Strategic Initiatives

Pursuing the Vision with Atlas Logistics

Amplifier Online

Spanish Website

Avail: Gaining Momentum

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The Magazine of Atlas World Group

amplifier

Vision 2018

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Letter from Jack & Glen

This issue of your Atlas Amplifier is historic for a couple of reasons.

First, the feature story tells how Atlas is embarking on a landmark effort across our entire enterprise. Over the previous 12 months, our board, executives, and senior managers collaborated on a comprehensive strategic plan, Vision 2018. It was the company’s first time to engage a consultant in the planning process. It produced a roadmap for the company to Go New Places. It puts a priority on eight initiatives, and technology is central to each.

As we bring new tools forward, making best use of them is crucial. Our future depends on leveraging our technology in every business unit and agency. Which leads to the second reason this issue of the Amplifier is notable. The new, streamlined format complements more content you’ll find online, delivered with dynamic functions such as videos and options for sharing on your social networks. You can read more about this change on page 9.

Making communication fit people more comfortably is just one example of how technology makes life better. Over the coming months, we’ll see more examples, both within Atlas and in the world outside. Let’s be ready to embrace the promises of the digital age—especially in our businesses—and reach the new places we envision.

In this issue of the Amplifier we introduced Vision 2018, a strategic planning effort Atlas began in the fourth quarter last year. See our exciting progress throughout this Amp and online.

Atlas en Español: Atlas World Group

Gaining Momentum: Avail Move Management

A Connection to Helping Families: Atlas Canada

On the Cover: Vision 2018

Shortening the Supply Chain: Atlas International

Going Global: Cornerstone Relocation Group

Pursuing the Vision: Atlas Logistics

Atlas World Group

The Club Checks in at Cabo: President’s Club 2014

Challenge Accepted: Move For Hunger

Asia World: News & Information

Forum 2015: Forum set for San Diego

Awards: 2014 Quality Award Winners
Vision 2018
Atlas teams develop a platform to Go New Places.

In the previous issue of the Amplifier, we introduced Vision 2018, a strategic effort Atlas began in the fourth quarter last year to ensure healthy growth for a time when the company and the industry face increasing challenges to capacity, compliance, and profitability.

Vision 2018 is a milestone in the history of Atlas; the first time it went outside the boardroom for help in developing a business strategy.

This summer, months of preparation culminated in a formal document. It spells out strategic directives, project priorities, measurable goals, and a system for accountability. It also updates the company’s mission and brand statements. As Atlas executives shared their thoughts about Vision 2018 for this article, a crew was at work in the lobby below, installing displays of the new mission and brand statements.

“Vision 2018 is the road map that will allow the company to align the owner-members and reach its first fruit. In July, the Atlas board ratified Vision 2018, a document that specifies how the company will grow its productivity and profitability over the next five years. Essentially, it is the road map that will allow Atlas as a company to ‘Go New Places.’”

“Our industry has been doing things the same way for so long to make a big change is very difficult,” says Don. “But our board and management are aligned on what areas we need to attack first. I think our alignment will allow us to be more successful with our plan.”

“The board got behind this initiative at the beginning, and they were unanimous in their approval of the plan document,” says Glen Dunkerson, Atlas Chairman and CEO. “That’s significant, considering the diversity of views they hold. I think it speaks highly of our agents, our process, and of the people who led us through it.”

“We first interviewed five different groups, all respected names in strategic consulting,” says Jack Griffin, Atlas President and COO. “Collaborative Strategies Inc. stood out. They had done their homework, and we sensed they were a good fit for Atlas. Our instincts were correct—they had the skills and temperament to push us in the right direction and bring out our best thinking.”

Consensus building played an important part in the process. A hundred Atlas agent bookers and haulers expressed their views early in the process. This provided a solid understanding of the attitudes among those whose futures are invested in the Atlas brand.

“In the strategy team grasped its role and the dedication it brought to work.”

