Letter from the Chairman

We hear it all the time, companies claiming to be leaders. But what does it really mean to lead?

This issue of the Amplifier puts leadership in sharp focus. You will read how Atlas has advanced to the forefront of our industry. You will learn how we are cultivating the next generation of leaders. And you’ll see how Atlas® has advanced to the forefront of our industry. You will learn about entrepreneurship, motivation, accountability, integrity, and much more.

The future of any organization rests with those who have a heart for people and hands for service. They determine success or failure. We are fortunate to have such people steering Atlas today. In our 70-year history, no team has been more capable and dedicated. At the same time, we see new leaders emerging in our midst, growing with the company, and preparing for the challenges of tomorrow.

Leadership has never been more important, and each of us has a part to play. It’s up to you to prepare for that moment when you will be called on to light the path yourself or to hand the torch to another. Isn’t that what it really means to lead?

Jack Griffin
Chairman & CEO

On the Cover:
The history of Atlas® is a story of leadership. In 1948, 33 independent moving companies formed the cooperative “Atlas Van Lines, Inc.” and affirmed that “each member was to render service on his brother member’s loads of the character that he would expect on his own business.”

Atlas Answers The Call
Coronet Relocation Group* SHINING THE LEADERSHIP LIGHT

Atlas® World Group International
SCORING, SOARING Atlas Elevates the Move Experience

Avail® Move Management
AVAIL ADVANCES Move Managers Since 2003

Atlas Van Lines Canada
NORTHERN ROAR!!! Back on Top – With a Plan to Stay There

Atlas Logistics®
GIANT TECH LEAP TEAM to Launch December 3

Atlas Van Lines
Customer Portal Opening Doors For The Corporate Client

Beyond The Page
Our online resources offer tips, trends, and updates to help you go new places® more easily and more securely with one of the most trusted names in moving.
The history of Atlas® is a story of leadership. In 1948, 33 independent moving companies formed the cooperative “Atlas Van Lines, Inc.” and affirmed that “each member was to render service on his brother member’s loads of the character that he would expect on his own business.”

Those early leaders established strong roots for Atlas. In the ensuing 70 years, the cooperative has weathered some storms—temporary loss of agent control in the 1990s and a meltdown of the housing market in 2009. Today, the company is staring down yet another challenge and retooling its business model to stay strong in an industry threatened by decline. The story of the world’s premier moving brand continues to be written in bold and confident strokes. In this issue of the Amplifier, we look at how Atlas is furthering its leadership role. As you read, ask yourself: How might I lead? Your answer may well determine your future.

**Investing Forward**

In 2015, as Atlas leaders formulated a long-term business strategy for growth, one thing became abundantly clear: Without a means to counter a trend of industry decline, the future was dark. Regular readers of this magazine are familiar with the scenarios—shifts in demographics, tighter regulation, strained capacity, rising costs.

“We had a choice,” says Ryan McConnell, Vice President of Strategic Planning. “We could either fix our business or go out of business.”

The strategy team dubbed its mission Project Mercury, connecting the fast and unpredictable climate in the industry. They developed two complementary tactics. First was a reformulation of the pricing structure. It became known as Price Reset.

To communicate the need for this change, Atlas Chairman and CEO Jack Griffin went on camera for clients. He explained the reasoning behind Price Reset and assured them Atlas would continue to meet their expectations for service.

“A change of this magnitude demanded a consistent message, without fail, for every client constituent,” says Jack.

Price Reset took effect with private clients in 2017 and RMCs this year. The changeover will be complete with direct corporate-client contracts in the spring of 2018.

“Our message has been well received,” says Ryan. “We did our homework and customers and clients understand why it is necessary.”

**Turning Complexity into SimpliCity**

Demographic shifts to younger professionals and smaller families, coupled with rising expectations for service, had a big impact on the moving industry. Atlas has answered these market demands with SimpliCity, containerized transportation for moving smaller shipments more quickly.

“The revenue model had to be right for SimpliCity to be feasible,” says Ryan. “The small-shipment space is an entryway for new providers in the household goods arena. It has the greatest potential for disruption, and we are proactively engaged.”

Proactive engagement extends to diligence in monitoring costs. “We’re looking at different ways to approach general rate adjustments,” says Ryan. “We want to be careful not to get out of whack with the real costs of delivering service.”

“Technology has the strategic potential to disrupt our industry, if that happens, we intend to be on the winning side.”

Ryan McConnell
Vice President, Strategic Planning

One of the best outcomes from the development work on SimpliCity may be the door it opened to creative thinking.

“We’re not locked into doing things the way we’ve always done them, or even using the same modes of transportation,” says Ryan. “If we can move a shipment from point A to point B on time and without damage, it merits consideration.”

**SimpliCity**, powered by Atlas, is designed to simplify the employee relocation process. It brings a new definition to moving your organization. For work continuity and settling in sooner.

“With SimpliCity you don’t have to worry about keeping up with a pace of logistics providers. Best of all, it’s simpler for you and your transferee. Your organization keeps running, but the per diem meter does not.”

