

AVL New President & COO

Old Glory Makes a Comeback

Say "Yes" with Titan's Capability



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier



Investing aggressively
to create long-term
success, and learning to

flex



for customers...

Volume 58 Summer 2010

Chairman's Message

Our industry is vastly different than it was three years ago. Familiar names, some after decades of success, have closed their doors. While it is disconcerting to lose good competitors, our Atlas agency network has remained largely strong. Although we are not completely out from under the dark cloud of the past 18 months, we can expect 2010 to be a better year. As our 43rd Annual Corporate Relocation Survey shows, companies seem to feel a "guarded optimism." And consumer attitudes appear to be improving.

Atlas is ready for the rebound. I am especially confident because I know the caliber of our people. From our sales professionals, who build relationships with sincerity and trust...to our professional van operators and crew members, who uphold our service promise...Atlas people



are among the finest anywhere. They are the reason for our success—and why our continuing investment in training and new technology is so important. Such investment remains essential to our competitiveness.

Inter-Atlas partnerships are becoming increasingly important to our competitive strategy. So we are strengthening the lines of communication among our subsidiaries. At our first Atlas World Group sales summit in March, representatives from Atlas companies explored how they can work together to better answer customers and create opportunities for new business. The prospects are exciting; these efforts are sure to pay us dividends.

The Comprehensive Safety Analysis 2010 represents another potential dividend. You will recall Atlas led the industry in certifying the quality of our field personnel through background checks. We are taking a similarly proactive position regarding CSA 2010, a safety initiative of the Federal Motor Carrier Safety Administration (FMCSA). CSA 2010 will enable government and industry to better work together to reduce commercial motor vehicle crashes, fatalities and injuries. Not only do we fully embrace the initiative, we advocate its adoption industry-wide. This is "good business."

Like every family, Atlas shares sorrows and joys. We are saddened by the passing of long-time agent and board member Tom Shetler, Sr. He will be greatly missed. We are proud to celebrate with Collins Brothers as it marks the centennial milestone. And we welcome the energy and fresh thinking that Jack Griffin brings to his new position as President and COO of Atlas Van Lines.

Although the crystal ball that economists consult has been foggy of late, we can be certain of some things. We must capitalize on what we've learned in recent years and keep our focus on the **integrity, quality and solutions** that distinguish the Atlas brand. This, and working together as families do, will make the future brighter for all of us.

Glen Dunkerson
Chairman and CEO

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the Atlas Amplifier

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growing share.** Atlas Mines Opportunities

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For more information on Atlas and our services, visit atlasworldgroup.com on the Internet.
Atlas Van Lines, Inc. is an ISO 9001 certified company.

The Atlas Amplifier is published by Atlas World Group, Inc., 1212 St. George Rd., Evansville, IN 47711. All material for publication must be submitted to the Marketing Communications Department. Atlas is an equal opportunity company. TM & © 2010 AWGI LLC



flexing for growing share.

customers,

Atlas Mines Opportunities

As business and industry work through the most acute economic contraction since the Great Depression, Atlas is not waiting idly for the sun to shine. Rather, it is investing aggressively to better serve customers and create long-term success for stakeholders.

Atlas Chairman and CEO Glen Dunkerson believes a recent uptick in retail and manufacturing foreshadows good things for the relocation industry.

"We've seen an increase in interest among new corporate customers during the first quarter," says Glen. "I think we'll see pockets of growth in household goods throughout 2010, with a broader recovery later in the year."

While the assessment is encouraging, Glen says it comes with a caveat: to capitalize on a rising economic tide, Atlas must think and act in new ways.

"Clients are changing, and our service template must be ever-changing...one size doesn't fit all. To build relationships, we must understand each customer's expectations and better match

our services to them. Our core values have not changed, but how we live up to them is changing. We're learning to flex. And we're getting to be pretty good at it."

Glen says Atlas, with its strong group of transportation subsidiaries, is positioned well to exploit opportunities. Titan Global Distribution, known for a niche in "last mile delivery," illustrates the potential.

"Companies are still investing in buildings, and every construction project out there represents a customer," says Glen. "Someone is going to handle the furniture, fixtures and equipment. With Titan's network, we are in a prime position to answer."

Glen says cooperation among Atlas companies is the key to gaining an edge. "The more we work together, with all the assets at our disposal, the more synergies we will discover. Talking to one another is crucial."

Atlas Van Lines President and COO Jack Griffin shares that perspective. Since stepping into his new leadership role in January

(Jack continues to serve as President and COO of Atlas International), he has introduced ideas to increase collaboration in several ways. Under his direction, an Atlas sales and marketing summit brought together subsidiary principals and Headquarters staff to discuss mutual opportunities.

And, to ensure Atlas follows a cohesive, reasoned approach to winning customers, Jack has prioritized a comprehensive marketing plan. A newly appointed group brings agency representatives together with decision-makers at Atlas HQ to create and implement the van line

"Clients are changing, and our service template must be ever-changing...one size doesn't fit all. We're learning to flex. And we're getting to be pretty good at it." **Atlas Chairman and CEO Glen Dunkerson**

The group met during the first week in March at Atlas Headquarters.

To strengthen teamwork within the van lines, Jack has authored a job description for a senior vice president of business development. The Atlas World Group Board ratified the idea and an executive search is underway.

"This position fills a leadership vacuum and ensures a tighter focus to promote the Atlas brand," says Jack. "It will knock down silos of authority and accountability to bring continuity to our organization. And it will reinforce agents when they call for sales support."

marketing strategy.

"We recognize that some ideas may work in one part of the country, but not in another," says Jack. "So, we're pulling in perspectives from throughout the Atlas Van Lines network."

Optimizing the Business Mix

While the chance for a bigger slice of the pie exists in every Atlas subsidiary, Atlas Van Lines offers the most significant potential. In particular, the company is tuning up its core business of household

goods transportation, which annually accounts for between 75 to 80 percent of Atlas World Group's total revenues.

Historically, Atlas has outperformed competitors in the corporate arena. Quality and a reputation for service have made Atlas the premier national account carrier—and a formidable contender for government business. "We're proud of our positions in the corporate and government segments, and we continue to support them," says Jack. "But COD and self-move customers are also important to our success."

In the process of optimizing the mix, Atlas is introducing new systems

for new business," says Jack. "We're making sure our content is highly visible to the search engines, and that it resonates with consumers. We're making it easy for people to find us, get familiar with our services, and become our customers."

The Internet is of special strategic importance; Atlas sees the self-move segment as having the greatest potential for new business. A shift in company reimbursement methods is one indication of this group's growing stature. Since 2003, when the Atlas Corporate Relocation Survey first inquired about lump sum reimbursement, its use as a relocation benefit has grown by 50 percent, for

"Smart Move already plays an important role for smaller shipments during seasonal swings," says Glen. "But it's still a baby...and our agents are starting to get an understanding of how it can help them grow their business. We're finding that Smart Move appeals to younger consumers, who are more attuned to researching and making purchase decisions online. We're tapping into a market that's bigger than all of us. The potential is huge."

Likewise, good things are taking shape for Atlas subsidiaries Cornerstone Relocation Group and Atlas Van Lines (Canada).

"Cornerstone was our most

internationally, Atlas continues to broaden its footprint. "We're getting close to formalizing a strategic partnership in France," says Jack. "It will license the Atlas identity there and eventually in the Benelux (Belgium-Netherlands-Luxembourg) region. As with the agreement inked last year with Fox in Great Britain, this will create reciprocal opportunities for Atlas agents in the U.S. and Canada." (See Amplifier, Winter 2009.)

The Best Is Yet to Come


"Many businesses are fighting for survival," says Jack. "I think we, as Atlas, have an obligation to help one another...an obligation that goes beyond the usual business relationship."

In response to this obligation, the sales development and finance groups in Evansville created, and the Board approved, an agent-growth

incentive for 2010. The program provides added commissions for incremental sales increases over 2009.

"We want our agents to use the incentive with their sales people to support the sale of all van line products," says Jack. "Right now, our focus is on gaining share. This is the time to work hard, sell hard, be creative and hunker down. If we do, when economic expansion does take place, our share gains will translate to growth."

"We're continuing to look at opportunities to bring new agents into Atlas, and how we can improve margins for all," says Glen. "2010

should be a better year than 2009. We're primed for growth. With the capacity and the right people, we're positioned to do just about anything related to transportation. Whether the turnaround comes this year, next year, or five years from now, Atlas will be here. We're moving forward and getting stronger." 

"This is the time to work hard, sell hard, be creative and hunker down. If we do, when economic expansion does take place, our share gains will translate to growth."

**Atlas Van Lines
President and COO
Jack Griffin**



Atlas is introducing new systems to enhance value for everyone it serves.



The AtlasNet Survey now uses the power of mobile computing.



The Atlas Rating and Distribution System (RADS) assures greater invoice accuracy and ease of data entry.



Aggressive Search Engine Optimization (SEO) is a key component of the Atlas Internet marketing initiatives.

to enhance value for everyone it serves. For example, an innovative new survey tool puts wireless technology in the hands of the Atlas representative and interfaces with the Atlas system (see *Technology I*). In addition, Atlas' new rating and distribution system (RADS) enables faster invoicing and payment for Atlas agents (see *Technology II*). But the most significant and potentially rewarding advancement is a direct-to-consumer sales model via the Internet (see *Technology III*).

"We're not just redesigning a website, we're building a system

both transferees and new hires.

"More and more, people are handed responsibility for their own moves," says Jack. "And we are redoubling our efforts to win them over to Atlas."

Opportunities Abound

Looking at the big picture for Atlas, Glen sees a future glimmering with opportunity. For example, Smart Move, the newest company within Atlas, positions us to serve customers in the burgeoning do-it-yourself market.

profitable business in 2009," says Glen. "With a recently expanded sales effort, it is in a better position than ever to serve clients from coast to coast."

After some erosion in market share last year, Atlas Canada is regaining ground through a new quality program that has improved customer scores for agents and van operators.

"Although Canada has been affected by the economic downturn, the impact has been less severe than in the U.S.," says Glen. "It seems the old saying is true...when the U.S. gets a cold, Canada gets the sniffles."



Investments in the Future

"Atlas takes the stance of viewing technology as a critical investment in the future," says Mike Neeley, Chief Information Officer, Atlas World Group. "Not only in how we conduct our business, but being aware of how our customers conduct their business. We have listened to our internal and external customers, constantly keeping our eye on trends that can, and do, affect our industry. Because of this, we are moving again to new service levels." Atlas is proud to outline a few of these initiatives below.

Technology I Survey Tool Enhances Customer Experience

Over the last 18 months, Atlas IT has produced a quantum leap in technology for agents; IT has integrated an interactive estimating tool with the AtlasNet Survey and fine-tuned it for popular mobile computing platforms. Atlas introduced the first generation of the tool in 2007. It allowed the sales person to enter data into a handheld device and send a completed survey to Atlas via the Internet.

"Before, data transmitted as a scanned image only," says Business

Analyst Nancy Menke, Atlas IT. "The original data was located at each agency independently in various electronic, paper, and handwritten forms. Now, users can actually sync their wireless devices with the Atlas system and upload data directly from anywhere in the field. The data is stored in a central location in a standardized format for all authorized parties involved in the shipment."

Nancy led the project team, which worked with developer IGC Software. The new system establishes an Atlas-centric environment that allows agents at origin and destination to share essential information in real time. They can get status updates as they are happening for such functions as "pending request," "sales person assigned," "confirmed scheduled date," and "completed survey."

The tool is also well integrated with the Atlas system. Uploaded information is instantly accessible to dispatch, registration and scheduling functions. The agent can access an Atlas database to check progress, answer service questions, and make changes. The system produces a scan automatically whenever data is entered, so the file is continually updated. What's more, it keeps a historical record of all changes.

"The survey is the blueprint for a successful move," says Mike McCarthy, Vice President of Sales and Marketing, Golden Van Lines (991). "This helps everyone who has a hand in the move know what to expect; it enables us to better deliver on our service commitment and create a seamless experience for the customer."

The system allows the surveyor to use camera-equipped devices to create and append photos that show floor layout, house access, even pre-existing condition of goods. Mike believes this capability is one of the most valuable.

"Suppose the customer shows me an antique hutch, an heirloom from a grandparent, and tells me the piece is very special," says Mike. "I can note it in the survey, I can even snap a photo. When the van operator meets the customer, he's already aware of the item. He can ask to see it and reassure the customer about how it will be padded, wrapped, and secured."

Mike and Administrative Assistant Laurie Sipe, Golden Van Lines, worked on the field team that beta-tested the new system during the second half of 2009.

"I would enter variables we knew a user would rarely, if ever, encounter in real-world scenarios," says Mike. "Laurie

played the role of the relocation coordinator. If the results were glitchy, she would work through them with the headquarters team. You might say we were looking for ways to 'break' the system...we wanted to make sure the bugs were out so Atlas agents won't encounter problems."

The survey produces a clean, standardized format that is easy to read and understand. "It looks professional," says Mike. "Once all the information is entered, I can use it to review the move with the customer, go over what is moving and what is not. The software does the arithmetic, so I don't have to worry about whether I totaled things up correctly. When I'm finished, I simply click on a button and send a copy to the customer's email. It's neat, instantaneous and paperless."

"This is another indicator of where the industry is headed. It's like leaving the age of the horse and buggy and entering the age of the truck. Everyone wants instant information. This is the future...eventually this tool will be as commonplace as the pocket calculator."

Making the Investment

Platforms
Palm, Windows Mobile, iPhone and iPod Touch devices, iPad, Tablet PC.

Investment Per Device
Hardware: Cost varies based on device
Atlas System Support: \$260 annually per device.

Data Plan: Approximately \$30/month, (may vary).

WiFi use: Free.

"A drawback to any new technology is cost," says Mike McCarthy, Golden Van Lines. However, gains in productivity more than compensate for the outlay." In regard to the learning curve, Mike says it's not bad. "One of our sales people had never used a Palm before, and he was up and running in a week."

Mike's advice: "I recommend an iPhone with a data plan. The iPhone has the camera built in for photo documentation. As time goes by, I believe this feature will only become more beneficial. If other Atlas sales professionals would like to know more about our experience with this, I invite them to call me...I am glad to discuss."

Technology II R/DS Brings Radical Improvements to Rating and Distribution

"Our agents want to get paid quicker," says Mark Spiehler, Senior Vice President of Account/Agent/Claims Services. "Now they can."

Mark is referring to the Rating and Distribution System (RADS), a new interactive link between Atlas and its agents. Mark's Rating and Distribution Services (R/DS) team worked with Atlas IT to ensure the development and process teams were in sync. Thanks to the hard work of all, the cycle time for invoicing and distribution will be reduced in some cases by up to 50 percent.

"With the old mainframe system, the faster we tried to go, the more we could see our error rate creep up," says Mark. "The R/DS system employs a rating engine that makes decisions in an automated fashion. It pulls data from Atlas Dispatch, Contract and Pricing systems, thereby greatly reducing the chance for data entry error."

"In today's world, most updates happen after the shipment has been delivered," says Mark. "In the R/DS world, information is updated as the relocation takes place. When the relocation is completed and the documents are received at Atlas, provided all the information is loaded correctly, RADS performs a brief audit, generates an invoice, and distributes payment to the agent."

RADS also includes a "Pre-rating View," whereby an agent can rate a shipment and view the distribution before an invoice is generated, and a "Booker Audit" that lets a booking agent conduct the invoice audit prior to van line involvement. Booker Audit replaces the old system's agent audit that took place long after the shipment was delivered.

"We're introducing RADS in phases," says Mark. "The COD portion was live for most of 2009. And we were able to begin phasing in national accounts, in February, 2010. More complex shipment types are in testing now and nearing the live arena."

"RADS gives agents the chance to become more proactive. It benefits everyone involved to keep the systems up to date."

