

amplifier®

DRIVE ON

← Optimize
Sales
Process

↑ Enhance
Customer
Experience

↪ Increase
Operational
Efficiency

How Leveraging Technology
Helps Customers and Atlas® Agents
go new places.®

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Letter from the Chairman

When we implemented Vision 2020 just four short years ago, it was the largest strategic initiative in the van line's history. Over this period of time, we can pinpoint unparalleled achievements and benefits to our agents and customers. Perhaps key among the positive results was the Pricing Reset, which not only benefited the agents and the Professional Van Operators (PVOs), but positioned Atlas® as a thought leader in the industry. Other initiatives generated by the strategic vision that will have a positive effect for years to come are the Relocation Management Company (RMC) compliance pricing guidelines and our solution for providing date certainty via our containerized shipment service, SimpliCity™.

In an age where technology is no longer a luxury but a necessity, we recognize the need to accelerate digital innovation and remain a catalyst for the evolving times. This issue of the Amplifier® focuses on Technology, one of the six strategic areas of concentration within Vision 2025. We highlight the importance of Atlas Technology for optimizing the sales process, improving our customer experience, and for advancing operational efficiencies. In general, we show how important Atlas Technology is to the continued growth of our business and the Atlas Agency family.

The key to our continued success will be our unrelenting collaboration, teamwork, and ability to listen not only to one another but to our customers. When we are moving in sync, we will continue to be an industry leader. Drive On Atlas!

Jack Griffin
Chairman & CEO



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Volume 70 Winter 2019
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"Transportation is a high volume and low margin business," comments Jack Griffin, Chairman & CEO, Atlas® World Group. "The second you come to terms with that, you realize the only way you're going to be successful and serve customers with quality is to be the most efficient you can be. Technology is first and foremost in accomplishing that."



Go Beyond The Page

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

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DRIVE ON: TECHNOLOGY KEEPS ATLAS® AGENTS AHEAD OF THE CURVE

We're dedicated to staying at the forefront of development.

"Transportation is a high volume and low margin business," comments **Jack Griffin**, Chairman & CEO, Atlas® World Group. "The second you come to terms with that, you realize the only way you're going to be successful and serve customers with quality is to be the most efficient you can be. Technology is first and foremost in accomplishing that."

The Atlas Strategic Plan, Vision 2025, includes six areas of concentration. While one of the areas is specifically dedicated to technology, we know technology is integral to all facets of the business. "All roads lead through IT and our technology," says Jack. "Our technology holds a huge interdependency with each of our strategic areas of concentration."

Raised Expectations for Customer Experience

As a van line, the Atlas® role is to understand the trends in the industry, listen to what customers and agents are saying, and develop solutions that meet their needs. "The 'Amazon' effect has raised expectations for performance across the board, even in relocation," states Jack. That's why Atlas has built custom technologies and applications that support customers and Atlas Agents at every step—from first customer contact through final payment. "We use technology as a key differentiator in terms of improving our customer experience," says Jack. "We believe we have leading-edge technology," Jack continues, "But the moment we rest on our laurels and quit investing, we will fall behind. That's why we're very hard on ourselves internally, always wanting to make it better."

"One of the things I admire most about Atlas is they're very tech-driven," says **Jessica Greenhalgh**, Inside Sales Department Manager and Private Client Customer Experience Manager at Ace Relocation Systems (0062). "Atlas is moving and advancing forward with technology as much as possible to stay ahead of other van lines."

Helping Agents Scale and Grow With Best-in-Class Technology

"For our agents, we're a network manager. Our role is to make it as easy as possible for the agents to do business with us," says Jack. "I call it 'reducing the friction cost' between the van line and the agents." The less friction there is, the less cost is involved and the better the final product is, delivering the high-quality service that Atlas® customers demand. Yet, building best-in-class technology requires an investment that is beyond the capability of some individual agents. When the van line builds and spreads the technology to all agents, every agent can use the services to grow business in places where customer demands for efficiency and pricing outpace what some agents can do alone. Agents of all sizes can benefit from Atlas systems to scale and grow their business.

This year, we're excited to share the latest in Atlas technology, and more importantly, the difference it's making for our Atlas Agents, their team, and their customers.



Atlas® Systems Help Agents Manage Data to Optimize the Sales Process

Today, data is one of the most powerful decision-making tools a business can have at its disposal. **Larry Lammers**, President & CEO of Ace Relocation Systems (0062), puts it best: "If you're not actively managing your data, then you're not actively managing your sales process."

Our goal is to give Atlas® Agents access to a wealth of customer data and reports so they can manage leads, coach their sales team and ultimately, improve their customer acquisition.

AtlasNet® Customer Manager (ACM) Using ACM for Comprehensive Sales Management

Jessica, who manages the Inside Sales Department at Ace Relocation Systems, describes their use of ACM: "All of our leads, customer follow-ups, video surveys, estimates, bookings—everything starts and ends with ACM."

It's a tool that works hard for both sales team members and managers. ACM not only houses leads and enables seamless follow-ups, the system also shows managers trends in sales team performance.

"It helps us track our wins, our losses, and our costs," adds Jessica. "I can see which team members perform better at selling certain types of moves. I can see their closing ratios. It helps me to coach them, while also assigning workloads in a way that best benefits the business."

Using ACM to keep all customer information in one centralized location also helps deliver a better customer experience. ACM ensures leads are captured, tracked and managed properly, while also expediting the process for repeat customers whose information is already in the system. As customer information flows through the system, it seamlessly integrates with other Atlas® applications, keeping everyone on the same page and customers top of mind.

Reporting Using Reporting to Manage Team Performance and Improve Customer Acquisition

ACM is the go-to source for real-time information. Through the reporting tool, Atlas® Agents can access in-depth sales, hauling, safety, claims and performance reports. Using this tool, they can pull any data they need, whenever they need it. It's a feature that can be used across departments to understand the impact of their efforts.

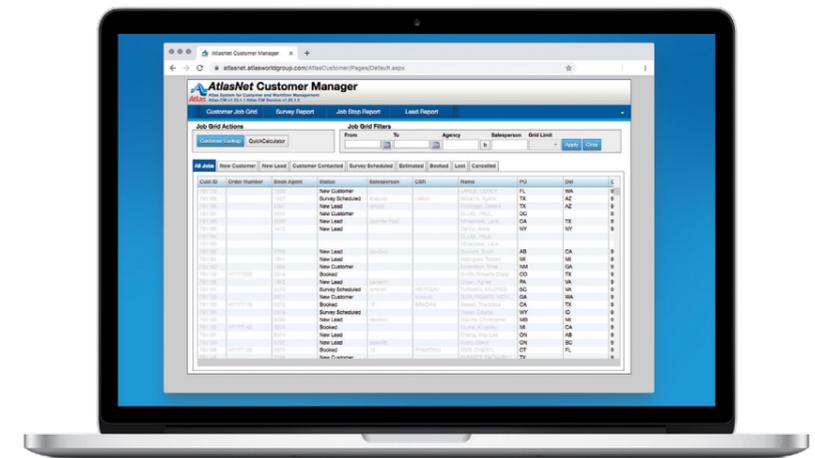
From the marketing side, **Craig Morreale**, Director of Marketing at Ace Relocation Systems (0062), explains: "The 'Hear About' Report is the one place we will be able to go to look at all lead sources and calculate cost per appointment, cost per booked move, and the ROI of our marketing investments."

From a sales perspective, Jessica adds, "We use the tools in Atlas to see where we're making our money, so we can make educated sales decisions. Atlas provides all of that information so we can see the value of what we're earning and what we're not earning as well to improve the sales process."

For operational leaders, ACM reports provide a holistic view of business performance, which can help inform pivotal business decisions.

"Reports help you determine what's working and what's not, it gives you a high-level view of business performance, showing trends and patterns so you can identify opportunities to optimize the business."

RICHARD CLARKE, SR. VICE PRESIDENT AT ACE RELOCATION SYSTEMS (0062)



AtlasNet® Customer Manager (ACM)



Agents Use Atlas® Technology to Enhance the Customer Experience Throughout a Move

Finding new and better ways to serve our customers will always be a top priority for Atlas®. We also want to make it as easy as possible for our Atlas Agents to provide top-notch customer service at every stage of a move. That's why we're continually investing in technology that streamlines the process for both agents and customers.

Atlas® Video Survey

Making It Easier and More Convenient to Provide Accurate Estimates

For customers, it can be difficult to find time to schedule an appointment for an in-home estimate. They may even feel wary about inviting a stranger into their home. Atlas® Video Survey is changing all of that. The Video Survey provides safety, security, and peace of mind. Secure technology protects proprietary information recorded during a video survey.

"Where we're located, we service a large radius and many rural areas," says **Chelsey Keim**, Vibe Manager at InterWest Moving and Storage (0979). "We pride ourselves on being a premier provider in the "hard-to-service" areas in our region and Video Survey makes it easier than ever to fulfill that promise. Being able to reach customers who are far away without traveling to their homes, while still providing a one-on-one experience, is a gamechanger."

Agents like InterWest are increasingly using Video Survey to provide estimates to customers. By conducting surveys through the free mobile app, customers are able to show agents everything they need to move, while agents are able to record the walkthrough with the customer's consent, which can increase the accuracy of estimates.

Two-Way Texting and PVO Profile

Keeping Customers Informed at Pivotal Moments During a Move

Communicating delivery windows, arrival updates and driver information is crucial—and phone calls and emails can get lost in the shuffle. Through two-way texting, AtlasNet® provides a direct way to communicate with customers that's less obtrusive. They get the information they need delivered directly to their phone and can type a quick response to let agents know they've received their message.

