

Commitment 9

Corporate Relocation Survey 12

An American Legend 20



The Magazine of Atlas World Group

[www.atlasworldgroup.com](http://www.atlasworldgroup.com)

# Amplifier

Who do  
you trust?

STRENGTHENING RELATIONSHIPS AT THEIR HEART



Volume 51 Summer 2003



## Chairman's Message

### Want more control over your future?

It seems we get constant reminders these days of just how much in this world is really beyond our control. From the weather to the cost of energy and a zillion other things, so much is outside our influence. In light of this, it's important to remember that we do have a certain amount of sway over our destinies, if we but invest the time.

I'm referring, of course, to the pursuit of knowledge. For the thirty-sixth consecutive year, Atlas is proud to sponsor the **Forum on Moving** as a unique learning opportunity. This event brings together people from throughout our industry to examine the issues that influence our lives and our livelihoods, locally and globally.

This year we are particularly pleased to have **Senator Fred Thompson**, author, actor, and former U.S. attorney, bring an insider's view of Washington and foreign affairs.



**Dr. Gene Stanaland**, sometimes referred to as the "Will Rogers of economics," looks at the current economic picture and tells us what we might expect in the near future.

We hear, too, from **Roger Dow**, consultant, lecturer, and developer of Marriott Rewards, the world's leading frequent traveler program. There are also discussions on international relocation, how relocation policies are changing, and the findings from our annual corporate survey.

Quality of thought has always been a hallmark of the Forum. Bright minds challenge us to think, to question, to reach new levels of understanding. When we see the world with greater clarity, we can better know how and why things happen.

Knowledge is, indeed, power. No, we may not yet be able to control the weather. But we are less likely to be controlled by other events. And we become more likely to effect a positive change.

Mike Shaffer  
Chairman & CEO  
Atlas World Group, Inc.



integrity | quality | solutions

### Cover Story

## 2 Who do you trust?

STRENGTHENING RELATIONSHIPS AT THEIR HEART



## 9 Atlas' Commitment to "Household Goods" is changing too. It's stronger than ever



## Results 36

THIRTY-SIXTH ANNUAL  
Corporate Relocation Survey  
RESULTS OVERVIEW

12



Tariff 400-N  
Demystifying the Tariff 16

**Agenda** 18  
36th Annual  
Forum on Moving

Cornerstone Relocation Group 19

Specialized Transportation Group  
Hauling an American Legend 20  
HARLEY-DAVIDSON

Atlas International 22

Atlas Canada 23

**Atlas World** 24  
News and Information

**Tracks** 26  
Atlas Service is Appreciated







Who

# do you trust?

## STRENGTHENING RELATIONSHIPS AT THEIR HEART

A five-year-old boy takes his first swimming lesson. So far, his experience with water has been limited to the bathtub. Now he thinks he's ready for the big pool. Although he carries a little fear about what can happen when he's in over his head, he also possesses something that's stronger than his doubt — the psychological lifeline he has when he's with his mother.

**Trust.** It's a common word with uncommon power. It represents the glue between expectation and fulfillment, the binding that holds what is promised to what is delivered.

Trust is axiomatic to American commerce, so important that the word appears in sacred

context on every piece of U.S. currency. "In God We Trust" echoes a nation's long-standing reliance on the goodness of providence.

For Atlas, the importance of trust cannot be overestimated. It is as essential to the company's future as it is characteristic of its past. It is the basis of all relationships with clients, customers, employees, shareholders, and the public.

"People look to Atlas with an expectation based on need," says President Jim Stamm. "But that expectation is also based on their experience with us in the past. When we satisfy their expectation, trust is reinforced. Relationships become stronger. And the well-being of those we serve, as well as our own, is enhanced."

"Trust makes it possible for us to provide the very best service and to share in the success we help create," says Jim. "But trust is not automatic. It must be earned. And it should never, ever be taken for granted or squandered."

**"...TRUST IS NOT AUTOMATIC. IT MUST BE EARNED. AND IT SHOULD NEVER, EVER BE TAKEN FOR GRANTED OR SQUANDERED."**

JIM STAMM  
PRESIDENT & COO  
ATLAS







## Introducing the Currency of the Future

At the annual Atlas convention in November, 500-plus members of the agency family witnessed the introduction of a repositioned Atlas brand, more broadly defined by the company's traditional values of integrity, quality, and solutions.

Throughout 2003, ads showcasing the new identity are appearing in Business Week, Fortune, Money, Inc., and the webzine Fast Company as well as trade publications. These and messages in other media call attention to the company's broadening role as a multifaceted provider of relocation services.

Messages about the new brand share a common subtext. Trust is implicit to Atlas, it is the

thread that draws together the firm's characteristic values. Recognizing that trust must indeed, as Jim says, "be earned and never squandered," the messages propose that the values of integrity, quality and solutions be thought of as the "currency of the future."

"This currency not only defines the uniqueness of Atlas, it establishes a framework for gauging and fulfilling the expectations of clients, customers, employees, stakeholders, and the public," says CEO Mike Shaffer.

"We firmly believe that integrity, quality, and solutions most accurately describe the character of the Atlas brand," says Mike. "These values have helped guide our organization from

the beginning. Their importance today is indisputable. Just as they have proven a worthy standard in the past, I am confident they are a solid foundation for taking Atlas into the future."

## Roots in Transportation

The move to reposition the Atlas brand became necessary as a way to more accurately convey within the industry the company's dynamic nature and the expanding role it has assumed in recent years. Beyond a traditional function as a transporter of household goods, Atlas has found itself increasingly involved in the myriad other aspects of an evolving relocation industry.

"No doubt our roots are in household goods transportation," says Greg Hoover, Senior Vice President, Sales Development, Relocation Services Group. "It will always be a core strength. Based on the trust we first earned serving that sector, we have grown naturally in other areas — all of which have earned a level of trust on their own merits. And fundamental to the creation of trust, at every level, is a corporate-wide commitment to quality."

This commitment to quality is evidenced in a number of ways. Perhaps one of the most impressive testaments comes from outside the company, the "Quest for Quality" rankings that *Logistics Management & Distribution Report* publishes annually. These rankings are based on the evaluations of more than 3,000 purchasers of transportation services. In 2002,

**The currency of the future.**

They don't call it a "gold standard" for nothing. At Atlas, we believe the most valuable assets in business are the integrity and quality found in providing customer solutions. And now, the assets that made us a world leader in our industry now serve as a foundation for a full range of business solutions. Markets rise and fall. Trends come and go. But the values of integrity, quality and solutions are **the currency of the future.**

integrity | quality | solutions **Atlas** 1-800-847-6683  
global relocation • benefits • recruiting • logistics • travel

**the future...**  
Markets rise and fall. Trends come and go. But the values of integrity, quality and solutions are **the currency of the future.**

**"WE FIRMLY BELIEVE THAT INTEGRITY, QUALITY, AND SOLUTIONS MOST ACCURATELY DESCRIBE THE CHARACTER OF THE ATLAS BRAND."**

MIKE SHAFFER  
CHAIRMAN & CEO  
ATLAS WORLD GROUP



Atlas received the award for the fifth consecutive year, ranking among the top two carriers in each of the categories of "on-time performance," "value," "customer service," and "equipment and operations."

Another recognition shows in more detail how the company's desire for excellence manifests itself across the agent network. In 2002, 32 Atlas agents earned Atlas' Milton M. Hill Quality Award for superior performance in customer service, hauling, and operations.

"The 32 winners of the Milt Hill Award last year show a 70% increase in the number of winners as compared to just two years before," says Jim. "Atlas agents take their commitment to quality seriously, and awards such as Quest for Quality and the Milt Hill Quality Award bear this out."

**"NO DOUBT OUR ROOTS ARE IN HOUSEHOLD GOODS TRANSPORTATION... BASED ON THE TRUST WE FIRST EARNED SERVING THAT SECTOR, WE HAVE GROWN NATURALLY IN OTHER AREAS."**

GREG HOOVER  
SENIOR VICE PRESIDENT  
SALES DEVELOPMENT  
RELOCATION SERVICES GROUP







### What's it worth?

In today's business climate, what has value is less clear than ever before...all the more reason for values to take on even greater importance. At Atlas, we built our company on the values of integrity and quality in providing customer solutions.

The core of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

What is the value of values? A lot. Because values based on integrity, quality and solutions are the currency of the future.

1-800-847-6683

integrity | quality | solutions



global relocation • benefits • recruiting • logistics • travel

### Building Trust in Other Arenas

In the broader transportation arena, Atlas continues to build a well-respected reputation for solutions to logistical challenges such as exhibits, store fixtures, electronics, and fine art. Comprising a network of skilled agents and a complement of highly specialized equipment, the Atlas Specialized Transportation Group is among the fastest-growing providers of special logistical solutions in the United States. Like Atlas' household goods experts, the STG division has earned the attention of industry experts. In 2001, Atlas was ranked as the number one carrier of high value goods in the "Quest for Quality" survey of *Logistics Management & Distribution Report*.

Atlas' wide-ranging relocation expertise includes the ability to see goods safely to and from virtually any location in the world. In North America, Atlas Canada operates a network of 140 agents that extend a full range of relocation and transportation solutions throughout the provinces. Through Atlas International, customers have access to turnkey solutions for international forwarding.

### What's it worth?

The core of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

## Where does trust begin?

"Atlas is a 'people organization,' and it's all about helping one another," says **Bob North**, Director, Contract Administration, Specialized Transportation Group. "We communicate with people about their wants and needs to help them solve their problems."

**Bob has been with Atlas for 24 years.** During that time he has formed some firm ideas about how trust is created and why it's important — to himself and to the whole Atlas organization.

"To me, trust is the ability to have confidence in another individual and to know they will come through when you need them to," says Bob. "Atlas creates trust based on personal relationships. Because our business is service-oriented, it's people-oriented. And trust between people is essential."

"It's not only necessary to trust others," says Bob, "but to be trusted as well." This ultimately creates a quality of integrity that strengthens the organization through every individual.

