

amplifier



Perfect Storm

Profitability, Capacity and Compliance
are lining up to pack a punch in 2014.

Inside front cover and page 2

VISION 2018 6 | Lighter Waits 7 | Corporate Survey Results 8

Latin America 11 | Mike Shaffer • AMSA 12 | Atlas Canada Honored 16



Chairman's Message

As the colors colliding on the cover of this magazine illustrate, Atlas is caught in the crossfire of three, undeniable forces. Costs. Capacity. Compliance. We're taking them head-on. We believe they define a watershed in our history — and a moment of great opportunity for us all.

Given everything we know about these forces, we are now undertaking a process to ensure our long-term well-being. The stakes are high. But the people involved in

the process, both within and outside Atlas, are up to the task.

I urge you to read through the next several pages with an open mind. We all know change is inevitable. Let's be prepared to act in concert and craft our own destiny. The promise of a better tomorrow is ours for the making.



Glen Dunkerson
Chairman and CEO



2 Cover Story

6 **Vision 2018**
Atlas Looks Ahead with Clarity

7 **Lighter Waits**
Introducing a New Solution for Small Shipments

8 **Survey 47 Snapshot**
Corporate Relocation Survey Shows Continuing Recovery

10 **They Went That Way...**
Shifts in Migration Move Patterns

11 **Latin America: Open for Business**
Cornerstone Relocation Group

12 **Lifetime of Achievement**
AMSA awards Mike Shaffer with Top Award

14 **Best Described as "Wow"**
Avail Move Management's Order Management Tool

16 **NAV Canada Honors Atlas Canada**
Atlas Canada

18 **"Why not us?"**
Atlas International

20 **Getting it There**
Atlas Logistics

22 **2014 Exhibit Schedule**
Atlas hopes to see you on the road.

23 **Right now, right there, right in Orlando**
Convention 2013 Review

24 **Atlas World**
News and Information

Perfect... Opportunity

Profitability, Capacity and Compliance are coming to light in 2014.





Perfect Storm, or... Perfect Opportunity

Throughout the Atlas organization, three questions are top of mind and constantly under discussion.

- How do we value services to remain competitive, profitable, and viable?
- How do we answer growing demand with stretched capacity?
- How do we ensure safety and compliance in today's hypersensitive regulatory climate?

To uncover the answers to these issues, the *Amplifier* reached out to Atlas people who wrestle with them every day. You may be surprised by what they had to say.

Pricing.

Ebb and flow of supply and demand.

As every student of economics knows, supply and demand are prime determinants of price. In the moving industry, demand goes up and down like a yo-yo, peaking in summer. Sometimes it falls off a cliff, as in the wake of the great 2008 mortgage debacle.

"When you staff and equip for peak demand and it suddenly drops, it is disastrous," says **Larry Lammers, CEO, Ace Relocation Systems** (62). "You can't shed costs fast enough."

"The market is definitely changing," says **Kathy Thompson**, Atlas Director of Contract Administration/Pricing Services. "Demand has expanded and capacity has shrunk. There has to be a correction for pricing to accurately reflect value."

Atlas has taken some needed steps, says Kathy, by pricing non-contract shipments relative to available capacity during the peak season. And it has made an important modification to the general rate increase formula by replacing it with a new one using producer price index (PPI) factors.

"We have been using a general rate increase formula that includes indices that are not relevant to our costs," says Kathy. "For example, in 2014 the formula provided for a .6 percent increase in our prices — a fraction of the actual 2.8 percent that our costs went up."

Atlas has revised its general rate increase formula to better reflect true costs. The formula now factors in four primary components based on the PPI for corrugated materials, trucks, trailers and labor. The new formula took effect April 1.

"Our tariff had essentially been broken, and it cost us every year," says Kathy. "With the new formula, combined with discounting restrictions, we hope to start down the road of pricing recovery. It is a matter of survival — for our agents, our van operators, and our van lines."

"OUR MARKET RAPIDLY EXPANDS — AND RAPIDLY SHRINKS. PRICING NEEDS TO RISE AND FALL IN STEP WITH SUPPLY AND DEMAND."

— **LARRY LAMMERS, CEO, ACE RELOCATION SYSTEMS** (62)



Continued, next page



Capacity

Doing more, more, more. With less, less, less.

"The industry keeps demanding more and more from Professional Van Operators (PVOs)," says **Dan Imlach**, President, **Imlach Group** (1130). "More paperwork, more expenses, more demanding contract stipulations. Something has to change. We have to find a way to keep the operators and personal service aspect if our pack and haul model is to remain viable."

Atlas PVOs are the backbone of the company's service delivery. But with an average age of 55, their numbers are slowly dwindling. Despite a strong and concerted effort, recruiting new operators is difficult at best.

"The equipment is expensive, the moving business has gotten highly sophisticated, and you have to really pay attention to make the money you should," says **Jeff Schimmel**, Vice President of Transportation Services for Atlas. "Plus, younger people today have different

priorities. They don't want to leave home for weeks on end."

"We've really been feeling it the last few years," says **Phil Wahl**, Vice President & General Manager, **AWG Logistics**.

"We would like to take more business during the peak season — we are looking for alternative ways to handle it." Phil points to climbing maintenance and operations costs as barriers, such as a new emissions law that demands new equipment or an expensive retrofit to operate in California. "You can only slice a dollar so many ways."

"The reality is our fleet will probably continue to shrink" says Jeff Schimmel. "And labor is another issue. It's getting harder all the time to find quality crew workers."

On the bright side, Atlas has found some success by supplementing capacity. "We set a record last year for use of alternative methods of transportation," says Jeff. "We'll need to do so again this year, and probably every year from now on."

"We need to look at all our options, including rail, forwarding, and others," says Phil.

"Operations makes or breaks an account," says Dan. "We must solve this issue."

"ACCOUNTS AND CUSTOMERS SCORE US, AND WE HAVE TO GET A 95 RATING. WHO HAS THAT BURDEN ON HIS SHOULDERS? THE ATLAS VAN OPERATOR."

— DAN IMLACH, PRESIDENT, IMLACH GROUP (1130)

Safety and Compliance:

Meeting tough rules with a game-changer.

Rob Smallwood, Director of Safety for **Reads Moving Systems** (1711), knows what happens "when things go wrong." Rob is a former law enforcement officer and former DOT Inspector assigned to the Motor Carrier Enforcement Unit. He has seen the grief when safety infractions lead to accidents. Fatalities. Law suits. Ruined careers.

And, as a professional van operator and driving instructor, he knows the stresses and distractions van operators have to deal with. He wants to keep them from making career-ending mistakes. So, in addition to his day job, he helps the Atlas safety team educate Atlas operators about CSA — the safety regulations that govern their profession.

"There are two points I try to drive home," says Rob. "One, you must complete a proper pre-trip inspection; the onus isn't just on the company—it's on you. Two, if you run without one, you're putting your entire career — 20, 30, 40 years — on the line and rolling the dice. When things go wrong, you are accountable. You're the one who turned the key."

Since CSA took effect three years ago, Atlas has gone to great lengths to help PVOs learn and adjust. The task has been daunting.

"We understand the system is flawed," says **Rick Kirby**, Atlas Director of Safety. "But we have to abide by it, and it's serious. For one thing, our national account business demands a satisfactory DOT rating. If we lose that, we're out of business."

"An agent can't log into the Atlas system without seeing its CSA status," says **Bret Rauscher**, Atlas Director of IT Development, Ancillary Services. "A color indicator appears on the opening screen — green, yellow, or red. From there, the user can drill down into the data to see the details."

Atlas IT and Safety Departments introduced the information tool in the third quarter of 2013. Now they are collaborating on another tool, a direct aid for the one in the cab.



"IT WOULD BE A MISTAKE FOR ANYONE TO LOOK AT FINES AS THE COST OF DOING BUSINESS. THEY ARE THE COST OF PUTTING YOU OUT OF BUSINESS."

— RICK KIRBY, ATLAS DIRECTOR OF SAFETY

By law, operators must maintain a log at all times, documenting their hours, location, mileage, and activities. Keeping the log current and accurate can be somewhat tedious.

"An electronic log device is essentially a black box that connects the engine and GPS," says Bret. "It saves time for the driver, eliminating the hassle of paperwork."

ELDs may be required by law as early as 2016. But Atlas will have them well in advance of any government mandate. A pilot test of an Omnitrac device is under way now; a test of Rand McNally hardware will take place in the third quarter.

"We plan to approve two devices, so agents and operators have a choice when we roll it out later this year," says Bret. "This technology has the potential to be a game-changer."



VISION 2018 Atlas Looks Ahead with Clarity

As market and regulatory forces buffet the moving industry, Atlas finds itself navigating a sea change. In this climate, planning is tantamount to survival.

"We look at long-range planning every year, and a lot of good things come out of it," says Jack Griffin, AWG President and COO. "But our actions tend to be tactical, with short-term benefits rather than long-term solutions."

Last July, Atlas leaders acted decisively to take a longer view. Following the board meeting in Toronto, **Don Hill**, President of **Alexander's Mobility Services (207)**, accepted the challenge to lead a strategic planning committee. The task: determine what Atlas should look like in five years and draw the roadmap to get there.

"With all the issues impacting our industry—cost pressures, safety, capacity—the need for strategic thinking is undeniable," says Don.

"It's encouraging to see unanimous agreement among our leaders on the need to become more strategic," says **Glen Dunkerson**, AWG Chairman & CEO. "The willingness of our board to get involved will really help us work through the process to achieve the results we need."

Glen adds that the process will serve the interests of every Atlas agent as well. "We canvassed 100 of our top bookers and haulers to find out what they think is important. We are working with a broad consensus."