"We're seeing an increasing number of customers opt in to texting," says **Kendra Keim**, President at InterWest Moving and Storage (0979). "For customers who are really busy, who may not be able to respond quickly to emails and phone calls, it provides a simple way for them to receive vital updates about the move process."

Opting in to texting through AtlasNet also ensures communication remains secure, allowing customers to feel confident that their information will never be misused.

Another way we're increasing customer confidence is through the Atlas® Customer Portal and the creation of PVO Profiles. PVO Profiles provide customers vital information, like names and photos of the Professional Van Operators who will be responsible for their move.

"PVO Profiles give customers peace of mind," says **Lance Grooms**, Corporate Vice President of Atlantic Relocation Systems (1037). "They can validate who will be coming to their home and when, which helps build trust and makes our Van Operators look more professional."

Putting these profiles together takes time, but Atlas Agents like Atlantic Relocation believe it's worth it.

"It takes a little time to set up, but why wouldn't you want to invest the time to make your customers feel more comfortable?" says **Jon Schroeder**, President of Atlantic Relocation Systems (1037).

What advice do Lance and Jon from Atlantic Relocation have for other agents who want to get started with PVO Profiles? "Choose a dedicated team member to help build the profiles. That helped us speed up the process. Also, you don't have to do it all at once. Take it one profile at a time and the process won't feel as time-consuming."

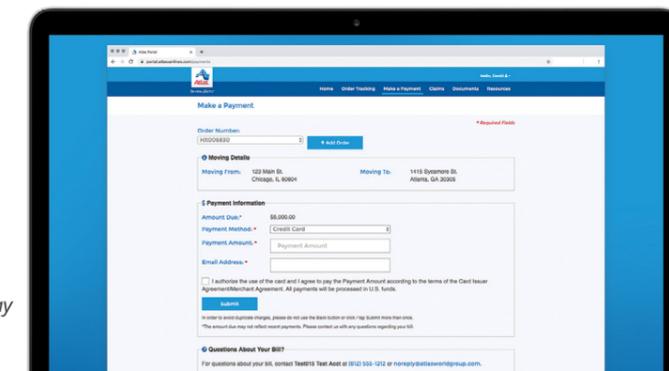
Portal ePay

Protecting Customer Financial Data with Portal ePay

Atlas® customers can also use Atlas® Customer Portal to make a payment for their move—without worrying about the security of their personal financial information. With Portal ePay, Atlas Agents no longer need to collect credit card information directly from customers and take responsibility for storing that data.

"In today's environment, privacy and security are top of mind for customers. Using Portal ePay gives us a safe and secure way to accept payments, without taking down credit cards over the phone or saving customer information in our systems. It helps protect the customer and us from unnecessary risk."

JOHN SCHROEDER, PRESIDENT AT ATLANTIC RELOCATION SYSTEMS (1037)



Atlas® Agents Increase Their Operational Efficiency Using Atlas Systems

Portal ePay was designed by Atlas® to uphold the strictest security standards, while remaining easy for customers to use. It's a system designed to give everyone peace of mind.

Managing a move requires accurate information at every step of the process. Different team members—from operations to dispatch to Professional Van Operators (PVOs) and even different Atlas Agents—need to work together and be on the same page when it comes to managing shipments.

Each department has unique needs when it comes to getting the job done, which is why Atlas created applications to help them manage their workload. Combining all of these tools from AtlasNet® keeps all shipment information in a single system—so accurate information is easily accessible for anyone throughout the move.

AtlasNet® Inventory

Increase Transparency by Tracking and Managing Inventory Digitally

Protecting our customers' belongings is one of the most important things we do. Accurate inventory records are key to delivering on this promise. For many Professional Van Operators, this process is traditionally done manually, using a pen and paper.

Getting PVOs to switch to digital inventory may have its challenges, but most Atlas® Agents who use AtlasNet® Inventory believe it's more than worth the investment.

"AtlasNet Inventory has the power to streamline operations and make you more efficient as an agent," says **Todd Winter**, President & COO of Golden Van Lines (0991). "It improves the transfer of information, the billing and claims process by embedding photos into the inventory process to show the condition of goods, while also providing evidence of the home's condition at origin and destination. Down to something as simple as the legibility of handwriting, this eliminates many issues of manual inventory. We must continue to advance this technology and simplify its functionality. Continued enhancements will make AtlasNet Inventory continue as a viable system."

Not only does AtlasNet Inventory benefit Atlas Agents who use the system, but it's also beneficial for customers as well.

"The whole process of using a tablet and electronically inventorying is impressive to the customer," comments **Kevin Reddy**, Vice President of Sales at

Golden Van Lines (0991). "It puts us on a level playing field with every other van line that's out there using technology."

What about other customer benefits? "Having the information streamlined to the customer right away. They don't have to wait for a carbon copy when the PVO delivers it a week later," adds **Cody Pierce**, Director of Operations at Golden Van Lines (0991). "As soon as our PVO walks out the door, he can fire up his truck and email all those documents over to the shipper ASAP. It also makes it easier to locate items in a shipment at any point in the move."

Providing this type of transparency allows our customers to know their belongings are a priority, instilling confidence in the professionalism and expertise of Atlas Agents and PVOs.

How do we get more PVOs on board? "We'd love to see easier and enhanced training," comments Todd. "Our staff and PVOs don't have a lot of time, so the easier we can make learning something new, the better."

Tasking

Manage Customer Relationships More Effectively with Custom Tasking Templates

Customer Service Representatives (CSRs) play a vital role in building customer trust by ensuring customers have the information they need, when they need it, during the entire move process.

One of the ways Atlas® Technology supports CSRs is through the Tasking function in AtlasNet®. Tasking allows CSRs and operations team members to know exactly what they need to accomplish each day—from which customers should be contacted, to what shipments need their attention.

"Tasking is our lifeblood," says **Lynda Drumsta**, National Account Relocation Specialist at Imlach Group (1130). "We religiously work our task lists and our customer service team works like clockwork."

Why did they switch? "Not only is Tasking free through Atlas, but it also saves us time and money avoiding duplicate entry or trying to locate information in



AtlasNet® Inventory

AtlasNet® Customer Manager (ACM)

AtlasNet® Inventory

Atlas® Video Survey

Pre-Rate & fastrac

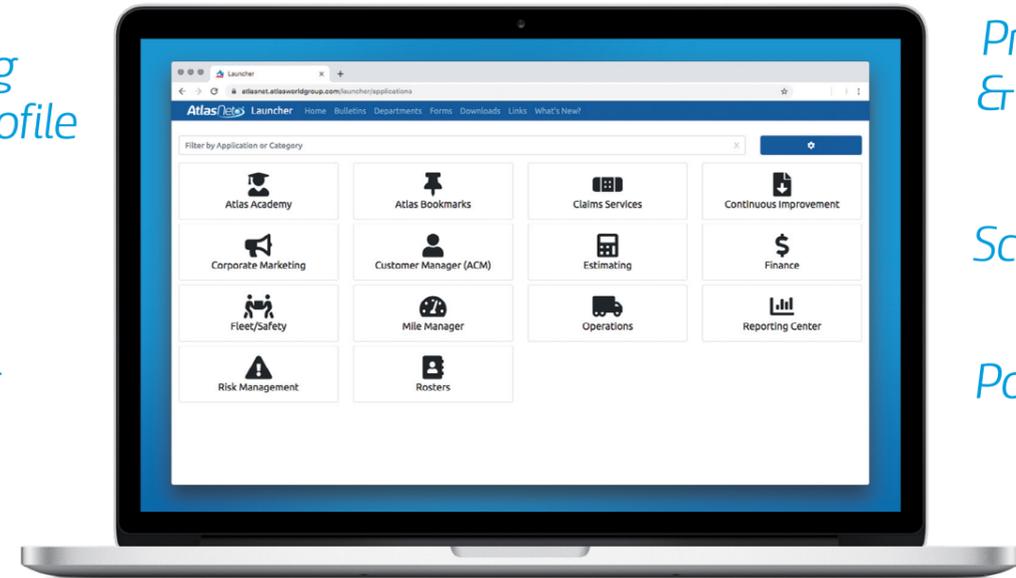
Scheduler

Portal ePay

Texting & PVO Profile

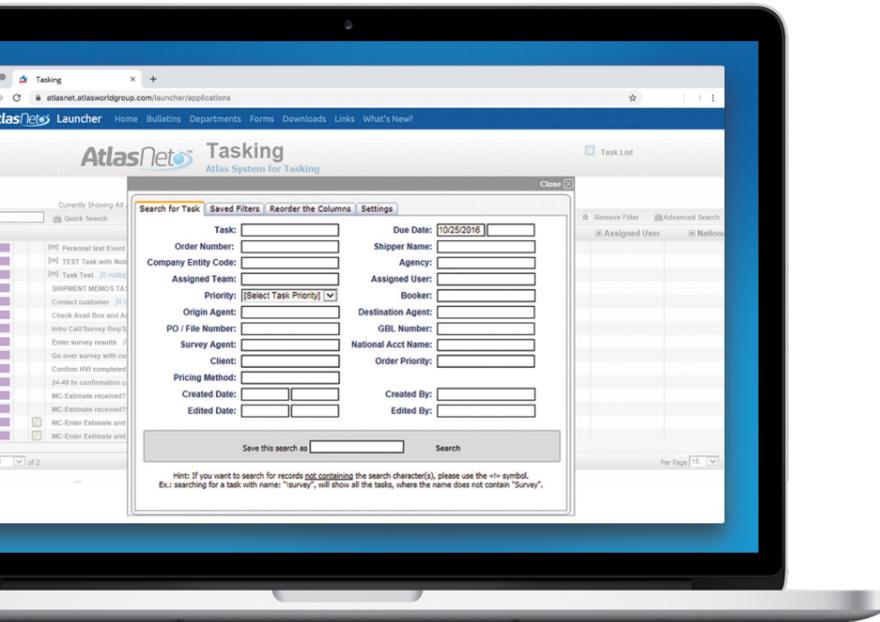
Tasking

Reporting



Atlas® applications are found on AtlasNet® at atlasnetnp.atlasworldgroup.com.

