Diverse Entrepreneurs,
Following a Common Vision,
LEAD THE INDUSTRY

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If you’ve followed the stories in this magazine over the last two years, you know the commitment Atlas has made to leadership for smart and profitable growth. We are now approaching the midpoint of our five-year strategic plan, and early signs point to the wisdom of our efforts.

More than ever before, the market is recognizing the worth of the Atlas brand. Customers see us not as a commodity, but as partners in their success. They understand we help them go new places® with people and systems that are a cut above. Atlas is an industry leader that makes moving safe, reliable, and efficient. And customers are willing to compensate us fairly for the service they receive.

Our leadership depends on technology, which underpins every Atlas World Group company. Investments in technology are strengthening our brand domestically, throughout Canada, and overseas. Technology is supporting the continued growth of Atlas Logistics and the global expansion of Cornerstone. And within two years, our widespread use of applications for inventory and warehousing will ensure all information within the Atlas system is electronic.

At the same time, our proactive compliance with a federal mandate for electronic logs will further our leadership as a true, 21st Century company.

As our industry continues to grapple with capacity, we knew alternative transportation must be part of the solution. Even more important, we are intent on cultivating PVO’s. Atlas has always nurtured the dreams of entrepreneurs. We offer an extraordinary success plan for owner operators, a career that is challenging, meaningful, and financially rewarding. The Atlas opportunity remains the bedrock of our future.

You’ll see on page 21 that Atlas was recently honored by the Southwest Indiana Chamber, the second largest chamber of commerce in Indiana. They selected our company as “Business of the Year” from among 82 nominees. I think it says a lot about the high caliber of our people and our organization. I’m certainly proud to be part of it.
O ur last year and a half, the Amplifier has reported on how Atlas leadership is facing the future. We looked at forces squaring the pricing, industry's capacity, and compliance. We wrote about the design of a five-year plan, Vision 2018. Most recently, we tracked our sights on value as a key differentiator for the Atlas brand.

In this issue, we bring a "football on the ground" perspective. How do Atlas Agents view the unfolding strategy? Is it answering the questions of pricing, capacity, and compliance? Where do opportunities still exist?

Atlas Agents are independently owned and operated. Some employ hundreds of people, some employ a handful. Most offer the entire range of moving and storage services, but some serve niche markets. Some have flown the Atlas flag for generations, others are fairly new.

As well as diversity, cooperation distinguishes the Atlas Agent family. When Agents and executives come together on behalf of the van line, they represent a common vision. They know a rising tide lifts all boats. Now, pursuing a strategic plan, they are moving toward the future with confidence, making bold changes to strengthen the Atlas brand. As one Agent puts it, “We’re no longer looking over our shoulder—we’re leading the industry!”

Cultivating Good Growth

Everyone likes the idea of growth. But there is a fresh awareness across the industry that growth in itself is not a goal. Rather, the essential need is good growth, where new business and added volume do not diminish profitability. "Our big push used to be to do volume, volume, volume," says Chris Niesner, President, Specialty Moving Systems, Inc. (888). "We were so concerned with the top-line number that we tended to overlook the bottom line. Strategic planning has forced Atlas to look critically at the bottom line—how we handle logistics and military moves. In the first quarter of this year, Atlas [Solutions] presented a visual presentation that illustrates the typical agency cost structure for household goods moves. Atlas is using the presentation to educate corporate buyers and start a conversation about cost and the value they receive.

"We are bringing new transparency to our pricing model, so our corporate clients better understand all that goes into their moves with Atlas," says Ryan McConnell, Vice President, Atlas Corporate Marketing. "As we review contracts with our corporate customers, we want them to know not only our commitment to service, but what we need from them if we are to live up to it."

Finding Balance

"Pricing is a key responsibility for Atlas," says Jon Schroeder, President & COO, Atlantic Relocation Systems (1037). "We operate in a highly-competitive landscape. Adjusting price requires reasonable balance, timing, and strategy—otherwise we may put pieces of our business at risk."

Jon points out that most moves do well financially during peak periods, but sustaining profitability year-round is a challenge. Educating customers about costs is vital. However, the customer must be properly engaged. "We must win by gaining rate increases during the peak season without compromising overall volume during the off-season," says Jon. "I believe a truly collaborative approach with each of our valued clients is critical if we are to achieve the desired outcome."

"We have to be competitive," says Chris. "But with finite capacity, we need to price accordingly. The airlines are a perfect example. I recently booked a flight for $400. That same ticket would cost me $700 if I traveled at Thanksgiving."

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For Atlas, pricing reflects multiple concerns:

A need for capacity to answer demand.
A need to reinvest in people and systems.
A need to ensure the excellence that customers expect.

For the fair return on shareholder equity. Adjusting price is never easier, for any business, and Atlas takes it seriously.

"We have a solid start on the pricing issue, and we have already educated a large part of our customer group," says Dan. "At a customer seminar in April, we talked with several key accounts about this. Many told us they see the problem and want to be part of the solution. They worked with us, and together we are making contract changes that better support our P&Ls and service delivery!"