"WE'RE WORKING WITH SOLID AGREEMENT BY STOCKHOLDERS AND NON-STOCKHOLDERS ALIKE. DONNIE HILL DESERVES SPECIAL CREDIT FOR ORGANIZING OUR RESOURCES AND PULLING TOGETHER THE TEAM TO MAKE IT HAPPEN."

— *Glen Dunkerson, AWG Chairman & CEO*

Choosing the Right Experts

Atlas leaders agreed it was in the company's best interest to engage experts outside the organization for guiding the strategic process. At the stockholders' meeting in September, the committee heard five presentations from planning experts. The last one stood out.

"CSI (Collaborative Strategies Inc.) was an obvious choice," says Jack. "They had a good grasp of our culture, and we could tell they had done their homework."

In January, the committee met with CSI for two days. The work session produced a number of strategic priorities. CSI refined these over the next three months and presented recommendations to the AWG directors in April.

"I am confident we are moving ahead with a solid plan," says Jack. "The key will be execution—staying accountable to the process." ■

Atlas Vision 2018: Strategic Planning Committee

"We have a well-rounded committee," says Chairman **Don Hill**. "Our board agents and executives bring strengths in all aspects of Atlas' business."

Chair: Donnie Hill, *President, Alexander's Mobility Services (207)*

Chris Niesner, *President, Specialty Moving, Inc. (1813)*

Gary Weleski, *President, Weleski Transfer, Inc. (2151)*

Larry Lammers, *CEO, Ace Relocation Systems, Inc. (62)*

Glen Dunkerson, *Chairman & CEO, Atlas World Group*

Jack Griffin, *President & COO, Atlas World Group*

Don Breivogel, *CFO, Atlas World Group*

Marian Weilert Sauvey, *Senior VP, General Counsel, and Corporate Secretary, Atlas World Group*

The Atlas Partner: *Collaborative Strategies (CSI), established in St. Louis in 1983, is an entrepreneurial firm dedicated to serving entrepreneurial leaders. CSI is recognized for its expertise in the process of planning, whether the focus is strategy, leadership, succession or capacity-building. CSI helps clients effectively address the opportunities of the present and build strong foundations for the future through the decisions and actions of today. (www.getcollaborative.com)*

Small Shipment Solution

Lighter Waits

Atlas introduces a new solution for shipments under 4,000 pounds.

Timing, pricing, capacity — the logistical variables put lighter moves in a class all their own. Although they are commonly referred to as "small shipments," they are no less important than moves that take an entire trailer. Now, Atlas has developed a new approach for handling them.

"We are now serving smaller shipments through Atlas Logistics," says **Kathy Thompson**, Director of Contract Administration and Pricing Services. "This opens us up to options beyond our Atlas agency network and capacity from capable third-party providers."

Pricing for the new service is based on the familiar ATVL Tariff 1000.

"Atlas agents are selling the service, not Atlas," says Kathy. "They understand the tariff, so they can start booking business right away. And the discount structure provides reasonable margins at both origin and destination. This service allows agents to compete and be profitable."

Customer Savings

Atlas packing and loading is a customer's best assurance for the safe transport of their goods. As with every household goods shipment, all Atlas workers involved in the new service have been screened with thorough background checks.

"We don't hire just anyone," says Kathy. "Atlas is known for the professionalism of our workforce, including people trained in the best techniques for packing and loading."

For corporate customers, the service gets employees relocated more quickly and supports a healthier bottom line.

"The main advantage for employers is a reduction in total costs for relocating an employee," says Kathy. "The transportation itself carries a premium. But depending upon the per diem expense, the savings can more than make up the difference." ■



The main advantage for employers is a reduction in total costs for relocating an employee. Quicker transit times than those often associated with smaller shipments mean the per diem costs are less, and the employee is settled quicker.

How It Works

- The Atlas origin agent books the order and serves as CSR throughout the move.
- There is a 10-day advance booking notice prior to loading.
- The origin crew packs and loads goods into lift vans, which the agency driver transports to the local warehouse.
- Atlas Logistics determines best choice for over-the-road transit and arranges pickup of the lift vans.
- Driver delivers lift vans to destination agent's warehouse.
- Destination agent provides local delivery, unloading and unpacking at residence.

47

The 47th Annual
Atlas Corporate Relocation Survey

SURVEY SNAPSHOT

Numbers Point to Continuing Recovery

This year's survey depicts an industry still healing from the housing crash and Great Recession. As pressures ease, firms still rely on the tools they forged in the heat of those events, although their dependence on such solutions has lessened.

Market Expands

During 2013, 41 percent of firms saw volume increases, and over a fourth saw budgets increase as well. Thirty-seven percent of international firms saw international volumes increase. Few firms saw any volume or budget decreases.

Volume Expectations Are Positive

Similar to what was found last year, expectations remain positive. Most think volumes and budgets will stay at 2013 levels. A fourth or more expect volumes to rise overall and internationally.

Budgets Lag

Although volumes have increased in the last two years, budgets have not kept pace. Only about one fifth expect a budget increase this year; most expect no change in spend. Perhaps the creative number-crunching of the Great Recession has become the new normal in the pursuit of "doing more with less." (see **CHART 1**)

Flexibility Grows

Similar to last year, nearly three-fourths of firms include core/flex elements in their policies. Mid-size and large firms are more likely to use them, but even a majority of small firms are feeling the love, too.

Some Say "No"

"Family issues/ties" returns to the number one reason employees decline to relocate. "Spouse/partner employment" is number two. Housing /mortgage concerns dropped dramatically, yet their impact is still somewhat greater than it was during pre-recession years. (see **CHART 2**)

Incentives Drop

Most firms still offer incentives for relocation, but the practice has dropped significantly from 2011-2012, especially among large firms. Perhaps the relaxation of housing/mortgage concerns has lessened the need for such incentives. The most popular incentive was extended temporary housing. Half of large firms also offered loss-on-sale protection or duplicate housing benefits. About half or more of all firms offered relocation bonuses or cost-of-living-adjustments (COLAs). (see **CHART 3**)

Squeezing Costs

Although most firms used cost containment, the popularity of such measures trends lower compared to the recessionary peak. Markedly fewer small and large firms relied on them. More than a fourth of all firms capped relocation benefit amounts, the measure used most frequently by small and mid-size firms. The default among large firms: reviewing/renegotiating supplier contracts. (see **CHART 4**)

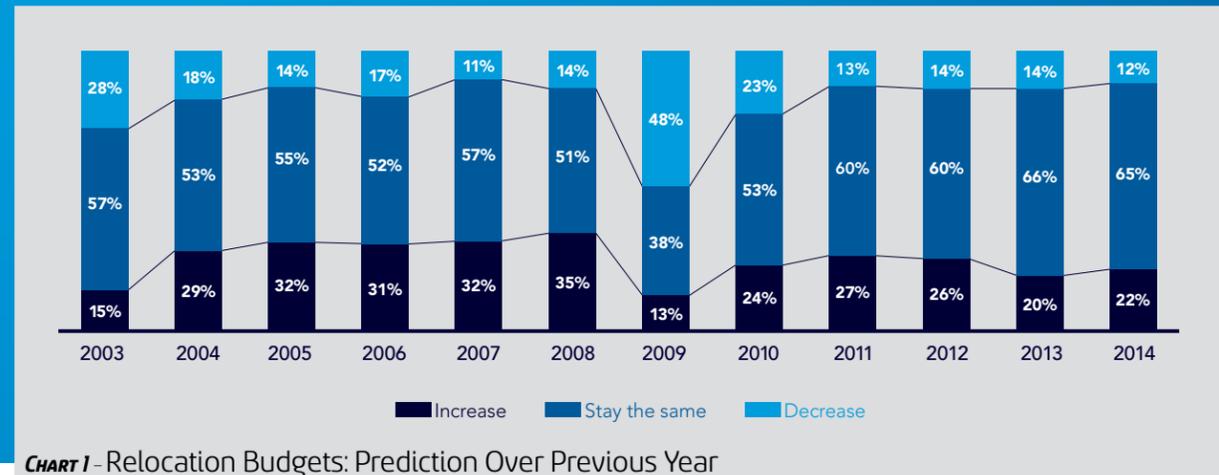


CHART 1 - Relocation Budgets: Prediction Over Previous Year



CHART 2 - Select Reasons Relocation Declined: 2002-2013

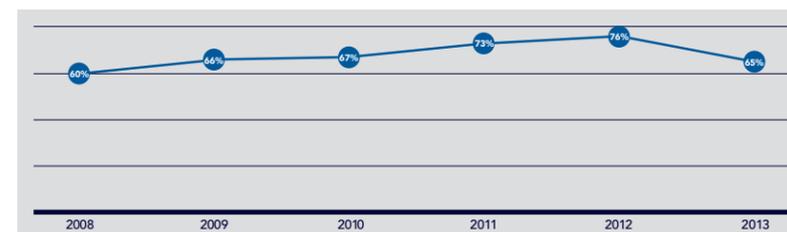


CHART 3 - Additional Incentives Offered: 2008-2013



CHART 4 - Cost Containment Methods Used: 2009-2013

RESPONDENT PROFILE

- 353 relocation professionals.
- 90% work in human resources/personnel or relocation/mobility services departments.
- Industries represented: Service (44%); Manufacturing/Processing (27%); Financial (14%); Wholesale/Retail (9%); Government/Military (3%); Other (3%).
- 48% work in international firms.

FIRM SIZE BY SALARIED EMPLOYEES (PERCENT OF TOTAL)

- Small: Fewer than 500 (44%)
- Mid-Size: 500 to 4,999 (29%)
- Large: 5,000+ (27%)

See the full report at:
www.atlasvanlines.com/survey



They Went That Way...

Move Data Shows Shifts in Migration

With a six-percent uptick in the number of moves, 2013 migration data for the U.S. and Canada show some interesting changes in direction. Among the findings:

- People were less likely to leave Vermont and West Virginia — and more likely to leave Delaware and Pennsylvania.
- People were less likely to move to Alaska and Washington — and more apt to move to Idaho and Montana.

