcher more room to plan pickup and delivery," says Al. "If the dispatcher knows that it is okay for a truck to arrive between 8:00 a.m. and noon, planning becomes much easier than trying to work with an exact time."

"Registration 2.0 should also make it easier for agents to train employees," says Doreatha. "On old screens, field headings were cryptic and the amount of room for data was limited. Now it is easier to tell what the fields are. And the data fields are larger, for providing more information and getting a better understanding of shipment requirements."

The new registration went live in early December, and the response from agents has been positive.

"Once they start to work with it, they soon find that it's easier to use," says Ray. "Problems have been minimal to nonexistent."

Gene and Deedra say that it typically takes less than five minutes to register a move with the new screen.

"I like it," says Gene. "It's easy to use."

Deedra agrees. "It's definitely an improvement." ■

Sleek Interface:

Atlas registration screens have been redesigned for the implementation of new software, Registration 2.0.

Security:

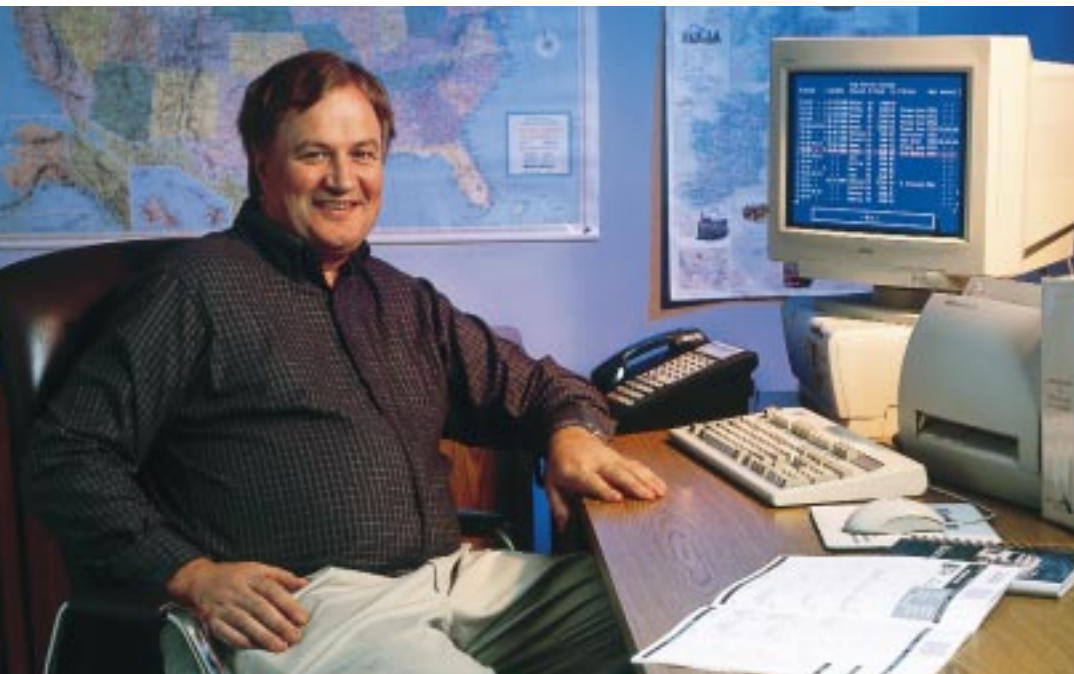
Registration is a secure process that controls information sent between the agents' PCs and a mainframe at Atlas headquarters.

GENTLE GIANT MOVING & STORAGE

El Segundo, California

www.ggiant.com

Brains Before Brawn.



Patrick Griffin:

*Founder and President,
Gentle Giant
Moving & Storage*

Despite a colossal-sounding moniker, owner Patrick Griffin says his organization has no pretensions about being huge. But talk about smarts, and that's another matter entirely. Through the sheer dint of wits and will, Gentle Giant has grown strong in a market where competition is as thick as leaves on a beanstalk.

Crew members:

*Some of the Gentle
Giant moving crew,
demonstrating their
team spirit.*

"We started in 1987 with \$2000 of borrowed money and one truck," says Patrick, a native

of Ireland and an experienced household goods mover. "Today we have just under thirty pieces

of equipment, sixty thousand square feet of modern warehouse space—soon to be a hundred thousand—and a staff that numbers five dozen of the finest people in the business."

Aside from great people-power, Patrick says his agency's biggest advantage has been the development of their own information management system that allows his group to routinely outperform competitors. The development of software has been a 12-year labor of love for Patrick and Jack Waddington, a computer programmer who has been with the firm from its beginning.

"Over the last few years, our systems have allowed us to triple in size, without having to add



office staff,” says Patrick. “Even though we are surrounded by low-priced competition in the Los Angeles-Orange County basin, we continue to make investments in equipment, warehousing and employee benefits. Our efficiencies are allowing us to increase in size and strength.”