Jim Lang, Partner, Collaborative Strategies Inc. "With the help of the folks at Atlas, we started with very thorough baseline data that really set the stage for understanding the current situation, both internally and in the market. Jim says he was impressed by how well the strategy team grasped its role and the dedication it brought to work. "There were several, day-long working sessions, and invariably the strategy team was able to surface the issues, reach an agreement, and then communicate with the board to get buy-in. In a member-driven organization like Atlas, it is imperative that the owner members have input and buy-in to the plan. When that occurs, as it did in this process, success is much more likely."

The Bottom Line: Quality Growth

“If all we wanted to do was grow, Atlas could grow quickly,” says Glen. “But growth alone can’t be a driver for the kind of future we want. We’re focused on quality growth…”

It’s too early to say what the plan will ultimately produce,” says Don. “But I’m optimistic by the entire engagement.”

“I believe that Atlas has a solid plan for what needs to be done,” says Jim. “And I have every reason to expect Atlas will succeed in achieving its strategic vision.”

Vision 2018 Executive Team (from left to right) Donald Breiweg Jr., Senior Vice President & CFO, Glen Dunkerson, Atlas President and CEO, Jack Griffin, President & CEO, Marian Walters-Shea, General Counsel, Senior Vice President & Secretary, Donald Hill, President, Alexander’s Mobility Services, Gary Wolekski, President, Wolekski Transfer Inc., Larry Lammers, CEO, Ace Relocation Systems, Inc., Chris Niesner, President, Specialty Moving, Inc.

“Go New Places.”

“Atlas was up to the task, and they came prepared,” says Jim. Lang, Partner, Collaborative Strategies Inc. “With that help of the folks at Atlas, we started with very thorough baseline data that really set the stage for understanding the current situation, both internally and in the market.”

“We have a network of industries that come to Atlas to move their customers, Our clients come to us for moving services that meet their needs in a way that makes sense to their business. We aim to be the highest-quality, customer service-focused provider in the industry.”

Glen Dunkerson, Atlas Chairman and CEO, states the Atlas brand’s mission to the company’s employees and agents.

“Vision 2018 culminated in a formal document. It spells out strategic directives, project priorities, measurable goals, and a system for accountability. It also updates the company’s mission and brand statements.”

**Vision 2018 Strategic Initiatives**

**Atlas Van Lines**  
**Strategic Priority:** Reinvent the mover value proposition and develop alternative hauling models for large, medium, and small shipments.  
**Team Leader:** Jeff Schimmel  
**Vice President, Transportation Services**  
**Leader Insight:** “We’re building up programs to bring new van operators to Atlas and save ‘looking’ at alternate hauling methods like spot trailers, rail, and new options for smaller shipments. Whatever we do needs to be practical and sustainable for our agency family.”

**AVAIL MOVE MANAGEMENT**  
**Strategic Priority:** Become the recognized provider of move management services for the moving and storage industry, known for unsurpassed information systems.  
**Team Leader:** Mary Beth Johnson  
**Assistant Vice President**  
**Leader Insight:** “We’re building on a trusted reputation for move management as we work to strengthen the AVAIL brand and refine its value proposition.”

**Atlas Logistics**  
**Strategic Priority:** Grow share of the expanding logistics industry with a single Atlas brand operating on a common platform.  
**Team Leader:** Phil Wahl  
**Vice President & General Manager**  
**Leader Insight:** “Our strategy is to develop a common platform of technology that all Atlas companies in partnership with STG and Titan will embrace. We want customers to see this as an expansion of the global footprint.”

**CORNERSTONE RELOCATION GROUP**  
**Strategic Priority:** Achieve prominence as a worldwide relocation provider with global operations, on the short list of favored suppliers.  
**Team Leader:** Jim Gaw  
**President & COO**  
**Leader Insight:** “We’re focused on growing top line revenue and cutting expenses to improve our margins. Success will involve not just our Atlas team, but partners throughout our entire supply chain.”

