

amplifier

Vision 2018



Strategic Initiatives 6 | Spanish Website 8 | Amplifier Online 9

Avail: Gaining Momentum 10 | Pursuing the Vision with Atlas Logistics 14



Letter from Jack & Glen

This issue of your Atlas Amplifier is historic for a couple of reasons. First, the feature story tells how Atlas is embarking on a landmark effort across our entire enterprise. Over the previous 12 months, our board, executives, and senior managers collaborated on a comprehensive strategic plan, Vision 2018. It was the company's first time to engage a consultant in the planning process. It produced a roadmap for the company to Go New Places.[®] It puts a priority on eight initiatives, and technology is central to each.

As we bring new tools forward, making best use of them is crucial. Our future depends on leveraging our technology in every business unit and agency. Which leads to the second reason this issue of the Amplifier is notable. This new, streamlined format complements more content you'll find online, delivered with dynamic functions such as videos and options for sharing on your social networks. You can read more about this change on page 9.

Making communication fit people more comfortably is just one example of how technology makes life better. Over the coming months, we'll see more examples, both within Atlas and in the world outside. Let's be ready to embrace the promises of the digital age—especially in our businesses—and reach the new places we envision.



Glen Dunkerson
Chairman and CEO



Jack Griffin
President and COO



In this issue of the amplifier

Volume 65 Winter 2014
atlasvanlines.com/amplifier



On the Cover: **4**
Vision 2018



In our last Amplifier we introduced Vision 2018, a strategic planning effort Atlas began in the fourth quarter last year. See our exciting progress throughout this Amp and online.



Atlas en Español:
Atlas World Group **8**



+ LOOK FOR THIS
ICON THROUGHOUT



Amplifier Online:
Evolving a Little Further: Online **9**



Gaining Momentum:
Avail Move Management **10**




A Connection to Helping Families:
Atlas Canada **11**



Shortening the Supply Chain:
Atlas International **12**



Going Global:
Cornerstone Relocation Group **13**



Pursuing the Vision:
Atlas Logistics **14**

Atlas World Group

The Club Checks in at Cabo:
President's Club 2014 **15**

Challenge Accepted:
Move For Hunger **16**

Atlas World:
News & Information **18**

Forum 2015:
Forum set for San Diego **22**

Awards:
2014 Quality Award Winners **23**



Vision 2018

Atlas teams develop a platform to Go New Places®

In the previous issue of the Amplifier, we introduced **Vision 2018**, a



strategic planning effort Atlas began in the fourth quarter last year. Its aim: to find a path for healthy growth at a time when the company and the industry face increasing challenges to capacity, compliance, and profitability.

Vision 2018 is a milestone in the history of Atlas, the first time it went outside the boardroom for help in developing a business strategy.

This summer, months of preparation culminated in a formal document. It spells out strategic directions, project priorities, measurable goals, and a system for accountability. It also updates the company's mission and brand statements.

As Atlas executives shared their thoughts about Vision 2018 for this article, a crew was at work in the lobby below, installing displays of the new mission and brand statements.

It began last year with prompting by Board Agent **Don Hill**, President of Alexander's Mobility Services (0207). An advocate of long-range thinking, Don persuaded fellow board members and Atlas executives to take a fresh look at the process for strategic planning.

Today, the seed Don planted is showing its first fruit. In July, the Atlas board ratified Vision 2018, a document that specifies how the company will grow its productivity and profitability over the next five years. Essentially, it is the road map that will allow Atlas as a company to "Go New Places."

"Our industry has been doing things the same way for so long, to make a big change is a very difficult decision," says Don. "But our board and management are aligned on what areas we need to attack first. I think our alignment will allow us to be more successful with our plan."

"The board got behind this initiative at the beginning, and they were unanimous in their approval of the plan document," says **Glen Dunkerson**, Atlas Chairman and CEO. "That is significant, considering the diversity of views they hold. I think it speaks highly of our agents, of our process, and of the people who led us through it."

"We first interviewed five different groups, all respected names in strategic consulting," says **Jack Griffin**, Atlas President and COO. "Collaborative Strategies Inc. stood out. They had done their homework, and we sensed they were a good fit for Atlas. Our instincts were correct—they had the skills and temperament to push us in the right direction and bring out our best thinking."

Consensus building played an important part in the process. A hundred Atlas agent bookers and haulers expressed their views

"We're committed to long-term value for our owners and agents, and to solid career opportunities for our employees and associates."

Glen Dunkerson, Atlas Chairman and CEO

early in the process. This provided a solid understanding of the attitudes among those whose futures are invested in the Atlas brand.

"Atlas was up to the task, and they came prepared," says **Jim Lang**, Partner, Collaborative Strategies Inc. "With the help of the folks at Atlas, we started with very thorough baseline data that really set the stage

for understanding the current situation, both internally and in the market."

Jim says he was impressed by how well the strategy team grasped its role and the dedication it brought to work.

"There were several, day-long working sessions, and invariably the strategy team was able to surface the issues, reach an agreement, and then communicate with the board to get buy-in. In a member-driven organization like Atlas, it is imperative that the owner-members have input and buy-in to the plan. When that occurs, as it did in this process, success is much more likely."

The Bottom Line: Quality Growth

"If all we wanted to do was grow, Atlas could grow quickly," says Glen. "But growth alone can't be a driver for the kind of future we want. We're focused on quality growth . . . growth that is deliberate and strategic. We're committed to long-term value for our owners and agents, and to solid career opportunities for our employees and associates."

Rolling with the Atlas brand. You may notice refreshed graphics on Atlas equipment. The company continues to update its rolling stock and reinforce the Atlas promise to help customers "Go New Places." Now, Vision 2018 shows the path Atlas will take to thrive over the long haul.

"When it came to inking final approvals, every one of our decision-makers was in agreement," says Jack. "We all understand the success we envision doesn't guarantee big returns immediately. But that's okay. We'll have the company we want five years from now."

"It's too early to say what the plan will ultimately produce," says Don. "But I'm optimistic by the entire engagement."

"I believe that Atlas has a solid plan for what needs to be done," says Jim. "And I have every reason to expect Atlas will succeed in achieving its strategic vision."

Organic vs Acquired Growth: Which is better?

Atlas has set some bold metrics for growth. There are essentially two ways to achieve those objectives. One is organic: producing more from established structures and adding people and assets to tend the growth as it occurs. The other is acquired: the addition of agent entrepreneurs or the purchase and rebranding of other business entities. Both kinds of growth are viable and may serve the strategic interests of the company. However, Atlas will not leverage acquisitions that exceed a debt-to-equity ratio for financial strength.



During the development of Vision 2018, Atlas leaders refreshed the company's mission and brand statements. These are now displayed prominently in the lobby of Atlas World Group Headquarters.

As Atlas executives shared their thoughts about Vision 2018 for this article, a crew was at work in the Atlas lobby, installing displays of the new mission and brand statements.



Vision 2018 Executive Team (from left to right) Donald Breivogel Jr., Senior Vice President & CFO, Glen Dunkerson, Chairman & CEO, Jack Griffin, President & COO, Marian Weilert Sauvey, General Counsel, Senior Vice President & Secretary, Donald Hill, President, Alexander's Mobility Services, Gary Weleski, President, Weleski Transfer, Inc., Larry Lammers, CEO, Ace Relocation Systems, Inc., Chris Niesner, President, Specialty Moving, Inc.



Vision 2018 Strategic Initiatives

Working on Strategic Priorities

Vision 2018 spells out several strategic priorities with specific goals for revenue and profitability. The numbers are ambitious, but attainable. Each involves the work of an executive champion, a staff leader and team, and a board champion.