Tasking



multiple systems. We're no longer paying people to do the same task twice," says **Lorraine Holland**, CFO of Imlach Group (I130).

Imlach worked with Atlas IT to create custom tasking templates to make it easier for CSRs and operations team members to transition to the Atlas system.

"When we started using Tasking, we worked with Atlas to create custom templates," says **Dave Bjerk**, General Manager at Imlach Group (I130), "but we're also constantly adding and retooling our tasking based on account needs. The flexibility is great because we can work the way we want and how works best for us."

The switch wasn't something everyone was on board with initially. Lynda, who was once one of the biggest critics of Atlas technology is now one of its biggest advocates.

"I used to be you," says Lynda, about agents who may be resistant to changing systems. "I used to think my personal system was better than anything else could be. But since we've moved to the Atlas system, my life is so much easier because everything is in one place. I can also deliver better service because I can find any information a customer needs on the fly. I'm always telling other agents to use the Atlas system."

Scheduler

Maximizing Productivity in Dispatch Management with Scheduler

What Tasking is to CSR, Scheduler is to Dispatch. Scheduler helps manage local events and labor at the branch level. One of the biggest benefits of Scheduler and its integration within AtlasNet® is the ability for information to be accessed remotely.

"Our dispatcher, Paul, really appreciates the accessibility Scheduler provides him," comments Lynda at Imlach Group. "It gives him the ability to access vital information no matter where he is. If a PVO calls and he's away from his office, he's able to answer their questions right then and there."

Scheduler enables automation that makes dispatch more efficient, while also keeping detailed records that payroll and CSR can easily access, streamlining operations across departments.

"Using Scheduler, there's less chance for manual errors," says Dave at Imlach Group. "Once all of the equipment and employees are in, it's drop and click. You can't double schedule a PVO. You can check payroll against hours. We can look into historical shipments without issue."

Operate at Full Capacity with Planning Manager

Planning Manager is one of the newest Atlas® Technologies. While it's still being tested and optimized, it's potential is powerful. In combination with Smart Resources, it allows you to see available shipments and PVOs with open space so you can assign PVOs to that shipment.

Jennifer Thomason, Interstate Dispatch at Golden Van Lines (0991) says, "It's a very efficient way for us to know what we have going on. It matches up tonnage with open PVOs, so we're able to get more tonnage covered quicker and increase hauling capacity. Even though we've lost a few PVOs in the past year, we've still increased our hauling capacity."

However, we'll only realize the full potential of Planning Manager once more agents adopt the technology.

"The more people adopt Planning Manager and Smart Resources, the quicker shipments can be hauled," says Todd. "It's good for everyone—it improves capacity and keeps our PVOs from missing out on shipments or revenue, customers are able to move faster, and we as agents can operate at full capacity."

Pre-Rate & fastrac

Estimating and Accelerating Payments with Pre-Rate and fastrac

Accurate estimating and timely payments are top concerns for Atlas® Agents, which is why Atlas has developed two tools that make it easier for accounting departments to do their job—Pre-Rate and fastrac.

"Pre-Rate is a powerful tool that allows our revenue clerks to calculate the charges on a move without the need for Atlas to view it first," says **Eric Looman**, Accountant at Powell Relocation (I657). "It gives us the ability to review, manage, and prepare the move for a faster billing process, as well as estimate payments to our PVOs before Atlas disburses the funds."

Having pricing IDs, valuation, and all of the different financial information at their fingertips improves accuracy and speed. And since Powell Relocation pays their PVOs twice a week, it's pivotal for them to have accurate estimates.

With these regular payments, it's also imperative for Powell Relocation to get paid in a timely fashion. Fastrac allows agents to have more control over the speed at which payments are processed.

"With fastrac we're able to finalize the order-based services, confirm the charges, and inform Atlas that the move is ready for billing," adds Eric. "Once fastrac is complete, Atlas gives the move a perfunctory review and releases it, speeding up the billing cycle and improving our cash flow."

All of this information flows in real time, allowing accounting and auditing departments to process billing information faster than ever before.

When Agents Unify Around Our Technology, the Quicker We Reach Our Full Potential

Technology is making a true, positive impact on Atlas® Agent businesses.

Chelsey sums up the impact it's had on their business: "Atlas technologies have helped our agency stay ahead of the curve by increasing the connectivity we have with our customers and improving the efficiency of our entire team."

Ken has experienced similar efficiencies as their team grows. "Atlas technology is a big part of what we do because we register all shipments in the Atlas system. We try to tap into every way they allow us to use that data. We've gone from two coordinators to 12 in the past six years, many of whom work remotely, and the Atlas system is what keeps us on the same page and increases our productivity."

We've heard many stories like these. And as we spoke to Atlas Agents about their experience using Atlas technology, one thing became clear—our systems are more effective when more agents use them.

"All of this technology is only as powerful as the number of people who embrace it," says Todd. "The more agents that get on board, the more effective it will be."

From booking agents to origin and destination agents, working together in one system increases transparency, accuracy, and efficiency, which all leads to a superior customer experience.

Atlas will continue to invest in technology to support our agents across sales, customer relations and operations. We hope our Atlas Agents help spearhead the effort to adopt these technologies and provide feedback to make them as effective as possible.

"At the end of the day, there's strength in numbers here," says Jack. "When we're unified as a network, there's no one who can touch us."

Together, we'll drive the business forward. ■



Cornerstone
Relocation Group

atlasvanlines.com/amp/Cornerstone



TECHS IN TRAINING?



By Cathy Ronayne
Vice President, Information Management
& Service Optimization

We keep hearing about how AI, robotics, digital transformation, and other technological innovations are reshaping the fundamental nature of work. We know it's shifting how we engage and recruit talent, that we all will be working concurrently with other humans and with machines, and that we will navigate our own careers in a change-rich environment.

For younger generations, like Gen Alpha, the most tech-savvy demographic reaching the workforce in the next decade, theirs will be a seamless transition into a highly technology-infused environment. For GenZ, raised on the internet and social media, it's a breeze. Millennials can hold their own just fine, and GenX – my generation – is firmly future-facing but also has a link to the past. (I am mature enough to remember email surfacing when I was in college - and the first cell phones, roughly the size of shoes!) And finally - Baby Boomers still in the workforce who started out with low or no tech will be wrapping up their careers with full-on technology at hand. While there might be a little apprehension about the wave of automation we're going to need to learn, every generation can absorb and leverage it.

Those of us in the mobility space speak often of the rapid transformation that technology brings, but here's what is often overlooked in the conversation: what drives change isn't technology alone. Change comes from companies making the best use of technology as an instrument for the other initiatives

and influences that are unfolding – it's one of the first go-to solutions to close gaps in service or products and to improve communication. (Case in point: the driver shortage in the moving industry likely accelerated the initiation of self-driving trucks, and the customer's desire to know exactly where their shipment was at any given time prompted new and better location technology.) We see technology advancing our performance and outcomes in such areas as diversification, building and managing a contingent workforce, and establishing and expanding work-anywhere options.

In addition, our customer's expectations have evolved, and so have their preferences. They want and expect easy, intuitive, fast, self-serve information. So, we look to tech companies to design products that help us give our customers more satisfaction with less action required on their part, without forfeiting results.

Putting the "tech hype" into perspective, we all need to build new skills to use the technology that is being woven into our products and services – that's a given. But for most of us, those skills can and will come incrementally, in the natural flow of our work. And where tech upskilling and training on deeper digital literacy and data-driven decision making is needed, our companies will figure out how to provide it – because they want their investment in integrating new systems to be productive, and they also want to retain the institutional knowledge and proven talent of their employees.

We will learn the technology we need to, as readily as we learned texting and Instagram™ and Snapchat™, because it will become a part of our lives. And besides, we already have the most important skills, according to IBM®! In its just-released report, *The enterprise guide to closing the skills gap*, IBM says that companies' priorities have changed in the last few years. Where previously they topped their list of most-wanted attributes with STEM, computer and software/application skills, they now see the most critical competencies as adaptability, time management and working well on teams. And as anyone in our industry knows, we can teach a master class in those areas! ■

atlasvanlines.com/amp/AtlasIntl



Guardian Relocation
beyond expectations



ATLAS® WORLD GROUP INTERNATIONAL PARTNERSHIP PROGRAM

Agents and Atlas® International share the brand to grow market share in selected cities.

"Essentially, we're able to set up a 'storefront' in a particular city, where the Atlas® Agent and Atlas® International share the brand," says **Jim Gaw**, President & COO, Atlas World Group International. "It's a seamless entry into the market," Jim adds.

"In the not-so-distant past, the perception was still that an agent was domestic or international...one or the other. Now, the term is 'Global Mobility,' and customers are more and more looking to the same partners for domestic and international moves," says **Tim Hall**, Vice President of Business Development, Atlas® World Group International. With this new program, Atlas International is able to work with agents who are "domestic rock stars," as Jim calls them, and develop in them the same expertise as international forwarders.

