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Another Record Year **18**



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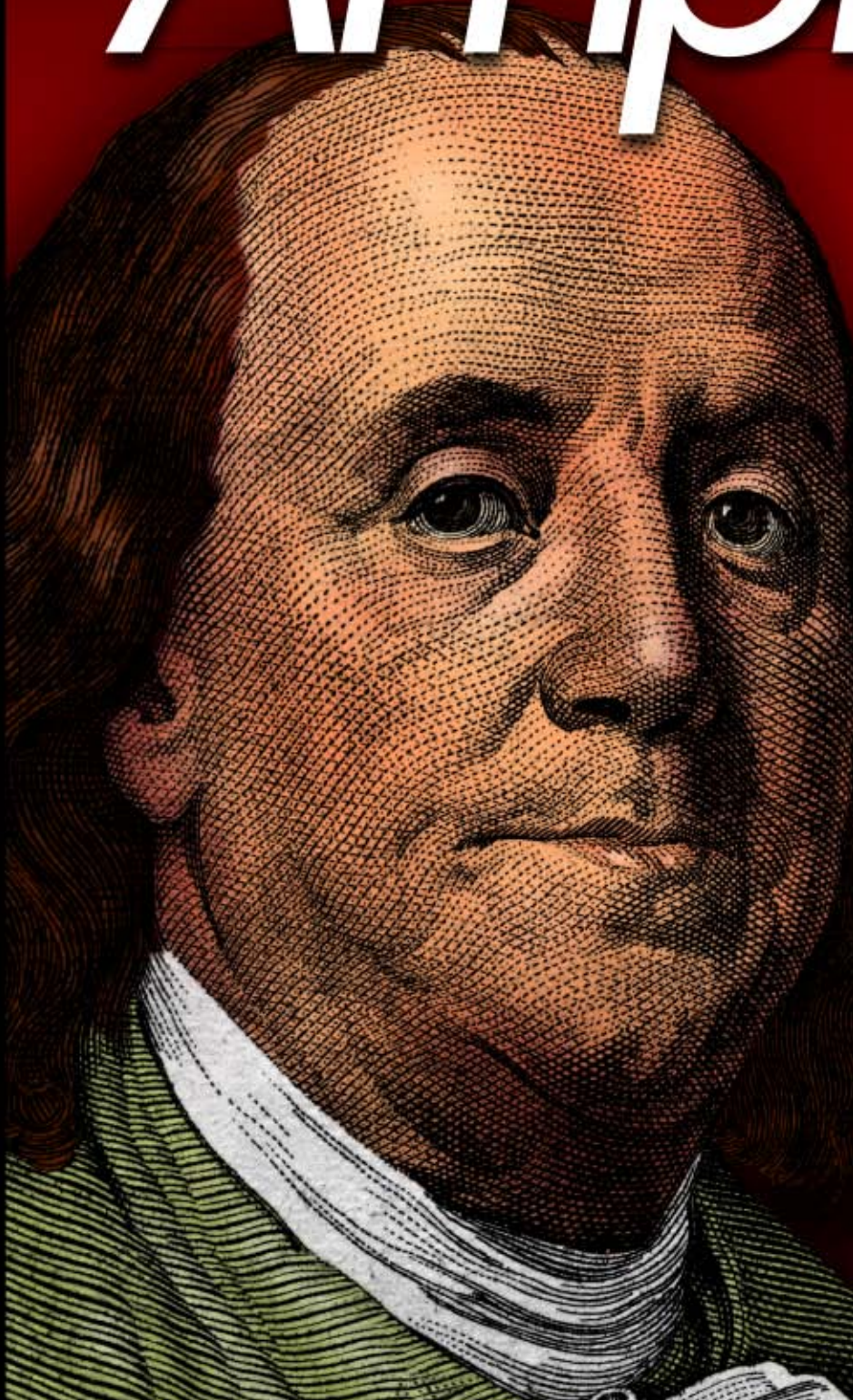


The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier

Volume 54 Summer 2006



Forum 2006
Philadelphia, PA • April 27 & 28

WHAT'S NEW?

POST

Forum Issue

**A great meeting of the minds
in the city of brotherly love.**

Visit the
Forum Report Online
For photos, video and highlights!
www.atlasworldgroup.com/forum



Chairman's Message


As I prepared to travel to Philadelphia for the Forum on Moving, I thought about the city's role in making history and giving birth to the Constitution. Just as that document is dynamic, with revisions occurring over time through amendments, our industry is also ever changing. The primary drivers of this change are customers and their changing expectations and demands. We all deal with these daily.

At Atlas, we respond with investments in resources for service. As a result, we are the first carrier to provide customers added peace of mind with background checks to certify all permanently employed laborers. Before the end of this year,

Atlas will be the only carrier to have equipped every trailer in its fleet with tracking technology, giving customers access to real-time information on the exact whereabouts of shipments.

Satellite tracking isn't new, but trailer tracking is. And last time we checked, the customer's goods are loaded on the trailer.

Finally, customer demands for simplified pricing have led Atlas to join an important industry effort to modify the tariff in 2007. With consecutive Quest for Quality Awards during the last eight years, it may seem tempting for us to simply maintain the status quo. But we know customers are not content with yesterday's service. Just as their demands continue to change, so must our response. And so must the response of anyone who takes part in our industry as it continues to write its history.



Mike Shaffer
Chairman & CEO
Atlas World Group, Inc.



integrity | quality | solutions

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WHAT'S NEW?

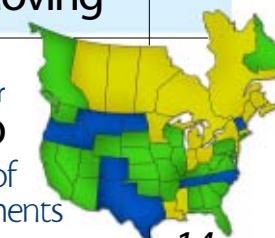
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Editor Barbara Cox coxb@atlasworldgroup.com

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



A Meeting of the Minds in Philadelphia

Attendees at the 2006 Atlas Forum on Moving in Philadelphia will witness and be in the midst of two similar forums born nearly two hundred and fifty years apart.

{What's New?}

As every student of history knows, the city of brotherly love is famous for its role in the founding of the U.S. republic. It was also home to a great American thinker and doer, Benjamin Franklin. In 1727, Franklin formed an association dedicated to the self-improvement of its members. He called it "Junto," and it provided a weekly forum in which he and his friends shared their expertise for the betterment of one another – and the betterment of society. From this legendary association blossomed ideas for the first library, the first public hospital, volunteer fire departments, police departments, paved streets and the University of Pennsylvania.

The Atlas Forum on Moving was born of a similar vision. In 1968, the leadership of Atlas Van Lines saw the need for a means to stimulate

discussion on relocation issues. It proved to be an idea whose time had come. Today, the signature event of Atlas is known as a wellspring of information on vital topics. The dialogue spawned at this event helps shape the industry. Among the many industry accomplishments that are influenced by the Forum and the ensuing dialogue, are these Atlas "firsts."

- *The first major household goods carrier to implement real-time equipment tracking..*
- *the first to bring customers the added safety and security of labor screening..*
- *the first to earn eight consecutive Quest for Quality Awards for consistently outstanding ratings ...*

Yet, these industry firsts are not simply a credit to Atlas. They benefit the whole industry by helping to elevate service and inspire new efficiencies.



Above:

Actor, speaker and author Jim MacLaren gives an inspiring presentation about surviving and thriving.

Like Franklin's Junto, the Forum on Moving provides a regular facility for a meeting of the minds. This year marks the 39th time members and guests of the Atlas family have met to share diverse insights for the benefit of one another and the relocation industry.

Visit the Forum Report Online

For photos, video and highlights of this year's "meeting of the minds" visit:

www.atlasworldgroup.com/forum



So, What's New?

Much has changed in the centuries since Franklin and his Junto were active. Science and technology have advanced greatly. The world population has increased approximately ten-fold. And Philadelphia itself has grown from approximately 28,000 people in 1790 to more than 1.5 million today.

"The moving industry, in general, has gotten better at what it does," says **Wayne Conway**, Manager of Relocation Services with **MITRE Corporation**, a federally funded research and development company working in the public's best interest. Wayne bases his observation on a career that spans 35 years, including

I brought the household goods portion in-house, I have had no service issues," says Wayne. "It also helps that transferees are more educated on relocation nowadays. Many have relocated before, and they are more savvy about the process. My complaint levels are way down."

Complaints are down, too, as a result of contract language that rewards carriers for excellence.

"I use a performance-based contract so the discount depends on the service," says Wayne. "As a result, the best crews want to move my house. They know if they do a great job they'll be paid better."

Others, too, see performance measures and their economic advantages gaining in popularity.

"Relocation policy benefits are more sophisticated today, and there is an emphasis placed on value as well as cost," says **Brenda Fender**, a 25-year industry veteran and Director of Global Initiatives with the **Employee Relocation Council (ERC)**.

"In the old days, providers were often retained by the HR professionals utilizing their services," says Brenda. "Now, a different set of techniques is often used for choosing and keeping service providers that involves modern procurement practices, including risk management and key performance measures built into the contracts."

personal expatriate experience and 16 self-relocations.

"One of the biggest changes overall, people are actually starting to live up to their pledges," says Wayne. "Most companies today are better focused on customer service, especially on government or military moves."

Consequently, Wayne has recently found it advantageous to establish partnerships and work directly with household goods carriers.

"Over the last year and a half, since



"...TRANSFEREES ARE MORE EDUCATED ON RELOCATION NOWADAYS. MANY HAVE RELOCATED BEFORE, AND THEY ARE MORE SAVVY ABOUT THE PROCESS."

Likewise, one might contend that the relocation industry has undergone its own revolution since Atlas introduced the "Traffic Managers' Forum on Moving" in 1968. According to Atlas survey data from 1969, 83 percent of companies said traffic department personnel were responsible for contracting services of household goods carriers.

And change is perhaps best described by the people who live—and work—through it.

Doing More for Less

"Today, relocation is much more cost-driven, and we must be keen on finding ways to do more for less," says **Paul Onitsuka**, Senior Manager of Global Mobility with **Electronic Arts**, a leading independent producer of interactive entertainment software.

Paul's 15-year tenure in the relocation industry has focused on strategic outsourcing to contain costs. During that time he has noticed both the exodus of relo functions from—and the subsequent return of—key functions to the corporate purview.

"Key services are coming back in-house, and the outsourcing of components tends to be for the higher volume programs with relocation suppliers providing global capabilities," says Paul. "We give the new or transferring employee an overview of the benefits and then make a warm hand-off to the relo management company for day-to-day servicing of needs. The EA HR Global Mobility team manages any exception requests or service issues."

"Because budgets fluctuate, providing a lump sum for relocation benefits is useful for controlling costs and provides more flexibility to the relocatee," says Paul. "We give people relocation assistance based on business criticality and level. For the lower levels, lump sum moves are provided as a general framework, and they basically self-service their own move."

"The lump sum plan has allowed us to eliminate expense reports," says **Sylkia Negron**, an 11-year industry veteran who is Senior Relocation Coordinator with **FMC Technologies**, a global leader providing mission-critical technology solutions for the energy, food processing and air transportation industries. "It allows us to dedicate ourselves to counseling the employee and guiding them through the process."

Sylkia also sees communications advances as agents of change that enable her to do more for less.

"In my experience, technology has made things easier," says Sylkia. "I used to wait days for an appraisal to come through the mail. Now, with digital

"WE GIVE PEOPLE A GENERAL FRAMEWORK, AND THEY BASICALLY SELF-SERVICE THEIR OWN MOVE."





“THE THIRD-PARTY VENDORS WHO COLLECT REAL ESTATE REFERRAL FEES ARE NOW SHARING THE REVENUE WITH THEIR CLIENTS.”

photography and e-mail, appraisals arrive the same day they are sent.”

A proprietary online bidding system, Acadia, allows Sylkia and her team to compare and pick the most cost-efficient quote from among several van lines on an “apples-to-apples” basis.

“We consider both service and price,” says Sylkia. “We want to save the company money, but not at the expense of service.”

“Fee for Two”

A big component of many relocation packages is real estate services. With the escalation of housing prices over the last ten years, costs for such benefits have increased dramatically. However, a recent market development is providing some relief for corporations engaged in home purchase programs.

“The third-party vendors who collect real estate referral fees are now sharing the revenue with their clients,”

says Wayne. “The amount can be significant, say \$5,000 for a typical home in some markets.”

“Referral fees on real estate sales are becoming more common,” says Sylkia. “We have a network of brokers we use exclusively—we know their credentials, we know how they work, and we don’t have to reinvent the wheel with them. It’s the same with financing. We have developed contracts with a network of specific lenders. They know exactly what our policy covers, which makes it easier for us.”

With the burgeoning real estate industry have come new laws that can greatly impact some corporate relocation programs.

“One of the most significant changes in the last several years is how the home sale is handled,” says **Lynne Mills**. Lynne, who has 18 years of industry experience and particular expertise in real estate, is Relocation Specialist in Global Staffing & Employee Mobility with

The Boeing Company, the world’s leading aerospace company and largest manufacturer of commercial jetliners and military aircraft.