**INFORMATION TECHNOLOGY**  
**Strategic Priority:** Develop needed systems to support the strategic priorities of the Atlas companies in partnership with making Atlas technology a competitive advantage.  
**Team Leader:** J. J. Thie  
**Director of Strategic Planning**  
**Leader Insight:** “We’re moving Atlas onto a common platform with tools to enhance our efficiency and profitability across the enterprise. We’ll continue to wow clients and customers with innovative, high-quality technical solutions.”

**ATLAS VAN LINES**  
**Strategic Priority:** Grow all market segments with new methods for pricing and distribution.  
**Team Leader:** Ryan McConnell  
**Vice President, Corporate Marketing**  
**Leader Insight:** “We’re young and becoming more efficient and finding new opportunities to go to market. We intend to give all partners a solution that does what they need.”

**ATLAS CANADA**  
**Strategic Priority:** Increase market shares for domestic, cross-border, and logistics business with a strategy for North America, EMEA, and APAC. Clear, swift, consistent communication with our partners will be crucial to our success.”  
**Team Leader:** Fred Haladay  
**Senior Vice President & CFO**  
**Leader Insight:** “Our primary focus as we begin to work this plan is to develop a common platform of technology with Atlas. Training will be essential for us to succeed and to help our agents, PVOs, and sales people embrace the new technology.”

**ATLAS INTERNATIONAL**  
**Strategic Priority:** Achieve prominence as a worldwide relocation provider, with global operations, on the short list of favored suppliers.  
**Team Leader:** Shirley Sands  
**Senior Vice President & CFO**  
**Leader Insight:** “We’re focused on growing top line revenue and cutting expenses to improve our margins. Success will involve not just our Atlas team, but partners throughout our entire supply chain.”

**ATLAS LOGISTICS**  
**Strategic Priority:** Grow share of the expanding logistics industry with a single Atlas brand operating on a common platform.  
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**Leader Insight:** “Our strategy is to develop a common platform of technology that all Atlas companies in partnership with STG and Titan will embrace. We want customers to see this as an expansion of the global footprint.”

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Can your agency help Spanish-speaking customers? Let us know and we’ll add you to our network of bilingual agents.

Email laufall@atlasworldgroup.com

Spanish-Language Site Serves Growing U.S. Hispanic Population

Atlas Van Lines continues to go global with the introduction of a Spanish version of their website. Atlas en Español is a site designed to reach a growing Hispanic population in the United States. It provides a platform for conducting business and connects users to bilingual Atlas agents who can help them.

“The Hispanic community is the fastest growing demographic segment in this country, with the number of Spanish speakers up 233 percent since 1980,” says Jack Griffl, President & CEO of Atlas Van Lines. “If we are to position Atlas as a supplier to the Hispanic community, our online tools must be available in Spanish.”

Atlas en Español features fully translated web pages that explain Atlas service areas, including corporate relocation, international moving, government and military moves, and storage. Upon landing at the site, visitors are prompted to get a free quote and receive a list of bilingual agents in their area.

As a subdirectory of the Atlas Van Lines site (www.atlasvanlines.com/espanol), Atlas en Español gains visibility among search engines due to keywords appearing on both English and Spanish pages of the website. By the end of 2005, Hispanics will have purchasing power of 51.5 trillion annually. By 2020, an estimated 63 million people in the U.S. will speak Spanish.

“The mosaic of this country is changing,” says Jack. “This is a surprising, evolving marketplace and Atlas is ready to help everyone go new places.”

Hot off the press in 1954, the magazine of Atlas World Group was composed of 12 pages of white paper, block typewriter font, and bits of handwritten text filled in here and there. As you fold volume 65 in your hands, it’s easy to see how the Amplifier has come. It has evolved into a professionally designed piece of Atlas artwork that tells the story of our family in vivid color.

Now in its 60th year as our corporate magazine, the Amplifier is evolving a little further. In this winter edition, the Amplifier makes its debut as an online publication. Built as a microsite of the Atlas Van Lines website, the Amplifier has fully embraced its new role online. It resembles some of the most popular news outlets on the web. It allows Atlas to quickly and efficiently share stories about household moving, corporate relocation, logistics, and happenings in the Atlas community.

