



amplifier

Atlas

Better Than Ever

RIGHT NOW

Chairman's Message

As you saw on the cover of this magazine, Atlas is better than ever, right now. Like a city booming with development, a lot is happening. We are on the verge of a major growth spurt.

A prime example is our recent announcement of an exciting new partnership with a long-time client. This is one of the most important events in our history. It brings a significant increase in volume for Atlas in the U.S., in Canada, and overseas. It is a game-changer for our industry.

It's no accident. We have worked diligently to build a winning brand, and it shows. From comments I hear at industry events, we are the envy of our peers. They see us as a company with a clear vision of the new places we want to go. They say Atlas "gets it right."

This perception supports our growth with agent expansion. It also reflects the view of our customers. As the economy continues to recover—more slowly than we would like—customer loyalty remains key to our success. And our customers are solidly behind us.

Everything I see adds up to an exciting moment for Atlas. We're not waiting to see what tomorrow brings. We're making it happen. **Right now.**



Glen Dunkerson
Chairman and CEO



NEW WAYS TO ENGAGE

Haven't downloaded the new Atlas Amplifier App? Any time you see a code like this, just scan using the QR reader on your mobile device. You will be given instant access to our NEW Digital Edition of the Atlas Amplifier at atlasamplifier.com
(continue to the next page for more information.)

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NEW WAYS TO ENGAGE

Read the digital edition of Amplifier online by visiting:

atlasamplifier.com

As you browse through this edition of the Amplifier, look for these **digital icons** (or similar images) which tells you there's more to the story in our new Amplifier Digital Edition. You get additional content, including photos, videos, fun facts and more!



Something
for you.



Something
for our crew.

Using a mobile device or eReader?
Download our free Amplifier App for your
Atlas news on the go! Coming soon to
the Apple Store, Google play, and Amazon.

DIGITAL CONTENT

Readers will find several ways to digitally engage
throughout this magazine, including:

- How-To Move Videos, p.9
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Atlas is proud to support the environment by printing
the Amplifier on paper that is made with up to 30%
recycled fiber and with chlorine free (TCF/ECF) pulp
using timber from managed forests.

An aerial, high-angle view of a city grid, rendered in a stylized, isometric 3D perspective. The buildings are represented as small, colorful blocks in shades of blue, purple, and green. Overlaid on this cityscape is large, white, 3D block lettering. The word "Atlas" is at the top, followed by "Better Than Ever" in a smaller font, and "RIGHT NOW" in the largest font, dominating the center of the image.

Atlas
Better Than Ever
RIGHT NOW

Opportunity is here —

go new places.®



"The Atlas brand is special," says Jack Griffin, President and COO, Atlas World Group. "It represents service **professionalism**, industry **leadership**, and an **exceptional business** opportunity. There has never been a better time to *be Atlas* than **right now**."

As Jack's words suggest, the company that helps people go new places® is, itself, moving ahead. Like a city teeming with development, Atlas is building the structures that provide strength and growth. This issue of the Amplifier looks at some of the exciting things taking place within Atlas **right now**:

Breakthrough in Technology. ^{PG} 4

Atlas agents are bringing the efficiency of mobile computing to save time and make estimating and inventory functions easier.



Creative Twist in Direct Marketing. ^{PG} 6

An eye-popping selection of branded messages and a system for targeted delivery offers Atlas agents a creative approach to developing new business.



"How-To" Messages Come to the Screen. ^{PG} 9

Atlas is engaging viewers in the video age with new "how-to" video clips that prepare them to move well.



New Synergy in Logistics. ^{PG} 8



Atlas Logistics, a new comprehensive solution, gives customers the convenience of a single resource for any logistics scenario.

Sharper Focus on Agent Web Marketing. ^{PG} 10

An array of new tools is helping agents see the optimum return on their internet marketing efforts.



New Marketing Partnership. ^{PG} 11

Atlas joins Keller Williams Realty, Inc., creating happy customers via referrals from the country's largest real estate franchise company.

New Strength in the Atlas Agent Network. ^{PG} 13

Atlas welcomes new entrepreneurs and celebrates the veterans who strengthen the Atlas brand.

and Atlas is in the middle of it.





Breakthroughs!

Atlas Introduces Technology to Delight Customers.

The day has arrived. Customers who move with Atlas now get the efficiency they expect of the internet age. Two cutting-edge applications empower higher levels of service and customer satisfaction across the entire Atlas agency network.

"Atlas agents are bringing the efficiency of AtlasNet Survey, and AtlasNet Inventory, to customers," says Michael Neeley, Vice President and CIO, Atlas World Group.

AtlasNet Survey enables the Atlas account representative to give customers instant, accurate in-home estimates. **AtlasNet Inventory** equips the Atlas PVO to barcode and scan items at origin as they enter the Atlas system—and read them again electronically at destination. Both tools marry the convenience of mobile devices with the computing power of AtlasNet, the corporate information system.

"This day has been years in the making," says Mike. "It comes with savings in time, enhanced accuracy for data, and the promise of even lower claims. We're set for new leaps in productivity and, most importantly, delighted customers."

AtlasNet® Survey

enables the Atlas account representative to give customers instant, accurate in-home estimates.



AtlasNet® Inventory

equips the Atlas PVO to barcode and scan items at origin as they enter the Atlas system—and read them again electronically at destination.



Recognized by InfoWeek.



Atlas has developed some of the most advanced information technology in the moving industry. The company has earned kudos from InfoWeek, which this year places Atlas in the top 500 companies nationwide for tech innovation.



Bridging the Digital Divide



Tom Klause

Agent develops system to interface with Atlas, streamline revenue functions.

Tom Klause, President, A-I Moving & Storage (87), says he's not a computer geek. "I want to turn the computer on, use it to do my job, and not have any trouble."

But a couple of years ago, he decided it was time to go a little deeper into the digital realm. Tom needed a better solution for his agency's accounting systems. He decided to build it. "I had used other software packages," says Tom. "But none of them fit my business' needs."

Tom looked to IT experts for help. He found it in Lillian Aaron, CEO, Business Accounting Software (BAS), and Nancy Menke, Senior Business Analyst, Atlas IT.

"I'd worked with Lillian before, and I knew she understood my business and could provide good advice," says Tom. "Nancy was key to our efforts, providing insight on how to interface with Atlas systems. Mary Beth Johnson (Assistant Vice President, Rating and Distribution Services, Atlas) was also a tremendous help to us."

The fruit of their collaboration is a customization of the popular TRAVERSE software. Tom has been using it for almost a year, and he says it has made his job easier. He can reconcile the

Atlas statement every week and verify it is correct.

"We input our charges into the Atlas system for rating, and then export the Atlas data (XML) for our agency directly into our system," says Tom. "I can assign my sales person and my van operator, and it will attach their percentages of income. When I receive payment, it is correct to the penny. No adjusting entries are necessary."

"Atlas does a great job of providing the technology I need for my operations," says Tom. "With this accounting system, I've reduced my reliance on technical support to Atlas and BAS—two very reliable vendors."

"I think this software is an affordable alternative to the commercial packages that are out there," says Tom. "I'm still tweaking it, and during the coming year, I plan to make it available to my fellow Atlas agents. If my own experience is any indication, they will be extremely pleased with what this system can do for them."

Tom's success with his chosen supplier shows the innovative solutions that can be found for agents when the right partners put their heads together.



"I can assign my sales person and my van operator, and it will attach their percentages of income. When I receive payment, it is correct to the penny. No adjusting entries are necessary."

– Tom Klause, President, A-I Moving & Storage



Direct Marketing for **Personal Consumer Business**

People who are buying or selling a home—and the real estate agents who help them—are prime prospects for Atlas' services. A new online marketing portal enables Atlas agents to reach these prospects by traditional mail and email.

REACHING HOMEOWNERS DIRECTLY.

The portal makes it easy to create and launch campaigns that reach homeowners directly. A selection of popular messages allows the agent to simply opt for those messages with the greatest response based on other users' experiences.

If the agent wishes to customize, there are multiple choices for layout, images and text. The interface allows the user to manipulate these elements on screen and see the message just as it will appear to the prospect.

"There are multiple combinations of layouts, images and text," says Kerri Hart, Manager, Marketing Communications, Atlas Van Lines. "So there is a high degree of creative freedom to craft messages that support an agency's sales strategy."

TARGETING REALTORS FOR REFERRALS.

The agent may also choose a subscription program that sends realtors a series of ten messages over the course of the year. These messages invite the realtor to refer a customer for a free, personalized move estimate. Some of the messages are seasonally themed for fall, winter and spring.

SPECIFYING A PROSPECT LIST.

Agents can upload their own prospect list or use the system to acquire a list. A form lets the user specify demographic parameters, such as zip code and home value.

"This portal eliminates about 90 percent of the work for the agent," says Kerri. "It's an easy and affordable way to implement professionally branded sales messages to prime prospects for personal consumer moves."



Easy to use online portal.



Direct mail and direct email to consumer prospects—your list or ours.



Direct marketing tailored to one of the best referral sources for residential moves.





Find them on
The Loop plus
so much more!

Now available on the Atlas Loop (atlasloop.com), the Agent Direct Marketing Portal provides a user-friendly interface for reaching homeowners and realtors with targeted sales messages.

GETTING STARTED. Create a user's page to upload your agency logo and photos of sales people you may wish to feature in personalized messages.

EMAIL OR POSTAL DELIVERY. Choose which medium you wish to use.

CREATE YOUR MESSAGES. Go with "top picks," or create your own using a selection of layouts, images and text.

CHOOSE YOUR LAYOUT. For traditional mail pieces, choose among two postcard sizes and two folded pieces (single or double-fold). There is also a professionally written and designed sales letter available.

SELECT YOUR COPY. Choose from a selection of headlines and offers. For some pieces, you can also drop in expert advice, such as things you should consider packing yourself.

The Atlas Loop is also a great communication tool between agents, Atlas subsidiaries, international partners and the Atlas marketing team—putting marketing tools and best practices within reach of the entire Atlas Family!

Direct Marketing for **Corporate Clients**

Did you know Atlas offers a premium direct mail program for your corporate clients and prospects? The Direct Mail Program for corporate household goods and specialized transportation clients and prospects sends eight higher-value mailings a year. The program includes all-inclusive: premium gifts, literature, postage and fulfillment. For more information about this program, or to complete your registration, log on to The Atlas Loop and continue to the new Agent Marketing Portal for details!



Agents, be sure to log on
to The Loop for more
information about both of
the marketing programs.





AWG
LOGISTICS

An Atlas Company

ATLAS
LOGISTICS

New Synergy in Atlas Logistics

One year ago, Atlas introduced AWG Logistics, a full-service, third-party logistics provider. Following its solid first year, Atlas now brings together all logistics operations under one group, Atlas Logistics.

Atlas Logistics is a group of three uniquely qualified Atlas companies, each of which brings technology, proven networks and specific operations knowledge to round out a complete logistics service offering. AWG Logistics, Atlas Specialized Transportation, and Titan Global Distribution already work with the world's largest manufacturers, retailers, health care providers and hospitality corporations.

By bringing all three Atlas companies under one umbrella, Atlas makes formal the seamless operations that these Atlas companies are delivering to client partners around the globe. Acknowledging the synergy of these Atlas companies, and promoting increased operating efficiencies in service and systems is the best way to continue improving world-class logistics services. "Our customers will benefit from the synergy of our combined operations," says Matt Van der Linde, Vice President and General

Manager, AWG Logistics. "We now offer a single, highly responsive and competitive resource for virtually any logistics scenario. As a result, we can better serve our logistics customers and more effectively grow the business."