Shaving Peaks, Filling Valleys

The difference in seasonality for the moving industry is dramatic, closely correlated to home sales and summer recess for schools. A typical week during the summer may see quadruple the number of moves compared to an average week in the winter. "At Atlas still firmly believes in our traditional model—peak, load and haul," Dan says. "But we know we must use other modes to moderate peaks and valleys in volume. Our new arrangement for handling military moves is one way we are doing this, drawing more revenue to our P&Ls in the off-season to keep them busy year-round!"
Taking High Ground for Compliance

As imminently as the FMCSA will require "PVOs" to use electronic logs (commonly referred to as ELDs), the changeover will take place over the next three years. Many agents have made solid changes to take cost out of their operations, and are looking forward to simpler reporting and compliance.在历史背景下，Atlas公司决定采用电子日志（commonly referred to as ELDs），该政策为所有代理提供了更简单的工作流程和合规性。

"We can't take just any load at any price without regard to where it's going," says John. "I think Atlas is working smarter in how we price and schedule shipments, taking into consideration size, destination, and back-haul opportunities."

Industry dynamics also affect capacity. For example, economic pressures have softened demand in the profitable energy sector. This drop in demand frees capacity in the system, but comes at the expense of revenue. "The relationship between pricing and capacity is simple economics," says Dan. "As price goes up, the industry will produce more capacity. We have seen pricing increases in relocation for residential and government markets. With that said, van operators, agents and van lines have been able to supply more to those markets."
Nancy Menke
Manager were Atlas IT members:
Above: Instrumental in the development of the AtlasNet Customer
Joab Schultheis
, VP , CIO,
J. J. Moore
Analyst, IT ,
Quin Isaac
and Atlas Marketing member:
Net
Your Business Advantage

improve your business, making
your business better every day.
AtlasNet: Your Business Advantage

AtlasNet®
CUSTOMER MANAGER (ACM)
COLLABORATION LEADS TO SERVICE PARADIGM SHIFT
For years, AtlasNet® applications were put in place to manage a shipment or get the goods from point A to point B. Backend systems were built as individual pieces of the pie; a tool for surveys, a tool for estimates, a tool for dispatching the shipment from origin to destination, and so on.

In recent years, a collaboration between the Atlas Information Technology team and internal Atlas customers at headquarters, as well as Atlas Agencies, has brought about a paradigm shift. Now Atlas COO, Joab Schultheis, is continuing the effort, which now puts the primary focus on moving the person, rather than the shipment.

IMPROVE ENTIRE CUSTOMER EXPERIENCE
As front-end applications are built, the uses for existing systems are being repositioned to improve the entire customer experience. New objectives like customer service, better business decisions, collecting data, and integration are more prevalent when apps are developed.

- AtlasNet Customer Manager (ACM) is revolutionizing the way customers interact with atlas and our network of Agents. “For the first time, customer data is being captured in one location, accessible by all Agents. This way, no matter who a customer contacts first, if the customer has moved with Atlas before, any of our locations across the country can provide accurate information at that initial point of contact,” said Joab. “We also greatly diminish the customer’s irritation to shop around for other service providers.”

- AtlasNet Customer Manager is the “wrapper” that ties existing Atlas applications together, a tool for surveys, a tool for estimates, a tool for getting the goods from point A to point B. Backend systems were built as separate pieces of the pie; a tool for surveys, a tool for estimates, a tool for dispatching the shipment from origin to destination.

When you see the AtlasNet icon, you can expect to be hearing about the latest tools that are designed to continuously improve your business, making your business better every day.
AtlasNet: Your Business Advantage

AtlasNet®
TECHNOLOGY STANDARDS
RAISING THE BAR AGAIN TO IMPROVE AGENTS’ BUSINESS & CUSTOMER SERVICE
AtlasNet® and the World Class Commitment Technology Standards for using its suite of applications are proving to be a business advantage for Agents. The standards are continuously improved. Beginning in 2015, AtlasNet® application standards met the bar again.

“We’re a new Agent with Atlas. Technology is one of the reasons we came on board. The forward-thinking is evident and it benefits the Agents,” said Rob Wicks, President, Ralph’s Moving and Storage (1681).

ACCURACY AND EFFICIENCY
This year, we introduced new quality standards that guarantee Agents that if they use Atlas tools as intended, they’ll have access to more accurate information and see system-wide efficiencies that will increase their profitability,” said J.J. Moore, Atlas Senior Director, IT.

The new quality standards aim to get better data into Atlas systems, which drives the development of AtlasNet Customer Manager and other updates to the back-end applications. This ensures that data is available to make better business decisions and helps Agents get more out of what’s available.

SERVICE SATISFACTION TO THE NEXT LEVEL
“Something as simple as accurately inputting load and delivery dates increases customer satisfaction with more timely shipment tracking. But also gives the Atlas network better recognition of our capacity and creates more hauling opportunities for the Agents. Accurate and complete data in our systems better the opportunity for us to be available when the customer needs us,” J.J. said. “Good customer service is so important that we have intertwined it into the development of our moving and storage applications. For Atlas, technology drives quality.”