Vision 2025

The concept was generated as part of Vision 2025, and was first discussed in May and July of 2018. The idea was polished and kicked off in Dallas in May of this year with a small group of agents. Three agents signed on at the meeting, and two more have joined since kickoff. The group of five agents includes Guardian Relocation (1032), Palmer Moving Services (1641), Imlach & Collins Brothers LLC (1132), Ace World-Wide (0024) and Apex Moving + Storage (0278). This small group is proving the concept in 2019. The goal is to have 20 Atlas Agent partners by the end of 2020.

The customer will benefit from the fact that the Atlas Agents they know and trust will now have complete access to a network that can move household goods and high-value products to and from any point in the world.

The Pipeline and Revenue

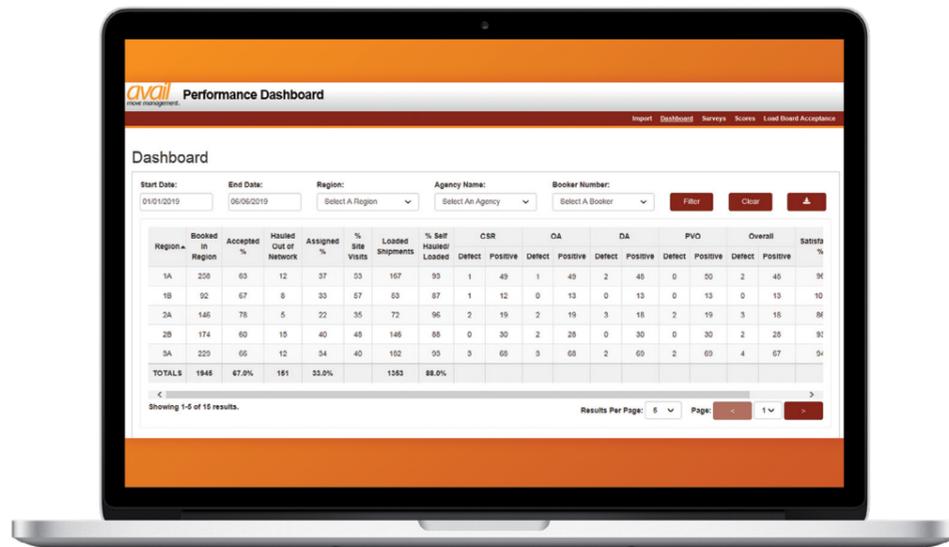
Tim works directly with agency salespeople to set up the sales pipeline, sales planning, establish KPIs, create Service Level Agreements, and assist on sales calls.

Participating Atlas Agents are required to hire at least one dedicated International Sales Representative. Atlas International is overseeing the marketing of the program, and makes materials available to participating agents.

While agents handle the booking and origin-agent responsibilities, Atlas International handles the transportation and the Customer Service Representative roles.

Early successes in the program are coming from the National Account Corporate Relocation customer. The program is designed, also, for the private Client, GSA and Commodities markets. Marketing and lead management web properties are being developed for the private client market. ■

Any questions about the Atlas International Partnership program may be directed to Tim Hall at thall@atlasintl.com.



Atlas® Van Lines Canada's Referral Program Pulls In Private Client Leads.

Atlas® Canada, in conjunction with Avail® Canada, offers a referral program for real estate agents to generate more private client leads. The referring client is paid 3% of the total move cost before taxes for long-distance moves exceeding 150 miles (240 km).

"If we didn't have a private client market in Canada, we wouldn't have an Atlas Canada," says **Fred Haladay**, Senior Vice President and Chief Commercial Officer, "so we have to have a strong referral program in place to make sure we're providing that support to agents."

With customer service support from Avail Canada, Atlas Canada makes it easy for real estate agents, Canadian Automobile Association, (CAA (Canadian equivalent of AAA)), and other referring partners to refer their clients with the assurance that they'll receive excellent service for moves within Canada and across the border.

AVAIL MOVE MANAGEMENT® THE CARTUS® MOVE CENTER: Streamlining Information to Create Seamless Customer Experiences

Corporate relocation industry leader, Cartus®, is among the top Avail Move Management's® clients. Each year, 34 different Atlas® Agents are responsible for thousands of Cartus shipments.

The Cartus Move Center acts as the linchpin between Cartus and Atlas Agents, communicating essential information between the two. The Move Center team is also vital to finding new ways to streamline operations and improve customer service on the Cartus account.

Two key pieces of technology are driving the Move Center forward: a data feed that tracks and shares shipment information in real-time and an online performance dashboard that instantly shares customer evaluations with Atlas Agents.

Real-time data keeps shipments in sync

Cartus requires a significant amount of data for every shipment handled by Atlas, and all of this information flows through the Move Center. It was a cumbersome process that required constant emails back and forth between agents, the Move Center and Cartus. Then, Avail decided to link Atlas and Cartus systems with a real-time data feed, so all shipment information is visible to both parties. The result is complete transparency and increased efficiency.

"The dashboard has been a great tool to ensure customer satisfaction standards are being met in real time. It has allowed us a quick point of reference to identify any issues and maintain oversight on each shipment," says **Matt Newell**, Vice President Operations/Business Development, Mabeys Moving and Storage, Inc. (1415).

"We're always looking to streamline processes and make things better for everyone involved," says **Jessica Nichols**, Director of Avail Move Management. "Freeing up time for individuals—whether it be Move Center Representatives or Atlas Agents—to focus their time on meeting customer needs, rather than performing a task, is at the heart of everything Avail does. Technology allows us to be solutions-focused for our transferees."

Performance dashboard provides real-time feedback to Atlas® Agents

The integration between Cartus and Atlas systems also allowed Avail to create a performance dashboard to share transferee feedback with Atlas Agents. Before the Move Center performance dashboard was created, Atlas Agents had to wait for someone to tell them how they were doing—now they know instantly. The dashboard gives agents a detailed look into how they're performing on each shipment, allowing them to identify performance patterns and adjust their business accordingly.

"Agents may have waited weeks or months for feedback. Now, they know how they're performing day-to-day," says Jessica. "It allows them to be agile in responding to feedback. Plus, all of the information is pulled directly from the Atlas system, so there's no guessing if information is accurate or how someone is doing—agents know."

Mike McGill, Senior Vice President of Mills Van Lines, Inc. (1470) emphasizes "It enables us to review customer satisfaction results in real-time versus having to wait for someone to tell us how we are doing. Customer satisfaction ratings are a key driver of booked order volume, especially at Cartus. And having immediate access to that information helps our team react more quickly." He adds, "Whether we need to reward a job well done...or target areas where we need to improve, the impact of those activities are much greater when done in real-time versus months after a move survey is completed."

The results have been incredible. In some instances, Atlas Agents have seen their performance scores rise 10 to 15 points year-over-year, which was unheard of before the implementation of the performance dashboard.

While this technology is currently only used for Cartus business, it's designed for expansion. It has the ability to be tailored to other customers, while consolidating performance data from different accounts into a single view for Atlas Agents.

These powerful technology advancements continue to strengthen Avail's relationship with loyal customers like Cartus, and open doors to creating the same seamless connections with new clients. ■

Canadian CSR Services and Cross-Border Connections Raise Consistency and Lower Costs.

The staff of Avail Move Management® Canada provides full CSR services and cross-border expertise to Canadian and U.S. Atlas® Agents.

With their customs clearance expertise and unique pricing model, Avail Move Management® Canada enables Atlas® Agents to move corporate and private clients within Canada and across the border with more expertise and less expense. When Canadian or U.S. agents use Avail Move Management Canada for their Customer Service Representative (CSR) services, the service is completely branded with the individual agent's name.

"We offer scalability as our agents grow their business, with both private and corporate clients," says **Barry Schellenberg**, President of Atlas® Canada. By working with Avail in Canada, agents don't have to have a dedicated CSR on staff, and only have to pay a small fee per move instead of covering the annual expense of associates that might be underutilized. The scalability allows all Canadian agents to approach corporate moves, without an in-house CSR staff.

Additionally, Atlas Agents conducting cross-border moves can rely on Avail's customs clearance experience, both northbound and southbound.

"If an agent is unfamiliar with the entire process, and doesn't fully understand necessary documentation and communication with a client, we assume that role, and it really puts them at ease," says **Fred Haladay**, Senior Vice President and Chief Commercial Officer, Atlas Canada.

"Customs issues today are substantially different than they were in the past," says Fred. "If you don't dot your i's and cross your t's, you're going to run into problems." Those problems could include extra costs, upset customers, and even getting turned away at the border.

Sharing the Cost of Growth

In Canada, Avail uses a unique fee structure to make efficient CSR services, including cross-border expertise, available to customers and Atlas Agents, regardless of an agent's volume. The cost is distributed among every agent that participates in revenue from the shipment, and not all lumped under the sales cost of an individual agent.

For U.S. agents, Avail uses a more traditional pricing model to offer only the specific expertise or services required in Canada or for cross-border moves.

Consistent Customer Care

While the program is completely voluntary for Canadian agents, just over 40% of agents use Avail's comprehensive CSR package to maintain customer service consistency.

Avail Canada assumes all customer service responsibilities, including conducting the survey, providing moving service support from start to finish, and communicating with the client throughout. It's a consistent service from move to move, which is particularly well-suited to corporate moves.

Avail Canada also takes on responsibility for KPI management, tracking and reporting on overall performance of their program, and ensuring that they exceed performance metrics.

When Avail is working with an Atlas Agent's client, it uses the agent's branding to avoid any confusion. "We know which way to answer the phone based on who's calling," says Fred, "and we set up individual email addresses based on that client so we know exactly how to respond."