“Putting the Amplifier online is a content-driven marketing approach to improve our SEO,” says Ryan McConnell, Vice President of Corporate Marketing. “We want to get as much traffic as possible to our van line website to grow the SEO value of that environment.”

“We’re following best in class standards for journalism. For example, if you read USA Today today, they have as much foothold in the internet environment as they do in the print environment. We’re doing the right thing,” Ryan says.

The most exciting thing about the online Amplifier is the dynamic functions that don’t exist in a printed magazine. Visitors can watch videos, use the search bar to find articles, sort articles by agent or brand name, and easily find articles on related topics. If a reader finds a story particularly interesting, with just a few clicks it can be shared across their social networks.

According to Ryan, “It is very Atlas-centric; it allows us to spotlight agents’ stories in a dynamic, real-time manner. I love getting a good story whether it’s a philanthropic effort, a great moving experience, or recognition of an employee, PVG or crew member. It’s stories about today, not six months ago.”

For now, the Amplifier will continue to be printed every year and will feature new stories not previously seen online. This print edition specifically, a bit wider and a little lighter, earmarks the new age.

“This gives us the opportunity to bring corporate-level information into a real-time environment, which will benefit all segments of our business. It makes us more contemporary. You don’t have to wait for a printed piece; it’s already accessible to you, to your customers and to your employees.”

– Katie O’Nilsson, Editor, Marketing Specialist

To read stories, watch videos and more, check out the online magazine of Atlas World Group at: atlasvanlines.com/amplifier


Above, right: The latest version of the Amplifier (Online) as first published in the Fall of 2014.
Gaining Momentum

With strategic direction flowing from Vision 2018, Avail Move Management prepares for a bigger and more dynamic role in the moving industry.

"We are in an exciting place right now," says Sarah Whitaker, Senior Vice President and CDO. "Whether we're verifying the backyards of employees we send into a customer's home, or supporting charities that help people through difficult times, we put families first."

For each of the last five years, Atlas Canada has supported Avail Company's annual golf tournament. "It's an honor to sponsor this tournament, and to lend our assistance to other events for Canada Company throughout the year," says Shirley. "It's a way for us to give back to our military families."

“...that best describes it may simply be “Wow.”" - Military Lifting Scores

A Connection to Helping Families

Avail offers relocation professionals a third-party, unbiased provider of move management services with advanced information and reporting systems to create and sustain efficiencies. To know more, visit availonline.com.

Avail + move management.

Avail + SEE MORE ONLINE

Avail Move Management.

Avail + move management.

Avail + move management.
Global Network of Licensed Agents
Shortening the Supply Chain to Manage International Details

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

International moves entail a lot—country-specific customs, different languages, time zone changes and more—all of which Atlas International and its global network handle seamlessly for customers. Atlas International continues on its path of a strategic vision to localize its moving services through a global network of licensed agents. Having a trusted network of Atlas agents and licensees, it assists in shortening the supply chain and enhancing its customers’ experience by providing local contacts in real time. To date, Atlas International’s agency network includes locations throughout Belgium, Canada, China, Denmark, Finland, France, Germany, India, Italy, Luxembourg (Mexico, Netherlands, Russia, South Africa, Spain, Switzerland, the United States, and the United Kingdom).

Global Consistency: High Satisfaction
Each specific license location includes brick and mortar moving facilities with international service centers, high local brand recognition, and service standards. This helps to build on Atlas International’s core competency of servicing large, multi-national corporations with superior moving services both locally and globally. In building a global network to represent Atlas International, the company carefully selects and licenses agents that have extensive experience. This adds global consistency to its service structure and places the highest importance on the customer experience. As a result of its continued growth and strategic processes, Atlas International customers have given a satisfaction score of 93.5 percent in the last 12 months. Currently, the Atlas flag flies in 18 different countries. Muuttopalvelu Grundell Oy in Finland is the most recent addition to the international agency network. Anni Klami, Service Manager of International Moves at Grundell says, “In addition to moving to and from Finland, Muuttopalvelu Grundell Oy can help with moves in Baltic countries, and with a good Scandinavian network, Grundell can help with moves to and from the Scandinavian countries.”