Technology III Going Where the Customers Shop

In the mid 1990s, Atlas was among the first in the moving industry to stake out a substantial web presence. In 2002, the original website underwent a total rebuild to support the Atlas World Group brand. Now, given the evolution of the web, the increased sophistication of users, and the importance of search engines, another overhaul is in the works. This time, Atlas defines its Internet turf as the centerpiece of a direct-to-consumer sales effort. The scope and the stakes are huge.

"Perhaps the most significant change is the design of two distinct websites," says Director of Internet Sales and Marketing Vic Baillargeon, who heads the IT team responsible for the project. "One site encompasses Atlas World Group as a corporate website promoting the Atlas family of companies. The other is dedicated to Atlas Van Lines. Before, the two were one and the same."



Vic says the van lines site is dedicated to moving, which in itself will help the ranking with search engines. In addition, a slew of best practices for search engine optimization (SEO) are being woven into the architecture and content. To fully exploit these techniques, Atlas has enlisted two strategic partners: Performics, a world leader in SEO; and the Internet marketing division of Evansville-based Daniel, Burton Dean|DBD, which is responsible for design and content that resonates with consumers.

The higher a company appears in the organic search results, the more traffic it will generate, ultimately leading to more business. Currently, Atlas ranks lower in the search results than is optimal when prospective customers search for moving-related terms. But Vic says that will change.

"We are going to move up significantly, to the first and second pages of results," says Vic. "We have over 1,500 web pages. Our goal is to optimize all the relevant pages for search, which is most of our content

except for certain archived pages. We want people looking for our services to find us.

Among other things, the Atlas Van Lines site will be rich with internal and external links, a feature that contributes to better ranking. "Link building will be very beneficial," says Vic. "When agents link their sites to Atlas Van Lines, it will further boost our visibility to the search engines."

Opening the Door, Making the Sale

SEO provides the muscle that opens the door for consumers to enter the Atlas website. Better ranking will bring more people in, and a new and improved website will make it more inviting for them to complete an online form. This will turn visitors into leads for the agents to convert into customers.

"When a customer makes an online query, they expect a follow-up as soon as possible," says Vic. "Some sources indicate an online lead starts to go stale in as little as 15 minutes. The phrase 'an authorized representative

will contact you soon' rings hollow."

Which is why Atlas is automating its Lead Manager application to get leads into the hands of the agents as quickly as possible. "We're making lead dissemination nearly instantaneous... as soon as the consumer submits a request, the system checks it and forwards it to the agent for immediate follow-up."

Vic says in the competition for online leads, Atlas is determined to win. He believes the "aggregators" will be among the losers. Such firms simply record sales leads and sell them to moving companies, including Atlas agents.

"Even though the aggregators are not moving companies, they are competing for the same online customers," says Vic. "Now, instead of buying leads, we'll get in front and capture the information ourselves."

Phase one, including new first- and second-tier pages for AtlasWorldGroup.com and AtlasVanLines.com, is scheduled to launch May 1. The balance will come online throughout the year. Vic says the look will be fresh, simple, and easier to navigate. Because most Internet users now have broad-band access, site design will take advantage of today's faster data transfer.

"Expect a more contemporary design that reinforces the unique brand character of Atlas," says Vic. "Customer service starts with the very first impression. We want to create satisfaction throughout the customer's experience. The Atlas web will be a positive influence for building relationships, and a superior sales tool for Atlas agents." ■

Atlas Van Lines Welcomes New President and COO

Jack Griffin is bullish on Atlas.

"This is a great company," says Jack. "Sometimes we fail to fully appreciate all Atlas has accomplished and how fortunate we are to have access to such tremendous resources. Atlas is truly a leader in the industry."

The new President and COO of Atlas Van Lines brings a well-rounded perspective to his assertion. Jack joined the relocation industry in 1995 as vice president of network development with Allied Van Lines. Subsequently, he managed the sales, marketing, and agency development efforts at Allied International. He gave up a senior position in business development at Bekins Van Lines to join Atlas in 2008.

As President and COO of AWG International, Jack led the company back to profitability by challenging people to excel and by emphasizing partnerships with Atlas agents. He also brought a fresh supply of creative thinking. In 2009, he piloted a bold initiative to license the Atlas brand in selected international markets.

Jack grew up in Brantford, Ontario, with a passion for lacrosse and hockey. He credits his parents with instilling a work ethic that has been fundamental to his success. He recalls when, at age 10, he wanted a mini-bike, his dad told him to save his money and he might be able to buy one. So Jack went to a neighborhood store and asked for a job.

"They told me if I showed up every morning and picked up the trash around the parking lot, they'd pay me 50 cents," recalls Jack. "So, every day before school I was out there picking up trash. And I saved enough to buy the mini-bike."

Besides a work ethic, Jack sees two keys to success in the corporate world. "One of them is integrity. When you say you're going to do something, you have to deliver on your commitments. The other thing is building relationships with people. The van line and its agents need to function as a cohesive group. Trust is paramount."

"Jack has done excellent work for Atlas with our three international business units and he will apply that same expertise to our domestic van line business," says Atlas Chairman and CEO Glen Dunkerson. "His experience has given him both a global perspective of our industry as well as an intimate knowledge of its nuts and bolts, and that's a winning combination as we head into 2010 and beyond."

Jack is a member of the International Association of Movers, American Moving and Storage Association, Southern California Relocation Council, Employee Relocation Council, and Society of Human Resource Management. He and his wife, Carolyn, have two children: Courtney, 21; and Jack, 19. ■



Jack Griffin is the new President and COO of Atlas Van Lines and will continue as President and COO of AWG International.



2010 Corporate Relocation Survey

Themes in Human Mobility

Relocation Survey and Migration Data Offer Clues

Who Responded?

Survey respondents are responsible for relocation with a company that has either relocated employees within the past two years or plans to relocate employees this year. Atlas sent invitations via e-mail; 274 people completed an online questionnaire between January 11 and February 26.

● **Most (79%) work in human resources/personnel or relocation services departments for firms in:**

- service (40%)
- manufacturing/processing (33%)
- wholesale/retail (11%)
- financial (10%)
- government/military (1%)
- other (4%)

● **Firms are categorized by size as follows:**

- Small: Fewer than 500 salaried employees (39%)
- Mid-Size: 500-4,999 salaried employees (32%)
- Large: 5,000+ salaried employees (29%)

● **Over half (53%) are international firms.**

The annual Atlas Corporate Relocation Survey and review of migration data offer two perspectives on a mobile society. The first looks at relocation through the eyes of the corporate executive. It attempts to discover how organizations answer the constant challenge to acquire and nurture human capital. The other examines the geographic push and pull of people between states: from where they are coming, to where they are going.

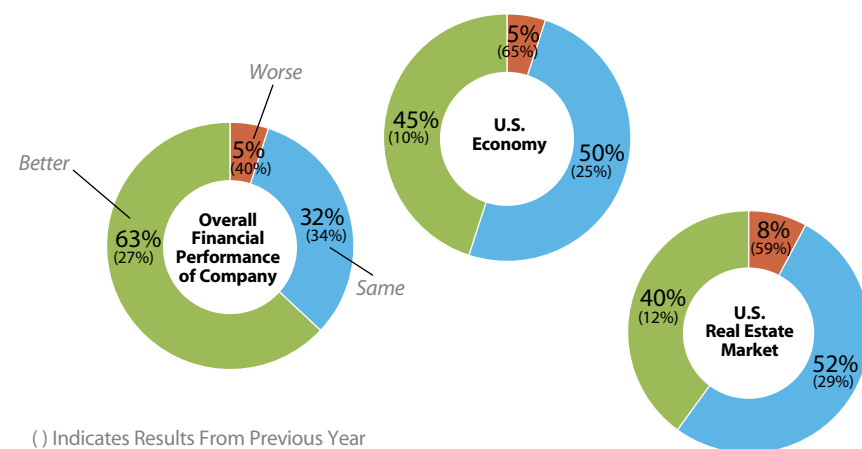
Although these two reports provide interesting clues about the relocation industry, neither in itself provides a complete picture. Each is a starting point for analysis...unique glimpses into a complex, dynamic industry. Invariably, the answers they yield will lead to yet more questions.

Good News?

The silver lining in this year's findings is that corporations are, in general, more optimistic. Those expecting a decrease in relocation volumes and budgets fell by about half. What's more, about a fourth or more of mid-size and large firms expect budgets to increase. Small firms are less optimistic—about a third see decreasing volumes on the horizon (this is better than last year, however, when nearly half expected declines).

Question 15: Market Performance

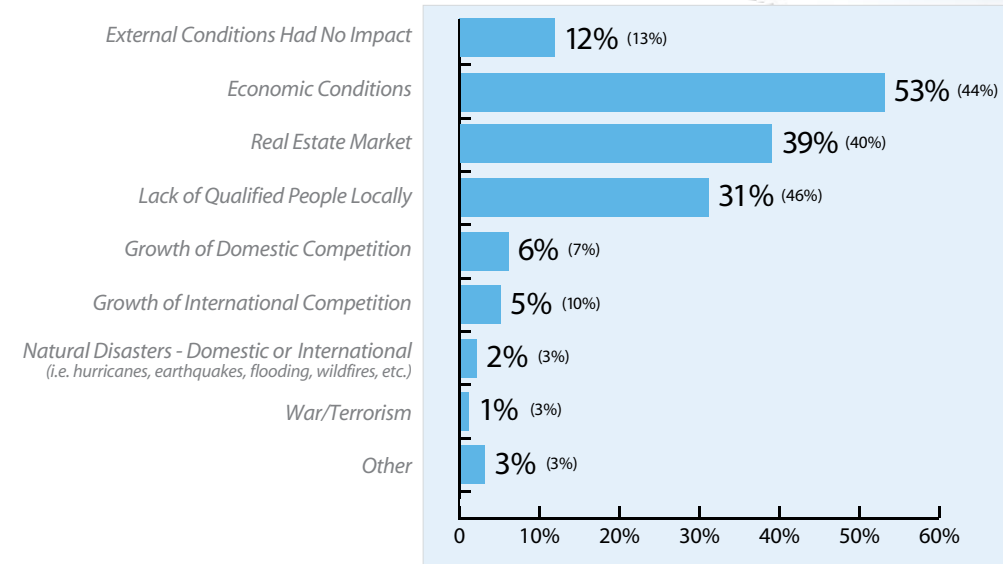
Compared to 2009, please indicate what you anticipate for 2010:



() Indicates Results From Previous Year
Totals greater than/less than 100 are due to rounding

Question 12: Factors Impacting Relocation

What external factors had the most significant impact on the number of your employee relocations in 2009?



The outlook brightens internationally as well. A large majority expect volumes to remain stable or increase, and the percentage of those expecting decreases is less than half of what it was last year. About one-fifth of mid-size and large firms expect international volumes to grow; small firms are less optimistic.

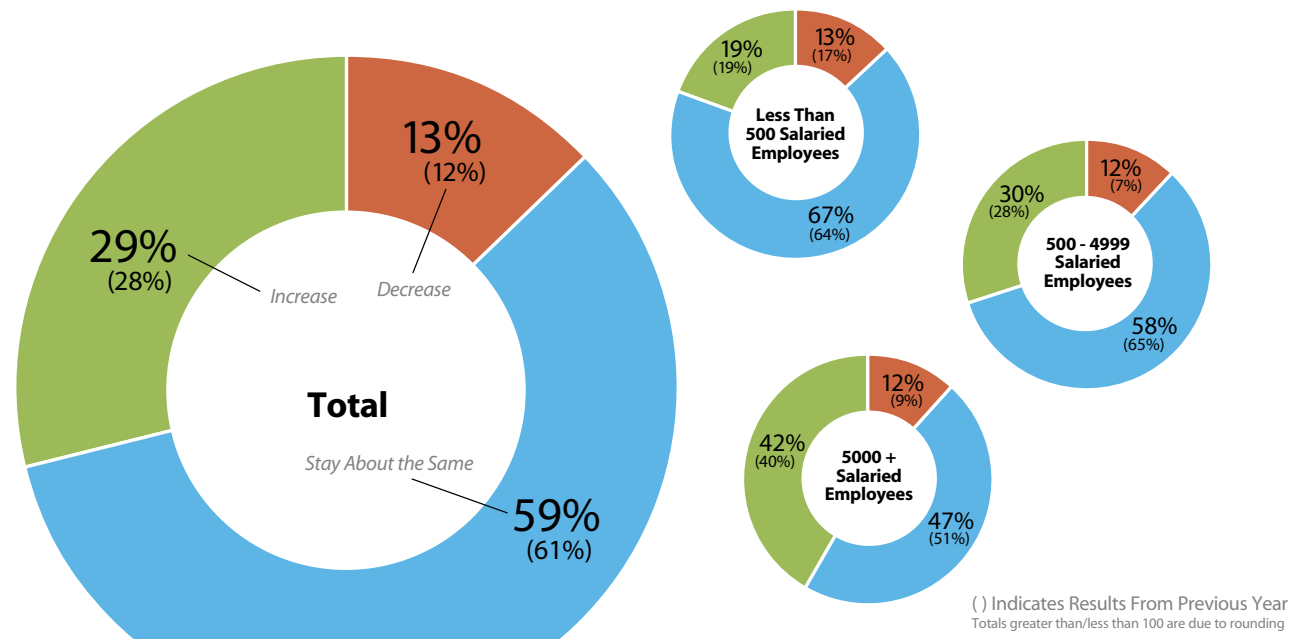
Sunny Side of the Street

Not surprisingly, a better outlook for relocation volumes and budgets corresponds to guarded optimism about the U.S. economy and the real estate market. Most firms expect their overall financial performances to improve this year, and close to half expect the U.S. economy to improve as well. In regard to housing, about half of large firms expect improvement, while only a third of

small firms do. However, the vast majority of all firms expect improvement or stability, a favorable turn compared to the dire views expressed last year.

Econ Oh Me

Among factors beyond the firm's control, economic conditions exerted the greatest impact on relocation volumes. For the first time since 2003, and by a wide margin, it surpassed the impact firms experienced due to the lack of qualified people locally. Given the spike in unemployment, it is not surprising that concerns about the supply of labor have dropped significantly. Similarly, growth as an internal factor impacting relocation volumes fell to its lowest level in 21 years, and it was surpassed by budget constraints for the first time.



Question 10: Declined Relocations

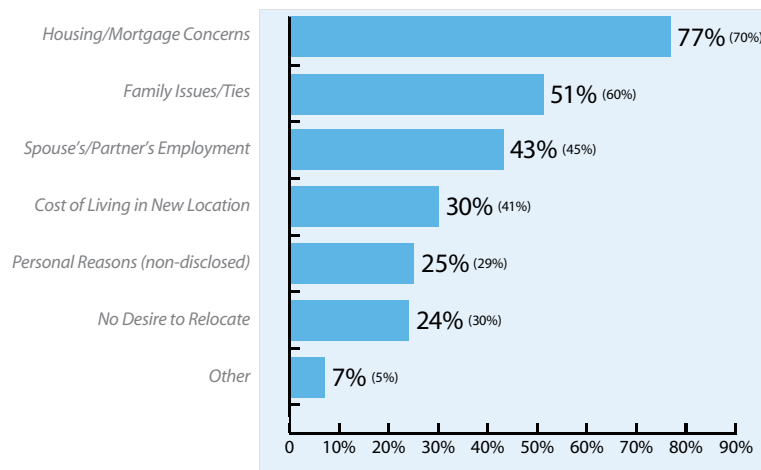
Did the number of employees declining relocation in 2009... *
*excludes those who don't know

Who Says No to Relo

Market pressures continue to hinder relocation, although senior managers and executives are less affected than entry level employees/new hires and middle managers. More than half of firms saw employees decline relocations, and nearly 3 out of 10 say the number of such employees went up. Larger firms felt the pain most acutely; small firms felt it least. As it was last year, "housing/mortgage concerns" is the reason cited most often. "Family issues/ties," which had led since added to the survey in 1983, remains in second place.