“When data is completely and accurately entered into the system, it saves my agency time,” said Patricia Tlaba, Coordinator at Smith Dray Line & Storage, Inc. (2294). “It’s valuable time that I can use to start working with the next customer. I wish I could show other agencies how efficiently my office runs because we adhere to the technology standards and operate in ACTI. If every Agent uses Atlas technology as it’s intended, it would take us to the next level.”
Honesty
Is the Best (and only) Policy

A major New York bank pays $648 million to the SEC to settle allegations of
credit card fraud. The bank’s efforts to conceal the fraud were so extensive that it
could not find the information it needed to report it. Despite this, the bank
agreed to pay a substantial fine and enter into a three-year corporate monitor
agreement with the SEC to ensure that it does not engage in similar conduct
in the future.

A major tire and rubber company coughs up
$16 million to settle SEC charges that its subsidi-
aries bribed officials in Kenya and Angola.

The above examples show, doing business globally demands a special
attentiveness. As cultural and political climates vary from country to country,
so does the potential for making false steps. Even innocent actions can be
dangerous without experience and a well-
formed knowledge of foreign laws, customs, and best practices.

As does every subsidiary of Atlas® World Group, Inc., Atlas® International
complies with the local anti-corruption laws in all countries where it does business.

As culture and politics vary from country to country, so does the potential for making false steps. Even innocent actions can be dangerous without experience and a well-formed knowledge of foreign laws, customs, and best practices. As every subsidiary of Atlas® World Group, Inc., Atlas® International considers compliance with the laws of its host countries to be of prime importance. Accordingly, it maintains a proactive effort to prevent, detect, and deter criminal actions in the conduct of its business. The effort takes special attention, since Atlas International operates in countries all over the world.

“We are committed to doing business ethically and legally throughout
the world,” says Laura Hatton, Vice President of International Operations.
“We support our commitment with standards and controls, ongoing train-
ing and communication, and periodic risk assessments.”

Employee training emphasizes sensitivity to both foreign laws and U.S.
laws that apply to foreign operations. When uncertain about a situation,
employees consult Atlas World Group’s Legal Department for advice on
how to proceed. Compliance is job one.

The Stakes Are Big

The World Bank estimates that more than $1 trillion in bribes will exchange
hands this year. In its most recent calculation (2008), the World Economic
Forum pegs the economic cost of corruption worldwide to be 5 percent of
GDP or roughly $2.6 trillion. For those caught in such misconduct, the fines
can be hefty—and the attention can undermine a company’s name and
standing.

“Every employee in our organization is accountable for compliance,”
says Laura. “Our standards also apply to our suppliers and service partners.
Each must agree and sign off on them as a condition of working with us.
Our commitment to integrity, honesty and transparency extends to every
entity and every aspect of our business.”

Atlas International follows the best practices outlined by the Organizational Guidelines of the U.S. Sentencing
Commission, namely seven key criteria for an effective compliance program. The company also conforms to the
FCPA, a bribery law with worldwide reach. The Foreign Corrupt Practices Act of 1977 makes it unlawful to give
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Trifecta for Growth

You might say 2015 brought turning points to Avail Move Management®. The company is orchestrating important shifts as it pursues its strategic vision for growth. Here we glimpse efforts on three fronts, all shaping exciting opportunities within the Atlas network.

Solving the Allocation Puzzle

The increased volume required a method to allocate capacity and ensure service. Atlas IT answered with an automated application to distribute moves among Agents, objectively and equitably. The application collects and interprets data to identify regions that may need an additional Atlas Agent presence.

“We began with 95 Agents and grew to 30 to handle anticipated capacity needs,” says Mary Beth. “We are looking to still involve more Agents. Not only does the added volume increase booking and hauling opportunities, it brings more opportunities for origin and destination services. Any Atlas Agent may participate in this business.”

A New Tool for Lump-Sum Management

As you read in the previous issue of the Amplifier®, movr™ debuted in the spring. The online move service helps private clients who have a lump-sum benefit for moving. Users can enter an anticipated move budget and build their own menu of services.

“A big, bold ‘yes’ was needed,” says Mary Beth. “It was a move that would help us work with the new market.”

“Participating companies will be able to see where an employee is in the move process,” says Mary Beth. “They will also get an aggregate view of how their lump-sums are used.”

The information can help employers make decisions about their policies that better satisfy employees and serve the organization. At the same time, Avail is training a group of sales representatives to become experts in movr™ and its benefits. The Agent sales team is tasked with helping private and corporate users better realize the benefits of movr for themselves.

“movr™ is a groundbreaking service,” says Mary Beth. “It is designed to benefit both employers and their employees. We’re committed to making it better as we learn more about people’s preferences and how they use their benefits.”

Setting SCACs on Blazing Tracks

You’ve heard the saying, “If it sounds too good to be true, it probably is.” Here’s one instance where it may be even better.