“There are several off-the-shelf products available, but they did not fit our very specific needs as Atlas agents,” says Patrick. “For example, we have just implemented Atlas’ ADDS (Atlas Data Distribution System), which provides a single entry for our system from Atlas downloads.”

But Patrick acknowledges that growing a successful agency takes more than software and computers. Now in its seventh year with Atlas, Gentle Giant has consistently earned the President’s Sales Growth Award—a fact Patrick attributes to friendly, conscientious people who are committed to service excellence.

And more growth is exactly what Gentle Giant expects, capitalizing on a strong C.O.D. business and extensive warehousing capabilities. “We’re working on building a hauling fleet so we can service our own bookings,” says Patrick.

“I see tremendous potential in being in the Atlas system,” says Patrick. “I especially like the freedom. For example, the hauling requirements are not onerous, but allow great latitude. As a result, we can grow at a pace that fits our plans and not get over-extended in any area.” ■

Wall of Fame:

Andrea King, Local Dispatching, Billing & Storage, and Sally Chatrau, Accounting & Bookkeeping, stand in front of the “Wall of Fame,” which features photos and autographs of the many celebrities and stars Gentle Giant has relocated.



Axel Widjaya:

Warehouse Manager

Jack Waddington, Computer Programmer & Vincent Chatrau, Assistant Computer Programmer:

Gentle Giant systems experts at work.





Why a move almost didn't happen... and how the pros were used to save it.

Case Study #1432:

Jim King has been asked to consider a position as vice president with "dotcom inc.," a new company in Maryland. Jim currently resides in Minneapolis, Minnesota with his wife and two children. Before his first interview, Jim scouts the community on his own and is overwhelmed with the price of housing. He tells his interviewer he is still thinking, but inclined to reject the offer.

Enter John Phillips, an Atlas agent, to discuss household goods relocation with dotcom's relocation manager. "I'm afraid we're going to lose the King move," the manager tells John.

John calls Cornerstone toll-free on the Atlas agents' hotline (888.CRG.RELO) and explains the situation to Liz Loughman, Sales Administrator, who steps in and helps John to "qualify" the prospect, "dotcom inc." with the legal name, address, and phone number of the company and the name of the contact person. Liz also discusses the services that the Kings will need and establishes dotcom's willingness to sign an agreement with Cornerstone.

Liz alerts Mike Drew, of Cornerstone's Operations/Client Relations group, that immediate action is needed.

Mike and Cheryl Dupre, the proposed single point of contact for dotcom, call the relocation

manager immediately and introduce themselves. They discuss Jim King and verify the relocation benefits he is entitled to receive.

Cheryl then contacts Jim King and introduces herself as his advocate in the relocation process. She conducts a thorough needs assessment and asks if Jim's wife, Mary, will participate in the home finding process. "Absolutely," says Jim. "I just pay the bills."

Cheryl talks with Mary about the family's lifestyle, their needs and concerns. Cheryl understands that if the Kings cannot resume their lifestyle in the new destination, the move may not take place or, if it does, it is subject to eventual failure.

Using Cornerstone's Vendor Management Program, Cheryl calls the highest rated real estate representative in the Baltimore area, Florence Kincaid, and presents a profile of the King family. Cheryl orders a tour of neighborhoods within a certain price range. She also explains that this is a candidate tour, and Florence should keep the tour to an overview of the area.

Jim and Mary travel to Baltimore. Florence meets them at their hotel, where Cheryl has already arranged for them to receive an area information packet as well as school reports. The Kings are cautious, but Florence



Janelle Piatkowski:

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

wins them over with her great attitude and by quickly identifying a neighborhood they really like.

By the time they stop for lunch, which Florence cleverly plans at a Baltimore harborside café, both Jim and Mary are starting to feel positive about the area.

Cheryl calls the Kings to ensure that their visit went smoothly. She learns of their concern about Mary's mother, who lives near them in an assisted-living facility. She also finds out that Mary is concerned about her own employment.

Cheryl assures them that Cornerstone can help with these issues. She then contacts dotcom and John Phillips, the Atlas agent, to let them know that the day went well and what remains to help the Kings decide in favor of relocation and receives approval from the client to provide Family and Career Services to the Kings.

Meanwhile, Jim and Mary are beginning to think that this might work out after all. ■

*Next issue: More about Family
and Career Services*

Deducting Moving Expenses on 2000 Tax Returns

Those who moved to a new home during 2000 and meet IRS requirements may be able to deduct some or all of their moving expenses. If the move qualifies, basic moving costs are deductible as long as the taxpayer has not been reimbursed by an employer or other party.

Qualified deductions include:

- the actual cost of transporting household goods from the old residence to the new one;
- the cost of packing, crating, and unpacking when a professional mover is used; and
- insurance costs during transit and storage-in-transit (limited to 30 consecutive days).

Taxpayers may also deduct mileage expenses under certain conditions, as well as expenses for family travel and lodging. Meals are not deductible.