"We're not simply hoping we live up to our expectations," says Glen. "Everything we do has accountability built into it, with scorecards and reviews every 90 days. We have a system to accomplish what we say we will."

"From my perspective as a team leader, the organization of people makes a lot of sense," says Ryan McConnell, Vice President, Corporate Marketing. "Our team has the backing of a board champion and an executive champion. We're not out there all alone—we have support to get things done."

"Our process has flexibility built in," says Jack. "The Strategy Team meets twice a year to review progress on all the priorities. If we see that a shift in direction is called for, we can make adjustments."

AVAIL MOVE MANAGEMENT

Strategic Priority:

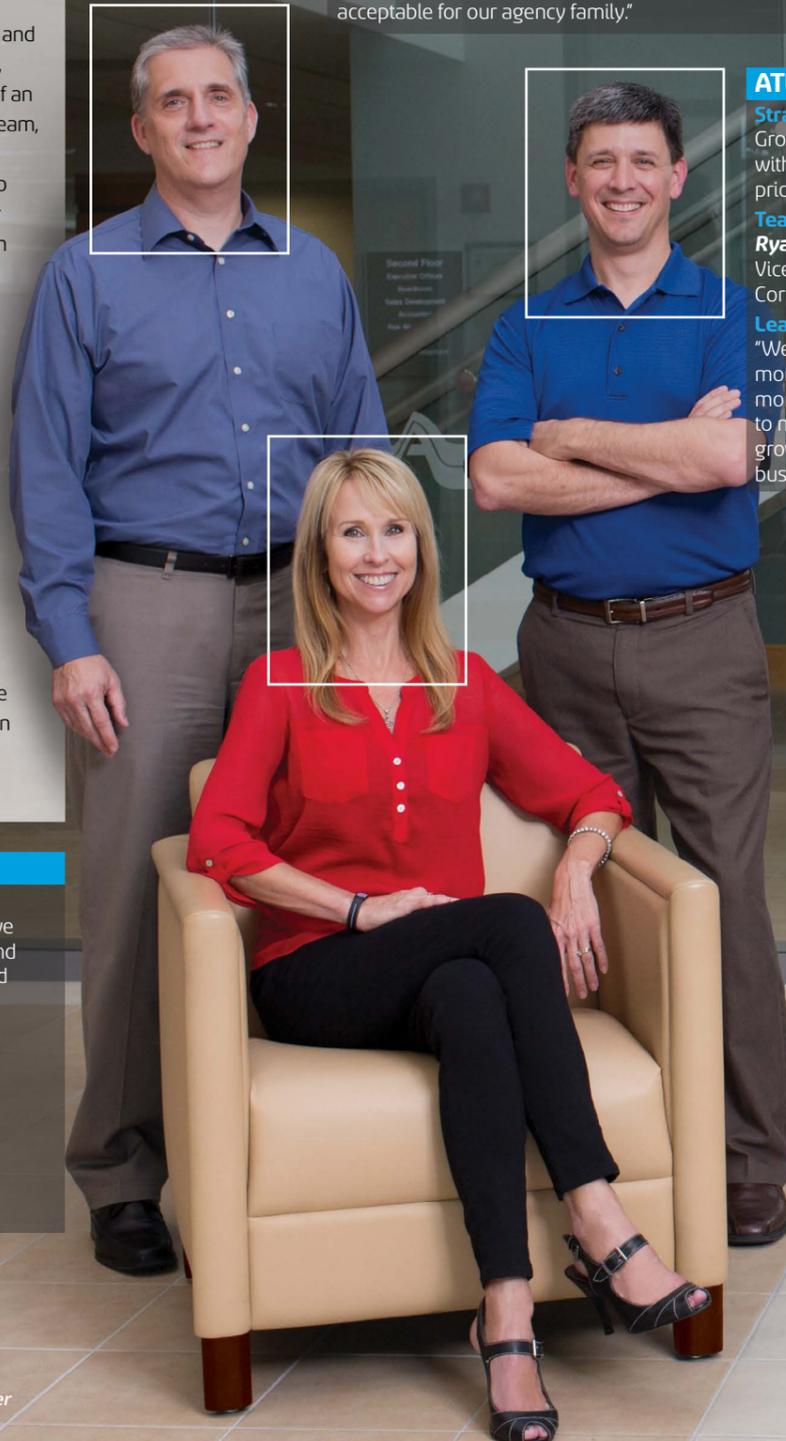
Become the recognized provider of move management services for the moving and storage industry, known for unsurpassed information systems.

Team Leader:

Mary Beth Johnson
Assistant Vice President

Leader Insight:

"We're building on a trusted reputation for move management as we work to strengthen the Avail brand and refine its value proposition."



ATLAS VAN LINES

Strategic Priority:

Reinvent the driver value proposition and develop alternative hauling models for large, medium, and small shipments.

Team Leader:

Jeff Schimmel
Vice President, Transportation Services

Leader Insight:

"We're beefing up programs to bring new van operators to Atlas and we're looking at alternate hauling methods like spot trailers, rail, and new options for smaller shipments. Whatever we do needs to be practical and acceptable for our agency family."

ATLAS VAN LINES

Strategic Priority:

Grow all market segments with new methods for pricing and distribution.

Team Leader:

Ryan McConnell
Vice President,
Corporate Marketing

Leader Insight:

"We're going to become more efficient and find more opportunities to go to market. We intend to grow all segments of our business."

INFORMATION TECHNOLOGY

Strategic Priority:

Develop needed systems to support the strategic priorities of the Atlas companies in partnership with them, making Atlas technology a competitive advantage.

Team Leader:

J. J. Mohr
Director, IT Strategic Planning

Leader Insight:

"We're moving Atlas onto a common platform with tools to enhance our efficiency and profitability across the enterprise. We'll continue to wow clients and customers with innovative, high-quality technical solutions."

ATLAS LOGISTICS

Strategic Priority:

Grow share in the expanding logistics industry with a single Atlas brand operating on a common platform.

Team Leader:

Phil Wahl
Vice President & General Manager

Leader Insight:

"We're building 'Atlas Logistics' into a strong brand and using it to establish consistent growth in the logistics market over the next five years. Good internal communication and the full use of our strengths (STG, 3PL, Titan) are critical to our success."

ATLAS INTERNATIONAL

Strategic Priority:

Achieve prominence as a worldwide relocation provider with global operations, on the short list of favored suppliers.

Team Leader:

Jim Gaw
President & COO

Leader Insight:

"We're focused on growing top line revenue and gaining economies to improve our margins. Success will involve not just our Atlas team, but partners throughout our entire supply chain."

CORNERSTONE RELOCATION GROUP

Strategic Priority:

Significant growth across all service lines, especially in international services, with an expansion of the global footprint.

Team Leader:

Janelle Piatkowski
President and CEO

Leader Insight:

"Our team has identified the key initiatives for Cornerstone's global growth, building from service centers we've established in North America, EMEA, and APAC. Clear, swift, and consistent communication with one another will be crucial to our success."

ATLAS CANADA

Strategic Priority:

Increase market shares for domestic, cross-border, and logistics business with a strategy for North America-wide transportation solutions.