In terms of number of moves, California, Texas and Florida topped the list; California alone accounted for 19 percent of all moves. North Dakota experienced the greatest rate of influx, 67 percent. Connecticut experienced the highest rate of outbound moves, 60 percent.

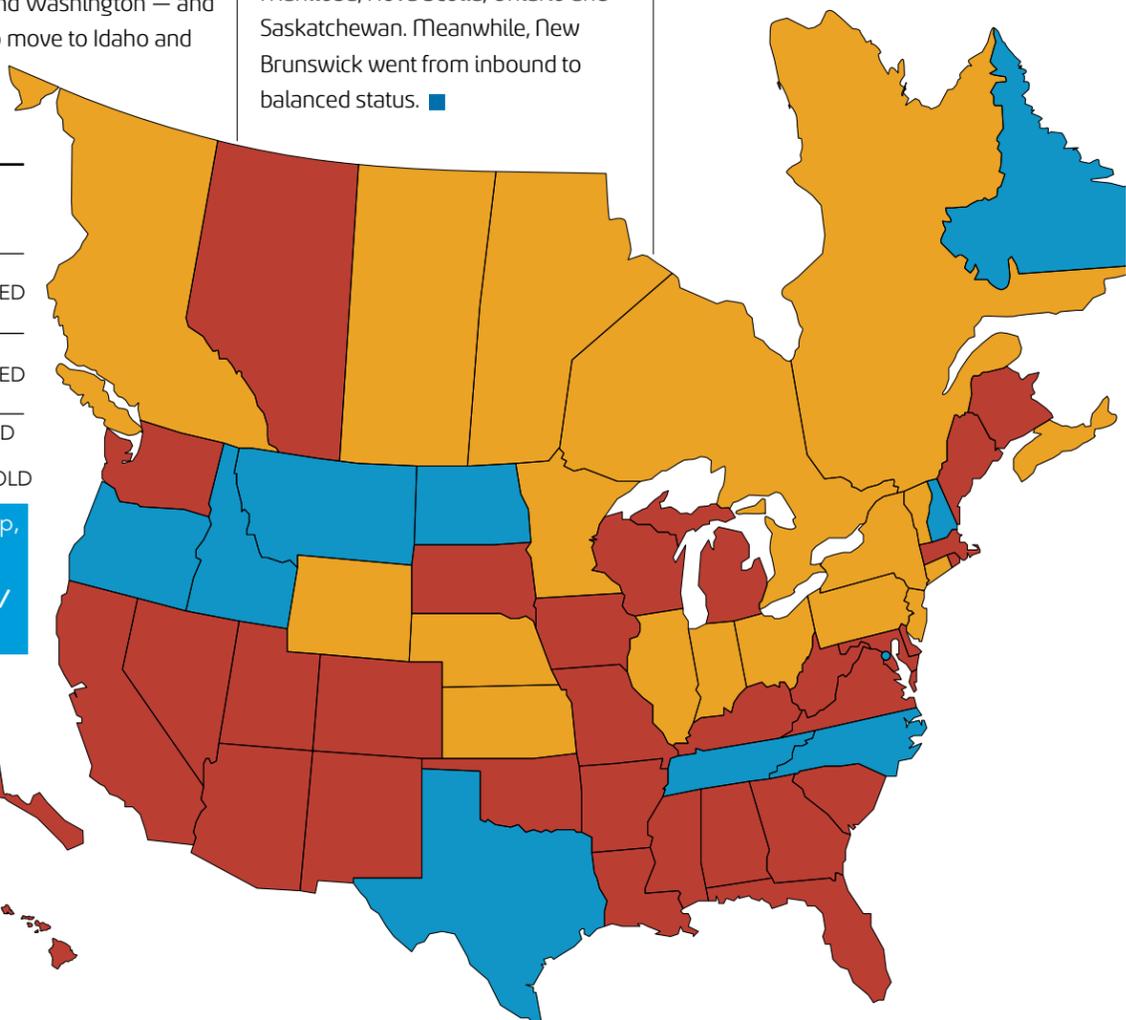
In Canada, Quebec moved from balanced status to join the outbound provinces: British Columbia, Manitoba, Nova Scotia, Ontario and Saskatchewan. Meanwhile, New Brunswick went from inbound to balanced status. ■

THE KEY:
 Total # of shipments x .55 = Threshold Value.

INBOUND: INBOUND SHIPMENTS EXCEED THRESHOLD

OUTBOUND: OUTBOUND SHIPMENTS EXCEED THRESHOLD

BALANCED: NEITHER INBOUND NOR OUTBOUND EXCEED THRESHOLD



For complete results, map, infographic, and annual histories by state, visit www.atlasvanlines.com/migration-patterns/



Cornerstone
Relocation Group

Latin America: Open for Business

If a poll were taken to identify regions ripe for global growth, Latin America would likely be voted "Most Likely to Succeed."

Latin America is rapidly gaining attention for sustained economic growth, a burgeoning middle class, and considerable natural resources. With more than 600 million people, the region presents both remarkable opportunity and significant challenge.

Though the business opportunities are widely touted, LatAm can't be summed up crisply. In *The Two Latin Americas* (Wall Street Journal, January 3, 2014), essayist David Luhnov writes:

There are two Latin Americas right now.

THE FIRST is a bloc of countries — including Brazil, Argentina and Venezuela — that faces the Atlantic Ocean, mistrusts globalization and gives the state a large role in the economy.

THE SECOND — made up of countries that face the Pacific, such as Mexico, Peru, Chile and Colombia — embraces free trade and free markets.

According to estimates from Morgan Stanley for 2014, these two Latin Americas face vastly different prospects for growth. The Pacific Alliance trade bloc — consisting of Mexico, Colombia, Peru and Chile — is poised to grow an average of 4.25 percent. And the Atlantic group of Venezuela, Brazil and Argentina is projected to grow just 2.5 percent.

Whether the growth lives up to projections, LatAm is a hot topic. And it ranks high in global competitiveness. The region holds a unique set of considerations for companies expanding into it. Industry experts name such issues as: compliance; lengthy processing; uncertainty about local customs, laws and regulations; payroll and compensation processes; assignee assessment; security; infrastructure complications; and a lack of mobility proficiency.

That's where those of us with expertise in relocation and global assignments come in. We apply what we've learned in other emerging areas to Latin America. Our experts can support you and your partners as you build a global workforce in the southern hemisphere. In a region that is "most likely to succeed," we'll help make your success a certainty. ■

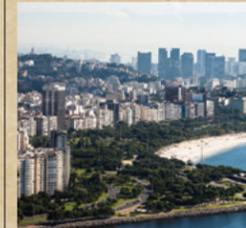


Janelle Piatkowski,
President and CEO,
Cornerstone Relocation Group

Bogota, Colombia



Rio de Janeiro, Brazil

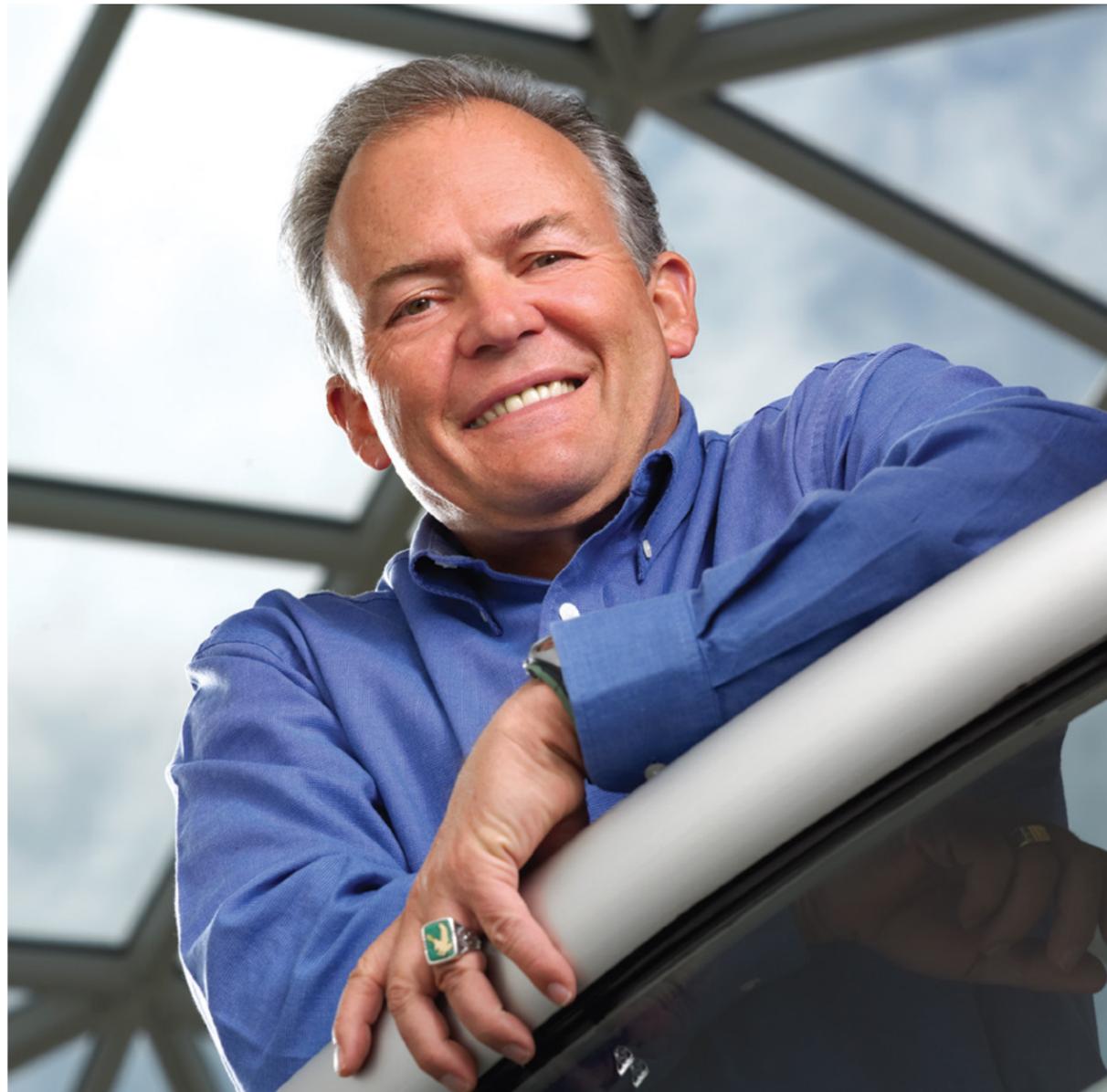


Buenos Aires, Argentina



Lifetime of Achievement

Industry Chooses Atlas Career Man, Mike Shaffer, for Top Award.