Other deductible expenses include:

- shipping an automobile;
- transporting certain kinds of pets; and
- moving personal belongings from a place other than the old residence, as long as the cost does not exceed what it would have cost to move the

items from the old residence.

For relocation expenses to qualify as tax deductions, a move must satisfy four conditions:

- the new job location must be at least 50 miles farther from the former residence than the old job location;
- the move must be to a new principal residence to work as an employee or as a self-employed individual at a new principal place of work;
- the taxpayer must be employed full-time in the general vicinity of the new job location for 39 weeks during the 12-month period following the move; and
- self-employed people must continue to work in the new location for at least 76 weeks during the 24 months following the move, of which at least 39 weeks must be in the first 12 months.

Those who have not satisfied the above working requirements since the relocation, but expect to in the succeeding tax year may deduct moving expenses for the year that the move occurred. Those who fail to satisfy the working requirements in the succeeding year must either make an adjustment to

that year's return—adding back the amount of the previous year's deduction—or amend the prior year's return.

Even if a move qualifies, expenses "in excess of a reasonable amount" may not be deducted. Foreign moves, military moves, people who work for more than one employer, and a few other situations are subject to special deduction guidelines.

Planning Is Important

Those who anticipate a move should plan as far ahead as possible for the relocation. It's a good idea to save receipts and other documents that substantiate expenses. For items donated to charity, receipts can help qualify for additional deductions. Keep in mind that moving deductions can be significant when a professional move is used.

For more information about deducting moving expenses, contact a tax advisor or call the IRS at 1-800-829-1040 and request a guide on moving expenses. The Atlas brochure: "How to Deduct Moving From Your Taxes," is also helpful.

In Remembrance

Harold "Blackie" Blackmore

Atlas wishes to extend its deepest condolences to the family of Harold "Blackie" Blackmore, retired Atlas field manager. He passed away Saturday, December 2.

Blackie's wife of many years, Kay (also a former Atlas employee), advises that instead of flowers people should consider a donation in his name to the Parkinson Center, Eisenhower Memorial Complex, 39000 Bob Hope Drive, Suite West 108, Rancho Mirage, CA 92270. You may send cards and letters to Kay at 35-982 Novio Court, Rancho Mirage, CA 92270, or call at 760-328-9812.

Leslie Jager

Atlas wishes to extend its deepest sympathies to the family of Leslie Jager, owner of Foster Brothers Transfer & Storage (944), located in Cadillac, Michigan. Leslie passed away on Wednesday, November 1. A memorial fund has been set up for the New Hope Shelter of Cadillac; 814 Lynn Street; Cadillac, Michigan 49601.

Deanie Levine

Atlas wishes to extend its sincere sympathies to the family of J. Paul Levine, Chairman and CEO of New Haven Moving Equipment. Paul's wife, Deanie, passed away on December 18 after a long battle with cancer. Memorial contributions may be made to the American Cancer Society.

Annex Renovation Announced

The Atlas World Group, Inc. Board of Directors has approved \$4 million for the renovation of the Atlas Annex building. Among other things, the renovation will feature new, and more windows; new ceilings and lighting; improvements to heating and air conditioning systems; new paint and carpeting; and standard cubicle arrangements. Planning for the extensive renovation is now underway and work is expected to begin during the first quarter of 2001.

Atlas Agent Tops in Online Survey

Southwest Transfer and Storage in Phoenix, Arizona, has been recognized as the top vote-getter in an online opinion poll ranking Arizona businesses. The annual survey, "Best of Arizona Business," allows visitors at www.azbusinessmagazine.com to vote for their favorite companies based on quality of product, service and customer satisfaction.

The survey is conducted by Arizona Business Magazine, which publishes the results in "Ranking Arizona." The list-

ing features the top ten companies in each of more than 160 different business and leisure categories.

According to Michael Atkinson, president and CEO of Arizona Business Magazine: "We feel company revenues and number of employees shouldn't be the only criteria used to judge the best. Instead, participants who voted based their opinions on quality of product, service and people. In business, nothing else should matter."



Left to Right:
Clifford Rottman, Vice President, Operations
Gary Bialowas, President, Southwest Transfer & Storage

"And the Winner Is..."

Presenting the 2000 President's Club Champions

Atlas' top salespeople have been honored in the third annual President's Club Program, based on their performance during the past year. Awards were presented in five sales categories: National Account, COD, Specialized Transportation, Government nonmilitary, and Atlas International nonmilitary. All registered salespeople are eligible for the awards, and results are based on linehaul sales.

Each month, the top three salespeople in each category received a President's Club pen. Each quarter, the top salesperson in each category received a 14K gold President's Club lapel pin. And year-end winners received an Amazon.com gift certificate.

In addition, sales producers with revenues of...

- \$1,000,000 to \$1,999,999 received a 14K gold and ruby lapel pin;
- \$2,000,000 to \$4,999,999 received a 14K gold and sapphire lapel pin and an invitation to the annual sales award trip; and
- \$5,000,000 and above received a 14K gold and diamond lapel pin and an invitation to the annual sales award trip.