Atlas Logistics provides complete origin-to-destination service with special expertise in the retail, restaurant, exhibits and hospitality markets. Atlas Logistics also has the ability to handle global solutions for transportation, warehousing and installation; and special strengths in store fixtures, exhibits, fine art, electronics, hospitality and health care.

Atlas Logistics is further supported by proven networks of Atlas agents. In North America alone, the Atlas agent network connects Atlas Logistics to over 650 warehouses with over 18 million square feet of secure space.

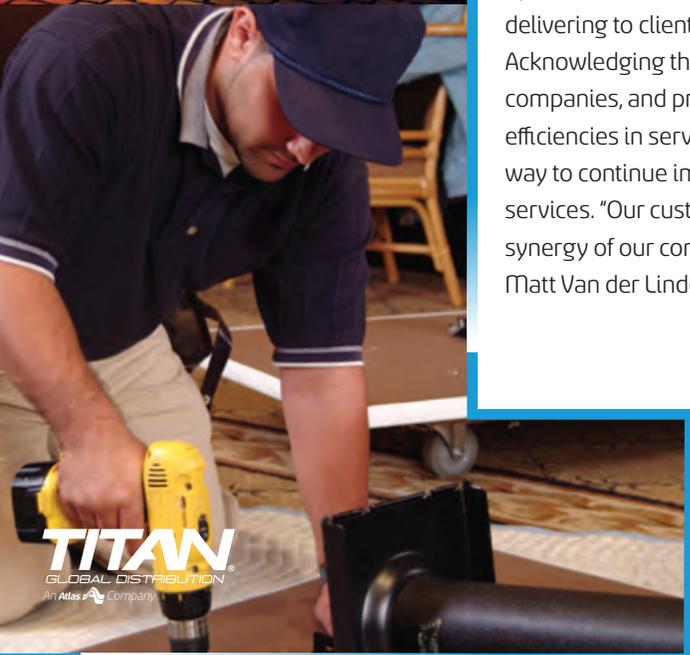
The combination of the Atlas agents and the time-proven network of service partners built by each of the three companies makes Atlas Logistics a single-source link for comprehensive logistics solutions. Atlas Logistics adds real-time reporting to give customers visibility of their product and projects.



ATLAS

SPECIALIZED
TRANSPORTATION

An Atlas Company



TITAN

GLOBAL DISTRIBUTION

An Atlas Company

ATLAS
LOGISTICS

AWG
LOGISTICS

An Atlas Company

ATLAS
SPECIALIZED
TRANSPORTATION

An Atlas Company

TITAN
GLOBAL DISTRIBUTION

An Atlas Company



Atlas Introduces:

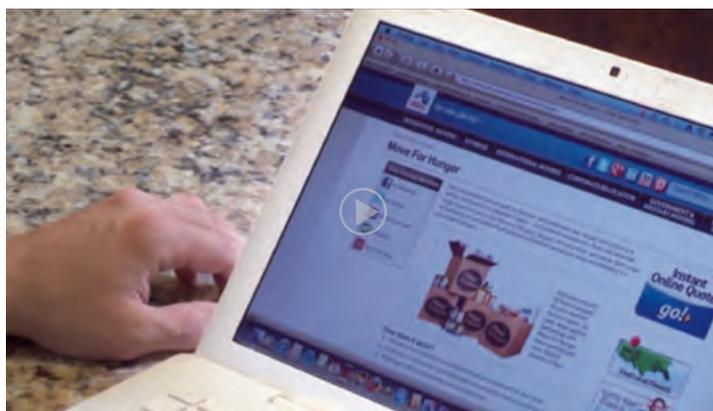
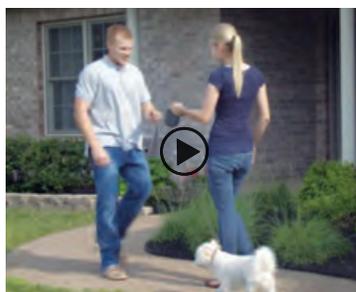
How-To Move Videos

What's the best way to pack dishes so they don't break? How can you keep kids engaged and happy? How can you keep more cash in your pocket?

Consumers can now get the answers to these, and scores of other common moving questions, in a series of short, informative videos. Eleven titles, ranging from two to four minutes each, cover the popular topics that consumers research when they plan to move. Atlas also publishes this kind of information in How-To guides on the Atlas website and in printed brochures.

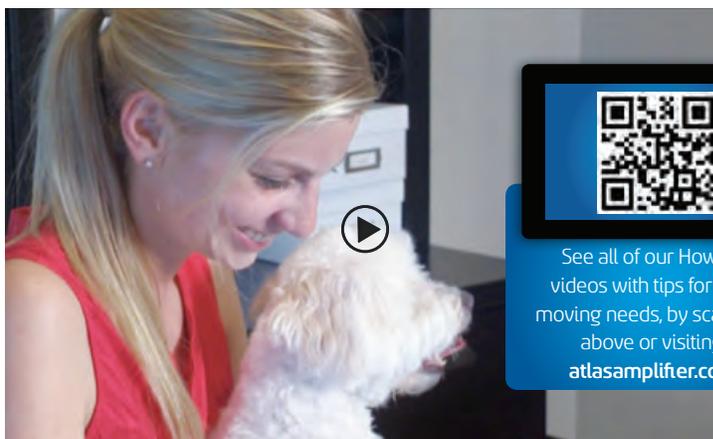
"Many people prefer to get information in video format," says Kerri Hart, Manager, Marketing Communications, Atlas Van Lines. "These short video clips are designed to provide information quickly and easily to consumers."

Atlas introduced the videos in October. You can view them by visiting the Atlas YouTube channel: youtube.com/atlasvanlinesinc



Atlas Moving Tips Video Collection

- *Stretching Your Moving Budget: How to Keep Moving Expenses Down*
- *Moving Checklist and Timeline*
- *How to Move Plants: Preparing Houseplants for a Move*
- *Moving with Pets: Moving Tips*
- *What Not to Move: "Non-Allowables"*
- *Moving with Kids: Moving Tips*
- *Moving Tips: Preparing for an In-home Estimate*
- *How to Pack Your Electronics*
- *How to Pack Your Kitchen*
- *How to Pack Dishes and Silverware for a Move*
- *How to Move Cups, Glasses and Stemware*



See all of our How-To videos with tips for your moving needs, by scanning above or visiting: atlasamplifier.com



Vic Baillargeon,
Director of Sales & Internet Marketing,
Atlas Van Lines

Agents Get the Edge

Atlas Agent Web Marketing

It's impossible to say exactly when the digital age swept marketing across the threshold of no return. But this much is clear: no business

today can compete using yesterday's thinking. Which is why Atlas has approached internet marketing with the "eye of the tiger." And the tiger is getting results.

For the first seven months of this year, visits to atlasvanlines.com were up 46 percent over the same period last year—and 157 percent over in 2011.

"Increased traffic is only part of the story," says Vic Baillargeon, Director of Sales and Internet Marketing, Atlas Van Lines.

"Visitors to our website are doing more than kicking the tires. Through July, sales leads are up 68 percent over the same span last year—and 303 percent over 2011."

Leveraging the Power of the Atlas Agency Network.

All of this is good. But everyone agrees: business needs to be better. The surest way to make that happen is to leverage the power of the entire Atlas agent network.

"We have been working on a comprehensive internet strategy that lifts every agent," says Vic. "Now we have an answer to provide Atlas agents a competitive advantage in their local markets and a better bottom line."

The new *Atlas Agent Web Marketing Program* builds on the successful corporate investments in search engine marketing. Because total participation is necessary to achieve the optimum outcome, enrollment is automatic for every Atlas agency location.

"Atlas is strong on the web because our agency network is strong, too. But to build our competitive advantage, we have to make our agency network as strong as it can be on the web. This program provides the framework for that."

Formula for Success.

An affordable monthly subscription supports the program and funds new enhancements.

"The name of the game is to attract prospects and convert them to customers."

The *Atlas Agent Web Marketing Program* is a comprehensive, agency-wide strategy to support an agency's effective use of the internet to build and sustain business volume. These are the key elements:

Website. (required)

The strategy begins with every Atlas agent having a website. For those who need it, Atlas offers QuickStart, an affordable, basic website. Versions are available for both household goods moving and special products transportation.



Logos & Badge. (required)

Each agent website carries the Atlas Interstate Agent logo, the Atlas ProMover logo, and the Genuine Atlas badge. Clicking on the badge allows the user to verify authenticity. This is an important assurance for customers wary of rogue movers and internet fraud.



Internet Directory Optimization.

It is estimated that 40 percent of the entries in online directories are incorrect. Our optimization process claims and updates directories to keep each agency's information current and accurate. This is critical to achieving optimum search results.



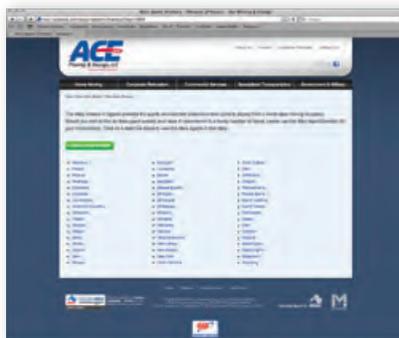
"About Atlas" Brand Page. (required)

This page promotes Atlas via as many internet domains as possible with a consistent, search-friendly message about the Atlas brand.



Atlas Agent Connections Directory. (optional)

This add-on web page improves a site's visibility by connecting it to other Atlas agent websites. Multiple inter-connections move these sites higher in search engine results.



"Real Deal"

Marketing Partnership Brings Referrals to Atlas Agents

Atlas agents have a new reason to smile: referrals from Keller Williams Realty, Inc., the largest real estate franchise company in the United States. Under a new marketing partnership, the Keller Williams clients are eligible for special pricing on Atlas moves and up to \$75,000 in full value protection at no additional cost. The partnership debuted in September at Mega Camp in Austin, Texas, where Atlas exhibited and mingled with the company's top producers. Keller Williams operates with approximately 700 offices and 80,000 associates around the world. To find out more, see:

atlasvanlines.com/kw





Good for the **Long Haul**

Agent Anniversaries
Are A Testament To Success

65
years

Shetler Moving & Storage, Inc.

Shetler Moving & Storage, Inc. (1830), joined Atlas on May 19, 1948. Shetler is a World Class Commitment Award agent with headquarters in Evansville, Indiana, and branch operations in West Chester, Ohio, and in Louisville, Kentucky.

60
years

Paxton Van Lines, Inc.

Paxton Van Lines, Inc. (1610), became an Atlas agent on July 31, 1953. Paxton is a Milton M. Hill Quality Award winner with headquarters in Springfield, Virginia, and branch operations in Sandston, Virginia, and in Charlotte, North Carolina.

55
years

Phil's Transfer & Storage, Inc.

Carroll's Martha's Vineyard Rapid Transit, Inc.

50
years

Weleski Transfer, Inc.

Dodson's Moving & Storage, Inc.
Metropolitan Van & Storage, Inc.

40
years

Mountain States Moving & Storage Company, Inc.

35
years

Stewart Moving & Storage Systems

Pacific Transfer LLC
American Transportation System Corporation

Wagoner Moving Systems, Inc.

30
years

Action Moving & Storage, Inc.

Apple Valley Transfer & Storage, Inc.
American of Virginia, Inc.
DMS Moving Systems, Inc.



Read more about our
veteran and new
agents by visiting:
atlasamplifier.com

Entrepreneurial Insights

New agents & agent expansion.