"It is of absolute importance to me that I am trusted," says Bob. "Trust is a reflection of my integrity, and it affects every aspect of my life."

"I believe in Atlas. I believe in the integrity of the people here. I know the company stands behind what we do. And I feel good about that."

"We create trust by doing exactly what we tell our customer we will," says **Kathy Thompson**, Director, Contract Administration, Relocation Services Group. "When I make a commitment to do something, the customer knows that I will follow through...and that it will be done correctly."

**Kathy, a 25-year Atlas veteran,** has found that trust

is created one customer at a time, and it often takes a willingness to share information and advice to help customers understand how Atlas can best help them.

"In some instances, it would certainly be easier to just give the customer only what they ask for, or only what they think they need," says Kathy. "But people do not always understand all the ramifications of what they ask. So I take the time to discover their needs, and to help them understand what might work better for them."

"Sometimes," says Kathy, "just following the path of least resistance might seem more efficient. But serving the customer's best interest must always come first."

"It's easy to say 'yes,' but that's not always what a customer needs to hear,"

says Kathy. "Even when someone says to me, 'but all the other carriers are doing it,' I know that still doesn't mean it's the right thing to do, or that it is in the best interest of the customer."

Kathy says that because most communication is done by e-mail or telephone, rather than by one-on-one personal contact, trust is all-important.

"Trust is not only part of the Atlas brand, it's part of my personal brand and of Contract Administration department's brand. And it's of prime importance to my customers. Many of my decisions directly affect their businesses, their livelihoods. I do not take that responsibility lightly, nor do I take their trust lightly."



**Kathy Thompson**  
Director, Contract Administration,  
Relocation Services Group



**Bob North**  
Director, Contract Administration,  
Specialized Transportation Group

In 2002, Atlas International was recognized with the Compass Award for meeting and exceeding industry-specific goals for customer satisfaction. The award is presented by Corporate Information Services (CIS), a

provider of customer satisfaction surveys and the statistical analysis of opinion data. Today, Atlas goes far beyond transportation solutions. In 2000, Atlas acquired Cornerstone Relocation Group, effectively extending its



capabilities to a full range of services for ensuring happy, healthy family transitions during the relocation process and beyond. Professional real estate disposition, employment assistance, home finding, elder care, and a host of other areas that impact the success of any relocation are now integral to the Atlas brand. As with every Atlas effort, these softer services in relocation are built on a foundation of trust.

"Atlas success is built largely on trust," says Mike. "The facts of our history, the reputations of our agents, and the solid performance of our business units is perhaps the closest we can get to proving the existence of trust. But knowing the people who make up this organization, I know for myself that trust is woven throughout the fabric of this organization, and is as much a part of our brand as the big blue logo itself." ■



**trust...**

For over 50 years, people have counted on Atlas for integrity and quality in providing customer solutions.

Trust is earned through consistency and values. And values based on integrity, quality and solutions are **the currency of the future.**

**Who do you trust?**

In a world where things change quickly, there has to be someone you can always count on.

For over 50 years, people have counted on Atlas for integrity and quality in providing customer solutions.

And the heart of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

Trust is earned through consistency and values. And values based on integrity, quality and solutions are

**the currency of the future.**

integrity | quality | solutions



1-800-847-6683

global relocation • benefits • recruiting • logistics • travel

MC79658

©Atlas 1212 St. George Road, Evansville, Indiana 47711-2364 atlasworldgroup.com

# Atlas' commitment to "Household Goods" is changing too. It's stronger than ever.

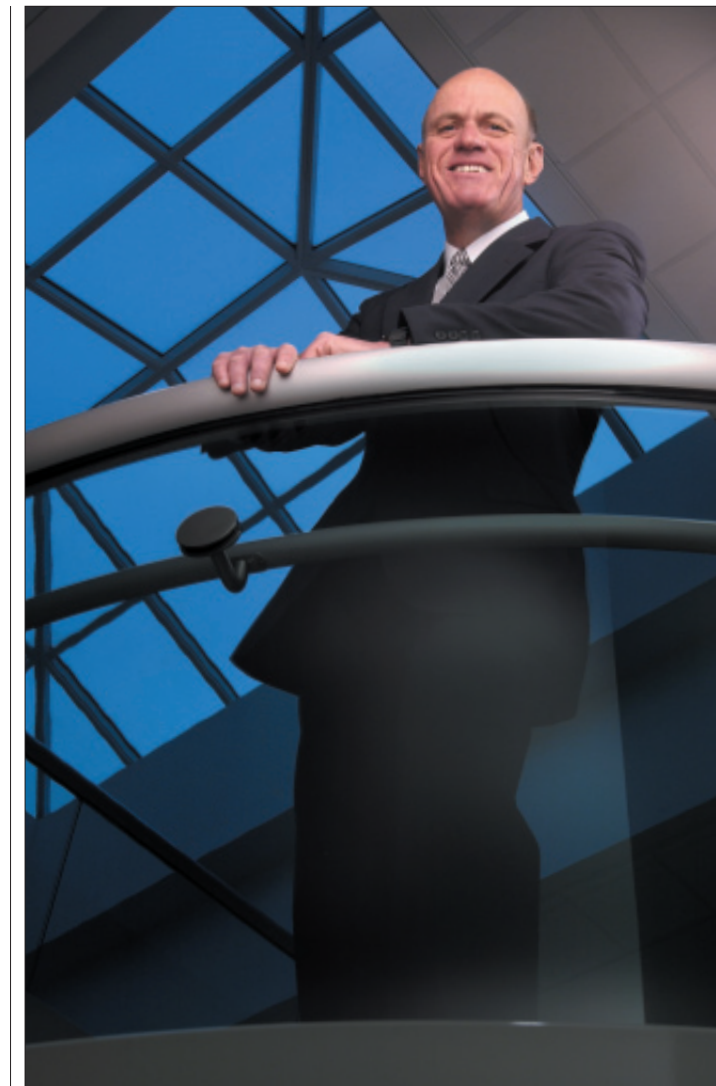
*A lot is changing within the Atlas organization, as the company undergoes a repositioning of a name steeped in tradition. And as Senior Vice President Dennie Lynn explains, the commitment to household goods transportation is changing as well. It's getting stronger.*

by **Dennie Lynn, Senior Vice President, Transportation Relocation Services Group**

Amid the fanfare of the new Atlas brand and the values of integrity, quality, and solutions, a casual observer might be tempted to ask, "What about household relocation? How does the new identity affect the company's long-held commitment to moving and storage?"

The physical movement of personal belongings has always been the core strength of our organization. As Atlas develops the new brand, the company is especially mindful of the special role this strength plays, for it is vital to the satisfaction and well being of customers. In this light, the new Atlas brand is not only compatible with our dedication to household goods transportation, it provides a worthy frame of reference for furthering the company's core strength in ways that will add new value for customers.

**"WHAT ABOUT HOUSEHOLD RELOCATION? HOW DOES THE NEW IDENTITY AFFECT THE COMPANY'S LONG-HELD COMMITMENT TO MOVING AND STORAGE?"**



*Dennie Lynn, Senior Vice President, Transportation, Relocation Services Group*

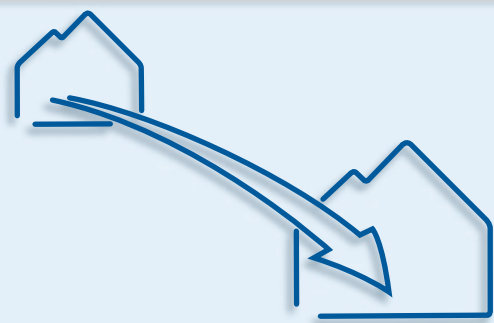


## The Essential Right of Self-Haul

When people undergo relocation, they naturally experience anxiety. For some, the stress can be extremely acute. As a primary service provider, Atlas plays a vital role in the relocation process. It is a big responsibility to make each move as stress-free as possible, and one important method used to accomplish that is the "right of self-haul." Every booking agent has considerable prerogatives for providing a total transportation solution from origin to destination.

Agent self-haul plays an essential role in helping customers cope during a naturally stressful time. **It allows the customer to be served by the same people throughout the move.** Key to the customer's reassurance is the Atlas family of dedicated van operators who serve as the primary repository of the customer's trust. Atlas drivers are among the most knowledgeable and experienced in the industry. They, more than anyone else, define Atlas for customers.

Yes, Atlas has broadened its brand identity to give agents greater freedom to enter the relocation marketplace at points other than van line services. But van line services are still at the heart of the Atlas organization. And Atlas is still solidly committed to the self-haul concept and providing customers the best possible service.



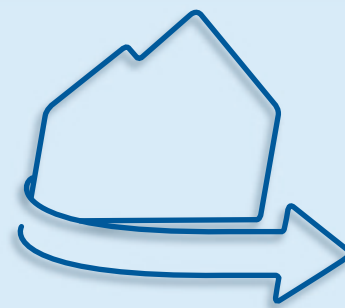
**Agent Self-Haul** allows the customer to be served by the same people throughout the move.

## Containerized Shipping

As everyone in this industry knows, things can get a little crazy between May and September. Although the recent cooling of the economy has taken some of the heat off these months, there are still times during the summer season when demand challenges capacity. When that happens, it's "all hands on deck" to handle the volume and meet critical deadlines. That is a certainty in the relocation business.

During periods of peak activity, smaller shipments, typically two tons or less, present a logistical challenge. In the past, when direct service was not available, the only solution has been to remove the customer's belongings from their residence and temporarily warehouse them at an Atlas agent's location awaiting over-the-road service. Then, if traditional van service does not become available within a reasonable time frame, the goods are containerized for safe transportation via common carrier to the Atlas destination agent, who removes the goods from the container and delivers them to the customer.