"Anything we can do to make our agents better, more efficient, to help them increase their bottom line, is a win-win," says Fred. ■



FULL SHIPMENT VISIBILITY AND MORE CONTROL OF THE PROCESS.

Among its many services, Atlas Logistics® serves two distinct shipment needs of the agent family:

- For Specialized Transportation Group (STG), Logistics locates tonnage for agent trucks and drivers
- For Household Goods (HHG), the task is to find the best carriers for containerized moves

In both cases, Atlas Logistics® utilizes systems that provide agents with direct access to shipment opportunities and status updates, with complete visibility of shipment details and performance. "The result is more control of the process," says **Phil Wahl**, Senior Vice President and General Manager, Atlas Logistics. "The whole flow of the shipment is managed in one place," he says.

STG

For STG, Atlas® IT developed a module in AtlasNet® so agents can see hauling opportunities firsthand, online. "Now, when agents are looking for tonnage for their trucks, it's a one-step process. Before it was three to four steps, including phone calls or emails to us," says **Derek Snyder**, Manager, Truck Load Services. Phil adds that "agents can pluck a shipment right out of the system, make it theirs, and keep in direct contact with the whole shipment."

Tom Brouder, Fleet Planning Manager of Specialty Moving Services, Inc. (I811), says "the system makes it possible for me to do my job without a dispatcher, because it takes care of 75% of what a dispatcher does." Tom goes on to say that "we use the system for 100% of interstate shipments."

"We're always looking for ways to give our agents a competitive advantage in the market. Complete access to available traffic is a huge advantage," says Phil. AtlasNet lets agents plan their trucks without having to call or email Atlas. It's much more fluid for the agent, allowing quicker response and planning. "All of our large haulers on the STG side of the business are using the system," says Phil.

Containerized HHG

On the Household Goods (HHG) side, Atlas provides access to the Mercury Gate TMS portal from DLS, a division of RR Donnelley. Used primarily for HHG containerized shipments, "access to Mercury Gate is part of the Atlas small shipment solution," says Phil.

Megan Rinearson, Manager, Logistics LTL Services, explains that "when an agent uses the portal to offer a containerized HHG move, they get a price back from seven to nine LTL carriers." The agent sees the responses directly, and can make their own choice based on price, transit time, reliability, or any other variables. **Terri Palmer-Burton**, Vice President of National Accounts for Palmer Moving & Storage (I641) confirms that "The ease of quoting, varied LTL carrier, and transit options provide a great opportunity to offer service solutions to customers with challenging schedules. The portal is a value-added service differentiator for our agent family."

Updates about HHG shipments come directly from the LTL to the agent, increasing the timeliness of response to Atlas customers. "It's more time an agent can spend with a customer, and less to tracking down the details of a shipment," adds Megan. **Nita Pennington**, Dispatch Manager at Ace Relocation Systems, Inc. of Austin and San Antonio, TX (0066) adds "I can track my shipments, and I don't have to bother someone for a status. 'Poof,' it's right at my fingertips."

The reporting feature of Mercury Gate is robust, allowing clear explanations of the performance quality of competing carriers. Atlas Agents can pull their own reports, based on criteria they choose. ■

For STG, Development Was a Combined Agent and HQ Effort

"The vision had to be a group effort," says Tom of Specialty Moving (I811), when referring to the AtlasNet® module for STG. "Our role was to tell the IT teams what we needed," he adds. The IT team on this project was headed by Ryan Parmenter, Director IT Development. "Ryan's team had to have the vision to program it," says Tom. Atlas® Agents and IT members discussed the system frequently, and improved it significantly since early 2017. Phil says, "What at first seemed unattainable came together one step at a time. Then, we got there!" Phil, Megan and Derek all three noted simultaneously that "The system will continue to evolve."



(From Left to Right; Top to Bottom): **Don Breivogel Sr.**, Vice President and Chief Financial Officer, AWG, **Mark Rabe**, Global Development, CRG, **Jack Griffin**, Chairman and CEO, AWG, **Joab Schultheis**, Vice President and CIO, AVL, **Jeff Schimmel**, Vice President, Transportation Services, AVL, **Bill Fogarty**, Vice President, CIM, **Ryan McConnell**, Vice President, Strategic Planning, AVL, **Wayne McAfee**, Director of Accounting, CIM, **Joe Stackhouse**, President and COO, AVL, **Jim McMurray Sr.**, Vice President, General Counsel and Secretary, AWG, **Brian Babyok**, Director of Information Technology, CIM, **Nancy Priebe**, Vice President HR, AWG, **Mary Beth Johnson**, Vice President, Corporate Marketing/Avail Move Management/Travel, AVL, **Rudy Planavsky**, Vice President, CIM, **Brenda Darr**, Director of Client Services, CIM, **Marcy Robertson**, Director of Human Resources, CIM, **Stacie Banks**, Vice President, Finance, AVL

ATLAS® WORLD GROUP ACQUIRES CHAMPION INTERNATIONAL MOVING.

In early July of this year, Atlas® World Group announced the acquisition of Champion International Moving, Ltd. The deal marks the largest acquisition in Atlas company history.

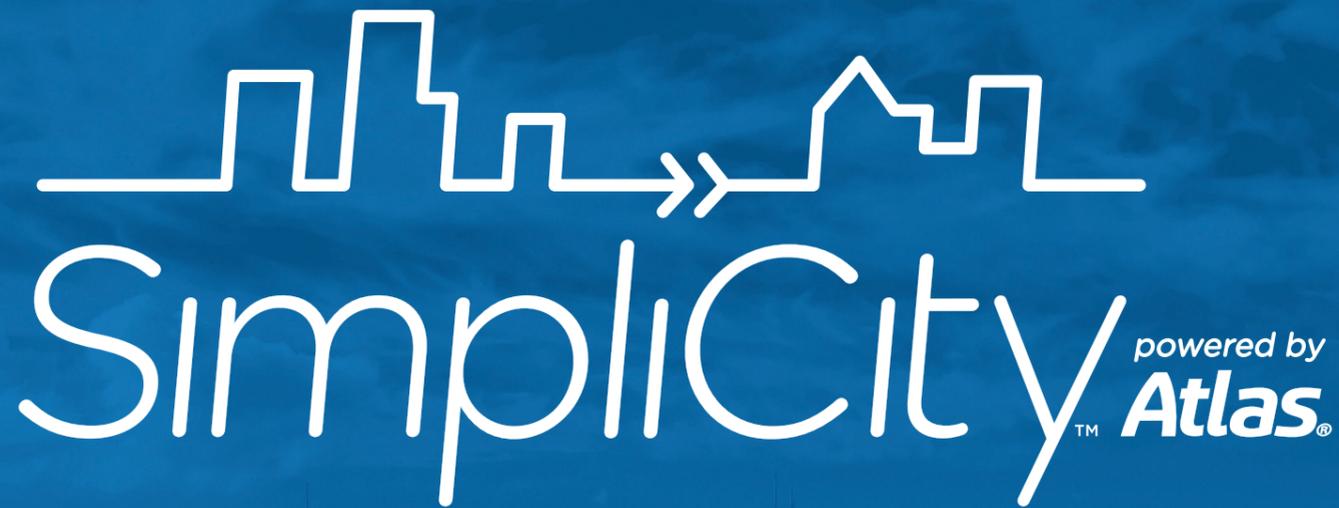
Founded in 1991 and based in Canonsburg, Pennsylvania, Champion is an international household goods forwarder that serves corporate customers, relocation management companies, federal government agencies and a small group of agents across the globe. Champion is a member of the FIDI global network of agents as well as one of the select U.S.-based members of the Harmony Relocation Network, which serves customers around the world.

"We are excited to join the Atlas World Group family," said **Ron Smith**, Founder of Champion International Moving. "The synergies and assets they provide will help Champion exceed customer expectations while creating many

opportunities for future growth. The integrity, attitude and work ethic of Atlas World Group and its employees fits perfectly with our culture, creating an easy path forward."

As Atlas World Group's ninth subsidiary, the Champion International Moving brand will maintain its name and leadership team to ensure a smooth and effective transition. Additionally, Champion will operate separately and distinct from Atlas® World Group International (AWGI).

"This strategic acquisition greatly enhances our international service offering, and we are excited to welcome Champion to the Atlas World Group family of companies," said **Jack Griffin**, Chairman and CEO of Atlas World Group. "Together, we will capitalize on synergies and continue to expand our footprint in international household goods relocation." ■



SimpliCity™ powered by Atlas®

ATLAS® SIMPLICITY™ CONTAINERIZED MOVES: New Paradigms Call for Pinpoint Timing and Expedited Transit.

With a paradigm shift from traditional moving services, and the need for a modernized solution to meet evolving expectations, Atlas® introduced SimpliCity™ to the market in mid 2017.

SimpliCity is a moving program designed to simplify the traditional moving process while delivering the trusted service one can expect when moving with Atlas. With this program, households moving across state lines can move with the help of Atlas professionals in days, not weeks, allowing for better planning and less downtime. SimpliCity provides certainty and includes date-specific pickup and delivery, where customers can choose when to move with pinpoint timing and expedited transit.

With Atlas interstate agents across North America, SimpliCity connects customers with top-rated transportation companies throughout the United States to ensure safety, efficiency and quality in all moves. Since its launch, nearly 200 agents have joined the program's expanding service network.

Here's what they have to say about it:

The Reviews Are In. They're Positive!

"SimpliCity sells itself," says **Sean Halverson**, Mitchell Moving and Storage (1923). "The customers like everything about it."

Michelle Hill with Imlach Group (1130) says, "I think SimpliCity is a great service for small shipments." There is no long, lengthy delivery spread, which gives the shipper comfort in knowing the date the shipment will be delivered so that they can plan well ahead."