This year's President's Club trip is a four-night western Caribbean cruise aboard the Carnival ship "Imagination." All salespeople with 2000 year-end revenues of \$2,000,000 or more were invited to attend and to bring their spouses or significant others.

2000 President's Club Winners

SALES \$2,000,000 OR MORE

Denise Della-Dora	Alexander's
Ken Imlach	Imlach
Steve Youell	Dedicated
James Cole, Jr.	J.W. Cole
Richard May	Alexander's
Don Hill	Alexander's
Wayne Curtis	Comtrans
Linda Mundie	Atlantic
Dennis Sorhagen	Crofutt & Smith
Gary Louderback	Ace
Steve Delane	Alexander's
Gene Devaney	Collins Bros.
Dan Eales-Rogers	Specialty
Betsy Rogers-Friedman	Specialty
Richard Clarke	Ace
Julie Cibelli	Nelson Westerberg
John Dulin	Alexander's
Ross Buckley	Alexander's
Michael Boone	Lytle's
Dan Rosauer	Alexander's
John Westerberg	Nelson Westerberg
Bob Wald	Crofutt & Smith
Eric Manfredi	American
Ronald Finelli	Paxton
Roger Sorhagen	Crofutt & Smith
Gail Ann Lynch	Alexander's
Thomas Philbin	Nelson Westerberg
Larry Lammers	Ace
Kurt Nelson	McCormack-Payton
Jim West	Three Way
Bob Cox	Read's

SALES \$1,000,000 to \$1,999,999

Dave Doebler	Alexander's
Bill Huffman	Philpott
Steve Westerberg	Nelson Westerberg
Daniel Seiler	Paxton
Richard Choccol	Nelson Westerberg
Robby Burch	Alexander's
Bob Akers	Nelson Westerberg
Tim White	Imlach
Frank Lucchesi	County
Jon Page	Atlantic
Gary Bialowas	Southwest
Tina Dean	Walker
Kathleen O'Brien	Alexander's
Robert Feller	Stonehocker
Jimmy Genienhardt	Bean
Mitchel Borske	Nelson Westerberg
Dan Adams	McCormack-Payton
Dave Aronowitz	Southwest
David Frank	Alexander's
Pat Leatherman	McCormack-Payton
David Woodhouse	Home
Larry Lambert	Golden
Ronald Grove, Jr.	Merchants
Fred Paxton, III	Paxton
Ann Burkart	Alexander's
Mike Shaughnessy	Alexander's
Gail Holmer	Nelson Westerberg
Jack Kendrick	Specialty
John Colvin	Alexander's
Mike McCarthy	Golden
Keith Hietpas	Southwest
Carrie Corless	Ace
Larry Bee	Alexander's
Steven Bailey	Nelson Westerberg
George Fell	Atlantic
Mark Smith	A. Walecka
Richard Canfield	Ace
Kathy Barclay	Alexander's
Jeffrey T. Lechelt	Ace
Bob Trent	Home
Reg Lammers	Ace
T.J. Marchello	Golden
Yvonne Hom	Ace
David Zerda	Alaska
Andy Orlin	Atlantic
John Smelser	American
Dick Honza	Alexander's

See next page for rest of winners.

2000 President's Club Winners cont'd

MONTHLY WINNERS

AVLI Aronowitz, Dave Southwest
 AVLI Behrens Smith, Joelle Mitchell
 AVLI Bland, Bill Lytle's
 AVLI Bottley, Hosea Mitchell
 AVLI Brown, Bill Jr. Evergreen
 AVLI Buchanan, Patti Alabama
 AVLI Callahan, Dan Paxton
 AVLI Chocol, Richard Nelson Westerberg
 AVLI Clarke, Richard Ace
 AVLI Conklin, Charlene Advance
 AVLI Connolly, Ed Read's
 AVLI Curtis, Norman Curtis
 AVLI Duntley, Lisa Alaska
 AVLI Fox, Bob Atlantic
 AVLI Fulton, Jackie Ace
 AVLI Hom, Yvonne Ace
 AVLI Horton, Suzanne Paxton
 AVLI Jones, Moreen Murphy's
 AVLI Key, Richard Pitzer
 AVLI Labine, Doreen Lafayette
 AVLI Lassiter, Bart City
 AVLI Lucchessi, Frank County
 AVLI Moesh, J.R. Alaska Terminals
 AVLI Nekota, Wendell Pacific
 AVLI Raymond, Tammy American
 AVLI Sorhagen, Dennis C&S
 AVLI Sorhagen, Roger C&S
 AVLI Smith, Mac J W Cole
 AVLI Smith, Otis Watson
 AVLI Strickland, Robert American
 AVLI Wald, Bob C&S
 AVLI Walker, Gerri Walker
 AVLI Warner, Lyle Mountain States
 AVLI Wing, Chris Powell
 AVLI Winter, Joyce Winter
 COD Carson, Kevin New England
 COD Callahan, Dan Paxton
 COD Desmet, Fred Mollerup
 COD Erickson, Ted Atlantic
 COD Fallon, Ray Fallon Reynolds
 COD Ghent, Michael Mabey's
 COD Goldsberry, Scott American
 COD Griffin, Patrick Gentle Giant
 COD Harrington, Steve Johnson & Daly
 COD Hildreth, Scott Atlantic
 COD Hillig, Scott Collins
 COD Huitt, Dwayne Atlantic
 COD Ives, Julia Paxton
 COD Keller, Brad Ace
 COD Lally, Don Atlantic
 COD Langdon, Todd Crofutt & Smith
 COD Larson, Dave. Philpot
 COD Mauer, Donna Atlantic
 COD Mentel, John Good & Fair
 COD Millett, Cynthia Atlantic
 COD Owens, Jack Ace
 COD Powers, Bill Action
 COD Quigley, Bill University
 COD Quinn, Donald Ace
 COD Robinson, Brian DMS
 COD Savoy, Ken All Season
 COD Simmons, Darcy Bekins Northwest
 COD Smelser, John American
 COD Stagg, Ron Spirit
 COD Stanley, John Kaster
 COD Trebby, Tina Carroll's Martha's
 COD Vida, William Atlantic
 COD Wilson, Jack ABC
 COD Whatley, Matthew Atlantic