Since the 2012 Atlas Convention, several new agents have joined the company, while others have expanded operations with new Atlas locations. Why did these businesses choose Atlas? The Amplifier asked them, and here is what they said:



“Atlas is leaps and bounds ahead of the other major van lines with respect to technology, equipment, PVO relations, and quality standards across the board. The good folks working at headquarters in Evansville truly care.”

– Gary Smith, CEO, Modesto Transfer & Storage; Modesto, CA



“Atlas allows our agency to self-pack and self-haul our shipments, and we think this single agency care, custody, and control feature is our biggest selling point with corporate customers.”

– Ron Potter, Managing Partner, Corporate Moving Specialists, LLC; Gray, TN



“Atlas is an agent-friendly carrier that takes great pride in providing excellent service to customers. The agents and Atlas corporate work as a team to solve issues and improve processes that help the entire agent network.”

– Edward Pionke, President and COO, Nelson Westerberg of Virginia; Petersburg, VA



“We chose Atlas because they are agent-owned and -controlled. The decisions that are made are good for the clients, good for the carrier, and good for the agents. That is really good alignment.”

– Daniel Ozburn, Founder and COO, Daniel's Moving & Storage, Inc.; Maryland Heights, MO; Raleigh, NC



“Atlas, and its network of agents, is composed of forward-thinking people with positive, can-do attitudes. The Atlas culture of quality and transparency supports excellent customer service and agent success.”

– Jay Fuson, Owner, Guardian Relocation; Memphis, TN



“Becoming an Atlas agent allowed us the ability to grow and expand with a quality van line that has an excellent reputation in the industry. We were also impressed with the management team in Evansville.”

– Sam Turrentine, CEO, Smith Dray Line & Storage, Inc. Greenville, SC; Rock Hill, SC; Blythewood, SC; North Charleston, SC; Candler, NC



“I was affiliated with another van line for 34 years. But after visiting Atlas in Evansville and meeting with the management team, the decision to join Atlas was a no-brainer. As an agent-owned van line, Atlas does business the way I've always thought it should be done.”

– Craig Slater, Slater Transfer & Storage; St. George, UT; Las Vegas, NV



“This year, we grew with new locations in Seattle-Tacoma and Colorado Springs. As an Atlas agent, we enjoy the kind of support that enables our business to expand at a time when many others are experiencing contraction.”

– Jon Schroeder, President and COO, Atlantic Relocation Systems; Tacoma, WA





Awesome After Hours

Titan Works Around the Clock to Ensure a Flawless Final Mile for AGI, Samsung, Best Buy®

In a span of less than two weeks, Titan's final-mile teams delivered, assembled, installed and tested gleaming displays in nearly 400 retail locations. Titan professionals approached this massive rollout like they do any other, with an obsession for detail. AGI In-Store designs, develops and manufactures retail displays for some of the world's most captivating brands. Earlier this year, after winning a contract for Samsung, AGI turned to long-time logistics partner, Titan Global Distribution, for the transportation and final mile.

In March, Titan's logistics experts met with AGI at its Forest, North Carolina, headquarters. The teams reviewed the installation process, the map, and all the tasks for a successful rollout. They zeroed in on 13 days in late April and early May.

"The most unusual aspect of this job was that all the installations took place in malls, before and after hours," says Mark Sesti, Titan Senior Account Executive.

Titan organized a distributions plan and shipped the truckloads of fixtures from North Carolina to designated warehouses. From there, 85 installation groups, consisting of one or more two-man teams, picked up the unassembled displays and delivered them to Best Buy® Mobile Stores — 396 locations in malls across the country. Several Atlas agents took part in the effort; some handled installations, and some received and warehoused materials for other teams.

"Our Atlas agent partners understand our need for a flat rate on this kind of project," says Mark. "And they are willing to literally 'go the extra mile' to take care of store locations in their areas."

Most of the stores received a four-foot fixture, which was packaged in one carton and weighed 400 pounds. It took a team approximately 2.5 hours to complete the installation. Some stores received an 8-ft., 12-ft., or 20-ft. display.

"As expected, Titan did not disappoint," says Marty Likowski, Director, External Business Unit, AGI In-Store. "They were flexible and responsive to last-minute schedule changes from the client. AGI certainly values our relationship with Titan Global."

"As expected, Titan did not disappoint. They were flexible and responsive to last-minute schedule changes from the client. AGI certainly values our relationship with Titan Global."

— Marty Likowski, Director, External Business Unit, AGI In-Store



Stan Eisen, Titan's Senior Director of Operations, mans the "war room." Installation teams worked after mall closing hours, and Titan team members were on duty around the clock to monitor their progress and provide assistance. "Our installer network has a sterling reputation in the industry," says Stan. "We have great men and women."





HOW HIGH IS THE SKY?

Satisfying your transferee while complying with your policy.

Avail Move Management, an Atlas company, works hand-in-hand with Atlas agents on national accounts to provide “satisfaction for your transferees, compliance with your policy.” As you will see, they live up to this promise with exceptional customer service.

When it comes to customer service, there may be a limit to how far anyone can go. But, as the Avail customer service team knows, there is no limit to how hard you can try.

“Every move is different, and there is always a new problem to solve,” says Angela Egnew-Groves, Supervisor of Customer Service.

“When customers ask us to go outside the box, we do whatever it takes to answer them.”

For example, says Angela, customer requests don’t always come during regular business hours.

“My customer was scheduled to pack on Monday, and he

emailed me on Saturday to let me know his closing had been postponed. Working from home, I was able to put his move on hold before the van operator left. We eventually rescheduled a time that worked for him.”

Another customer was worried about exceeding a company cap on move expenses. Angela reviewed the shipment details to look for ways he might save.

“Customers are sometimes willing to handle certain tasks themselves, to stay within their allowance,” says Angela. “I may advise them on how they can save by taking apart a treadmill, holding a moving sale, or donating items they do not need.

In this case, Angela suggested how the customer could save by handling part of the unpacking. “They stayed within budget — and thanked me for the extra help.”

David Fisher, Customer Service Coordinator, recalls a recent customer’s move that quickly turned into three moves.

“The wife stayed at origin to work for a while, and I coordinated her move into a temporary apartment,” says David. “I arranged for the remaining household items to go into storage. When the husband found a permanent residence at destination, I coordinated the delivery of goods from storage and from his apartment.”

With phone calls and emails popping like popcorn, David stretched to keep the service chain synchronized—PVOs, Atlas operations, and third-party providers.

“The customer told me their relocation went much smoother than they expected,” says David. “I’m proud to have played a part in it.”

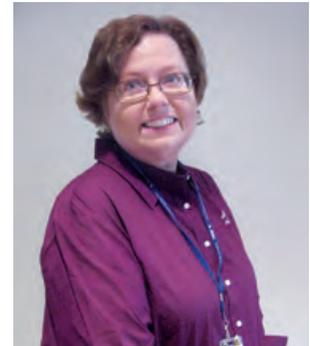
Sometimes, Avail coordinators rely on the

eyes and ears of the Professional Van Operator to finesse a solution on the spot.

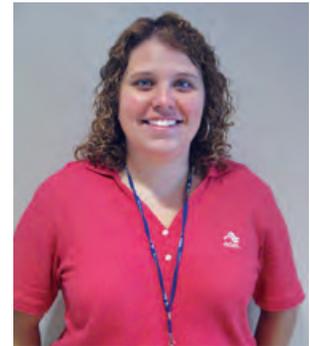
“One of my customers had several pieces that required crating,” says Amy Keane, Senior Customer Service Coordinator. “But when the PVO saw what was involved, he alerted me it would exceed the cost limit for crating.”

Consulting with the customer and PVO on the job, Amy found a way to keep crating within budget. For some items, the packers could use less costly mirror crates. For others, they could safely gang two pieces in one crate.

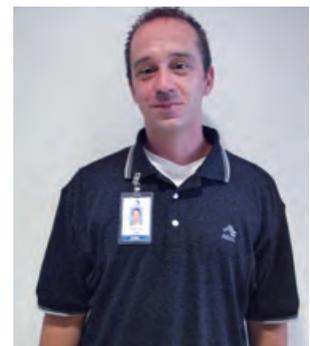
“When you look hard enough at any problem, you can usually find a solution that works for everybody,” says Angela. “We never stop looking, because we want to keep our customers happy. It’s especially gratifying when they relocate again with the help of Avail — and even ask for one of us by name.”



Angela Egnew-Groves,
Supervisor of Customer Service
for Avail Move Management



Amy Keane,
Sr. Customer Service Coordinator
for Avail Move Management



David Fisher,
Customer Service Coordinator
for Avail Move Management





ASSIGNEE HOUSING IN EUROPE: WHO DOES WHAT?

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

"Country to country, even within countries, each area has its own tenancy laws," says Cornerstone's Anne Weissenrieder, Director, Global Mobility Services. "Depending on where you're looking, the manner of communicating and providing services can differ."

Anne works from the company's office in Frankfurt, Germany. As the primary contact for European assignees, she helps them with home searches, settling-in services, visa and immigration requirements, and language and cultural training.

"Typically, the relocation counselor oversees the whole relocation process for the assignee," says Anne. "The relocation consultant researches properties, explains the market and pricing, arranges appointments and organizes settling-in services."

By contrast, she says, the real estate agent offers properties, arranges viewings, and handles lease negotiations. The process may also involve a property manager or a landlord, who may or may not be the legal owner of the property. In some areas, the property manager cannot also be a real estate agent.

"Finding housing in the UK, Belgium and France may involve yet another professional—an inventory clerk, who performs an intensive walkthrough."

HOUSING COSTS CAN DIFFER WIDELY.

"Many people prefer city living for the quality of life, business opportunities, and social and leisure activities," says Anne. "However, rent is generally much higher than in the suburbs or in the country. And there can be extreme differences by location. You might pay 5,000 Euros per month in Moscow for a two-bedroom apartment that would cost you 1,000 Euros in France."

If you have children, Anne advises, be aware that most state schools are not obliged to accept registrations when a family's permanent residence and the school are not in the same district. However, this is not a factor for international schools. "If schooling is an issue, consider it carefully before securing a property," says Anne.

And what about furry family members?

"For smaller pets, like a hamster, it's usually not necessary to request the property owner's permission," says Anne. "A cat or dog is usually allowed, except in the inner city, as long as the property owner approves."

But there is a caveat: If your dog's barking disturbs the neighbors, the property owner can retract permission at any time.

"Before you head off on a European assignment with a lively dog, you may want to consider a hamster instead."

CORNERSTONE EARNS TOP HONORS FROM HRO TODAY

HRO Today magazine has awarded Cornerstone Relocation Group the 2013 Baker's Dozen Award for superior customer satisfaction. The award recognizes relocation service providers based solely on customer feedback in three areas: breadth of service, deal size and quality of service.

"We are pleased to receive this recognition," says Janelle Piatkowski, President & CEO of Cornerstone Relocation Group. "It's a testament to our staff's total commitment to outstanding service."





International Reassurance

Atlas professionalism overcomes “fear factor.”

After moving to South America with Atlas International, Rick Jones is a believer in the Atlas brand and the service it represents.

Rick Jones has an adventurous spirit. When he decided to retire a few years ago, Rick and his wife, Ellen Bryson, saw Argentina as the ideal place to live. And though Rick had made several international moves during a career in the military, this would be his first time to go new places on his own nickel. The unknowns made it more than a little daunting. It was downright scary.

“I was petrified,” says Rick. “I started by researching international moving online. I learned a lot about what to look for in a mover, starting with ISO certification. I found seven companies in the Washington D.C. area who met the standard.”