"It helps me as the CSC as well," says Michelle. "Believe it or not, small shipments are the hardest to coordinate. SimpliCity eliminates constantly trying to seek the date for delivery from the driver, dispatch etc. and the possibility of the delivery date changing due to long delivery spread and driver schedule changes."

Customers are seeing the benefits of booking SimpliCity as well, with one even calling it "an unbelievable package. A solution that's been missing is now available in the marketplace, and customers are welcoming it."

Atlas believes our team and our clients are ready to change with the market and evolving culture of relocation. Are you?



WOUNDED WARRIOR PROJECT®

For more than 50 years, Atlas® has served to relocate military members from right around the corner, to all the way to overseas. The notion that we all owe a debt of gratitude to the individuals who have volunteered to fight our wars has always resonated within Atlas and our agency family. Because of this, we have expanded our charitable efforts to show our appreciation for these brave men and women.

New this year, Atlas has committed to support our nation's wounded warriors through Wounded Warrior Project® (WWP) and the nonprofit's free programs and services. Many wounded veterans face significant challenges when they return to civilian life, and through the generous support of donors and corporate partners, WWP is able to provide support during their recovery, wherever they are in that process.

Through our financial contribution, Atlas is directly supporting the programs and services that give warriors access to mental and physical health support, employment and education assistance, and the many other services that WWP provides to its warriors, free of charge.

"The support we receive from Atlas gives Wounded Warrior Project the critical resources we need to serve warriors," said **Gary Corless**, Chief Development Officer at WWP. "We're extremely grateful for their support which will help us to continue to serve this generation of wounded veterans as they recover from the visible and invisible wounds of war."

ABOUT WOUNDED WARRIOR PROJECT

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit

woundedwarriorproject.org.





PRESIDENT'S CLUB
2018-19 Platinum Winners

- GREG KOEHLINGER** Nelson Westerberg (1505)
- JAMES W. COLE, JR.** J. W. Cole & Sons, Inc. (1772)
- GREGG IMLACH** Imlach & Collins Brothers, Llc (1132)
- MICHAEL QUIGLEY** Ace Relocation Systems, Inc. (0075)
- CHRIS NIESNER** Specialty Moving Systems, Inc. (1811)
- DONNIE HILL** Alexander's Mobility Services (0207)
- GARY LOUDERBACK** Louderback Logistics (0076)
- BOB FOX** Atlantic Relocation Systems (1253)
- RICHARD MEYER** DMS Moving Systems, Inc. (0800)
- CHRIS WING** Powell Relocation Group (1657)
- CHET GRISSO** Alexander's Mobility Services (0216)
- KEN IMLACH** Imlach Group (1130)
- MIKE MCGILL** Mills Van Lines, Inc. (1470)
- MIKE BOONE** Lytle's Transfer & Storage, Inc. (1302)
- THOMAS PHILBIN** Nelson Westerberg (1505)
- RICHARD CLARKE** Ace Relocation Systems, Inc. (0075)
- ZEKE OAKS** Alexander's Mobility Services (0215)
- JENNIFOR ACOSTA** Ace World Wide Moving & Storage Co. (0016)
- TERRI PALMER-BURTON** Palmer Moving Services (1641)
- JOSHUA FLATT** Alexander's Mobility Services (0207)
- JULIE CIBELLI** Nelson Westerberg (1523)
- FRED PAXTON, III** Paxton Van Lines, Inc. (1610)

- ACE WORLD WIDE BLOOMINGTON/NORMAL** (0036)
- AMERICAN OF VIRGINIA, INC.** (0103)
- AVATAR RELOCATION OF NY INC.** (0444)
- CLARK MOVING CO.** (0466)
- CELINA MOVING AND STORAGE, INC.** (0594)
- CELINA MOVING & STORAGE, LLC** (0608)
- GUARDIAN RELOCATION** (1032)
- ATLANTIC RELOCATION SYSTEMS** (1148)
- DEVRIES MOVING-PACKING-STORAGE** (1217)
- KANSAS VAN & STORAGE, CRIQUI CORPORATION** (1286)
- INTERWEST MOVING & STORAGE** (1306)
- JOHN PALMER MOVING & STORAGE** (1350)
- DANIEL'S MOVING AND STORAGE, INC.** (1380)
- NMS MOVING SYSTEMS, INC.** (1533)
- V. SANTINI, INC.** (1777)
- SHETLER MOVING & STORAGE, INC.** (1830)
- ACE WORLD WIDE OF IOWA, INC.** (1883)
- SMITH DRAY LINE & STORAGE, INC.** (2270)
- SMITH DRAY LINE & STORAGE, INC.** (2274)



WORLD CLASS COMMITMENT
2018-19 Winners

- LEVEL 1 WINNERS:**
- CAPITAL RELOCATION GROUP** (0789)
 - HERREN'S TWIN CITY MOVING & STORAGE, INC.** (0831)
 - ATLANTIC RELOCATION SYSTEMS** (1037)
 - ATLANTIC RELOCATION SYSTEMS** (1287)
 - MABEY'S MOVING & STORAGE, INC.** (1415)
 - NELSON WESTERBERG** (1505)
 - ATLANTIC RELOCATION SYSTEMS** (1679)
- LEVEL 2 WINNERS:**
- ALEXANDER'S MOBILITY SERVICES** (0207)
 - ALEXANDER'S MOBILITY SERVICES** (0208)
 - ALEXANDER'S MOBILITY SERVICES** (0214)
 - ALEXANDER'S MOBILITY SERVICES** (0215)
 - ALEXANDER'S MOBILITY SERVICES** (0217)
 - ALEXANDER'S MOBILITY SERVICES** (0218)
 - ATLANTIC RELOCATION SYSTEMS** (1021)
 - ATLANTIC RELOCATION SYSTEMS** (1038)
 - JOHN PALMER MOVING & STORAGE** (1350)
 - ATLANTIC RELOCATION SYSTEMS** (1427)



SUSTAINABLE AGENT
2018-19 Winners



Your 2019 **Quality** Milton M. Hill Award Winners

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

These 57 agents demonstrated their quality performance by passing all 12 of the criteria set forth in the Atlas® World-Class Commitment. In addition, their facilities received a rating of 5, they earned the Hauling Excellence award, were agents the full Convention Year and had combined booker/hauler revenue of at least \$1,000,000.

Congratulations to these outstanding agents!

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| <ul style="list-style-type: none"> Ace Relocation Systems, Inc. (0008) Ace Relocation Systems, Inc. (0015) Ace World Wide Moving & Storage Co. (0016) Ace Relocation Systems, Inc. (0025) Ace Relocation Systems, Inc. (0043) Advance Relocation Systems (0059) Ace Relocation Systems, Inc. (0062) Ace Relocation Systems, Inc. (0064) Ace Relocation Systems, Inc. (0066) Ace Relocation Systems, Inc. (0075) A-1 Moving & Storage (0087) Ace Relocation Systems, Inc. (0096) Alexander's Mobility Services (0207) Alexander's Mobility Services (0208) Alexander's Mobility Services (0210) Alexander's Mobility Services (0214) Alexander's Mobility Services (0215) Alexander's Mobility Services (0216) Alexander's Mobility Services (0217) | <ul style="list-style-type: none"> Alexander's Mobility Services (0218) Action Moving Services, Inc. (0238) Apex Moving + Storage (0278) Wm. Duggan Co., Inc. (0467) Collins Brothers Moving Corporation (0547) Collins Brothers Moving & Storage, LLC (0573) Celina Moving and Storage, Inc. (0592) DMS Moving Systems, Inc. (0800) DMS Moving Systems of Alabama, Inc. (0801) Daniel's Moving and Storage, Inc. (0875) Daniel's Moving and Storage, Inc. (0879) InterWest Moving & Storage (0979) Golden Van Lines, Inc. (0991) Atlantic Relocation Systems (1008) Atlantic Relocation Systems (1021) Atlantic Relocation Systems (1037) Atlantic Relocation Systems (1038) Winter Moving and Storage, Inc. (1077) Hopkins & Sons, Inc. (1102) | <ul style="list-style-type: none"> Guardian Relocation (1111) Imlach Group (1130) Imlach & Collins Brothers, LLC (1132) Merchants Moving & Storage, Inc. (1401) Mabey's Moving & Storage, Inc. (1415) Atlantic Relocation Systems (1427) Modesto Transfer & Storage (1487) Nelson Westerberg (1511) Nelson Westerberg (1523) Prager Moving & Storage Co. (1555) Palmer Moving Services (1641) Atlantic Relocation Systems (1651) Powell Relocation Group (1657) Schiele Enterprises Inc. (1786) Mitchell Moving and Storage Company (1923) Walker Transfer - Powell, LLC (2140) Weleski Transfer, Inc. (2151) Wm. Duggan Co., Inc. (2189) Philpot Relocation Systems (2611) |
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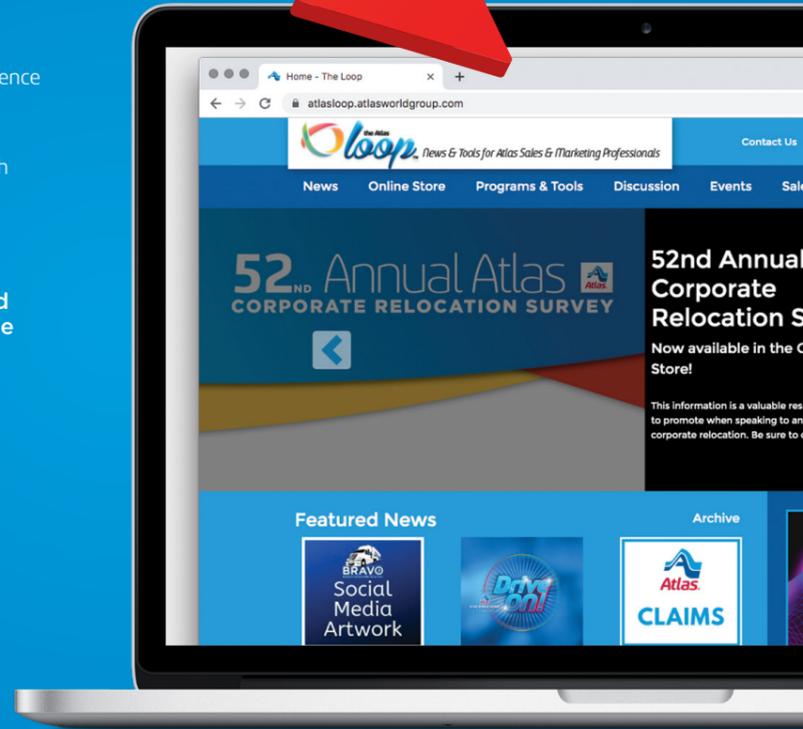
ATLASLOOP™ GETS A FACE LIFT!