**Agents and customers have said there is a year-round need for improved service and more expeditious routing of small shipments, and we agree.** To accomplish that, and to offer an additional service option for our customers, we have assessed the processes utilized during peak season and determined that improvements can be made that will yield two significant benefits for everyone involved. Initially, if we eliminate double handling of the goods by containerizing them at the origin residence, we dramatically reduce the risk of damage. Then, by pro-actively planning the containerized movements of these small shipments in advance, as



**"Containerized Express Shipping"** will utilize a network of designated agents in selected major market areas.

opposed to delaying that decision until some point later in the process, the delivery schedule for those shipments can be shortened considerably. In the end, everyone wins.

The solution Atlas is developing, "Containerized Express Shipping," will utilize a network of designated agents in selected major market areas during an initial test period, until the process is refined. The agent at origin will load the customer's goods into an international-type container at the origin residence and return it to the warehouse. Then, Atlas will provide the operational support to ensure the shipment is loaded and delivered in a timely manner to the Atlas agent at destination, who in turn will have been pre-arranged to perform expeditious delivery to the customer.

Atlas is in the process of finishing the fine points of this model, and will begin testing the program in April. We are confident it will improve our claims experience on smaller shipments and result in more expeditious transit schedules as well. The advanced planning and containerized transportation of small shipments significantly improves service to the customer, and it makes good business sense.

## Multi-Tiered Move Management

To meet the expressed needs of agents and customers, Atlas is also formulating another product offering.

**Essentially, because move management needs vary from one customer to the next, we want to give customers the flexibility of selecting those solutions that best meet their individual requirements.** With that in mind, Atlas has defined three tiers of services from which customers can choose any or all.



**Multi-Tier:** Atlas has defined three tiers of services from which customers can choose any or all.

**Tier one involves fundamental move management** and customer service communication links, beginning with the initial pre-move customer contacts to assess needs and continuing on through the packing, loading, and delivery processes. This function will include considerable communication with all participating agents, operations staff, and the hauling driver to ensure that the customer is provided timely and accurate information, as well as immediate assistance when needed, throughout the move. These are critical in maintaining customer confidence.

**The second tier encompasses a broad range of services including, but not limited to, vendor management,** transportation policy or RFP development assistance, and the auditing of invoices. Atlas has a wealth of administrative expertise that can save customers both time and money. We want to make it easy for them to take advantage of Atlas resources in any number of ways.

**Tier three includes the real-estate transactions and services,** similar to those provided by our affiliate company, Cornerstone Relocation. Among those are home sale assistance, home search at the new destination, and career, community, and family assistance programs designed to help relocating families quickly resume their lifestyles.

## Natural extensions of our core strengths

The addition of services such as containerized express shipping and tiered move management adds value for our customers. Put another way, these services represent an ongoing commitment to building the Atlas brand at its very heart.

Atlas will always have a dedicated infrastructure of people, equipment, and systems to handle the critical transportation components of relocation. The newly articulated commitment to integrity, quality, and solutions does not diminish Atlas' strength as a transportation provider. Rather, it only makes us stronger. ■

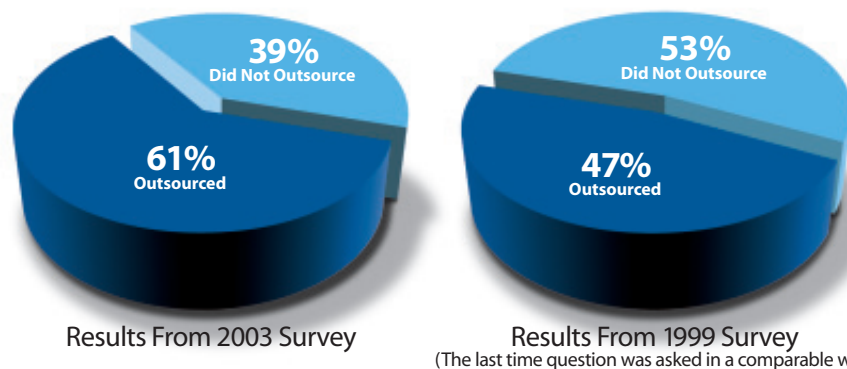
# Corporate Relocation RESULTS OVERVIEW

Atlas is pleased to give Amplifier readers a brief overview of findings from the 2003 Corporate Relocation Survey. This is the first year the study was conducted via the Internet, inviting respondents via e-mail to participate in the survey. This year, 316 online questionnaires were completed between January 22 and February 28. In order to qualify for the survey, a respondent must have relocation responsibility, and his/her company had to have relocated employees in the past two years or plan to relocate employees this year.

- **Most respondents (78%) work in human resources or personnel departments for**
  - firms in service (41%),
  - manufacturing (40%),
  - financial (7%),
  - government and military (3%),
  - and other sectors (9%).
- **Over half (56%) of the companies surveyed this year are international firms.**

## Question 24: Outsourcing

Respondents were given a list of possible outsourced relocation services, the answers received indicate that...



## Here is some of the information the survey yielded...

Based on the number of employees, the sizes of participating firms are similar to last year, except for an increase of firms with 5,000+ salaried employees. Forty-six percent of the companies surveyed employ less than 500 salaried workers; more than one quarter have 500-4,999 such employees; and more than one quarter employ 5,000 or more.

## Formal Relocation Policies – 80% of the responding firms have them.

Eighty percent of the companies surveyed have a formal relocation policy, which is an increase from last year's survey percentage (73%), and is closer to the 2001 survey reported percentage of 87 percent. Interestingly, small companies showed no change in the penetration of formal relocation policies (63% in both this year and last). All of this year's increase came from the medium (76% to 90%) and large (94% to 99%) firms. Only the small firms remained significantly below 2001 survey levels (73%).

Among the decision-makers who responded, most (78%) work in human resources or personnel, similar to the 79% reported in last year's survey. The two most popular trade publications are HR Magazine and Human Resource Executive, read by 65% and 58% of respondents, respectively. These are followed by Mobility (32%) and HR News (28%). Readership in all magazines showed an increase from last year's survey. Human Resource Executive showed the largest increase, most likely due to the fact that its e-mail mailing list was the largest source of respondents.

## Budgets –

Overall, year over year budget changes were similar in 2002 and 2001. However, large firms in 2002 were more likely to have seen a budget decrease than they were in 2001. Looking forward to 2003, there may be some weakness in small company's relocation budgets, as only 12% are expecting an increase over 2002 budgets.

# Survey

## Change in Activity – fewer companies expect change.

Fifty-eight percent of respondents expect the number of employees relocating will stay the same in 2003, up from 2002 level of 47%. Fewer companies expect any change in relocations from 2002 levels, with just 13% expecting an increase and 29% expecting a decrease (compared to 20% and 33%, respectively, in last year's survey).

## External Factors – impact of economy decreased as a factor.

Over 80% of respondents indicated at least one external factor had a significant impact on the number of employee relocations in 2002. Overall, the "lack of qualified people locally" was the top reason indicated (47%), much different compared with 21% in 2001. The impact of "economic conditions" fell in importance from 77% last year to 46% this year. However, an interesting difference surfaces in comparing by company size, as the impact of these two factors was rated quite differently for large versus small companies. For large companies, "economic conditions" was the most frequently cited external issue (60% vs. 31% for "lack of qualified people locally"), while the "lack of qualified people locally" was the more important issue for small companies (58% vs. 40% for "economic conditions"). Medium-size companies reported almost equal weight between the two factors (44% and 45%, respectively).

## Internal Factors – reasons vary broadly.

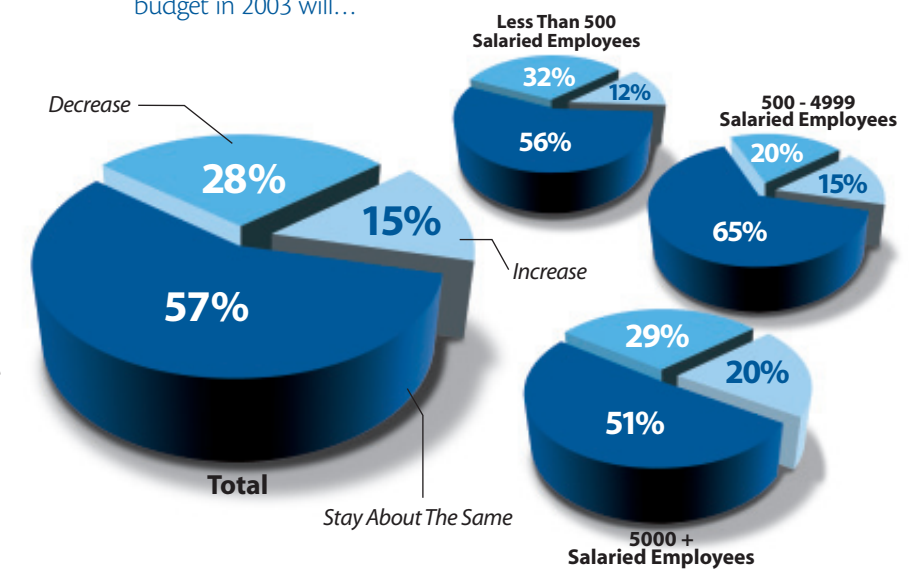
Internal company conditions affecting relocations varied broadly in 2002; the top two cited being the "growth of the company" (40%) and "promotions/resignations" (40%). "Corporate reorganization" and "budget constraints," the third and fourth most important internal factors, appear to increase in importance with the size of the firm. "Corporate reorganization" is mentioned by just 21% of small firms, but 45% of large firms. "Budget constraints" are mentioned by 18% and 48%, respectively.