With his military experience, Rick knew that shipping cost is determined by shipment size. He also had a good idea of the weight and “cubes” (volume) of his goods. So he called the movers on his list for estimates. “Atlas was one of three movers who agreed to give me an idea of cost over the phone,” says Rick.

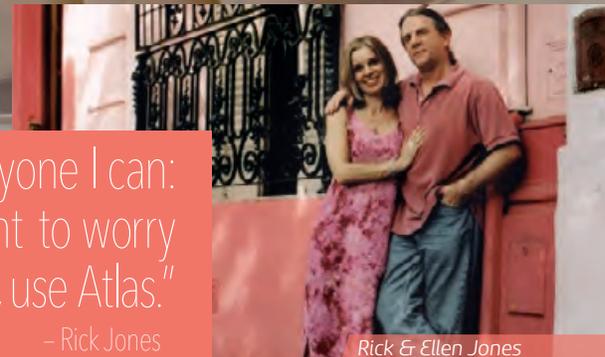
He whittled the list to two, and ultimately decided to go with Atlas after he talked with the people who would handle his shipment at both origin and destination.

“Atlas got me into my comfort zone,” says Rick. “Everyone we dealt with, especially Julia Ives (Sales, Paxton Van Lines 1610), Matthew Hagenah (Partner Director, Atlas International), and Daniel and Noelia Oviedo (Sales, Argenmove) knew what they were talking about and were willing to take the time to explain the processes to me so I knew what to expect.”

Rick even had the opportunity to meet with the folks at Argenmove, Atlas’ partner provider in Argentina, beforehand.

“They were completely helpful, absolutely fantastic,” says Rick. “Any doubts I had about getting good service in Argentina vanished.”

When Rick and Ellen arrived at destination, they moved into temporary housing until renovation of their apartment was complete. When at last they took possession of their permanent residence, the destination crew made the move-in easy—even with many carries up the apartment building’s spiral staircase. Argenmove also supplied a translator to relay instructions from Rick to the Spanish-speaking crew.



“Now, I tell everyone I can:
If you don’t want to worry
about anything, use Atlas.”

– Rick Jones

Rick & Ellen Jones

About a year after Rick and Ellen had settled in, a funny thing happened. “I realized I wasn’t ready to retire,” says Rick. The adventurous spirit stirred, and the two decided to move again. Rick, a data management consultant, took a consulting job in San Diego, and the couple returned to the U.S., and made the decision to use Atlas International and its partners yet again. Since the move to Argentina, Rick and Ellen have moved with Atlas two more times, and they are planning their next upcoming domestic move with Atlas Van Lines.

“Atlas International showed they cared about us and our move,” says Rick. “I was full of anxiety and a lot of questions. But Atlas kept us in our comfort zone with accurate, complete and timely information. Everyone worked hard to address my concerns, and I knew what to expect every step of the way. Now, I tell everyone I can: If you don’t want to worry about anything, use Atlas.”



See more photos from the Jones’ Argentinian move by scanning above or visiting:
atlasamplifier.com



BIG BIKE TEAM GETS BIG RESULTS

In June, Atlas Canada employees climbed aboard a 29-seat “Big Bike” and pedaled through the streets of Oakville, Ontario. Their mission: to raise money for families affected by stroke and heart disease.

The ride was Atlas Canada’s second appearance in the annual event supporting Canada’s Heart & Stroke Foundation. Funds help the foundation fulfill its mission for research, health promotion and patient advocacy. Last year the Atlas Canada team raised \$6,900. This year they brought in \$7,193.

This year’s ride was of special importance to Bob Clark, President & COO, Atlas Canada. Last November, Bob suffered a stroke. Now back to work, he continues a rigorous schedule of therapy. His recovery is a testament to the good work the Heart & Stroke Foundation does to advance treatment and rehabilitation programs. Read more about Bob’s experience as a stroke survivor in the digital version of Amplifier by visiting: atlasamplifier.com





The Atlas Canada Big Bike Team pedals through the streets of Ontario with Bob Clark, Atlas Canada President, at the helm. Bob was the team's leading fundraiser with \$3,000 in personal sponsorships. Rick Bubnick, Director of Quality, was the second leading fundraiser with \$1,265 in sponsorships. "Everyone had fun and a good workout, too," says Rick.



See the bike team in action by scanning above or visiting: atlasamplifier.com

DID YOU KNOW?

About 50,000 strokes affect Canadians every year, and about 315,000 Canadians are living with the effects of a stroke. In the U.S., a stroke occurs every 40 seconds and is the fourth leading cause of death.

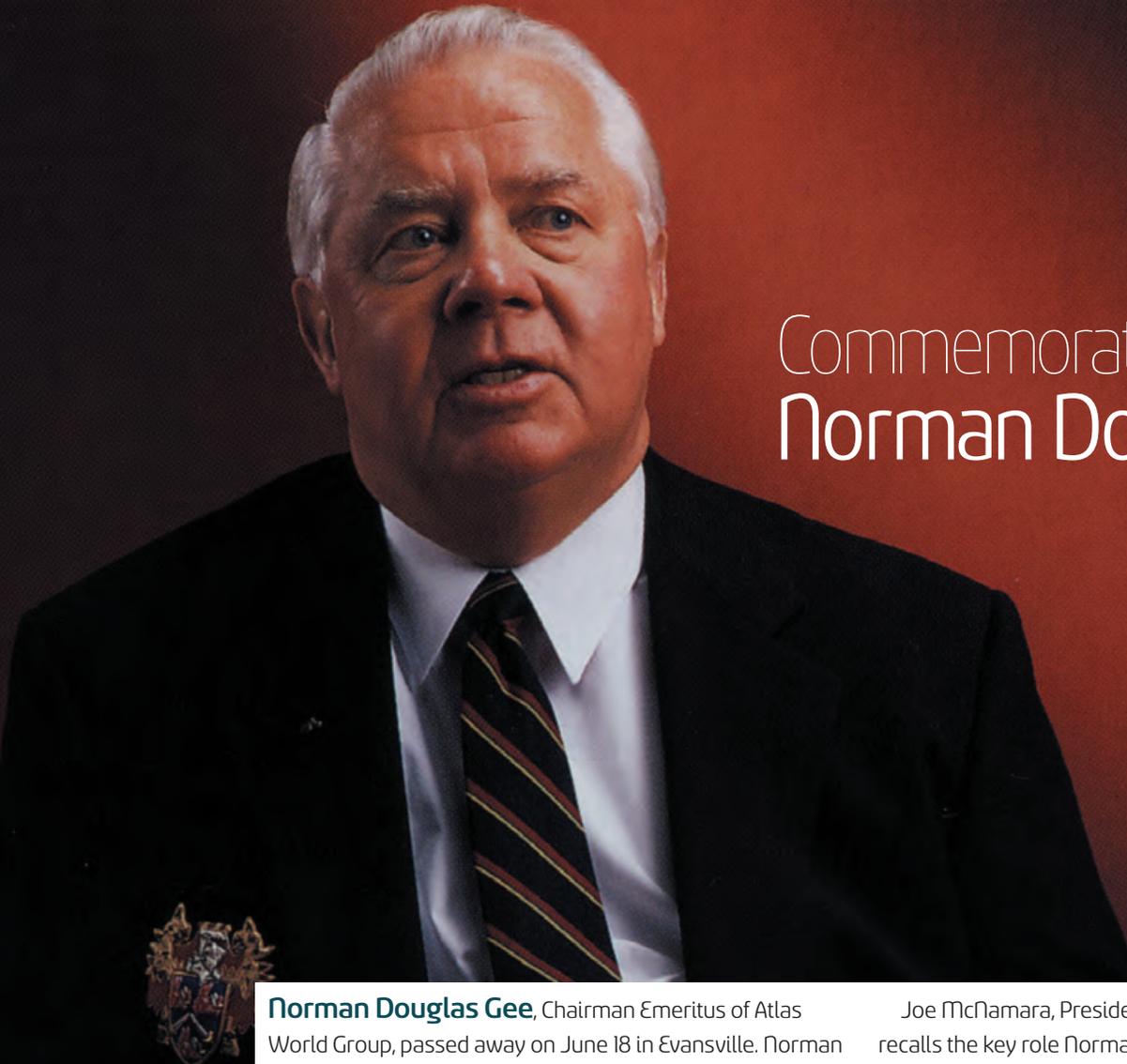
Learn about strokes, warning signs and prevention by visiting:

- Canada Heart & Stroke Foundation: **HEARTANDSTROKE.COM**
- American Heart Association: **HEART.ORG**
- American Stroke Association: **STROKEASSOCIATION.ORG**

TRUCK FOR CHARITY.

In July, the Atlas World Group Board of Directors met at the offices of Atlas Canada. They took the occasion to admire a vintage Ford truck, repainted in Atlas colors from yesteryear. Atlas agents in the Toronto area, who hosted the Annual Atlas Convention in October, painted the truck to commemorate the company's 50th anniversary. The truck was raffled off at the convention to raise money for charity.





Commemorating a Leader Norman Douglas Gee

1930 - 2013

Norman Douglas Gee, Chairman Emeritus of Atlas World Group, passed away on June 18 in Evansville. Norman was born in 1930 in Toronto, Ontario. After earning a Certified General Accountants Associates Degree, he began his career in transportation with Inter-City Truck Lines Limited. Norman emigrated to the U.S. and became a citizen in 1973. He joined Atlas in 1979 as Treasurer and Vice President of Finance and was named President, Chairman and CEO in 1989. Norman served as chairman of the board of the American Movers Conference (now AMSA) from 1989 to 1991. He retired from Atlas in 1997.

Joe McNamara, President of Certified Van Service (598), recalls the key role Norman played with Atlas in the 1980s, when the company was purchased by an outside firm.

"When Wesray took over ownership of Atlas, they retained Norman, but in a lesser capacity," says Joe. "Those of us organizing the buyback and return to agent ownership knew he was the right man for chairman. He was well liked and respected by everyone. He got us up and running, just as we counted on. And he served a great tour of duty."

Norm had a lighter side, too. Sue Chandler, Events Planner, Atlas Van Lines, reported to Norm for nine years, and the two worked together on planning the annual Atlas Convention and Forum events.

"Norm was an avid IU football fan, and I am a Purdue fan," says Sue. "One Monday, following a weekend during which the Boilermakers beat the Hoosiers, I glanced at him as I entered the office. Before I could say a word, I heard, 'Shut up.' It was a crabby concession. And it tickled me."

"I was fortunate to have known and worked with Norm during his years with Atlas," says Glen Dunkerson, Chairman and CEO, Atlas World Group. "His guidance was critical and helped our company grow and prosper. Atlas will miss Norm, but Heaven now has a good 'mover' on God's team."



"Atlas really is one family, and that Atlas family has but one primary constituency to satisfy: our customers."

– Norman Gee,
(Atlas Amplifier, Summer 1989)





Norman attended St. Paul's Episcopal Church in Evansville and had served on the board of St. Mary's Medical Center Foundation. He was a Sagamore of the Wabash and a member of The Dickens Fellowship. He is survived by his wife of 63 years, Catherine (Davidson) Gee; three children; four grandchildren; and four great grandchildren.

Memorial contributions may be made to:

American Heart Association
3816 Paysphere Circle,
Chicago, IL 60674

or

Parkinson's Disease Foundation,
1359 Broadway, Suite 1509,
New York, NY 10018

Forever in Our Memories

Toni Bassinger

63, passed away July 15, 2013 in Terre Haute, IN. As a former employee of Atlas Van Lines, Toni relocated to Atlas International in 1997 to help start up the Atlas International office in Seattle. She was a customer service manager.