Team Leaders:

Fred Haladay
Senior Vice President & COO

Shirley Sveda
Senior Vice President & CFO

Dave Coughlin

Vice President of Operations

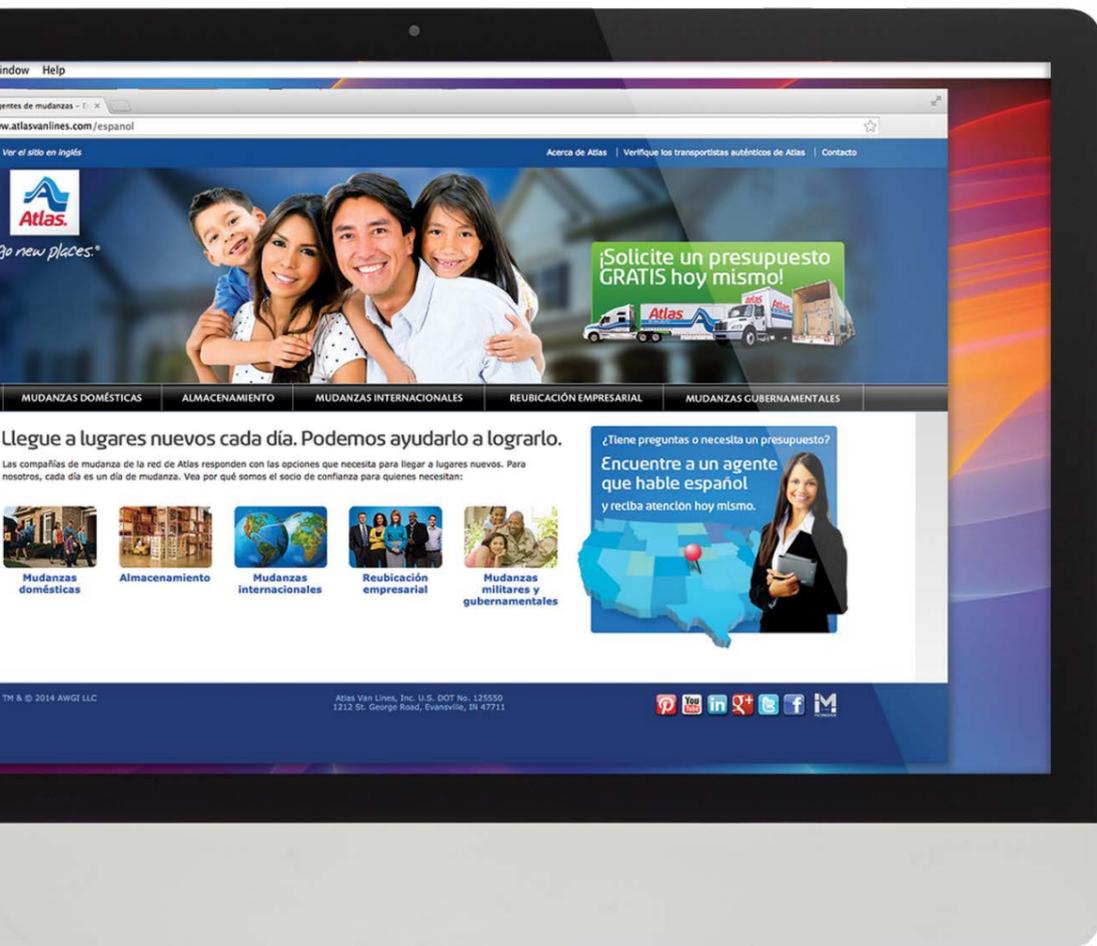
Leader Insight:

"Our primary focus as we begin to work this plan is to develop a common platform of technology with Atlas. Training will be essential for us to succeed and to help our agents, PVOs, and sales people embrace the new technology."



¿Habla español?

Spanish-Language Site Serves Growing U.S. Hispanic Population



atlasvanlines.com/espanol

Can your agency help Spanish-speaking customers? Let us know and we'll add you to our network of bilingual agents. Email laufall@atlasworldgroup.com

Atlas Van Lines continues to go global with the introduction of a Spanish version of their website. Atlas en Español is a site designed to reach a growing Hispanic population in the United States. It provides a platform for conducting business and connects users to bilingual Atlas agents who can help them.

"The Hispanic community is the fastest growing demographic segment in this country, with the number of Spanish speakers up 233 percent since 1980," says Jack Griffin, President & COO of Atlas Van Lines. "If we are to position Atlas as a supplier to the Hispanic community, our online tools must be available in Spanish."

Atlas en Español features fully translated web pages that explain Atlas service areas, including corporate relocation, international moving, government and military moves, and storage. Upon landing at the site, visitors are prompted to get a free quote and receive a list of bilingual agents in their area.

As a subdirectory of the Atlas Van Lines site (www.atlasvanlines.com/espanol), Atlas en Español gains visibility among search engines due to keywords appearing on both English and Spanish pages of the website.

By the end of 2015, Hispanics will have purchasing power of \$1.5 trillion annually. By 2020, an estimated 43 million people in the U.S. will speak Spanish.

"The mosaic of this country is changing," says Jack. "This is a burgeoning, evolving marketplace and Atlas is ready to help everyone go new places." ■

amplifier

The Online Magazine of Atlas World Group

Evolving a Little Further: **Online**



Hot off the press in 1954, the magazine of Atlas World Group was composed of 12 pages of white paper, black typewriter font, and bits of hand written text filled in here or there.

As you hold volume 65 in your hands, it's easy to see how far the Amplifier has come. It has evolved into a professionally designed piece of Atlas artwork that tells the story of our family in vivid color.

Now in its 60th year as our corporate magazine, the Amplifier is evolving a little further. In this winter edition, the Amplifier makes its debut as an online publication.

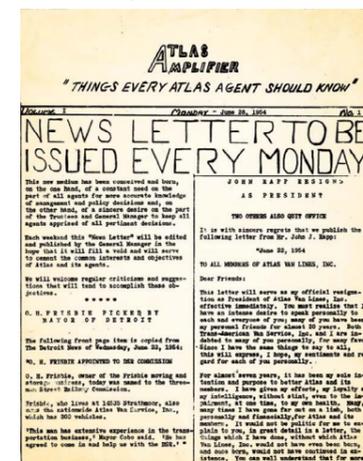
Built as a microsite of the Atlas Van Lines website, the Amplifier has fully embraced its new role online. It resembles some of the most popular news outlets on the web. It allows Atlas to quickly and efficiently share stories about household moving, corporate relocation, logistics, and happenings in the Atlas community.

"Putting the Amplifier online is a content-driven marketing approach to improve our SEO," says Ryan McConnell, Vice President of Corporate Marketing. "We want to get as much traffic as possible to our van line website to grow the SEO value of that environment."

"We're following best in class standards for journalism. For example, if you read USA Today, they have as much foothold in the internet environment as they do in the print environment. We're doing the right thing," Ryan says.

The most exciting thing about the online Amp is the dynamic functions that don't exist in a printed magazine. Visitors can watch videos, use the search bar to find articles, sort articles by agent or brand name, and easily find articles on related topics. If a reader finds a story particularly interesting, with just a few clicks it can be shared across their social networks.

According to Ryan, "It is very Atlas-centric; it allows us to



spotlight agents' stories in a dynamic, real-time manner. If we get a good story, whether it's a philanthropic effort, a great move experience, or recognition of an employee, PVO or crew member, it's a story about today, not six months ago."

For now, the Amplifier will continue to be printed twice a year and will feature new stories not previously seen online. This print edition specifically, a bit wider and a little lighter, earmarks the new age. ■

"This gives us the opportunity to bring corporate-level information into a real-time environment, which will benefit all segments of our business. It makes us more contemporary. You don't have to wait for a printed piece; it's already accessible to you, to your customers and to your employees."

— Katie O'Niones, Editor, Marketing Specialist



Above, left: The very first Atlas Amplifier published in 1954. Above, right: the latest version of the Amplifier (Online) as first published in the Fall of 2014.