COD Wright, Chip All Points
 COD Yaun, Carl Philpot
 GOV Adams, Dan McCormack-Payton
 GOV Akers, Bob Nelson Westerberg
 GOV Aronowitz, Dave Southwest
 GOV Behrens, Joelle Mitchell
 GOV Bottley, Hosea Mitchell
 GOV Brown, Sheila Bekins Northwest
 GOV Burch, Robby Alexander's
 GOV Calahan, Dan Paxton
 GOV Clark, Richard Ace
 GOV Cook, Brian Bekins Northwest
 GOV Daniel, Linda Ace
 GOV Darling, Valeri Alexander's
 GOV Delane, Steve Alexander's
 GOV Dodson, Victor Dodson's
 GOV Fininis, Nick Atlantic
 GOV Flanagan, Paula Alexander's
 GOV Fox, Bob Atlantic
 GOV Hartman, Denise Paxton
 GOV Heatherly, Tim DeVries
 GOV Herron, Steve Advance
 GOV Hom, Yvonne Ace
 GOV Ledvina, Geralynn Ace
 GOV Lehman, Jerry Daniel
 GOV O'Donnell, Maury Benson
 GOV Paulley, Dennis Metropolitan
 GOV Polakowski, Lee Weleski
 GOV Reiner, Tom Lux
 GOV Rosauer, Dan Alexander's
 GOV Schwartz, William Ace
 GOV Seiler, Daniel Paxton
 GOV Sudhoff, Leighann Alexander's
 GOV Marchello, T. J. Golden
 GOV Winn, Richard, Jr. A. Walecka
 GOV Zachery, James Watson
 GOV Zerda, David Alaska Terminals
 NATL Adams, Dan McCormack-Payton
 NATL Akers, Bob Nelson Westerberg
 NATL Boone, Michael Lytle's
 NATL Buckley, Ross Alexander's
 NATL Burkart, Ann Alexander's
 NATL Cambra, Rod Thomas
 NATL Chocol, Richard Nelson Westerberg
 NATL Cibelli, Julie Nelson Westerberg
 NATL Clarke, Richard Ace
 NATL Copeland, Frank Atlantic
 NATL Corless, Carrie Ace
 NATL Cox, Bob Read's
 NATL Dean, Tina Walker
 NATL Delane, Steve Alexander's
 NATL Della-Dora, Denise Alexander's
 NATL Devaney, Gene Collins
 NATL Dulin, John Alexander's
 NATL Finelli, Ron Paxton
 NATL Frank, David Alexander's
 NATL Genienhardt, Jimmie Bean
 NATL Imlach, Gregg Imlach & Collins
 NATL Imlach, Ken Imlach
 NATL Lammers, Larry Ace
 NATL Lechelt, Jeffrey Ace
 NATL Lucchesi, Frank Alexander's
 NATL Lynch, Gail Ann County
 NATL May, Richard Alexander's
 NATL Nelson, Kurt McCormack-Payton
 NATL Page, Jon Atlantic
 NATL Philbin, Thomas Nelson Westerberg
 NATL Sorhagen, Dennis C&S
 NATL Trautz, Donna Nelson Westerberg
 NATL Wald, Bob C&S