Your transferee becomes a key decision maker with SimpliCity. Their needs are front and center. With this new program, even smaller households become a complicated endeavor.

**SimpliCity**, powered by Atlas, is designed to simplify the employee relocation process. It brings a new definition to moving your organization. For work continuity and settling in sooner.

“With SimpliCity you don’t have to worry about keeping up with a pace of logistics providers. Best of all, it’s simpler for you and your transferee. Your organization keeps running, but the per diem meter does not.”

Your transferee becomes a key decision maker with SimpliCity. Their needs are front and center. With this new program, even smaller households become a complicated endeavor.
Technology: AKA “Customer Expectations”

As sure as business relied on land lines and Yellow Pages in the RB0s, the Internet is the dominant arena for commerce today. Customer expectations are shaped by billions of dollars in investment by firms with capital valuations approaching or exceeding one trillion dollars. Atlas® may not have the coffers of a Silicon Valley tech giant, but it has not shied away from investments in technology (see “Giant Tech Leap” p. 14).

One of the biggest investments was introduced about 15 years ago, the web-based RADS (Rating and Distribution Services). It has paid for itself from investments in technology (see “Giant Tech Leap” p. 14). Today, about half of all intermodal household goods shipments are inventoried electronically—a one-time data entry for paperless work flow through rating, invoicing, payment, and claims settlement.

“People like to do things on their own schedule, not depend on regular business hours for answers,” says Ryan Parmenter, Director, IT. “We’re adding real-time claims status to the portal. Customers can check on a claim whenever they like and see where it is in the process—sort of like ordering a pizza and being able to see when it comes out of the oven.”

What You See Is What You Can Get

Earlier this year, Atlas introduced Planning Manager, a tool for agent planners to find shipments and fill their trailers. Now, a feature called “Smart Tonnage” shows available shipments as pins on a map. Planners can visualize exactly where opportunities are in relation to their routes.

“Hot shipments, which need immediate attention, show as red pins,” says Ryan. “All others are green. And users can still see the information in list view if they prefer that to the map.”

Work is underway on the next evolution of this tool—finding PVOs—also due to launch by year’s end.

“You can’t meet customer demand without knowing where your drivers are,” says Joab Schultheis, Vice President, Atlas IT. “We build tools to support interaction and strengthen relationships between our agents and customers.”

CULTIVATING SERVANT LEADERSHIP

You Can “Lead From Anywhere”

When CEO Jack Griffin took on the top leadership post at Atlas Van Lines in 2009, one of his first orders of business was to become acquainted with the leaders and potential leaders around him. He soon found a pool of rising talent, but it needed focus. Dubbed the G-Eleven, Jack fortified the group with purpose and discipline. It has become an incubator for ideas and skills across the Atlas enterprise. In a nutshell, it hatches leaders.

“Those who serve on the development group agree to work outside their job descriptions, across disciplines,” says Jack. “They put in extra hours, at no additional pay—but they get the kind of experience that brings forth their potential. The people who run Atlas today are all alumni of this group.”

Jack Griffin took on the top leadership post at Atlas Van Lines in 2009, one of his first orders of business was to become acquainted with the leaders and potential leaders around him. He soon found a pool of rising talent, but it needed focus. Dubbed the G-Eleven, Jack fortified the group with purpose and discipline. It has become an incubator for ideas and skills across the Atlas enterprise. In a nutshell, it hatches leaders.

“Those who serve on the development group agree to work outside their job descriptions, across disciplines,” says Jack. “They put in extra hours, at no additional pay—but they get the kind of experience that brings forth their potential. The people who run Atlas today are all alumni of this group.”

“About thirty percent of the Atlas workforce is eligible for retirement,” says Nancy Priebes, Vice President of Human Resources. “So leadership development is crucial. The future of Atlas depends on people who can think critically and carry responsibility.”

Employees in Evansville complete at least two training modules a year. Managers are automatically enrolled in leadership courses, which are available to all employees regardless of position. Atlas subscribes to have their own education requirements and enjoy access to classes via Atlas® Academy, a proprietary, web-based training environment. Atlas Agents, for example, receive onboarding and quality training this way.
Succeed: Another Word for Mentoring

Involvement with the Association for Talent Development (ATD) led Corporate Trainer Kourtney Dunlap to develop Succeed, a formal mentoring program. Now in its third year, Succeed matches employees in 15 to 20 mentor-mentee pairs across departments.

“Having strong benches is a priority for leadership at Atlas,” says Kourtney. “We used the C-Eleven as a focus group to determine the main competencies for mentoring. We zeroed in on communication, development (self and team), decision-making, and relationship-building.”

Participants in Succeed meet quarterly for collaboration and discussion. They also attend a speaker event and share their takeaways from the message. Formal participation in Succeed runs for a year—but the benefits extend long after.

“One of the best things coming out of this program is greater collaboration between people across the organization,” says Nancy. “We also see a benefit to career pathing—people finding out what they want to do and achieving their career goals.”

WHAT MAKES A LEADER?