Amp Online +
SEE MORE ONLINE



To read stories, watch videos and more, check out the online magazine of Atlas World Group at: atlasvanlines.com/amplifier

Gaining Momentum

With strategic direction flowing from Vision 2018, Avail Move Management prepares for a bigger and more dynamic role in the moving industry.



"We are in an exciting place right now." Phones. Computers. Tablets. A steady hum fills the offices of Avail Move Management. Every day, myriad tasks support the unbiased analysis and communication of move information. Beyond the sounds of business as usual, something else is in the air.

"We are in an exciting place right now," says **Sarah Whitaker**, Manager, National Accounts. "We're at the threshold of important changes—changes that will propel the Avail brand much further as a leader in move management." "From the beginning, our technology and reporting systems have been second to none for gathering, analyzing, and sharing move insights," says **Mary Beth Johnson**, Assistant Vice President. "But recent enhancements to our system are a real game-changer."

Sarah Whitaker and Mary Beth Johnson are Avail's Vision 2018 strategy champions. The technology that harnesses information is called Order Management, and it is both a workhorse and racehorse. It provides online access to move data for swift, accurate reporting and evaluation. Soon, a new feature set will give users the power to see and do even more.

"You'll be able to view shipment documents, claims information—virtually every piece

of information related to the relocation of an employee," says Sarah. "You'll have expanded reporting and the ability to drill down much deeper for detail."

Updating the Value Proposition

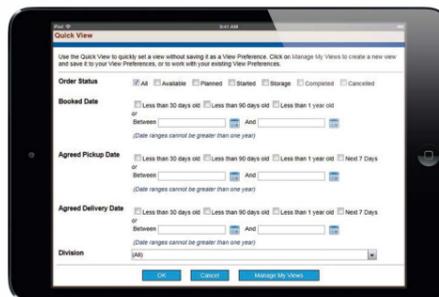
Vision 2018 sees the Avail brand gaining wide industry recognition. "Prospective clients will recognize Avail as a respected industry leader in move management," says Sarah.

Building such credibility begins with the value proposition. For clients of Avail, value derives from advocacy—unbiased auditing, reporting, and evaluation that serves the client's best interest in every aspect of moving.

"Avail provides the tools and information needed to make sound decisions, acting as an advocate on behalf of your client," says Mary Beth.

Along these lines, Mary Beth hints at an exciting project now in the works for release early next year.

"I don't want to let the cat out of the bag, but suffice it to say we're working on a breakthrough that will fill a huge void for the relocation industry. Stay tuned." ■



Order Management allows immediate access to relevant shipment data direct from Dispatch, Atlas' internal shipment management tool.



Avail offers relocation professionals a third-party, unbiased provider of move management services with advanced information and reporting systems to create and sustain efficiencies. To know more, visit: availmm.com.

A Connection to Helping Families

Atlas Canada Holds Fast to Traditional Values

Princess Diana said: "Family is the most important thing in the world." The people at Atlas Canada are of the same mind. In everything they do, they see a connection to helping families.

Canada Company

"Families are a top priority for us," says **Fred Haladay**, Senior Vice President & COO. "Whether we're verifying the backgrounds of employees we send into a customer's home, or supporting charities that help people through difficult times, we put families first."

For each of the last five years, Atlas Canada has supported Canada Company's annual golf tournament (four times as Presenting Sponsor).



The June event raises money for widows and orphans of soldiers killed while on duty.

Shirley Sveda, Atlas Canada's Senior Vice President and CFO, serves on the event's planning committee. "It's an honor to sponsor this tournament, and to lend our assistance to other events for Canada Company throughout the year," says Shirley. "It's a way for us to give back to our military families."



Above: Members of the Canadian military (in camos) stand with a fabulous foursome at the Canada Company Golf Outing in June. The event raised funds for the families of fallen soldiers. From left: Steve Cryne, Canadian Employee Relocation Council (CERC); Bob Clark, Atlas Canada; Spencer Enright, Brookfield Residential Property Services; Phil Soper, Royal LePage.

No Stranger In Your Home™

Perhaps nothing underscores Atlas Canada's belief in families better than "No Stranger in Your Home." In 2009, the company introduced this corporate initiative to ensure the quality of every employee who goes into a customer's home. To date, over 3,500 Atlas Canada employees have passed background checks.

"Every full-time employee is back-checked every three years; we verify and keep the information here at headquarters," says Shirley. "And everyone entering a customer's home must wear a photo ID badge." "Every family has a right to be safe in their own home," says **Dave Coughlin**, Vice President of Operations. "We want people to know they have that reassurance when they move with us. Nothing can shake our commitment to helping families."



Since 2009, the "No Stranger in Your Home" program has ensured employee quality inside customers' homes.

Women and Children First

Sadly, abuse of women and children is all too common. Atlas and its agents are doing something about it. Each May, they bring transportation, storage, and willing hands to National Garage Sale Day. The event raises funds for Royal LePage's Shelter Foundation, which is dedicated exclusively to funding women's shelters and violence prevention programs. The cause fits perfectly with Atlas Canada's values.

"Over the last six years, this event has raised more than \$2 million to help keep women and children safe," says Sandy Campbell, Atlas Canada Director of Marketing. "Royal LePage Real Estate covers all the administration costs, so every dollar raised goes to help women and children." ■



Above: Canada has a huge garage sale every year, and Atlas is always there to help. Money raised goes to the Royal LePage Shelter Foundation, which helps keep women and children safe from abuse.



Atlas
Canada +
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NAV
Honors¹



SEE
MORE
PHOTOS
ONLINE

Global Network of Licensed Agents

Shortening the Supply Chain to Manage International Details

International moves entail a lot—country-specific customs, different languages, time zone changes and more—all of which Atlas International and its global network handle seamlessly for customers. Atlas International continues on its path of a strategic vision to localize its moving services through a global network of licensed agents. Having a trusted network of Atlas agents and licensees, it assists in shortening the supply chain and enhancing its customer's experience by providing local contacts in real time. To date, Atlas International's agency network includes locations throughout Belgium, Canada, China, Denmark,

Finland, France, Germany, India, Italy, Luxembourg, Mexico, Netherlands, Russia, South Africa, Spain, Switzerland, the United States, and the United Kingdom.

Global Consistency; High Satisfaction

Each specific licensee location includes brick and mortar moving facilities with international service centers, high local brand recognition, and service standards. This helps to build on Atlas International's core competency of servicing large, multi-national corporations with superior moving services both locally and globally.

In building a global network to

represent Atlas International, the company carefully selects and licenses agents that have extensive experience. This adds global consistency to its service structure and places the highest importance on the customer experience. As a result of its continued growth and strategic processes, Atlas International customers have given a satisfaction score of 93.5 percent in the last 12 months.

Currently, the Atlas flag flies in 18 different countries. Muuttopalvelu Grundell Oy in Finland is the most recent addition to the International agency network. **Anni Klami**, Service Manager of International Moves at Grundell says, "In addition

to moving to and from Finland, Muuttopalvelu Grundell Oy can help with moves in Baltic countries, and with a good Scandinavian network, Grundell can help with moves to and from the Scandinavian countries."

Moves to and from European countries are mainly truck transports and Grundell owns trucks and trailers, plus staffs English speaking skilled drivers. Now, one of these trucks and a trailer don the Atlas logo.

"Atlas was able to Go New Places" by rolling out newly painted trucks in Scandinavia with Atlas Finland," says **Matthew Hagenah**, Director of Operation at Atlas International. "Grundell has a moving van that spent every day this summer on the road traversing Scandinavia, Western, and Eastern Europe." ■



Muuttopalvelu Grundell Oy in Finland is growing its fleet with Atlas branded trucks and trailers.