Question 10a: Reasons Relocations Declined

What reasons did employees give for declining relocation?

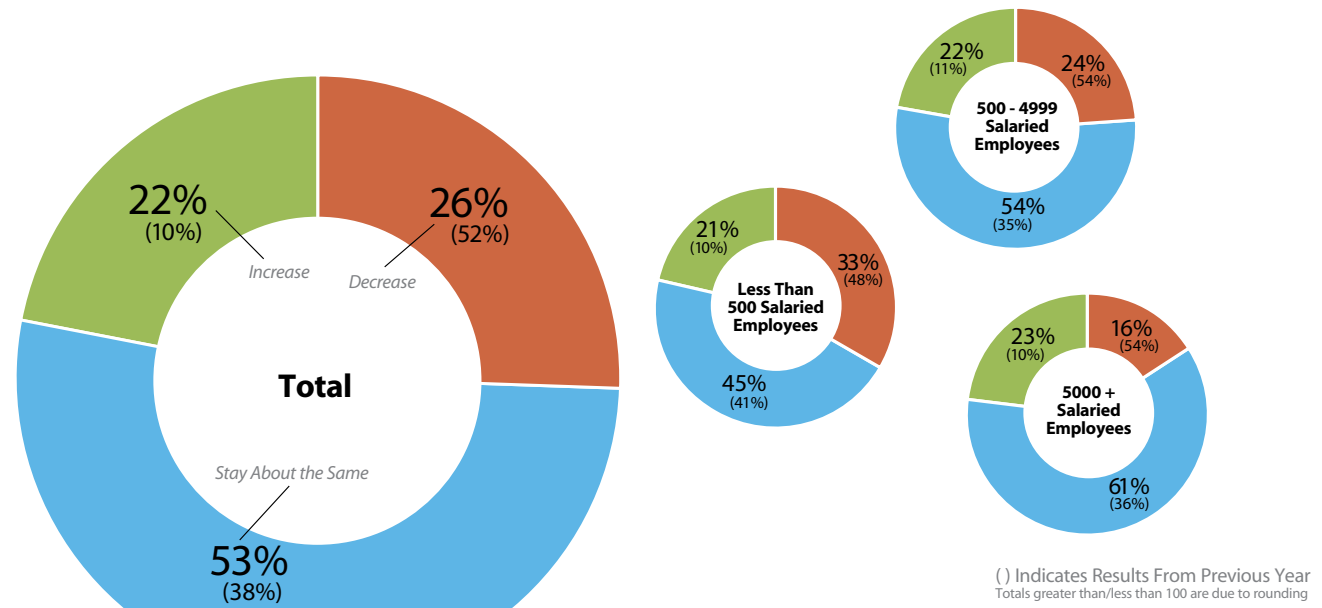
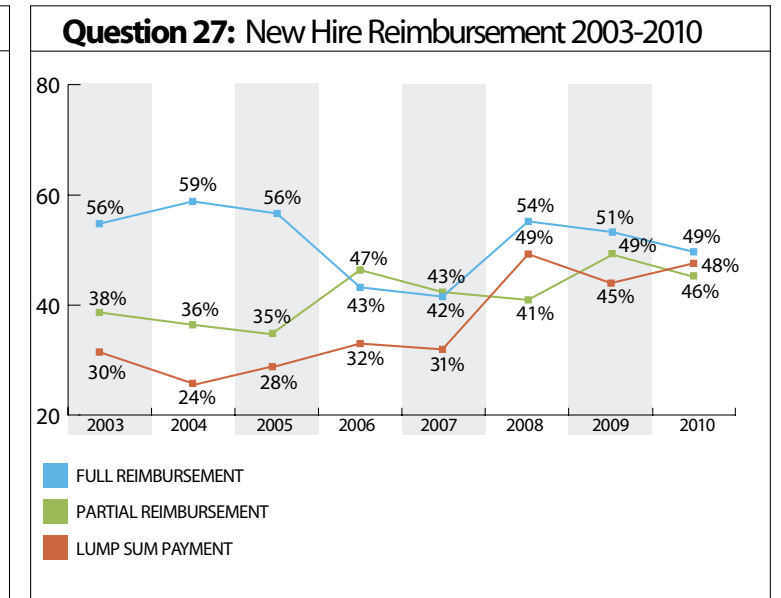
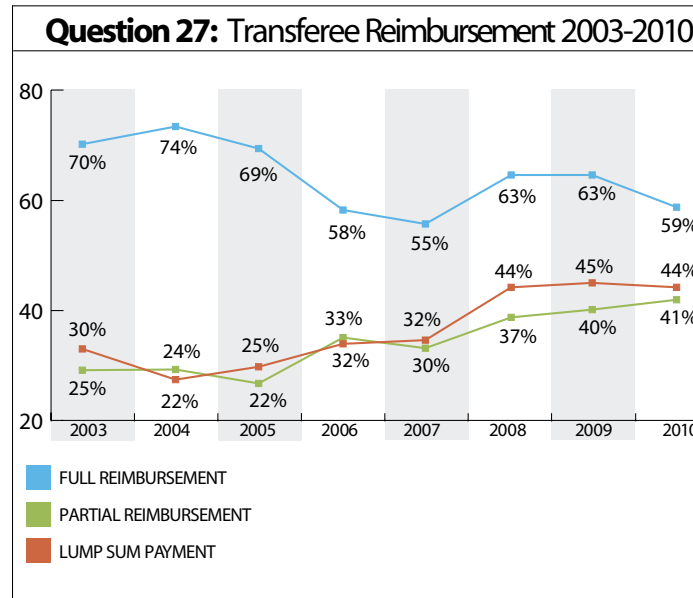


Gimme Shelter

Two out of three firms offered relocation incentives to employees. Extending duplicate or temporary housing benefits was most popular, surpassing COLAs (cost of living allowance) and bonuses which ranked highest in 2008. Nine out of ten companies report that incentives "almost always" or "frequently" convinced employees to relocate. At the same time, nearly two out of three firms brought cost containment to bear on relocation policies and practices. While about a third of all firms capped benefit amounts, large firms were most likely to have reviewed or renegotiated supplier contracts and tightened requirements for real estate assistance. Large and mid-size firms were also much more likely to have tweaked eligibility for benefits.

Taking The Lumps

The recent shift toward the greater use of lump sums and partial reimbursement for transferees remains in effect. While more firms still prefer full reimbursement for transferees, over 40 percent use other methods as well. For new hires, a shift from favoring full to partial reimbursement took place in 2006-2007 and lump sum payments have gained favor since 2008. Over the past two years, the percentages of firms providing full lump sum and partial reimbursements to new hires have become nearly identical.



Question 4: Overall Relocation Volume

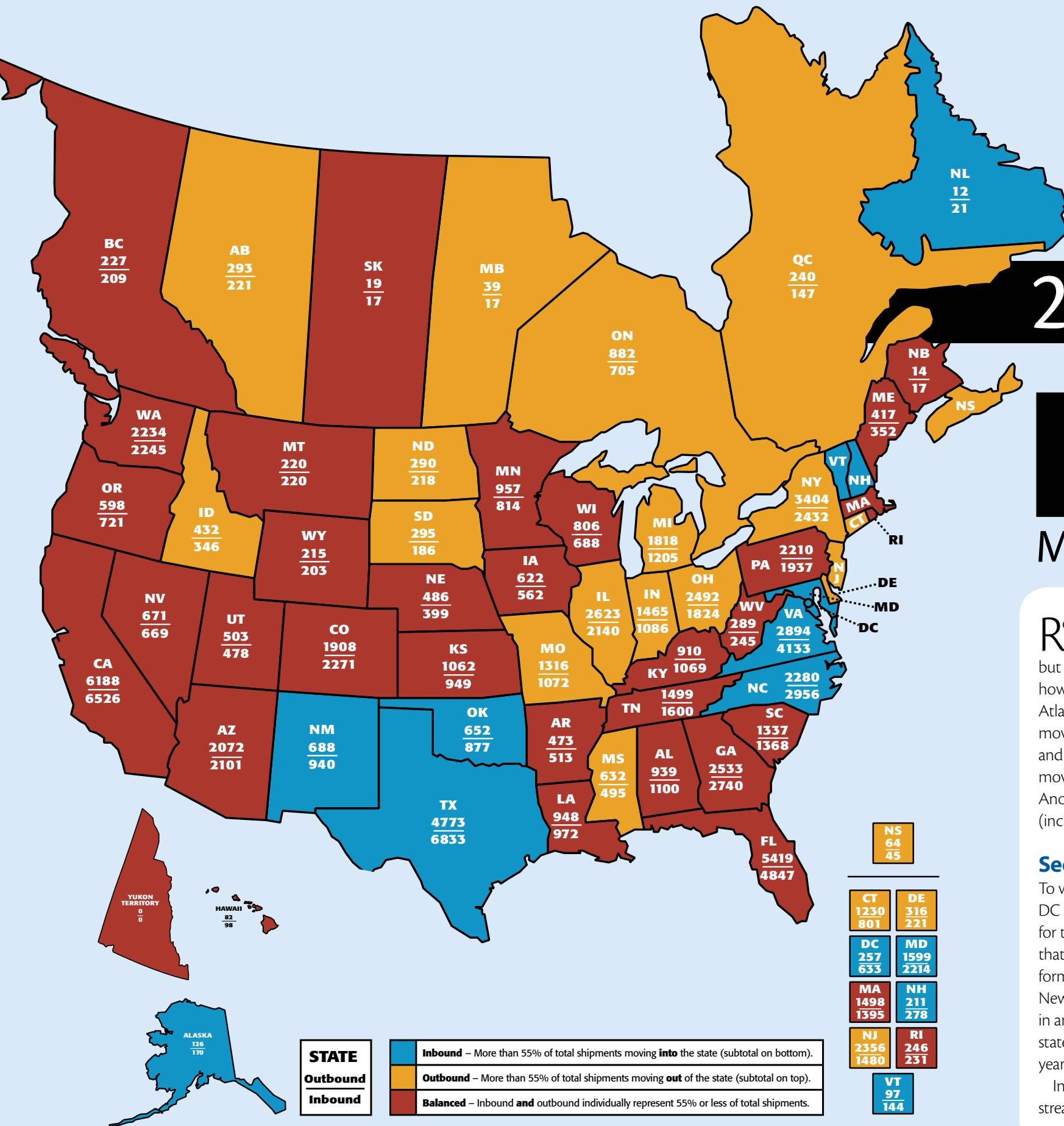
Compared to 2009, do you anticipate that the number of employees your company will relocate during 2010 will...

What's the Bottom Line?

While economic conditions, the real estate market and employee reluctance to relocate exerted downward pressure on relocation volumes, the coming year may bring the start of a recovery. Expectations appear more optimistic than last year, albeit not as robust as in times of greater economic strength. Relocation remains a business

necessity and companies are using incentives, cost containment and reimbursement creatively to keep the wheels turning.

For the full report of this year's survey, visit: www.atlasworldgroup.com/survey



2009 Migration Data

Flock Talk:

Most states are balanced; fewer leave the nest.

Reading migration data is a bit like interpreting abstract art: you can trace the lines and see the patterns, but the larger image is harder to comprehend. This year, however, the big picture is clear. 71,474 relocations that Atlas handled in 2009 provide insight on patterns of movement throughout North America. For each state and province, the survey calculates the ratio of households moving out to those moving in. Most (29) are “balanced.” Another 18 are “outbound,” and the remaining 10 (including the District of Columbia) are “inbound.”

Seeking Pots of Gold

To where did people follow their rainbows? Washington DC led with the highest percentage of inbound traffic for the fourth year in a row. It is part of an inbound cluster that includes Virginia and North Carolina as well as formerly balanced Maryland. Further north, Vermont and New Hampshire broke from tradition to become magnets in an otherwise balanced New England. The southwest states of Texas, New Mexico and, for the first time in five years, Oklahoma, are also attracting folks.

In the northern climes, Alaska extended its inbound streak to nine years. Newfoundland was the sole

inbound Canadian province. British Columbia, which teeters between balanced and outbound, edged into the balanced category. And Yukon Territory earned the distinction of no moves in or out.

Away From Center

With automakers struggling and manufacturing shrinking, the center of the country continues to shoo people. Illinois, like Missouri last year, joins Michigan, Ohio, and Indiana in the outbound ranks. North and South Dakota also slipped from balanced to outbound, a curious turn given relatively good rates of employment. And, though conventional wisdom about opportunity points west, Colorado, Nevada, Montana and Oregon dropped from “inbound” to “balanced” status.

How Status Is Determined

For more findings and an interactive map with ten-year histories for each state, visit:

www.atlasworldgroup.com/migration



Old Glory Makes a Comeback



Atlas Plays Part in Reuniting Two Treasures from WWII



It was supposed to be a fairly routine procedure. After the battle at Okinawa, a decisive victory for Allied Forces, the flag of the USS LCS 102 had become battle-tattered and discolored. Captain Richard L. Jones assigned a young sailor, Ray Weddell, the task of hoisting a new flag and disposing of the damaged one. But a funny thing happened. Instead of destroying the old flag, the seaman inscribed it with names of the ship's battles and ports of call. It ended up in his sea bag, where it languished for some sixty years.

In 1953, the Navy transferred the LCS 102 to Japan, where it was renamed the JMSDF Himawari. Japan returned it in 1966 and, that same year, the Navy loaned the ship to the government of Thailand under a military assistance program run by the State Department. The Royal Thai Navy put the LCS 102 into service as the Nakha.

In the mid 1990s, the National Association of LCS Ships (a WWII veterans organization dedicated to preserving the history of their gunboats) began an arduous task: to secure the return of LCS 102 and preserve it as a permanent museum piece. Among the men who fought hardest for this were Bill Mason and Chris Lehman.

Bill, professor emeritus of economics at San Francisco State University and a former crew member of LCS 86, stepped in to lead the Association's effort in 2001. Chris, a government relations professional, felt a strong personal connection to the cause.

His father, a bronze star recipient who passed away in 1990, had commanded LCS 18. Chris was determined to live up to a promise he had made to Richard McCool, who was awarded the Medal of Honor for his actions as commanding officer of LCS 102 in the Battle of Okinawa.

"I promised Richard I would not rest until the ship comes home," says Chris.

After a dozen years of legal wrangling, the LCS 102 was at last cleared to return home in 2007. National Air Cargo underwrote the transpacific transportation via charter vessel—a tremendous financial boost to the Association's efforts.

The dockside transfer ceremony took place amid fog and drizzle on Veterans Day 2009 at Mare Island, the former naval shipyard at Vallejo, California. Chris served as master of ceremonies and his brother, former Secretary of the Navy John Lehman, delivered the keynote address. The assembly numbered about 350. Several former crew members, including the ship's original commanding officer Richard Jones, were in attendance.

Of particular note, former crew member Ray Weddell came with the artifact he had stowed in his duffel 62 years earlier. In a poignant gesture, he presented the flag to Chris in hopes it would be preserved as part of the ship's lasting legacy.

"I remember thinking, 'what an amazing artifact,'" recalls Chris. "It still had the smell of gunpowder on it."

Chris relieved Weddell of his burden and proceeded to help find a resource for its preservation. Through the Smithsonian Institution, he got in touch with a certified textiles preservationist, who prepared the flag and mounted it in a museum case.

In early October last year, Chris presented the flag to the National LCS Association at a ceremony aboard the

battleship USS New Jersey, now a floating museum on the Delaware River across from Philadelphia.