Michael Cody

62, passed away June 8, 2013 in Evansville, IN. Michael retired from Atlas Van Lines as an IT Developer after 13 years of service.

Donald G. Ford

75, passed away on April 23, 2013 in Apple Valley, CA. Donald's career began in 1974 and spanned time as a household van operator for Ace Relocation Systems and most recently as an STG van operator for Atlas.

Jim Shaughnessey

59, passed away July 23, 2013 in Stow, MA. Jim had served as the General Manager at John Palmer Moving & Storage in Acton, MA for the past 27 years.

Paul Edward Smithhart

74, passed away on June 29, 2013 in Evansville, IN. Paul had worked for Ace of San Diego, CA, Shetler Moving & Storage and Atlas Van Lines for more than 42 years.

Wanda Young

74, passed away on May 26, 2013 in Boonville, IN. Wanda retired from Atlas after 44 years of service.



SHARING IDEAS AT SHRM

“MAKING CORPORATE RELOCATION EASY”

In mid-June, a team of Atlas experts traveled to Chicago to take part in one of the year’s largest professional gatherings, the annual Convention and Expo of the Society for Human Resource Management (SHRM). Now in its 65th year, this event draws people from across industries and throughout the country. The theme of the Atlas booth was “Making Corporate Relocation Easy For You and Your Transferee.” It was a popular draw.

“Many of the professionals I met with were looking to develop a good relocation program,” says John Donovan, Midwest Regional Manager, Ace World Wide Moving & Storage (24). “Some said they have had bad experiences with a current vendor and wanted to know if we had solutions.”

“People shared different concerns, depending on their role in the relocation process,” says John Puscheck, President of Prager Moving & Storage (1555). “The Atlas exhibit provided a good opportunity to listen, ask questions, and offer ideas that answered their expectations.”

Puscheck also took the opportunity to build his professional network. “One of the best things for me was being able to meet and interact with other Atlas sales professionals,” says John.

“Every prospect can be the one we all wanted to meet and develop that relationship with,” says John Donovan. “But working the booth also allows you to meet and share ideas with winning sales professionals in the Atlas System. It’s a good way to become better at your craft.”



Visitors to the Atlas booth at the SHRM Expo learned about “Making corporate relocation easy for you and your transferee.” The Atlas team used the results from the 46th Corporate Relocation Survey to engage visitors in discussions and make many new sales contacts. “This event is remarkable in size and scope,” says John Puscheck, President, Prager Moving & Storage (1555).



Scan to view more photos from the 2013 SHRM or visit our digital Amplifier: atlasamplifier.com

Mark your calendars:

2014 SHRM Convention & Expo

JUNE 22–25, 2014

Orlando, FL

See you there!

GO BOLD

CONNECT • SHARE • LEARN **Atlas FORUM**

Forum energizes creativity and collaboration.

The 46th Forum opened with a directive from Glen Dunkerson, Atlas Chairman and CEO: Don't just think outside the box—completely eliminate the box. These words set the tone for attendees to “go bold” as they listened, learned and shared ideas during Atlas’ signature event on May 2 and 3.

Atlas agents and their guests found themselves challenged by world-class speakers. They gained insights on service from top-ranked Atlas professional van operators. New this year, attendees had the chance to take part in round-table discussions on some of the industry’s hottest topics.

A fresh interpretation of findings from the Atlas Survey of Corporate Relocation was a Forum highlight. Ginger E. Merrick, SCRP, SGMS, Global Mobility Manager with The Coca-Cola Company, was among the presenters.

“Atlas encouraged us to find ways to engage the audience,” says Ginger. “I believe that structuring the session into an open dialog brought a greater depth of understanding to the survey results for all session attendees.”

By her estimation, Ginger has attended the Forum ten times over the last dozen years. She says the event is well worth her time and expense.

“Atlas does a top-notch job in putting this event together,” says Ginger. “I always come away with something I can apply in my profession — as well as new and stronger relationships.”

“The Forum is a great venue to bring clients for an inside view of what Atlas is all about,” says Ann Burkart, National Account Manager, Alexander’s Mobility Services (215). “Each year, I think it can’t get any better than it already is. But it always does.”



“Michael Cavanaugh’s performance was a great way to end a day at Forum,” says attendee Ann Burkart. “Everyone got involved in the singing and dancing...it was wonderful.”



Scan to view more photos from the 2013 Forum or visit our digital Amplifier: atlasamplifier.com



Save the Date

2014 Atlas Forum
April 24 & 25

The Renaissance, Washington DC Hotel
1127 Connecticut Ave. NW,
Washington, D.C.





Atlas PVOs set the "GOLD Standard."

Food, gifts, massages and more. BRAVO is Atlas' declaration of appreciation for PVOs, and it takes shape in a variety of ways throughout the Atlas agent network.



Although they drive trucks, they are much more than truck drivers. They manage crews. They attend to a host of business details. They solve complex moving problems — and make it look easy.

You know them as Atlas professional van operators (PVOs). And during the week of September 16, Atlas and its agents across the U.S. and Canada showed them special appreciation. Whether with donuts, barbecue, weight tickets or other tokens of thanks, agencies large and small did what they could to say: We think you're the best.

Atlas mailed a personal invitation to each registered PVO. The BRAVO website (driveatlas.com/bravo) carried news on all the events, searchable by agency and location.

"No matter where our PVOs may be working, we want to make it easy for them to find a location and take part," says Aaron Chenoweth, Marketing Specialist.

At Atlantic Relocation Systems (1253), PVOs received free weight tickets, hats, T-shirts, and complimentary labor for storage in transit. Lafayette Storage & Moving Corporate

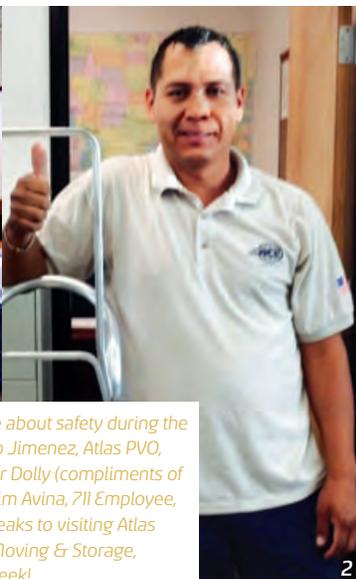
(1262) served up burgers and dogs for lunch. In addition to meals, Ace Moving & Storage, LLC (1406) hosted contests for trivia, packing and pie-eating.

"How to participate is entirely up to each agent," says Aaron. "Some will see quite a few PVOs stop by, others may see only one or two—so there is a lot of variety in the events. The important thing is we each do what we can to say thanks."



BRAVO is Bringing Recognition to Atlas Van Operators. Last held in the spring of 2012, the event has returned to the fall. "With a busy household moving season arriving earlier, September ultimately offers people a more ideal time to participate," says Aaron Chenoweth, Marketing Specialist, AVL.

To show appreciation, Atlas awarded the top 350 revenue haulers an iPad® case—an ideal accessory for using the new AtlasNet® PVO inventory system.



1. A group of drivers and crew learn more about safety during the Shetler 1831's BRAVO gathering; 2. Octavio Jimenez, Atlas PVO, #7131 is a proud new owner of a Magliner Dolly (compliments of Pioneer Packaging in Santa Ana, CA); 3. Jim Avina, 711 Employee, manned the grill while serving rib eye steaks to visiting Atlas PVOs; 4. Bob Shetler, President, Shetler Moving & Storage, shows his appreciation during BRAVO Week!





THE MODERN DAY PVO

Were you to draw a picture of an Atlas PVO, it might look something like this. In an online survey between April and August, Atlas uncovered these attitudes and preferences of our "Kings of the Road." See the full results at: atlasvanlines.com/data

HOW MANY MILES PER YEAR DO YOU NORMALLY DRIVE YOUR TRUCK?

100,000-124,999	14%	75,000 - 99,999	13%
50,000-74,999	40%	LESS THAN 50,000	28%

HOW MANY WEEKS PER YEAR DO YOU SPEND ON THE ROAD?

MORE THAN 40	25%	31-40	27%
20-30	15%	LESS THAN 20	33%

WHAT ARE THE MOST INTERESTING TYPES OF PEOPLE YOU HAVE MOVED?

REGULAR/EVERYDAY PEOPLE	54%
PRO-ATHLETES	41%
MILITARY	29%
ACTORS/ACTRESSES	21%

HOW OFTEN DO YOU STAY AT A HOTEL WHILE TRAVELING FOR WORK?

DAILY	12%
2-3 TIMES A WEEK	15%
2-3 TIMES A MONTH	17%
12 TIMES A YEAR OR LESS	35%

WHAT IS THE BEST PART OF BEING A TRUCK DRIVER?

FREEDOM OF THE HIGHWAY (NOT WORKING IN AN OFFICE)	57%
MEETING/WORKING WITH PEOPLE FROM ACROSS THE COUNTRY	53%
ENTREPRENEURSHIP (RUN OWN BUSINESS)	46%

WHAT IS THE MOST DIFFICULT PART OF LIFE ON THE ROAD?

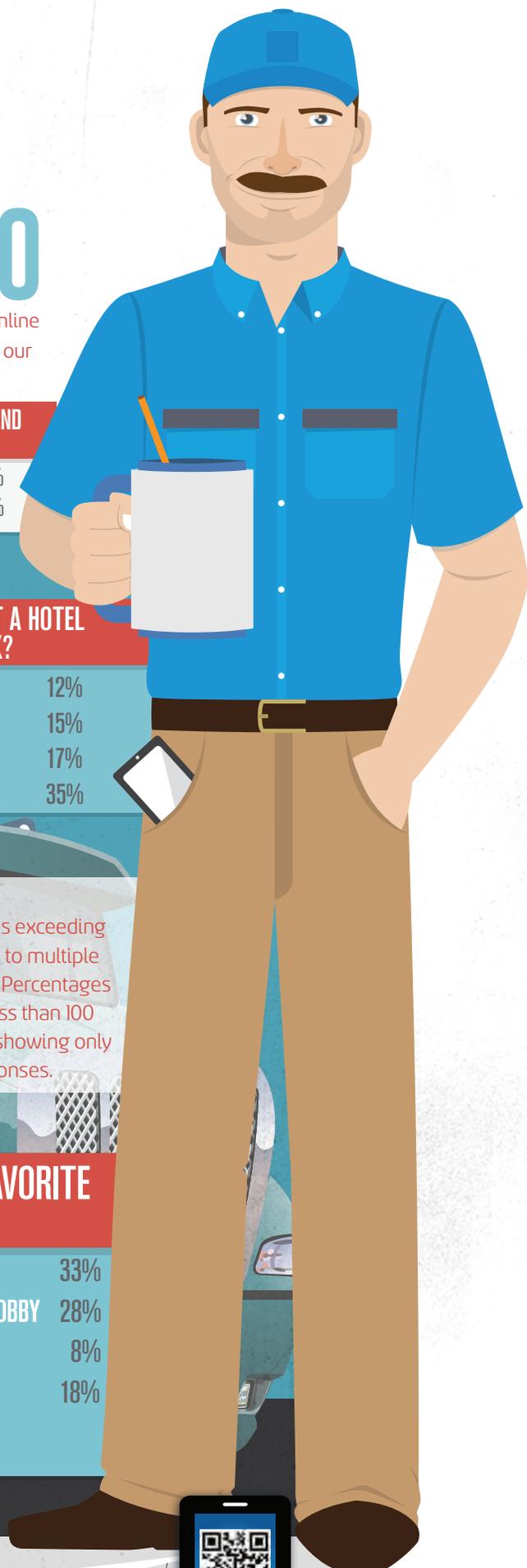
EATING RIGHT	65%
EXERCISE	35%
DOT HOURS OF SERVICE REGULATIONS	35%

Note:

Percentages exceeding 100 are due to multiple responses. Percentages equaling less than 100 are due to showing only select responses.