“New IRS regulations enacted last year clear up a gray area on arms-length transactions,” says Lynne. “This has affected how we take ownership and how the employee’s income is affected. Granted, we’re not tax advisors, but we do get involved in making employees aware of such issues.”

Lynne says another change is the recognition that some families need to bring their children into the decision when selecting a house. This

has caused a change in Boeing’s policy.

“We now have a dependent allowance that pays for children on house-hunting trips,” says Lynne.

The Atlas Forum on Moving, like Franklin’s Junto, demonstrates the value of open discussion for the greater good. Were Franklin himself to appear at the Forum, he would find himself among people with whom he would enjoy contemplating big issues of the day. And, like Poor Richard himself, he would doubtless remind all assembled that “industry, perseverance, and frugality make fortune yield.” ■



“WE NOW HAVE A DEPENDENT ALLOWANCE THAT PAYS FOR CHILDREN ON HOUSE-HUNTING TRIPS.”



Results 39

THIRTY-NINTH ANNUAL

OVERVIEW

Corporate Relocation Survey

Who Responded?

Atlas is pleased to present findings from its 39th annual survey of corporate relocation professionals. Invitations to participate were sent via e-mail, and 421 respondents completed online questionnaires between January 25 and February 28. To qualify for the survey, a respondent must have relocation responsibility and work for a company that has either relocated employees within the past two years or plans to relocate employees this year.

- **Most respondents (75%) work in human resources or personnel departments for**
 - service (43%)
 - manufacturing/processing (41%)
 - financial (8%)
 - government and military (2%)
 - and other sectors (6%)
- **Based on the number of employees, responding firms are categorized by size for analysis:**
 - 50% have less than 500 salaried employees (small firms)
 - 29% have 500-4,999 salaried employees (mid-size firms)
 - 21% have 5,000+ salaried employees (large firms)
- **Close to half (49%) of the companies surveyed this year are international firms.**

For complete results of the "Corporate Relocation Survey," please visit www.atlasworldgroup.com/survey



Highlights of Results

Will relocation volumes continue their upswing in 2006? Are companies shifting to lump sum and partial reimbursement plans for transferees? How is international relocation changing?

The annual Atlas Survey of Corporate Relocation Policies brings insights on these and other issues. A few of the findings from this year's survey are presented here.

Relocation Volume and Budgets – Expectations for Increases

Over a fourth (28%) of responding firms expect their relocation volumes to increase in 2006 and 31% expect their relocation budgets to increase (previous surveys noted similar expectations for 2004 and 2005). As in 2005, firms of all sizes expect increases and more large than mid-size or small firms expect increases. Similar to findings in 2004 and 2005, around half of all firms, regardless of size, expect relocation volumes and budgets to stay the same.

- While still above the expectations of small and mid-size firms, fewer large companies indicate increased expectations in relocation volume for 2006 over 2005 (38% vs. 47%) and the majority expect volumes to be at the same levels as last year. However, despite a dip in expectations for increased volume, similar numbers of large firms expect increases in their relocation budgets as did in 2005 (44% vs. 44%).

External Factors –

Lack of Qualified People Locally, Economic Conditions, Competition, Natural Disasters

Seventy-six percent of firms indicate at least one external factor affected their number of relocations in 2005, with "lack of qualified people locally" cited most often this year, regardless of company size. The impact of this factor increased for

companies of all sizes, and for large firms it eclipsed "economic conditions" for the first time in the four years this question has been asked (51% vs. 42% in 2005).

- While "economic conditions" (mentioned by 28% of respondents overall) continues to rank second, the percentage of firms that said this factor had the most significant impact on volumes decreased significantly in 2005 (down from 40% in 2004, 51% in 2003, and 46% in 2002). This decrease may be linked to the belief shared by roughly half of all size companies that the U.S. economy was better in 2005 than the previous year.

Some differences by company size continue. Small and mid-size companies are still somewhat more likely than large firms to indicate "lack of qualified people locally" as their top external issue (even though it is the top one cited by all size firms for 2005). "Economic conditions" are still cited more often by mid-size and large firms, but these percentages are down overall from previous years.

- Significantly more large firms than mid-size and small firms indicated domestic natural disasters impacted their relocation volumes in 2005 (21% vs. 8% and 3%, respectively).
- Similar to last year, over a third of large companies indicate the growth of one form of competition (domestic or international) had a significant impact on relocation volume in 2005, significantly greater than small companies (16%).

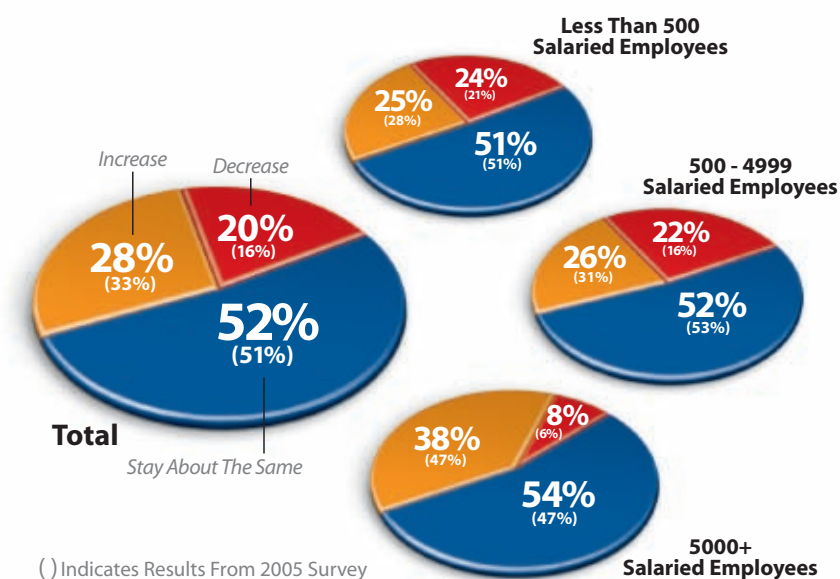
Internal Factors –

Company Growth, Promotions/Resignations, Decreasing Impact of Budget Constraints

Over half of firms indicate "growth of company" as the top internal factor affecting their relocations in 2005. While "promotions/resignations," "knowledge/skills transfers," and "corporate reorganization" rank second, third, and fourth respectively, the percentage of firms indicating "budget constraints" dropped regardless of company size for the second straight year.

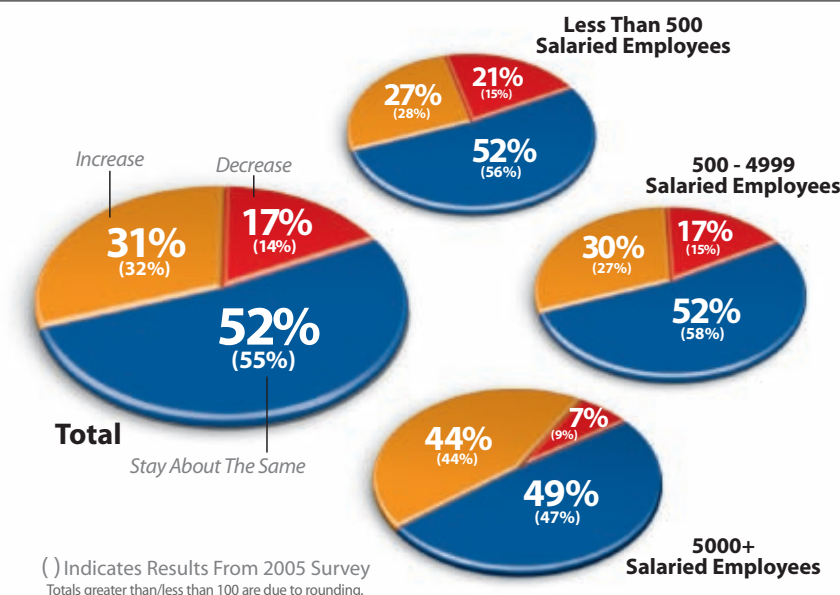
Question 12: Relocation Volume

Compared to 2005, do you anticipate that the number of employees your company will relocate during 2006 will...



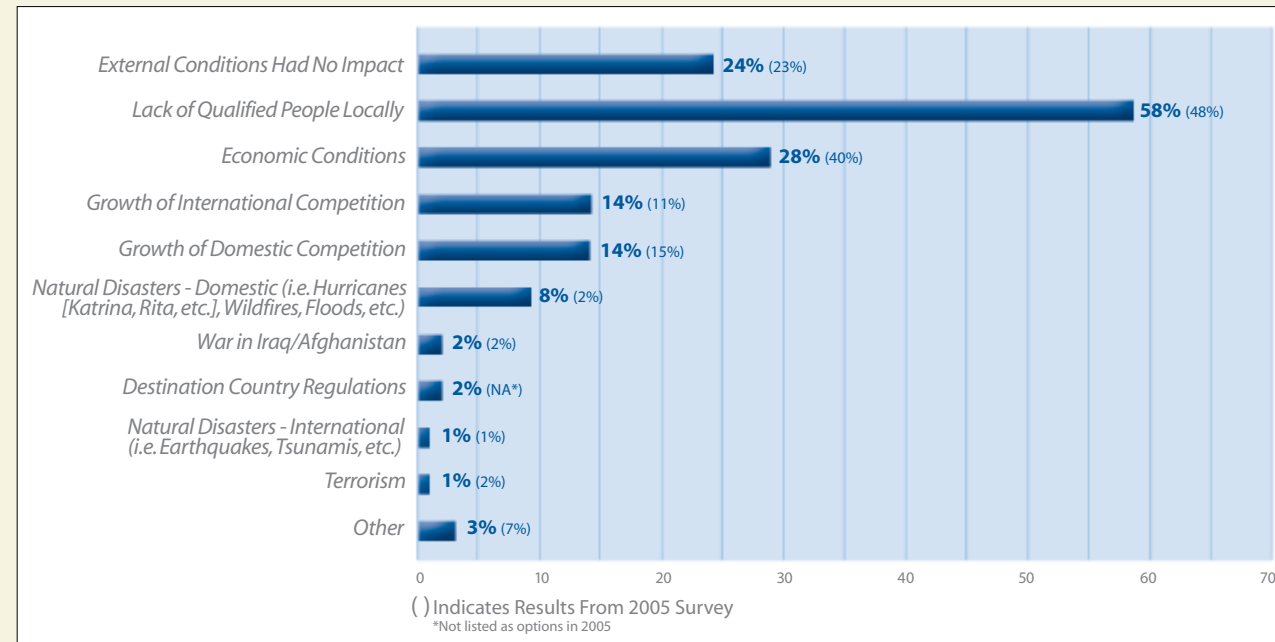
Question 13: Relocation Budget

Compared to 2005, do you anticipate that your relocation budget in 2006 will...



Question 15: External Factors

What external factors had the most significant impact on the number of your employee relocations in 2005?



- "Growth of company" is more likely to be the driving factor for mid-size and large firms than small firms in 2005, and the percentage of large firms indicating this is significantly above 2004 levels (69% vs. 52%, respectively).
- For mid-size and large companies, there is an increase over 2004 in the percentage citing "promotions/resignations" as a factor in relocation volume in 2005 (51% vs. 42% and 57% vs. 45%, respectively).
- There is an increase in the percentage of large companies citing "expansion into new territories," and "expansion of facility" as impacting 2005 relocation volumes compared to 2004 (38% vs. 27% and 33% vs. 26%, respectively).

Relocation Policy – 2005 Outsourcing Declines from 2004

Fifty-five percent of companies outsourced relocation services during 2005, down from levels seen the past two years (63% and 66%, respectively). The drop appears to be driven by decreases among small and mid-size firms outsourcing in 2005 compared to 2004 (30% vs. 39% and 74% vs. 79%, respectively). The percentage of large companies outsourcing relocation-related services remained mostly steady (88% vs. 87%).

- Small and mid-size firms indicate decreases from 2004 in every outsourcing category (real estate services, household goods carrier contracts, counseling, etc.).

- Large firms held steady in the outsourcing of real estate services and household goods carrier contracts in 2005. Outsourcing levels for all other services (counseling, orientation tours, etc.) fell from 2004, though many are still outsourced by a fourth or more of companies.

Relocation Reimbursement/Payment – Transferees and New Hires: Reimbursement Policy Changes

The percentage of firms offering full reimbursement of relocation expenses to transferees and new hires decreased significantly from last year. Corresponding to these changes, increases are also seen in the percentage of firms offering lump sum payments or partial reimbursement for relocation costs. The majority of firms responding still offer full reimbursement of moving expenses as an option for transferees. However, this is no longer true for new hires, as the majority of firms now indicate they offer partial reimbursement to this group.

- Mid-size and large firms are more likely than small firms to offer full reimbursement to transferees or new hires and to offer lump sum payments to transferees or new hires.
- Small companies are more likely to offer partial reimbursement than lump sum payments or full reimbursement to new hires.
- Mid-size and small companies are more likely than large firms to offer partial reimbursement to transferees and new hires.

As in last year's survey, most firms report that carrier transportation expenses are "paid directly by the company" regardless of company size. However, the percentage of small firms paying these expenses directly for transferees decreased significantly from last year (59% vs. 71%). Small firms are more likely than mid-size or large firms to have moving expenses paid by the employee and then reimbursed.