"There are only a few hundred surviving LCS sailors today," said Chris. "But the LCS 102, now complete with its original battle flag, will serve as a lasting memorial to the brave service of more than 10,000 U.S. sailors who served aboard Landing Craft Support Ships."

Atlas Steps Up to Help

With the 200-pound encased flag in Philadelphia, the problem now was to ensure safe transport to its permanent home on the LCS 102. Through conversation with a mutual acquaintance who knew Chris, Shawn O'Neil with Shannon Transport (1815) learned of the flag's amazing story and the Association's need to get it back to California. Agency President Paul Siper, a service-disabled veteran of the United States Marine Corps, took a special interest and offered to put the agency's resources behind the effort. He called on the Atlas Specialized Transportation Group for assistance.

That same evening, an Atlas Van Lines truck pulled up to the Shannon Transport warehouse. The crew loaded the artifact, secure in a shipping crate, and Atlas Professional Van Operator John DuBois delivered it just before Veterans Day, to the crew of the LCS 102.

Today, the flag adorns the bulkhead of the LCS 102. Bill, who chairs the Association's renovation committee, works on the ship three days a week where he shares the history of the vessel with visitors. "The first thing we do is tell the story about how the flag got here."

"Atlas stepped up to help us at a time when we really needed it," says Chris. "They performed a wonderful service to honor the memories of all who have served our country."

"In the spirit of the Atlas tradition of supporting the military, both past and present, it was an honor for us to secure transportation for this irreplaceable piece of history," says Paul. "As a veteran myself, it was especially important to me that our team safely deliver the flag cross-country as a way of honoring the veterans—especially the brave sailors and marines who served aboard the LCS 102 in World War II."

"Atlas Van Lines and our agents have long supported veterans as well as active members of the services," says Atlas Van Lines Senior Vice President of Transportation Services Administration Dennie Lynn. "Returning this historic icon to its rightful home is another way for us to honor those who have served."



The U.S. built 130 Landing Craft Support vessels. These amphibious assault ships were used primarily for close support of forces on beachheads. They were nicknamed the "Mighty Midgets" for their extraordinary firepower. Today, the LCS 102 in this photo is the last remaining ship of its class. Here it is being loaded for transport from Thailand back to the U.S. in late 2007.



Atlas Professional Van Operator John DuBois and Bill Mason, National LCS Association, proudly display the preserved flag of the LCS 102. Atlas transported the museum piece from Philadelphia to its home aboard the ship, now a permanent floating museum at Mare Island off the coast of Vallejo, California.

Delivering Exceptional Customer Service

At Atlas, It's Everyone's Department



Amplifier readers will recall that, in 2009, Atlas introduced an initiative to strengthen a culture of customer service. "Customer Service First" began as an Atlas Headquarters initiative in early 2009. The successful program spread across the Atlas network in September. Then, it took center stage as the theme of the 2009 Atlas Convention in November. It continues to evolve through a concerted effort among Atlas employees. And it is producing new ideas for winning business and building long-term customer relationships. Among these are a customer feedback system, expanded training, and visual reminders for employees of the vital role each plays. "The responsibility for customer service rests with each of us," says Director of Continuous Improvement Norm Carlson. "Whether a customer is giving a compliment or a complaint, the response begins at that point of contact."

The customer feedback system... every Atlas employee has the authority and responsibility to put it to work.

Norm explains that a yearly ISO surveillance audit brought a crucial fact to light. While Atlas was adept at addressing and satisfying customer concerns, it had no means to see

them in a bigger context. "While we were good at solving problems, we found that sometimes we were fixing the same problem over and over," says Norm. "We lacked a way to aggregate the data, to look at all the sources of feedback and see the common threads leading to systemic changes that prevent recurrence."

So, Atlas developed a new procedure and a new application. It's called the "customer feedback system," and every Atlas employee has the authority and responsibility to put it to work.

"When an employee inputs the customer's problem, it begins a process that can trigger immediate response if needed," says Norm. "What's more, it provides an aggregate view of data to suggest changes for making our service and processes better."

The system became viable in February, and senior managers completed their indoctrination in early March. All employees will be fully conversant by the end of April.

"Customers will no longer be automatically transferred

between departments searching for answers to their concerns," says Norm. "It puts each one of us in a position to deliver excellent customer service at the moment it is required."

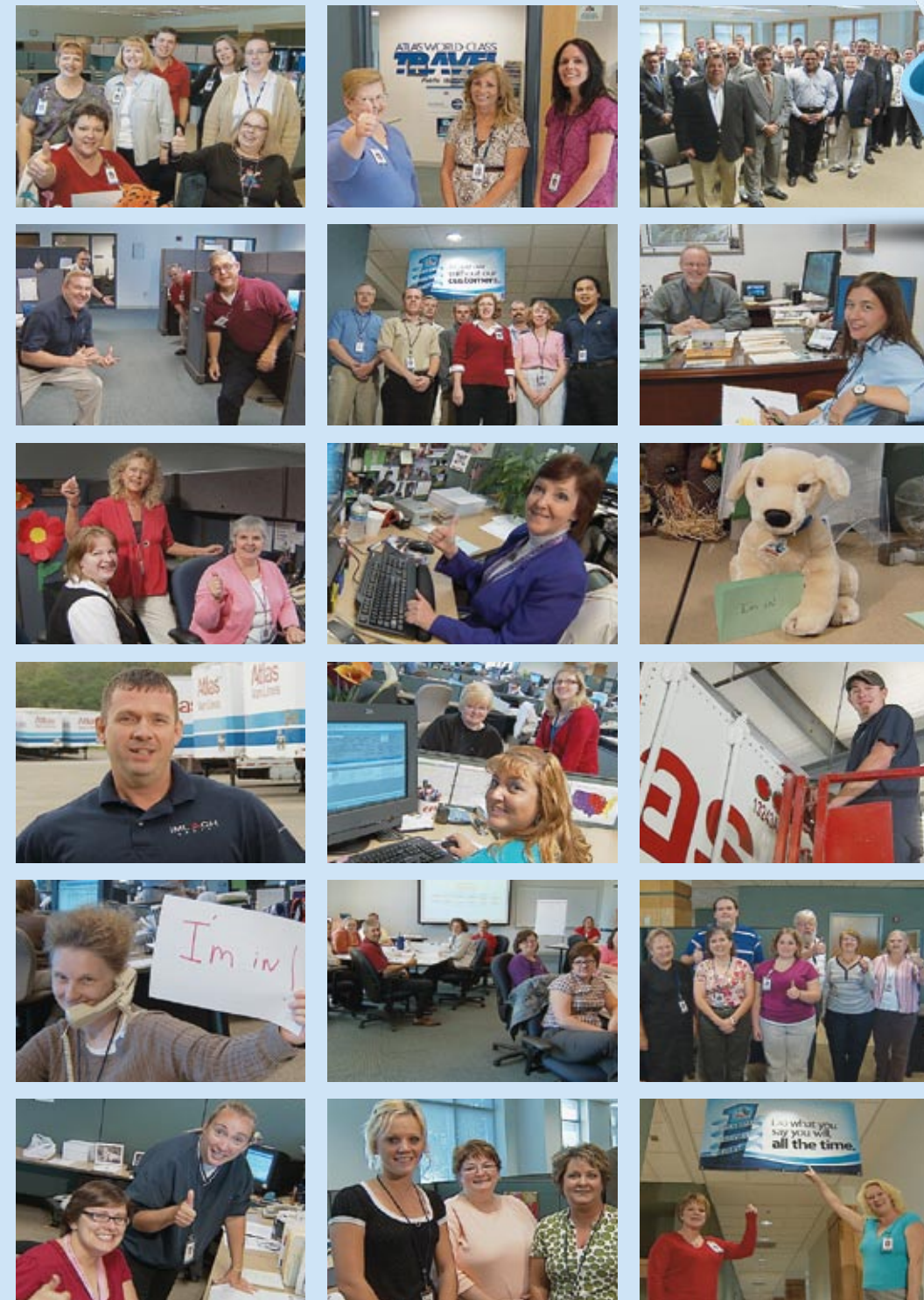
Focus Team Leads with Ideas

The Customer Service First Focus Team, a group of Atlas Headquarters employees, meets about six times a year to discuss how Atlas can better deliver on the brand's promise of "integrity, quality, solutions." In the process, they share the ideas and suggestions they get from others throughout the organization. From this discussion, they have conceived a series of training sessions to knit together perspectives from throughout the Atlas organization and give each employee a better understanding of the company.

The series kicked off in February with an overview of Atlas World Group. "Most people are pretty familiar with the van line and the services it provides," says Director of Training Stephen Watson. "But Atlas also encompasses several transportation-related subsidiary companies, and we looked at how these target and satisfy various customer niches."

Stephen says subsequent training sessions will cover specific functions within the company's operation, so everyone gets a clear understanding of what each area does and its importance to the overall customer experience. Each session will last no more than two hours and incorporate a variety of teaching techniques. The next class in early spring will cover the Comprehensive Safety Analysis 2010 (CSA 2010). This initiative of the Federal Motor Carrier Safety Administration (FMCSA) aims to reduce commercial vehicle crashes, fatalities, and injuries. Subsequent topics will look at shipment-specific functions across the spectrum, including tariffs and pricing, claims, finance, and operations.

"Our focus is on what every Atlas employee should know about Atlas, our industry and our customers," says Stephen. "The more we know about each of these, the better the customer service we can provide." ■



"I'm in!"

Atlas World Group employees and agents share their testimonials on customer service, proclaiming "I'm in!" These videos, posted on the Atlas Intranet, demonstrate the buy-in throughout the Atlas organization. "Some of the interactions are light-hearted," says Director of Marketing Communications and Focus Team Member Barbara Cox. "We believe that providing great customer service can be a rewarding element in our day-to-day work responsibilities."



Agenda – The 43rd Annual Forum on Moving

April 15 & 16, Chicago Marriott Downtown, Chicago, Illinois

Thursday, April 15, 2010

9:00 a.m. – 10:20 a.m. OPENING GENERAL SESSION

Call to Order & Welcome:
GLEN DUNKERSON
Chairman & CEO
Atlas World Group, Inc.

Remarks:
JACK GRIFFIN
President & COO
Atlas Van Lines

Speaker:
KAREN REID
Interim Executive Director
Worldwide ERC®

10:20 a.m. – 10:40 a.m. BREAK

10:45 a.m. – 11:20 a.m. WORKSHOP SESSIONS

BREAK-OUT I – “CANCEL THAT GUILT TRIP”

Feeling a little distressed about the morale around you? In this session, you'll find out how to transform your organization's culture into a workplace climate that inspires excellence.

BREAK-OUT II – “DISCONNECTING THE DOTS”

What's going on with the economy? What's the big picture? This discussion breaks it down so you can better understand the current situation and prepare for the future.

BREAK-OUT III – “ARE WE THERE YET?”

This workshop covers hot topics and trends for where today's global mobility market is going. Pick up tips to enhance your individual performance – and strengthen your business.

11:30 a.m. – 12:05 p.m. WORKSHOP SESSIONS

BREAK-OUT I – “CANCEL THAT GUILT TRIP”

Feeling a little distressed about the morale around you? In this session, you'll find out how to transform your organization's culture into a workplace climate that inspires excellence.

BREAK-OUT II – “DISCONNECTING THE DOTS”

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BREAK-OUT III – “ARE WE THERE YET?”

This workshop covers hot topics and trends for where today's global mobility market is going. Pick up tips to enhance your individual performance – and strengthen your business.

12:15 p.m. – 2:00 p.m. SECOND GENERAL SESSION & LUNCHEON

Presiding:
JANELLE PIATKOWSKI
President and CEO,
Cornerstone Relocation Group, LLC
A Subsidiary of Atlas World Group, Inc.

Principal Address:
CHRIS GARDNER
Motivational and Inspirational Speaker whose
New York Times Best-Selling Autobiography,
The Pursuit of Happiness, inspired a feature film.

2:15 p.m. – 2:50 p.m. WORKSHOP SESSIONS

BREAK-OUT I – “CANCEL THAT GUILT TRIP”

Feeling a little distressed about the morale around you? In this session, you'll find out how to transform your organization's culture into a workplace climate that inspires excellence.

BREAK-OUT II – “DISCONNECTING THE DOTS”

What's going on with the economy? What's the big picture? This discussion breaks it down so you can better understand the current situation and prepare for the future.

BREAK-OUT III – “ARE WE THERE YET?”

This workshop covers hot topics and trends for where today's global mobility market is going. Pick up tips to enhance your individual performance – and strengthen your business.

3:00 p.m. – 4:00 p.m. WORKSHOP SUMMARIES & DISCUSSIONS (FULL GROUP GATHERING)

ROUND TABLE Q&A “DISCOVERING FINE LINES IN THE BIG PICTURE”

This general session after the breakouts brings all three presenters together for a round-table recap and what is sure to be a lively Q&A period.

6:30 p.m. – 7:30 p.m. RECEPTION

7:30 p.m. – BANQUET & ENTERTAINMENT

Presiding:
BOB CLARK
President
Atlas Van Lines (Canada) Ltd.
A Subsidiary of Atlas World Group, Inc.

Special Entertainment:
1964 BEATLES TRIBUTE BAND

Friday, April 16, 2010

8:30 a.m. – 10:30 a.m. BREAKFAST & CLOSING GENERAL SESSION (Breakfast served until 9:15 a.m.)

Presiding:
JACK GRIFFIN
President and COO
Atlas Van Lines, Inc.

Keynote Address:
VINCE POSCENTE
New York Times Best-Selling Author,
and Olympian.

Forum Adjournment

*ERC Recertification Credits Applied For



Atlas International Winning with Value

As every good marketer knows, long-term success depends on the strength of the value proposition. Which is why Atlas International has introduced a new relocation program, with a complement of services to add value from pricing through final delivery.

“We are innovating to win customers,” says Vice President of Business Development Jim Gaw. “We’ve bundled our services in a way that gives people the value they seek, all throughout the relocation process.”

For starters, single-factor pricing gives customers a simplified means to determine their cost. Single-factor pricing is all-inclusive door-to-door, covering every aspect of service – packing and loading at origin, transportation and handling, and unloading, unpacking, and debris removal at destination.

“Before, estimated pricing took longer and, as the name suggests, the final number was subject to change,” says Jim. “Now, customers can calculate the price simply and accurately, using a table for weight, origin and destination. This provides ease in budgeting and auditing for high volume accounts.”

Total Transparency

The new relocation program also provides user privileges for the Atlas International operating system. Agents enjoy complete read-only access to shipment information. This includes official documents and notes appended throughout the move. “Agents get total visibility into our operations, so they can stay attuned to their customer and the details of service,” says Jim. “They find this both empowering and reassuring.”

Jim also says the system is simple and flexible to be compatible with every user's expectations. “Virtually anyone can be up to speed in a matter of minutes.”

Unmatched Service Delivery

As a concept for total service, the new relocation program, focuses on accounts with high expectations. To ensure their satisfaction, Atlas International has dedicated an

experienced team, led by Director of Key Accounts, Mark Abadir. Mark works closely with Laura Hatton, Director of Operations, to fine tune the service model when opportunities arise.

“Although it is brand new to the market, our relocation program is already gaining ground,” says Jim. “In January, a large energy services contractor signed on. I anticipate more wins as we continue to get in front of prospects and tell our story.” ■

The Atlas International Value Proposition

Atlas International provides best in class relocation services, ISO and RIM certified quality, user-friendly technology, and knowledgeable and tenured employees to create high levels of customer satisfaction and long-term relationships with our agents, clients and supply chain partners.

The New Relocation Program Advantages

- Atlas Brand Recognition: The strength of a household name working for you.
- Global Resources: Worldwide network provides you seamless service and unmatched support.
- International Expertise: Innovative, flexible, tailored relocations keep your transferees happy and productive.
- Purchasing Power: Volume pricing lowers our costs and saves you money.
- Cost Control: Line-by-line reviews for each shipment and continuous monitoring of provider performance ensure you of excellent value.
- ISO and RIM Quality: Customer-centric approach informs continuous improvement.
- Long-term Success: Dedicated staff embraces your culture and direction.