For its part, TMM™ will manage move dates, select Agents for moves, and provide customer service. TMM’s systems are optimized for compliance with the DP-3 requirements and will help Atlas improve its scores and keep them well into the 90s—thus assuring a preferred status and continual stream of move volume.

“We will also provide hauling services on Atlas authority to other military carriers who may have their own origin and destination Agents,” says Bob. “We anticipate thousands of additional shipment opportunities from TMM as a result of this new arrangement.”

Avail and Cartus monitor Atlas Agents with stringent metrics for customer service, communication, and data entry. The transparent system allows Atlas Agents to see how they measure up. Good scores equate to more opportunities for Atlas.
One to Win
Logistics chalks up gains with single-source solutions.

Atlas 2002 entry into the 3P arena came as a complement to existing 2P (truck and parcel) and 1P (distributor and shipper services). Fast forward three years, and the consolidated Atlas Logistics® brand is showing impressive growth. Sales are up a solid 7 percent this year, with brokered freight surging more than 50 percent. The reason: Atlas Logistics brings the experts and resources for a total capability—and the determination of being “one to win” the customer’s business.

The market is responding to our new business model,” says Vice President of Business Development, Matt Van der Linde. “We’ve positioned our brand and our organization to deliver best-in-class solutions, putting the right providers at the right price point in place.

Sales are up a solid 7 percent this year, with brokered freight surging more than 50 percent. The reason: Atlas Logistics brings the experts and resources for a total capability—and the determination of being “one to win” the customer’s business.

“We’re finding that our team approach to developing solutions opens up cross-sell opportunities,” says Matt. “Every project represents the potential for added revenue up and down the supply chain—opportunities that can help create revenue for our Atlas agents.”

For shippers, working with Atlas Logistics is seamless—they know one brand provides a total package. Service delivery begins with a unified sales effort that examines every opportunity in light of all available resources. Team members bring know-how from disciplines across the logistics spectrum. They understand the nuances of different industries and shippers, whether dealing with high-value goods or commodities.

“We’re selling supply-chain solutions, not simply pieces of logistics. We look at the big picture, so our customers know their business is being handled properly.”


“A lot of positive changes are taking place,” says Shirley Sveda, Senior Vice-President of CPO, Atlas Canada. “The conference provided good exposure to new tools, programs and refinements that will help our agents save time and work more profitably.”

“We covered a lot of ground,” says Sandra Campbell, Director of Marketing, Atlas Canada. “I think everyone came away with a better understanding of how we can benefit from our growing AtlasCanAm synergy. This is an exciting time for us.”

President’s Gold Leaf Service
Takes on New Identity

The corporate move program formerly known as President’s Gold Leaf Service gets an exciting refresh with a new identity and a highly developed suite of move management tools within the Avail umbrella.

Choosing a Mover
Atlas Canada continues to inform consumers about the danger of unscrupulous “rogue” movers.

The video “Choosing a Mover” is an important part of this effort. (There are versions for Canada and the U.S. — you can view them on YouTube, atlasvanlines.com, or atlasvanlines.ca)
REDUCING OUR IMPACT

We have an opportunity,” says Marketing Specialist Phoebe Hodina. “Sustainable practices are not only critical for our planet and our community, they are also good for business.” Phoebe is the project champion for a new initiative to encourage sustainable practices across the Atlas enterprise. She says it’s the right thing to do.

“The Atlas mission statement supports cultivation and a commitment to the well-being of our people, company, communities, and planet,” says Phoebe. “As a company built on family ownership, we realize we aren’t passing the planet to our kids, we are borrowing it from them.”

Phoebe points out that sustainability also supports efficiency and the bottom line. For example:

- Agents can put money back into their pockets by sending used stretch-wrap (low density polyethylene) to recyclers.
- Reusable plastic crates are helping Atlas Agents keep cardboard out of landfills and save dollars on every move.
- Every Atlas Agent complied with the technology standard (see AtlasNet Technology Standards p. 19). Atlas could save over 500,000 sheets of paper a year, the equivalent of 360 trees.

Further, complying with the standards reduces deadheading and partial loads, thus saving fuel.

Becoming “Certifiably Sustainable”
The green initiative defines standards in five areas of agency operations. Attainment of these standards earns the Atlas credential of “Certifiably Sustainable.” The standards are practical and attainable—starting with options that most businesses can implement right away, and will show quick return on investment in terms of financial savings and reduced environmental impact. In time, additional standards will encourage Agents to incorporate more advanced practices for greater savings and recognition.

Every standard carries a real business benefit,” says Phoebe. “So when we share best practices with our Agents, we’re also educating them on why this makes sense for them.”

Atlas is developing the program in cooperation with a nonprofit organization that specializes in sustainability, particularly the conservation of fuel and food. It will be introduced to Agents at the Atlas Convention in November.

“Several months of planning and refining have set a strong foundation for this program,” says Phoebe. “Our goal is to get all Atlas Agents involved, help them see opportunities for success, and work together to keep our planet healthy. We want Agents to be excited to tell people about our green efforts.”

Atlas Agent: To know more about how you can earn certification for sustainability, including current standards and best practices, visit atlasloop.com.