For complete results of the "Corporate Relocation Survey," please visit [www.atlasworldgroup.com](http://www.atlasworldgroup.com)



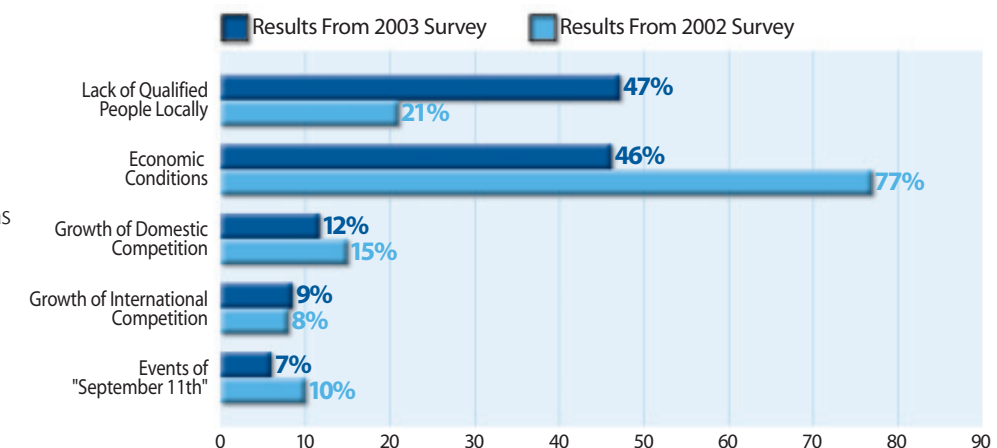
## Question 9: Relocation Budget

Compared to 2002, do you anticipate that your relocation budget in 2003 will...



## Question 20: External Factors

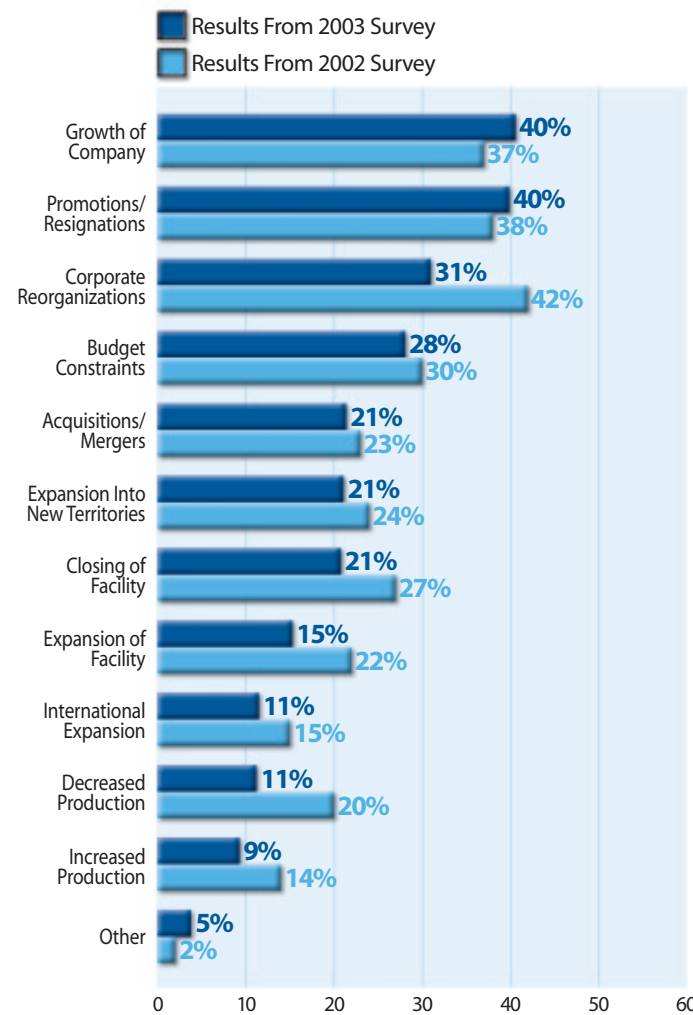
What external factors had the most significant impact on the number of your employee relocations in 2002?





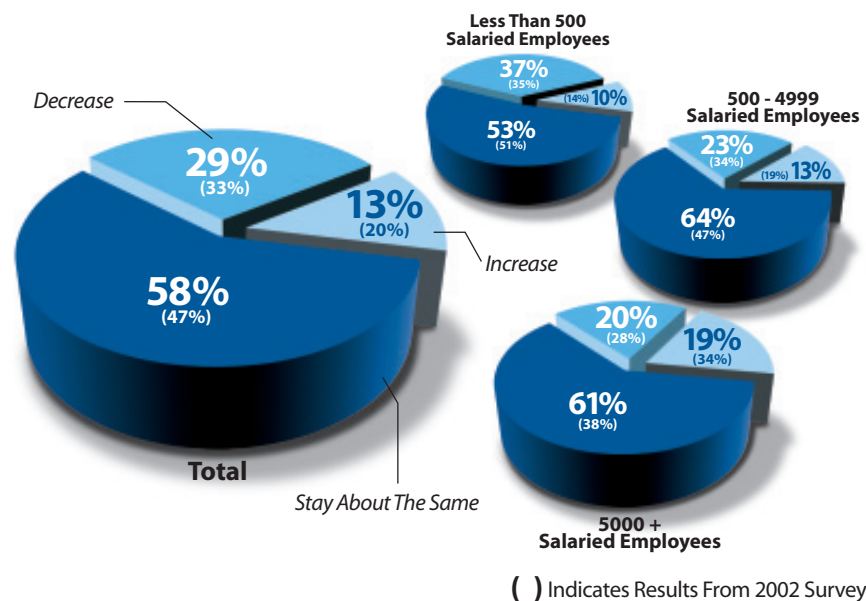
## Question 21: Internal Factors

What internal company conditions had the most significant impact on the number of your employee relocations in 2002?



## Question 8: Relocation Anticipation

Compared to 2002, do you anticipate that the number of employees your company will move during 2003 will...



## Outsourcing –

Sixty-one percent of companies indicate they outsourced relocation services during 2002. This is up from 47% in the 1999 survey, the last time this question was asked in a comparable way. The most popular outsourced service overall was “real estate sales/purchase” (51%), followed by the contracting of a household goods moving company (38%), arrangement of the family’s transportation and accommodations (33%), and the counseling about the planning and details of moving (30%). Small companies (39%) are much less likely to outsource relocation services than medium (72%) and large (87%) firms. Additionally, medium and large companies seem to be outsourcing a greater variety of their relocation services than small companies.

## Internet Usage –

Seventy percent of respondents used the Internet for relocation-related matters in 2002. E-mail communication was the primary application (65%); with 49% using the Internet to research relocation-related matters. Small companies (55%) are much less likely to use the Internet for relocation-related matters than medium (74%) and large (90%) companies.

## Transferees vs. New Hires –

This year the survey attempted to unearth whether there are differences between the amount of assistance transferees receive in relocation versus new hires. Transferees are more likely to receive full reimbursement for moving expenses than new hires (70% vs. 56%). New hires are more likely to receive partial reimbursement (38% of companies using this method some or all the time) than transferees (25%). However, lump sum payment as a reimbursement method appears to be equally available to both types of employees (30%). Smaller companies are less likely to provide full reimbursement compared to larger companies. Fewer than 10% provide no reimbursement for relocated employees.

## Relocation Packages –

It appears that overall relocation packages are becoming less generous. The number of companies providing the core benefit of “packing all items” decreased somewhat from 86% to 79%. However, the additional “non-core” benefits were reduced dramatically. For example, the percentage of companies covering the move of exercise equipment dropped from 88% to 57%. Additionally, only 15% indicate the company will pay to move items from a secondary residence, down from 42% last year. These drops in benefits occurred across companies of all sizes.

## Spousal Assistance –

In 2002, there was an increase in the number of companies that assist an employee’s spouse or partner in finding employment in the new location (42%), surpassing levels seen in 2001 (23%) and 2000 (34%). While large companies were always somewhat more likely to offer spousal assistance, this year the gap widened dramatically. This year, sixty-two percent of large companies indicate they provide this assistance versus 32% of small companies.

Overall, of those who indicated they offered this type of assistance, the top method of assistance was finding employment outside the company (44%). However, the method of assistance offered to spouses/partners appears to differ by company size. Large companies used a range of tools at roughly equal levels – paying a job finder’s fee (42%), finding employment within the company (35%), finding employment outside the company (33%), and other methods (40%). Small companies are much more likely to help spouses/partners find employment outside the company (62%) than find employment within the company (26%) or pay a job-finders fee (9%).

This increase in spousal assistance appears to be in response to employee concerns. The percentage of respondents indicating that an employee’s relocation is “never” affected by the employment status of that employee’s spouse has significantly decreased (11% in 2002 versus 31% in 2001 and 25% in 2000). Conversely, the percentage of respondents indicating this “almost always” or “frequently” effects the employee’s relocation has significantly increased (42% in 2002 versus 17% in 2001 and 25% in 2000). Additionally, when asked for reasons employees declined relocation, “spouse’s employment” moved up to the number two reason overall (57%), second only to “family issues/ties” (79%). In last year’s survey, “spouse’s employment” was the fourth (at 53%) most-cited reason, behind “family issues” (81%), “personal” (62%), and “no desire to move” (59%).

## Contracts with Carriers –

Companies have, on average, 1.4 standing contracts with household goods carriers, similar to last year’s 1.3 survey result. Sixty-six percent of respondents with contracted carriers said their company has preferred carriers. While small companies are less likely than large companies to have contracted carriers (44% vs. 87%), in a reversal from last year’s findings, small companies with contracts are slightly more likely than large companies to have preferred carriers (75% vs. 64%).