Partnering with Royal LePage

Atlas Steps Up for Shelter Foundation to Help Women and Children



This is the puppy that cares...

For the past 15 years, Royal LePage and its 14,000 realtors across Canada have looked to Atlas Canada as their preferred mover. The two companies have relocated thousands of families together. Because they also share core values, in late 2009 Royal LePage invited Atlas Canada to become a national partner in its Shelter Foundation. In addition, Atlas Canada's President Bob Clark has accepted a nomination to serve on the foundation's board of directors.

Since its start in 1999, the Royal LePage Shelter Foundation has raised \$10,000,000 to support the operation of 150 shelters across Canada. These homes provide safe havens for more than 30,000 women and children each year. The foundation also commits \$250,000 a year to fund violence prevention at the grassroots level throughout the provinces.

"The Shelter Foundation is thrilled to welcome Atlas Van Lines as an official partner," says Executive Director & President Sandra Diaz. "When we announced the partnership at a recent Royal LePage Conference, it was met with tears and a standing ovation."

"We are honoured to support the Royal LePage Shelter Foundation," says Bob Clark, President, Atlas Van Lines Canada. "It is one of the few charities in Canada where 100 percent of the money raised goes directly to the women's shelters and education programs; Royal LePage Real Estate covers all of the administration costs."

When Bob announced the partnership at the opening session of the Human Resources Professional Association (HRPA) Conference in Toronto, the 3,000 delegates answered with

thundering applause. Donations at the Atlas booth amounted to another \$700 for the foundation's work.

Each year, the foundation conducts a National Garage Sale Day, its single biggest fundraiser. In 2009, Atlas agents provided volunteers and facilities for transportation and storage. Helping out were: King's Transfer Van Lines (8136) in Winnipeg, MB; Harvey Moving Systems, Inc., St. Catharines, ON (8150); and AMJ Campbell Red Deer, Red Deer, AB (8811). The event raised over \$120,000.

With the expanded involvement of Atlas this year, organizers expect participation among LePage offices to swell. As they register, the foundation sends the information to the Atlas corporate office, which in turn contacts a local agent.

"This is a great way to help those who really need help," says Loreen Mellof, Office Manager and Principal with Kings Transfer (8136), Winnipeg, MB. "I encourage my fellow Atlas agents to take part in this event. It is time well spent."

Atlas will also support the event with its own garage sale at its offices in Oakville. Plans call for a barbecue, live music, lots of fun activities for families, a raffle, and possibly a celebrity or two on hand to help with the fund-raising.

"It's a privilege to serve this great cause with our agents and client partners," says Bob. "It feels good to know we are doing something that will make a difference for people. Everyone deserves safe shelter and the chance for a brighter future." ■

What:

National Garage Sale Day, fundraiser for the Royal LePage Shelter Foundation.

When:

Saturday, May 15, 2010.

Where:

Locations across Canada, conducted by offices of Royal LePage Real Estate with transportation and warehousing assistance provided by the Atlas Van Lines Agent Network.

The Atlas Van Lines Garage Sale will take place at its offices: 485 North Service Road East, Oakville, ON.

Why:

Funds raised support the Royal LePage Shelter Foundation, providing a safe haven and assistance to 30,000 women and children each year.

For more information:

Visit www.royallepage.ca and click on the Shelter Foundation link.



Happy to help! Sharon Promm, Sandra Diaz, and Jennifer Page, Royal LePage Shelter Foundation workers, bring positive energy to the success of National Garage Day Sale.



King's Transfer Van Lines (8136) in Winnipeg, Manitoba, and AMJ Campbell Van Lines (8811) in Red Deer, Alberta, volunteer with people and equipment to transport items for the National Garage Sale Day. In 2009, the event raised over \$120,000 for the Royal LePage Shelter Foundation.





Cornerstone
Relocation Group



Cornerstone Celebrates 20 Years of Superb Customer Experiences

While many are anxious in this time of economic uncertainty, the professionals at Cornerstone Relocation Group remain poised to outperform 2009 – their best year ever – as they celebrate 20 years of service.

As we entered 2009, we said that the fundamentals were in place for 2009 to be even better than 2008. We cited the strength and motivation of our service delivery team, our growing global client base and our operations excellence. We were right about 2009 in every way. It was the best year in our 20 year history. We were successful in winning repeat business from existing clients and in signing new ones, all of whom value the quality of our customer service and trust us to help them deliver outstanding relocation programs.

How did we thrive in a challenging environment? Our performance was a team effort between our staff, our clients, and our many partners. We believe experience and talent are recession-proof assets. We harnessed some of the brightest minds in the business to customize solutions and provide a superior customer experience. A continued focus on the critical needs of clients generated strategic products and services to help corporations navigate a complicated relocation environment.

For example, our new assessment tool, **Successability**[™], identifies hidden issues and costs of potential homeowner relocations. By uncovering possible foreclosure, negative equity and loss on sale, we help candidates and clients determine the financial viability of a relocation and its potential impacts. As a result, we've helped uncover and avoid tens of thousands of dollars of potential costs before they were incurred. That's hard dollar savings for our

clients' mobility programs. Additionally, we have significantly improved our clients' ability to estimate relocation costs and prepare long-term budgets with our web-based forecasting tools. By providing readily accessible information and meaningful data, we're enabling our clients to be more strategic HR partners for their organizations.

However, experienced people, creative thinking and technological tools aren't the complete picture to ensure success. Providing relocation services is a team sport. Cornerstone's passion for service extends beyond our organization and permeates throughout all our entire supply chain partnerships. We contract with only the highest quality providers – proven and talented experts in each field – that share our commitment to a superior customer experience. Treated as more than just "vendors," our service providers feel like true partners and act as extensions of Cornerstone's service delivery team to keep us moving forward successfully.

The challenges of years past have validated Cornerstone's continued focus on a couple of simple, core principles:

- 1) surround yourself with the most talented employees and service partners; and
- 2) continually look for ways to innovate and improve service and product offerings to increase our value to clients.

By remaining true to our principles, Cornerstone is well positioned to move forward with another year of superior service, continued global expansion and product innovation. ■



By CEO, President, and Founder
Janelle Piatkowski



Say "Yes" with Titan's Capability

Atlas agents trust Titan Global Distribution to add value and delight customers for last-mile deliveries of furniture, fixtures and equipment. "We can handle the installation for practically anything commercial an agent has in the warehouse," says Director of Special Projects Wilda Poehler.

Bill Huffman is feeling the power of Titan. And it feels good.

"The first project they handled went so well, it led to two more," says Bill, who manages the electronics and display business with Philpot Relocation Systems (2611) in Tucker, Georgia.

Bill says it all began with a phone call in November 2009 from a prospective customer who needed computers removed from sales displays and shipped to their warehouse.

"It was not the kind of job we typically handle," says Bill. "But I thought we might say yes with Titan's capabilities."

So Bill called Titan and explained the situation to

Director of Special Projects, Wilda Poehler. The project was a perfect fit, and the Titan team put together a simple, yet detailed logistics plan.

"What Bill's customer needed was the kind of work we've handled many times," says Titan Service Representative, Ann Carlson.

First, Titan-qualified installers removed electronics from kiosks in seven different malls—all in three evenings, between closing and midnight. Then they packed and shipped the equipment to the customer-requested locations for timely arrival. Throughout the project, Ann monitored the progress and kept Bill apprised.

"The job went so well, after it was finished the customer e-mailed me to express their satisfaction," says Bill. "They asked me to call in January to discuss another six locations. We worked with Titan again, with the same great results."

In February, Bill came into another cooperative opportunity. An Internet-based IT company needed to relocate a data center from California to Boston. This time, Titan installers worked with the company's on-site technicians after hours to remove the systems. The Titan crew then delivered the equipment to a central warehouse; from there an Atlas truck transported it across the country.

"This was a win for everyone," says Bill. "Titan won, Atlas won, the customer was extremely pleased...and we're doing more work for them as a result."

When another customer on behalf of the city of Las Cruces, New Mexico, contacted Philpot about handling a time-sensitive move of their data center, Bill again looked to Titan.

"We have a good comfort level working together," says Bill. "Titan had relied on us in the past as a logistics partner. Now, we have found that we can rely on them. It gives us another selling tool."

Bill says he's now "more aware" of logistic opportunities that would have fallen by the wayside. "In the past, I had not been able to handle breakout programs or a final mile delivery across the country and now I can. I trust Titan."

Bill is not alone. Other Atlas agents have leveraged the power of Titan with excellent results.

"A customer approached us about installing up to 100 pieces of decorative acrylic graphics, plus lettering, in each of 105 locations across the U.S.," recalls Vice President and General Manager Mike Shaughnessy, Alexander's Mobility Services (207). "We handed it off to Titan and just let the kudos roll in." On another occasion, Mike says Titan answered in Las Vegas, marshalling union labor to install fixtures for a high-end retail store in the new City Center. "The customer called back and gave us two more projects as a result."

Sales Representative Fred Neidhart, Alexander's Mobility Services (214), enlisted Titan to help him answer Rosetta Stone, the language-learning company. "Titan removed outdated software packages and placed new versions on the shelves in 138 kiosk locations—all on one night," says Fred. "It was difficult, because most of the kiosks are in airports with strict requirements for security clearance. Titan did an excellent job."

"Titan adds value for our customer," says Vice President Gary Louderback, Ace World-Wide Moving and Storage (0039). Gary relies on Titan for the assembly of retail store fixtures on national rollouts. "The nice thing is, we can provide everything for the customer on one invoice."

For Titan, there is no "typical" project. "We may be hanging artwork in offices or installing refrigerator-microwave combinations in university dormitories... each customer's needs are unique, and so is every job," says Wilda.

For example, Titan works with Broadway Specialized Transportation Services (1106) in New Jersey. Through Atlas Special Products, Broadway picks up paint display products from the designer-manufacturer, inventories them, and fulfills orders to stores nationwide via other Atlas agents.

"Increasingly, fixture-design clients recognize the added value of installation," says Wilda. "They themselves are competing for business based on what they can provide in the final mile."

Wilda adds that every new construction project represents a potential customer for an Atlas agent.

"You can count on us to analyze the requirements, develop a plan, and follow through. We take pride in finding creative ways to get things done and doing them well." ■

Feeding the Hungry

New Bell Storage Gets in Gear for Annual Food Drive



It's true: hunger persists in our nation of plenty. According to the USDA, 14.6 percent, or 17,100,000 of U.S. households were "food insecure" during 2008. This means 16,700,000 children and 32,400,000 adults were uncertain of having, or unable to acquire, enough food to meet the needs of all their members, either because they had insufficient money or other resources for food. The problem has spiked in the last two years, an unfortunate fact of the prolonged economic contraction.

Atlas agent Jim Ashley, president of New Bell Storage (1528) in Norfolk, Virginia, understands the seriousness of the problem.

"I know what it is like to be hungry," says Jim. "I grew up needing assistance...my father was 60 years old and retired shortly after I was born."

In the weekend before Thanksgiving, Jim and his associates at New Bell pitched in to help run the Mayflower Marathon food drive. The annual event was sponsored by local radio stations WFAX and WNOR.

Over a 52-hour period, a team of volunteers collected canned and frozen food for the Food Bank of Southeastern Virginia and the Food Bank of the Virginia Peninsula.



"It's been our privilege to help with this event since it began in 1996," says Jim. "Each year, as it approaches, our van operators get excited, hoping to be chosen."

The Atlas agency provides 3 or 4 tractor-trailers to serve the two collection points in the Norfolk and Newport News areas. In addition, New Bell volunteers receive and process donations for loading onto the trucks.

This year, Jim was assisted by three of his granddaughters. He also helped get members from his Rotary Club involved. He says the annual drive is a huge undertaking, but a necessary one.

"Kids can't help themselves," says Jim. "They rely on adults. And sometimes adults can't help themselves. It is important we have compassion and assist those who are less fortunate...if you can, I urge you to get involved in your city."



Volunteers from New Bell Storage (1528) help out with the annual Mayflower Marathon food drive in southeast Virginia. The drive collected 1,700 turkeys and food to provide 416,000 meals for less fortunate families in the Hampton Roads area.

Buckle Up, Baby!



Kansas Van & Storage Working to Keep Little Ones Safe

Did you know motor vehicle injuries are the leading cause of death among children in the U.S.? Many of these deaths are preventable. According to the National Highway Traffic Safety Administration, child safety seats reduce the risk of death in passenger cars by 71 percent for infants, and by 54 percent for toddlers ages 1 to 4 years.

In the Sunflower State, the Kansas Motor Carriers Association (KMCA) and the Kansas Highway Patrol (KHP) are cooperating to put child safety seats into the hands—and vehicles—of those who need them most. Each year, the KMCA funds the purchase of several dozen new seats. Atlas agent Kansas Van & Storage (1286) delivers the seats to the KHP, officers then distribute the seats to disadvantaged families.

On September 30, 2009, at a press conference in Topeka, representatives of the KMCA presented 105 new child safety seats to the KHP. The event was designed to heighten public awareness about the importance of child safety.

"As members of the motor carriers association, we actively support efforts to make our state's roadways safer for every motorist," says Kansas Van & Storage Director of Safety, Mark Richey, who serves on the association's safety board.

"We are proud to be part of this annual program to keep kids safe," says Larry "Doc" Criqui, who serves as secretary on the KMCA board of directors. "This is a worthwhile outreach."



Representatives of the Kansas Motor Carrier Association present a gift of 105 child safety seats to the Kansas Highway Patrol on September 30, 2009, in Topeka. Left to right: Tim McCool, Technical Trooper; Jason Hammes, President, KMCA Board; Tom Whitaker, Executive Director, KMCA; Terry Maple, Colonel, KHP; Mark Goodlow, Major, KHP; Robert Ladner, Lt. Colonel, KHP.

Personnel Changes at Atlas



Christopher Furlotte

Cornerstone Relocation Group announces the appointment of Christopher Furlotte as Vice President, Global Business Development. Christopher leads the company's expansion in the western U.S. with responsibilities for strategic sales planning and execution.

"We're pleased to have Chris on board to help us take the western region to the next level," says President and CEO Janelle Piatkowski. "With his 20 years' experience in the relocation industry, Chris is the perfect person to communicate the value we bring to prospective clients."

Christopher most recently served as Vice President, Global Business Development at Paragon Global Resources. In addition to business

development roles, he led a team of sales professionals and account managers and has also held positions in client services, consulting and group move management during his career.

An active member of the relocation industry, Christopher has been a speaker at both local and national industry conferences and has held leadership roles for the Bay Area Professionals in Relocation and the Western International Personnel Association. He earned a Bachelor of Science in Business Administration from University of Rhode Island, and a Certificate in International Business from the University of California Irvine. He holds the Certified Relocation Professional (CRP) designation of Worldwide ERC.



Greg Williams

Greg Williams has joined **Atlas Van Lines** as Director of Internal Audit. Greg is responsible for performing internal audits to assist management with analysis, approvals and recommendations to enhance financial and operating activities. He is also responsible for coordinating an annual financial audit with external auditors. Prior to Atlas, Greg held the Manager of Internal Audit position with Herff Jones in Indianapolis.

Greg is a graduate of the Indiana University School of Business, and he holds credentials for Certified Public Accountant and Certified Internal Auditor. He is a member of American Institute of Certified Public Accountants (AICPA), Indiana CPA Society (INCPAS), the Institute of Internal Auditors (IIA), and Optimist International. For the past three years, he has served on the board of an educational and historical museum in Zionsville, Indiana. Greg and his wife, Marina, reside in Evansville.