Mike Shaffer, recognized with the Lifetime Achievement Award from the Moving & Storage Institute, served at Atlas for 38 years. He began his career in Atlas dispatch in 1970. He retired as Chairman and CEO of Atlas World Group in 2008. Mike remains on the Atlas World Group Board of Directors.

The highest honor a mover can earn is the Lifetime Achievement Award for Distinguished Service. The Moving & Storage Institute presents it each year to one individual whose impact is undeniable. This year, the individual is **Mike Shaffer**, AWG Board Member and Chairman Emeritus. The announcement and presentation took place in February at the AMSA annual conference.

"It caught me completely by surprise," says Mike. "When I saw my kids in the room, I thought, 'What are Michelle and Jim doing here?'"

They were there to present the award to their father. Although Mike was caught off guard, his selection came as no surprise to those who know him. Mike entered the moving industry as a trainee in Atlas Dispatch. His career culminated with executive tenure as CEO and Chairman. He spent 38 years helping build a company he loves. He is an Atlas man through and through, still committed to the company as a board member for both Atlas World Group and Atlas Van Lines Canada. He left the corner office in 2008 and stepped into a well-deserved retirement.

Despite all the success, Mike remains what people call a regular guy. He values the friendships he has made during his career. And he is grateful for those who helped him along the way.

"I've been fortunate to work with really good people," says Mike. "This award is more a reflection on them than it is on me." ■

"To this day, I rely on Mike as a confidant, advisor, mentor, and sounding board."

— Glen Dunkerson,
Atlas Chairman & CEO



Mike Shaffer received the Lifetime Achievement Award from the Moving & Storage Institute in February at the AMSA annual conference in San Diego. As his daughter, Michelle, called him to the stage, she shared this insight: "One of my dad's greatest achievements is making people feel the way they do when he refers to them as 'his buddy.'"



Mike and Elaine Shaffer at the Formula One Raceway in Austin, Texas. The two will celebrate 45 years of marriage in 2014. Since Mike's retirement from Atlas, they divide their time between homes in Indiana and Arizona. The desert climate allows Mike to work on his golf game and ride his motorcycle year round. As he puts it, "I try to stay out of Elaine's way."

Watch the award presentation:
http://youtu.be/RitMh_0tVmc

See past recipients of the Lifetime Achievement Award:
www.promover.org/lifetime

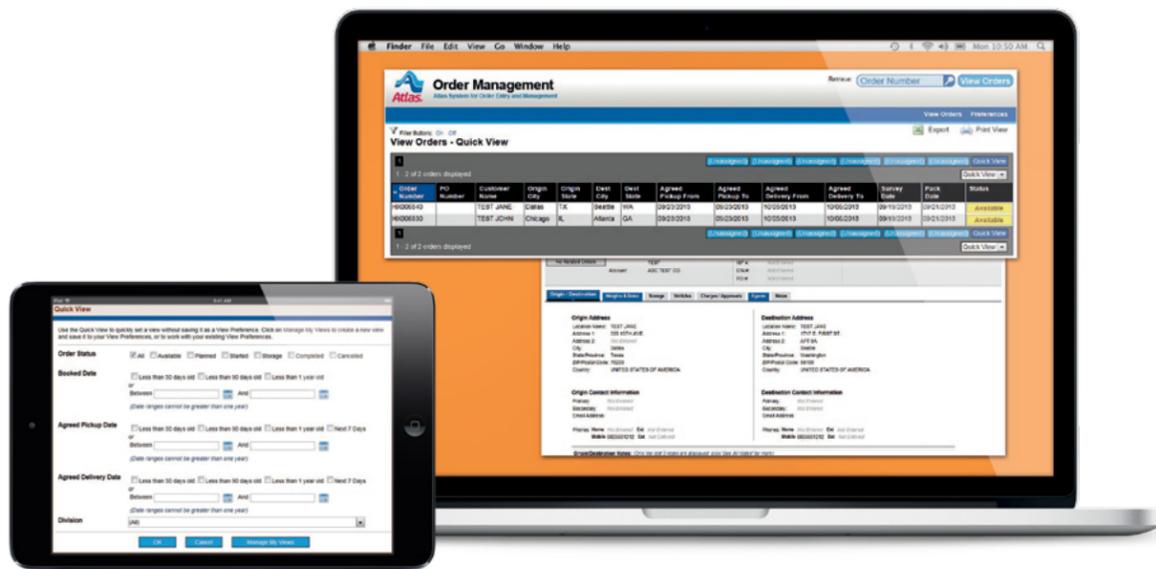




The word that best describes it may simply be "Wow."

Information has never been more powerful.

Order Management allows immediate access to relevant shipment data direct from Dispatch, Atlas' internal shipment management tool.



With an AtlasNet system as its engine, Order Management is the single most powerful information tool a move management professional can have.

"Order Management provides real-time data from the Atlas system," says Avail's **Sarah Whitaker**, Manager, National Accounts. "It's like having a window directly into Atlas Dispatch.

This seamless merging of the two systems took place last fall. Now, the information in Order Management is as fresh as it can possibly be. This gives the customer a real-time view of the data, and it simplifies things for the customer service representative by letting them manage all the data within the familiar framework of Dispatch.

Order Management is much more than just a highly developed tool for viewing shipment data in real time. It's also an order initiation platform that allows the Avail

CSR to place moves based on best supplier fit. Many organizations work with a select few carriers. Avail follows their direction on move assignment and provides the supporting data to report on distribution decisions.

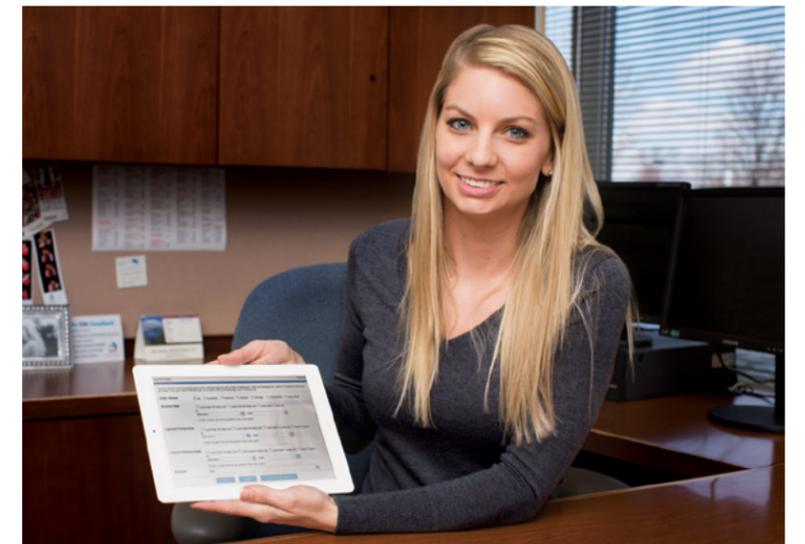
"Users who initiate orders in Order Management can subscribe to updates of their choice, so if a change takes place in the move order, they receive an email immediately to let them know," says Sarah. "For example, if there is a change in dates, or if the customer's contact information changes and that is something the user would like to know about, they are notified."

Mountains that make sense

The reporting capabilities of Order Management are just short of phenomenal. It turns mountains of data into concise, well-organized findings monthly, quarterly, and annually, as the customer requires. Users can customize the reports, even export data and work with it in their own spreadsheets.

"Order Management lets Avail evaluate move performance in a multitude of ways," says Sarah. "We can analyze the distribution of weight among carriers, compare surface to air charges, look at claims statistics, compare estimated weights versus budgeted weights . . . these are only a few. What you can do is almost endless and is completely customizable to the user's needs."

All of which makes Order Management an indispensable tool for setting and refining relocation policy. Find out how Avail can put the power of Order Management to work for you. Contact Sarah at whitakers@atlasworldgroup.com. ■



Sarah Whitaker, Avail Manager, National Accounts, holds a tablet showing Avail's Order Management. She says it's like having a window directly into Atlas Dispatch.

What Users Say About Order Management

"... I always enjoy having it in my back pocket to reference any HHG moves. It's often the most up to date resource . . ."

– **Spencer Hong**
Relocation Advisor
The Dingman Group, Inc.

"Working with Order Management, I have been able to identify discrepancies in carriers' claim ratios as well as other areas of performance. I can report on cost-saving opportunities for customers and let them know which carriers may be falling short of expectations, so they can make informed decisions on the best use of funds."

– **Jessica Nichols**
Senior Move Management Coordinator
Avail



The 12 Suppliers of Excellence: NAV CANADA honors its best vendors with Supplier Awards of Excellence. Among more than 1,000 eligible suppliers worldwide, Atlas Canada was one of only 12 companies to receive the award in 2013.