A Conversation with Joe Stackhouse

Joe Stackhouse joined Atlas as President and CEO of Atlas Van Lines in 2015. Coming from outside the moving industry, he brings new thinking in a key leadership role. For this 70th anniversary year of Atlas Van Lines, The Amplifier sat down with Joe to get his thoughts on leadership and its importance at this moment in the company’s history.

AMPLIFIER, Joe, what do you see as the essence of leadership?

JOE

I think it’s simple. Leadership is based on service. Serve your teammates and serve the customer. Taking that a step further... if you don’t serve the customer, serve the people who does. That mindset creates a powerful organization focused on the customer at all levels and disciplines in the company. That organizational mindset leads to improved performance across all key performance metrics and creates a significant competitive advantage. This means we must be willing to change the way we’ve always done things before. Atlas can’t continue to lead with old thinking. We’re making progress—but we have more to do.

AMPLIFIER

What impresses you as the biggest strength of Atlas?

JOE

Hands down it is our people. We have people who are long-tenured and know the business backwards and forwards from all aspects of the moving process. We need to take those strengths and harness them in this rapidly changing marketplace to meet the demands of our customers. We all need to be open and embrace new ideas and processes that will meet customer demands. At the same time, we need to ensure that we attract new talent to our Atlas family who will bring new ideas and challenge our thinking about how we do what we do. Diversity—of thought, experience, gender, tenure and ethnicity—will continue to be a positive in building on this strength.

AMPLIFIER

Who are the leaders at Atlas?

JOE

Great organizations look to people with titles or positions for leadership. Great organizations have leaders in every part of the organization. Great organizations expect, encourage, develop and reward leaders throughout the organization, regardless of title. They listen to their teams and ensure great ideas and leadership come from all levels in the company.
Not too long ago, the world was mesmerized when 12 members of a Thai soccer team and their coach were saved after being trapped inside a cave. We watched breathlessly and applauded the rescue team’s expertise, multi-country talent, planning, knowledge, optimism, courage, and willingness to take risk. They had to work fast and accurately against a ticking clock; assess the needs of the children and coach; take the right precautions; and make their best decisions in a life-threatening situation. Not only did they plan and execute the mission, they also had to teach their “rescuers” how to move through a complex series of maneuvers. It was leadership in action.

Events like this one show us how much it matters to work well together, to put the best minds and talents in motion when we need to solve an intricate challenge or support a business’s ambitious strategic objectives. It underscores the importance of collaborating with our colleagues and clients so we can educate each other on issues, options, efficiencies, and innovations. This is especially important today, when the path we are traveling has many unknowns, and we are discerning what the future of work and business will look like. Though we are shining a light on the future and not through a maze of caves, we’re still offering guidance to put the best minds and talents in motion when we need to solve an intricate challenge or support a business’s ambitious strategic objectives.

Today’s business environment is moving rapidly and vigorously in many directions at once. Contemporary leaders must be able to first learn about and then guide others through many levels of disruption to emerge, transformed and poised for a new iteration of business. While we are focused on helping our clients grow, we must also offer stability and continuity in a sea of change, providing insight to the future of our clients’ business.

The sales and service teams at Atlas® World Group International have done their homework, and the grades are in—straight A’s. The good news owes to strategic planning for growth—with a priority to elevate the customer experience.

“It’s no secret that customer satisfaction drives our business,” says Tim Hall, Vice President of Business Development. “Especially with RMCs—they evaluate us continuously based on feedback from their customers.”

“We knew if we were to succeed in growing our volume, we would need to enhance our service delivery model,” says Matthias Hagenah, Director of International Commercial Operations. “This led us to standardize our service process, starting with how we evaluate and select new employees for our customer service team. With the hiring process in line with strategy, Atlas now gets a much clearer view of how a candidate fits the Atlas culture—and whether they possess the skills and attitude to excel.”

“Our service people stay on top of the details for every customer,” says Matthew Hagenah, Vice President of International Commercial Operations. “For the year to date, we’re at 95.5 percent YTD over 2017 and 304 percent over 2016. Although the numbers attest to the single most important component of customer satisfaction.”

“T’llattwhe has been key in putting our service model in place,” says Laura. “It’s made a big difference, turning performance around to drive new business.”

Investing Forward.

“We are in the enviable place of having to manage a significant increase in volume,” says Tim. “We’re not taking this for granted. We’re investing forward for growth over the long run.”

A new move-management system is in development to enhance the speed of communication, the effectiveness of pricing strategies, and the overall customer experience. It will be fully operational in January.

“Service expectations are high, especially among the world’s top corporations and RMCs,” says Tim. “Atlas is focused not only on providing top people, but also the tools that are second to none. We’re working nonstop to simplify international moving and ensure great customer experience.”


“I have a constant audience glued to their TVs or devices, watching our every move on the news with breathless anticipation, those who are watching us will see effective leadership in action,” says Janelle Piatkowski, President and CEO.
Fifteen years ago, before move management became an industry byword for efficiency, Atlas® introduced Avail® (Move Management). It has been a reliable engine for efficiency and innovation, fueled by information technology and expertise that satisfies customers. Here’s what’s happening for you with this leading, move-management brand.