People Make the Difference at Collins Brothers

Collins Brothers Moving Corporation (547) marks its centennial in 2010. The company is celebrating a history of service that has made it a premier name in the moving and storage industry.

William Collins started the business in Larchmont, New York, using a horse and wagon to move furniture and other freight in Westchester County and New York City. In 1958, sons William and Hugh took over and began concentrating on household goods. The record shows they were perfectionists with a first-class reputation.

When Frank E. Webers purchased the business in 1972, it employed three people and operated two vans. With Frank's leadership—and the efforts of dedicated employees—Collins Brothers has grown to become an industry leader. Today, the company employs 300 and operates over 250 pieces of equipment. It provides full-service storage with major warehouse facilities in: Westchester, Putnam, and Suffolk Counties in New York; New York City; Dulles, Virginia; and Dallas, Texas. In addition to household and commercial relocation for customers in the U.S. and abroad, Collins Brothers also operates a division for new furniture delivery and installation.

The Foundation of Success

"Without key people and their dedicated office and field personnel, Collins Brothers would not be the company it is today," says Frank.

Russell Brown and John Creeley built the operations department. John is in his 33rd year with the company; Russ retired in 2004 after serving as vice president for 27 years. In sales, Craig Cioffari's professionalism has been key to growth. Bob Beitler and J. P. O'Hara are also mainstays. Bob and Craig have each devoted 30 years to the company; J. P. has given 22 years of service. Director of Operations

Steve Noake, who oversees operations system-wide, is vital to the company's success. Therese Ferretti, a 25-year veteran, has served as president since 2004. Under her guidance, Collins Brothers has experienced double-digit growth.

As a "people company," Collins Brothers is proud to support community events. Its title sponsorship of Swim Across America's Long Island Swim annually helps raise funding for the fight against cancer and search for a cure. When people are in dire need, Collins Brothers steps up. As it did for people in the aftermath of 9/11 and Hurricane Katrina, the company recently provided emergency transportation services to assist relief efforts in Haiti.

The Future Is Bright

To share the good news of their milestone, and the bright future it sees ahead, the Atlas agency is pulling out all stops in a public relations campaign that includes an anniversary logo banner on equipment and print materials, the production of a commemorative video and coffee table book, and advertising via newspaper, direct mail, and magazines. Festivities will include a shindig for employees this summer and a celebration with customers in the fall. The company also plans to dedicate a park bench and planting in the Larchmont community.

Looking ahead, Frank sees cause for optimism, despite the nation's current economic difficulties.

"As well as exceptional people, our success is grounded in the values of **integrity, quality and solutions**," says Frank. "Upholding these ideals, we are enthusiastic about the future, and we are already planning our next expansion. The past has been great. But the best is yet to come."



Pictured above: Lucy Cuesta, Accounts Receivable; Therese Ferretti, President; Frank Webers, CEO; John P. O'Hara, VP sales; Gene Devaney, VP sales



Taking a Break

President's Club Stretches Out In Naples, Florida

It's okay to feel a little envious. For five days and four nights, the sales superstars of Atlas Van Lines traded their workaday duties for relaxation and pampering at the Ritz Carlton Golf Resort in Naples, Florida. Perhaps the toughest decisions they faced were whether to order the lobster or the steak...and how to read the putting greens on the Tiburón championship golf course.

The annual President's Club meeting recognized the top producers in the Atlas agency network. All told, 16 agents and their guests made the trip, a reward for booking at least \$2.5 million in business between July 1, 2008, and June 30, 2009.

At the banquet on Friday evening, Atlas Van Lines President and COO Jack Griffin welcomed all and offered his congratulations.

"It is a testament to their persistence and dedication to

their agency and Atlas that each of them was able to attain the \$2.5 million milestone in such a difficult economic environment," said Jack. "In business, nothing happens until somebody sells something and these agents represent the elite sales people in the Atlas organization."

Although Mother Nature came with a mix of rain and sun, she didn't dampen spirits. The world-class resort amenities gave everyone a chance to find their own level of relaxation. And there were plenty of opportunities for leisure and recreation, including time on the pristine white beach that extends for 10 miles along the Gulf of Mexico.

Keith Morse with DMS Moving Systems, Inc. (800) and his wife, Denise, were first-time attendees. "It was enjoyable, restful, and impressive," says Keith. "I especially liked getting to know Jack, our new president of Atlas Van Lines."

For those who have yet to make a President's Club

excursion, Keith has this advice: "It's something you want to attend; it's worth the hard work."



Two great brands, both known for quality service, appear side-by-side in this chance photo taken of an Atlas Van Lines trailer during the President's Club trip in Naples, Florida.

2009-2010 President's Club Winners

	Salesperson	Agent
Sales \$2,500,000 or more	1 James Cole, Jr.	J. W. Cole & Sons, Inc.
	2 Steve Westerberg	Nelson Westerberg
	3 Gary Louderback	Ace World-Wide Moving & Storage Co.
	4 Dennis Sorhagen	Crofutt & Smith Moving & Storage
	5 Jim West	American Ace of Oklahoma, Inc.
	6 Fred Paxton III	Paxton Van Lines, Inc.
	7 Don Hill	Alexander's Mobility Services
	8 Steve Delane	Alexander's Mobility Services
	9 James Zachary	Atlantic Relocation Systems
	10 Ken Neisner	Specialty Moving Systems, Inc.
	11 Wayne Curtis	Comtrans Ltd.
	12 Thomas Philbin	Nelson Westerberg
	13 Keith Morse	DMS Moving Systems, Inc.
	14 Ken Imlach	Imlach Group
	15 Tim White	Imlach Group
	16 Chris Wing	Powell Relocation Group
Sales \$1,000,000 to \$2,499,999	17 Richard Meyer	DMS Moving Systems, Inc.
	18 Denise Della-Dora	Alexander's Mobility Services
	19 Michael Boone	Lytle's Transfer & Storage, Inc.
	20 Chris Lechner	Alexander's Mobility Services
	21 Jennifer Acosta	Ace World Wide Moving & Storage Co.
	22 Tina Rose	Walker Transfer, Inc.
	23 John Dulin	Alexander's Mobility Services
	24 Eric Manfredi	Weleski Transfer of Cleveland, Inc.
	25 Julie Cibelli	Nelson Westerberg
	26 Donna F. Gann	Nelson Westerberg
	27 Gene Devaney	Collins Brothers Moving Corporation
	28 Janet Hathcock	Watson Van & Storage Co., Inc.
	29 Roger Sorhagen	Crofutt & Smith Moving & Storage, Inc.
	30 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
	31 Jimmy Gemeinhardt	Bean Moving & Storage, Inc.
	32 David Zerda	Alaska Terminals, Inc.
33 Richard Clarke	Ace Relocation Systems, Inc.	
34 Mark Smith	Avatar Relocation of NY Inc.	
35 Carrie Corless	Ace Relocation Systems, Inc.	
36 Bob Akers	Nelson Westerberg	
37 Larry Lammers	Ace Relocation Systems, Inc.	
38 Chet Grisso	Alexander's Mobility Services	
39 Greg Koehlinger	Nelson Westerberg	
40 Jeanne Witcher	Atlantic Relocation Systems	
41 Milton Perkins III	Reads-Perkins Moving Systems, LLC	
42 Ross Buckley	Alexander's Mobility Services	
43 David Hillemann	Advance Relocation Systems	
44 Ann Burkart	Alexander's Mobility Services	
45 Dan Rosauer	Alexander's Mobility Services	
46 Steven Gruszewski	Ace World Wide	
47 Gail Ann Lynch	Alexander's Mobility Services	
48 Jonathan Cotten	Alexander's Mobility Services	
49 Kathy Barclay	Alexander's Mobility Services	
50 Jim Chretien	Specialty Moving Systems, Inc.	
51 Gary Weleski	Weleski Transfer, Inc.	



DMS Lends Expert Hand to Atlas Photo Shoot



"The Go-To Two." Van Operators Nathan Gooch and Ted Konchel III provided superior Atlas service to the corporate marketing team for a photo shoot in Birmingham, Alabama during December. "They were outstanding," says Atlas Marketing Communications Director Barbara Cox.



Operations Manager Mark Break pulled out all the stops—even assisting in changing a flat tire on the photographer's van—to help the creative team work efficiently.

Anyone who's ever been on the set of a photo shoot knows it takes more work than meets the camera's eye. So, when it came time for Atlas to update and expand its photo library last year—including new images for Smart Move—a big task was at hand.

The marketing team had the creative people and models. But it needed Atlas equipment, and people with hands-on experience in Atlas service. In short, the team needed the help of an Atlas agency. So it reached out to principals Rick and Jim Meyer at DMS Moving Systems (800) and Operations Manager Mark Break (801). They did not hesitate.

"I'd been involved with photo shoots before, so I had a pretty good idea of what would be involved," says Mark. "I believe in people working together; I was glad to say yes."

To help facilitate the effort, Mark dedicated two of his finest: Ted Konchel III, van operator with DMS in Detroit (800); and local van operator Nathan Gooch.

"Ted and Nathan were really great," says Atlas Marketing Communications Director Barbara Cox. "They handled the movement and placement of furnishings and props, anticipating what was needed and making it happen... they even moved some furniture in the rain when Mother Nature didn't cooperate."

More than once, the moving expertise of Ted and Nathan helped ensure shots were technically correct. Others taking part in the shoot commented on their professionalism.

"We literally couldn't have done it without Mark's help," says Barbara. "From the equipment, to making the crew available, and his willingness to go above and beyond—including working well after hours—he was right there. Even when it came to changing a flat tire on our photographer's van, he was on the spot in minutes with a forklift and a light. He began helping change the tire himself!"

The team used three locations in Birmingham to create interior and exterior shots, including the spotless DMS warehouse. A number of the shots focused on Smart Move and the unique SmartVault™.

"It was so great to see how everyone pitched in to make this project a success," says Barbara. "The help we received from DMS was invaluable. Their work was a great example of the Atlas spirit—and it shows in the photos."

Now—Find Atlas on Facebook.

Now you can find your best friend in relocation on Facebook. In mid-March, Atlas Van Lines launched its official Facebook page! Atlas Canada is also on Facebook. Become a "fan" of both pages and receive the latest Atlas news and helpful moving information right on your Facebook News Feed page.

The latest about Atlas comes right to you.

As a fan, the latest releases about Atlas news, Atlas initiatives and other relevant topics are published right to your Facebook page. Most important, when you visit the Atlas Facebook page, you have a forum at your fingertips to share information and comments with Atlas and all Atlas fans. Plus, you'll see photos and videos about the company. "Social networking on the Internet is changing where our customers and friends are spending their time and attention. Extending Atlas' presence further into the Internet is only natural. With Facebook as one of the most popular social networks today, having an Atlas page provides another communications/marketing opportunity to connect with existing and potential customers," says Barbara Cox, Director of Marketing Communications.

Finding us is easy.

Visit www.atlasworldgroup.com and click on the new Facebook icon at the bottom of the page. Or, search "Atlas Van Lines" on Facebook—you'll find us listed under "Pages" (to the left). Go to the Atlas Facebook page and click "Become a Fan" at the top of the page. This will automatically deliver Atlas news into your "Facebook News Feed" page as soon as we post it.

Get your Facebook account in 30 seconds.

If you don't have a Facebook account yet, it's simple to get one and free. Visit www.facebook.com and enter your personal email address along with a few details about yourself and you're essentially finished. Your own account can be up and running in about 30 seconds. Please contact Kerri Hart at: hartk@atlasworldgroup.com with any questions or comments.



Extending Atlas services and information to where our customers and friends are is the very idea of Atlas, as service provider.

In December, Alexander's Mobility Service transported Samson, one of the largest and most complete Tyrannosaurus rex skeletons ever excavated, to the Oregon Museum of Science and Industry. Samson is about 57 percent intact, with 170 original bones of the 300 that are in a complete T. rex skeleton.



Bones on Loan

Atlas Agency Transports "Samson," Rare T. Rex Skeleton

He was one of the most fearsome beasts of his day, a top-of-the-food-chain predator who roamed western North America 66 million years ago. He weighed about six tons, with crushing jaws and serrated teeth that could bite through the bone of any other dinosaur.

The creature in question? A Tyrannosaurus rex, dubbed Samson, whose fossilized remains were discovered in South Dakota in 1987. Samson is the second-largest T. rex specimen ever unearthed, with one of the most complete skeletons—including a nearly intact skull.

The special products experts at Alexander's Mobility Services ushered him safely to his present home in the Earth Science Hall at the Oregon Museum of Science and Industry (OMSI) in Portland.

In early December, the museum was researching how to best transport the new attraction. A representative called Alexander's looking for general

information and spoke with Account Specialist Lauren Tonn. Lauren immediately went to work getting the necessary facts to propose an efficient transportation solution. She consulted with associate Danny Rosauer, National Account Manager for special products. The Alexander's sales team presented their logistics recommendation to OMSI representatives, who ratified the plan.

Van operator Art Falk and crew member Mike Lawson piloted the straight truck with hydraulic lift that took Samson's crated bones from a Portland warehouse to the museum. For security and safety reasons, they transported the precious cargo in three trips. At destination, paleontologists supervised the unpacking and assembly of the skeleton. Within about a week after his arrival, Samson was ready to greet visitors with his ferocious smile.

"Samson was not a logistically complicated move, compared to a lot of others," says Danny. "But it certainly was one of the most unusual things we've ever transported."

Samson, which is privately owned, is on public display at the Oregon Museum of Science and Industry through September 6, 2010. For more information, visit: www.oms.edu/samson



Gets A Smart Hand

It seems creative Atlas agents are forever finding new ways to use **SmartVaults**.™ For example, take Action Moving Services, Inc. (238) in Burnsville, Minnesota. In December, Vice President of Sales Eric Everson conscripted three SmartVaults into service for the Toys for Tots campaign of the U.S. Marine Corps Reserve.

Working in cooperation with the folks at Coldwell Banker Burnet in nearby Plymouth, Action set the SmartVaults outside the realtor's office on the morning of December 7. The SmartVaults collected donations of new, unwrapped toys throughout the day. After business hours, the Action team picked up the loaded SmartVaults and delivered them to the central drop-off warehouse in Eagan.

"The SmartVaults were a perfect fit for this project," says Eric. "They sat at ground level, so donations could be easily and safely loaded by the Burnet office volunteers. And we provided padlocks so they could secure the toys in the

vaults when they were done." Best of all, says Eric, it was an opportunity to give something back to the community during the holidays.

Toys for Tots, the U.S. Marine Corps' annual community action program, is dedicated to "delivering a message of hope and bringing the joy of Christmas" to America's less fortunate children. In 2009, U.S. Marines distributed 16.4 million new toys to 7.4 million less fortunate children throughout the nation. This was one of the most successful drives in the organization's 62-year history.



Action Moving Services (238) in Burnsville, Minnesota supplied SmartVaults and transportation to help the local Toys for Tots campaign. The Atlas agency team placed the SmartVaults outside the offices of a local real estate company for donations, then delivered them to the U.S. Marine Corps Reserve for distribution to less fortunate children at Christmas.

Atlas Marks 50 Years in Evansville

Atlas Van Lines relocated from Chicago to Evansville in 1960. To commemorate half a century of success in the southwestern tip of Indiana and to thank Evansville, the company has dedicated a billboard outside headquarters on U.S. Route 41. Atlas will be celebrating with its headquarters staff in May.

Since 2001, the company has also maintained a message of appreciation for U.S. service men and women.



Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (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)
Jennifer Britt	Jamey Parrish	Cousin	Agency Services, Headquarters
Dawn Brittingham	Jeffrey A. Brittingham	Stepson	Corporate Account Sales, Ace Relocation Systems, Inc. (8)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden, Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Jenny Carter	Matthew Steinberger	Son-in-law	Office Manager, Daze Transfer & Storage, Inc. (723)
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co., Inc. (440)
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
Adam Dinet	Adam Dinet, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (529)
Zane Green	Russell Green	Son	General Manager, Ace Relocation Systems, Inc. (43)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1148)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)
Theresa Lilloco	Bob Lilloco	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator STG Group, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Carole Overton	Bruce Overton	Son	Log Coordinator, Safety Department, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Rick Phillips	Todd Veek	Son-in-law	Director of Risk Awareness, Headquarters
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
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 Transfer & Storage Co. (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 1 RSG, Headquarters
	Kristopher Scott	Son	
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, DMS Moving & Storage Systems, Inc. (800)
	Geoffrey Smith	Son	
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (62)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Karen Vandiver	Michael Vandiver	Son	Insurance Manager, Risk Management, Headquarters
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, 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 Transfer & Storage Co. (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 e-mail any additions to Linda Ellington at linelli@atlasworldgroup.com. The Amplifier publishes this show of appreciation in every issue.

"A Wonderful Life"

Tom Shetler, SR. (1932-2009), Shetler Moving & Storage

Atlas Agent and Board Member Was "True Blue and Beloved"



In the classic film *It's a Wonderful Life*, the people of Bedford Falls received a multitude of blessings simply by their connection to the life of neighbor and friend George Bailey. It's fair to say many will remember Tom Shetler in the same way. He was so integral to the life of his Atlas Van Lines family, it's hard to imagine the company today had he not been part of it.

"He was definitely Mr. Atlas," says Tom Shetler Jr. "He would tell you Atlas was the best thing

and talent with his community, including the Jaycees and Knights of Columbus. And he was well known and respected for his service to the local Republican party.

Tom was the third generation of Shetler men to lead the family business. His grandfather, Benjamin Joseph "B.J." Shetler, started the company in 1899. Tom's father, Joseph B. Shetler, took over in 1941. When the company joined with like-minded entrepreneurs to found Atlas Van Lines in 1948, Tom was working part-time in the business and attending high school. In 1953, after serving his country during the Korean War, he came back to Evansville to work with his father. In 1960, he was proud to help in the relocation of Atlas Van Lines from Chicago to Evansville.

In 1965, the company had embarked on a plan for growth that included incorporation of Shetler Moving and Storage and the purchase of a new building. That same year, Joseph passed away unexpectedly.

"Dad was only 32, and he suddenly found himself facing a huge responsibility," says Tom Jr.

With three families now depending on the business, it needed to generate more income. Tom had the idea to use space in the new building to help other small businesses.

"We provided a phone and receptionist, for which tenants shared the expense," says Tom Jr. "There were architects, engineers, salespeople, even a McDonald's franchisee, all working out of our building."

Daughter Lisa Koch, who manages the company's accounting and IT areas, says her dad set an example for hard work, putting in 12-hour days and weekends. "Despite the long hours, he made time for his family. We were important to him, and he showed it. He was a loving father and grandfather."

"All of us Atlas agents were fortunate to have had Tom in our lives," says Atlas Board Member Donnie Hill. "I cannot imagine what Atlas would have been were it not for Tom, especially during those first few years after the acquisition by Wesray. His integrity and desire for Atlas to succeed were unmatched."

Tom was still working full time when he passed away

on December 16, 2009. He was preceded in death by his wife of 54 years, Charlotte, in 2008. He is survived by sons Tom Jr. (Gail) and Gary (Mary Ann); daughters Lisa Koch (Richard) and Karen Wargel (Mark); siblings Bob (Candy), Rebecca Eckert (Jerry), and Suzanne Welborn; 15 grandchildren; and 6 great-grandchildren.



Atlas Board of Directors, 1980. Visitors to Tom Shetler's office invariably received a history lesson on Atlas Van Lines. "Dad would point to each man in this photo and tell about their role in the company," says Tom Jr. Clockwise from left: O. H. Frisbie; Edward L. Bland; Kelly W. Rogers; Gene Bert; Kensyl V. Winter; John W. Steiner; John H. Westerberg; A. L. Paxton; Thomas J. Shetler; Robert R. C. Miller. Absent: Jack E. Jepsen; Emmet H. Tidd; Milton B. Pollock. Ed Bland was ousted as CEO in 1983 and led a hostile takeover attempt of Atlas in 1984. The Directors scrambled to thwart the bid by enlisting Wesray as a white knight. When fortunes began to fall under the new ownership, a handful of agents organized a leveraged buyout. Tom and fellow board agents Fred Paxton and John Westerberg championed that effort, and Atlas returned to agent ownership in 1988.

Tom Shetler Sr. (left), chairman of Shetler Moving & Storage, wore every cap in the business of moving. He served 25 years on the Board of Directors for Atlas Van Lines and Atlas Canada. When he died in December at age 77, he was still working full time in the business he loved.

that happened to our family. He was grateful for all Atlas provided. His loyalty ran deep."

"When the board met for business, Tom took his agent hat off and put his Atlas hat on," says Atlas Board Member John Westerberg. "He always fought for what was best for the company."

"He was a mentor to me, to everyone in our family, and to everyone in our company," says Bob Shetler, who worked side-by-side with his big brother for 40-plus years. "He was a street-smart guy—he knew how to work with people. And he truly cared about them."

Bob recalls a van operator who, on two separate occasions, had the misfortune to be on the road when his wife gave birth. "It was Tom who drove her to the hospital—both times."

"One of the people who stopped in at the funeral home to pay respect was a van operator who had worked for us some 30 years ago," says Tom. "He said Dad had helped him with money for the down payment on his first home."

Many others knew of Tom's generosity: employees needing an advance, even fellow Atlas agents who sometimes landed in difficult straits. He shared his time

In Memoriam

William C. McKinley, 78, passed away on October 10, in Elkton, Maryland. He had been manager of Warners Moving & Storage (2144) for 22 years.

Gary R. Coates, 73, former president of Atlas Van Lines Canada, passed away on October 18, 2009. Gary's career spanned 38 years in the household goods moving industry. He joined Atlas Van Lines Canada in 1972 and was appointed president in 1981.

Bill DeVries, 82, owner of DeVries Moving-Packing-Storage in Spokane Valley, Washington, passed away on November 11, 2009. He had recently celebrated 40 years in the moving industry.

Everett "Elvis" Parker, 71, an van operator for many years with J. W. Cole & Sons, Inc. (1772) passed away on November 22, 2009, in Detroit, Michigan.

Galen J. Sigars, 65, passed away on Christmas Eve. Galen was a long-time general manager at Bekins Northwest (2505), and spent 22 years with the company in Yakima, Washington.

Robert Espinoza, van operator with Atlantic Relocation Systems of Phoenix (1038) since 1995, passed away suddenly on February 28, 2010. Robert was a recipient of the Atlas 900,000 miles safe driver award and the Scroll of Honor.

Traveling Consultants

Atlas HQ Staff Connects with Agents in the Field

As Atlas agents prepared for the advent of spring and the arrival of the moving season, two teams from Atlas headquarters took to the road. Their missions: to share information and help Atlas agents succeed.

New this year, Atlas introduced a series of sales seminars, led by Senior Director of Sales Development Ryan McConnell and Senior Director of Avail Resource Management Phil Wahl.

Ryan offered practical insight on Atlas' newest business, Smart Move, in context with a primer on containerized shipping. "We're helping agents get familiar with how Smart Move competes in the market," says Ryan. "And we're showing how they can fit it into their product mix to win new business."

Phil spoke to the potential business advantages agents can tap with Avail Resource Management. "Agents are learning how Avail can serve their larger clients as a third-party, unbiased manager for multiple carriers," says Phil. "Some agents have requested additional training for their salespeople, and we have been pleased to supplement them with webinars."

The seminars also gave agents a chance to meet President and COO Jack Griffin, who shared a brief perspective on his immediate focus in his new role with Atlas and the future of the van line.

Other content covered advances from Atlas IT that support sales, including the AtlasNet Survey, Lead Manager, Avail Brass Tacks and Atlas Infocus. At the seminars in Evansville and New Jersey, attendees also heard from Ron Labin, Vice President of Business Development with Cornerstone Relocation Group, and in Evansville, Mark Abidir, Regional Sales Director with Atlas Van Lines International.

Between 30 and 50 agency representatives attended each event, contributing to lively discussions.

"We're all looking for ways to become more successful, and sharing information is essential," says Phil. "These meetings provide a valuable platform for Atlas agents to speak and be heard on issues that are vital to them."

"I think the greatest benefit from these meetings is the interaction with agents," says Ryan. "We've come away with a lot of comments and suggestions that we can use as we continue to make our programs the best they can be."

700 Take Part in Professional Van Operator/Operations Education Sessions

While the sales seminars looked at ways to build business, another series of meetings covered vitally important safety issues and more. A team from Operations crossed the country to share the latest on: the Comprehensive Safety Analysis 2010; how GPS records can be used to verify daily logs; and recent developments in processes for Claims, Rating/Distribution, and Transportation Services.

While the meetings are voluntary, Atlas urges all van operators and operations managers to attend. This year, approximately 700 took part.

"Attendance has increased dramatically in recent years because, I believe, the benefit has been spread by word of mouth among our professional van operator family," says Senior Vice President of Transportation Services Administration Dennie Lynn. "It is a way for us to personally meet with as many of our PVOs as possible and address items of importance directly with them."

It's also a chance for attendees to get to know



in the Field

headquarters staff, renew acquaintances and meet other van operators and agency personnel. Many take advantage of the opportunity to participate in the discussion, asking questions and airing concerns. This year's meetings were of particular significance, considering the critical implications of compliance with CSA 2010 and the ping-matching log regulatory programs now underway.

"CSA 2010 will eventually determine the safety fitness of all carriers and will be used to directly monitor the safety performance of carriers and individual van operators," says Dennie. "Simply put, carriers considered to be high-risk could be subject to FMCSA intervention, including the potential for being deemed unfit to operate. Accordingly, it is imperative that we do everything possible to address these issues with as many Atlas agent operations management personnel and PVOs as possible. The PVO meetings are a very effective way for us to accomplish that, along with providing updates on items of importance in other departmental areas."

*Appreciation goes to all the agency personnel who participated in the meetings, and to the Atlas team members: Director of Safety **Rick Kirby**; Senior Director of RSG/STG Operations **Jeff Schimmel**; Senior Vice President of Transportation Services Administration **Dennie Lynn**; Senior Vice President of Account/Agent/Claims Services **Mark Spiehler**; Assistant Vice President of Rating/Distribution Services **Mary Beth Johnson**; Senior Director of Claims Services **Brenda McCandless**; Senior Director of Sales Development **Ryan McConnell**; Senior Director of Avail Resource Management **Phil Wahl**; and Atlas Van Lines President & COO **Jack Griffin**.*

Atlas Cartus Awards Platinum, Gold and Silver

Cartus recognized Atlas businesses for outstanding service during 2009 with Platinum, Gold, and Silver Global Network Commitment to Excellence Awards. Cartus made the presentation at its 2009 Global Network Conference, which took place October 5 and 6 in Chicago.

Atlas International took the Silver Award in the International Moving Services category. **Atlas Van Lines** garnered the Gold Award in the Domestic Move Center Category. Among Domestic U.S. Moving Services companies, Atlas Accel, a full-service containerized shipping option, earned the coveted Platinum Award. (Accel is now integrated in **Smart Move Transportation LLC**, which Atlas formed in 2009 after acquiring the assets of Smart Move, Inc.) Several Atlas agencies also earned recognition for outstanding service.

"Our Global Network providers operate as indispensable

extensions of the Cartus team," says Traci Morris, Executive Vice President, Global Operations and Supply Chain Management at Cartus. "They help minimize the stress that our customers feel when they are faced with the life-altering decision to relocate. Service providers such as Atlas' Avail Resource Management, Atlas International and Accel routinely go the extra mile for our customers and our company, while simultaneously performing at the highest levels of achievement."

"Being invited to join Cartus' prestigious Global Network is an honor in and of itself," says Atlas World Group Chairman and CEO Glen Dunkerson. "We are even more honored that three of our business units have been singled out to receive Cartus' prestigious awards. These awards acknowledge and encourage Atlas' commitment to world-class service."

Atlas is proud of these agents and their award-winning service to Cartus:

Commitment to Excellence PLATINUM: Domestic US Moving Services

Ace Relocation Systems	Imlach Movers
Ace World-Wide - Wisconsin	Lytle's Transfer & Storage
Atlantic Relocation Systems	Reads Moving System
Celina Moving & Storage	Shetler Moving & Storage
Collins Brothers Moving Corp.	

Domestic US Moving Services High Volume

DMS Moving Systems	Powell Relocation Group
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Commitment to Excellence GOLD: Domestic US Moving Services

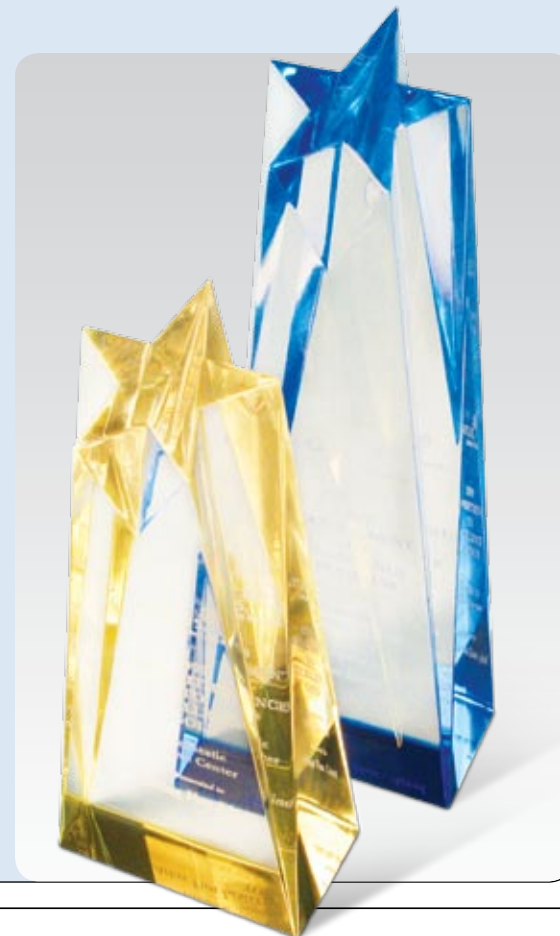
Ace Worldwide - Pennsylvania	Home Moving & Storage
Alaska Terminals	Imlach & Collins Brothers
Alexander's Mobility Services	King's Transfer Van Lines
Bean Moving & Storage	Nelson Westerberg
Boone's Moving & Storage	Ocean City Express
Croft & Smith Moving & Storage	

Voice of Customer GE PERFORMANCE: Domestic US Moving Services

DMS Moving Systems

Voice of Customer Raytheon PERFORMANCE: Domestic US Moving Services

DMS Moving Systems



Why It's Called the "Atlas Family"

On Sunday, January 8, Professional Van Operator Greg Clay with Brouwer Relocation (406) and his wife and helper, Tina, found themselves in sudden need of help. En route to Tacoma, Washington, Greg began to lose feeling and use of his right side. Tina prayed for help. As they arrived at the Bekins NW warehouse, where they were scheduled to unload in the morning, Tina noticed someone was in the office; President Steve Suhre just happened to be working late. Anxious and afraid, she asked for directions to the hospital, not knowing whether she and Greg could even manage to get there. "I'll take you," said Steve.

Greg was admitted to the hospital and was unable to complete the delivery. So, Steve made sure the shipment was unloaded into storage and the trailer put back in order. While Greg and Tina were in the hospital, CSR Dee Starr and Operations Manager Michael Duffy became their advocates and supporters. One or both visited them each evening.