Majority of Companies Have Tiers/Levels within Policies

Most firms have different tiers (or levels) within their relocation policies. However, mid-size and large firms are more likely than small firms to have these in place. Overall, most tier level policies appear to be based on position/job title or general job level (i.e. staff, management, professional, etc.), and most are also based on more than one factor.

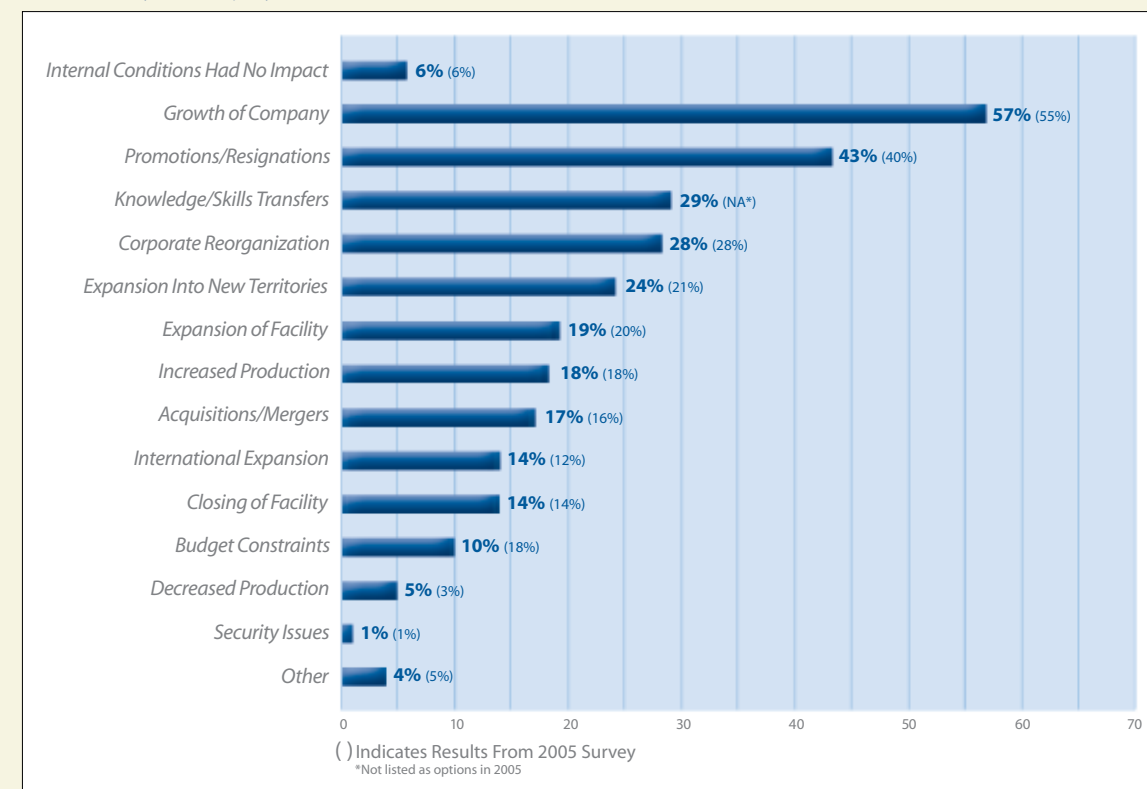
- Mid-size and large firms are more likely than small firms to use new hire/current employee or homeowner/renter status as a qualifier for their policies.
- Small companies are more likely than mid-size and large firms to base tier level policies on just one factor.

International Relocation Volume – Some Increases Expected, Majority Expect 2006 Volume to Remain at 2005 Levels

Forty-three percent of responding firms transfer employees between countries. Thirty-nine percent of firms indicate that the number of employees they relocated internationally increased in 2005 compared to 2004. Mid-size and large firms were more likely than small firms to see increases in international relocation volumes in 2005.

Question 16: Internal Factors

What internal factors had the most significant impact on the number of your employee relocations in 2005?



- Thirty percent of companies responding indicate they expect increases in international relocation volume in 2006.
- Large firms are more likely than mid-size and small firms to expect increases in international relocations in 2006.
- Over half of companies, regardless of size, indicate they expect 2006 international relocation volume to remain unchanged from 2005 levels.

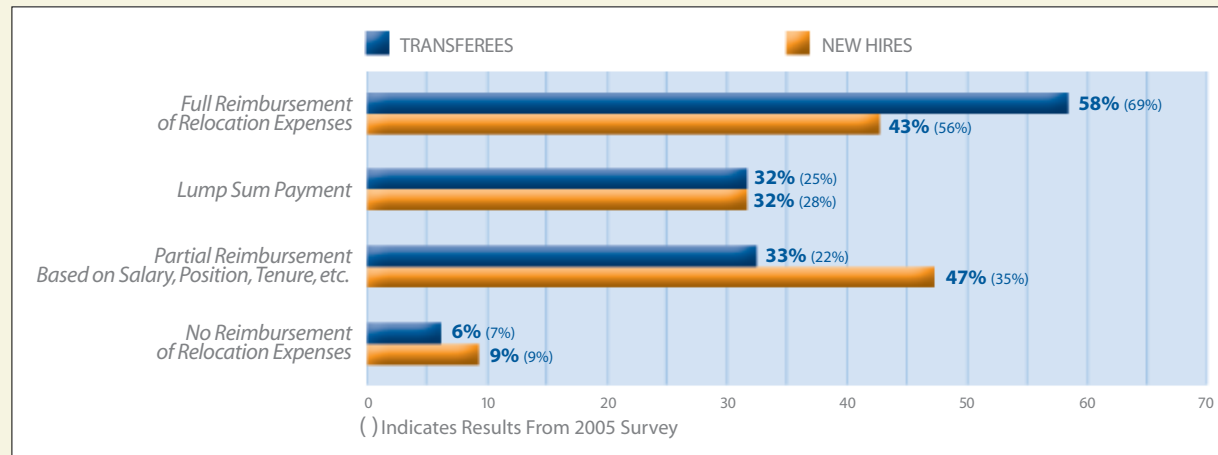
Over half of responding firms, regardless of company size, indicate the duration of the typical international relocation

assignment is greater than 12 months but less than three years. Close to a third indicate these assignments last three years or more. Only 17% of 2005 international assignments were temporary (less than 12 months).

- Overall, 22% expect the number of temporary assignments to increase, but these expectations are driven mostly by large companies (34% expect increases). The majority of all firms, regardless of company size, expect unchanged volume in temporary international assignments in 2006 from 2005 levels.

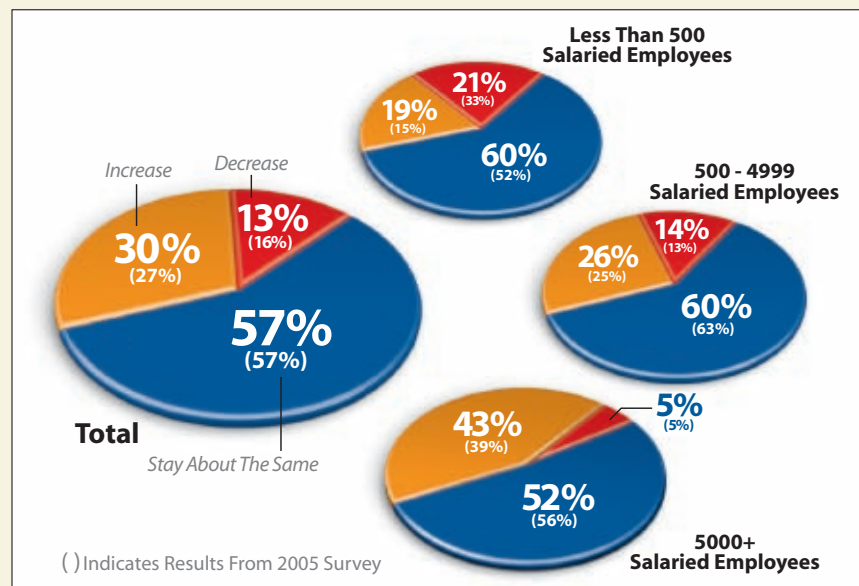
Questions 25a & 26a: Transferee and New Hire Expense Reimbursement

To what extent does your company reimburse relocation expenses of (Transferees/New Hires)?



Question 45b: International Relocation

Compared to 2005, do you anticipate that the number of employees your company will relocate internationally during 2006 will...



Agenda – The 39th Annual Forum on Moving

April 27 & 28, Philadelphia Marriott Downtown, Philadelphia, Pennsylvania

Thursday, April 27, 2006

10:00 a.m. – 10:30 a.m. Opening General Session

Call to Order and Welcome: **MIKE SHAFFER**, Chairman & CEO, Atlas World Group, Inc. Remarks: **GREG HOOVER**, Sr. Vice President, Chief Marketing Officer, Atlas World Group, Inc.

10:45 a.m. – 12:00 p.m. Workshops I & II

<p>Workshop I "OH SAY CAN YOU SEE..." Moderator: RYAN McCONNELL, Director, Sales Development, Atlas Presenters: WAYNE CONWAY, Relocation Manager, MITRE Corporation; MIKE LeQUIER, CRP, Director, Relocation Services, The Home Depot; LYNNE MILLS, Relocation Specialist, Global Staffing & Employee Mobility, Shared Services Group, The Boeing Company</p>	<p>Workshop II "STATUS GO!" Guest Speaker: JODI WALKER, CSP, Professional Speaker & Author, Success Alliances; PAUL ONITSUKA, Senior Manager, HR Global Mobility, Electronic Arts, Inc.</p>
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12:15 p.m. – 2:00 p.m. Second General Session & Luncheon

Presiding: **JIM STAMM**, President & COO, Atlas World Group, Inc. Principal Address: **JOE THEISMANN**, ESPN NFL Analyst and Washington Redskins Star Quarterback

2:15 p.m. – 3:30 p.m. Workshops III & IV

<p>Workshop III "THE BATTLE OF TRENTON" Moderator: KATHY THOMPSON, Director, Contract Administration, Atlas Presenters: BEV JESKIE, Senior Analyst, International Pizza Hut Franchise Holder's Assoc.; RODNEY MOSES, VP, Global Talent Acquisition, Invitrogen Corporation; SYLKIA NEGRON, Sr. Relocation Coordinator, FMC Technologies, Inc.</p>	<p>Workshop IV "STATUS GO!" (Repeat of JODI WALKER'S Workshop II)</p>
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3:45 p.m. – 5:00 p.m. Workshop V

Workshop V "AN INDUSTRY UPDATE"
Guest Speaker: **BRENDA FENDER, SCRP, GMS**, Director of Global Initiative, Worldwide ERC

6:30 p.m. – 7:30 p.m. Reception

7:30 p.m. – Banquet & Entertainment

Presiding: **MIKE SCAVUZZO**, Sr. Vice President, Agency Development, Atlas. Special Entertainment: **THE WATER COOLERS**

Friday, April 28, 2006

8:30 a.m. – 10:30 a.m. Breakfast & Closing General Session

(Breakfast Served Until 9:15 a.m.)
Presiding: **MARIAN WEILERT SAUVEY, Esq.**, Sr. Vice President, General Counsel & Corporate Secretary, Atlas World Group, Inc. Keynote Address: **JIM MacLAREN**, Actor, Speaker and Author

Forum Adjournment



Since May 2005, Atlas has required background checks on all permanently employed laborers to ensure customers an added measure of security.

Labor Certification

Atlas Is Industry's First To Adopt Bold New Safeguard

Whether moving irreplaceable family photos or a valuable vintage car, Atlas believes customers deserve to know that their belongings are in trusted hands. That's why Atlas now requires background checks on all of its agents' permanently employed laborers hired after May 1, 2005. Since May 2005, Atlas and its agents have screened more than 2,300 applicants using an innovative online system developed by ChoicePoint, a data verification company. Atlas is the first company in the industry to require this important safeguard for the customer's peace of mind.

"No matter what else we do, we have an obligation throughout the relocation process to assure our customers that their belongings will arrive safe and unharmed," says Senior Vice President of Transportation Dennie Lynn. "A major step toward making that assurance is to require background checks. It's something the entire industry should be doing."

The relocation industry has long struggled to establish standards for background checks and, in recent years, public concerns about security have intensified. So Atlas executives moved forward with a program to bring added safety to

every customer. Background checks provide a criminal history search to help verify the qualifications of workers who help van operators load and deliver customer belongings. Based on the success of the program for permanent positions, this year Atlas will expand the program to include temporary laborers.

"About 60 percent of our relocations occur between May and September," says Dennie. "That makes it impossible for agents to survive on permanent laborers year-round. We want to ensure that all Atlas personnel who enter our customers' homes/residences – permanent or temporary – have been adequately screened."