NAV CANADA HONORS ATLAS CANADA



NAV CANADA provides air traffic control across Canada. It employs about 4,600 employees in 130 locations, and it relies on more than 1,000 vendors worldwide. But it singles out only a dozen for a Supplier Award of Excellence.

In November, Atlas Canada collected its second such award (the first came in 2011). In presenting the award, **Chris Mackey**, Senior Contract Management Specialist, cited Atlas Canada's commitment to customer service. He commended the company especially for the *"No Stranger in Your Home"*™ program. The industry-leading initiative ensures background checks for Atlas employees, seasonal workers, and third-party contractors.

"Atlas Canada is the industry leader in their field and continually looks at ways of streamlining their business processes to improve efficiencies and customer satisfaction," said Chris. "Since partnering with NAV CANADA nine years ago, Atlas Canada has always provided superior service and value to NAV CANADA. They also generously support NAV CANADA's key fundraising initiatives each year through the charitable donations they provide."

"It is a bonus when a customer takes the time to formally recognize our company in this fashion," says **Fred Haladay**, Senior Vice President & Chief Commercial Officer, Atlas Canada. "We are blessed with a great team and great customers." ■



*Atlas Canada receives the 2013 Supplier Excellence Award from NAV CANADA on November 20. From left: **Chris Mackey**, Senior Contract Management Specialist, NAV CANADA; **Bob Clark**, President & COO, Atlas Canada; **Jennifer Savard**, Manager, Travel & Relocation, NAV CANADA; **Fred Haladay**, Senior Vice President & Chief Commercial Officer, Atlas Canada.*



The Atlas International team shows support for their hometown NFL champions. **The number 12 refers to Seahawks' fans**, whose enthusiasm makes them the 12th man on the field. "Having Atlas International on your team ensures a winning effort for global moves," says **Laura Hatton**, Vice President, International Commercial Operations.

"Why not us?"

Atlas International Brings Championship Philosophy

Last summer, before the football season kicked off, Seattle Seahawks' quarterback **Russell Wilson** asked his teammates a simple question: Why not us? The rest is now history, capped by a stunning victory in Super Bowl XLVIII.

Wilson's words resonate throughout the Atlas International organization. Staff are not simply gung-ho for their home town team; they relate on a professional level.

"Why not us?" asks **Laura Hatton**, Vice President, International Commercial Operations. "When an Atlas agent looks at all we do to help him succeed in the international arena, we are the logical choice."

Laura offers these factors for consideration when you want a winning partner for global moves:

Adaptability. In parallel with the Seahawks, the Atlas International team reorganized to win.

Jim Gaw, President and COO, continued the process begun by **Jack Griffin**, Atlas World Group COO and President, Atlas Van Lines. "We've made service a top priority" says Jim. "Our customer satisfaction rankings have increased by four percent over the last year."

Dedication. Champions play every game as if it were the only game. The Atlas International team, too, treats every customer as the only customer. Dedicated

coordinators handle all the details, door to door.

"Our coordinators are RIM (Registered International Mover) certified," says Laura. "This gives our customers an added assurance of professional know-how."

"Every international move is a chance for us to show championship service"

– Laura Hatton,
Vice President, International
Commercial Operations

Fundamentals. Winning teams are masters of fundamentals. For Atlas International, this means making sure every box is checked. "We manage the international moving process closely. This limits surprises, like unexpected port fees or delivery delays," says Laura. "We make sure international moves encounter as few bumps as possible."

Fabulous Fans. The best teams have the most appreciative fans. Customers cheer Atlas International for the service they receive. The team welcomes the feedback — and uses it to continuously improve customer service. Says longtime customer Rick Jones: "If you don't want to worry about anything, use Atlas."

Power. The Atlas International team is vibrant and strong. With licensed partners, a full-service move with Atlas quality throughout is now a reality in Benelux, Denmark, Finland, Germany, India, Italy, Mexico, Russia, Spain, Switzerland, and the UK. Atlas International is growing quickly and continues an aggressive expansion of its licensee network. "Every international move is a chance for us to show championship service," says Laura. ■

Getting it there.

Atlas Logistics Aligns for Enhanced Service.

As you read in the previous issue of the *Amplifier*, Atlas brought its three logistics entities together last year as Atlas Logistics. Each brings technology, networks, and operations knowledge for turnkey answers to any logistics scenario. The new structure supports better service for companies all over the world.

In February, Atlas President & COO **Jack Griffin** announced an important change in the organization. The operations groups for STG and AWG Logistics are now combined in one department at Atlas headquarters.

"This reorganization provides added rigor to our operational processes and enhances the focus on both of these divisions to elevate service levels across all product lines," says Jack. Newly appointed AWG Logistics Vice President & General Manager **Phil Wahl** says "the

reorganization will allow Atlas to offer best-in-class service, and will continue the success that AWG Logistics has experienced over its first couple of years."

David Coulter, Vice President of Sales, STG, adds that "by bringing these two groups together, it enables us to better utilize our corporate and agent fleets and to gain important efficiencies. It enhances our ability to grow the business—we can answer agents more responsively with one point of contact."

"A single branded identity enables us to better respond to our agents when they have business opportunities," says **Robert Hannegan**, Titan Vice President and General Manager. "With all business leads going to one place, we can more quickly determine the best fit — and get the lead to the right service provider." ■

ATLAS
 LOGISTICS™

AWG
 LOGISTICS™
 An Atlas Company

ATLAS
 SPECIALIZED
 TRANSPORTATION
 An Atlas Company

TITAN
 GLOBAL DISTRIBUTION
 An Atlas Company


Phil Wahl
 Vice President & General Manager
 AWG Logistics

Atlas Logistics aligned into one department at Atlas headquarters in February of 2014. Newly appointed Vice President & General Manager **Phil Wahl** says the improved efficiencies are designed to offer best-in-class service, and to continue the increased logistics success that Atlas has experienced over the last couple of years.

2014 EXHIBIT SCHEDULE

Atlas hopes to see you on the road.

Trade show season will soon be in high gear. And so will Atlas marketing and sales teams, working a busy exhibit schedule. This year's calendar includes events of interest for every member of the Atlas family. *See you there!*



GlobalShop March 18 - 20, Las Vegas, NV

Sponsored by Association for Retail Environments, GlobalShop is the world's largest annual event for retail design and shopper marketing. Atlas Logistics will emphasize retail and restaurant solutions in the Store Fixturing Show.



Atlas Logistics Conference April 9 - 10, Evansville, IN



CMSA 96th Annual Convention April 29 - May 4, Monterey, CA



ISM Annual Conference May 5 - 7, Las Vegas, NV

The first supply management institute in the world, ISM exists to lead and serve the supply management profession. Members bring interests in household goods moving, move management, specialized transportation, procurement, supply management, asset management, recruiting, and logistics.



AAM Museum Expo Annual Conference May 18 - 21, Seattle, WA

The American Alliance of Museums nurtures excellence in museums through advocacy and service. Atlas will converse with members on logistics and transportation for high-value artwork and exhibits.



SHRM 66th Annual Conference & Expo June 22 - 25, Orlando, FL

The world's largest association devoted to human resource management. Visit Atlas at Booth 1975.



ATA Management Conference and Exhibition Oct. 4 - 7 San Diego, CA



IAM Annual Meeting Oct. 7 - 10 Orlando, FL



Worldwide ERC Global Workforce Symposium Oct. 8 - 10, Chicago, IL

Atlas will meet and talk with key decision-makers in human resources and workforce mobility from around the globe.

Atlas Convention Re-cap RIGHT NOW, RIGHT THERE, RIGHT IN ORLANDO

Think camaraderie. Think learning. Think fun.



2013 Atlas World Group Convention

The 66th annual Atlas convention had plenty of all three. On tap: a dozen learning sessions for agent success. Recognition of top performers throughout the agency family. And of course golf, volleyball, dancing — and some general relaxation.

"It was delightful," says **Scot Singletary**, VP Sales and Marketing, **Smith Dray Line & Storage** (2270). "We joined Atlas in March 2013, so this was our first convention. Everyone was extremely gracious and welcoming."

Smith Dray Line was represented by seven employees, including Principals **Sam and Bill Turrentine**. The group

hosted a cocktail party before the van operators banquet. "It was a chance for us to let our fellow agents know we are at their service for surveying, packing, and hauling," says Scot. "We enjoyed making new acquaintances and the opportunity to start building relationships."

AWG Board Agent **Gary Weleski**, President of **Weleski Transfer** (2151), has attended 39 Atlas Conventions. "Like always, it was an excellent event," says Gary. "Kudos to **Sue Chandler** (event coordinator) and her team for doing a great job. They even got the weather to cooperate, as my group's bar tab at the pool attested."

"But," says Gary, "the best part was celebrating 50 years as an Atlas agent. We've made many good friends with our fellow Atlas agents over the years. It felt good to be acknowledged by them...they helped make this convention special for us."



Professional Van Operator **Shawn Bowen** of Alexander's Mobility Services and his wife **Dallas** are seen here at the Night of The Stars event during the final night of the Convention.



Rick Kirby, Director of Safety for Atlas Van Lines, addresses one of the twelve learning sessions for Atlas Agents held during the day time hours in Orlando, Florida.

Sold! Move for Hunger donated this scale model semi for auction as a fundraiser for its mission to fight hunger. "The proceeds went to a good cause," says high bidder **Steve Westerberg, Nelson Westerberg** (1505). Steve plans to display the truck at his company's offices in Elk Grove Village, Illinois.

NEXT: The Atlas 2014 Convention Goes to Hawaii
Mark your calendar for November 12 to 15.



Learn about the upcoming 2014 Atlas Convention at atlasloop.com/events/event-details/67th-convention



PUTTING FOOD IN THE BANK

Atlas crosses milestone in fight against hunger.