NATL Westerberg, John Nelson Westerberg
 NATL Westerberg, Steve Nelson Westerberg
 NATL White, Tim Imlach
 SP Anderson, Jim Three Way
 SP Borske, Mitchel Nelson Westerberg
 SP Bradley, Kathy Avatar
 SP Bush, David McDevitt
 SP Chuhaloff, Scott Comtrans
 SP Cole, James W., Jr. J. W. Cole
 SP Colvin, John Alexander's
 SP Curtis, Wayne Comtrans
 SP Doebler, Dave Alexander's
 SP Dolan, Greg Specialty
 SP Eales-Rogers, Dan Specialty
 SP Fell, George Atlantic
 SP Finch, Jim Ace
 SP Goozee, Dean Atlantic
 SP Gruszewski, Steven Ace
 SP Gurley, Larry Santa Cruz
 SP Holland, Todd Dedicated
 SP Huffman, Bill Philpot
 SP Kendrick, Jack Specialty
 SP Lambert, Larry Golden
 SP Louderback, Gary Ace
 SP Manfredi, Eric American
 SP Manfredi, Tony American
 SP Mercurio, Michael Certified
 SP Mundie, Linda Atlantic
 SP Neidhart, Fred John Palmer
 SP Nemetz, Dick Specialty
 SP Noblit, Christopher Avatar
 SP Rich, Bonnie Specialty
 SP Rogers-Friedman, Betsy Specialty
 SP Rosauer, Dan Alexander's
 SP Schwartz, William Ace
 SP Shirk, Todd Comtrans
 SP Smith, Mark A. Walecka
 SP West, Jim Three Way
 SP Youell, Steve Dedicated

QUARTERLY WINNERS

NATL Denise Della-Dora Alexander's
 NATL Ken Imlach Imlach
 NATL Dick May Alexander's
 NATL Dennis Sorhagen Crofutt & Smith
 SP James Cole, Jr. J. W. Cole
 SP Steve Youell Dedicated
 SP Dan Eales-Rogers Specialty
 SP Gary Louderback Ace
 COD Ray Fallon Fallon Reynolds
 COD Patrick Griffin Gentle Giant
 COD John Smelser American
 COD Brian Robinson DMS
 GOVT Dave Aronowitz Southwest
 GOVT Steve Delane Alexander's
 GOVT David Zerda Alaska Terminals
 GOVT Yvonne Hom Ace
 AVLI Dennis Sorhagen C&S
 AVLI Roger Sorhagen C&S
 AVLI Wendall Nekota Pacific
 AVLI Bob Wald C&S

YEAR-END WINNERS

NATL Denise Della-Dora Alexander's
 SP Steve Youell Dedicated
 COD Brian Robinson DMS
 GOVT Dave Aronowitz Southwest
 AVLI Dennis Sorhagen C&S

Atlas World-Class Service is Appreciated

RE: Charles Dawson, Jim Chirillo and Paul Emerick
Weleski Transfer of Johnstown, Inc. (2152)
Johnstown, Pennsylvania

This letter pertains to our recent move from Georgia to West Virginia. Charles, Jim and Paul did an outstanding job with this very difficult moving situation. All unusual situations were present with this move. It involved the use of a shuttle system, two full households of furniture, and a very narrow road from the house to the van. Throughout two and a half days of loading, these three men worked like professionals while maintaining outstanding attitudes, and showed courtesy that would fail the average person. Charles showed real leadership with his crew throughout the entire move.

"I have never had the pleasure of working with such dedicated employees with such wonderful attitudes."

At our new home, the unloading was just as unusual. There was not enough room at the end of our road to turn the truck around for the return trip out. Again, the leadership of Mr. Dawson surfaced. They would have had to use a shuttle service, but Mr. Dawson used his driving skills to back the van from that point to our driveway, and right up to our home. This avoided the shuttle, save hours of time, and made the teams' job smooth. Mr. Dawson is an excellent driver and leader.

I am a retired U.S. Government employee and have made many, many moves over the years. I have never had the pleasure of working with such dedicated employees with such wonderful attitudes. Your company is very fortunate to have these employees working for you and we thank you for making our move a very smooth one.

Sincerely,
Mr. and Mrs. Harold E. Gerwig

E: Robert Messmer
Ace Relocation Systems, Inc. (43)
Seattle, Washington

I am writing to thank you for assigning Robert Messmer and his crew to move the Taylor's household goods from Washington to California. As you know, the Taylor's are personal friends of mine and a good job needed to be done. You sent the best crew—I was impressed from the start.

Bob kept me informed of anything out of the ordinary and was very knowledgeable on packing items securely and safely. He mentored his crew with compassion and even bought them lunch. The entire crew was very professional and got the job done without using foul language, nothing being broken, and no dents in the walls. Also, I was very impressed with the floor protection which worked wonderfully as it was a rainy day—imagine that in Washington!

Again, thank you for bringing everything together for the Taylor's and should I ever have to move, you can bet I will ask for Bob and his crew.

Sincerely,
Norene Smith
Executive Administrator
Human Resources
World Vision

"You sent the best crew—I was impressed from the start."