**Video demo: movr™**

Chameleons R Us
If you’ve ever wished you had a fully equipped move management office in your organization, it’s as easy as snapping your fingers. Avail’s private label service lets you put trained, experienced customer-service professionals under your brand. Avail CSRs work as an extension of an organization and in total sync with its culture. Your transferee gets a private number for a dedicated member of Avail’s customer service team—and attention that rivals what you might expect from your own mother.

**Is it time to “Avail” yourself?**
“As businesses consider the impact of the new tax law, they are taking a hard look at relocation policies for ways to streamline,” says Jessica Nichols, Director of Avail Move Management. “We already have the processes in place to help them streamline and save money.”

Just to refresh your memory, Jessica says Avail’s processes cover shipment allocation, network management, post-move evaluation—the full complement of move management services.

“You don’t need to build out an entirely new system,” says Jessica. “You can simply plug into ours. Best of all, our simple fee-per-move structure makes our service easy and affordable for any company, no matter how many moves they need to manage.”

To learn how Avail would propose to save you money and grow your business, contact Jessica Nichols: jnichols@AvailResource.com

Have you downloaded your free movr app? Availible now for iOS and Android.

Video demo: movr™

You can see the new video demonstration of movr on the Atlas Youtube channel or on the Atlas customer portal.  Avail makes movr™ available to private clients at no charge and to corporate users for a small fee. The corporate service provides administrative features with customized reporting.

**More than Canadian breezes are rustling through the maples. If you listen closely, you’ll hear a roar.**

"Atlas is like the proverbial lion," says management guru and author Mike Lipkin. "It was standing at the top of the mountain in 2014. But the lion lost its footing and almost overnight found itself halfway down the mountain and asking: ‘What happened?’"

Four years later, Atlas Van Lines Canada has reclaimed the summit. This time, they have a plan to stay there.

"Staying on top will require a different approach than what got us here," says Barry Schellenberg, President, Atlas Canada. "I’m reminded of something I read recently: ‘There is no safe way to be great.’"

**Reasons vs Results.**
Atlas had reasons for failing. But, as Barry observes, "only results matter." It was important to get them started with reorganization and a plan.

**Northern Roar!!!**

Back on top—with a plan to stay there.

"Our strategic roadmap gave us room to be creative," says Barry. "But it also made us disciplined and accountable.”

Certain tactics were key early in the process. Sales training across the Atlas network gave 200 agency professionals an upgrade for winning business. Revised pricing ensured agents and PVOs a reasonable return for their hard work. At the same time, the industry (Canadian Association of Movers) took a more serious stance on exposing rogue movers and holding members accountable to service standards—efforts long advocated by Atlas.

In 2017, Atlas focused on five strategic targets—and hit every one. This year, the company will realize about a 30 percent rise in revenue, a combination of organic growth and diversification resulting from the acquisition of Connect Logistics.

"Our strategic roadmap gave us room to be creative," says Barry. "It also made us disciplined and accountable.”

**Leading the Way.**
At its annual convention in October, Atlas Canada marked a 55-year milestone. More important, it celebrated its return up the mountain—and paused to reflect on what’s next.

"We are now the number one van line in Canada according to market share," says Barry. "But we don’t take it for granted; we know where complacency leads. We’ll continue to sell our value and deliver on our promises—to lead by doing what’s right for our customers and for our business.”

**“Being on top is exhilarating, but it is also scary. There’s no group I’d rather be on this journey with than our Atlas Agents. We have a strong team.”**

BARRY SCHELLENBERG
President, Atlas Canada

**“Our strategy propelled us to reap rewards, and it’s important to reflect on what’s next.”**

Barry Schellenberg
President, Atlas Canada

"Our strategy propelled us to reap rewards, and it’s important to reflect on what’s next.”

"Leading the Way."
At its annual convention in October, Atlas Canada marked a 55-year milestone. More important, it celebrated its return up the mountain—and paused to reflect on what’s next.

“We are now the number one van line in Canada according to market share,” says Barry. “But we don’t take it for granted; we know where complacency leads. We’ll continue to sell our value and deliver on our promises—to lead by doing what’s right for our customers and for our business.”
In 1969, Neil Armstrong stepped from the Eagle module onto the surface of the moon. That same year, the company known today as Titan® Global Distribution was taking its first steps in business. Technology has advanced at dizzying speed since that historic year. Now, it takes another giant step for Atlas® with the launch of TEAM (Titan Electronic Account Management).

"Essentially, TEAM brings state-of-the-art tools to Titan’s order and warehouse management," says Phil Wahl, Senior Vice President and General Manager, Atlas Logistics.® "It provides full visibility of projects for everyone who needs it."

Atlas invested in TEAM after consultation with Fieldpoint, a Canadian software company specialized in field-service management. TEAM is cloud-based and fully integrates with AWG’s financial systems. It also offers capabilities for enterprise resource planning (ERP) and integrates with the current customer relationship management (CRM). Translation: It makes doing business a whole lot smarter and easier.