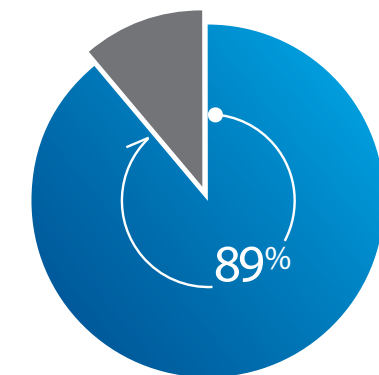


Dennie Lynn,
Sr. Vice President
Transportation
Relocation Services Group

When initial findings raise concerns, additional screening must be performed before the applicant is deemed eligible. Since the program began, 89 percent of candidates have successfully completed the process.

To obtain a background check, Atlas agents submit names via a link on the Atlas Web site. Typically, results are available within minutes. If initial findings indicate a more thorough check is required, the report may take 24 to 48 hours. The process costs about \$10 per name, a cost that Dennie says is a real bargain, given the critical nature of the information.

"This is an idea that our industry needs to embrace," says Dennie. "Protecting our customers not only makes sense, it's our responsibility." ■



Atlas agents submit names via a link on the Atlas Web site. Typically, results are available within minutes. Since the program began, 89 percent of candidates have successfully completed the process.



Atlas performs one in four domestic national account relocations.

Atlas Revenue Approaches

“We’re certainly nearing an incredible financial milestone. But Atlas’ success is no mystery. With the support and hard work of our agency family, we’ve maintained the highest quality standards and have become the leader in safety and technology as the business environment has evolved. It really goes back to our motto: **Integrity, Quality, Solutions,**” says Mike Shaffer, Chairman and Chief Executive Officer, Atlas World Group.

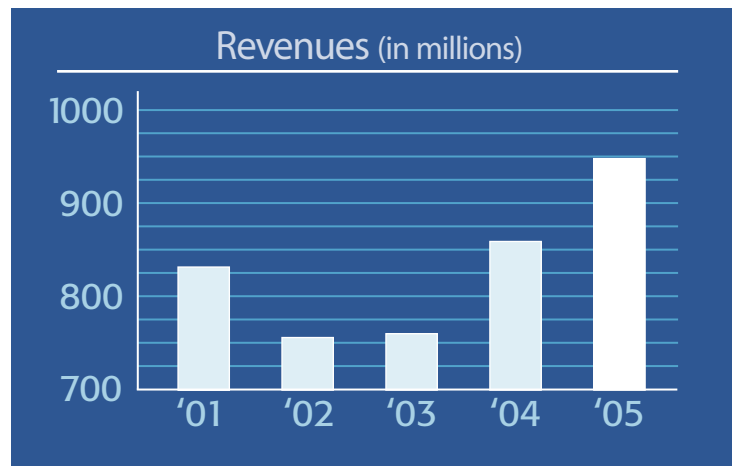
If you listen, you may hear cheers all around the Atlas network. When Atlas World Group completed final accounting for 2005 the results were nothing short of striking: the second straight year of record revenues, totaling \$949 million, an increase of 10.2 percent over 2004.



In 2005, Atlas became the first and only carrier to earn 8 consecutive Quest for Quality Awards.



Atlas World Group income for the last five years. The company posted record-setting performances in 2004 and 2005.



“With the support of our agency family we’ve grown our business while keeping a focus on service excellence for our customers,” says Mike.

The lion’s share of the 2005 increase came through the company’s flagship subsidiary, Atlas Van Lines. It generated revenues of \$754 million, or 9.3 percent more than it achieved in 2004. Today, Atlas is the industry’s second largest van line and, according to 2005 survey data of the American Moving & Storage Association, responsible for one of every four domestic national account moves.

Leveraging the Brand

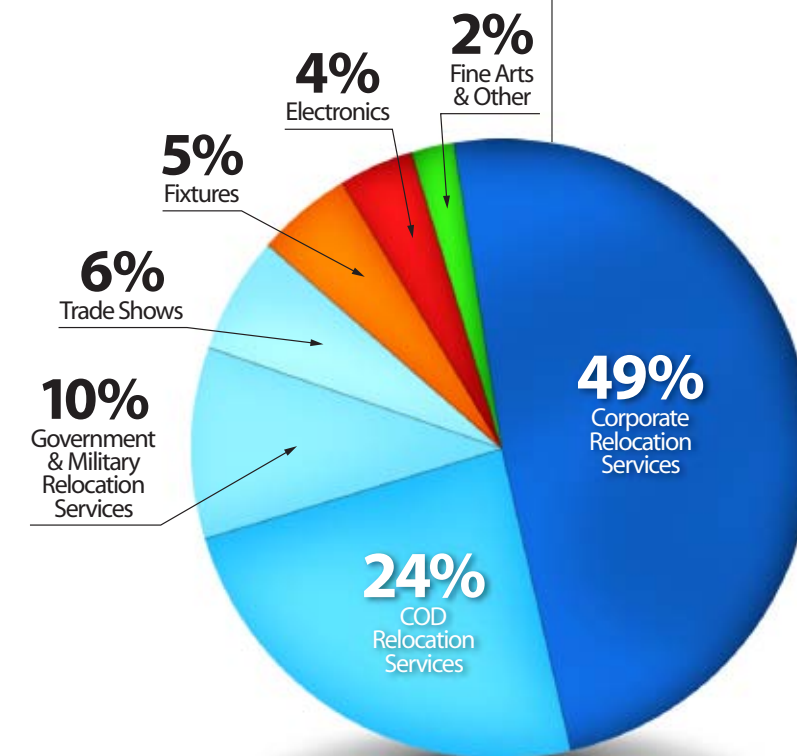
The company’s expanding brand recognition and commitment to quality have earned Atlas the revenue growth. In 2003, Atlas introduced a broadened brand identity to reposition the company as a diversified provider of transportation services with a commitment to integrity, quality and solutions. An advertising campaign featuring a Labrador Retriever puppy illustrated the Atlas commitment to service for every member of the family, “even the puppy.”

“The puppy is an appropriate image for our company’s warm and friendly brand character,” says President and COO Jim Stamm. “It is also a clutter-cutter in an industry where communications messages often depict trucks or hardware. Our

Historic Milestone

decision to focus on the more personal aspects of customer service has been well received in the marketplace.”

“The success of our repositioning is supported by significant growth in our private transferee business,” says Senior Vice President and Chief Marketing Officer Greg Hoover. “At the same time, we’re seeing benefits in our specialized transportation business. Increasingly, Atlas is recognized as a high-tech provider of relocation solutions with expertise that extends from household goods to fine art, autos, and beyond.” ■



2005 Revenue Mix – Atlas Van Lines

The broadened Atlas brand has become closely associated with a popular ad campaign that features a yellow Labrador Retriever puppy. See the newest advertisement featuring the Atlas puppy at: www.atlasworldgroup.com





BDS Worldwide

“THE TRICK WOULD BE TO DELIVER TO EVERY ONE OF THE BATH & BODY WORKS STORES, ON A SUNDAY EVENING, WITHIN A WINDOW OF APPROXIMATELY FIVE HOURS.”



Bath & Body for BDS and Specialty Moving Systems

If you were in the market during the holiday shopping season for fragrant personal care products, you may have followed your nose to one of the more than 1600 Bath & Body Works® stores across the U.S. As you explored the aromas there, you would have seen a striking display—a tiered tower loaded with goodies—as well as Christmas trees festooned with cherry-red ribbons and bows.

The delivery of those displays was a collaborative, perfectly timed effort of Atlas agent Specialty Moving Systems and Atlas subsidiary BDS Worldwide.

“When I was asked to submit a bid for this project, I knew it would require extraordinary resources,” says Wes Wodka, national account

representative with Specialty Moving Systems. “The scope of this rollout was the biggest we had ever encountered. The trick would be to deliver to every one of the Bath & Body Works stores, on a Sunday evening, within a window of approximately five hours.”

Wes contacted BDS Worldwide to tap its potential for what he knew would need to be a logistical hat trick. BDS put together a contract-winning proposal based on efficient planning, perfect timing, and flawless execution. Not only did the plan look good on paper, the solution materialized with uncanny precision.

“A lot of credit goes to Wilda Poehler, Special Projects Manager for BDS,” says Wes. “She was extremely organized.”

A True Team Effort

Wilda is quick to point out that the project would have been impossible were it not for a comprehensive team effort.

“This job involved everyone at our site in some way to help in planning and in communication with the service network,” says Wilda. “It was a massive undertaking, necessitating the use of warehouses and equipment all over the country.”

Wilda explains that several of the stores in the retailer’s chain are located in rural areas beyond the existing BDS network. This required the Atlas subsidiary to qualify new warehouses according to its stringent quality standards.

“All told, we worked with 267 different service vendors, including 40 selected Atlas agent partners,” says Wilda.

massive rollout. As deliveries were completed, the BDS information system scanned the store sign-off sheets and uploaded them to the BDS web for verification. Although there were a few eleventh-hour surprises, such as an unexpected store closing, the deliveries took place with an amazing lack of complications.

“There were very few, and very minor, delivery issues,” says Wes. “For example, there was an instance where someone forgot his keys and had to make a trip back to get them. But there were absolutely no service failures. It was phenomenal!”

In appreciation of the excellent service it received, management for The Limited, parent company of Bath & Body Works, sent a plaque of appreciation to BDS and to Specialty Moving Systems.



the holidays Cooperate On Massive Holiday Rollout

The first deliveries took place on Sunday, October 9, to 62 locations. The remaining deliveries (over 1500) took place Sunday, October 16.

“We handled two different kinds of displays—holiday trees and plexiglass towers,” says BDS Contract & Sales Administrator Karen Minnerly. “The display manufacturers shipped us the products marked with numbers coded to each store location. We handled from one to six pallets and ten to fifteen cartons per store.”

“In some cases, one team could make delivery to two locations,” says Wilda. In other cases, it was one team per store. All together we orchestrated more than 750 delivery teams.”

BDS headquarters served as a central communications point on the night of the

The inscription reads:

Limitedbrands
Presented to
BDS Worldwide, Inc.
In Appreciation of Outstanding
Service & Support for the
Bath & Body Works Non-Merchandise
Holiday 2005 Rollout.
Sharon Leite, Vice President
Bath & Body Works
Store Operations
Mike Sherman, Vice President
Global Transportation
Logistics Services



BDS Worldwide orchestrated more than 750 teams for the delivery of holiday displays to 1564 Bath & Body Works locations.



Atlas Springs Into Action



Special Deliveries Precede Annual Training.

Forget Ground Hog Day. Everyone knows that the real harbinger of spring isn't the shadow of Punxsutawney Phil. It's the appearance of an Atlas moving team outside the baseball park. That's because Atlas and spring training go together like peanuts and Cracker Jack.®

Each February since 1996, New England Household Moving & Storage (1760) has had the privilege to transport gear for the Boston Red Sox from Fenway Park to the club's training camp in Florida. The occasion has become an event for Red Sox fans, who line the streets and follow the Atlas van as it begins the 1500 mile journey to Fort Myers.

"The Red Sox put a lot of trust in us," says Kevin Carson, service pro with the Atlas agency. "One big reason is van operator Alan Hartz.

He and his crew make this whole thing happen in a well-choreographed process."

Departure day is usually close to Valentine's Day. Loading takes place in the morning and includes all the items the club will need for its regimen in the weeks ahead, including uniforms, bats, balls, computers, files, first aid kits, and golf clubs.

"We can't forget the golf clubs," says Kevin. "After all, the team will spend several weeks in Florida."

The trip back to Fenway Park takes place in early April, in plenty of time for the first home game.

"I'm a frustrated former baseball player," says Kevin. "Helping my favorite club relocate for spring training is one way I stay close to the game. After all, someone has to do this job... why not us?"

for Major League Baseball

Meanwhile, the Cleveland Indians are limbering up in Winter Haven, Florida. The Indians begin their training in January with transportation assistance from American Transportation Companies Inc. (110). As it has since the early 1980s, the Atlas agent handles the relocation of "The Tribe" when it makes its annual 1150 mile trek south and back.

"We usually use two trucks for the trip down and three for the return," says General Manager Nick Harsoulas, who oversees the effort to relocate approximately 60,000 pounds of gear. The shipment is bigger on the return, says Nick, due to the addition of the team's personal items and training equipment.

"The people in the Cleveland club are great to work with," says Nick. "Whatever they need, we provide. Service is key to our successful relationship."

The Atlas agency fields a seasoned team to make the entire process as smooth as "good cheese" (that's baseball parlance for a smokin' fast ball). Operators Mark Church, Chris Kaly and Dwayne Ball bring the know-how that ensures efficiency. Two members of the agency team, Scott Anderson and Nick Harsoulas Jr, enjoy a special status. They are responsible for shuttling the team's equipment to and from the airport for road games, and they even carry Cleveland Indian ID cards to facilitate their onsite service.

"It's a mutually rewarding relationship," says Nick Jr. "The team relies on us, and we work hard for them. But it's enjoyable work."

On the west side of the continent, experts with Alexander's Mobility Services are helping two California ball teams in a similar fashion. Although the departure for spring training

doesn't carry quite the same hoopla as it does in Boston, or begin quite as early as it does for Cleveland, it's obvious that west coast teams take their preparations for a winning season seriously.