Muuttopalvelu Grundell Oy in Finland is growing its fleet with Atlas-branded trucks and trailers.

Expanding the Footprint to the Large Global Mobility Market

For almost 15 years, Cornerstone has established itself as a premier provider of domestic relocation services in the United States and Canada. Facing competition by larger companies, Cornerstone has found success with white glove service, customized programs, and a highly experienced staff. Over the last five years, Cornerstone has achieved a phenomenal 99 percent score in client retention. Now, the company is building on this success to cast a bigger shadow across the global relocation arena.

The majority of clients today are looking for a single solution for both domestic and international relocation and assignment services,” says Chris Furlotte, Vice President of Global Sales. “We’re answering with expanded capabilities here and abroad.”

Chris points out, the global mobility market ($300 billion) dwarfs the U.S. market ($10 billion). Its size presents a significant opportunity for companies with a full suite of global services. Cornerstone is acting on the opportunity.

As well as locations in North America (Chicago, Illinois; Dallas/ Addison, Texas; Boulder Ridge, New Jersey), the company has opened service centers in BTBRA (Köln, and Frankfurt, Germany) and ATBC (Singapore). At the same time, Cornerstone has invested in people who bring expertise in global consulting, compensation, and assignment management. I’m reminded of a famous song from the sixties. The times are indeed changing, and providers of relocation services must sink or swim. Personally, I find it exciting to be opening service locations at home and abroad. The expansion puts us in a better position to deliver the high level of care our clients expect, with people who know firsthand the unique requirements in each region.

International Assignments Are Accelerating
I think Cornerstone Founder and CEO Janalla Piatkowski says it best. “The needs of our clients to initiate international assignments are accelerating, creating a clarion call for us to provide additional global services. This expansion dovetails perfectly with our strategic plan. Both in vision and practice, Cornerstone is in a global growth mode.”

Latin America: Open for Business
Latin America is rapidly gaining attention for sustained economic growth, a burgeoning middle class, and considerable natural resources. It’s said that “all roads lead to Rome.” But when finding housing for assignees in Europe, the roads go in many different directions. And they can be confusing.

Assignee Housing in Europe: Who Does What?
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Pursuing the Vision
Atlas Logistics Brand and Website a “Go.”

In the U.S. alone, the third-party logistics industry (3PL) generates annual revenues exceeding $170 billion. And it is growing at about five percent a year. (Statista.com)

Atlas Logistics is beginning a new strategic direction with a major step to grow its share of the global logistics market. Following last year’s reorganization under a single brand, the company is taking its message to the market with an expanded web presence at AtlasLogistics.com.

“We see an opportunity to grow in the logistics market without having to invest in additional equipment,” says Phil Wahl, Vice President and General Manager. “We’re providing a service, and we’re investing in people and systems.”

New Website
AtlasLogistics.com launched in October with a unique value proposition. It is a full-service logistics company that provides both fleet and third-party services with a high degree of experience and personal service. It’s all backed by the strength of Atlas World Group.

“Having both a fleet and a growing 3PL network puts us in a unique position to market ourselves,” says Phil. “While finding our assets often get us in the door, When needed, we can supplement our capabilities with other providers. This flexibility and personal service gives us a competitive advantage in the market place.”

Keeping it Simple
While Atlas promises to help people “Go New Places,” Atlas Logistics streamlines the idea with “Go.”

“Go conveys an immediacy of action, our readiness to answer a customer right now,” says Phil Wahl. “Responsiveness is an important characteristic of our brand. We also want customers to understand we can get them a solid plan of action quickly.”

Atlas Logistics managers bring complementary teams to provide a single brand that offers a complete range of logistics services. From left: Robert Hannegan, Vice President & General Manager (Titan); Phil Wahl, Vice President & General Manager; Atlas Logistics; David Coulter, Vice President (GTS Sales); and Debbie Wilkerson, Senior Project Specialist.