These are but a few ways Atlas Agents are seeing economic and environmental savings. Atlas will be furthering the adoption of such practices as the company continues to strengthen its commitment to sustainability.

“We want to create opportunities and encourage improvement. Nature is about balance with the right mix of sustainable goals and business changes, we can accomplish great things.”

According to Paul Young, Senior Director of Operations & Sales, ATC, growth isn’t just attributed to ATC’s broad range of services, but also to the added value and quality of service offered to clients.

“Our prices and quality of customer care are unmatched. We want our customers to know that we’re bartering with vendors for lower costs, we’re buying in bulk to save money, and we’ll do whatever we can to get them a good deal,” said Paul. “ATC offers a shorter wait time, quality parts at about 30 percent less, and a workforce that grows in size and quality every year.”

“We attribute our growth to the guys who do all the work,” added Mike Spearin, Director of Fleet Maintenance, ATC. “They stay with us. Our turnover is very low. Maintaining the talent and years of experience in the shop allows us to provide quality service. We’re thankful that the Agents and owner operators keep coming back. We’ll keep growing our workforce to serve their needs.”

For more information on ATC’s equipment sales, maintenance and repair services, financing options, or to purchase van equipment, visit atlasterminal.com.

Growth leads to expanded service ATC’s Terminal Company (ATC) is quickly becoming a one-stop shop in the transportation industry. Their business is fueled by equipment sales, including trailers, straight trucks, pack vans, and lift gates, as well as their full-service maintenance and repair facility. Providing these services, plus more, positions ATC as a valuable asset to Atlas Agents, their drivers and owner operators.

In 2016, ATC experienced 30 percent growth, which resulted in expansion of the company’s service offerings and increased labor demand. For example, ATC recently ventured into diesel repairs, hiring mechanics to service truck engines, drivetrain components, and more.

They’ve also augmented their road-side service program that aids van operators with breakdowns. The implementation of a new computer system allows terminal staff and drivers to efficiently and cost-effectively handle breakdowns or repairs with a step-by-step report.

With many initiatives on the horizon, ATC expects they’re on the right track to grow. First on the list is increased retail business. ATC recently aligned themselves with better quality vendors and more product lines for in-van equipment, like straps and dollars. They plan to open a retail store by the first quarter of 2016 to sell additional truck accessories.
DMS WINS BROOKFIELD AWARD FOR THE 2ND TIME

For the second consecutive year, DMS Moving Systems, Inc. (0800) has been recognized with Brookfield’s Supply Chain Premier Service Award in the Platinum category. The Platinum award reflects the commitment and hard work of every member of DMS, and furthers the support of Atlas Van Lines. From the great office team and the PCOs who take to the road every day, each person helped earn this distinction.

ALEXANDER’S CELEBRATES A BIG YEAR IN NASHVILLE

In 2015, Alexander’s Mobility Services (1217) celebrated 20 years of service in the Nashville area, and they did it in a big way. As the largest multi-location Agent in the Atlas family, Alexander’s moved their Tennessee operations into a new location on the northwest side of the city. The grand opening and anniversary celebration was held at their new facility on May 28. The evening featured live music, local vendors, a company-issued banner, delicious food, and a raffle benefitting the community.

This year, the Impact & Collins Brothers, LLC (1129) effort helped them reach over 200,000 pounds of food donated. Other Agents are finding unique ways to make a difference in the fight against hunger. For the second consecutive year, DMS Moving Systems, Inc. (0800) has been recognized with Brookfield’s Supply Chain Premier Service Award in the Platinum category. The Platinum award reflects the commitment and hard work of every member of DMS, and furthers the support of Atlas Van Lines. From the great office team and the PCOs who take to the road every day, each person helped earn this distinction.

ATLAS AGENTS HELP L.A. POLICE OFFICERS RIDE FOR THOSE WHO DIED

It’s an ordinary job for Onita Bros. Moving & Storage (1304) and Atlas Van Lines to haul motorcycles and bicycles from coast to coast. However, it’s an extraordinary job when the move consists of 24 Los Angeles Police Department (LAPD) motorcycles and over 300 road bikes making their way to New Jersey for the Police Unity Tour.
Your 2015
Quality
Awards
Winners

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.

PVO’S KNOW IT TAKES A LOT TO BE A PRO.

Their job is about planning and precision. It’s about knowing all the pieces and figuring out how they fit together. Every step of the move is in the hands of an Atlas Professional Van Operator (PVO).

That’s why we set aside a week every September to recognize what it takes to be a pro. From September 21-25, 2015, Atlas Van Lines and its network of agencies celebrated BRAVO (Boosting the Recognition of Atlas Van Operators).

BRAVO week saw increased participation from the agency family in 2015. Nearly 650 locations across the United States and Canada threw parties, bought lunches, passed out gifts and hosted other various events to celebrate PVOs.

“We fully embrace BRAVO week and use it to demonstrate our appreciation not only for PVOs, but all of our crew members and staff. We are people who work incredibly hard,” said Jeffrey Mison, President at R.C. Mason Movers.