Going Global

Expanding the Footprint to the Large Global Mobility Market

For almost 15 years, Cornerstone has established itself as a premier provider of domestic relocation services in the United States and Canada. Facing competition by larger companies, Cornerstone has found success with white glove service, customized programs, and a highly experienced staff. Over the last five years, Cornerstone has achieved a phenomenal 99 percent score in client retention. Now, the company is building on this success to cast a bigger shadow across the global relocation arena.

"The majority of clients today are looking for a single solution for both domestic and international relocation services," says **Chris Furlotte**, Vice President of Global Sales. "We're answering with expanded capabilities here and abroad."

Chris points out, the global mobility market (\$100 billion) dwarfs the U.S. market (\$10 billion). Its size presents a significant opportunity for companies with a full suite of global services. Cornerstone is acting on the opportunity.

As well as locations in North America (Chicago, Illinois; Dallas/Addison, Texas; Basking Ridge, New Jersey), the company has opened service centers in EMEA (Cologne and Frankfurt, Germany) and APAC (Singapore). At the same time, Cornerstone has invested in people who bring expertise in global consulting, compensation, and assignment management.

I'm reminded of a famous song from the sixties. The times are indeed changing, and providers of relocation services must sink or swim. Personally, I find it exciting to be opening service locations at

home and abroad. The expansion puts us in a better position to deliver the high level of care our clients expect, with people who know firsthand the unique requirements in each region.

International Assignments Are Accelerating

I think Cornerstone Founder and CEO **Janelle Piatkowski** says it best: "The needs of our clients to initiate international assignments are accelerating, creating a clarion call for us to provide additional global services. This expansion dovetails perfectly with our strategic plan. Both in vision and practice, Cornerstone is in a global growth mode." ■



By Mark Rabe, Vice President, Global Operations, Cornerstone Relocation Group

Cornerstone + SEE MORE ONLINE

Latin America: Open for Business

Latin America is rapidly gaining attention for sustained economic growth, a burgeoning middle class, and considerable natural resources. ¹

Assignee Housing in Europe: Who Does What?

It's said that "all roads lead to Rome." But when finding housing for assignees in Europe, the roads go in many different directions. And they can be confusing. ²



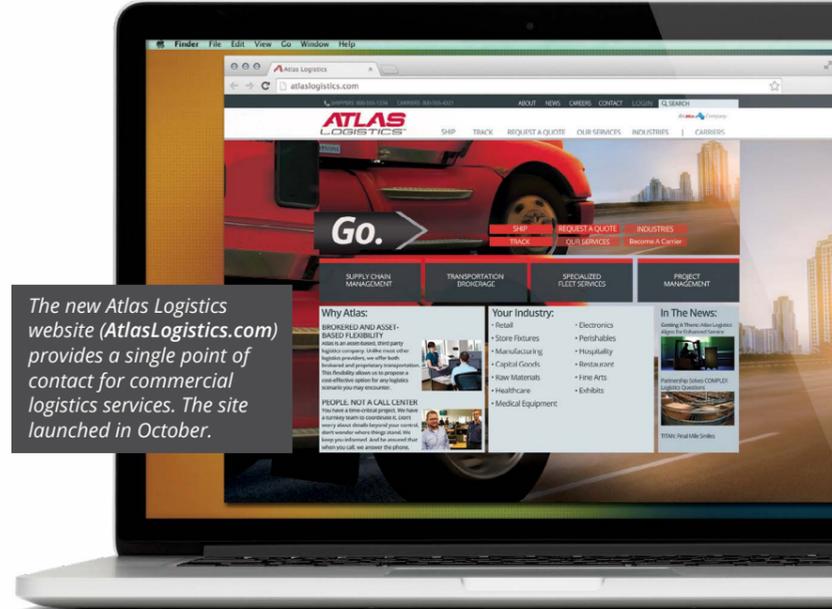
Pursuing the Vision

Atlas Logistics Brand and Website a "Go."

In the U.S. alone, the third-party logistics industry (3PL) generates annual revenues exceeding \$170 billion. And it is growing at about five percent a year. (Statista.com)

Atlas Logistics is beginning a new strategic direction with a major step to grow its share of the global logistics market. Following last year's reorganization under a single brand, the company is taking its message to the market with an expanded web presence at AtlasLogistics.com.

"We see an opportunity to grow in the logistics market without having to invest in additional equipment," says **Phil Wahl**, Vice President and General Manager. "We're providing a service, and we're investing in people and systems."



The new Atlas Logistics website (AtlasLogistics.com) provides a single point of contact for commercial logistics services. The site launched in October.

Keeping it Simple

While Atlas promises to help people "Go New Places," Atlas Logistics streamlines the idea with "Go."

"Go conveys an immediacy of action, our readiness to answer a customer right now," says Phil Wahl. "Responsiveness is an important characteristic of our brand. We also want customers to understand we can get them a solid plan of action quickly."

Atlas Logistics managers bring complementary teams to provide a single brand that offers a complete range of logistics services. From left: **Robert Hannegan**, Vice President & General Manager (Titan) **Phil Wahl**, Vice President & General Manager, Atlas Logistics; **David Coulter**, Vice President (STG Sales).



"Not only do we offer immediate, single-point access to logistics resources and networks, our people are experts in the various market segments we serve. When a customer contacts us, we'll connect them with a member of our team who has the know-how and can get the right answers. We can provide a solution for practically any scenario."



Logistics +
SEE MORE ONLINE

Getting It There: Atlas Logistics Aligns for Enhanced Service

Atlas brings its three logistics entities together—bringing technology, networks, and operations knowledge. ¹

Partnership Solves COMPLEX Logistics Equation ²

TITAN: Final Mile Smiles ³

New Website

AtlasLogistics.com launched in October with a unique value proposition. It is a full-service logistics company that provides both fleet and third-party services with a high degree of experience and personal service. It's all backed by the strength of Atlas World Group.

"Having both a fleet and a growing 3PL network puts us in a unique position to market ourselves," says Phil. "We're finding our assets often get us in the door. When needed, we can supplement our capabilities with other providers. This flexibility and personal service gives us a competitive advantage in the market place."



The Club Checks in at Cabo

The President's Club will enjoy the sweeping mountainside and oceanfront views of Cabo San Lucas during their annual meeting with Atlas President & COO, Jack Griffin. The top Atlas sales producers and their guests will convene at the Capella Pedregal resort in March 2015 for a tropical retreat to celebrate their sales efforts. Congratulations to all President's Club members for their hard work and their rank among the Atlas elite.



Debbie Wilkerson, Senior Project Specialist, monitors sales July-June and awards the top salespeople their spot in the President's Club.

2013-14 President's Club Platinum Winners

SALESPERSON	AGENCY NAME
Gary Louderback	Louderback-Ace Logistics
James W. Cole, Jr.	J. W. Cole & Sons, Inc.
Chris Niesner	Specialty Moving, Inc.
Michael Quigley	Ace Relocation Systems, Inc.
Don Hill	Alexander's Mobility Services
Tim White	Imlach Group
Keith Morse	DMS Moving Systems, Inc.
Jennifer Acosta	Ace World Wide Moving & Storage Co.
Bob Fox	Atlantic Relocation Systems
Chris Wing	Powell Relocation Group
Ken Imlach	Imlach Group
Larry Lammers	Ace Relocation Systems, Inc.
Fred Paxton, III	Paxton Van Lines, Inc.
Thomas Philbin	Nelson Westerberg
Randy Hounjet	King's Transfer Van Lines, Inc.