"I typically have a crew of three, and we load out on the Friday of Super Bowl weekend and deliver the next day," says Henry Cuellar, a contractor with Alexander's Tustin office (207).

Since the late 1980s, Henry has been making sure that everything the Los Angeles Angels of Anaheim need to prepare for the regular season finds its way safely and securely to their training camp. He is responsible for a shipment that makes a 7-hour trip to Diablo Stadium in Tempe, Arizona, then back to Anaheim when training is finished.

"The size fluctuates, from 30,000 to 40,000 pounds," says Henry. "I take it all in one trailer, making sure that certain items are loaded last so the team can start the business of playing ball right away."

Henry says he truly enjoys working with the organization. And it doesn't hurt that the team shows appreciation to him with perks, such as apparel and tickets.

"The people are fun to be around," says Henry. "There's a real comfort level with them, like I am part of the family."

Dennis Cronin with the Alexander's office in Hayward, California (208) heads the agency team that ensures excellent service for the Oakland Athletics ball club.

"I became acquainted with the Athletics organization through a close friend, a Marine buddy who was a ball player," says Dennis. "I've been working with the club now for 30 years." ▶

Boston Red Sox

Cleveland Indians

Los Angeles Angels

Oakland Athletics

These Major League Baseball teams get a good start on the season with specialized Atlas relocation services.



Dennis points out that van operators Karl Karlsen and John Mander have been key to an outstanding service effort. "The club has developed a level of comfort with our people over the years that has helped to strengthen our working relationship."

The departure date for the Athletics is usually the first Monday in February. The Atlas agency team loads the shipment and transports it approximately 750 miles, from McAfee Coliseum in Oakland to Phoenix Municipal Stadium in Phoenix, Arizona.

"We typically handle from 20,000 to 25,000 pounds on the way down and maybe an additional 5,000 pounds on the way back, which includes personal items for the players," says Dennis. "During the regular season we also provide transportation services for the team when it travels, ensuring their equipment gets safely to and from the airport."

The Athletics opened their season against the Yankees on April 3 at home.

"I think they have a really good team this year," says Dennis. "It's going to be fun to watch." ■



New England Household Moving & Storage prepares to pull away from Boston's Fenway to begin the 1500 mile journey to Fort Myers and spring training. The occasion has become an event for Red Sox fans, who line the streets to wish the team well.

Atlas STG Earns Gold from Gap For Excellence in On-Time Service

As it does for the baseball arena, Atlas STG understands the critical importance of on-time delivery in the fast-paced retail arena. For superior on-time performance during February for Gap Inc., the retailer presented Atlas STG with a plaque and gold medallion.

Gap introduced the program for its 2006 fiscal year to recognize excellence among transportation providers. Each month, carriers may qualify to receive a bronze, silver, or gold medallion based on performance. The gold medallion Atlas received is the highest level of recognition and is reserved for those whose on-time delivery rating is at least 99 percent (Atlas scored a 99.56 percent).

Phil Wahl is a member of the Atlas national account service team that makes sure the retailer receives consistent, quality service.

"This award represents a group effort among Atlas STG, Operations, Logistics and the Atlas agency family," says Phil. "We strive to serve every client with our team's best, and it's gratifying to be recognized for our work."



The Atlas National Account Team proudly displays an award from Gap Inc. for outstanding on-time delivery. Left to Right: Phil Wahl, Angie Dyer, Ben Stover, Chris Koehl, Darlene Duff

59th Annual Atlas Convention

NOVEMBER 1 – 4, 2006 • PHOENIX



DESERT RIDGE PHOENIX



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





Building a customer relationship.



In the summer of 2005, Imperial Oil relocated its corporate headquarters from Toronto to Calgary.

For the past ten years, Atlas Canada has been the exclusive mover on all Imperial Oil employee relocations. Imperial Oil, a major producer of crude oil and natural gas, is one of Canada's largest corporations. The company has an active recruitment program and a reputation for providing employees with a broad range of

"A different climate, physical geography, housing styles, school systems, recreational activities and so much more would be new to the families."

opportunities. This approach to career development translates into ongoing employee relocations and makes Imperial Oil one of the largest corporate accounts for Atlas Canada. In September 2004, Imperial Oil announced plans to move its corporate head office from Toronto to Calgary in the summer of 2005.

Although Atlas and Imperial Oil had a strong relationship, there was no guarantee Atlas would automatically win the business. The project's magnitude would require a creative approach. Given that the majority of the moves would take place during the peak summer months, it was imperative that Atlas not jeopardize service to other customers.

Atlas developed a comprehensive strategic solution through a team effort with all stakeholders, including representatives of Imperial Oil. The logistical plan involved the lease of third-party trailers, the purchase of trailer equipment, and the use of dedicated crews to pack, load and unload. Many of the employees had not moved in recent years and most shipments were in excess of 18,000 lbs.

The human aspect of the project was integral to the plan. The relocation was analogous to moving from Detroit to Houston. Climate, physical geography, housing styles, school systems, recreational activities and more would be new. Atlas wanted to make the physical move as stress-free as possible. To keep the lines of communication open, all moves were closely monitored under Atlas' "President's Gold Leaf" (PGL) move management program. This approach provided employees a high degree of personal attention through a single contact. Site visits at both origin and destination further enhanced customer satisfaction.

In addition to the family relocations, Atlas also handled over 50 trailer loads of office furniture and effects, including all parts and inventory items for the company's aircraft hangar. Tight deadlines, a very hot summer and numerous logistical issues added to the challenge. Everyone involved met the challenge and the project will be remembered as one of the largest and most successful group moves ever on Canadian soil. ■



Cornerstone
Relocation Group



Currently, Cornerstone Relocation Group does business in 26 countries. High-tech tools, including proprietary web-based software, help clients manage even the most complex relocation benefits programs.

Cornerstone Builds on Global Foundation

A new location, added staff, and one more time zone—this strategic growth reflects Cornerstone Relocation Group’s commitment to providing progressive mobility solutions for clients and their employees worldwide. Having established offices in Irvine, California during 2005, the Atlas Company’s West Coast presence strengthens its position in the global mobility management industry.

“Our physical expansion is part of our drive to grow our business both domestically and internationally,” says CEO Janelle Piatkowski. “Coming to California was a natural move, particularly since our clients in the western U.S. and Asia Pacific are best served from this time zone.”

Cornerstone is increasingly seen as one of the highest quality relocation service providers in the industry, with the strength to serve complex and specialized needs of corporate clients who have vastly different policy and human resource profiles.

“We are building our business globally, as we continue to do so domestically,” says Janelle, “with

strategic partnerships and flexible programs that perfectly answer our clients’ needs.”

Through its Global Alliance Partner network, Cornerstone maintains strategic relationships with international service partners who provide the same “high touch” service for which Cornerstone has become known. All services are managed through Cornerstone and supported by a commitment to provide the most effective solutions for mobility management.

Cornerstone offers localized delivery of world-class relocation and global assignment management services throughout the Americas, Europe, Middle East, Africa and Asia. High-tech tools, including the proprietary TrackStar™ web-based software, help clients manage even the most complex relocation and assignment programs to ensure high levels of employee satisfaction and fiscal responsibility.

“Because we built the software,” says Janelle, “we can adapt it to serve any client’s unique situation.”

Chalona Corley CRP, GMS, Vice President, Global Business

Solutions, who recently joined the staff and brings two decades of industry experience, plays a key role in Cornerstone’s West Coast expansion. Chalona has devoted her career to the service of relocating families since 1985. Before joining Cornerstone she built a personal reputation for professional excellence with the Relocation Center of Southern California, a firm she owned and managed for 14 years. She has personally experienced 18 domestic and international relocations, and she possesses a special expertise in large-scale corporate relocations through her participation in more than 100 successful group moves.



Chalona Corley, CRP, GMS,
Vice President,
Global Client Services, Sales

“Cornerstone’s position in the industry is unique,” says Chalona. “As part of Atlas World Group, we have a global parent that is the fastest-growing major van line. Our goal is to participate in, and further enable, that growth by providing a superior resource for

the specialized relocation needs of Atlas clients.”

To foster relationships with Atlas agents, Cornerstone has developed a training program for agency sales and service representatives. This program can be tailored to the needs of any agent, and it provides the basics for building corporate business through customized relocation solutions. These include both domestic relocation services as well as global assignment management.

“We offer training and sales support to our Atlas agent partners at no cost, because we view these energies as an investment in what we value most—

productive and enduring relationships,” says Janelle. “We take pride in giving clients a level of service that is unmatched.” ■



Sharing Secrets for Historic Bay Area to Host International



The four-star Argonaut Hotel in the heart of Fisherman's Wharf in downtown San Francisco is the location of the 2006 International Relocation Symposium, hosted by the international subsidiaries of Atlas World Group.

How secure are your international shipments at ports in the U.S. and abroad? What improvements are RFID technology and the Customs-Trade Partnership Against Terrorism bringing to the safety of international shipping? Will the Department of Defense Families First Program change the way you handle international military relocations? If so, how?

These are among the topics on tap at the 2006 International Relocation Symposium in San Francisco on October 13, 14, and 15.

"This is our second symposium, and we are building on the success of the first one," says Atlas International Vice President and General Manager Pete Helgeson. "We'll be examining some of the most important issues affecting the industry, issues that impact everyone who works in international relocation."

"The agenda is designed to help agents improve their international business," says Red Ball International President Dave Hope. "However, as we learned from those who participated in the first symposium, one of the biggest benefits comes when people meet others who face similar challenges. The interaction helps them form relationships that enable their mutual success."

Dave explains that the symposium uses a format designed to enhance the benefits of participation. "We find a focus-group approach more beneficial than a seminar," says Dave, "because it does more to promote a vigorous exchange of ideas. It also allows participants to become better acquainted with one another and more attuned to the possibilities for cooperation after the event."

"When we surveyed attendees following the first symposium," says Atlas International Marketing Director

Global Success Relocation Symposium

Pam Jackson, "they cited 'networking' as one of the most important aspects of their experience."

There is another big draw at the 2006 gathering: an encore by entrepreneur and author Mikki Williams, keynote speaker. "We heard nothing but rave reviews when Mikki spoke at the last symposium," says Pam. "Again, the audience is in for a rare treat."

The Atlas World Group International Relocation Symposium will take place at the four-star Argonaut Hotel in the heart of Fisherman's Wharf in downtown San Francisco. The only event of its kind in the industry, it is hosted by the international subsidiaries of Atlas World Group: Atlas Van Lines International, Red Ball International, and American Vanpac Carriers.

"We chose San Francisco, a world-famous port city, because it lends itself naturally to our international focus," says Pete, "From the hotel overlooking the water you can see the Golden Gate Bridge and the legendary Alcatraz Island. Also, the many attractions within walking distance give people wonderful options for their leisure time."

"Ideally, this event will help us to raise the bar in the quality of service across our industry," says American Vanpac Carriers President Tom Olsen. "All who attend it will have the opportunity to share, learn, make friends and have fun. And the takeaway for everyone should be the knowledge to make valuable improvements in their business."

For more information and to register online go to: <http://www.atlasintl.com/>.

Or contact Pam Jackson at 888-669-6031, ext. 4181 or via e-mail: pjackson@atlasintl.com. ■



This full-page ad describing Red Ball International's RFID technology has appeared in Space Vision, LACMA, The Portal, HR & Corporate Relocation News, and Mobility.

International Symposium Agenda

- Selling International Relocation
- Quality, Claims, and Preparing for the Department of Defense Families First Program
- Packing and Loading: International Shipment Preparation
- Security Issues and RFID Technology
- (Optional) Registered International Mover (RIM) Exam sponsored by the AMSA
- Handling international government (GSA) moves

Atlas Earns Family Friendly Workplace Award

At last, the rest of the world is learning what Atlas employees have known for some time: the company famous for integrity, quality and solutions is also an uncommonly good place to work.

In October, Atlas Van Lines, Inc. received the 2005 Family Friendly Workplace Award in recognition of programs that enhance the well-being of employees and their families.

"We are extremely pleased by this award," says Director of Human Resources Nancy Priebe. "Family-friendliness is a characteristic of our organization in which all of us at Atlas take great pride. We have a very committed employee activity club that organizes numerous activities throughout the year for employees and their families."

The award is a cooperative project of the Evansville Human Resource Association, Workforce Investment Board, and Metropolitan Evansville Chamber of Commerce. It has been presented annually since 2000 to recognize employers in the greater Evansville, Indiana area who embrace diversity and family friendly practices.

Companies that wish to vie for the award must submit an application detailing their strengths according to the judging criteria. Atlas was deemed best among mid-sized firms (301-1000 employees) in the category of Family Friendly Health and Benefit Programs. In addition to a plaque, Atlas earns the right to use the Family Friendly Workplace Award logo in print materials throughout the year. Atlas also earned the award in 2002.

"We continually look for ways to improve our benefit programs for employees," says Nancy. "And we are pleased to be recognized within our local community as an employer with exceptional programs."



Atlas Health and Benefit Highlights

Employees are eligible for participation in health and benefits programs, including a 401K retirement plan, on the first day of the month after hire.

Atlas begins matching employee retirement contributions on the employee's one-year anniversary.