OKAY, YOU'RE FINALLY OFF THE ROAD. WHAT'S YOUR FAVORITE PASTIME WHEN YOU'RE NOT WORKING?

HANGING OUT WITH FAMILY/FRIENDS	78%	HAVING A RELAXING DINNER	33%
GOING TO A MOVIE	26%	SPENDING TIME ON A FAVORITE HOBBY	28%
NO CONTEST...SLEEP!	18%	OTHER	8%
GOING HUNTING OR FISHING	17%	GOING ON VACATION	18%
GOING TO A SPORTING EVENT	13%		





PRESIDENT'S CLUB

1 HAPPY ISLAND.

4 FABULOUS DAYS.



In March 2014, 15 Atlas agents and their guests will trade the unpredictable winds of late winter for the balmy breezes of the Caribbean. They are the top sales producers in the Atlas agent family. And they will join Atlas President & COO Jack Griffin at the Hyatt Regency Aruba Spa & Casino for the annual meeting of the Atlas President's Club. Congratulations to these professionals for their extraordinary sales efforts.

Attention Atlas Agents:
BEING A MEMBER HAS ITS PERKS:

Login to the atlasloop.com/sales-leaders to see how close you are to becoming the next member of the Atlas President's Club.

2012-2013 PRESIDENT'S CLUB WINNERS

	Salesperson	Agent
Sales \$3,000,000 or more	1 Gary Louderback	Ace World-Wide Moving & Storage
	2 James W. Cole, Jr.	J.W. Cole & Sons, Inc.
	3 Chris Niesner	Specialty Moving Systems, Inc.
	5 Michael Quigley	Ace Relocation Systems Inc.
	6 Don Hill	Alexander's Mobility Services
	7 Tim White	Imlach Group
	8 Larry Lammers	Ace Relocation Systems, Inc.
	9 Ken Imlach	Imlach Group
	10 Keith Morse	DMS Moving Systems, Inc.
	11 Gregg Imlach	Imlach & Collins Brothers, LLC
	12 Fred Paxton, III	Paxton Van Lines, Inc.
	13 Chris Wing	Powell Relocation Group
	14 Jennifer Acosta	Ace World Wide Moving & Storage Co.
	15 Thomas Philbin	Nelson Westerberg
	Sales \$1,500,000 to \$2,999,999	16 Greg Koehlinger
17 Bob Fox		Atlantic Relocation
18 Chet Grisso		Alexander's Mobility Services
19 Donna F. Gann		Nelson Westerberg
20 Richard Clarke		Ace Relocation Systems Inc.
21 Wayne Curtis		Comtrans Ltd.
22 Richard Meyer		DMS Moving Systems, Inc.
23 Michael Donnelly		Wayne Moving & Storage Company, Inc.
24 Jay T. Maynard		Walker Transfer, Inc.
25 Steve Delane		Alexander's Mobility Services
26 Michael J. Boone		Lytle's Transfer & Storage, Inc.
27 David Frank		Alexander's Mobility Services
28 Julie Cibelli		Nelson Westerberg
29 Bob Akers		Nelson Westerberg
30 Jason Steiner		Ace World Wide
31 Carrie Corless		Ace Relocation Systems, Inc.
32 John Dulin		Alexander's Mobility Services



ATLAS SIGNS FOR SUPPORT OF MILITARY MEMBERS

They serve our country. And they deserve our support in the workplace. So, on behalf of the entire Atlas family, Jack Griffin, President and COO of Atlas World Group, signed a statement of Employer Support of the Guard and Reserve. The document affirms Atlas' commitment to employees who serve in the U.S. National Guard or Army Reserve, as well as support for all military veterans in the workplace.

"We're honored and thrilled to ink our pledge to join the Employer Support of the Guard and Reserve's mission," says Jack.

"Atlas has a long tradition of hiring reservists, guardsmen and veterans," says Alex Baird, Principal Deputy Director of DoD Family and Employer Programs and Policy. "Supportive employers like Atlas are critical to maintaining the strength and readiness of the nation's guard and reserve units. By signing this statement of support, Atlas sends a clear message they stand committed to their military employees."



On June 28th, **Jack Griffin**, Atlas Pres. & COO (seated), signs onto the mission of the Employer Support of the Guard & Reserve (ESGR). Standing: **Alex Baird**, Principal, Dpty. Dir., Family & Employer Programs & Policy at OSD Reserve Affairs; **Brigadier General McGoff**, IN Air National Guard; **Phil Wahl**, VP of Avail Move Management; **Stacy Banks**, VP of Finance, AVL; **Mark Speiler**, Sr. VP of Acct./Agent/Claims Svcs.; **Jerry Clewlow**, IN ESGR Area Chair; Seated: **Steve Lynch**, IN ESGR State Chair

HONORING OUR SOLDIERS

Cpl. Charles O. Palmer II made the ultimate sacrifice for our country when he was killed in action in Iraq on May 5, 2007. To honor his sacrifice—and show kindness to active service men and women—Modesto Transfer (1487) hosted the Charles O. Palmer II Memorial Troop Support Program on the second Saturday in May. Modesto employees and community volunteers filled boxes with T-shirts, socks, sun block, dry snacks, DVDs and books. Members of Cpl. Palmer's family joined the effort, as did 12 local Marine recruits. In all, they assembled 61 care packages for soldiers stationed in combat areas overseas.



SCHOLARSHIP WINNER

The Atlas family is especially proud of Lisa Culley, a 15-year employee of Atlas headquarters, for furthering her education. Lisa is a 2013 recipient of a scholarship from the Moving and Storage Institute, the philanthropic arm of the American Moving & Storage Association (AMSA). The \$1000 award will support Lisa's studies in

computer information technology and networking at Ivy Tech College.

Congratulations, Lisa!



On May 13, the U.S. Small Business Association recognized Hopkins & Sons, Inc. (1102) as the 2013 "Delaware Family-Owned Business of the Year." The full-service relocation company, now in its fourth generation of family ownership, has served customers since 1946. Following the award presentation, visitors enjoyed tours of the company's headquarters in New Castle. From left: Mark Pitrizzi, Vice President (4th generation); Catherine Grieco, President (3rd generation); John Fleming, District Director, Delaware SBA.



To view additional photos and more, view our digital Amplifier by visiting: atlasamplifier.com

Keep our service men and

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NIMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger	Nephew	Move Management Coordinator, AVAIL
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westenberg (1517)
Theresa Banta	Neil S. Banta	Son	Regional Zone Planner, Ace Relocation Systems, Inc. (62)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Moving & Storage, LLC (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Carroll Brittell	Colten Powell	Grandson	Customer Service, Ace Relocation Systems, Inc. (75)
	Clayton Powell	Grandson	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage, Inc. (1317)
	Rich Bowman	Nephew	
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings	Stepson	General Manager, Ace Relocation Systems, Inc. (15)
Phyllis Cain	David Lynn	Nephew	Executive Assistant, Ace Relocation Systems, Inc. (62)
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage, Criqui Corporation (1286)
Vivan Dao	Richard Daniel Joyner	Husband	Administrative Assistant, AWG International
	Joseph Hue Nguyen	Uncle	
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers Ltd. (8570)
Nichole Dyke	James L. Shade	Brother	Shipment Auditor, Rating & Distribution Services, Headquarters
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, Imlach Group (1130)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Melanie Freeman	William J. Freeman	Brother	Interstate Operations, Advance Relocation Systems (59)
Debra Hodgson	Jason Hodgson	Son	Customer Service Representative, Atlas Canada
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Greg Hurley	Justin Harpel	Nephew	Van Operator, Ace Moving & Storage, LLC (1407)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Rick Kaster	Raymond Kaster	Son	Operations Manager, Kaster Moving Co., Inc. (1240)
	Jessica Kaster	Daughter-in-law	
Pat Kelly	Justin Casey	Son	Van Operator, Alexander's Mobility Services (207)
Carolyn Kimbrel	Brooke James	Daughter	CSR, AVAIL
	Mark James	Son-in-law	
Audrey Kingsland	Kenneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation, LLC
Teresa Kintop	John Kintop	Husband	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1148)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Moving & Storage LLC (1406)
Brandy Lumbert	Nick Lumbert	Husband	Customer Service Support, Imlach & Collins Brothers (1132)
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters

women in your heart.



Atlas Associate	Service Member	Relationship	Atlas Associate Position
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
	Casey McDowell	Nephew	
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp. (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Carole Overton	Bruce Overton	Son	Log Coordinator, Safety Department, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
Dorrian Pierce	Joshua Pierce	Son	Quality Manager, Ace World Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepson	
	Tyler Calhoun	Nephew	
Amanda Pierce	Joshua Pierce	Brother	Customer Service, Ace World Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepbrother	
	Tyler Calhoun	Cousin	
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Moving & Storage, LLC (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Read's Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida, Inc. (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (1902)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Tammy Teague	Nick Lambert	Son-in-law	Senior Customer Service Rep, Imlach & Collins Brothers (1132)
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation, Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Mike Wathen	Scott Wathen	Son	Retired, IT, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Moving & Storage, LLC (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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



Atlas Honors **JO MARY KIRK**

Communications Manager
Marks **50 Years** of Service.

On June 3, HQ staff came together to salute Jo Mary Kirk, Communications Manager, by celebrating her 50-year anniversary with Atlas. "It was the best day ever, and it meant so much to me," says Jo Mary. "With all the great people I have worked with, it has made my 50 years easy to achieve."

50 years of service is an extraordinary achievement in any career. It's even more remarkable when it is spent in loyalty to one company. But Jo Mary Kirk, Communications Manager, is an extraordinary lady. And she has played a vital role in Atlas' telecommunications efficiency since she joined the company in 1963.

"When I started, there were approximately 100 to 125 employees, and I was the only switchboard operator," says Jo Mary. "The switchboard was a cord board and would only hold 100 extension users.

If we had more employees than extensions, they would share one phone. A few years later, we went to a two-position switchboard with 500 extensions. We would plug the cord into an extension to ring instead of pushing a button, and we dialed the full ten-digit phone number for our employees instead of the three-digit speed dialing as they do today."

In 1981, Jo Mary became manager of the Communications department and oversaw a major upgrade in the phone system, says Jo Mary. "During the summer months, our

operators answer 850 to 900 calls a day. During this time, I help out on the switchboard as well."

Jo Mary takes pride in the fact she helped bring communications systems into the new headquarters in 2000. More recently, she worked with Atlas International on a new phone system for offices in Seattle.

"I am proud to be an employee with Atlas for fifty years, but I feel this also says something about Atlas for being an

"DURING THE SUMMER MONTHS, OUR OPERATORS ANSWER 850 TO 900 CALLS A DAY. DURING THIS TIME, I HELP OUT ON THE SWITCHBOARD AS WELL."

– Jo Mary Kirk, Communications Manager

outstanding company," says Jo Mary.

"Atlas is a great place to work. I enjoy working for my boss, Mike Neeley, and

I have good employees to work with. Most of all, Atlas has a great management and executive staff who know you as a person and not just a number on a time sheet."