"TIS, our prior system, served us well into the new millennium" says Jason Kohl, Vice President and General Manager, Titan. "Now TEAM makes us totally digital and mobile—and puts us again at the forefront of automated business management."

Enjoy the View from the Portal.
TEAM provides a means to see all the parts and players in large and complex projects—the kind Titan manages for hospitality and healthcare clients. Such projects often involve the installation of furniture, fixtures, and equipment for hundreds of units. Typically, materials flow in and out of warehouses from multiple shippers, arriving at the job site according to a synchronized plan.

"When goods come into the warehouse, the receiver logs them into inventory, using a mobile or desktop device," says Jason. "Our customers can then go to their portal to see and manage the inventory. The system also automates requests for return authorizations, as for damaged goods."

The portal is a communications hub for sharing information as needed. Users can control how they receive alerts and updates. They also have the ability to build their own custom dashboards and manage multiple projects.

Logistics Continuity.
"Our strategic priority has been to get all of Atlas Logistics—STG, brokerage, and Titan—on the same operating platform," says Phil. "With the TEAM foundation in place, we can work on bringing all systems together."

"There is a lot more to come in terms of business enhancements," says Jason. "We have a highly flexible system, and the potential for upgrades and additional features is virtually limitless."

Giant TECH Leap TEAM to Launch December 3.

In November 2017, Atlas® introduced Customer Portal—a web-based platform where customers can access Atlas systems all in one place. They can track orders, pay by credit card (and eCheck for private clients), submit and monitor claims, and view shipment documents. Now, Atlas is bringing portal power to corporate clients.

"We are excited about expanding the range of services available through our Customer Portal," says Ryan Parmenter, Director of IT Development. "Now corporate users have a means to manage their Atlas moves with more ease, convenience, and efficiency."

The corporate portal includes the ability to create customized dashboards, so users can quickly see the information they want, year-to-date and month-to-month. Data is “near real-time” and can be displayed in charts and graphs to show trends, results, and performance. Users can also track their performance and receive alerts when specified time frames are exceeded.

"The portal is easy to navigate, whether working at a computer or on a mobile device," says Ryan. "And we’re working on more features that will make it even better. Soon, clients will have the ability to generate quick move estimates using the RADS estimating engine and their contract terms."

If you wish to demonstrate the portal for a corporate client, Atlas IT can create a test login for the corporate account code you specify. Simply contact your Atlas Helpdesk to submit a request.
KEEP ON TRUCKING
HOW TO STAY HEALTHY ON THE ROAD

When we travel, it's easy to leave all aspects of staying healthy back at the house, as we prepare for the call of the open road. It’s challenging to keep up a healthy lifestyle, but all it takes is a little bit of planning.

We surveyed Atlas Professional Van Operators (PVOs) for their travel preferences and came up with these tips to help you keep on trucking.

#1 HAVE SOME SPOTS IN MIND

Do a little homework to find grocery stores and rest stops along your route.

OUR PVOS’ FAVORITE GROCERY STORES

Walmart  Kroger  Sams Club

#2 CHOOSE THE LEISER EVIL

Eating healthy snacks throughout the trip will help cut down on large meal portions.

THESE ARE THE SNACKS PREFERRED BY ATLAS PVOS.

44% MIXED NUTS
55% FRESH FRUIT
36% JERKY

#3 GET YOUR BLOOD FLOWING

Not having equipment shouldn't be an excuse! Take a quick 15 minute jog or a fast pace walk when you can—or do as our Atlas PVOS do and lift some boxes.

HOW DO OUR ATLAS PVOS EXERCISE ON THE ROAD?

78% MOVE FURNITURE
31% RUN OR WALK AT TRUCK STOPS

#4 DON’T FORGET TO SLEEP

Sleeping is not only vital to your health and safety, but the safety of others on the road. Aim for 7-9 hours of sleep per night. If you get tired while driving, find a rest stop and take a 15 minute nap.

ATLAS PVOS’ FAVORITE HOTEL CHAINS

Best Western  Days Inn  Comfort Inn  Sleep 8

Want more? See the entire Survey Results Online at:
atlasvanlines.com/relocation-surveys/king-of-the-road

*The companies, products and service names used in this infographic are for identification purposes only. All trademarks and registered trademarks are the property of their respective owners and are not affiliated with Atlas.
WORLD CLASS COMMITMENT

2017-18 Platinum Winners

CLARK MOVING CO. (6466)
HERREN’S TWIN CITY MOVING & STORAGE, INC. (0833)
DANIEL’S MOVING AND STORAGE, INC. (0875)
DANIEL’S MOVING AND STORAGE, INC. (0879)
ERNE’S VAN A & STORAGE (0903)
ERNE’S VAN A & STORAGE (0905)
GUARDIAN RELOCATION (0932)
BROADWAY SPECIALIZED TRANSPORTATION SERVICES INC. (0988)
ATLANTIC RELOCATION SYSTEMS (1021)
ALL MOVING SERVICES, INC.