The fight against hunger is far from being won. But the good guys are gaining traction. In the first year as a partner with **Move For Hunger**,[™] Atlas has made a difference. The company and its agents were responsible for putting about 120,000 pounds of food in local food banks and community shelters. That equates to about 116,362 plates of food for hungry families.



Move For Hunger is a simple concept.

When customers move, the mover offers to take non-perishable food items to a local food bank. More than 100 Atlas agents now provide this option to customers. Among all van lines, Atlas is the largest supporter of Move For Hunger (Learn more from the infographic below).

Move for Hunger recognized **Personal Movers** (780) as "Mover of the Month" for December. The month before, the Atlas agent held a drive with a local radio station and

Merrimack Valley Food Bank, collecting 5,000 pounds of non-perishable food.

Also in November, **City Transfer & Storage** (630, 631) delivered 600 pounds of canned and non-perishable foods to Second Harvest Food Bank of Northwest North Carolina.

From November to January, **Daniel's Moving & Storage** (875) joined fellow members of networking group Accelerant Partners to collect 1240 pounds for the UMOM homeless center in Phoenix.

On the third Saturday in March, **A-1 First Class Moving & Storage** (2123) hosted a fill-a-truck drive in Oceanside, New York. The effort benefited Island Harvest, Long Island's largest hunger relief organization.

"Atlas Van Lines has been an unbelievable partner in our fight against hunger, having collected and donated more than 100,000 pounds of food in 2013 alone," said **Adam Lowy**, Executive Director, Move For Hunger. "The impact they are making is incredible and can only be attributed to the team's dedication to our cause."

In its first year as a partner with **Move For Hunger**, Atlas and its agents are responsible for putting 120,000 pounds of food in local food banks and community shelters.



Learn more about Atlas and Move For Hunger:
atlasvanlines.com/infographics/move-for-hunger/



Promotions



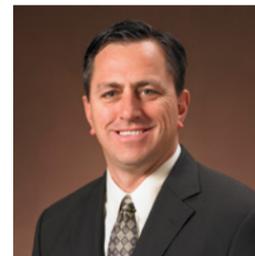
Jim Gaw, President and COO Atlas International

Jim Gaw is the new President and Chief Operating Officer of Atlas International, succeeding his mentor, **Jack Griffin**, President and COO of Atlas World Group.

"I have worked very closely with Jim for many years, and my decision to promote him is one of confidence that he is capable of meeting the responsibilities of this important role," says Jack. "He will now be leading the charge to grow revenue, invest in technology that enhances the customers' experience, and further develop Atlas International as a leading provider of

worldwide relocation services."

A graduate of Elmhurst College, Jim is a fifteen-year veteran of the international moving industry. He joined Atlas in 2009 as Vice President of Business Development. Most recently, he served as the company's Vice President and General Manager. He has served on the executive committee of the International Association of Movers, and he currently serves as chairman of the American Moving and Storage Association's International Committee.



Phil Wahl, Vice President & General Manager of AWG Logistics

Phil Wahl has been named Vice President & General Manager of AWG Logistics with responsibilities for managing and developing the division Atlas launched in 2012. "Phil's extensive knowledge of our STG Division, his agent relationships and direct customer exposure make him uniquely qualified to lead our new logistics division," says **Jack Griffin**, AWG President and COO.

Phil joined Atlas in 1989 as a Coordinator Trainee in the former SP Division. He has served as Manager of Planning, Systems Integrator, Business Analyst, Manager of SP Operations Administration, Manager of Fleet Dispatch, Director of Fleet Operations, Director of Operations & CTD, Director of PAC, and Senior Director of Avail Move Management. He currently serves as Vice President of Avail, a position he will continue to fill.

Additions

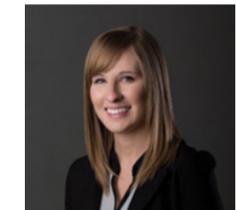
Atlas welcomes three to Marketing Department.

Marketing Specialist **Lauren Falls** earned an MBA from Ball State University and an undergraduate degree in business from Murray State University. Prior to Atlas, she worked as a project director in consumer research for Product Acceptance & Research in Evansville.

Marketing Specialist **Katie Gross** is a graduate of Indiana University with a bachelor's degree in communications and culture and a minor in telecommunications. Before joining Atlas, she worked for The Women's Hospital in Newburgh, Indiana.



Lauren Falls



Katie Gross



Phoebe Hodina

Marketing Specialist **Phoebe Hodina** earned an undergraduate degree in business from University of Evansville, with majors in marketing and finance. She interned with Atlas Van Lines in 2012 and, more recently, worked as an account executive with Atlas International.

In Remembrance

Mary Grace Ciaramitaro, 63, of Las Vegas, passed away February 14. She had worked as a sales representative for Slater Transfer & Storage for many years.

Keith Hammonds, 61, passed away October 27 in Evansville, Indiana. Keith was Director of Building and Grounds at Atlas Headquarters for 20 years and took great pride in keeping the Atlas Campus in excellent condition.

Ann Marie Heath, 41, passed away January 10 in Morristown, New Jersey. Ann was an Expense Administrator at Cornerstone Relocation and had been with the company since July 2007.

Donald Kraner, 76, life-long resident of Rockford, Ohio, passed away March 18. The uncle of Rob Kraner, Owner of Celina Moving and Storage, Don drove for Atlas for 32 years in which time he was able to log over 2 million miles without an accident.

Roy D. Pittman, 54, of Peculiar, Missouri, passed away January 26. Roy was a lifelong van operator and drove for Nelson Westerberg of Texas starting in 1994.

Donald W. Reinier, 65, of Blue Grass, Iowa, passed away December 23 in Steuben County, Indiana. Donald worked as a van operator with Hawkeye Movers of Davenport, Iowa.

Addison E. Riepe, 92, passed away January 24 in Evansville, Indiana. Addison worked as Controller for Atlas Van Lines for 20 years before retiring in 1984.

Michael Rohrman, 70, has passed away. He was the former owner of Rudd's Transfer and Storage in Long Beach, California, from 1975 until his 2013 retirement.

Nathan Leon Stout, 71, of Poplar Bluff, Missouri, passed away February 15. He was President and Owner of Poplar Bluff Transfer, a part of the Atlas family from 1983 until he retired in 2011.

Atlas Sales Awards

President's Club escapes winter in Aruba, March 2-6.

The Atlas President's Club recognizes the company's top sales people (July through June) at four levels:

- Bronze** (\$500,000 to \$999,999)
- Silver** (\$1,000,000 to \$1,499,999)
- Gold** (\$1,500,000 to \$2,999,999)
- Platinum** (\$3,000,000 and above)

Platinum-level producers are invited to the President's Club trip.

Who's in the running for Atlas sales and quality honors? See current listings of agencies and individuals at AtlasLoop.com under the "Sales Leaders" tab.



President's Club Producers (from left): Chris Niesner, Specialty Moving, Inc. (1813); Thomas Philbin, Nelson Westerberg (1505); Gregg Imlach, Imlach & Collins Brothers, LLC (1132).



Atlas President & COO Jack Griffin acknowledges Atlas Event Planner Sue Chandler for her work in putting together an awesome trip.



President's Club Producers (from left): Keith Morse, DMS Moving Systems, Inc. (800); James W. Cole, Jr., J. W. Cole & Sons, Inc. (1772).

Atlas recognizes outstanding sales achievement with a variety of awards.

SALES ACHIEVEMENT CLUB.

Monthly sales by market size for national accounts, specialized transportation, logistics, COD, and government categories.

SALES GROWTH.

Agent with the greatest dollar increase in sales over previous convention year.

SALES ACHIEVEMENT.

Agents with convention year sales over \$1,000,000 (includes revenues for Atlas Van Lines and its forwarders).

NEW MEMBER MILLIONAIRE CLUB.

For every new million-dollar level, agent receives award and lapel pin with corresponding number of diamonds.

TOP AGENTS WITH MULTIPLE LOCATIONS.

Top five agents with two or more locations that produce the highest combined sales of interstate line-haul.

SPECIALIZED TRANSPORTATION SALES.

Top three producers.

GOVERNMENT SALES (NON-MILITARY).

Top three producers.

HAULING ACHIEVEMENT.

Top five individual household goods haulers (revenue).

CROSS-BORDER TRAFFIC.

Top three U.S. agents booking traffic to and from Canada and top three Canadian agents booking traffic to and from the U.S.

TOP SALESPERSON.

Highest producers for STG, RSG, International, and Canada, based on convention year sales.

LARGEST SALES PRODUCER.

Agent with the highest overall sales for the convention year.

TOP AGENTS WITH SINGLE LOCATIONS.

Top five agents with one office only.

SALES PROGRESS.

Agents in three categories (100K, \$250K, \$550K) with greatest percentage sales growth over the prior convention year. Eligibility: two full convention years of Atlas affiliation.

NATIONAL ACCOUNT SALES.

Top three producers.

COD SALES.

Top three producers.

MILITARY SALES.

Top three producers (includes revenue from Atlas forwarding companies).

HAULING EXCELLENCE.

Eligibility: \$750,000 in household goods revenue during the Convention Year; minimum driver rating of 4.5; 90 percent rating on "would you use our services again." Winners determined by safety and claims performance.

ATLAS INTERNATIONAL AWARDS FOR U.S. AGENTS.

Top Commercial International Relocations (two); Top GSA Relocations (two); Quality Excellence; Sales Growth; Sales Partnership; Service Provider of the Year.

Keep our service men and

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

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

women in your heart.