RE: Perry Walker and Charles Johnson
Atlantic Relocation Services (1651)
Denver, Colorado

We want to express our sincere appreciation and let Atlantic Relocation know that two outstanding individuals made our recent move from Texas to Florida a great experience. This was our first professional move and we had heard plenty of horror stories from family and friends. You can imagine what was going through my husband's head as the Atlas truck arrived to begin packing and loading our cherished belongings.

Perry Walker, our driver, and his assistant, Charles, were personable, professional and courteous. They carefully packed our household and had the truck loaded in a timely manner. We knew where the truck was throughout the journey due in part to the great communication from your office.

Perry and Charles displayed true professionalism and exceeded our expectations. Everything arrived in perfect condition—no lost boxes, no broken items. I would recommend these two gentlemen to anybody preparing to move. While we do not intend to move anytime soon, I sure hope these two are still in the business should that time come.

"They carefully packed our household and had the truck loaded in a timely manner."

Sincerely,
Sydney and Lance Ross



RE: Reginald Fortenberry
Northlake Moving & Storage, Inc. (1535)
Covington, Louisiana

I am writing to let you know that your driver, Reggie, is a wonderful employee. My sister and I were driving on I-94 when my tire blew out. My sister and I did not know how to change a tire. Reggie was driving behind us in his Atlas truck and saw what had happened. He pulled over and helped us change the tire.

Coming from a business world myself, it was so nice to see someone appropriately dressed with his Atlas uniform on. He talked very highly of his job and his employer. He also spoke very fondly of his family—it was very refreshing.

We tried to offer him some money for his time and effort, but he refused. You are very lucky to have such a kind and caring employee. I just wanted to thank you for hiring such a wonderful man and let you know how much we appreciated his help and kindness.

Please tell Reggie thank you for all his help. We will always remember him.

Sincerely,
Debby Danielson

“You are very lucky to have such a kind and caring employee.”

RE: Kevin Patrick and Joe Dowling
Wm. Duggan Co., Inc. (2189)
Walpole, Massachusetts

I wanted to express my great thanks and admiration for the job your entire team did moving our family from Texas to Massachusetts. Joe Dowling was there every step of the way making sure that everything was in order and the process was going smoothly. The information he sent was both timely and useful; I especially appreciated the Berenstain Bears book about moving he included for our young son, as well as Joe's personal visit to our home the day our belongings were unloaded.

I cannot say enough about the incredible job our driver, Kevin Patrick, did. Kevin

was the consummate professional—efficient, cheerful, thorough and careful in both packing and moving our things. He also was a welcome voice of calm during a time of chaos; handling a move with a toddler, two dogs and two cats was an extreme challenge. His good humor and reassurances went a long way toward making things easier. I also want to compliment the crews who loaded and unloaded our belongings. They were extremely polite, careful and never complained.

My father was in the Army, and I have moved 22 times in my 32 years. Never in all that time have I experienced an easier move and I thank you for that. Again, our thanks and appreciation to all the fine people who helped make this large and challenging transition in our lives a lot easier.

Sincerely,
Andrea and Steve Moynihan

“They were extremely polite, careful and never complained.”

RE: Marty Marshall, Reese McConaha*
and Larry Wells
Nelson Westerberg of Texas (1511)
Dallas, Texas

I am compelled to write to inform you that my husband and I have never experienced such a superior moving experience as we had with Nelson Westerberg. We were told ahead of time that we would have a top rated crew and indeed, they exceeded our expectations. We

have had eight corporate moves in 28 years and none compare to this one.

Marty Marshall had full command of the situation at all times and the crew worked diligently and courteously. It was the most stress-free and relaxing move we've ever experienced. As they drove away with all of our worldly possessions and our automobile, we had no concerns that our belongings would be handled with care.

We have already communicated our sincere and complete level of satisfaction to Nelson Westerberg and hope this team will be recognized for their excellence.

Sincerely,
David and Kate VanDrillces
World Vision

“It was the most stress-free and relaxing move we've ever experienced.”

*Shortly after this letter was written, Reese McConaha, helper for Nelson Westerberg(1511), passed away. He was 48 years old. Reese worked with Marty Marshall, driver for Nelson Westerberg(1511), for ten years. Reese was popular among his coworkers and will be sorely missed.



Tracks

RE: Larry Henderson and Bob Decker
Ace World-Wide
Moving & Storage Co. (39)
Fallsington, Pennsylvania

I would like to thank Atlas Van Lines and their partners for making my move back to Florida worry-free. My wife and I were extremely satisfied with how smoothly the entire move went; both in Ohio and Florida.

I have dealt with other moving companies in the past, and this experience was by far the easiest to manage. Larry Henderson, our driver, was very knowledgeable and made us feel at ease while our personal belongings were en route to Florida. Bob Decker, our move coordinator, is the most customer conscious person I've ever dealt with in any arena of business. In the six days that we were in contact with each other, he took the initiative to contact us everyday to make sure that all of our needs were being met, and that any of our concerns were addressed in a timely fashion.

If Atlas is represented by fine people such as Larry and Bob, then you definitely have a world-class organization. Thanks again.