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The Club Checks in at Cabo

The President’s Club will enjoy the sweeping mountainside and oceanfront views of Cabo San Lucas during their annual meeting with Atlas President & CEO, Jack Griffin. The top Atlas sales producers and their guests will convene at the Capella Pedregal resort in March 2015 for a tropical retreat to celebrate their sales efforts. Congratulations to all President’s Club members for their hard work and their rank among the Atlas elite.

The new Atlas Logistics website (AtlasLogistics.com) provides a simple point of contact for commercial logistics services. The site launched in October.

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Challenge Accepted

In the heart of their busiest season, Atlas agents raised $10,650 benefitting Move For Hunger, a non-profit organization that teams up with relocation companies across the country to pick up unwanted, non-perishable food items from those who are moving and deliver it to local food banks.

Through June and July, Move For Hunger hosted the “Move For Hunger Challenge,” an online fundraiser where Atlas agents went head to head to fight hunger. Each participating agent office was given an online fundraising profile where co-workers, friends and family could make donations. As an extra incentive, prizes were promised to the top fundraisers.

Always Time to Help
Move For Hunger Development Director Kristy Redford was apprehensive about the timing of the fundraiser, but Atlas agents demonstrated that there is always time to help these in need. “We were humbled that so many of our supporters took the time out of their busy season to share our mission with their networks. It really represents what Move For Hunger is all about—many hands working together to fight hunger in our communities,” said Kristy.

The Winners
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The Winners
It was a competitive race from the start, but A-1 Moving & Storage of Jupiter, FL (0087) raised the most funds, pulled into the winner’s circle. Second Place: Systems of Phoenix (1038) and Atlantic Relocation Moving & Storage of Jupiter, FL (0087) raising over $2,000 respectively. Because of their efforts, these agencies were entered into a drawing promised to the top fundraisers.

“Agents were spreading the mission to family members, friends, their business contacts, and many more within their network. Donations came in from all around the country,” Kristy exclaimed. “It was thrilling to watch the Move For Hunger message and mission spread across the United States. At the heart of this challenge, our goal went beyond raising dollars. Awareness of the crisis of hunger in our country and activating everyone’s network to respond is the best outcome of any challenge.”

As the premier van line sponsor of Move For Hunger, Atlas has over one hundred agents enrolled in the fight against hunger. Year-to-date, agents have donated 119,000 pounds of non-perishable items to food banks across the United States.

REFERRAL REFRESH
Every good idea deserves an occasional refresher. In July, AAA announced a new identity along with an upgrade for its member benefits program. Discounts and Rewards (formerly Show Your Card and Save) offers more ways to save money with online reward points good for cash. Learn more: atlasvanlines.com/RefRefresh14

BRAVO
Food, gifts, games and more. Over 1,300 events took place at Atlas agencies across the U.S. and Canada during the week of BRAVO. BRAVO is Atlas’ declaration of appreciation to PVOS for their hard work and dedication. Learn more: atlasvanlines.com/BRAVO14

ESGR
Atlas Van Lines has been named a recipient of the Honored Employer Award by the Indiana Military Support Corporation and the Indiana Employer Support of the Guard and Reserve (ESGR). The award recognizes employers who support the Guard and Reserve. Atlas was the first Indiana company to sign a national Statement of Support with the ESGR. Learn more: atlasvanlines.com/ESGR14

VETERAN’S VAN
Atlas Van Lines recently donated its services to refurbish a van for the Retired Veterans Memorial Club. The club uses the van to travel to funeral services for retired Veterans, where they conduct rites at the ceremony. In return, the Retired Veterans Memorial Club presented Atlas with a plaque to show their appreciation. Read more: atlasvanlines.com/Veteran14

PROMOTIONS
We’re proud to introduce Mary Beth Johnson as the new Assistant Vice President of Avail and Mark Rabe as the new Vice President of Global Operations at Cornerstone Relocation Group. Read more about these individuals and their experience in the moving industry online at: atlasvanlines.com/Promotions14