"Michael and I shared them," says Dee. "They needed us, so we just became their family."

"I call Dee 'Angel,'" says Tina. "The first time she put her arms around me and told me everything was going to be

all right, I felt a sense of peace come over me. I was in the arms of an angel."

"The people at Bekins NW exceeded any expectation I could possibly have dreamed," says Tim Brouwer. "Steve, Kim, Dee, Michael...they all made it clear they wanted to do anything they could to help Greg and Tina, and to help me. They called me every day to keep me updated, they have been nothing short of incredible. It certainly made me think and appreciate what a high standard Bekins NW has set for us."

Greg's biopsy was positive for brain cancer. He is now back at home and receiving therapy. He is feeling strong and optimistic.

"I can't put into words how I feel," says Greg. "The people at Bekins have really touched our hearts. And so has Tim Brouwer; he's the greatest agent I've ever worked for. Tina and I are going to get through this and return to the team in no time. We are one family. We are Atlas."

The Atlas family sends get well wishes and encouragement to Greg and Tina. Send your personal note of support to them at: 7 Victory Lane, Edgewood, NM 87015.

Advance Gets Behind the Wheel for NASCAR®



The next time you're in or near North Carolina, you may enjoy a visit to the NASCAR (National Association for Stock Car Auto Racing) Hall of Fame. The unique entertainment attraction opens May 11 in Uptown Charlotte, with exhibits depicting the rich history and heritage of NASCAR.

Advance Relocation Systems (59) answered its client, Artex, to help ready the attraction. In March, Advance handled the relocation of artifacts and memorabilia honoring NASCAR founder Bill France Senior and his son, Bill France Junior. (Bill Senior led the organization from its beginning in 1948 until 1972; Bill Junior took over until

2000.) The Frances, now deceased, are among five inaugural inductees in the NASCAR Hall of Fame. On May 23, they will be honored along with the racing greats Dale Earnhardt, Richard Petty, and Junior Johnson.

Advance Relocation Sales Representative David Hilleman joined the Advance Relocation service team to pack and load the collection in Daytona. Professional Van Operator Brandon Herbert delivered the goods to their new home in Charlotte on March 8. Among the many unique items were: a display of the first year's cancelled checks for the top 20 drivers who earned a share of the purse money (1st place \$1,250, 20th place \$100); a Winston Ship Wheel; a NASCAR 50th anniversary flag; and a letter from Ronald Reagan in appreciation for his invitation to the Firecracker 400.



Tracks

Atlas Service is Appreciated

**RE: Julia Ives, Mike Mehlfelt and Carolyn Selk
Paxton Van Lines, Inc. (1610), Springfield, VA**

The purpose of this note is to express my sincere gratitude of the extraordinary service I received from Paxton Van Lines.

At the suggestion of my daughter, I contacted Julia Ives who had moved her to Denver last March. Julia promptly returned my phone calls and inquiries as an empowered member of your staff to make decisions and resolve issues quickly and efficiently.

I could not be more pleased with your van operator, Mike Mehlfelt. He provided the most extraordinary professional services of proper packing, with the right cartons and materials to assure a safe trip. I was further supported by Carolyn Selk who coordinated my shipment to Naples, Florida with frequent updates and positive reassurance.

On my behalf, please extend my heartfelt appreciation for a "Job Well Done" in the hopes that these extraordinary personnel are recognized for exemplary customer service.

Sincerely,
W. Chris Bales



**RE: Tim Dewitt
Macy Movers, Inc. (1364), Oakland, CA**

I just talked to my customer Leslie Colvin which your van operator Tim Dewitt was assigned to haul. She delivered on Saturday so I was calling her to see how the delivery went. She could not say enough about the delivery. She said it was by far the best moving experience she has ever had, and she does plenty of moves with clients of hers. She said that they were aware that she was on a time crunch and they did a wonderful job. She said they were clean, organized and quick. Tim definitely gets five stars!

I thanked her for letting me know and advised her I would pass this on for her.

Thanks to Tim for being so great to my customer!

Desiree Calora
Ace Relocation Systems, Inc. (43)
Kent, WA

**RE: Scott Wehrman & Marco Calvo
Corvallis Moving and Storage, Inc. (670),
Tangent, OR**

Our family would like to commend you for a job well done! We were very satisfied with the service and professionalism displayed by your company on our move. Your excellent performance was evident from start to finish. In this day and age – where customer service is more a rarity than a norm – Scott Wehrman and Marco Calvo are role models for what "quality service" should be.

Frankly, my husband and I were fearful of entering into another ordeal – our fourth move across country. Previous moves with other national moving companies had been riddled with snags, problems and service issues. We were so happy we selected Atlas for our move from Oregon to Arizona.

Scott took very good care of us with his personal attention. And there are not enough good words for Marco Calvo who ensured that everything went smoothly during the packing and moving process. Atlas came through for us and we would highly recommend your company, Corvallis Moving and Storage to anyone.

Thank you for your attention...and two BIG thumbs up to you!

Sincerely,
Joanne and Hans van der Mars



**RE: Kurt Nowadnick
Evergreen Moving Systems, Inc. (865),
Everett, WA**

We want to thank you for the wonderful service and attention that your company gave us during our relocation from Snohomish to Oakdale, CA. The whole process of moving is stressful in itself, and then to try and figure out who you want to move your home, can be confusing and frustrating. How blessed we were to choose your company!

I was loathing the whole moving process as my husband was in California already and I, in Washington with my three boys (10, 7 and 4 years). Your packers were so accommodating to our situation and so friendly that the boys treated them like they were long-time friends.

What really impressed me is that the president and

vice-president of the company worked alongside everyone else and picked up lunch for everyone. They even bought McDonald's for the boys, which made their day! Everyone seems to be treated like family. We were so lucky to have Kurt working on our move. He is the most professional van operator we have ever encountered in all of our moves from state to state.

Thank you for taking care of us and doing everything in your power to ensure a happy customer! You guys are great and people that I consider friends.

Warm Regards,
The Fowler Family



**RE: Mike and Darla Maher
Nelson Westerberg (1511), Carrollton, TX**

My fiancée Theresa and I would like to thank you guys for the help in moving us from the east coast to the west coast. Although it seemed like a big task and a lot of work, having the support of your company really made the move much easier. Specifically, Mike and Darla were outstanding. They worked very quickly, were very flexible, and spent the time to give a personal touch. We could not be happier with the level of service they provided. We were able to close on our house a day early. I made a phone call to Mike and he adjusted his plans to move us in a day earlier than he had planned. Not only that, but they stayed late in the night unpacking us to make sure we felt at home. All of our items made it safely and in the same shape as how it was packed.

Again, those two are top notch and I hope are recognized as such by your company.

Thanks for the great move and we look forward to working with you in the future.

Jon and Theresa Stuhl



**RE: Beverly Rockhold and Nick Pisano
Home Moving & Storage Co., Inc. (1111),
Columbus, OH**

It has been a real privilege to be moved by your company. I have moved 11 times both domestically and overseas by many fine moving organizations. None, however, match the customer service and operational excellence of your agency. Your people made the difference.

In particular, I am actually so wildly impressed with both Beverly Rockhold and Nick Pisano. As you may know, both are exceptional in their own right.

Bev has been incredibly thorough, supportive, detail-oriented, and responsive in managing our move at every step of the way. Just unbelievable! I didn't think it could get better until we met Nick, the van operator.

Nick is a one-man rock star in pack/load/crew management. There is no end to what he will do to help you.

I can give you many examples but perhaps the most poignant was his reaction to my six-year-old son who wanted a ride in his cab after he finished loading. The four-day job was a particularly tough, complex 47,000 lb. load that took many extra hours in the summer heat than originally considered. Now at 10:00 pm, standing on a dimly lit street, sweating from an exhausting workout, Nick smiled jovially and said

to my son, "Sure, jump in my cab, I'll give you a spin through the neighborhood".

Thank you for bringing two beautiful people into our lives...and by the way, the move was second to none.

Sincerely,
Mark J. Sullivan, Ph.D.



**RE: Jeff Mason
R.C. Mason Movers, Inc. (1362), Peabody, MA**

My husband and I want to let you know that our move from New Hampshire to Maine went perfectly. The crew who came to pack, load and deliver did so efficiently, quickly and professionally. The van operator, Jeff Mason and his assistant then came to Maine and unloaded our furniture and helped with unpacking our stuff. They even performed the miracle of getting a sleeper loveseat upstairs into the narrow doorway of the guestroom with ease and not a scuff on any wall!

Not only did everyone do their work well, they were cheerful, polite and respected not only our belongings, but the newly refinished floor and paint at the final destination. My husband and I have had to move from state to state many times and have dealt with a lot of moving companies, but this move was by far the best and they made a difficult time for us relatively easy. A job very well done! Thank you!

Sincerely,
Michael and Kermit Vonnannon



**RE: Janet Jones, Nancy Wyatt,
Kenny Barlow & Dave McDugle,
Apex & Robert E. Lee Moving &
Storge Co., Inc. (278), Antioch, TN**

We have moved four times now to different states and with different moving companies, yours we were most impressed with.

From the beginning it was a pleasure to work with Janet and Nancy in coordinating our move. They were both very professional and always quick to get back with me on any questions that I had. They were also very sympathetic to how stressful a move can be. Nancy called me on the Cleveland end to make sure that the van operator had arrived and things were going ok and also called in Chattanooga to make sure everything went well on this end.

I was most impressed with our van operator Dave McDugle. On the days that he came to my home in Cleveland, as well as to my new home in Chattanooga, he arrived early. It was also very nice having the same person, pack, drive and unpack us.

From the minute Dave and Kenny walked in the door I felt more at ease. They were very professional and worked quickly. I was completely comfortable leaving them in my house while I ran last minute errands. They were just nice guys, not to mention funny!

I just wanted to tell you that we were very happy with your company from start to finish. For our next move we would definitely want to work with you again, although I hope for my sake, since I don't want to move anytime soon, that I don't see you guys for a long time!

Sincerely,
Kim Wesolowski



**RE: Neil Lambert
Merchants Moving & Storage, Inc. (1401)
Boise, Idaho**

I want to let you know that after 25 years of being professionally moved, the team you sent us was the most professional, courteous, and helpful that I have had the pleasure of being associated with. These guys took great care of our items and went out of their way to help me in removing trash, etc., in the absence of my husband.

In addition, they helped my husband load personal items on our trailer. I feel they went above and beyond expectations.

Please pass this on so that these guys get recognition for a great job.

**Thank you for everything,
Kathy Mourot**



**RE: Micah Hall
Hawkeye Movers, Inc. (1073), Davenport, IA**

I just had my non-temp storage delivered to my townhouse. They were the most courteous, helpful, friendly and caring gentlemen. Through the rain, one unloaded the truck and brought it up to the door while the other took it to the designated area—in order not to track in mud and rain. They asked where to put things and put them there, gave me a check off sheet, brought things all the way to the back—around the five adjoining houses on either side—without hesitation or complaint and were just generally helpful and non-rushing.

This is my 7th move since 2003 and I can without a doubt say that these two were the best ever! I wish I could request them in 2-3 years when I move again! They are amazing! Keep them around!

**Thank you very much,
Sarah Capps**



**RE: Maurice Guzman and Susan Baldwin
Croft & Smith Moving & Storage (646)
Landing, NJ**

Dear Sue, I just wanted to let you know that I was very pleased with the work of Maurice and his crew. They showed up at 8 a.m. each morning, and were thorough, efficient and quick. Bruce and I decided to leave our apartment partly furnished, which was confusing even for us, but Maurice was professional and sensitive to our requests.

I can't say enough about how impressed we are with Maurice! We truly appreciated his flexibility and hard work. He runs an efficient team, so I was happy to see the familiar faces in San Francisco. The roads must have been treacherous going across the Rockies, so the fact that he got here early and with a smile made the process even more impressive.

And big thanks to you, Sue, for coordinating our move, and for being flexible and understanding with the last minute changes and elusive paperwork. Thanks for helping to make sure the actual move was the least stressful part of our move!

**Thanks,
Kate O'Brien**

**RE: Raymond Creamer and Belinda Urhammer
Reads Moving Systems of Daytona, Inc. (1710)
Daytona Beach, FL**

We want to thank you and your staff for the easiest move we have had in 22 years. From the day you came to our home to do the pre-moving survey, until our outstanding van operator, Raymond Creamer, pulled away from our new home, everything went beautifully.

Your kindness and personal service showed us right away that we were in for a great experience. We sincerely appreciate how easy it always was to reach you and how quickly our questions were answered. The customer service you provided us was exemplary.

Please extend to senior management our highest praise for Mr. Creamer. Again, the extraordinary level of professionalism and customer service is unlike any we have experienced before. Mr. Creamer obviously takes a personal interest in making sure service member's household goods arrive unscathed and as quickly as possible. The respect he was shown by his crew was very apparent to the end. That alone says a great deal about him. When we move again, we will request Mr. Creamer.

Again our thanks to Reads Moving Systems for the kind of move every service member dreams of and deserves.

**Sincerely,
BG W. Bryan Gamble, M.D.**



**RE: Greg & Tina Clay
Brouwer Relocation, Inc. (406), Sioux Falls, SD**

My wife and I just moved from Denver, CO to Sunnyvale, CA. I wanted to let you know how happy we are about the service we received. Greg and Tina were very professional and delivered all our stuff in perfect condition and on time. They were also flexible around our work schedules.

In the future, I would definitely reach out to you guys for any relocation needs and would insist on working with Tina and Greg. Please thank them on our behalf.

**Thanks,
Rush Deshpande**



**RE: Steve Wells, Laura Clay
Walker Transfer, Inc. (2114), Kenova, WV**

We just wanted to let you know what a wonderful experience our family had with your moving company. Steve Wells and his helper were exceptional! They provided our family with a professional and pleasant moving experience and treated us with respect and kindness.

We were lucky enough to have them pack us in Kansas and then unpack us in Ohio. They were quick and efficient and we are happy to report that all of our belongings made it safe and sound!

Laura Clay was our Corporate Relocation Consultant and she provided outstanding customer service. She was available to answer any questions that we had during the entire moving process. We appreciate her follow up calls before, during and after our move.

We would recommend your company to anyone and would certainly use you again!

**Sincerely,
Todd & Kristi Kreutzer**

63rd Annual Convention



October 21st – 24th, 2010



JW Marriott San Antonio Hill Country Resort and Spa



Luxurious Relaxation in San Antonio, Texas.

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



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May 2010

19-21 Worldwide ERC's National Relocation Conference – Walt Disney World Dolphin, Orlando, FL

June 2010

17-19 The Great West Truck Show – Las Vegas Convention Center, Las Vegas, NV

26-29 HCEA Annual Meeting, Morial Convention Center, New Orleans, LA

27-30 62nd Annual SHRM Conference & Exposition – San Diego Convention Center, San Diego, CA

July 2010

13-15 TSEA's TS² The Trade Show about Trade Shows – Boston Convention & Exhibition Center, Boston, MA

15 AWG Board of Directors Meeting

August 2010

26-28 Great American Trucking Show – Dallas Convention Center, Dallas, TX

31 Federal Heavy Vehicle Tax Due

September 2010

14 AWG Board of Directors Meeting

15 Stockholder's Meeting – Headquarters, Evansville, IN

21 Atlas ROAD Day 23

29-Oct.2 HHGFAA 48th Annual Meeting, Manchester Grand Hyatt, San Diego, CA

October 2010

15 Vehicle Inspections Due

20 AWG Board of Directors Meeting

21-24 Atlas 63rd Annual Convention – JW Marriott San Antonio Hill Country Resort & Spa, San Antonio, TX

27-29 Worldwide ERC's Global Workforce Symposium – Seattle Convention Center,
Sheraton Seattle Hotel & Towers Grand Hyatt Seattle, WA