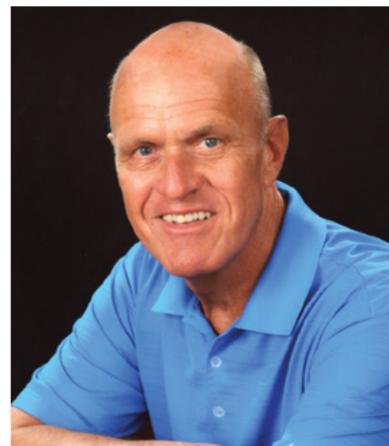
Atlas Associate	Service Member	Relationship	Atlas Associate Position
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian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



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

Dennie would like this.

Atlas Family Partners with School System to Upgrade and Dedicate Ball Field.



Senior Vice President **Dennie Lynn**, who passed away in January 2013, made a lasting impact on all who knew him. And his love for coaching, especially girls fast-pitch softball, made a big difference in the lives of many young people.

To honor Dennie's memory, the Evansville-Vanderburgh School Corporation has dedicated **Dennie Lynn Field** on the campus of Central High School in Evansville. It comes with major improvements, the fruit of a partnership between the school corporation and Atlas.

"We are grateful to Atlas and its agents for making this project possible," says EVSC Chief of Staff **Rudy Montejano**. "Their generosity has allowed us to install a state-of-the-

art scoreboard, new signage, and a bronze plaque that memorializes Dennie Lynn and his longtime commitment to high school athletics."

Atlas agents from across the country have pledged their support for the project over five years. The next major improvement will be the addition of a press box behind home plate, scheduled for 2016.

"Dennie Lynn Field is the finest of its kind for girls' softball in the entire region," says Rudy. "It's a wonderful testament to someone who obviously cared deeply about young people, and a fitting legacy for continuing the work he loved."

THE DEDICATION:

Dennie Lynn Field was dedicated at Central High School in Evansville, Indiana, on Saturday, April 12. Atlas and its agents have pledged in excess of \$75,000 to improvements over five years, including a modern press box behind home plate in 2016. Initial improvements include an electronic scoreboard, signage, and bronze plaque with an inscription by Dennie's family. It concludes with these words: "Dennie was an inspiration to many people. He had the innate ability to motivate people to achieve their personal best in every endeavor, not just athletics. He encouraged people to succeed and for that he will always be remembered."

Houston, we have an expansion.



On the heels of adding operations last year in Colorado Springs, Colorado, and Tacoma, Washington, the **Atlantic Relocation Systems** organization is growing again.

Earlier this year, the company broke ground on an addition at its Houston, Texas location (1021). The expansion adds 40,000 square feet of warehouse space. The full-service Atlas agent maintains 13 locations across the U.S.

Dumpster Diversion.

Wisconsin agent helps college students move out sustainably.

Last spring, **Anderson Moving & Storage** (261) helped students at the University of Wisconsin-La Crosse make green moves. Dubbed "Dumpster Diversion," the program was a joint effort of the university's Move Out Sustainability Team (MOST), local landlords, and area businesses. The Atlas agent stationed tractor-trailers and helpers at two locations to accept students' discards. The reusable items were donated to local charities. Senior **Andrew Londre**, co-founder of MOST, wrote: "There are so many reasons to thank you for what your business did for Dumpster Diversion and by extension the entire La Crosse community. Your staff went far and above anything we ever dreamed of. You all are absolutely incredible!"



Typhoon Relief Effort



Alexander's Mobility Services (216) joined in an effort led by retired major league pitcher Jamie Moyer and his wife, Karen. The San Diego effort collected items for victims of the typhoon in the Philippines.

Last fall, Alexander Mobility Services (216) joined a community effort to collect items for victims of Typhoon Haiyan in the Philippines. The Atlas agent answered a call from organizers Jamie and Karen Moyer, whose non-profit Moyer Foundation is dedicated to helping children in severe distress. A retired major league pitcher, Jamie called his former teammates into action and they rallied an outpouring of support in the San Diego area. Alexander's made sure the donated items were safely delivered to the Red Cross and Catholic Relief Services for distribution to storm victims.



Lake City Pitches in for Special Olympics.

Last fall, City Transfer & Storage (630) pitched in to help Special Olympics of North Carolina at their Fall Tournament in High Point. A shiny Atlas trailer provided storage for bicycles and other equipment at the event, which took place November 9 and 10. Nearly 900 athletes with intellectual disabilities competed in cycling, golf, roller skating, soccer and tennis. "This is a great cause and we are happy to partner with these great folks," says Bart Lassiter, City Transfer VP and Owner.



Lincoln Moving & Storage:

100 Years of Service.

This year marks the centennial for Lincoln Moving & Storage, which began when founder John Palisano started a delivery service for his grocery customers. Today, the Palisano family owns and operates three Atlas agency locations, with headquarters in Buffalo, New York (1282) and branches in Syracuse, New York (1280) and Tampa, Florida (1281). Five generations of Palisanos now work in the business, which has thrived through a commitment to integrity, professionalism, value and teamwork.

"Lincoln invested in Atlas years ago because we had great confidence in the Atlas agent network," says Tim Palisano, president. "As an agent-owned van line, Atlas focuses on the needs and growth of its agents."



Standing (from left): Conor Finnegan, Self-Storage Administrator (fifth generation); John Palisano, Warehouseman; Joseph Palisano, Treasurer; Zachary Finnegan, Foreign Trade Zone Administrator (fifth generation); Mike Palisano, Warehouse Manager. Seated: William Palisano, Vice President; Timothy Palisano, President.

Daniel's Tops in Prestigious Arizona Business Poll.

Daniel's Moving and Storage, Inc. (875) has earned a coveted first-place spot in the 2014 edition of *Ranking Arizona: The Best of Arizona Business*. The annual publication lists those companies the public votes as favorites for providing excellent customer service. Daniel's, with two of its eight locations in Arizona, bested all other providers in the

"moving companies" category. Now in its 17th year, RA is a publication of Az Big Media and the largest business opinion poll in the state. Says Daniel Ozbun, Company Founder: "It is due to our top-tier staff that we are voted number one!"



Daniel Ozbun, founder of Daniel's Moving and Storage, Inc. takes a moment to reflect on being among The Best of Arizona Business.

Tracks

Atlas Service is Appreciated



**RE: Blaise and Kelly Hawkins
Daniel's Moving & Storage, Inc. (875)
Phoenix, AZ**

My family and I embarked on our first home sale and move ever when we made the decision to relocate from our hometown of Wichita, Kansas to the Bay Area for a new work opportunity. While not having first-hand experience since being a homeowner, I've always heard that local moves are stressful and could just imagine how that is compounded when moving halfway across the country. Working in corporate HR for well over a decade, I have seen many moves that have not gone smoothly and been a source of stress and strain for the employee. I'm so pleased to report that our move experience was about as stress-free as one of these can get. The personal care and attention we received from Daniel's was a significant part of that overall experience.

In our move, I left Wichita in advance of my family to start my new work responsibilities and begin the house-hunting process. This left my wife to manage the home sale, packing and moving process in Wichita. She called me several times when the packing team, Blaise and Kelley Hawkins were at our house to let me know about the care they were taking with our belongings and our home, and their professionalism throughout the four days of packing. As evidence of this, we only had very minor damage to a few items – well below what I expected for the distance and type of move we made. The unpacking crew also did a great job; they were efficient but worked with us to help make sure everything ended up in its proper place and also took great care of protecting our new home. Finally, the claims process was handled professionally and all issues were resolved in an acceptable manner.

We felt like we were treated with extra care and attention throughout the household goods shipment process and I especially appreciated your personal check-ins and follow up with me. I'm happy we didn't have a need to escalate any concerns but I know I would have received excellent service if that was necessary.

Thanks to you and the entire Daniel's team who helped my family during our move!

**Warm Regards,
Ian**

**RE: Linda Pouliot and Jason Hicks
DMS Moving Systems, Inc. (800)
Canton, MI
Dan Arpin & Gerald Hargrove**

I want to let you know that after 20 moves in 26 years I thought I knew something about moving. I was wrong. My recent move by DMS was by far the very best I have ever experienced. No one even comes close. The entire DMS team that moved me was outstanding. The team leader for our move was Jason Hicks. He was assisted by Dan Arpin, Gerald Hargrove and one other person whose name I lost. They were nearly picture perfect in the attention to detail and care they showed not only to our possessions but to our homes as well. They were on time, clean, neat, respectful and professional at every step. I usually dread moving and having to watch over the packing and loading process like a hawk. With these guys, I sat back and enjoyed watching a team of dedicated professionals get on with a difficult job in a professional, matter-of-fact manner. These guys, and the move coordinator I worked with, Linda, are a credit to your organization. The next time I move, I'll be asking for DMS by name.

Bill

**RE: Tom Shetler & Angel Rhodes
Shetler Moving and Storage, Inc. (1830)
Evansville, IN
Larry Wilder
Shetler Moving & Storage of Ohio,
Inc. (1831)**

I have moved with several companies throughout my career and I have to state for sure, this has been the best move ever. Not only was Tom Shetler pleasant to work with initially, it continued with the staff of his company throughout the months leading up to the day of the move. Making phone and email contact with Angel R. Rhodes several times for boxes, disconnection/reconnection instructions from a 3rd party, to the people delivering boxes to the residence, has been pleasant.

On the day of the move, Larry (driver) and his crew were extremely pleasant and were looking forward to getting the truck loaded for us. They wanted a tour of the house before they started, and took matters into their own hands from there. They answered questions for us, made packing suggestions, and indicated they were taking particular care of the items we were concerned about. They handled those items with extreme care coming out of the house as well as being loaded into the truck. Even though it took two days to load, the staff representing your company were professional at all times.

When the furniture arrived here in Texas on the day and time the driver stated it would, they exhibited the same professionalism and insisted the two Atlas movers hired locally do the same. Nothing major was damaged in the move here! This is very rare indeed and goes to the credibility of the movers representing your company during the loading process. I enjoyed working with your company from the time they arrived,

to the time they finished unloading the truck here in Texas. I would indeed call this same crew to move me any place. Your company from the professionalism, caring attitude, and pleasant nature of the individuals, has been a pleasure to do business with.