REMEMBRANCES
Atlas remembers those individuals who are no longer with us, but were once dedicated members of the Atlas family. Visit: atlasvanlines.com/Remember14 to learn about the lives of those we have lost.
DMS AND ALEXANDER’S WIN BROOKFIELD AWARDS FOR HHG SERVICE
Atlas won big at this year’s 2014 Brookfield Forum. DMS Moving Systems won the Platinum award for outstanding performance in the North American Domestic HHG category and Alexander’s Mobility won the Gold award in the same category.
Learn more: atlasvanlines.com/Brookfield14

WALKER TRANSFER GARDEN
Every year Walker Transfer helps cultivate a garden at a local church in West Virginia. The garden is used as an educational experience for children to learn about where food comes from.
Learn more: atlasvanlines.com/WalkerGarden

ACE 5K RUN FOR LUNGS
Ace Moving & Storage in Oklahoma City raised funds and participated in a 5K for the American Lung Association’s Run for Lungs as part of an initiative to encourage healthier and more active lifestyles.
Learn more: atlasvanlines.com/Ace5K

PAXTON MILITARY CARE
Paxon Van Lines transported 10,000 care kits for overseas troops to Operation Gratitude in California. The kits were packed by the Charlotte Bobcats, Wells Fargo, and Family Dollar on March 25. Paxon is the official moving partner of the Bobcats.
Learn more: atlasvanlines.com/PaxCare

THREE AGENTS JOIN ATLAS
As our company continues to grow, Atlas is proud to welcome three new agency locations on board.
- Bay Shore Moving & Storage in Hauppauge, NY
- Emsco Van & Storage in Roslyn, CA
- Johnson & Daily Moving & Storage in San Rafael, CA.
Learn more: atlasvanlines.com/AtlasAgencies14

DMS CARTUS MASTERS CUP
DMS Moving Systems was honored for its outstanding performance at Cartus Corporation’s 2014 Global Network Conference held October 6-8 in Chicago, IL. Cartus Global Network’s highest honor recognizes outstanding service and performance provided to its customers and clients worldwide.
Read more: atlasvanlines.com/DMSCartus14

PAXTON MILITARY CARE
Re: Bill Brown
Evergreen Moving Systems, Inc. (865) 677-1300
Richard Carrell
Anderson Moving and Storage, Inc. (256) 383-4455
I recently moved from an Atlanta, GA to Hattiesburg, MS with Evergreen Moving Systems, Inc., your agent in Everett, WA. Thanks to Bill Brown and his staff, the move was very well organized and all scheduled tasks were accomplished satisfactorily.
I especially want to commend Richard Carrell, the long haul driver, from Anderson Moving & Storage, Inc. in Hattiesburg, MS. Richard was very prompt in arriving to load my belongings on April 22nd. He was very pleasant to work with and professional in his handling of the move. He advised me that my home in Hattiesburg would be his first unloading stop. They would arrive on April 26th and he would contact me on April 25th with the approximate time. Again, he was very prompt, polite and professional in the unloading and placement of my belongings. He wished well with his two helpers from Great Falls, MT and they had everything unloaded in record time, even in the rain. Richard explained the inventory process and was able to answer any questions I had. Richard is a great asset to Anderson Moving & Storage, Inc.
Sincerely, Charlotte

RE: John Kidd, Carmen Kiel
DMS Moving Systems of Alabama, Inc. (334) 259-7955
I have not met but I want to take a minute and draw your attention to one of your drivers/ movers, John.
We just completed our move from Woodstock, IL to Draper, UT on Saturday, the 7th of June. This has been our 11th move in my career. We have used your company for a 2nd time this move and could not be more pleased. John was very professional, very organized, on time, gave great advice and took care of us, our kids and our homes. He is a great asset to your organization and I wanted to make sure you heard from a very satisfied customer about what a great job John has done.
I have managed large organizations globally (over 700 people) for years and I feel that John and his crew are a great example of what hard work, honesty, and customer satisfaction are all about.
Please let me know if there is anyone else I can email you to let them know what a great asset John is to your organization.
Best Regards, Julian