## Evaluating a Carrier –

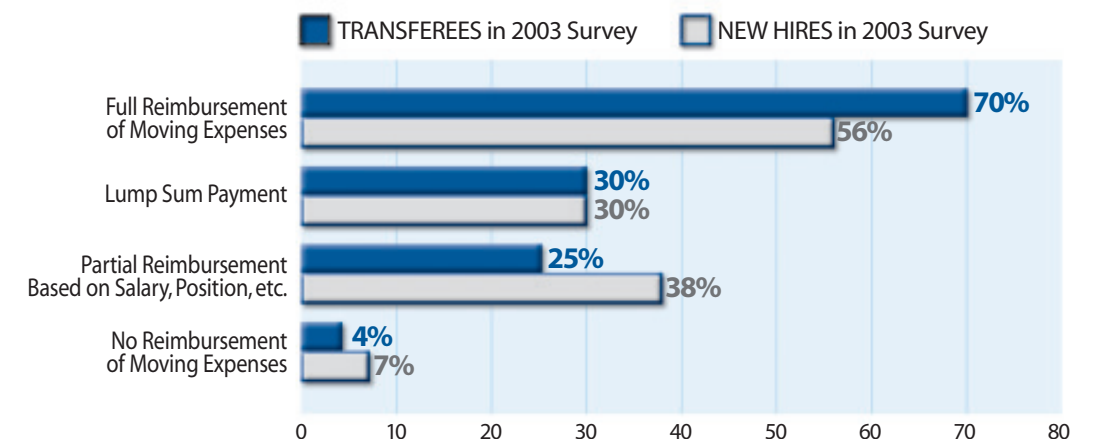
“Service” is still the most important attribute among corporate decision-makers when evaluating or selecting a carrier (More than 80% of respondents rated this “critically important”, or a “9” or “10” on a 10-point scale, excluding “don’t knows”). For international moves, this attribute was also of chief importance among decision-makers when selecting a carrier (89% rated it “critically important”).

## International Relocation –

Forty-seven percent of respondents say that they sometimes transfer employees between countries (82% of large companies, 44% of medium, and 28% of small). Of these, 73% offer “no assistance” to help the spouses or partners of internationally transferred employees find employment in the new location (an improvement over last year’s 85%). Sixty-one percent of companies who transfer employees internationally reported having at least one failed or declined transfer. Lack of spousal assistance, however, was the reason cited in just 15% of these instances.

## Question 28a & 29a: Transferee and New Hire Expense Reimbursement

To what extent does your company reimburse moving expenses of (Transferees/New Hires)?





## TARIFF 400-N

# Demystifying the Tariff

- How does 400-N handle the recent increases in the cost of property and casualty coverage effected by the insurance industry?
  - What provisions of 400-N allow the base rate to be adjusted upward or downward as the macroeconomic picture changes?
- Pricing expert Gene Wagner explains the methodology that allows the tariff to flex for these changes.*

## The Common Sense Behind the Insurance-Related General Increase Surcharge

Item 60, the "Insurance-Related General Increase Surcharge" in Tariff 400-N, is often misunderstood. This charge compensates the carrier for the costs of property and casualty insurance necessary to operate safely as an interstate motor carrier. Over time, the property and casualty insurance is priced into the carriers' tariffs. However, when these costs increase significantly and quickly, a price adjustment in the form of a surcharge is necessary to protect carriers and their customers.

Premium amounts for property and casualty insurance increased dramatically between the fall of 2001 and end of 2002. Before the losses of September 11, property and casualty rates were expected to rise between 15% and 25% by the end of 2001. Through the spring of 2002, interstate motor carriers experienced an average increase of 58.6%, compared to costs from their previous renewal period.

### How is the surcharge determined?

The Household Goods Carriers' Bureau Committee (HGCBC) uses a cost model to determine the impact of increased insurance premiums on revenue and whether a price adjustment is justified.

**First**, the model utilizes the AMSA Index Report that shows insurance expenses for carriers average 6.5% of their total expenses:

#### From AMSA Index Report:

Insurance premiums paid	\$ 67,167,620
Claims for cargo loss	\$ 98,443,808
	\$ 165,611,428
Total expenses:	\$2,559,778,115
Insurance as % of total expenses:	6.5%

**Second**, the model uses the DOT Annual Reports to calculate the insurance costs for carriers based on the reported annual expenses of study carriers:

#### From DOT Annual Reports:

Expenses year 2000	\$2,471,188,000
At 6.5% = insurance expenses	\$ 160,627,220

**Third**, total revenue reported on the DOT Annual Reports for the study carriers is adjusted to reflect linehaul revenue only, or 93% of the total revenue:

#### From DOT Annual Reports:

Revenues year 2000	\$2,540,172,000
At 93% = linehaul revenue	\$2,362,359,960

**Fourth**, the increase in dollars of the insurance expense is determined by taking the \$160,627,220 in insurance expense (step two above) times 58.6%, the average increase in insurance costs reported by study carriers.

Insurance expenses	\$ 160,627,220
At 58.6% = increased insurance expense	\$ 94,127,551

**Fifth**, the revenue need is calculated by dividing the increased insurance expense of \$94,127,551 by the linehaul revenue of \$2,362,359,960 to arrive at a surcharge need of 4.0%. In other words, it will take approximately 4% of increased linehaul revenue to offset the insurance cost increases.

$$\text{\$ 94,127,551 divided by } \$2,362,359,950 = 4\%$$

## 400-N Brings Sanity to Base Rate Adjustments

For years the household goods moving industry has struggled with tariff base rates that were too high, mainly because no rational method was used to relate changes in carrier costs. Any participating carrier could propose increases with little or no justification. Over time, tariff base rates rose far beyond what was reasonable and carriers routinely discounted to achieve more appropriate levels.

The first step toward changing the madness of spiraling rates and discounts has now been implemented, as provided for in Item 40 of Tariff 400-N. Effective January 1, 2003, rates and charges are subject to a general price adjustment (GPA) on the first of each year, based on two U.S. Department of Labor indexes for the prior August-to-August period: the Consumer Price Index (CPI) and the National Employment Index for Hours and Earnings (EEC).

The first GPA was calculated on changes in the indexes between August 2000 and August 2002, a two-year base period. In the future, GPA calculations will be based on a one-year indexing period. For example, the GPA on January 1, 2004, will be based on an index period of August 2002 to August 2003.

### How the GPA is computed

To determine the GPA, first ascertain the unadjusted values for the CPI and EEC at the beginning and end of the applicable August-to-August basing period. (These values are available from the Bureau of Labor Statistics at [www.bls.gov](http://www.bls.gov).) Subtract the beginning CPI value from the ending CPI value, then divide that answer by the beginning CPI value. Multiply that answer by .59. To determine the percentage change in the EEC, subtract the beginning EEC value from the ending EEC value and divide that answer by the beginning EEC value. Multiply that answer by .41. Finally, add the two weighted subtotals together to determine the GPA percentage increase or

decrease to apply. The GPA calculation will be rounded to the nearest tenth of a percent, according to normal rounding procedures.

For example, the reported August 2000 unadjusted indexes are 181.7 (CPI) and 14.26 (EEC) and August 2002 unadjusted indexes are 191.0 (CPI) and 14.37 (EEC). The GPA was calculated as follows:

	Aug 2000	Aug 2002	% Change	x Factor	=	GPA
CPI Index	181.70	191.00	5.12	.59	=	3.0
EEC Index	14.26	14.37	0.77	.41	=	0.3
					GPA Total =	3.3% GPA

The GPA will apply for all shipments loading on the following January 1 through December 31. In this example, the 3.3% GPA increase will be effective from 1/1/03 to 12/31/03. The tariff base rates will be increased or decreased annually based on actual carrier cost changes. Therefore, established discounts will continue to provide the same appropriate levels of carrier compensation and value to the customer and usually will not need to be changed after GPAs are effective. ■

*Gene Wagner of Atlas can answer questions regarding Tariff 400-N.*



**Gene Wagner**  
Assistant Vice President  
Pricing  
Atlas



# Agenda – The 36th Annual Forum on Moving

April 10 & 11, Baltimore Marriott Waterfront Hotel, Baltimore, Maryland

## Thursday, April 10, 2003

\*\*\*\*\*  
 10:15 a.m. - 10:45 a.m.  
**Opening General Session**  
*Call to Order and Welcome:* **MIKE SHAFFER**  
 Chairman & CEO, Atlas World Group, Inc.  
*Remarks:* **GREG HOOVER**  
 Sr. Vice President, Sales Development  
 Relocation Services Group, Atlas

\*\*\*\*\*  
 11:00 a.m. - 12:15 p.m.  
**Workshops I & II**  
**Workshop I**  
 "THE CURRENT ECONOMY"  
*Guest Speaker:* **DR. GENE STANALAND**  
 President, GSE, Inc.

**Workshop II**  
 "SUCCESSFUL POLICY — MOVING TARGET?"  
*Moderator:* **KATHY THOMPSON**  
 Director, Contract Administration  
 Relocation Services Group, Atlas  
*Presenters:* **SANDY PALMER, SCRP** **SUSAN KUBIESA, CRP**  
 Manager Relocation Program Manager  
 Corporate Relocation Zurich North America  
 Cargill, Inc.

\*\*\*\*\*  
 12:30 p.m. - 2:15 p.m.  
**Second General Session & Luncheon**  
*Presiding:* **MARIAN WEILERT SAUVEY, Esq.**  
 General Counsel, Vice President &  
 Corporate Secretary, Atlas World Group, Inc.