Thank you’s during BRAVO week often come by way of meals, gift cards, and free weight tickets. R.C. Mason Movers knows that any token of appreciation is welcomed by their staff.

“Everyone is so happy to relax and get away from the stressful and challenging summer. So, we go all out. We cook breakfast almost every morning and do lunch a few times during the week. There is always a corn hole tournament that lasts a few days, and will make sure the winner walks away with a little money. We also held an ice cream social one day. We enjoy it at the Atlas Convention, so we brought a little bit of that home.”

BRAVO week celebrations in 2015 included a PVO video, which captured over 400,000 views in the days preceding the event.

Thank you’s during BRAVO week often come by way of meals, gift cards, and free weight tickets. R.C. Mason Movers knows that any token of appreciation is welcomed by their staff. "It gives everyone a chance to relax and get away from the stressful and challenging summer. So, we go all out. We cook breakfast almost every morning and do lunch a few times during the week. There is always a corn hole tournament that lasts a few days, and will make sure the winner walks away with a little money. We also held an ice cream social one day. We enjoy it at the Atlas Convention, so we brought a little bit of that home.”

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2014-2015
President’s Club
Platinum Winners

Chris Flesner
Specialty Movers, Inc. (168)

Gary Loudenback
Loudenback Logistics (0076)

Bob Fox
Atlantic Relocation Systems (1258)

James Cole, Jr.
J. W. Cole & Sons, Inc. (1772)

Michael Quigley
Ace Relocation Systems, Inc. (1875)

Don HBB
Alexander’s/Relocation Services (0207)

Thomas Philbin
Dilworth Van & Storage (1510)

Jennifer Ascari
Ace World Wide Relocation & Storage Co. (0086)

Gregg Imlach
Imlach & Collins Brothers, LLC (112)

Tim White
Imlach Group (100)

Chris Wong
Powell Relocation Group (967)

Larry Lammers
Ace Relocation Systems, Inc. (0056)

Keith Florsch
DTSF Movers, Inc. (906)

Chet Giriex
Alexander’s/Relocation Services (0206)

Fred Pantone, III
Powell Van Lines, Inc. (066)

Ken Imlach
Imlach Group (106)

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BRAVO week celebrations in 2015 included a PVO video, which captured over 400,000 views in the days preceding the event.

Below Atlas Chairman & CEO Glen Dunkerson, second from left, is shown here with Christy Gilmorewater, President of ESOP of Southwest Indiana District and Chamber members Jim Siewers, Regional CEO of Old National Bank and Jeff Mison, VP Administration at R.C. Mason Crushed Stone.

See more online: atlasvanlines.com/amp/atlasis4

ATLAS THRIVES AS 2015 BUSINESS OF THE YEAR
At the Annual Meeting and Dinner held by the Southwest Indiana Chamber of Commerce in September, Atlas Van Lines World Group was named the Norman F. Wagner Business of the Year. Nearly 650 guests gathered to celebrate a century of excellence in Evansville and the surrounding region. Atlas, who has been a part of the Southwestern Indiana business community for 50 years, was in the company of many dynamic businesses that call Evansville home.

The Norman F. Wagner Business of the Year award honors companies that create wealth by generating well-paying jobs and build capital investment in Southwest Indiana. Recipients are also active participants in the community and reflect a profound regard for citizenship and leadership that ultimately improves the overall quality of life in the area.

"To be recognized for making a lasting difference in the Evansville community is humbling," said Glen Dunkerson, Chairman & CEO of Atlas World Group. "Even with our global presence and capabilities, Evansville is home to our corporate headquarters and the majority of our employees. We are committed to supporting the community into the future, and we are beyond grateful for this distinguished honor."
## Keep our service men and women in your heart.