"I don't worry about Jo Mary's department, because she is so good at managing it," says Mike Neeley, Vice President and CIO. "She's efficient, dependable, and her work ethic and customer service skills are outstanding. Jo Mary is extremely important to me and to the entire company. I think the world of her. We all do."



View our digital Amplifier to see more photos from Jo Mary's 50 year celebration:
atlasamplifier.com



How a stranger's donation
saved
an Atlas manager's life.

He doesn't know how or why he came down with Crohn's disease and colitis. But for more than 20 years, Hosea Bottley, General Manager and VP International Services with Mitchell Moving & Storage Company (1923), endured their worst—including a slow but certain progression toward liver failure.

"Once or twice a year, I would have to go in for an ERCP," says Hosea. The procedure involved general anesthesia and an endoscope so the physician could navigate instruments to the liver. In Hosea's case, it enabled the removal of strictures that continually formed in the bile ducts and impaired liver function.

"In 2011, my doctor told me I had reached the point where I needed a new liver. So we began the process for getting on the transplant list."

Hosea says the work-up was thorough and very detailed—it took nearly 8 months to complete all the tests. He made it onto the list in March 2012. That fall, he got the news that a liver had become available. He received his transplant on October 16. Now, a year later, he is thriving.

"I feel great. I'm back in the gym working out, and I have the energy to play with my kids. I am truly blessed...I can't thank God enough."

But Hosea's story doesn't end at "happily ever after." He wants you to know how you can make a

difference—maybe even save the life of someone's son, daughter, sister or brother.

"There are people who deserve a second chance at life, and you can give it to them," says Hosea. "Check that little box on your driver's license. Or go online to DonateLife.Net and click the Register Now button. It only takes a minute—but it can give someone a lifetime."



Here, daughters Zehya and Layla share the good news.

In October 2012, Hosea Bottley, GM & VP International Services with Mitchell Moving & Storage Company (1923), received a lifesaving liver transplant.

"Someone made the decision to be an organ donor, and it saved my husband's life.

There's no way any of us can ever repay that kind of gift...except to pay it forward as potential donors ourselves."

— Heidi Bottley, Wife of Hosea Bottley

To learn more about becoming a donor, visit donatelife.net

OR

View our digital Amplifier for more photos Hosea and facts about organ donation: atlasamplifier.com



GOOD LUCK MR. HONZA!

Dick Honza, General Manager, Alexander's Mobility Services (215) has announced his retirement after 35 years in the moving industry. Dick came to Alexander's in 1998, following stints with the Beltmann Relocation Group P.A. and McCollister's Mayflower systems.

"Dick guided our Minneapolis team through several office renovations and into a new facility in Eagan," says Don Hill, President, Alexander's Mobility Services. "He grew the company both in revenue and quality, and was instrumental in making it a perennial Milton M. Hill Quality Award winner. Perhaps most of all, Dick is known for building a team that is passionate... whether it's fundraising to help an employee, or raising money for Make-A-Wish, the Minneapolis team reflects Dick's commitment to our 'whatever it takes' approach. We're thankful for Dick and all he has done."



Dick and Sandy Honza with new grandsons, Abraham (left) and Samuel. Dick has announced his retirement after 35 years in the industry. The Atlas family wishes Dick and Sandy all the best.

DOLPHIN FAMILY MOVE GOES "SWIMMINGLY"

As an Atlas agent since 1951, Canova Moving & Storage Co. (560) has moved thousands of families all over the country and overseas. But last February was the first time to move a family of dolphins.

The Canova logistics team, led by Jeff Dennis, PVO, picked the dolphins up at the Oakland International Airport. The family traveled comfortably in its marine habitat, inside huge glass tanks on an open trailer. Familiar human handlers clung to the sides where the family members could see them and feel at ease.

The California Highway Patrol provided an escort. Per the family's wishes, Canova conducted the move with no publicity, avoiding the distractions that can accompany the public's fascination with dolphins.

"I was a little apprehensive at first, since it was my first time to move a family of dolphins," says Jeff. "But I'm pleased to say the entire move went swimmingly."

P.J. WELCH NAMED CHAIRMAN OF THE CMSA

Outgoing California Moving & Storage Association Chairman Rick Hosea (left) hands incoming CMSA Chairman P.J. Welch the ceremonial gavel during the Chairman's Ball at the 2013 Convention in Santa Barbara on April 19. P.J. is Vice President of Cardinal Van & Storage (571). "The CMSA is a valuable tool that can help make us better movers and improve the bottom line," says P.J. "I look forward to the responsibilities of serving this organization as chairman."



ABOVE & BEYOND

Guardian Relocation of Indianapolis (1032) is the F.C. Tucker Home Services "Company of the Year." The real estate firm presented the honor on March 5 during its annual banquet and award presentations. Criteria for the award include exceptional service, stellar customer and staff ratings, and superior business practices.



From left: Teresa Alles, Guardian Relocation; Chris Smith, Guardian Relocation; Valerie Hayes, F.C. Tucker Company; Pat Purdue, F.C. Tucker Company.

On June 6, Personal Movers held an open house and cut the ribbon on a new warehouse. The facility is located in South Lawrence, Massachusetts, with convenient access to major highways. It provides 30,000 square feet of secure storage, including climate- and humidity-controlled space.



Don Knapp, Personal Movers GM, Marcos Devers, MA State Representative; Terry Cappuccio, Personal Movers Sales Mgr.; Forrest Manning, Personal Movers Principal; Joe Bevilacqua, Merrimack Valley Chamber of Commerce President; Mark Spiehler, Atlas Senior Vice President of Account/Agent/Claims Services; Barry Feingold, Massachusetts State Senator.



THRIVING IN HAWAII

Pacific Transfer (1579) is growing to keep up with demand on the bustling island of Oahu. An Atlas agent since 1978, the company operates three locations on the island. This summer, it consolidated its moving operations at one location with new offices and an expanded warehouse.

"Moving represents about 40 percent of our volume," says Alvin Tanaka, President and CEO, Pacific Transfer. "We also provide commercial warehousing, trucking, and freight delivery for large retailers on Oahu and throughout Hawaii."

The company hauls about 250 containers a day for retailers: pier to store, warehouse to store, and store to store. Alvin's three children and son-in-law also work in the business, which employs 125 and maintains 100 pieces of equipment.

"Being an Atlas agent has been a good partnership," says Alvin. "All the people we deal with at Atlas—in Seattle, Evansville, and throughout the agent network—are trustworthy. We value that trust and see it as important to our success."



Scan to see more photos about both stories or visit: atlasamplifier.com

RECORD-SETTING PACE

"Giving back is integral to our corporate mission."

- Glen Dunkerson, Chairman & CEO, Atlas World Group.

A single mother needs diapers and formula. An elderly man wonders how he will pay for medicine for his ailing wife. A family struggles to make ends meet when the father loses his job.

Atlas is again stepping up to help its community as a Pacesetter Company for the United Way of Southwest Indiana. For the third year, Atlas joins select employers who "jump start" the annual fundraising by their example and influence.

BIGGEST GIFT EVER

"Atlas is pleased to support the United Way this year with our biggest gift ever of \$105,000," says Glen Dunkerson, Chairman and CEO. "This includes over \$72,000 raised by Atlas employees."

"Giving back is integral to our corporate mission," says Glen. "Nobody understands this better than Atlas employees. Their generosity and dedication make me proud."

66 ATLAS TRAILERS. 138,460 MEALS.

In May, Atlas headquarters answered an urgent call for food from the local United Way. Atlas stationed trailers throughout the community for a week-long collection of shelf-stable items. Donations by Atlas employees were among the top three of the several dozen companies that participated in the drive. Atlas delivered the trailers of food to the Tri-State Food Bank, which helps feed families in need.



Abigail Coon (right), Credit and Collections, with a student from the University of Southern Indiana, entertains little ones at St. Vincent's Day Care Center.



Atlas employees take part in the United Way Day of Caring in early September.



Tracks

Atlas Service is Appreciated

**Re: Kevin Grant & Jeanette Dousharm
Ace Relocation Systems, Inc. (62)
San Diego, CA**

**Dewayne, Natalie, Stokley, Alex,
David, Terry, LaMont & Torrez Nunn
Ace Relocation Systems, Inc. (43)
Kent, WA Kassim Afo-Ogbo**

I am writing this letter of appreciation to thank both of you and your team for the excellent service provided to my husband and I during our recent move. Your dedication in providing us with high quality service and follow up was greatly appreciated.

The Kent Team was excellent. We can't thank Dewayne Polley enough for his "many" trips to our house with supplies and assistance when requested. All of the Kent team (Natalie, Stokley and others) supported us. Milt's unplanned open heart surgery created many difficulties for our family and the whole Kent Team was there to assist us with your guidance.

The packing team of Alex, David, Terry, James and LaMont did a great job packing us and moving our goods into storage. Their patience and assurance with my many questions and concerns was commendable! The team took great care of making sure that I was satisfied with the packing of some very special pieces of furniture. Alex even lightened things up by creating a 5 minute work of art on the packing paper of one of our pieces of furniture (which our grandson took off and saved!)

Our delivery of household goods also went very well with Torrez Nunn and Kassim Afo-Ogbo. They provided excellent service in unloading our goods, ensuring that the furniture or boxes were placed where we indicated. Their patience and

endurance is to be commended. They worked continuously until the job was finished, ensuring we were satisfied.

Our entire move, orchestrated by both of you, was a wonderful experience. Please pass our thanks along to your staff and the Kent staff for their excellent service. We will highly recommend Ace Relocation to everyone. If we ever move again, we will select Ace Relocation for all our moving needs. A very sincere thank you to both of you and your team.

Sincerely,
June Alexander

**RE: Richard Meyer, Kathryn Phillips,
Tim Snyder Brad, Charlie, Cathy
& Kristen
DMS Moving Systems (800)
Canton, MI**

I wanted to drop you a note to thank you for such outstanding service during our move from Washington, DC to Dallas this summer. I have been a GE employee for over 20 years and have moved over 5 times during my tenure. I have actually had very good experiences in my prior moves, but you guys just reset the bar to new heights.

I want to particularly point out how outstanding the crew you sent out to us was (Tim, Brad, Charlie, Cathy and Kristen). There are so many adjectives that I can use to describe them (all positive, of course)... professional, personable, driven, dedicated, hardworking are just a few off the top of my head. Tim and the team became part of our family for the 2 weeks we spent together and we were actually upset to see them go (in fact my wife has kept in contact with Cathy since!). Simply said, not only are they good at their job, they are good people.

I really felt that this was a challenging move...we have a lot of furniture, there was a ton of wrapping (in fact Tim said in all his years he had never seen so many plates), breakables, separate storage facility to deal with, and oh yeah, it was hot, real hot. I never heard even a hint of a complaint from anybody on the team. In fact, I can't say that I have ever seen a harder working group so dedicated and proud of their work in all my years.

I could go on and on, but I think that you get the point...we are thrilled. Thank you for sharing your best with us and making our move such a success.

Best Regards,
John Crosby

**RE: Mark Bowser & Wendy Gibson
Imlach Group (1130), Trenton, MI**

We wanted to let you know what a wonderful experience we had with Mark Bowser and his associates on our move from Zionsville, Indiana to Covington, Louisiana.

This group was so professional. Everyone quickly learned our names and the names of the rooms. As we have been unpacking items, we have noticed the care they took with everything. Of course, damage does occur but we expected this. We loved the fact that the crew was at the packing end and the unloading end and they made sure that everything was put in its place before leaving. They all shook our hands and made us feel like they truly cared for us and our belongings.