*Principal Address:* **"IS OUR GOVERNMENT WORKING?"**  
**FRED THOMPSON**  
 Former Senator from Tennessee  
 Author and Actor

\*\*\*\*\*  
 2:30 p.m. - 3:45 p.m.  
**Workshops III & IV**  
**Workshop III**  
 "THE CURRENT ECONOMY"  
 (Repeat of DR. GENE STANALAND'S Workshop I)

**Workshop IV**  
 "AND THE SURVEY SAYS..."  
*Moderator:* **GREG HOOVER**  
 Sr. Vice President, Sales Development  
 Relocation Services Group, Atlas  
*Presenters:* **NELLY GRENON, CRP** **LESLIE RAETZ, CRP**  
 Relocation Manager Manager, Relocation  
 Williams-Sonoma, Inc. General Motors Corporation

\*\*\*\*\*  
 4:00 p.m. - 5:15 p.m.  
 Workshops V & VI  
**Workshop V**  
 "INTERNATIONAL 101"  
*Presenters:* **PETE HELGESON** **MATTHEW HAGENAGH**  
 Vice President & Sales Executive  
 General Manager Atlas International  
 Atlas International  
**Workshop VI**  
 "SUCCESSFUL POLICY — A MOVING TARGET?"  
 (Repeat of Workshop II)

\*\*\*\*\*  
 6:30 p.m. - 7:30 p.m.  
**Reception**  
 \*\*\*\*\*  
 7:30 p.m. -  
**Banquet & Entertainment**  
*Presiding:* **MIKE SCAVUZZO**  
 Sr. Vice President, Agency Development  
 Atlas  
*Special Entertainment:* THE CAPITOL STEPS

## Friday, April 11, 2003

\*\*\*\*\*  
 8:30 a.m. - 10:30 a.m.  
**Breakfast & Closing General Session**  
 (Breakfast Served Until 9:15 a.m.)  
*Presiding:* **JIM STAMM**  
 President & COO  
 Atlas  
*Keynote Address:* **"INVEST IN PEOPLE"**  
**ROGER DOW**  
 Sr. Vice President, Global Sales &  
 Customer Advocate  
 Marriott International

## Forum Adjournment

\*\*\*\*\*

www.cornerstonerelocation.com

## About 13 Years ago we ran an ad that said... "Bigger isn't better, better is better." I loved that ad!

Probably because we were such a small company compared to the mammoth relocation companies we were trying to compete with back then. However, more than a dozen years later, and some 50 more people, I believe in that statement more today than ever before. **I've learned that "less is more." And so have our clients. Here's what I mean.**

Corporations and relocation management companies are faced with significant decisions surrounding the uncertainty of our economy. All of this is taking its toll on budgets for relocation programs and service levels are in jeopardy. Yikes! Daily, we witness the challenges our clients face in balancing the performance of their relocation programs with their budgetary constraints. We have seen the spirit and creativity of employees dampened as they struggle to meet the continued demands placed upon them due to staff reductions and the required increase in their individual productivity. More Yikes!

**So, what's a "small" company to do? Stay lean, efficient, fast, profitable and fun! And do what we do best, of course — get the problem solved!** That's where the "less is more" part comes in. As our sales and profits grew, the bureaucracy did not. Today, only one layer of management exists between my coworkers and me. We keep it simple and empower our employees to make decisions on behalf of Cornerstone and our clients. And they do it everyday. For example, last summer, our Client Relations Manager devoted six solid weeks of his time as Overall Destination Project Manager for a client with a group move of 100 employees. Knowing resources and time were limited, and the client's policy supported use of our realtors, we did all the preparation from our end, gratis.

**"We believe that if our service really delivers the value we claim it does, and that value is measurable to our client in real dollars, then we are adding something real in our partnership."**

The nature of partnerships continues to evolve, and we too, continue to expand on our alliances with global service partners. As we prepare for the new clients partnerships we



*Keeping things simple and bringing real value to partnerships — this is how Cornerstone creates satisfied clients.*

# Less is more.

## The agility to react leads to expanded, deeper relationships

By **Janelle Piatkowski**  
 President & CEO, Cornerstone Relocation Group

will create, and the global alliances we are now forming, we will not forget what got us where we are today...our passion for serving our clients. As we continue to let our passion be our guide, we will serve our existing clients better than ever before and bring on new clients with the same enthusiasm.

Our passion is integral to our future. After all, how can you achieve the extraordinary goals you set for yourself and your business if you do not believe anything is possible? I'd much rather manage a group of creative, inspired, talented, passionate people screaming and yelling at each other (sort of!) than trying to find innovative and creative people in a company full of robots. The challenge for us in this environment is maintaining our entrepreneurial spirit and finding others that are equally as passionate. I firmly believe that those who do so successfully will fare best in the highly competitive global arena. ■



*Janelle Piatkowski*  
 President & CEO  
 Cornerstone Relocation Group



## HARLEY-DAVIDSON Hauling an American Legend



Special Thanks to Bud's Harley-Davidson - Evansville, Indiana

When one considers the sheer magnitude of the Harley-Davidson "Open Road Tour," the thought of providing mobility services can be daunting; the extravaganza is akin to a major rock concert and museum exhibit all rolled into one.

Forget, for a moment, the three dozen glistening-new motorcycles. Or the four dozen vintage bikes, some of which are priceless and haven't seen the light of day in nearly 100 years. Forget the tons of display elements that accompany the cargo. But what can't be ignored is the responsibility that goes with the transportation of an

honest-to-goodness American legend.

Atlas STG experts know the responsibility well. They are providing a complement of services for the show that celebrates Harley-Davidson's 100-year history. The tour has been crisscrossing the continent since last July. It is scheduled to culminate August 31, 2003, when hundreds of thousands take part in a birthday bash in Milwaukee, Wisconsin, birthplace of the legendary "hog."

Atlas is part of a comprehensive team of companies that were selected by Harley-Davidson for expertise in specific areas. As the event moves from location to loca-

tion, the installation and dismantling of the hundreds of exhibit elements must flow like clockwork. With acres of museum-quality exhibits, staging for musicians, talent coordination, site inspection, setup, and a lengthy list of peripheral tasks, the ability to work together is essential.

Jim Finch, Corporate Vice President, Atlas agent Ace Worldwide, heads up the Atlas team responsible for the physical transportation of the show's elements — a role that requires ultra-responsiveness to deal with sudden changes in scheduling. At one point, some 85 vehicles

associated with the tour had to rendezvous in transit to perform an extensive redistribution of the exhibition elements — a challenge for even the most seasoned transportation specialists.

So, what else does it take to transport this American legend? "It takes dedicated, climate-controlled

trailers and experienced drivers on call 24 hours a day, 7 days a week," says Ryan McConnell, Manager, Atlas Trade Show and National Account Services. "Then there are 38 specialized electronic trailers and their drivers that carry the various display materials and archives."

Ryan points out that constant contact with the drivers is essential. They not only keep in touch via radio and cell phone, but also are equipped with satellite communication equipment for a constant "open line" to ensure communication is never broken. When all vehicles are considered, the total mileage figures are equivalent to several round trips to the moon.

Being chosen by Harley-Davidson to be part of their team is a great honor. The level of trust is enormous, considering Atlas is responsible for what might be thought of as the company's entire legacy.

"We've set a new gold standard for caution," says Allen Clem, Director of Global Logistics Planning/Engineering at Harley-Davidson. "We are very happy with Atlas. They've done everything we've asked of them. Ryan McConnell and the Atlas team have been excellent to work with. Their positive mindset and can-do attitude exemplify the Harley-Davidson culture."

Several factors influenced Harley-Davidson's selection of Atlas. Atlas is known as one of the fastest-growing specialized transportation providers in the nation, for

**AT ONE POINT, SOME 85 VEHICLES ASSOCIATED WITH THE TOUR HAD TO RENDEZVOUS IN TRANSIT TO PERFORM AN EXTENSIVE REDISTRIBUTION OF THE EXHIBITION ELEMENTS — A CHALLENGE FOR EVEN THE MOST SEASONED TRANSPORTATION SPECIALISTS.**

good reason. Atlas routinely transports museum tours and private tour events, and it has been trusted by some of America's highest-profile companies to transport computer systems, medical equipment and priceless works of art.

And when the weather is

right, you can hear the unmistakable roar of Harley-Davidson motorcycles outside the Atlas World Group headquarters. (Several members of Atlas' management and staff ride Harley-Davidson motorcycles.) Clem said that it impressed Harley-Davidson management that the people who worked on the project could approach it not only as business people, but also as enthusiasts.

Atlas is proud to be part of the Harley-Davidson "Open Road Tour," and especially honored to be trusted with the tour's precious physical elements. But, more than that, Atlas is proud to be carrying another, unseen element — a tradition woven into the dreams of generations. Atlas is transporting the enduring legacy of the men who started it all, a uniquely American vision that continues to inspire the spirits of riders. Atlas has been entrusted with a genuine American legend. ■





## What does the crystal ball say about the trends in international relocation for the next five years?

Atlas International has completed its Mobility Market Forecast for 2003 to 2007 and the Atlas Amplifier is pleased to share excerpts. For a complete copy of the report, contact Marketing Director Pamela Jackson: [pjackson@atlasintl.com](mailto:pjackson@atlasintl.com) / tel 888.669.6031 ext 4181

## Highlights of the Atlas International 2003 - 2007 Mobility Market Forecast

By Pete Helgeson, Vice President and General Manager  
Mike Cobb, Vice President Military Operations  
Pamela Jackson, Marketing Director

**Military** – It is estimated that the DOD requires approximately 175,000 international household goods moves annually, and it spends a total of \$1.2 billion for domestic and international shipments, storage, and claims. Expectations are for this market to remain stable, however, it could be dramatically affected by war or other influences.

**GSA** – According to GSA Kansas City, 1,311 international shipments were run through the Centralized Household Goods Traffic Management Program (CHAMP) in 2001. The GSA expects this number to remain fairly constant over the next few years. Based on these figures, Atlas International holds about 33% of the GSA household goods market; with partner company American Red Ball International it serviced 48% of the total international CHAMP moves in 2001.

**Corporate** – Over the next five to seven years, expect an increase in dual-income households, female expatriates, single expatriates, and single-parent expatriates. (Runzheimer International)

The top expected destinations (in order) are: United Kingdom, United States, Japan, Germany, Canada, Hong Kong, China, France, Singapore and Switzerland. Currently, 65% of relocations are outbound from the U.S., 23% into the U.S., and 12% between countries outside the U.S. (Employee Relocation Council)

The most challenging destinations will continue to be China, India, Japan and Russia. (GMAC Global Relocation Services)

Most international assignments are 13 to 36 months or longer (ERC):

<6 mos	4%	25-36 mos	34%
6-12 mos	12%	36 mos	20%
13-24 mos	30%		

The percentage of expatriates on short-term assignments (three months to one year) is expected to increase over the next several years. As a consequence, there is likely to be an increase in small air freight shipments and fewer large household goods shipments. Nearly 80% of short-term assignees do not bring their families and typically live in company-paid furnished apartments. (Organization Resources Counselors, Chicago)

### Market Size

Although it is difficult to assess the size of the international relocation market, the best estimate is approximately 260,000 relocations a year. Among HR professionals surveyed in June 2002, 50% expect an increase in transfers over the next five years. Among ERC members surveyed, 31% predicted an increase in international transfers of 1% to 10%; 20% predicted an increase of 11% to 25%; and 6% predicted an increase of more than 25%. A conservative estimate of 5% growth over the next five years puts the market size at an estimated 273,000 relocations.