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

### Atlas Associate | Service Member | Relationship | Atlas Associate Position
---|---|---|---
Cindy Atherton | Bruce Bailey | Son | Service Representative, Supervisor (912)
Theresa Banta | Joseph Hue Nguyen | Son-in-law | Corporate Counselor, Guardian Relocation of Ohio (1111)
Steve Bailey | William Childers | Son | Retailer
Kim Dupps | Nancy Childers | Sister | Corporate Leadership, Director of Human Resources (003)
Vivan Dao | Robert K. Childers | Grandson | Director, Smith Dray Line & Storage, Inc. (2273)
Kim Dupps | Michael Childers | Nephew | General Manager, Ace Relocation Systems, Inc. (15)
Jennifer Campbell | Terence Childers | Stepson | Vice President, Cost Management, Smith Dray Line & Storage, Inc. (2273)
Steve Bailey | Robert Childers | Stepson | Director, Cost Management, Smith Dray Line & Storage, Inc. (2273)
Theresa Banta | Joseph Childers | Son | Director, Region
Kim Dupps | William Childers | Son | National Account Sales Manager, Nelson Westerberg (1517)
Kim Dupps | Kevin Childers | Son | V.P. Finance, Guardian Relocation (1440)
Alex Childers | Charlie Childers | Son | Assistant Controller, On-Time Relocation Services, Inc. (03)
Larry "Doc" Criqui | Richard Childers | Son | Relocation Consultant, Nelson Westerberg (1523)
Melissa Compton | Zach Childers | Nephew | National Account Manager, Guardian Relocation (1440)
Vada Chrockrem | William Childers | Son | Office Manager, Smith Dray Line & Storage, Inc. (2273)
Jennifer Campbell | James Childers | Son | President, Specialty Moving Systems, Inc. (1811)
Dorrian Pierce | John Childers | Son | President, Advance Relocation Systems (59)
Ken Niesner | Todd Childers | Son | Vice President, Advance Relocation Systems (59)
Pam Moesner | Charles Childers | Nephew | Corporate Controller, Guardian Relocation of Ohio (1111)
Christa McCraw | Robert Childers | Nephew | Corporate Counselor, Guardian Relocation of Ohio (1111)
Shannon Martin | J. Childers | Nephew | Northwest Operations Manager, Guardian Relocation (2140)
Brandy Lumbert | Matthew Childers | Nephew | Corporate Counselor, Guardian Relocation of Ohio (1111)
Jack A. Mier | J. Childers | Nephew | Financial Accounting, Guardian Relocation (1111)
Chris Ander | Joseph Childers | Son | Vice President, Guardian Relocation Systems, Inc. (8570)
Jack A. Mier | Joseph Childers | Son | General Counsel, Guardian Relocation Systems, Inc. (8570)
Dennis Childers | Robert Childers | Nephew | Director of Operations, Guardian Relocation Systems, Inc. (8570)
Annie Mejias | Joseph Childers | Son | Vice President, Guardian Relocation Systems, Inc. (8570)
Patricia Miranda | Joseph Childers | Son | Vice President, Guardian Relocation Systems, Inc. (8570)

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

These names are the individuals who have been brought to our attention. Please note that any additions to this list will be included in a future issue of the Amplifier. The Amplifier publishes the check of appreciation in every issue.
In Memoriam, John Steiner


John was Chairman Emeritus of the Atlas World Wide Group of Companies. He began working full time in 1965 at Ace World-Wide Moving & Storage, a family-owned Atlas agency headquartered in Milwaukee, WI, which was founded in 1948 by his father, John U. Steiner. He played an integral role in the moving and storage industry for more than 50 years, creating a stronger, more efficient business model for Atlas World-Wide, expanded operations nationwide, and diversified into associated business ventures.

Beginning in 1991, John began serving as a member of the Atlas World Group Board of Directors. John participated in milestone decisions that impacted the van line and its entire agency network. Most notably, during the 1990s, John was a board authority for the public offering of Atlas and a leader in bringing the company back to agent control.

John was a good businessman and an even better person. His amusing stories and jokes will be missed by all of us," reflected Glen Dunkerson, Chairman & CEO of Atlas. "I knew John for over 35 years and in that time recognized him for his enjoyable personality and keen ability to take advantage of opportunities presented to Ace World-Wide or Atlas Van Lines."

Dedicated to fighting for his passions and staying true to the industry he knew best, John was an outstanding leader who strove to exceed expectations in both the most basic and most complicated tasks.

John was instrumental in the creation of voluntary meetings that allow our Professional Van Owners (PVO's) to network together and meet with Atlas management on concerning issues. These meetings continue to be an excellent means for Atlas to stay close to our most valuable resource, our PVO's," Glen added.

SEPTEMBER 16, 2015 AT THE AGE OF 73.

OF THE ATLAS FAMILY, PASSED AWAY ON FATHER, GRANDFATHER, AND MEMBER, BELOVED HUSBAND, JOHN W. STEINER.
sense of humor and had our whole house packed up in a day! They were never pushy or demanding when it came to asking specific questions, and we welcomed any suggestions they had.

Once arriving to Florida, we did not have to wait too long before DMS was able to arrive with our belongings and especially before the job site—which I understand is your business. John and his crew were all OUTSTANDING! Very careful with our belongings and offered suggestions when they could tell we were a little overwhelmed but thanked them that they were not the obvious. They worked quickly and efficiently despite the intense heat and humidity and continued with their sense of humor and pleasantness until they were ready to leave.

The generic survey does not give the full picture of what amazing employees you have. As stated before this move happened quickly and I am still amazed how it all came together. I will be in contact with my relocation coordinator at metz and would recommend DMS as the go-to moving company for any and all relocations. You have a great team with excellent customer service skills that are unfortunately lacking this day and age.

I cannot THANK YOU all enough for making one of the most stressful times of my life a little less painless with the packing and moving portion of my house. Please, please forward this to those that were responsible for making my first time corporate relocation experience a great one.