Sincerely,
Corey Latham

*"...all of our needs
were being met."*

RE: Bill Craig
Golden Van Lines, Inc. (991)
Longmont, Colorado

We moved from Colorado to Utah because of my husband's new job with 3COM. We were pleasantly surprised to find that Bill Craig would be with us throughout the entire move. Since Bill has connections with excellent and trustworthy crews in many locations, we felt comfortable in knowing our personal goods would be handled with respect and care.

Thanks to the efforts of Bill and his crews, our move went more smoothly than we had anticipated. We would feel very comfortable recommending Mr. Craig and Atlas to any of our friends and will encourage 3COM to utilize your services in the future.

Sincerely,
Tamra and Daniel Dresser

RE: Chris McNeil
Southwest Transfer and Storage, Inc. (1214)
Phoenix, Arizona

We recently utilized Atlas Van Lines for our son's move to Arizona and wanted you to be aware of the outstanding service we received from Chris McNeil.

Our son, who works for INTEL, was unexpectedly in the hospital at the time his shipment was arriving. I was able to enlist Chris' personal assistance and she went out of her way not only to visit our son in the hospital, but also to personally take over and supervise the move into his new home.

Our gratitude has no bounds. You can be certain that in my professional connections, which are considerable in this area, I will recommend your company.

Very sincerely yours,
J. Norman Cotter

*"Our gratitude has
no bounds.."*

RE: Raul Gonzalez and Enrique Serrano
LaMar Transfer (1257)
Miami, Florida

I recently retired from the United States Marine corps after 37 years of service. LaMar Transfer assisted us in the 28th and final movement of our household goods. Our move from Miami to Washington, D.C. was a masterpiece and I wanted to pause for just a moment to thank you and the exceptional moving crew for a job exceedingly well done.

I think we may be a mover's nightmare. Over the years, we have accumulated a large collection of antiques, all of which are irregular in size and

*"Not only did they do
a superb job and very
professional job, they
did it with world-class
attitudes."*

many are quite fragile. A common characteristic of all is that they are not replaceable. Thanks to skillful crating, expert packing and careful loading, we received our shipment without so much as a single broken dish or chipped piece of wood.

Obviously, it was your people who made this possible. The entire crew was exceptional. I would like to specifically mention the senior member, Mr. Raul Gonzalez, and his assistant, Enrique Serrano, who were present from start to finish. Not only did they do a superb and very professional job, they did it with world-class attitudes. They were so polite, cooperative and friendly that Valerie and I genuinely missed them after the last crate was loaded and they took their leave.

Thanks to LaMar Transfer and its terrific people, our last memory of Miami is among our best and most positive. Please feel free to share this letter with potential customers and others who are selecting a company to assist them with their moving needs.

Sincerely,
General Charles E. Wilhelm
USMC (Retired)



Our routine protection is everything it's wrapped up to be.

One of the free "extras" from Atlas.

Stretch wrap is a wonderful thing. It means maximum protection from dust and dirt for your upholstered furniture.

It's quick and easy to apply.

It's great at keeping stains and dust away from fine fabrics.

It's harmless for use on delicate upholstery, it won't damage wood or metal trim.

And best of all, it's applied routinely and at no extra charge.

There is a difference between major van lines.

Routine stretch wrap protection.

It's just one way Atlas Van Lines stands apart. Call us today... we'll give you the "routine" story on a few other Atlas extras.



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The Corporate Mover.®



Atlas Calendar

March

- 3rd** Operations & Drivers' Meeting – Hayward, CA Alexander's (208)
- 6th –8th** Exhibitor Show – Las Vegas, NV
- 10th** Operations & Drivers' Meeting – Jacksonville, FL Read's (1724)
- 12th–14th** Atlas Sales Training – Evansville, IN
- 15th** Atlas Skills Training – Evansville, IN
- 15th** Cornerstone Relocation Training – Evansville, IN
- 15th–17th** National Sales Symposium The Centre – Evansville, IN
- 20th** Atlas Canada Board Meeting – Atlas Canada Hdqtrs.
- 22nd–24th** NASFM/Globalshop The Store Fixture Show – Chicago, IL
- 28th–31st** AMSA Convention – Tucson, AZ

April

- 2nd–4th** SHRM Global Forum – Chicago, IL
- 7th** Operations and Drivers' Meeting – Jessup, MD Ace (15)
- 21st** Operations and Drivers' Meeting – Canton, MI DMS (800)
- 25th** AWG Board Meeting
- 26th–27th** Atlas Forum on Moving – Chicago, IL Hyatt Regency O'Hare
- 27th–28th** C.P.P.C. Spring Workshop – Chicago, IL Hyatt Regency O'Hare

May

- 4th–5th** Specialized Transportation Group Conference – Evansville, IN
- 6th–10th** AAM Museum Show – St. Louis, MO
- 9th–12th** Employee Relocation Council (ERC) National Relocation Conference – San Antonio, TX

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