### Corporate Challenges

The greatest challenge facing global companies is localization, reported by an ERC survey of HR delegates at the June 2002 Global Workforce Summit. The related issue of cost containment runs a close second in importance. The top concerns of North American companies in evaluating expatriate programs are cost-effectiveness and overall competitiveness. Although the localization trend may continue as companies question the cost of expatriate assignments, the use of expatriates is not likely to diminish in the near term. (Organization Resources Counselors, New York) ■

“Trust is where it all begins,” says Atlas (Canada) President, Doug Auld. “If people don’t trust you, it just isn’t possible to have a good working relationship. It doesn’t matter if I am talking about our agents, our customers or our employees; it all comes down to our ability to work with each other in an atmosphere of trust.”

### The Agent Relationship

In terms of the van line/agent relationship, I am happy to say that Atlas has a very unique approach to working with our agents. We see it as a partnership where trust is an essential ingredient. I am fairly confident that for the most part, even the most cynical individual in our system doesn’t suspect the van lines’ motives when we initiate programs and policies. A sincere effort is made to consult with our agents to get their ideas and opinions. At all times, they understand that we are working for the greater good of all stakeholders. Atlas is constantly looking for ways to help our agents reduce their operating costs and thus be more profitable. As we create efficiencies, we try to pass some of the savings on to our agents. Many of our agents are beginning to understand that they can offset some of their traditional costs by having the van line handle functions that historically were done in-house, thus taking advantage of the economies of scale. This frees up resources at their end to grow their business. There was a time when this degree of interactivity was unheard of. Trust is what makes this work.

### Reducing Costs for the Customer

The same is true with our customers. We know that many of our larger corporate clients are under pressure to reduce relocation expenses. To help in this regard, we work with them to create solutions that will meet their goals. Over time, more and more corporate customers have come to realize that Atlas Van Lines can be trusted to act in their best interests. Since we function at arms-length from the actual service providers, our clients know that we will provide an objective viewpoint on most issues that may arise. On the purely administrative side of things, programs such as our PGL services reduce the need for our clients’ human resources personnel to

become too involved in the moving process, thereby saving them both time and money. Similarly we have developed customized software applications to meet specific client needs. This effort on our behalf often helps them reduce their own costs. To retain this position of trust and maintain our credibility with our customers, we make certain that our systems and processes are entirely transparent. At all times, we remain totally accountable to our clients. ■



## At least two lanes of trust: CUSTOMERS and AGENTS benefit from believing in our services

By Doug Auld, CMA  
President, Atlas Van Lines (Canada) Ltd.

*Twelve years ago, Atlas (Canada) agents agreed on a Mission Statement. The message is even more relevant today and is closely aligned to Atlas World Group’s new branding initiative.*

Mission Statement

ATLAS VAN LINES (CANADA) IS THE MOST ADVANCED PROVIDER OF WORLD-CLASS MOVING SERVICES.

WE ARE THE QUALITY SERVICE LEADER PROMOTING INTEGRITY, PERSONALIZED SERVICE AND AN ENVIRONMENT OF STAKEHOLDER TRUST. ATLAS DELIVERS EXCEPTIONAL VALUE TO OUR CUSTOMERS AND AN EQUITABLE RETURN ON INVESTMENT TO OUR AGENCY FAMILY.



Doug Auld, CMA  
President  
Atlas Van Lines (Canada) Ltd.



### Mark Spiehler

#### Promoted to Vice President, Customer Service

Mark Spiehler of Atlas has been promoted to the position of Vice President, Customer Service. He will be responsible for overseeing cargo claims processing.

Spiehler joined Atlas in 1982 as



Mark Spiehler

dispatcher for the Special Products Division and was later promoted to Operations Manager. He left Atlas in 1988 to work in the van line

industry in southern California, but returned to Atlas in 1997 as Director of Agency Recruitment. Spiehler brings 21 years experience as a veteran in the relocation transit industry.

A native of Evansville, Indiana, he studied business management at the University of Evansville and University of Southern Indiana.

### Rick Kirby

#### Promoted to Director of Safety

Rick Kirby of Atlas has been promoted to the position of Director of Safety. In his new role, he will be responsible for DOT compliance and driver safety.

Kirby joined Atlas in 1979 as



Rick Kirby

an Inbound Coordinator for the Operations Division for 15 years. He was later promoted to Customer Relations Manager, Claims Department

Manager, and Risk Control Specialist.

A native of Evansville, Indiana, Kirby attended Indiana State University-Evansville. He has participated in activities of the American Moving & Storage Association (AMSA).

### Jan Martin

#### Retires — nearly 25 years with Atlas

After nearly 25 years with Atlas, Jan Martin, Vice President, Claims Administration, has retired.

In 1978, Jan began her career at Atlas working as a Dispatcher in Operations and was later promoted



Jan Martin

to Supervisor of Driver Assignments. In 1982, she was promoted to Manager of Revenue Accounting where she oversaw

several different areas until her promotion to Director of Processing/Distribution I in 1992. Later, Jan earned the position of Assistant Vice President, Claims Administration and then her final title in 1998.

### Greg L. Hoover

#### Promoted to Senior Vice President, Sales Development

Greg Hoover of Atlas has been promoted to the position of Senior Vice President, Sales Development, Relocation Services Group. He is responsible for sales, marketing, corporate communications, public relations, pricing and contracts.

Hoover joined Atlas in 1999 as Vice President, Sales, for the Relocation Services Group. Prior to that, he had twelve years of experience in the

van line industry — most recently as President and COO of A.B.C. Moving & Storage in St. Louis, MO.

A native of Mentone, IN, Hoover attended Huntington College in Huntington, IN, where he earned a bachelor's degree. He has participated in activities of the American Moving & Storage Association (AMSA), Employee Relocation Council (ERC) and the St. Louis Traffic Club.



Greg Hoover

### President's Club

Atlas' top salespeople have been honored in the sixth annual President's Club program. Winners are recognized on a yearly basis and include any salesperson who produces \$1,000,000 or more in linehaul sales. Only Atlas Van Lines, Inc. revenue is included in the program.

#### Sales producers with revenues of...

\$1,000,000 to \$1,999,999 received a 14K gold President's Club lapel pin highlighted with a ruby, a plaque, and a \$200 gift certificate; \$2,000,000 to \$4,999,999 received a 14K gold President's Club lapel pin highlighted with a sapphire, a plaque, and an invitation to the annual sales trip; \$5,000,000 and above received a 14K gold President's Club lapel pin highlighted with a diamond, a plaque, and an invitation to the annual sales trip.

This year's President's Club trip was in Los Cabos, Mexico at the Presidente Inter-Continental All Inclusive Resort. Those who produced 2002 year-end linehaul revenues of \$2,000,000 or more were invited to attend and to bring their spouses or significant others. Attendees enjoyed a shopping trip to Cabo, Mexico with lunch at the infamous Cabo Wabo, as well as a sunset cruise.

### 2002 President's Club Winners

#### Sales \$2,000,000 or more

Agent	Salesperson
1 Imlach Movers, Inc.	Ken Imlach
2 J. W. Cole & Sons, Inc.	James W. Cole, Jr.
3 Alexander's Mobility Services	Don Hill
4 Specialty Moving Systems, Inc.	Dan Eales-Rogers
5 Comtrans Ltd.	Wayne Curtis
6 Ace World-Wide Moving & Storage Co.	Gary Louderback
7 Crofutt & Smith Moving & Storage	Dennis Sorhagen
8 Alexander's Mobility Services	Denise Della-Dora
9 Alexander's Mobility Services	Steve Delane
10 Alexander's Mobility Services	Gail Ann Lynch
11 Imlach Movers, Inc.	Tim White
12 Dedicated Transport Service, Inc.	Steve Youell
13 Nelson Westerberg of New Jersey, Inc.	Julie Cibelli
14 Bean Moving and Storage, Inc.	Jimmy Genienhardt
15 Nelson Westerberg of New Jersey, Inc.	Donna F. Trautz

#### Sales \$1,000,000 to \$1,999,999

16 Lytle's Transfer & Storage, Inc.	Michael J. Boone
17 Atlantic Relocation Systems	Jon Page
18 Alexander's Mobility Services	Dan Rosauer
19 Imlach Movers, Inc.	Gregg Imlach
20 Alexander's Mobility Services	Ross Buckley
21 Nelson Westerberg of Illinois, Inc.	John R. Westerberg
22 Crofutt & Smith Moving & Storage	Bob Wald
23 Collins Brothers Moving Corporation	Gene Devaney
24 Alexander's Mobility Services	John Dulin
25 Ace Relocation Systems, Inc.	Richard Clarke
26 Nelson Westerberg of Texas, Inc.	Bob Akers
27 Walker Transfer, Inc.	Tina D. Rose
28 Nelson Westerberg of Illinois, Inc.	Steve Westerberg
29 Atlantic Relocation Systems	Andy Orlin
30 Nelson Westerberg of Illinois, Inc.	Jeff Lechelt
31 County Vanlines Inc.	Frank Lucchesi
32 Paxton Van Lines, Inc.	Ronald Finelli
33 American Transportation Companies, Inc.	Eric Manfredi
34 Three Way, Inc.	Jim Chretien
35 Philpot Relocation Systems	Bill Huffman
36 Ace World-Wide Moving & Storage Co., Inc.	Jim Finch
37 McCormack-Payton Storage & Moving Company, Inc.	Kurt O. Nelson
38 Action Moving Services, Inc.	Dave Doebler
39 Home Moving & Storage Co., Inc.	Bob Trent
40 Alaska Terminals, Inc.	David M. Zerda
41 Three Way, Inc.	Lisa Michelle Chretien
42 Reads Moving Systems, Inc.	Bob Cox
43 Nelson Westerberg of Illinois, Inc.	Thomas Philbin
44 Merchants Moving & Storage, Inc.	Ronald Grove, Jr.
45 Stonehocker Moving & Storage, Inc.	Robert Feller
46 Ace Relocation Systems, Inc.	Larry Lammers
47 Home Moving & Storage Co., Inc.	David Woodhouse
48 Alexander's Mobility Services	John Colvin
49 Alexander's Mobility Services	Ann Burkart
50 Three Way, Inc.	Jim West
51 A. Walecka & Son, Inc.	Mark Smith
52 Specialty Moving Systems, Inc.	Jack Kendrick
53 Alexander's Mobility Services	Robby Burch
54 Atlantic Relocation Systems	Frank Copeland
55 Action Moving Services, Inc.	Larry Christensen
56 Avatar Moving Systems Inc.	Kathy Bradley
57 Golden Van Lines, Inc.	Mike McCarthy

**RE: Ken and Karen McByrd-Bell  
Atlantic Relocation Systems  
(1148)  
Anaheim, California**

Atlas recently moved us from California to Montana. We had made several long moves before but never experienced the outstanding degree of care and professionalism reflected by our drivers, Ken and Karen McByrd-Bell. They handled everything with such skill and experience, it was admirable.