LEVEL 1 WINNERS:
ALL MOVING SERVICES, INC. (0832)
ATLANTIC RELOCATION SYSTEMS (822)
ATLANTIC RELOCATION SYSTEMS (823)
ATLANTIC RELOCATION SYSTEMS (838)
ATLANTIC RELOCATION SYSTEMS (859)
CELINA MOVING & STORAGE, LLC (0969)
MILLS VAN LINES, INC. (1670)

LEVEL 2 WINNERS:
ACTION MOVING SERVICES, INC. (0238)
ADVANCE RELOCATION SYSTEMS (0259)
ATLANTIC RELOCATION SYSTEMS (048)
ATLANTIC RELOCATION SYSTEMS (049)
ATLANTIC RELOCATION SYSTEMS (076)
LTL’S TRANSFER & STORAGE, INC. (1032)
NIELSON WESTERBERG (1052)
PAXTON VAN LINES, INC. (1610)
WELESKI TRANSFER, INC. (1210)

SUSTAINABLE AGENT
2017-18 Winners

JAMES W. COLE, JR., J. W. Cole & Sons, Inc. (0772)
BOB BOY. Atlantic Relocation Systems (0438)
GARY LOUBERBACK. Loaded Rail Logitics (0876)
MICHAEL QUGLEY. Ace Relocation Systems, Inc. (0070)
GREGG IMLACH. Imlach & Collins Brothers, LLC (1032)
CHRIS MESMER. Specialty Moving Systems, Inc. (040)
CHRIS WING. Powell Relocation Group (6157)
THOMAS PHILBURN. Nelson Westerberg (1505)
KEN IMLACH. Imlach Group (1030)
CHET GRISWOLD. Alexander’s Mobility Services (0206)
JENNIFOR ACOSTA. Ace World Wide Moving & Storage Co. (0906)
RICHARD MEYER. Diffs Moving Systems, Inc. (0888)
GREG KOEHLINGER. Atlantic Westerberg (1505)
MIKE BOONE. Lytle’s Transfer & Storage, Inc. (0802)
ZEKE OAKS. Alexander’s Mobility Services (0215)
FRED PAXTON, JR. Paxton Van Lines, Inc. (0806)
DON MILLER. Alexander’s Mobility Services (0207)
RICHARD CLARK. Ace Relocation Systems, Inc. (0079)

These 52 agents demonstrated their quality performance by passing all 12 of the criteria set forth in the Atlas World-Class Commitment. In addition their facilities received a rating of 5, they earned the Hauling Excellence award, were agents the full Convention Year, and had combined booked revenue of at least $1,000,000.

We are pleased to announce this year’s winners of the Milton M. Hill Quality Award.

Congratulations to these outstanding agents!
New Hires & Promotions

**STEPHANIE BROWN**
**Vice President, Hospitality, Titan Global Distribution**
Titan Global Distribution is excited to announce the promotion of Stephanie to the role of Vice President, Hospitality Services. Stephanie is a seasoned veteran who understands how to get the job done in a very complicated industry. In her new role, Stephanie will lead the hospitality warehousing & installation divisions along with the transportation team to deliver goods and services to the hotel market.

**CATHERINE RONAYNE**
**Vice President, Global Information Systems, Cornerstone® Relocation Group**
Cathy was recently promoted to Vice President, Information Management and Service Optimization. From our Dallas office, she will continue in her leadership role to leverage technology and enterprise information strategies to support Cornerstone’s strategic corporate initiatives and, innovate and lead the design and delivery of business intelligence, analytics and visualizations program.

**MIRIAM DUIGNAN**
**Vice President, Global Operations, Cornerstone® Relocation Group**
Miriam Duignan has joined Cornerstone as Vice President, Global Services and Supply Chain Management. Based in London, Miriam will oversee the company’s EMEA regions, opening a service center in the UK. Her responsibilities include oversight of operations, service delivery, relationship management and supplier partner relations. In her role in supply chain management, Miriam leads the strategy, global objectives and execution of our supply chain lifecycle.

**LAURISSA NORWICK**
**Vice President, Global Operations, Cornerstone® Relocation Group**
Cornerstone is pleased to announce that Laurissa Norwick, CRP, GMS-T, has joined the company as Vice President, North American Operations. Laurissa will oversee service operations in the North American region. Her responsibilities include ensuring service delivery quality and exceeding customer expectations across Cornerstone’s client base.