Atlas® is excited to announce we've launched a new and improved AtlasLoop!™

Our main goal with the newly developed website was to enhance the user experience through well-organized categories, simplified navigation and easily accessible, frequently updated content. You'll notice increased functionality with a new, streamlined design that allows for easier navigation. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

- The Programs & Tools page now has filtering capabilities and simplified categorization which improves the user experience
- AdSpec and Supply items have been added to the Online Store so you can make all of your purchases in one place
- A newly added shopping cart icon provides quick access to items for check-out, as well as an Order History tab that outlines information on products purchased, order date and purchase price
- Single Sign-On (SSO) simplifies the login process between AtlasNet® and AtlasLoop™ platforms

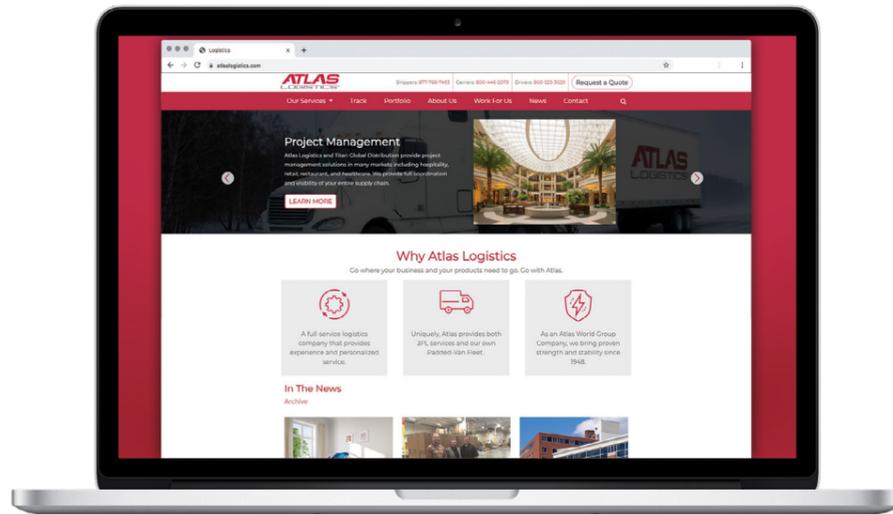
NOW WITH A NEW URL
ATLASLOOP.ATLASWORLDGROUP.COM



ATLAS LOGISTICS® WEBSITE REFRESH

- Modern design with sleek user interface (UI)
- Easy-to-use navigation
- Prominent calls to action with "Request a Quote" buttons, displayed contact information and service partner forms
- Fully responsive with mobile devices
- Includes expandable text for a clean look with the option to read more on a particular service offering

NEW SITE, SAME URL
ATLASLOGISTICS.COM



Go Beyond The Page

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



- 1 **Moving in Sync**
atlasvanlines.com/amp/MovingInSync
- 2 **Global Relo Gets Easier**
atlasvanlines.com/amp/EasierRelo
- 3 **Fine Tuning the Steps**
atlasvanlines.com/amp/FineTuning
- 4 **Listen. Think. Move.**
atlasvanlines.com/amp/ListenThinkMove
- 5 **Serving the Healthcare Community**
atlasvanlines.com/amp/ServingHealthcare
- 6 **Of Pigs and Partnership**
atlasvanlines.com/amp/PigPartnership
- 7 **52nd Corporate Relocation Survey**
atlasvanlines.com/corporate-relocation/survey



Agents And The **INDUSTRY+**

Exceeding Expectations Since 1944 ▼

On May 16, 2019, Merchants Moving & Storage, Inc. (1401) held an open house to celebrate their 75th business anniversary in Boise, Idaho. The Grove family has owned Merchants Moving & Storage for 45 years and joined the Atlas® Van Lines family a year later in 1975. They continue to be a local family owned and operated agent, proudly run by siblings Ron Jr., Brian, Vanessa, and Ron's son, T.J.

Owners, Ron Sr. and Joan Grove have worked hard to establish a good reputation and adhere to the high quality standards Atlas sets in place.

The open house served as an excellent opportunity for customers, friends, and family to enjoy Hawaiian style food and beverages, and also tour the facility. "It is always a privilege to showcase our company and our pride to be part of the Atlas Van Lines family," said Ron Jr.

Learn more about Boise, Idaho's contact for reliable moving services at merchantsmoving.com.



Real-life Training Simulation ▶

Training is essential in the moving industry for a number of key reasons. Improved customer satisfaction occurs when situational dialogues occur in a training environment rather than simply handling complex scenarios in real time on the job. Overall results improve when the workforce gains critical knowledge and skills. The hard cost of building a training center can be quite significant; however, the potential claims reduction alone can easily yield a return on the investment.

Jon Schroeder, President of Atlantic Relocation Systems (1307), stated "With all the new technology becoming integrated into the moving industry, and an overall shortage of labor (particularly industry experienced labor), proper training is absolutely crucial in ensuring continued customer satisfaction." With such considerations in mind, Atlantic Relocation Systems recently invested in developing a state-of-the-art training center. The center, housed at Atlantic's headquarters location in Atlanta, GA, is used to hold training sessions on a variety of subjects as well as strategic planning meetings for Atlantic's management personnel.

Lance Grooms, Corporate Vice President of Atlantic Relocation Systems (1307), stated "The philosophy behind the build-out was to practice with our training center goods before we touch actual customer goods." Jon Schroeder added, "While nothing can completely replace hands-on at residence experience, giving key personnel the opportunity to learn and grow with us is essential in developing the type of staff required to deliver the results our customers have come to expect and demand."

The training center features a fully furnished apartment, mock-up household goods trailer, warehouse barcode racking, training lift-vans and storage vaults, iPad and AV equipment along with other features. The classroom section of the center allows for up to 30 participants at a time in a variety of seating formats.

Atlantic is excited to enhance their training efforts with the addition and formality of the training center.



Keep our service men & women in your heart.

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

ATLAS ASSOCIATE	SERVICE MEMBER (RELATIONSHIP)	ATLAS ASSOCIATE LOCATION
Farrell Allsup	Clayton Mounce (Son-in-law)	Daze Transfer & Storage, Inc. (0723)
Cindy Atherton	Jeffrey Atherton (Son)	Atlas World Group Headquarters
Roger Babbitt	Kevin Lacy (Brother-in-law)	NIMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger (Nephew)	Avail Move Management
Steve Bailey	William B. Bailey (Son)	Nelson Westerberg (1517)
Theresa Banta	Neil S. Banta (Son)	Ace Relocation Systems, Inc. (0062)
Ed Bean	Jessie Bean (Son)	Ace Moving & Storage, LLC (1406)
Dave Blackburn	Robert Joseph Blackburn (Son)	Van Operator, DMS Moving Systems (0800)
Richard Bland	Elliot Timms (Nephew)	Atlas Logistics
Ron Bowman	Ronny Bowman (Nephew)	Lee Moving & Storage, Inc. (1317)
	Rich Bowman (Nephew)	
Rick Brimley	Don Allred (Son-in-law)	Mountain States Moving & Storage Co., Inc. (1451)
Carroll Brittell	Colten Powell (Grandson)	Ace Relocation Systems, Inc. (0075)
	Clayton Powell (Grandson)	
Frank Budd	Steve Budd (Nephew)	Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings (Stepson)	Ace Relocation Systems, Inc. (0015)
Phyllis Cain	David Lynn (Nephew)	Ace Relocation Systems, Inc. (0062)
Jennifer & Keith Campbell	James A. Hicks (Son/Stepson)	Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks (Son/Stepson)	
Joel Cohen	Aaron Pierce (Nephew)	Metropolitan Van & Storage, Inc. (1418)
Melissa Compton	Josiah Cavanaugh (Son)	Atlas Logistics
Scott Coyle	Active Reservist	Ace Midwest Moving and Storage (0191)
Larry "Doc" Criqui	Brett D. Criqui (Son)	Kansas Van & Storage, Criqui Corporation (1286)
Joan Duggan	Andrew Duggan (Son)	Atlas World Group Headquarters
Kim Dupps	Jonah Dupps (Nephew)	Atlas World Group Headquarters
Fred Falla	Ryan DeCoste (Grandson)	Falla Cartage & Movers Ltd. (8570)
Michael Fazio	Robert Szeligowski (Nephew)	Nelson Westerberg (1523)
	Jason Szeligowski (Nephew)	
Bonnie FirstRaised	Astacia Anderson (Daughter)	Discover Moving & Storage, Inc. (0539)
Melanie Freeman	William J. Freeman (Brother)	Advance Relocation Systems (0059)
Thomas W. Hoffa	Keith W. Hoffa (Son)	Collins Brothers Moving Corp. (0547)
Jim Hough	Jeff Hough (Son)	Ace Relocation Systems, Inc. (0066)