Sincerely,
Kristen

Re: Joseph

Apex Moving + Storage (0278)

I just wanted to follow up and say how impressed I was with the driver who coordinated the packing and shipment of our household goods. His name was Gary. You recall we had planned for two days of packing prior to loading which would start on Wednesday and potentially require through Saturday to complete. Joey called Sunday night to ask if he could show up Monday morning and start working. I said yes and we discussed the original schedule when he arrived. He acknowledged what was planned and stated he would like to have the entire home packed so he could take off by Wednesday. I was somewhat skeptical about whether that could be achieved but he had crew and worked his tail off to make the date. He came early, worked at least as hard if not harder to pack and load, and stayed late to prepare for the following day. It’s been a long time since I saw someone work with the dedication and professionalism he displayed.

There was an issue with a dolly that stained the carpet rather severely the day before a walkthrough with the buyers. He brought it to our attention, calmed it in and obtained authorization for us to call a cleaner. We called one in that afternoon and had multiple areas cleaned in time for the showing. While it was a frustration, we were pleased with how the company worked to resolve the issue.

I’d appreciate your forwarding this to the senior management. I’m sure they will appreciate knowing what an asset they have with Joey.

Thanks,
Tom

Re: Kevin

Guardian Relocation of Ohio (1111)

The fact is that we were most pleased by the manner in which you and all of your people took care of every little detail of packing and delivering our belongings. As you well know, this was not just a simple moving from one destination to another. You had to pack and mark furniture, as well as locale “stuff” of all descriptions for six different destinations and deliver them to four different physical locations.

It is not that every piece got there unharmed and undamaged, but at the end of all those confusing instructions, every piece ended up exactly where it was intended. So much for the end result, but there is more to it.

All of this had been accomplished by a highly professional, courteous, helpful and friendly staff. Hardworking but with good humor and a manner that eased our worries and our pain of seeing the break-up of the established environment of our now past life. This compliment holds for both the crew for what we called the Wooster move and the Hilton Head move.

Our most intimate contact was with Kevin. Edith and I both developed a deep respect for his deep knowledge of his business and his seemingly boundless energy in the process of carrying it out, as well as a true liking for him personally. We only regret that we have not had the opportunity to extend the time we spent together. He was constrained by the 14-hour limit on his working day and, apparently, the computer does not have an entry for “having dinner with my clients” - what a pity!

Both of us thank you and, if you should ever need a reference, do not hesitate to send it our way.

Peter and Edith

Re: Denise, Mary, John, Joe & George

Paxton Van Lines, Inc. (1610)

Denise is an incredible Atlas employee! She shepherded me through a very complicated move that involved three storage lots and coordination with the Department of State. Throughout the entire process, she was upbeat, friendly, informative, and went the extra mile to help me stay on top of my move. It was a breath of fresh air. Denise and Mary (of Paxton) made sure I had all the information I needed and helped me work through solutions to seemingly insurmountable problems. My interactions with both of them were very positive. I felt as if I had an ally in Denise and that made all the difference in keeping my spirits up in a long and complicated process.

John (the van operator from Atlas) also did a stellar job. He stayed in communication with me about delivery and was flexible with my move-in date when I discovered that the freight elevator in my building had broken down. His friendliness, approachability and professionalism are to be commended. He also assembled a great team (John, Joe, and George) who were strong problem-solvers on the day they delivered my belongings. They completed my move quickly, despite the challenges of moving me into a vintage building with tight spaces. The fact that they managed to get my couch to my apartment was a miracle! And they did it without scuffing or damaging my sofa, despite having to carry it up a flight of stairs, in and out of elevators, and through very tight spaces. I will be forever grateful to all of them.

Very carefully with our belongings and especially before the move, we made sure to seemingly intractable problems. My interactions with both of them were very positive. I felt as if I had an ally in Denise and that made all the difference in keeping my spirits up in a long and complicated process.

Thank you for assembling such a stellar team to help me with my move!

Nydorah

Tracks + SEE MORE ONLINE

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

PORTS OF CALL:
Labadee, Haiti
Falmouth, Jamaica
Costa Maya, Mexico
Cuzamel, Mexico

PRICE:
$1,297.00 per person for ocean view cabin with a balcony

CONTACT:
Amy Hendrickson
800-446-2077
ahendrickson@atlasworldwidegroup.com

April 21-22
Platinum Preferred
Atlas Suppliers

J.E. Kelleher

®

April 21-22
49th Annual Atlas Forum
Marriott Chicago Downtown, Chicago, IL

Pre-Conference Cruise
Royal Caribbean, Oasis of the Seas

PLATINUM Preferred
Atlas Suppliers

April 21-22
### January 2016
1. New Year's Day – U.S. & Canada offices closed

### February 2016
- 28-Mar. 3: President's Club Trip, One & Only Ocean Club, Nassau, Bahamas
- 29-Mar. 2: Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV

### March 2016
- 23-25: GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV
- 25: Good Friday – Canada offices closed
- 31-April 2: Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

### April 2016
- 21-22: 49th Annual Atlas Forum®, Marriott Chicago Downtown, Chicago, IL

### May 2016
- 16-18: International Supply Management Conference, Indianapolis Convention Center, Indianapolis, IN
- 18-20: Worldwide ERC National Relocation Conference, Hilton Americas, Houston, TX
- 23: Victoria Day – Canada offices closed
- 30: Memorial Day – U.S. offices closed

### June 2016