**TIMOTHY QUIRK**
**Director, Government Services, Atlas® World Group International**

**ANGELA PARR**
**Senior Director, Global Client Service, Cornerstone® Relocation Group**

**JOHN SVAHRA**
**Senior Director, Client Relations, Cornerstone® Relocation Group**

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

- Driving Change: Propelled in Common Purpose
  atlasvanlines.com/amp/drivingchange
- Info Flow: All Systems Go
  atlasvanlines.com/amp/infoflow
- 2017 Moving Patterns
  atlasvanlines.com/amp/2017patterns
- EuRA 2018 in Beautiful Croatia
  crgglobal.com/blog/eura
- Certifiably Proficient: Avail Equips Agents for Added Success
  atlasvanlines.com/amp/certifiablyproficient
- 51st Annual Atlas Corporate Relocation Survey
  atlasvanlines.com/amp/51corprelo
- 2018 Forum Report on Moving
  atlasvanlines.com/forum/report/
While visiting home one Christmas, David witnessed a family friend make a needlepoint belt. It then occurred to him that he could teach Haitian mothers the same trade, as a majority of families are led by a single adult, most often being the mother or grandmother, who have limited earning opportunities due to their responsibilities at home. This was when the idea of Good Threads was born.

David turned this idea into a reality and Good Threads now employs 200 heads of Haitian households. Their service line expanded to not only needlepoint belts, but to dog collars and keychains as well. Workers earn five times the average Haitian wage, and five percent of all revenue goes to feed impoverished children in need. The sale of just one belt provides 15 hot meals.

So, hats off to Jeff Palmer and his family. Not only do they represent Atlas in style, they are wonderful accessories to a worthy cause! Want your own needlepoint merchandise? Find out more about the wonderful work of Good Threads and see their stunning products at: goodthreadsllc.com

Agents And The INDUSTRY+

An Accessory to Philanthropy

Palmer (Moving Services 064), one of the newest members of the Atlas agent family, has taken company spirit to a new high. During an Atlas regional meeting earlier this year, President Jeff Palmer was called out to stand before the crowded room and showcase the belt he was wearing. What sparked the attention towards what most would consider to be normal everyday attire, was the special embellishment embroidered on the front – an Atlas truck (which can be seen pictured below). How Jeff came by this exquisite accessory is a heartwarming story.

In 2010, Jeff’s son David moved to the Dominican Republic and started the Joan Rose Foundation to “improve the lives of vulnerable Haitian children and their families.” The foundation now operates from Jacmel, Haiti, providing food, uniforms and tuition, and medical supplies to families in need. In addition to classroom studies, it teaches children responsibility, accountability, and other building blocks of character to prepare them for futures that break the cycle of poverty.

Rookie of the Year: Eric Klause

Every year, the American Moving and Storage Association acknowledges outstanding Professional Van Operators and owner-operators during the Super Van Operator Awards. The winners of these prestigious accolades are individuals who exude the best in safe, dependable, and customer-focused household goods truck transportation. The benchmark used to judge all possible candidates is very in-depth, so winning is no small feat. Atlas is proud to recognize one exceptional individual that received an award during the 2017 event, Eric Klause.

Eric Klause has been with A-1 Moving & Storage (0087), since his childhood. He began working at his father’s business during his high school summers. After graduating, he began an eight-year long career as a firefighter and later returned to the company in 2012 full-time. Eric received the Rookie of the Year Award during the AMSA awards ceremony. “I am incredibly honored to not only be nominated by our van line, but also to be chosen for this award. I believe agents can more effectively recruit younger drivers by recognizing someone’s potential at a young age and pairing them with seasoned, successful PVOs so they learn how to properly handle a relocation and get a better understanding of the fulfillment a career as a PVO can provide.”
Keep our service men & women in your heart.

The entire Atlas family wishes to express gratitude and appreciation to the courageous men and women who serve our country in the armed forces. In particular, we ask you to keep the following employees and members of our agent families in your thoughts and prayers.

ATLAS ASSOCIATE

Farrell Allsup

Cindy Ahlertsen

Roger Babcock

Meredith Barger

Steve Bailey

Theresa Barnes

Ed Bean

Dave Blackmon

Richard Blank

Ron Bowman

Rich Brinkley

Carrol Britt

Frank Bullard

Chyde Burns

Phyllis Cans

Jennifer & Keith Campbell

Joel Cohen

Richard Combs

Joe Conger

Robin Connors

Jennifer & Keith Campbell

Joseph Cohen

David Combs

Jim Conger

Rick Connors

Karen Collins

Trevor Olsen

Lacie Barela

Joshua Shaw

Timon Davis

Nichalos A. Tucker

Starr Love-Phillips

Bruce Overton

Nick Lumbert

Jared Mount

David Olson Jr.

Joshua Weintraub

Jason Weintraub

Tracy Otto

Jack A. Mier

Mason Cruz

Michele Mathews

Nick Lumbert

Kenneth Clifford Montross

Dawn Link

James Hobby III

Wayne Howard


SERVICE MEMBER (RELATIONSHIP)

Clayton Chene (Son)

Jeremy Hough

William Bailey (Son)

Jennifer Hough

Sara Bailey

Jim Hough

Sara Hough

Jennifer Hough

Sara Bailey

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

Please email any additions to Marketing at marketing@atlasworldgroup.com.