All of our belongings arrived unbroken and intact. The men they acquired at both ends to help pack, load and unload were very good as well. We have several antiques, fine china, electronic equipment and clocks, all of which arrived in excellent condition.

We can't say enough about Ken and Karen and their expertise; most importantly they are both just super people. Moving this far is an exhausting experience and they were a vital part of making it all possible for us. We are grateful to them and are so glad we chose Atlas.

**With sincere appreciation,  
Mary Frances  
and Joseph G. Mata**

**RE: Dan Ventresca  
Spirit Movers, Inc. (1818)  
Sarasota, Florida**

Spirit Movers recently moved us from Florida to Missouri. From our first contact until the last box was unloaded, we could not have been more pleased with the work of your personnel. They all were knowledgeable, professional and courteous.

We had moved long distance prior to this move and had experienced many problems. We did a lot of research

prior to choosing Atlas and determined you had the best record and would provide us with the best move. This move was so much easier thanks to your staff. Moreover, we thought most highly of our driver, Dan. He could not have been better.

Again, thanks for the wonderful move.

**Sincerely,  
Norm and Marie Cline**

**RE: Jason Evans, Bobby Heflin,  
Jay Dee Hackney and Jill Floyd  
Atlantic Relocation Systems  
(1287)  
Tampa, Florida**

Your company recently moved our personal property from Florida to North Carolina. I am a retired

military officer and accustomed to frequent moves. However, this move was one of the most well organized and

controlled moves we have ever had. We feel the credit goes to Jay Dee Hackney, Jill Floyd, Jason Evans and Bobby Heflin.

We were especially pleased with Jason, the driver, who personally packed each and every item into his trailer. Jason was very careful and watchful in how his assistants packed and prepared large items for shipment.

My wife and I would like to commend Jason and his crew for a job well done. We would be happy to have Jason move us again if there becomes a need.

**Sincerely,  
Donald and Beverly Burnett**

**They handled everything with such skill and experience, it was admirable.**

**...this move was one of the most well organized and controlled moves we have ever had.**

**...we could not have been more pleased with the work of your personnel.**

**He was helpful, courteous, polite and more than willing to go above and beyond to meet the needs of our family.**

**The crew was very personable, making the process less stressful and much more tolerable.**

**RE: Luis Niveló  
Ace World Wide Moving & Storage (1547)  
Huntington Beach, California**

I am writing to express my appreciation for the professional, careful and courteous manner in which my household goods were packed during my recent relocation from California to Utah. My husband and I both accepted job promotions and our employer arranged the move through Atlas.

Many of our goods consisted of delicate Native American Indian arts, including pottery, hand-carved kachina dolls, Navajo weavings, and feathered regalia. Approximately 18,000 pounds of household goods were packed and loaded over three

**Luis insisted on using the utmost care to pack our delicate items.**

days. Luis Niveló was our driver who supervised the men during the packing of our goods. Luis insisted on using the utmost care to pack our delicate items. He and his crew's meticulous manner, attention to detail, and regard of our concerns and needs gave us peace of mind during this stressful period.

We are grateful to know Atlas employs individuals of such high competence and character.

**Sincerely yours,  
Diane M. and Lee L. Freeman**

**RE: Chris Gilbert  
Imlach Movers of Ft. Wayne LLC (1131)  
Ft. Wayne, Indiana**

Let me begin by stating that I have never been compelled before to write a letter to someone's employer regarding the work they performed, but in this case, I felt that it was absolutely necessary.

Chris Gilbert of your staff moved my daughter into her new apartment in Missouri. Every part of this experience, from the first call she received from Mr. Gilbert, to the actual move in process, was simply outstanding. He was helpful, courteous, polite and more than willing to go above and beyond to meet the needs of our family. My daughter is new to Missouri as a job promotion

required her to move. Clearly, she has made a great start in her new city, due in part to the efforts of Chris and his crew. I can assure you that when the time comes, I will be calling to request your company's services. Thanks again for making my daughter's move a smooth and stress-free experience.

**Cordially,  
Thomas S. Stewart**

**RE: James Witas  
Ace Relocation Services, Joint Venture (35)  
Cudahy, Wisconsin**

I would like to express my happiness with the excellent efforts of James Witas and his crew during my family's recent move from Illinois to Maryland. This is the first time I have

used a moving company and I must say that James and his guys are true professionals. Packing and unpacking proceeded quickly

without any damage. The crew was very personable, making the process less stressful and much more tolerable.

I would highly recommend Atlas to anyone making a move. If I utilize a moving company again, I will be sure to use Atlas and request James as a driver. People like James and his crew definitely make your company successful.

**Sincerely,  
Paul W. Buehler**





**RE: John Jensen  
Golden Van Lines, Inc. (991)  
Longmont, Colorado**

Golden Van Lines moved us from Colorado to Georgia. John Jensen was our driver and we wanted you to know what a grand job he did for us. He is an asset to your company and should be recognized as such. We have moved about seven times with professional movers in our married life of 43 years – we can be a very good judge on who you can trust and depend on. We are here to say that John Jensen is a “jewel” for Golden Van Lines.

He was careful with all of our things – we found nothing damaged

**He was careful with all of our things – we found nothing damaged or broken.**

or broken. He did not disappoint us in any way. He did everything he said he would, and we feel he is quite a skilled driver.

When he arrived at our

new location in Georgia, he had quite a challenge since we have a narrow driveway 1/10th of a mile long through lampposts and trees with a curve. He maneuvered that huge van backing it down the narrow drive all the way to the house without hitting a lamppost or driving off the path. A feat we though impossible, but John did it. He is amazing!

John is a wonderful guy and you should be proud to have him as an employee.

Thanks for a great move!

**Sincerely,  
The Duffell's**

**RE: Douglas Hodge  
Walker Transfer, Inc. (2114)  
Kenova, West Virginia**

I just wanted to take this opportunity to thank Walker Transfer for making my move from California to Ohio a very smooth and positive experience.

I had never used a professional moving company before. All the times I had moved to different locations, I had rented a truck and performed the horrendous task myself, with the help of family and friends. I guess I had never trusted anyone else with my personal belongings. Besides, I had heard stories from other describing the nightmares they had experienced. Upon the recommendation of my sister, who had used Walker before, I reluctantly agreed to give your company a try.

Well, just saying thank you doesn't seem to be enough. From the moment of my initial contact with your very hospitable office personnel, to the incredibly responsive follow through of your staff, I have the highest regard for Walker Transfer.

As a result of my relationship with your company, I would highly recommend you to anyone who is interested in entrusting their most beloved belongings to an expert moving company.

Thank you again. You should feel confident that your staff represents your company very well.

**Sincerely yours,  
Linda Crittenden**

**RE: Tom Zabroski  
Crofutt & Smith Moving &  
Storage (646)  
Landing, New Jersey**

I would like to take a moment to let you know about my relocation. The crew, led by Tom Zabroski, showed up on time, did a great job, and acted professionally. This particular crew did an impressive job. I had never been moved before and it was a great experience. I cannot express enough how well my family was taken care of. These people deserve

**I had never been moved before and it was a great experience.**

recognition for a job well done. To them, it was just their job, but to me,

it was uprooting my wife and two small children to a new home.

I want you to know that his particular group did everything my family asked of, more than I could have imagined. Perhaps it is standard practice for them, but to my family, it was very much appreciated.

**Sincerely,  
Joe Kerrigan**



## Who do you trust?

In a world where things change quickly, there has to be someone you can always count on.

For over 50 years, people have counted on Atlas for integrity and quality in providing customer solutions. And the heart of what made us a world leader in our industry now serves as a foundation for a full range of business solutions.

Trust is earned through consistency and values. And values based on integrity, quality and solutions are **the currency of the future.**

integrity | quality | solutions



1-800-847-6683

global relocation • benefits • recruiting • logistics • travel

June

- 7th – 10th** HCEA/Healthcare Convention & Exhibitors' Association – Palm Springs, CA
- 22nd – 25th** Society for Human Resource Management (SHRM)  
Annual Conference & Trade Show – Orlando, FL
- 25th – 26th** ERC Global Workforce Summit, Asia Pacific – Singapore

July

- 1st** Canada Day – Atlas (Canada) Closed
- 4th** Independence Day – Atlas Headquarters and Atlas International Closed
- 21st – 23rd** National Council of Moving Associations Annual Meeting
- 23rd** AWG Board Meeting
- 22nd – 24th** Trade Shows for Trade Shows - Washington, D.C.

August

- 4th** Civic Holiday - Atlas (Canada) Closed

[www.atlasworldgroup.com](http://www.atlasworldgroup.com)

*This outdoor advertisement  
was placed near the Atlas  
headquarters (shown in  
background) in early March.*



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

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