The medical plan offers several coverage choices for employees and their families. Employees who enroll in the medical plan also receive vision coverage and may elect dental coverage. Group life insurance is provided at no cost and employees may elect additional life coverage at minimal cost.

Wellness programs include free daily access to a fully equipped onsite fitness center. A one-mile track around the Atlas campus provides a safe place for walking or running. Cooperative agreements offer employees discounted membership opportunities in area health clubs.

An annual onsite health fair provides employees with free screenings for cholesterol, blood pressure, blood sugar and height and weight. Employees may also take advantage of more specialized screening at the health fair, such as bone density or facial skin cancer.

Weekly onsite visits by a registered nurse give employees the opportunity to consult personally with a health care advocate about individual health concerns.

A scholarship program introduced in 2005 awards a total of \$12,000 annually to junior- and senior-year college students. Children of employees with Atlas World Group companies and Atlas Van Lines are eligible, as are children of Atlas professional van operators.

Year-round onsite training programs, in both classroom and online formats, give employees convenient access to valuable opportunities for skill development and personal enrichment. The company also offers tuition reimbursement after one year of employment.

Last May, Atlas completed a one-mile outdoor track to provide a safe, convenient place for employees to walk and run. The company holds a "walk-at-work" event with organized group walks on National Walk to Work Day, the first Friday in April. Fridays at Atlas feature a relaxed dress code so employees can wear jeans and tennis shoes if they like.

R.C. Mason Earns Award from Military

When a U.S. service member relocated from Germany to Massachusetts in late December, she planned to be in her home for Christmas. But when her 16,000 pound shipment arrived in Bangor, Maine—a six-hour drive from its intended destination at Hanscom Air Force Base in Massachusetts—it looked like she would have to wait until after the holiday. In the spirit of the season, Vice President Raymond Poirier with R. C. Mason Movers in Peabody, Massachusetts (1362) intervened. He picked up the

shipment one day and delivered it the next. For this and other examples of outstanding customer service, the Joint Personal Property Shipping Office (JPPSO-NE) recognized the Atlas agency with a customer service award, one of only two such awards it presented at its annual meeting.



One Amazing Cat

Three days after Christmas, workers at the warehouse of Atlas agent Lincoln Moving & Storage (1280) in Syracuse, New York, heard meows coming from inside a crate of furniture. When they found a black-and-white cat they thought it was a stray that had somehow become trapped. They gave it food and water and took it to Cats Only Veterinary Hospital in Fayetteville.

There, a doctor discovered a microchip under the cat's skin that revealed the animal's identity as Oscar, pet of Josh and Angela McMahon. The McMahan's had relocated from California to New York in December. They had acquired Oscar while Josh, recently discharged from the Navy, was stationed in Sicily. The Atlas folks called the McMahons and described the found feline, whereupon

Oscar and his family were soon reunited.

It turns out that Oscar had disappeared from the McMahon household on loading day. After delaying their own departure a day to search for him, the McMahons resigned themselves to the fact that their pet would simply have to be left behind. Little did they know he had hidden in the family's sleeper sofa.

According to Lincoln Moving & Storage Operations Manager Rick Boulton, the shipment was loaded in California on November 30. The crate in which Oscar was found wasn't opened until December 28.

"It's a miracle," says Rick. "No one knows how the cat survived 28 days in a locked crate without food or water. But it's a good bet he used more than one of his nine lives."



Oscar, the amazing cat who survived 28 days in a crate without food or water.

Crofutt & Smith Creates "Raving Fans"

At a Partners Dinner on March 1, Weichert Move Network (WMN) recognized Crofutt & Smith Moving & Storage in Landing, New Jersey (646) for outstanding performance during 2005. The Atlas agency earned the award by creating "Raving Fans" with excellent customer service.

"This award validates our approach to serving our clients and our commitment to go beyond mere 'satisfaction' levels," says Crofutt & Smith partner Jim Sorhagen. "It also reinforces the idea that our people and processes create 'raving fans' and allow us to differentiate ourselves from the competition."



Crofutt & Smith earns recognition from Weichert Move Network for creating "Raving Fans."

Left to right: Kevin Amatucci, Director of Customer Service, Crofutt & Smith; Stephen Jones, VP Supplier Solutions, Weichert Relocation Resources; Dennis Sorhagen, CEO, Crofutt & Smith; James Sorhagen, Partner, Crofutt & Smith.

Walker Transfer Earns Ashland Diamond Award

A diamond is among the most precious of all materials. For Gerri and Ron Walker and their employees at Walker Transfer (2114), the Diamond Award from Ashland Inc. is indeed a precious symbol of a special, long-term customer relationship.

In October 2005, Ashland hosted a luncheon at the Bellefonte Country Club in Ashland, Kentucky to honor the people of Walker Transfer for 40 years of service in the relocation of Ashland employees. Ishmael Stevens, President of Relocation Property Management, presented the Ashland Diamond Award to Gerri and Ron Walker.

The occasion marked the only time in Ashland's history that the award has ever been presented to a vendor outside the Ashland organization. The award's inscription reads:

"40 years of exemplary service with diamond-like quality which demonstrates the results of continuous care and efficiency that ranks Walker Transfer Inc. superior in the moving industry."

"We are extremely proud of this achievement," says Gerri Walker, President of the Atlas agency. "Although our names are on it, Ron and I have not won this award alone. It also belongs to our long-term employees who are essential to our business. This award is a testament to 40 years of dedicated people working together."



Left to right: Ron Walker, Gerri Walker, Walker Transfer. Ishmael Stevens, Relocation Property Management, an Ashland Company.

2004-2005 President's Club Winners

	Salesperson	Agent
Sales \$2,000,000 or more	1 James W. Cole, Jr.	J.W. Cole & Sons, Inc.
	2 Ken Imlach	Imlach Movers, Inc.
	3 Don Hill	Alexander's Mobility Services
	4 Dennis Sorhagen	Crofutt & Smith Moving & Storage
	5 Thomas Philbin	Nelson Westerberg of Illinois, Inc.
	6 Gary Louderback	Ace World-Wide Moving & Storage Co.
	7 Denise Della-Dora	Alexander's Mobility Services
	8 Wayne Curtis	Comtrans Ltd.
	9 John Dulin	Alexander's Mobility Services
	10 Steve Delane	Alexander's Mobility Services
	11 James Zachary	Atlantic Relocation Systems
	12 Michael J. Boone	Lytle's Transfer & Storage, Inc.
	13 Tim White	Imlach Movers, Inc.
	14 Gene Devaney	Collins Brothers Moving Corporation
	15 Julie Cibelli	Nelson Westerberg of New Jersey, Inc.
	16 Chris Lechner	Alexander's Mobility Services
	17 Wes Wodka	Specialty Moving Systems, Inc.
	18 Steve Westerberg	Nelson Westerberg of Illinois, Inc.
	19 Eric Manfredi	American Transportation Companies, Inc.
	20 Bob Wald	Crofutt & Smith Moving & Storage
	21 Gail Ann Lynch	Alexander's Mobility Services
	22 Jimmy Gemeinhardt	Bean Moving and Storage, Inc.
	23 Jim Chretien	Specialty Moving Systems, Inc.
Sales \$1,000,000 to \$1,999,999	24 Bob Cox	Reads Moving Systems, Inc.
	25 Richard Clarke	Ace Relocation Systems, Inc.
	26 Bob Akers	Nelson Westerberg of Texas, Inc.
	27 Frank Lucchesi	County Vanlines Inc.
	28 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
	29 Tim McCormack	Ace World Wide Moving & Storage Co.
	30 Gregg Imlach	Imlach Movers, Inc.
	31 Karl James	Alexander's Mobility Services
	32 Fred Paxton, III	Paxton Van Lines, Inc.
	33 Don Samler	A-1 Metro Movers - Omaha
	34 Jim West	Ace World-Wide Moving & Storage Co., Inc.
	35 Dave Doebler	Action Moving Services, Inc.
	36 Dorrain Pierce	Ace World-Wide Moving & Storage Co., Inc.
	37 Jeff Longo	Weleski Transfer of Cleveland, Inc.
	38 Carrie Corless	Ace Relocation Systems, Inc.
	39 David Frank	Alexander's Mobility Services
	40 Dan Rosauer	Alexander's Mobility Services
	41 Donna F. Gann	Nelson Westerberg of New Jersey, Inc.
	42 Dick Nemetz	Specialty Moving Systems, Inc.
	43 Daniel Seiler	Paxton Van Lines, Inc.
	44 Jon Page	Atlantic Relocation Systems
	45 Mark Smith	A. Walecka & Son, Inc.
	46 Jeanne Carey	Atlantic Relocation Systems
47 Jonathan Cotten	Alexander's Mobility Services	
48 Larry Lammers	Ace Relocation Systems, Inc.	
49 Patricia Tuck	Gentle Giant Moving Company, Inc.	
50 Gary L. Weleski	Weleski Transfer, Inc.	
51 Chris Wing	Powell Relocation Group	
52 Tina D. Rose	Walker Transfer, Inc.	
53 David Hillemann	A-1 Moving & Storage	
54 Kathy Barclay	Alexander's Mobility Services	
55 Roger Sorhagen	Crofutt & Smith Moving & Storage	
56 Kurt O. Nelson	McCormack-Payton Storage & Moving Company, Inc.	
57 Ann Burkart	Alexander's Mobility Services	
58 Ross Buckley	Alexander's Mobility Services	
59 Richard May	Alexander's Mobility Services	
60 James W. Cole III	J.W. Cole & Sons, Inc.	
61 Robert O. Shetler, Jr.	Shetler Moving & Storage, Inc.	
62 Gail Holmer	Nelson Westerberg of Illinois, Inc.	
63 John Colvin	Alexander's Mobility Services	
64 William Schwartz	Ace Relocation Systems, Inc.	
65 Wendy Stepetin	Celina Moving & Storage, Inc.	
66 Billie Jo McCullen	Security Storage Co., Inc.	
67 Teresa Alles	Guardian Relocation Inc.	
68 Frank Copeland	Atlantic Relocation Systems	
69 Janet Hathcock	Watson Van & Storage Co., Inc.	

President's Club Meets in Paradise

March is known as the month for flying a kite. But it's also great for parasailing or windsurfing. During winter's last hurrah, 35 Atlas agents and guests felt the uplifting effects of Hawaii's balmy breezes as attendees at the annual President's Club meeting.

The fortunate group enjoyed five days and four nights at the luxurious Hyatt Regency Resort at Lahaina on Maui, Condé Nast Traveler's top "Reader's Choice" island destination twelve years running. The event, originally planned for Cancun, was relocated after Hurricane Wilma hit the Yucatan Peninsula in October.

Following the official welcoming address by President and COO Jim Stamm, attendees chose activities from a diverse agenda that included all the sights, sounds, and flavors of paradise. From golfing to snorkeling and scuba diving, swimming and sun bathing... from shopping to helicopter rides and whale watching... members of the group explored the many wonderful aspects of life on the "Magic Isle."

"It was the second consecutive year to make the trip for Jim Zachary, Atlantic Relocation Systems (1021). "It was fantastic, I absolutely loved it!" says Jim. "Atlas really does it right... it speaks volumes about the quality of this company."

"Maui was great, I enjoyed the island, restaurants, being in the company of Atlas agents and staff," says Gary Louderback, Ace World Wide Moving & Storage (39). "The trip is a wonderful experience. I encourage anyone who can to achieve this goal."

"Maui is almost too beautiful to be real," says Julie Cibelli, Nelson Westerberg (1523). "The trip was a great chance to share experiences and ideas and to grow my network within the Atlas family. It was certainly worth all the hard work it took to get there."

Membership in the Atlas President's Club is bestowed on those who achieve at least \$1 million in bookings during the 12-month period from July 1 to June 30. Members who book at least \$2 million in business are invited, along with a guest, to attend the club's signature event, the annual President's Club Meeting.

Photos courtesy of Jim Zachary, Atlantic Relocation Systems (1021)



Rebuilding After the Storm

On December 8, a heartfelt letter of thanks appeared in the Evansville Courier and Press, excerpted here:

"On behalf of the employees of Northlake Moving & Storage, agent for Atlas Van Lines, and the citizens of Covington, Louisiana, I would like to thank the very generous folks of Evansville and the surrounding area for sending much-needed supplies to us after Hurricane Katrina... We are overwhelmed by the generosity of your people... Thanks, Evansville. May God bless you all."

Larry D. Terrell
President
Northlake Moving & Storage Inc. (1535)
Covington, La.

Larry's agency is located on the north side of Lake Pontchartrain. He says that since the hurricane hit, the population of his community has swelled by about 40 percent. Living in the region has been extremely challenging. People are consumed with the work of clearing, salvaging, repairing and rebuilding. His business has suffered, like others, from the loss of employees. But despite all the bad news, he is optimistic.

"People are tired of being sad," says Larry. "Folks are rebuilding, and things are slowly getting back to normal. We have a long way to go, but this experience has made us stronger in a lot of ways."

So what can people do who wish to keep helping?