Cledius and Michelle

**RE: Jason Rumbolt
AMJ Campbell (8831)
Mississauga, ON**

I am writing this letter with deep gratitude to Jason Rumbolt and his crew for the excellent job they did packing, moving and unloading our household contents from Toronto, ON to Studio City, CA.

Jason our driver and Danny his Assistant were both courteous, professional and a pleasure to work with on this move. I owe a special thank you to Jason for ensuring our load was delivered on time, as promised and for representing me with US Customs.

Jason kept me apprised of the status of our move from the time he picked up, crossed the Canada/US border and with estimated delivery. He provided me his cellular number and email if I had any questions throughout the process. He advised me to contact City officials regarding parking permits which I was not aware I had to do; and he arrived at 6 am to unload to ensure he had ample parking space to unload and give me extra time to unpack with my tight schedule.

I highly recommend Jason Rumbolt and Danny who worked tirelessly until everything was unloaded! They are both hard-working, kind and polite individuals. They should be commended by Atlas for their efforts.

**Kindest regards,
Beth**

**RE: Manuel Molina, Jr.
Slater Transfer & Storage, Inc. (1826)
St. George, UT**

On August 21 I used your van lines to move to Cape Girardeau, Missouri. It was a complicated endeavor for me as my wife was also moving items from Decatur, IN.

The driver, Manny, both at Kingman, AZ and at Cape Girardeau, MO and during the move was exceptionally helpful and understanding of my problems. He really went out of his way to be helpful and accommodating, making the move for me less of a nightmare than it could have been.

Although I do not usually write letters such as this I believe Manny deserves some special recognition for the job he did. He is a credit to your company and I would recommend Atlas to someone else. Prior to this all van lines were the same to me.

**Sincerely,
Andrew**

**RE: Kenneth Brown, Fleet Driver
Atlas Van Lines**

I wanted to pass along what great service we received at Vesterhim Norwegian-American Museum from your driver, Ken Brown. He was extremely helpful, conscientious, and courteous—and has a wonderful sense of humor. Thank you for sending your best driver for the delivery of an exhibit!

Jennifer

**RE: Connie Johnson and Collins
Barber
Prairie Van & Storage (1883)
Clive, IA**

We recently used your company to move from Des Moines to Dallas and I wanted to let you know about our experience.

Connie was the first person I spoke with. She was friendly and helpful and came out the same week to give me a quote. She had great follow up and called several

times to see if I had any questions. Like most moves, the process was not straightforward and she helped every step of the way in whatever way she could. She spoke highly of the company overall and assured me the service would be excellent. We were not disappointed. Every time I called, Connie was a friendly and reassuring voice. Her knowledge and professionalism were outstanding.

On the day of our move, our driver, Collins, and his team were wonderful. He walked me through the process and made sure I was comfortable with all aspects of the week. His team came into my house and were courteous and respectful of my home and the stress of the day. Once the move-out was complete they continued to be in contact with us as they made their way to Dallas. Move-in day was as positive and smooth as the moving out. That same day Connie called to make sure everything had gone as planned.

Moving is a stressful time filled with emotions. Every person from Prairie Van & Storage that I worked with made this time in our lives easier with their positive, professional and helpful attitude. I read through your literature after our move and saw your Mission Statement that says "Prairie Van & Storage exists to simplify life transition. We do this by offering accommodative, courteous and careful service to our customers." I would say that in our move, this goal was accomplished 100%.

Thank you to Connie for an awesome job of coordinating the move and Collins who followed through on her promise of great service. They made this move an excellent experience. A company is only as good as the people who work in it and you have a valuable resource in both Connie and Collins.

**Kindly,
Michelle**

RE: John Donovan
Ace World-Wide Mvng & Stg Co., Inc. (24)
Milwaukee, WI
James Witas
Ace World-Wide Mvng & Stg Co., Inc. (16)
Elgin, IL

John, thanks for your email. The best way to describe the service I received during my recent relocation is simply superb on all levels.

I found the pre-planning that you did to be exceptional, as was the follow-up pre-move as well.

The staff who performed the move were outstanding – in terms of their helpfulness and commitment to ensuring that I was satisfied.

They alerted me prior to their arrival in Jacksonville and notified me of what their expectations were in terms of completing the move, and as I have unpacked, I see their thoroughness in safe guarding my possessions as well.

In short, my experience couldn't have been better and I couldn't be more pleased.

Thanks to you and your staff for all you did.

Best Regards,
Mark

RE: Carlos Reyes, Avis Johnson & Jose Benavides and Charlotte Paxton Van Lines (1610)
Springfield, VA

My move went very well and I'd like to give my special thanks to the "team" of movers; Carlos Reyes, Avis Johnson and Jose Benavides. They were so very courteous and professional and took extra care with my furniture as well as being careful not to damage my furniture as well as being careful not to damage or mar the floors or walls while

moving items out of one house and into the other. I'd also like to note that Charlotte, who was my move coordinator, was extremely pleasant and helpful when answering my many questions and very helpful in calming my anxieties about the move. All the individuals named helped make my move a smooth and pleasant transition.

Please forward my thanks to Carlos, Avis, Jose and Charlotte and please bring this to the attention of their supervisors at Paxton so they will be aware of the high quality of their work. Thank you.

I'm glad I chose Paxton for my move. Wishing you all the best in 2014.

Sincerely,
Livorna

RE: Nathan Cox, James O'Brien and Michael Driggs
Winter Moving & Storage, Inc. (1077)
Bentonville, AR

I am writing in regards to my experience with one of your agents: Winter Moving & Storage of Bentonville, Arkansas.

Following recent passings within my family the time had come to liquidate the personal property and sell the house. This was no small undertaking as my family were ardent collectors of museum quality antiques, some very large. To further complicate matters I am located out of state and, after forfeiting so much time at work caring for those I loved and lost, the hands on time I could spend at the house was very limited. I had one day to spare to get the move in place.

A little research (and maybe a little divine intervention from upstairs) I was fortunate

enough to find Winter Moving & Storage. My one day was spent with Nathan Cox, whose professionalism and ability to grasp the state of affairs immediately put a blanket on the fire of a very stressful situation. I left the house with strong confidence that the right person was in place to handle the job. There is no way to discount this, as the articles to be moved were odd sized, extremely delicate, and very valuable (both in monetary and sentimental worth). My heritage was in his hands and I would not be there to hold them.

The following days my confidence was renewed. Nathan did his due diligence, finding the best resources to assist in the crating, returning to the house as needed, and keeping me completely informed about the process. He even had specific articles crated in wood that would be acceptable for travel to Europe if we decided to go that route, something I never would have thought of.

To keep things brief, the van arrived with Jim O'Brien and Michael Driggs, who applied all of the care these belongings deserved. These men were nothing short of proficient, getting the job done without any concessions that would make it easier for them. At this point in my experience their professionalism came as no surprise.

It's easy to write a letter when things go wrong but, in this case, it's easier because it went so right. My thanks to Nathan, Jim, Mike and Winter. Somehow "good job" just doesn't cover it.

Sincerely,
David



SEPTEMBER
8-12
2014

Everyone wins when we stand together and applaud our PVOs.

Learn more about the **exciting prizes** for participating **agents** and **PVOs** in 2014.



For Details Visit:
atlasloop.com/events/bravo



Atlas
 go new places.

Aloha from Hawaii
 the Atlas Convention is going to Kauai in 2014!

Save the Date
 67th Annual Atlas Convention
November 12-15
 Kauai, Hawaii | Grand Hyatt Resort

For Details Visit:
atlasloop.com/events/event-details/67th-convention



Atlas World Group
P.O. Box 509
Evansville, IN 47703

PRSR STD
U.S. Postage
PAID
Evansville, IN 47708
Permit No. 1352

2014 Calendar

MAY 2014

- 4/29-4 CMSA 96th Annual Convention, Hyatt Regency, Monterey, CA
- 5-7 International Supply Management Conference (ISM), Las Vegas Hotel & Casino, Las Vegas, NV
- 7-9 Worldwide ERC National Relocation Conference, Orlando, FL
- 18-21 American Association of Museums (AAM) Museum Expo, Washington State Convention Center, Seattle, WA
- 19 Victoria Day – Atlas Canada Offices closed
- 26 Memorial Day – U.S. Offices closed

JUNE 2014

- 21-24 HCEA Annual Meeting, Cleveland Convention Center and Global Center for Health Innovation, Cleveland, OH
- 22-25 2014 SHRM Annual Conference & Expo, Orange County Convention Center, Orlando, FL

JULY 2014

- 1 Canada Day – Atlas Canada offices closed
- 4 Independence Day – All U.S. offices closed

AUGUST 2014

- 4 Civic Holiday (Canada) – Atlas Canada offices closed
- 21-23 Great American Trucking Show, Dallas Convention Center, Dallas, TX

SEPTEMBER 2014

- 1 Labor Day (U.S.) – All U.S. offices closed
- 1 Labour Day (Canada) – Atlas Canada offices closed
- 16 AWG Board of Directors Meeting, Evansville, IN

OCTOBER 2014

- 4-7 ATA Management Conference & Exhibition, San Diego Convention Center & Marriott Hotel & Marina, San Diego, CA
- 7-10 IAM Annual Meeting, Orland World Center Marriott, Orlando, FL
- 8-10 Worldwide ERC Global Workforce Symposium 2014, The Hilton Chicago, Chicago, IL
- 13 Thanksgiving (Canada) – Atlas Canada offices closed

Editor: Katie Gross katgros@atlasworldgroup.com
For more information on Atlas and our services, visit atlasvanlines.com



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.

Atlas is an equal opportunity company. TTM & © 2014 AWGI LLC

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