ATLAS ASSOCIATE	SERVICE MEMBER (RELATIONSHIP)	ATLAS ASSOCIATE LOCATION
Kelly Howard	Wayne Howard (Husband)	Guardian Storage, Inc. (1012)
Amanda Jillson	Zachary Scott (Nephew)	Atlas World Group Headquarters
Mary Johannes	Kirk Linder (Nephew)	Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III (Stepson)	
Patrice Jones	Dawn Link (Daughter-in-law)	Daze Transfer & Storage, Inc. (0723)
Pat Kelly	Justin Casey (Son)	Alexander's Mobility Services (0207)
Audrey Kingsland	Kenneth Clifford Montross (Cousin)	Cornerstone Relocation Group, LLC
Teresa Kintop	John Kintop (Husband)	Ace Relocation Systems, Inc. (0062)
Jane M. Kiser	Kyle M. Kiser (Son)	Atlantic Relocation Systems (1148)
David Ledford	Mark Ledford (Brother)	Ace Moving & Storage, LLC (1406)
Brandy Lumbert	Nick Lumbert (Husband)	Imlach & Collins Brothers, LLC (1132)
John Lutwyche	Bryan Lampinen (Son-in-law)	Van Operator, Nelson Westerberg (1505)
Shannon Martin	Michele Mathews (Sister)	Ace Relocation Systems, Inc. (0062)
Annie Mejias	Mason Cruz (Son)	Collins Brothers Moving Corp. (0547)
Jack Mier	Jack A. Mier (Son)	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr. (Brother)	Atlas World Group Headquarters
Patricia Miranda	Jose Herrera (Son-in-law)	Ace Relocation Systems, Inc. (0062)
	Alex Trinidad (Nephew)	
Frank Moreno	Tracy Otto (Sister)	Ace Relocation Systems, Inc. (0066)
Imelda Navasca	Jason Weintraub (Brother-in-law)	AWG International
	Joshua Weintraub (Nephew)	
Ken Niesner	Melissa Rieger (Granddaughter)	Specialty Moving Systems, Inc. (1811)
David Olson Sr.	David Olson Jr. (Son)	Atlantic Relocation Systems (1148)
Dennise Pasichnyk	John Pasichnyk (Son)	Santiago Worldwide Inc. (1808)
Beverly Rockhold	Jared Mount (Son)	Guardian Relocation of Ohio (111)
	Joshua Mount (Son)	
Beverly Rolph	Eric Rolph (Son)	Atlas World Group Headquarters
Ginny Royer	Jason Royer (Son)	Ace Moving & Storage, LLC (1406)
Tim Ruddle	Jason Hendrix (Son-in-law)	Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer (Stepbrother)	Roush Moving & Storage, Inc. (1773)
	Steven Washechek (Brother)	
John Scott	Justin Scott (Son)	Atlas World Group Headquarters
	Kristopher Scott (Son)	
Stephanie Shelton	Stephen Johnston (Son)	Atlas World Group Headquarters
	Kyle Walts (Nephew)	
Gina Short	Ryan M. Jones (Son)	Atlas World Group Headquarters
Chris Shipp	Nicolas Mello (Nephew)	Ace Relocation Systems, Inc. (0025)
Lynn Skillman	Matthew O'Malley (Niece's Husband)	Discover Moving & Storage, Inc. (0539)
Rex Stierhoff	Jacob T. Stierhoff (Son)	Superior Mobility Services, LLC (1902)
Tammy Teague	Nick Lumbert (Son-in-law)	Imlach & Collins Brothers, LLC (1132)
Carole Temme	Bruce Overton (Son)	Atlas World Group Headquarters
Monique Tennison	Starr Love-Phillips (Niece)	Ace Relocation Systems, Inc. (0062)
Sue Tonkel	Nichalos A. Tucker (Son-in-law)	Guardian Relocation Inc. (1040)
Steve Warner	Timon Davis (Son)	Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw (Nephew)	Ace Relocation Systems, Inc. (0043)
Cindy & Barney Wint	Jesse Woods (Nephew)	Financial Planning & Reporting / Atlas Terminal, HQ
Belynda Woodruff	Barry Woodruff (Husband)	Ace Moving & Storage, LLC (1406)
Debbie & Robert Wright	Lacie Barela (Daughter)	Atlantic Relocation Systems (1427)
Angela Zuke	Trevor Olsen (Son)	Atlantic Relocation Systems (1038)

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

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



Tracks

Atlas® Service
is Appreciated

RE: Letter of Appreciation and Recommendation for Dave Rushton
DMS Moving Systems, Inc. (0800)

Dear Richard,

I wanted to send you my highest recommendation for Dave Rushton and his crew for their moving and packing/unpacking services. My move was part of a job-related relocation that was set up and paid for by the employer. I have had several work relocations and cross-country moves during my career, and can say that Dave and his crew were heads above the rest. There is almost no comparison to not only the meticulous care that Dave and his crew took in handling my household goods, but also Dave's knowledge of antique and fragile pottery. All members of the crew were also incredibly polite and professional when dealing with either myself or various members of my household who were present. Dave went above and beyond to accommodate me around my flights from Maryland to Indianapolis to ensure that we could meet at the house in Indianapolis with my goods. In addition, the crew paid attention to small details of my household organization, such as the fact that I have ordered my hangers by type, then color, and re-created my organizational schemes for this and other items when unpacking. I highly recommend Dave Rushton and his crew, especially for handling high value items, antiques and fragile materials, as well as for complicated moving situations.

I hope this feedback is helpful to you and to your clients.

Best regards,
Lauren

RE: Outstanding Service
Alexander's Mobility Services (0207)

Ryan and I are both prior military and have had our share of moving experiences and companies. This, by far, was the smoothest and most professional move we have ever experienced. Both teams were early (!!), extremely careful with our belongings, and were genuinely nice people to have in our home. They worked very hard the

entire time and had our things packed up and moved in in an impressively quick time. They were courteous and all-around professionals.

We also worked with Michelle who coordinated the move and wanted to also praise her for her assistance. She was SO pleasant and kind to work with throughout the entire process. Moving is stressful and we had a brand new baby (in addition to a toddler) at the time we were moving and she made it incredibly easy. She was proactive, professional, and empathetic. More than we could've asked for and DEFINITELY beyond what we've experienced!

Thank you to your amazing staff for a truly positive experience! Please do not hesitate to reach out if you have questions or if we can be of assistance as a reference in the future,

Very respectfully,
Jayne and Ryan

RE: Excellent Moving Crew
Atlantic Relocation Systems (1427)

Good afternoon,

I wanted to send a brief note about the team working for your company, Mike and Josh Harb. I have been in the US Marines for 23 years and this was my final military move and my 9th over these years. Out of all of these moves, Mike and Josh were the most organized, detailed and professional. They ensured that some of my more delicate furniture pieces were moved without a scratch and that all items were properly accounted for in my home. It is obvious that this team has many years of experience and outstanding customer service. I am both glad and relieved that the US Government has contracted your company knowing many military families will be well taken care of during the delivery of their household goods. Thank you for sending Mike and Josh on my move and their hard work and attention to detail was greatly appreciated.

Sincerely,
Thomas

RE: Great Delivery of Household Effects
Golden Van Lines, Inc. (0991)

Hello,

I just wanted to let you know that Alan Parks and his team performed unsurpassed service while delivering our household effects to our new home in Portland, Oregon.

I had not seen these items for three years as I was serving with the State Department overseas in a critical assignment. I then taught at our U.S. Army War College.

Long story short, Alan and his team were excellent in every way as we devised our best delivery strategy.

They were punctual, courteous and hard-working!

Thank you,
Greg

RE: Successful Moving Experience
California Moving Systems (0533)

Our experience with California Moving Systems from beginning to end was in the highest order of successful. The personnel on both ends were professional and went the extra mile to assure us that our goods would be carefully handled. Knowing that the crew at the delivery end had to transfer the load to a smaller van might have raised some concern, but not at all - everything was delivered as promised, on time, and with smiles all 'round!

Sincerely,
Bill

Go Beyond The Page
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2020 CALENDAR

January – June

January 2020

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

February 2020

March 2020

1-5 President's Club Trip, The Ritz-Carlton Naples, Naples, FL
15-17 AMSA 2020 Annual Education Conference & Expo, Rosen Centre Hotel, Orlando, FL
26-28 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

April 2020

10 Good Friday – Canada offices closed
23-24 53rd Annual Atlas Forum®, The Westin Seattle, Seattle, WA
26-29 Institute for Supply Management Conference, John B. Hynes Veterans Memorial Convention Center, Boston, MA

May 2020

12-15 Worldwide ERC Americas Mobility Conference, Hilton Americas-Houston, Houston, TX
17-20 American Alliance of Museums (AAM) Annual Meeting & Museum Expo, San Francisco, CA
18 Victoria Day – Canada offices closed
25 Memorial Day – U.S. offices closed

June 2020

9-11 GlobalShop, McCormick Place, Chicago, IL
28-Jul 1 2020 SHRM Annual Conference & Expo, San Diego Convention Center, San Diego, CA

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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 Corporate Marketing Department.
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