"The Covington Habitat for Humanity has always done a great job and would appreciate either volunteers or financial support," says Larry. "Give me a call and I will get you in touch with the right folks."

Perhaps most important, says Larry, the people of New Orleans need travelers to return.

"Tourism is our number one industry, so you can help us by coming to our area, listening to our music, eating our food, and getting to know our people," says Larry. "As a reminder, Louisiana is second in the U.S. in total energy production and produces 25 percent of America's petrochemicals, things like plastics and fertilizers. The city boasts more than 35,000 buildings on the National Register of Historic Places, over 15,000 more than any other city in the United States. Of course our food is known all over the world, and New Orleans is the birthplace of jazz. So, if you want to help us get moving, you need to get moving. Come see us and, as the Cajuns say, 'pass a good time!'"



In the aftermath of Hurricane Katrina, Atlas people from all around the country responded with donations of time, money, services and supplies. Here a team of volunteers prepares a shipment of goods for delivery to storm victims.



Roger Strickland

Remembering Roger Strickland

The Atlas family is saddened by the loss of Roger Strickland, who passed away on April 13 in Evansville. Roger joined Atlas in December 1970 as Driver Control Supervisor in the Operations Safety Department. In January 1981 he was promoted to Director of Safety, a position he held until his retirement in March 2002. Roger was well known for his work with the Wadesville Volunteer Fire Department. An honor guard of fellow firefighters paid special tribute at his memorial service. Roger is survived by his wife of 40 years, Joyce (Fares); sons Ty and Tracy; and three grandchildren.

Atlantic Relocation Marks 40 Years

This year, one of the largest and most respected van line agencies in the country is marking four decades in business. Led by founder and CEO, Ted Alger, in 1966 Atlantic Relocation Systems began serving customers in Atlanta, Georgia. The company soon grew to become the largest agency of Wheaton Van Lines. In 1970 Atlantic joined NorthAmerican Van Lines and by the mid-1980s had become that carrier's largest agent. Atlantic made history again in 1997 when it became an agent of Atlas Van Lines in the industry's biggest-ever conversion. It was a decision, says Ted, born of the belief that agent-ownership is the best environment in which to serve customers and secure the continued growth and success of the company.

Over the past four decades Atlantic Relocation Systems has written an amazing success story, coming far from its start in a 7000 sq. ft. warehouse with two trucks. Today, 700 committed, hard-working employees and crew members serve clients domestically and globally from 11 locations across the U.S. A fleet of 650 vehicles and warehouse space totaling approximately 840,000 sq. ft. provide an extensive resource to meet virtually any service challenge. Customers look to Atlantic for a complete range of relocation solutions, including: transportation of household goods and special products such as electronics and exhibits; office and industrial relocation; international relocation; warehousing and distribution; and record storage.

Essential to Atlantic's continued success is a service credo that formalizes the company's *Goals & Commitments*. The first and foremost of these reads: *To provide our customers with the finest quality of service available in our industry by exceeding customer expectations through a concentrated effort while focusing individual efforts on performing correctly the first and every time.*

As an Atlas agency, Atlantic has demonstrated its unfailing commitment to this ideal with the attainment of numerous awards, including the prestigious Milt Hill Quality Award. Atlantic also carries RIM (Registered International Mover) certification, giving global customers an added assurance of excellence.

Through 40 years of growth, Ted sees that much has changed in the industry. But what has not changed is the expectation of customers to receive a quality product. Which is why Atlantic's dedication to quality is stronger than ever.

"On behalf of our entire organization, I wish to thank all of our customers and friends in our Atlas family," says Ted. "Our commitment has always been to serve you with excellence. Please feel confident that this remains our commitment to you for the next 40 years."



F.C. Tucker Selects Guardian Relocation for Top Award

F.C. Tucker, Indiana's largest real estate company, has named Guardian Relocation (1032) a Home-Link 2005 "Top Twelve" Award Winner. The award recognizes the Atlas agent for being best in class, responsive, professional, creative, observing quality practices and possessing a sense of teamwork. This top award for Guardian comes on the heels of a Home-Link "Best in Class" award earned in 2004. The Home-Link program is a free service that F.C. Tucker offers to its customers in Indiana. It puts people in touch with a personal service coordinator and gives them lifetime access to more than 200 quality providers of services and products for the home. All Home-Link providers have demonstrated "measured accountability" and a superior level of service.



Tom Wright, FC Tucker Home-Link, presents the 2005 "Top Twelve" Award to Jennifer Meadows, Guardian Relocation.

Evansville National Guard says, Thank you, Atlas!



Members of the Indiana National Guard express their gratitude for Atlas' donation of valuable computer equipment.

When Atlas employee and Indiana National Guardsman Mike Townsend apprised his employer of his Iraq-stationed battalion's need for computer equipment, it took almost no time to get the okay he and his fellow guardsmen needed. "We had a server, but it was so slow that we couldn't use it," says Mike.

Fortunately for Mike and his fellow soldiers in the 1st Battalion of the 163rd Field Artillery, Atlas regularly upgrades and replaces its information technology equipment, creating backups for

emergencies. And this was an emergency.

"We have a number of employees who serve, or have served in the armed forces," says Chairman and CEO Mike Shaffer. "We think it is important to assist our service men and women in any way that we can."

The Atlas Information Technology department refurbished and formatted an extra server and shipped it to the guardsmen in Iraq. The server improves the battalion's ability to send and receive e-mail and to access the Internet, enabling them to maintain and retrieve valuable records and training procedures.



On February 20, members of the Indiana National Guard 1st Battalion, 163rd Field Artillery, visited Atlas headquarters to express their appreciation. Major Mark Weaver presented a plaque to Atlas Chairman and CEO Mike Shaffer and President and COO Jim Stamm, both Vietnam veterans. The inscription reads:

Certificate of Appreciation is hereby presented to:

Atlas Van Lines

For your contribution to the morale of our deployed soldiers in support of Operation Iraqi Freedom.

1st Battalion 163rd Field Artillery, Evansville, Indiana.

Signed by both the Senior Enlisted member and the Commanding Officer:

*Command Sergeant Major (CMS) Ceasar S. Smith
Lieutenant Colonel Robert C. Field*

Keep our service men and women in your heart.

The entire Atlas family wishes to express gratitude and appreciation to the courageous men and women who

serve our country in the armed forces. In particular, we ask you to keep the following employees and members of our agent families in your thoughts and prayers.



Atlas Associate	Service Member	Relationship	Atlas Associate Position
Elizabeth Anderson	Thomas Anderson	Husband	Specialized Transportation Group Accounting, Headquarters
Doug Auld	Fraser Auld	Son	President and C.O.O., Atlas Van Lines (Canada) Ltd.
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Will Bean	Son	Van Operator, Ace Transfer & Storage (1406)
Sue Chandler-Beck	Christopher Beck	Step-son	Director, Corporate Meetings, Headquarters
Ross Buisch	Andrew Buisch Brenda Buisch	Brother Sister-in-law	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
Wesley L. Buisch	Andrew Buisch Brenda Buisch	Son Daughter-in-law	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
Willie Borden Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman Rich Bowman	Nephew Nephew	General Manager, Lee Moving & Storage (1317)
Mary Chapman	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
JoAnn Curl	Steven James Joseph Curl	Nephew Nephew	Van Operator Qualification Coordinator, Headquarters
Buddy Dawson	Joe Dawson	Son	Vice President & Sales Manager, Coastal Van Lines, Inc. (614)
Adam Dinet	Adam Dinet, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Frances Farthing	Charles Farthing	Husband	O/A & Dispatch, Reads Moving Systems of Norfolk (1725)
Susan Gurganus	Bryce Gurganus	Son	On Site Coordinator at Americorp Relocation, Ace Relocation Systems, Inc. (66)
Hazel Powell Hill	J. Keith Powell	Grandson	Sales Representative, Ace Transfer & Storage Co. (1406)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Mary Johannes	Kirk Linder James Hobby III	Nephew Step-son	Sales, Reads Moving Systems of Florida, Inc. (1724)
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Linda J. Kissel	James Langelotti	Son-in-law	Credit Analyst, Headquarters
Theresa Lillico	Bob Lillico	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiancé	Credit and Collections, Headquarters
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Movers, Inc. (1130)
Robert (Bob) Moffett	Keith Moffett Kevin Moffett Robert Moffett Rodney Moffett	Son Son Son Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Theresa Russell	Justin Mayer Steven Washechek	Step-brother Brother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
Bonnie Sabo	Michael Hannah Jay Hill Rick Hill	Nephew Nephew Nephew	Web Programmer, Headquarters
Joe Singleton	Don Gallo	Brother-in-law	President, Able Moving & Storage, Inc. (285)
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)
Mike Townsend	Mike Townsend	Employee	Mechanic, Atlas Terminal
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Erickia Wilson	Michael Wilson Matthew Templeton	Husband Brother	Operations Clerk, RSG Operations, Headquarters

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

Tracks

Atlas Service is Appreciated

**RE: Tavarus (Troy) Smith
Atlantic Relocation
Systems (1037)
Atlanta, Georgia**

I wanted to take a moment and pass along some much deserved praise and "good news" in regard to my recent relocation.

Troy and his team were the utmost professionals and couldn't be better representatives for your company.

I was just relocated with Ford Motor Company from Colorado to Indiana. Having been transferred five times in under 10 years, I have been "packed and shipped" by several of your competitors. And after the most recent moving experience to

Colorado, I actually made the request to be moved by anyone other than the carrier that moved me there. I was told Atlas Van Lines was a carrier I could use.

Within a couple of days of the relocation being initiated, I was contacted by customer service at Atlantic Relocation who explained the process and what I could and should expect. The first thing that was different from my other moves was that I was given two names, Debbie and Denise, who evidently work together. Both of these women were polite and helpful.

A few days before the scheduled arrival time to begin packing, our van operator, Tavarus (Troy) Smith called and mentioned that he was finishing up with his customer and would actually be able to get to Colorado a little earlier than scheduled and wondered if that would work for us.

Actually, having Troy get there a little sooner worked out great. Troy and his

team were the utmost professionals and couldn't be better representatives for your company. Troy got to Indiana at the precise time we had agreed upon and proceeded to get our furniture set up and the house filled without missing a beat.

In all of the unpacking that we have been doing, we haven't found a single issue with anything being broken or damaged (my last move involved over \$14,000 in damage claims). This move has been the best one that we have ever gone through, due in no small part to your team of professionals at Atlantic Relocation Systems.

**Sincerely,
Paul Nielson
Evansville HVC Manager**

**RE: Dale Nichols, Jr.
Atlas Van Lines
Evansville, Indiana**

I wish to commend the efforts of your van operator, Dale Nichols, Jr. for the outstanding work he did picking up my furniture in Ohio on a Monday and delivering it the following Thursday in California. Dale was not only polite, friendly and thorough in his job of loading and unloading

Dale delivers a level of customer service that should be a model for all van operators. He is tops in my book...

my furniture, but was a professional in all aspects of the job. His knowledge of the job is excellent and his management of local workers was exceptional. Dale

gave them specific direction of what to do and why, so that furniture

would not be damaged and other residents of my complex would not be inconvenienced. He has a great work ethic and his skills as a problem-solver in reassembling some of my furniture was greatly appreciated. Dale delivers a level of customer service that should be a model for all van operators. He is tops in my book for his work on this move.

**Sincerely,
Robert W. Smith**

**RE: Ken Bourque
Croft & Smith Moving
& Storage (646)
Landing, New Jersey and
JBL Moving and Storage (1230)
Van Nuys, California**

We have finally unpacked the last of the boxes and I am pleased to report that we did not find any damage on a full trailer-load move.

During my career as a Corporate Transportation Manager, I have negotiated a number of corporate relocations for myself and other senior level managers. I can almost always count on a certain amount of breakage, nicks or dings on furniture items. I also know that I drove the movers crazy by stressing over my antiques and electronic items, and past negative experiences with other major moving companies who promised perfection and delivered mediocrity. Somehow you patiently convinced me

that you and your team at JBL Moving & Storage could make good on your promise of a flawless move at a competitive rate and you delivered!

Prior to moving day, December 2005, you personally kept in contact to insure that we had the supplies we required to pack our household goods and that we were on schedule for the arranged pick-up date. The van operator, Ken Bourque, called a couple of days prior to pick-up to introduce himself and confirm directions to our house. Ken and the team leader, Joe, and the other packers were at our home bright and early on moving day. The packers were cheerful and patient with our questions and concerns and carefully blanket-wrapped and loaded each time. I was in awe at how effortlessly the guys carried heavy oak furniture and our 80-inch big screen from upstairs to downstairs without damaging the walls or the furniture. They worked with a minimum of breaks and only a half-hour lunch, when the van operator offered them an hour.

Although we were blessed with California sunshine on the day we moved, the unload in Ohio was handled just as professionally in light

drizzle and 35-degree weather. On both ends, the van operator ensured that padding and runners protected the staircase and carpet.

Bottom line, we will forever be in your debt. Please pass along our gratitude to Joe, his professional packers and the other office staff who supported our move. If you should ever require our assistance to

convince a skeptical customer of your excellent service, please do not hesitate to contact us.