ATLAS ASSOCIATE LOCATION

ATLAS ASSOCIATE

Kelly Howard

Amanda Allston

Philly Johnson

Patrice Jones

Paul Kelly

Audrey Kingland

Teresa Kistap

Jane (Kim) Kistap

David Ledford

Brandy Lombard

John Longino

Sharon Martin

Annie Morales

Alex Miller

Tammy Miller

Patricia Miranda

Frank Martinez

Imelda Mariscal

Ken Elleror

David Olson Sr.

Beverly Roosdahl

Beverly Ralph

Genny Boyer

Jim Bartel

Theresa Russell

John Scott

Stephanie Sheldon

Gene Short

Chris Shope

Gary Shimizu

Rick Shidow

Tammy Tague

Carrie Tremain

Christina Tremont

Sun Tordal

Steve Warner

Tammy Warner

Cindy & Barry Warst

Benedict Woch

Catherine Warner

Aguila Zuke

ATLAS ASSOCIATE LOCATION

Kelly Howard

Amanda Allston

Philly Johnson

Patrice Jones

Paul Kelly

Audrey Kingland

Teresa Kistap

Jane (Kim) Kistap

David Ledford

Brandy Lombard

John Longino

Sharon Martin

Annie Morales

Alex Miller

Tammy Miller

Patricia Miranda

Frank Martinez

Imelda Mariscal

Ken Elleror

David Olson Sr.

Beverly Roosdahl

Beverly Ralph

Genny Boyer

Jim Bartel

Theresa Russell

John Scott

Stephanie Sheldon

Gene Short

Chris Shope

Gary Shimizu

Rick Shidow

Tammy Tague

Carrie Tremain

Christina Tremont

Sun Tordal

Steve Warner

Tammy Warner

Cindy & Barry Warst

Benedict Woch

Aguila Zuke

SERVICE MEMBER (RELATIONSHIP)

Gracely Strauss (Son)

Tasha’s Family (Transpor)

Kyla’s Family (Transport)

James Holzbury (Son)

Gail Clark (Daughter-in-law)

Alexis (Papageorge) Chase

Corrections Relocation Group LCC

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Emory C. Combs, Brothers LLC

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.

Area Relocation Systems Inc.
tracks

Atlas Amplifier • Winter 2018

his is impressive. Another classy touch by Alexander’s.

with your company. We exchanged business cards, and
you credit for granting his dream of owning the “total
that he had invested in to keep up the truly professional
pulling out some Alexander’s rug runners and floor mats
immaculate, and he was really proud that I noticed, even
having them delivered to your house for dinner. His trailer was
the story of you picking him and another driver up and
him. I learned his “moving” background, and he shared
quite a conversation, and I was really impressed with
flying the flag as it was displayed. We ended up having
stopped to chat a few minutes and compliment him on
greatly appreciated.

well taken care of during the delivery of their household
goods. It is obvious that this team has many years of
military move and 9th over these years. Out of all of
my previous moves, this was the best I’ve ever had.

I just wanted to take a few minutes to craft an email to
you regarding the outstanding experience I recently had
with your company. This recent move to the 19th in my
lifetime, so I thought I had seen about everything.
This latest move was the best I’ve ever had.

I sat down with early and positive contact from Brenda
Herrin. She explained the DMTS process to me and
made sure I was comfortable with it. I understood everything.
Then came moving day. John Snyder and his
crew showed up at my house in Memphis and
were really impressed. They were extremely punctual,
courteous, and showed genuine care and concern for our
belongings and house. They listened to my concerns and
addressed everythign professionally. I have not always
been patient with moving companies and it was
an unpleasant surprise. When I talked about the ability
to keep our household goods on the truck until it could
be delivered. John gave me several options and worked
with us to find a solution that suited us. Again, I am
not used to this level of customer service from a
moving company.

The delivery was a last week in a row near Houston and it
didn’t rain. We experienced no damage thus far and
bought all our care and attention to detail in the
packaging and I am not expecting anything significant, if
at all. John and his crew did an excellent job. I have no
problems recommending this company to anyone.

Sincerely,

Great job and good luck in all your future endeavors.

I will push to use DMTS again if there are any more
moves in my future.
No Aqueous Coating on Mail Panel
DO NOT PRINT BLUE

January 2019
1 New Year’s Day – U.S. & Canada offices closed

February 2019

March 2019
11-15 President’s Club Trip, The Phoenician, Scottsdale, AZ
24-26 ATIBA 2019 Annual Education Conference & Expo, Marriott Marquis, Houston, TX
28-30 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

April 2019
7-10 Institute for Supply Management Conference, Houston, TX
11-12 S2nd Annual Atlas Forum®, JW Marriott Nashville, Nashville, TN
19 Good Friday – Canada offices closed

May 2019
8-10 Worldwide ERC Americas Mobility Conference, Atlanta, GA
19-22 American Alliance of Museums (AAM) Annual Meeting & Museum Expo, New Orleans, LA
20 Victoria Day – Canada offices closed
27 Memorial Day – U.S. offices closed

June 2019
23-26 2019 SHRM Annual Conference & Expo, Las Vegas Convention Center, Las Vegas, NV
25-27 GlobalShop, McCormick Place, Chicago, IL