Did you know Atlas has revamped the President's Club program? We've added another level of recognition, new marketing materials, and revamped the Sales Leaders page on the Loop.

PLATINUM LEVEL: SALES FROM \$3 MILLION+

- Trip with Atlas President, Jack Griffin
- Certificate / Access to President's Club logos on Atlas Loop

GOLD LEVEL: SALES FROM \$1.5-2.999 MILLION

- \$1000 gift card
- Certificate / Access to President's Club logos on Atlas Loop

SILVER LEVEL: SALES FROM \$1-1.499 MILLION

- \$500 gift card
- Certificate / Access to President's Club logos on Atlas Loop

BRONZE LEVEL: SALES FROM \$500,000 - 1 MILLION

- Certificate / Access to President's Club logos on Atlas Loop



Are you in the club? See if you're a winner and download your Platinum, Gold, Silver or Bronze President's Club logo from the Sales Leaders page at: atlasloop.com/sales-leaders

Challenge Accepted

Drumroll, please. Here are your winners of the Move For Hunger Challenge



MOVE FOR HUNGER +
SEE MORE ONLINE

Atlas Agents Continue to Pack on the Pounds

Atlas' help in the fight against hunger is still going strong. With nearly 100 agents enrolled, Atlas has donated over 139,000 pounds of food in 2014, bringing the total amount of food donated, to over 334,500 pounds! ¹

How to Get Involved

Move for Hunger is a non-profit organization established to support the efforts of our communities' food banks. Beginning in 2013, Atlas became an Epic Partner of Move for Hunger. To sign up visit: moveforhunger.org/atlasvanlines

Move for Hunger Challenge Prize Winners

GRAND PRIZE: Atlantic Relocation Systems of Phoenix
Second Place: Katie Newitt, A-1 Moving & Storage, Jupiter, FL
Third Place: Tom Klause, A-1 Moving & Storage, Jupiter, FL ²

In the heart of their busiest season, Atlas agents raised \$10,650 benefitting Move For Hunger™, a non-profit organization that teams up with relocation companies across the country to pick up unwanted, non-perishable food items from those who are moving and deliver it to local food banks.

Through June and July, Move For Hunger hosted the "Move For Hunger Challenge," an online fundraiser where Atlas agents went head to head to fight hunger. Each participating agent office was given an online fundraising profile where co-workers, friends and family could make donations. As an extra incentive, prizes were promised to the top fundraisers.

Always Time to Help

Move For Hunger Development Director **Kristy Redford** was apprehensive about the timing of the fundraiser, but Atlas agents demonstrated that there is always time to help those in need. "We were humbled that so many of our supporters took the time out of their busy season to share our mission with their networks. It really represents what Move For Hunger is all about—many hands working together to fight hunger in our communities," said Kristy.

The Winners

It was a competitive race from the start, but A-1 Moving & Storage of Jupiter, FL (0087) raising the most funds, pulled into the winner's circle. Following close behind were Atlantic Relocation Systems of Phoenix (1038) and Atlantic Relocation Systems of Atlanta (1037), with all three offices raising over \$2,000 respectively. Because of their efforts, these agencies were entered into a drawing to win great prizes. Seventeen total agencies competed in the Move For Hunger Challenge.

What was the best part of the challenge? Not the prizes awarded, or even the \$10,650 donated. It was spreading awareness about the fight against hunger.



"Agents were spreading the mission to family members, friends, their business contacts, and many more within their network. Donations came in from all around the country," Kristy exclaimed. "It was thrilling to watch the Move For Hunger message and mission spread across the United States. At the heart of this challenge, our goal went beyond raising dollars. Awareness of the crisis of hunger in our country and activating everyone's network to respond is the best outcome of any challenge."

As the premier van line sponsor of Move For Hunger, Atlas has over one hundred agents enrolled in the fight against hunger. Year-to-date, agents have donated 131,174 pounds of non-perishable items to food banks across the United States.



Atlas HQ +

SEE MORE ONLINE

ATLASVANLINES.COM/AMP/ATLASHQ

REFERRAL REFRESH

Every good idea deserves an occasional refresher. In July, AAA announced a new identity along with an upgrade for its member benefits program. Discounts and Rewards (formerly Show Your Card and Save) offers more ways to save money with online reward points good for cash. *Learn more:* atlasvanlines.com/RefRefresh14



DISCOUNTS & REWARDS

BRAVO

Food, gifts, games and more. Over 1,300 events took place at Atlas agencies across the U.S. and Canada during the week of BRAVO. BRAVO is Atlas' declaration of appreciation to PVO's for their hard work and dedication. *Learn more:* atlasvanlines.com/BRAVO14



ESGR

Atlas Van Lines has been named a recipient of the Honored Employer Award by the Indiana Military Support Corporation and the Indiana Employer Support of the Guard and Reserve (ESGR). The award recognizes employers who support the Guard and Reserve employees. Atlas was the first Indiana company to sign a national Statement of Support with the ESGR. *Learn more:* atlasvanlines.com/ESGR14



VETERAN'S VAN

Atlas Van Lines recently donated its services to refurbish a van for the Retired Veteran's Memorial Club. The club uses the van to travel to funeral services for retired Veterans, where they conduct rites at the ceremony. In return, the Retired Veteran's Memorial Club presented Atlas with a plaque to show their appreciation.

Read more: atlasvanlines.com/VetVan14



PROMOTIONS

We're proud to introduce **Mary Beth Johnson** as the new Assistant Vice President of Avail and **Mark Rabe** as the new Vice President of Global Operations at Cornerstone Relocation Group. *Read more about these individuals and their experience in the moving industry online at:* atlasvanlines.com/Promotions14



Mary Beth Johnson
Assistant Vice President
Avail



Mark Rabe
Vice President, Global Operations
Cornerstone Relocation Group

REMEMBRANCES

Atlas remembers those individuals who are no longer with us, but were once dedicated members of the Atlas family. *Visit:* atlasvanlines.com/Remember14 to learn about the lives of those we have lost.



Agents in the Community +

SEE MORE ONLINE

ATLASVANLINES.COM/AMP/AGENTS

DMS AND ALEXANDER'S WIN BROOKFIELD AWARDS FOR HHG SERVICE

Atlas won big at this year's 2014 Brookfield Forum. DMS Moving Systems won the Platinum award for outstanding performance in the North American Domestic HHG category and Alexander's Mobility won the Gold award in the same category. *Learn more:*

atlasvanlines.com/Brookfield14



WALKER TRANSFER GARDEN

Every year Walker Transfer helps cultivate a garden at a local church in West Virginia. The garden is used as an educational experience for children to learn about where food comes from. *Learn more:*

atlasvanlines.com/WalkerGarden



ACE 5K RUN FOR LUNGS

Ace Moving & Storage in Oklahoma City raised funds and participated in a 5K for the American Lung Association's "Run for Lungs" as part of an initiative to encourage healthier and more active lifestyles.

Learn more: atlasvanlines.com/Ace5K



PAXTON MILITARY CARE

Paxton Van Lines transported 10,000 care kits for overseas troops to Operation Gratitude in California. The kits were packed by the Charlotte Bobcats, Wells Fargo, and Family Dollar® on March 25. Paxton is the official moving partner of the Bobcats.

Learn more: atlasvanlines.com/PaxCare

THREE AGENTS JOIN ATLAS

As our community continues to grow, Atlas is proud to welcome three new agency locations on board.