**Best regards,
Rick Hoffman**

**RE: Shaun Radcliff
Alexander's Mobility
Service (217)
Nashville, Tennessee**

Although I filled out the survey, I felt it was necessary to fully express my opinion about Shaun Radcliff and his packing crew. Although Mr. Radcliff did not deliver my things, he did manage the packing crew that came to my home in Long Beach, Mississippi.

After 13 years of living in Mississippi my family and I were forced to move to

Kentucky due to Hurricane Katrina. As you can imagine, moving was extremely stressful and emotional for me.

Please pass along our gratitude to Joe, his professional packers and the other office staff...

I have moved both internationally and across the country several times. This was by far, the smoothest...

Mr. Radcliff and his two young crew members were absolutely professional, friendly, and most importantly, kind.

I have moved both internationally and across the country several times. This was by far, the smoothest and best move of all. Nothing was broken upon arrival at my new home!

Please commend these movers for the great move they provided. Please include the crew members in my thanks as well. They too, were just as professional.

My husband and I would certainly use and recommend your services to others.

**Thank you,
Debra Ann Lopreto**

**RE: James McNamara
Certified Van Service, Inc. (598)
Islandia, New York**

I am in the process of relocating from Newington, Connecticut to Tampa, Florida with MetLife.

In August, after selling my condo in Newington, you dispatched James McNamara and his crew, Keith and Victor, to my home for the packing and loading of my belongings for storage prior to the closing of my new home in Tampa.

First, let me tell you that I am not a moving novice!

My father was a career army officer and I moved so many times as a child that I attended 10 schools from grades one through 12. If that wasn't enough, I was, at one time, married to a Field Service Engineer, which required numerous international moves.



<p>I know good moves and good movers from the bad. James and his crew were the best. I don't know any fancy or special way to say that, so I will just repeat – they were excellent. They were efficient, careful,</p> <p>They were efficient, careful, attentive to my requests and unfailingly polite and courteous.</p>	<p>Then, when Paul delivered our goods, I was very happy to see that two members of the initial packing crew were there to unload as well. Again, they were the most professional, courteous people. Instead of just “unloading”, they asked where everything needed to be placed. These guys worked really hard for us.</p>	<p>That guy is like the Energizer Bunny. He just keeps going. He's got a great attitude; always doing whatever it takes to make the customer happy. Want to move that sofa from the basement to the third floor? Whatever you'd like. He organized all the</p>
<p>attentive to my requests and unfailingly polite and courteous. “Pleasurable” is not a word that I would normally associate with a move, but it was, indeed, a pleasure to have this group work to help me with this relocation. You are lucky to have them working for you.</p> <p>Sincerely yours, Jean A. Krueger-Travis</p>	<p>I would definitely use Atlas again if we ever move, and I would specifically request Paul and his crew if possible.</p> <p>Sincerely, Carla Scherkenback</p>	<p>I would like to commend you on the professionalism, attention to detail and care of your employees.</p>
<p>RE: Paul Popplewell Atlantic Relocation Systems (1039) Arlington Heights, IL</p> <p>Paul and his crew were fantastic. Paul came and introduced himself right away along with his crew. Everyone was extremely friendly as well as helpful. They took extreme care with our items and our car, which was also being transported by them. It was amazing how everything, including the car, was so carefully packed in one trailer.</p>	<p>RE: Roy Trujillo Alexander's Mobility Service (207) Tustin, California</p> <p>I would like to commend you on the professionalism, attention to detail and care of your employees. My husband and I recently moved about 41,000 pounds of our belongings, ranging from valuable works of art to a 14-foot-long industrial sewing machine. The move couldn't have been any smoother. Both of us were extremely impressed with all of the folks who helped with the move.</p>	<p>manifest lists, was great at managing all the packers and got all of our things to the destination on time and in order. Allen Johnson drove the second truck with about 1/3 of our things. He served as fine support for Greg. What an awesome team! The packing and unpacking crews were excellent. One of the men who unloaded (Aaron) carried boxes up the hill to the house and then RAN back to the van for more!</p>
<p>It was amazing how everything, including the car, was so carefully packed in one trailer.</p>	<p>Roy Greg Trujillo (we called him “Captain”) did a great job organizing the packing, loading and unloading.</p>	<p>You should be very proud of all of these folks. They are all very hard workers, skilled at what they do, customer-oriented, and just fun to be around. Jim and I both felt these guys were like family. Last, but not least: whoever had the idea to create a single point of contact for customers is a genius. Michelle Dillard implements that concept beautifully. She had answers to all our questions (sometimes before we asked!), soothed raw nerves, and flawlessly made all the behind-the-scenes</p>

<p>arrangements so that the move LOOKED effortless to us. She is an absolute gem. And she didn't stop working until the packing materials and boxes were picked up here.</p> <p>With all the stress of a big long distance move, it was nice to NOT have to worry about our THINGS. Stellar performance from everyone!</p> <p>Gratefully, Lana and Jim Corcoran</p>	<p>talk to me or to return my phone calls or to provide me with information for all my questions.</p> <p>She is very knowledgeable and professional and, at the same time, makes you feel like she truly cares about you and all your “stuff.” She was patient when I was under the stress of a major move and I always felt relieved after talking to her. If I owned a business and were not retired, I would definitely want to hire Melinda. She made my moving experience a very pleasant one and I would definitely recommend Atlas Van Lines to anyone I meet in the future based upon Melinda's performance.</p> <p>Sincerely, Nancy R. Dollarton</p>	<p>his teams, and very hard working. I had complete confidence in him, and he has not disappointed. The teams he worked with were also brilliant at both the Pennsylvania end and the Texas end – again a pleasure to work with and to have moving our personal effects. I am pleased to report that everything seems to have arrived in perfect condition; much to our surprise given we had many extremely fragile articles that had to be painstakingly wrapped. If it were not for the diligence of the team I am certain something would have been broken. We have had such a positive experience and I will be highly recommending your company and Earl Wright to everyone for future moves. Please pass on our thanks to all those involved with the move.</p> <p>Sincerely, Miranda Davies</p>
<p>RE: Melinda Johnson First Coast Relocations, Inc. d/b/a Southeastern Moving Systems (1704) Ocala, Florida</p> <p>This letter is in reference to a Southeastern Moving Systems employee, Melinda Johnson, in the Ocala, Florida office. She was one of two administrators for a moving company that was recommended to me by Sherry Dye of the Villages Relocation office. There are not enough accolades in my vocabulary to tell you what a superior job she did for us. The other moving company's administrator left a message on my voice mail and never called again. I did, however, get a bid for the other company just to compare prices. There was no question that I was going to use Atlas Van Lines after I talked to Melinda. She was never too busy to</p>	<p>We have had such a positive experience and I will be highly recommending your company...</p>	<p>...it was a pleasure to deal with such a true professional.</p>
<p>from Pennsylvania to Texas, I am writing to let you know how much I appreciated the wonderful team that worked on our move. I had heard many horror stories from friends about moves they had experienced and was dreading the process. However, I could not be happier. Earl Wright was a pleasure to work with. He was prompt, friendly, polite, understanding of our concerns, completely in control of</p>	<p>RE: Charles (Earl) Wright Nelson - Westerberg of New Jersey, Inc. (1523) Somerville, New Jersey</p>	<p>RE: James Walford Imlach & Collins Brothers (1132) Irving, Texas</p> <p>Imlach & Collins did a great job moving me, and the van operator, James Walford, could be a candidate for Truck Roadeo honors. He had to use the entire width of a small, narrow</p>
<p>There are not enough accolades in my vocabulary to tell you what a superior job she did for us.</p>	<p>With reference to our recent move</p>	<p>width of a small, narrow</p>

street, plus the sidewalks, to back his rig into an extremely tight unloading area, but he did it on the first try. Walford also provided excellent supervision of the moving crew, and it was a pleasure to deal with such a true professional. While this move (like most) has had its share of problems, I can say with certainty that Walford, Imlach and Atlas were part of the solution.

**Thanks again,
Mark J. Andrews
Strasburger & Price, LLP**

**RE: Richard Coker
Kansas Van and
Storage (1286)
Topeka, Kansas**

Wilber and I wish to thank you and your company for the friendly, efficient manner in which you took care of the details of our move to Idaho. You brought us boxes and paper to wrap our

This was a rather stressful, traumatic time in our lives, but you all made it easier. Thank you all.

dishes and that was a great help. Rich, Daniel and Steve did a magnificent job of loading and stacking the boxes and furniture. We also had fun while having lunch together.

This was a rather stressful, traumatic time in our lives, but you all made it easier. Thank you all.

**Sincerely,
Wilber and Marcena Absher**

**RE: Jeffrey Scott Waller, Jr.
Walker Transfer (2114)
Kenova, West Virginia**

My wife and I would like to take this opportunity to thank you and your team for a great move from Houston to Minneapolis in June 2005. I planned to write this letter of thanks sooner, but have just now found the time to sit down and put my thoughts on paper.

We were pleased with Scott's efforts and our entire family felt like he and his crews were family friends...

Scott and his team in Houston and Minneapolis were great. They were professional in their service and took extra care with items that had special meaning to our family. Not even the Houston

heat slowed down the crews. Scott also spent extra time in making sure our belongings were placed where we needed them in our home and that was no easy job with seven children in the family. We were pleased with Scott's efforts and our entire family felt like he and his crews were family friends by the time the last box was taken off of the truck.

Again, many thanks from our family for the wonderful effort by your personnel.

**Sincerely,
Ron Pratt, PMP
Project Manager
Marathon Petroleum Company**

...the guys went out of their way to do things for us that went beyond what I imagine...

**Re: Alexander's Mobility Service (217)
Nashville, Tennessee**

I simply wanted to drop a short note to say thanks for the great work during our lab move this past week. We are all incredibly impressed with how fast, efficient, friendly and helpful the crew was. On numerous occasions the guys went out of their

way to do things for us that went beyond what I imagine their normal responsibilities entail. This kind of service is all too rare these days. Thanks to them, we had the lab running again within less than a day of the move. I hope you will let them know how greatly we appreciate their work.

**Sincerely,
Bruce Appel
Vanderbilt University**



Susan accepted a transfer. She just met her new best friend.

Whatever a relocation policy may provide, transferees and new hires expect three things: **integrity, quality, and solutions.**

At Atlas, our reputation for excellence is built on these values.

So it's no wonder that one in four corporate relocations involves Atlas.*

As a transferee's best friend during relocation, we help make it easier to say "yes" to opportunity. Which may be the best reason to make Atlas *your best friend*, and partner, for relocation services.

global relocation • benefits • recruiting • logistics • travel

This is Atlas.

integrity | quality | solutions

1-800-847-6683

May 2006

- Apr. 27- 1 AAM Museum Expo – Haynes Convention Center, Boston, MA
- 4-7 NY State Movers & Warehousemen’s Association Convention – Gideon Putnam Resort & Spa, Saratoga Springs, NY
- 15-18 GSA Expo – Henry B. Gonzales Convention Center, San Antonio, TX
- 17-19 ERC’s National Relocation Conference – Walt Disney World Dolphin, Orlando, FL

June 2006

- 24-27 HCEA Annual Meeting – Broward County Convention Center, Harbor Beach Marriott, Fort Lauderdale, FL
- 25-28 58th Annual SHRM Conference & Exposition – Washington, DC Convention Center, Washington, DC

July 2006

- 20-21 AWG Board of Directors Meeting – The Broadmoor, Colorado Springs, CO
- 25-27 TSEA’s TS: The Trade Show about Trade Shows – McCormick Place Lakeside Center, Chicago, IL

August 2006

- 31 Federal Heavy Vehicle Tax Due

September 2006

- 12 Atlas ROAD Day 19
- 13-15 Southwest Movers Association – L’auberge du Lac Hotel & Casino, Lake Charles, LA
- 14-17 Massachusetts Movers Association Convention – Lake Morey Resort, Fairlee, VT
- 19 AWG Board of Directors Meeting – Headquarters, Evansville, IN
- 20 AWG Annual Stockholders Meeting – Headquarters, Evansville, IN
- 26-28 Agent Sales Training – Headquarters, Evansville, IN

October 2006

- 7-8 PAIMA Convention – San Francisco, CA
- 9-12 HHGFAA 44th Annual Meeting – Hilton San Francisco, San Francisco, CA
- 11 Atlas Canada Fall Board Meeting – Montreal Marriott Chateau, Montreal, QB
- 11-13 ERC’s Global Workforce Symposium – Wyndham Anatole, Dallas, TX
- 11-14 Atlas Canada Annual Convention – Montreal Marriott Chateau, Montreal, QB
- 13-15 AWG International Relocation Symposium – Argonaut Hotel, San Francisco, CA
- 15 Vehicle Inspections Due
- 31 AWG Board of Directors Meeting – JW Marriott Desert Ridge Resort & Spa, Phoenix, AZ

November 2006

- 1-4 59th Annual Atlas Convention – JW Marriott Desert Ridge Resort & Spa, Phoenix, AZ
- 16-19 North Carolina Movers Association Annual Convention – Riverside Hilton, Wilmington, NC

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