We just want to thank you for this great move experience and for the team of Mark Bowser. We felt it was one of the easiest moves we have made and it all had to do with the Imlach Group. Thank you so much.

Sincerely,
Ken and Sheri White



**RE: Joseph Bernard,
Ace World Wide Moving & Storage
Co. (16) Elgin, IL**

I wanted to take the time to write a letter of appreciation to the driver and crew who moved my family from St. Cloud, FL to Rogers, AR in April.

The decision to move from FL to AR was a hard decision, as my husband and I loved living in FL. We moved so our 4-year-old son could be closer to family as he grows up.

Needless to say, this move was very emotional and stressful for my husband and me. The crew that showed up in Orlando to move our belongings was amazing. Joe Bernard was the driver, and his assistant was Ray. I apologize, but I do not remember Ray's last name. Sorry Ray.

They were very professional and kind. They were very careful with our items. We really appreciate that because we had heard such horror stories from people that had moved in the past.

Please make sure that Mr. Joe and Mr. Ray receive our sincere gratitude for a job well done!

My husband and I will recommend Atlas moving company to anyone who is moving. We already have!

Thanks Joe and Ray for doing such a great job!

Sincerely,
Cindy and Brad Fogg

**RE: Edward Tunyla, Rick & Eric
Nelson Westerberg (1523)
Somerville, NJ**

I wanted to take a moment to recognize Edward Tunyla of Nelson Westerberg and his team, Rick and Eric.

This is our fifth corporate relocation and the service and professionalism of Eddie and his team exceeded all our

expectations...and you know I have very high expectations when it comes to moving my family.

Eddie was a complete professional from the start. He took the time to introduce his team and explain the packing procedure up front. He took great care to ensure the move site was prepared and secured. He and his team were extremely conscientious and flexible as we sorted through the chaos of our move and what items would go where (Air, Sea, Storage, etc.). We were kept informed of progress every day and we never experienced any surprises.

When complications developed (as they always do) he was creative and results oriented. He quickly found solutions that got the job done. He was particularly helpful coordinating the entire relocation team when other service vendors (washer/dryer disconnect/hook up teams) fell short in their responsibilities. His customer service focus was outstanding. I would recommend Eddie and his team to anyone who needs a move executed with precision.

Thank you for assigning Eddie, Rick and Eric to our move. We were more than satisfied.

Kind Regards,
Kevin

**RE: Eddie Goodwin
Paxton Van Lines, Inc. (1610)
Springfield, VA
Kristy Battle
Paxton Van Lines of NC, Inc. (1614)
Charlotte, NC**

EJ, our van operator, was AMAZING, professional, reliable and friendly. He displayed organization, ownership, responsibility and strong leadership of both origin and destination teams. Great at

communicating and keeping us informed knowledgeable. Timing was great, goods at all times. Kristy Battle was also phenomenal at both her scheduling, follow through and follow up. Friendly, warm and knowledgeable. Timing was great, goods arrived intact and the team helped us unpack. A HUGE help, btw. Wouldn't have changed a thing. Highly recommend.

Kristine Dale

**RE: Michael Turner,
V. Santini, Inc. (1777)
Mt. Vernon, NY**

Thanks for reaching out. We are slowly but surely getting ourselves settled in. As for Michael and his crews (both up in NY and down here in FL), we could not have been more pleased. Michael was calm, cool, professional and unflappable from start to finish. And his guys showed up on time, worked hard, and were always courteous and in good spirits. As I'm sure you can appreciate, this was a very stressful time for us – but Michael and his team did everything possible to alleviate our stress and let us focus on the kids and other concerns.

Thank you again for such a great moving experience. Should anything else arise, I'll be in touch.

Rick

**RE: Ed Peterson & Barbara Reynolds,
Atlantic Relocation Systems (1038)
Phoenix, AZ**

Melanie...I wish there was a way to thank every employee of Atlas for their wonderful professionalism. At a time when I was going through a very hard time having lost my wonderful husband, Paul, everyone from Ed Peterson until the move was completed was truly a blessing to me. Barbara was more amazingly patient than



I can explain, and the men who packed my things, as well as the men who moved and unloaded them were kind, helpful and again, very patient.

You can be sure that I will refer anyone I know who has to move to Atlas. I might even refer people who I just want to get rid of to call Atlas. :)

Thank you again and please be sure to pass along my appreciation.

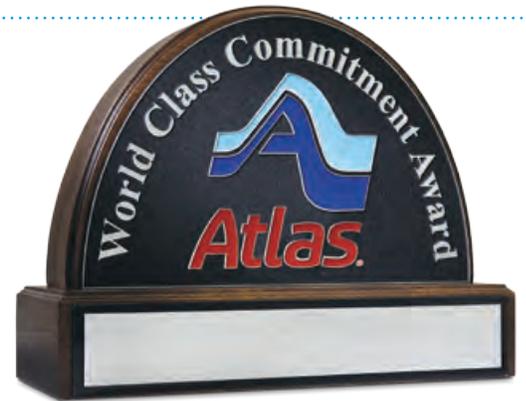
Valerie Wentzel

**RE: Jim Murphy, Nikki Hawkins
& Alan Parks
Golden Van Lines, Inc. (991)
Longmont, CO**

Wanted to thank each of you and your team for delivering on your contract for getting all of our stuff to NH. On both ends of the move everything went really well. Each team worked very hard and did a great job. Alan was a very pleasurable team leader that just plain got the job done. Congrats and thanks again for getting everything here before I had to go to work and helping to keep me from missing a week of work.

I will be highly recommending your company again to anyone I know who needs a quality moving company that delivers a quality move. If any of your potential clients need a personal referral, use me as a reference. I know your industry has a lot of bums, cheats, & individuals who do not follow through with their commitments. I was very nervous in selecting a moving company and had selected two other companies before Golden Van Lines. At the 11th hour, I came across other experiences that caused me to realize I was at high risk so I pulled the plug and was so glad to find your company.

**With Best Regards,
Stewart & Monique Putz**



Your 2013 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.

Atlas Milton M. Hill Quality Award

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

Atlas World Class Commitment Award

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

Atlas STG Quality Award

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

Ace World Wide Moving & Storage Co.
(16) Elgin, IL
Ace World-Wide Moving & Storage Co., Inc.
(24) Cudahy, WI
Ace Relocation Systems, Inc.
(25) Long Beach, CA
Advance Relocation Systems
(59) Baltimore, MD
Ace Relocation Systems, Inc.
(62) San Diego, CA
A-1 Movers, Inc.
(68) Superior, WI
Alexander's Mobility Services
(207) Tustin, CA
Alexander's Mobility Services
(208) Hayward, CA
Alexander's Mobility Services
(210) Portland, OR
Alexander's Mobility Services
(214) Baltimore, MD
Alexander's Mobility Services
(215) Eagan, MN
Alexander's Mobility Services
(216) Poway, CA
Alexander's Mobility Services
(217) Nashville, TN
Alexander's Mobility Services
(218) Garland, TX
Action Moving Services, Inc.
(238) Burnsville, MN
Collins Brothers Moving Corporation
(547) Larchmont, NY
City Transfer & Storage Company
(630) High Point, NC
DMS Moving Systems, Inc.
(800) Canton, MI
Herren's Twin City Moving & Storage, Inc.
(831) Lafayette, IN
Daniel's Moving and Storage, Inc.
(875) Phoenix, AZ
Golden Van Lines, Inc.
(991) Longmont, CO

Atlantic Relocation Systems
(1021) Houston, TX
Winter Moving and Storage, Inc.
(1077) Bentonville, AR
Imlach Group
(1130) Trenton, MI
Imlach & Collins Brothers, LLC
(1132) Dallas, TX
Atlantic Relocation Systems
(1148) Anaheim, CA
Atlantic Relocation Systems
(1253) Indianapolis, IN
Daniel's Moving and Storage, Inc.
(1370) Wichita, KS
Merchants Moving & Storage, Inc.
(1401) Boise, ID
Mabey's Moving & Storage, Inc.
(1415) Rensselaer, NY
Nelson Westerberg
(1505) Elk Grove Village, IL
Nelson Westerberg
(1511) Carrollton, TX
Nelson Westerberg
(1523) Somerville, NJ
Prager Moving & Storage Co.
(1555) Naperville, IL
Paxton Van Lines, Inc.
(1610) Springfield, VA
Atlantic Relocation Systems
(1651) Denver, CO
Powell Relocation Group
(1657) Grand Rapids, MI
Reads Moving Systems, Inc.
(1711) Hatboro, PA
Walker Transfer, Inc.
(2114) Kenova, WV
Wayne Moving & Storage Company, Inc.
(2118) West Chester, PA
Weleski Transfer, Inc.
(2151) Tarentum, PA
Wm. Duggan Co., Inc.
(2189) Walpole, MA



To view this year's World Class Commitment & STG Quality Award winners, as well as past winners of all three, scan above or visit our digital amplifier: atlasamplifier.com



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JANUARY 2014

- 1 New Year's Day – U.S. & Canada offices closed
- TBA AWG Board of Directors Long Range Planning Meeting

FEBRUARY 2014

- 9-12 AMSA 2014 Annual Education Conference & Expo, Manchester Grand Hyatt, San Diego, CA

MARCH 2014

- 17-19 Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV
- 18-20 GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV
- 21-23 Families in Global Transition Conference (FIGT), Tysons Corner, VA
- 27-29 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

APRIL 2014

- 18 Good Friday – Canada offices closed
- 23 AWG Board of Directors Meeting, Renaissance Washington D.C. Hotel, Washington, DC
- 24-25 47th Annual Atlas Forum, Renaissance Washington D.C. Hotel, Washington, DC
- 29-May 4 CMSA 96th Annual Convention, Hyatt Regency, Monterey, CA

MAY 2014

- 5-7 International Supply Management Conference, The Las Vegas Hotel & Casino, Las Vegas, NV
- 7-9 Worldwide ERC National Relocation Conference, Orlando, FL
- 18-21 American Association of Museums (AAM) MuseumExpo, Washington State Convention Center, Seattle, WA
- 19 Victoria Day – Canada offices closed
- 26 Memorial Day – U.S. offices closed

JUNE 2014

- 22-24 HCEA Annual Meeting, Cleveland Convention Center & Global Center for Health Innovation, Cleveland, OH
- 22-25 2014 SHRM Annual Conference & Expo, Orange County Convention Center, Orlando, FL



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JANUARY 2014

- 1 New Year's Day – U.S. & Canada offices closed
- TBA AWG Board of Directors Long Range Planning Meeting

FEBRUARY 2014

- 9-12 AMSA 2014 Annual Education Conference & Expo, Manchester Grand Hyatt, San Diego, CA

MARCH 2014

- 17-19 Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV
- 18-20 GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV
- 21-23 Families in Global Transition Conference (FIGT), Tysons Corner, VA
- 27-29 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

APRIL 2014

- 18 Good Friday – Canada offices closed
- 23 AWG Board of Directors Meeting, Renaissance Washington D.C. Hotel, Washington, DC
- 24-25 47th Annual Atlas Forum, Renaissance Washington D.C. Hotel, Washington, DC
- 29-May 4 CMSA 96th Annual Convention, Hyatt Regency, Monterey, CA

MAY 2014

- 5-7 International Supply Management Conference, The Las Vegas Hotel & Casino, Las Vegas, NV
- 7-9 Worldwide ERC National Relocation Conference, Orlando, FL
- 18-21 American Association of Museums (AAM) MuseumExpo, Washington State Convention Center, Seattle, WA
- 19 Victoria Day – Canada offices closed
- 26 Memorial Day – U.S. offices closed

JUNE 2014

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