- Bay Shore Moving & Storage in Hauppauge, NY
- Ernie's Van & Storage in Rocklin, CA
- Johnson & Daly Moving & Storage in San Rafael, CA

Learn more: atlasvanlines.com/NewAgents14

DMS CARTUS MASTERS CUP

DMS Moving Systems was honored for its outstanding performance at Cartus Corporation's 2014 Global Network Conference held October 6-8 in Chicago, Ill. Cartus Global Network's highest honor recognizes outstanding service and performance provided to its customers and clients worldwide. *Read more:*

atlasvanlines.com/DMSCartus14



Tracks

Atlas Service is Appreciated

Re: Bill Brown
Evergreen Moving Systems, Inc. (865)
Richard Carell
Anderson Moving and Storage, Inc. (261)

I recently moved from Arlington, WA to Havre, MT with Evergreen Moving Systems, Inc., your agent in Everett, WA. Thanks to Bill Brown and his staff, the move was very well organized and all scheduled tasks were accomplished satisfactorily.

I especially want to commend Richard Carell, the long haul driver, from Anderson Moving in La Crosse, WI. Richard was very prompt in arriving to load my belongings on April 22nd. He was very pleasant to work with and professional in his handling of the move. He advised me that my home in Havre would be his first unloading stop. They would arrive on April 26th and he would contact me on April 25th with the approximate time. Again, he was very prompt, polite and professional in the unloading and placement of my belongings. He worked well with his two helpers from Great Falls, MT and they had everything unloaded in record time, even in the rain. Richard explained the inventory process and was able to answer any questions I had. Richard is a great asset to Anderson Moving & Storage, Inc.

Sincerely, Charlotte

Re: Eric Schwartz
Daniel's Moving & Storage, Inc. (0879)

I have worked with several moving & storage companies over the past seven years, and it hasn't always been a pleasant experience. However, I can say that working with the Tucson, AZ Daniel's Moving & Storage staff has been the best experience I've ever had, bar none. Their staff is friendly, professional, courteous, and always willing to help resolve an issue regardless of what the situation may be.

In fact, my experiences have been so positive with the Tucson branch that I'm strongly considering utilizing their Phoenix division. I cannot use enough adjectives to express my

appreciation for Daniel's Moving & Storage, their staff, their willingness to do whatever it takes to get the job done, their positive attitude, and their professionalism. I just can't say enough about how glad I am to have found them. They are quite a refreshing change from the usual service I've been accustomed to with other moving companies.

If you're searching for a top-notch, professional moving team I highly recommend Daniel's Moving & Storage. Again, they have provided me the best experience I've ever had working with a moving company staff. I wouldn't go anywhere else.

Sincerely, John

Re: Darrell Tresser
Weleski Transfer, Inc. (2151)

A quick note to thank all of you for what has been the easiest and least stressful of our 11 (now 12) relocations. Darrell and his team could not have been more professional or more efficient in getting us packed up and moved.

Should you or anyone at Weleski need a recommendation please don't hesitate to ask.

Best, Brad

Re: John Kidd, Carmen Klei
DMS Moving Systems of Alabama, Inc. (0801)

We have not met but I wanted to take a minute and draw your attention to one of your drivers/movers, John.

We just completed our move from Woodstock, IL to Draper, UT on Saturday, the 7th of June. This has been our 11th move in my career. We have used your company for a 2nd time this move and could not be more pleased.

John was very professional, very organized, on time, gave great advice and took care of us, our kids and our homes. He is a great asset to your organization and I wanted to make sure you heard from a very satisfied customer about what a great job John has done.

I have managed large organizations globally (over 700 people) for years and I feel that John

and his crew are a great example of what hard work, honesty, and customer satisfaction are all about!

Please let me know if there is anyone else I can email/call to let them know what a great asset John is to your organization.

Best Regards, Julian

Re: Mike Turner, Lance Sabia,
Jack DeSimone
V. Santini, Inc. (1777)

Just a quick note to tell you how very happy I was with yesterday's delivery and my V. Santini move as a whole. Mike, the driver, and his helper Terry were terrific. Mike was very organized and planned the sequence of items to be carried into the house in a very logical, well-thought out manner. He also saved the day by finding a good spot for a dresser that turned out to be too big for the original spot I had imagined.

Both he and Terry were polite, very hardworking and careful with my items.

They were also willing to accommodate my requests and fun to be around. I was delighted to find all my items in excellent shape. Lance Sabia stayed in constant touch prior to the move to give me updates and earlier, Cyndi Degrazio was a great source of information and organization.

You probably don't remember that I have lived in Europe, Africa and Asia as well as various cities in the States and have dealt with more moves than I care to remember. I know what a good move is, as well as what a bad move is, and I just had an excellent one. You have a great company, and I am sure you are very proud of its excellent reputation and all your employees. Thank you so much for keeping up your high standards and for the reassurance I have always felt when reaching out to you and your people.

With much gratitude and good wishes for your continued success.

Sincerely, Barbara

Tracks +
SEE MORE ONLINE



To read all of the great things customers are saying about Atlas service visit:
atlasvanlines.com/Tracks14

Keep our service men and

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
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger	Nephew	Move Management Coordinator, AVAIL
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Theresa Banta	Neil S. Banta	Son	Regional Zone Planner, Ace Relocation Systems, Inc. (62)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Moving & Storage, LLC (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Alfred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Carroll Britzell	Colten Powell	Grandson	Customer Service, Ace Relocation Systems, Inc. (75)
	Clayton Powell	Grandson	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage, Inc. (1317)
	Rich Bowman	Nephew	
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings	Stepson	General Manager, Ace Relocation Systems, Inc. (15)
Phyllis Cain	David Lynn	Nephew	Executive Assistant, Ace Relocation Systems, Inc. (62)
Keith Campbell	James A. Hicks	Stepson	Long Distance Dispatch, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Stepson	
Jennifer Campbell	James A. Hicks	Son	Office Manager/OA DA Coordinator, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Son	
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Melissa Compton	Josiah Cavanaugh	Son	Customer Service Coordinator/Special Products/Headquarters
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage, Criqui Corporation (1286)
Vivan Dao	Richard Daniel Joyner	Husband	Administrative Assistant, AWG International
	Joseph Hue Nguyen	Uncle	
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers Ltd. (8570)
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, Nelson Westerberg (1523)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Melanie Freeman	William J. Freeman	Brother	Interstate Operations, Advance Relocation Systems (59)
Debra Hodgson	Jason Hodgson	Son	Customer Service Representative, Atlas Canada
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Rick Kaster	Raymond Kaster	Son	Operations Manager, Kaster Moving Co., Inc. (1240)
	Jessica Kaster	Daughter-in-law	
Pat Kelly	Justin Casey	Son	Van Operator, Alexander's Mobility Services (207)
Audrey Kingsland	Keneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation Group, LLC
Teresa Kintop	John Kintop	Husband	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1448)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Moving & Storage, LLC (1406)
Brandy Lumbert	Nick Lumbert	Husband	Customer Service Support, Imlach & Collins Brothers, LLC (1132)

women in your heart.

To view this list online visit:
atlasvanlines.com/MilHeart14

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Lucas Matte	Actively Serving		Associate Database Administrator, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp. (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
Dorrian Pierce	Joshua Pierce	Son	Quality Manager, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepson	
	Tyler Calhoun	Nephew	
Amanda Pierce	Joshua Pierce	Brother	Customer Service, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepbrother	
	Tyler Calhoun	Cousin	
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Guardian Relocation of Ohio (111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Moving & Storage, LLC (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Stephanie Shelton	Kyle Walts	Nephew	Corporate Marketing, Headquarters
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida, Inc. (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (1902)
Tammy Teague	Nick Lumbert	Son-in-law	Senior Customer Service Rep, Imlach & Collins Brothers, LLC (1132)
Carole Temme	Bruce Overton	Son	Customer Service II Corporate Resources, Headquarters
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Mike Wathen	Scott Wathen	Son	Retired, IT, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Moving & Storage, LLC (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)
Angela Zuke	Trevor Olsen	Son	Corporate Claims Department, Atlantic Relocation Systems (1038)

These names are the individuals who have been brought to our attention. Please email any additions to Linda Ellington at linelli@atlasworldgroup.com. The Amplifier publishes this show of appreciation in every issue.



48TH ANNUAL ATLAS FORUM

SAN DIEGO, CA APRIL 23-24
THE WESTIN SAN DIEGO
GASLAMP QUARTER HOTEL

www.atlasvanlines.com/forum/planning/



Your 2014 Quality Awards Winners

Quality Awards +
SEE MORE ONLINE

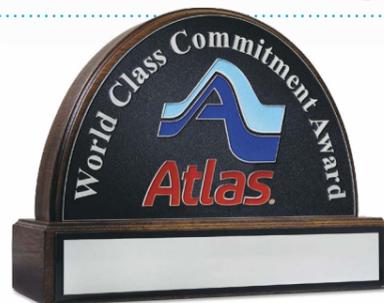


To view this year's World-Class Commitment & STG Quality Award winners, as well as past winners of all three, visit:
atlasvanlines.com/QualAwards14

Each year, Atlas honors the agents whose performance exemplifies this dedication. They embody the heart of Atlas quality—and they make it stronger every day.



Atlas Milton M. Hill Quality Award
agents are the top performers in the Atlas agency family. These are full-service movers with combined booker-hauler revenue of at least one million dollars during the convention year. They have met all 12 standards of the World-Class Commitment Award, earned a "superior" facility rating, and achieved the Hauling Excellence Award.



Atlas World-Class Commitment Award
agents demonstrate professional dedication on par with Milt Hill Quality Award earners, but over a smaller volume of shipments. The 12 criteria for this award include customer satisfaction, estimating accuracy and claims experience.



Atlas STG Quality Award
agents bring the highest standards of Atlas service every day to the logistics arena. Modeled after the Milt Hill Award, this recognizes full-service agents with combined booker and hauler revenue of at least one million dollars. They must meet the eight criteria of World-Class Commitment for STG over the course of a complete Atlas Convention year.

- A-1 Movers, Inc.**
(0068) Superior, WI
- A-1 Moving & Storage**
(0087) Jupiter, FL
- Ace Relocation Systems, Inc.**
(0015) Upper Marlboro, MD
- Ace Relocation Systems, Inc.**
(0025) Long Beach, CA
- Ace Relocation Systems, Inc.**
(0043) Kent, WA
- Ace Relocation Systems, Inc.**
(0064) Elgin, IL
- Ace Relocation Systems, Inc.**
(0066) Kyle, TX
- Ace World Wide Moving & Storage Co.**
(0016) Elgin, IL
- Action Moving Services, Inc.**
(0238) Burnsville, MN
- Advance Relocation Systems**
(0059) Baltimore, MD
- Alexander's Mobility Services**
(0207) Tustin, CA
- Alexander's Mobility Services**
(0210) Portland, OR
- Alexander's Mobility Services**
(0214) Baltimore, MD
- Alexander's Mobility Services**
(0215) Eagan, MN
- Alexander's Mobility Services**
(0216) Poway, CA
- Alexander's Mobility Services**
(0217) Nashville, TN
- Alexander's Mobility Services**
(0218) Garland, TX
- Atlantic Relocation Systems**
(1021) Houston, TX
- Atlantic Relocation Systems**
(1037) Atlanta, GA
- Atlantic Relocation Systems**
(1038) Phoenix, AZ
- Atlantic Relocation Systems**
(1427) Carrollton, TX
- Atlantic Relocation Systems**
(1679) Tacoma, WA
- Atlantic Relocation Systems**
(1651) Denver, CO
- Brouwer Relocation, Inc.**
(0406) Sioux Falls, SD
- Celina Moving and Storage, Inc.**
(0592) Celina, OH
- City Transfer & Storage Company**
(0630) High Point, NC
- Collins Brothers Moving Corporation**
(0547) Larchmont, NY

- Daniel's Moving and Storage, Inc.**
(0875) Phoenix, AZ
- Daniel's Moving and Storage, Inc.**
(1395) Morrisville, NC
- DMS Moving Systems, Inc.**
(0800) Canton, MI
- Golden Van Lines, Inc.**
(0991) Longmont, CO
- Herren's Twin City Moving & Storage, Inc.**
(0831) Lafayette, IN
- Imlach & Collins Brothers, LLC**
(1132) Dallas, TX
- Imlach Group**
(1130) Trenton, MI
- Kansas Van & Storage, Crique Corporation**
(1286) Topeka, KS
- Mabey's Moving & Storage, Inc.**
(1415) Rensselaer, NY
- Merchants Moving & Storage, Inc.**
(1401) Boise, ID
- Modesto Transfer & Storage**
(1487) Modesto, CA
- Nelson Westerberg**
(1505) Elk Grove Village, IL
- Nelson Westerberg**
(1523) Somerville, NJ
- Paxton Van Lines, Inc.**
(1610) Springfield, VA
- Philpot Relocation Systems**
(2611) Tucker, GA
- Powell Relocation Group**
(1657) Grand Rapids, MI
- Prager Moving & Storage Co.**
(1555) Naperville, IL
- Prairie Van & Storage**
(1883) Clive, IA
- Reads Moving Systems, Inc.**
(1711) Hatboro, PA
- Reads Moving Systems of Florida, Inc.**
(1724) Jacksonville, FL
- Smith Dray Line & Storage, Inc.**
(2272) Blythewood, SC
- V. Santini, Inc.**
(1777) Mount Vernon, NY
- Walker Transfer, Inc.**
(2114) Kenova, WV
- Wayne Moving & Storage Company, Inc.**
(2118) West Chester, PA
- Winter Moving and Storage, Inc.**
(1077) Bentonville, AR
- Wm. Duggan Co., Inc.**
(2189) Walpole, MA



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2015 Calendar

January 2015

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

February 2015

8-11 AMSA 2015 Annual Education Conference & Expo, Rosen Centre, Orlando, FL
25 AWG Board of Directors Long Range Planning Meeting, Dallas/Fort Worth Airport Marriott North

March 2015

1-5 Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV
6-8 Families in Global Transition Conference (FIGT), Tysons Corner Marriott, VA
24-26 GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV
26-28 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

April 2015

3 Good Friday – Canada offices closed
23-24 48th Annual Atlas Forum, The Westin San Diego Gaslamp Quarter Hotel, San Diego, CA
26-29 American Alliance of Museums (AAM) Annual Meeting & MuseumExpo, Georgia World Congress Center, Atlanta, GA

May 2015

3-6 International Supply Management Conference, Sheraton Phoenix Downtown Hotel, Phoenix, AZ
6-8 Worldwide ERC National Relocation Conference, Las Vegas, NV
18 Victoria Day – Canada offices closed
25 Memorial Day – U.S. offices closed

June 2015

28-July 1 2015 SHRM Annual Conference & Expo, Las Vegas Convention Center, Las Vegas, NV

Editor: **Katie O'Niones** – katonio@atlasworldgroup.com
For more information on Atlas and our services, visit atlasvanlines.com



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Atlas is proud to support the environment by printing the Amplifier on paper that is made with up to 30% recycled fiber and with chlorine free (TCF/ECF) pulp using timber from managed forests.