RE: Mike Turner, Lance Sabia, Jeff DeSimone
V. Santini, Inc. (717) 792-9500
Just a quick note to tell you how very happy I was with yesterday’s delivery and my V. Santini move as a whole. Mike, the driver, and his helper Terry were polite, very organized and planned the sequence of items to be carried into the house in a very logical, well thought out manner. He also saved the day by finding a good spot for a dresser that turned out to be too big for the original spot I had imagined.
Both he and Terry were polite, very hardworking and careful with my items. They were also willing to accommodate my requests and fun to be around. I was delighted to find all my items in excellent shape. Lance Sabia stayed in constant touch prior to the move to give me updates and earlier, Cyndi Degrazio was a great source of information and organization. You have a great company, and I am sure you know what a good move is, as well as what a bad move is, and I had an excellent one. You have a great company, and I am sure you are very proud of its excellent reputation and all your employees. Thank you so much for keeping up your high standards and for the reassurance I have always felt when reaching out to you and your people.
With much gratitude and good wishes for your continued success.
Sincerely, Barbara

Atlas Service is Appreciated
To read all of the great things customers are saying about Atlas service visit: atlasvanlines.com/Tracks14

Agents in the Community +
SEE MORE ONLINE
ATLASVANLINES.COM/AMP/AGENTS

atlasvanlines.com/Tracks14
atlasvanlines.com/amp/agent/agent
### Keep our service men and women in your heart.

The entire Atlas family truly wishes to express gratitude and appreciation to the courageous men and women who serve our country in the armed forces. To honor them and acknowledge the following employees and members of our client families on your thoughts and prayers.

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Atlas Associate</th>
<th>Service Member</th>
<th>Service Member Relationship</th>
<th>Atlas Associate Position</th>
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</thead>
<tbody>
<tr>
<td>Son</td>
<td>David Ledford</td>
<td>Teresa Kintop</td>
<td>Daughter</td>
<td>Safety Manager, Ace Moving &amp; Storage, LLC (1406)</td>
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<td>Audrey Kingsland</td>
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These names are the individuals who have been brought to our attention. Please email any additions to info@milheart.org at any time. We thank you for your generosity in this cause. The MilHeart program publishes this list of appreciation in every issue.
Atlas Milton M. Hill Quality Award

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

Atlas World-Class Commitment Award

agents demonstrate professional dedication on par with Milton Hill Quality Award earners, but over a smaller volume of shipments. The 12 criteria for this award include customer satisfaction, estimating accuracy and claims experience.

Atlas STG Quality Award

agents bring the highest standards of Atlas service every day to the logistics arena. Modeled after the Milton Hill Award, this recognizes full-service agents with combined booker and hauler revenue of at least one million dollars. They must meet the eight criteria of World-Class Commitment for STG over the course of a complete Atlas Convention year.
### 2015 Calendar

#### January 2015
- **1**: New Year's Day – U.S. & Canada offices closed

#### February 2015
- **8-11**: ATISRA 2015 Annual Education Conference & Expo, Rosen Centre, Orlando, FL
- **25**: AWG Board of Directors Long Range Planning Meeting, Dallas/Fort Worth Airport Marriott North

#### March 2015
- **1-5**: Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV
- **6-8**: Families in Global Transition Conference (FIGT), Tysons Corner Marriott, VA
- **24-26**: GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV
- **26-28**: Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

#### April 2015
- **3**: Good Friday – Canada offices closed
- **26-29**: American Alliance of Museums (AAM) Annual Meeting & MuseumExpo, Georgia World Congress Center, Atlanta, GA

#### May 2015
- **3-6**: International Supply Management Conference, Sheraton Phoenix Downtown Hotel, Phoenix, AZ
- **6-8**: Worldwide ERC National Relocation Conference, Las Vegas, NV
- **18**: Victoria Day – Canada offices closed
- **25**: Memorial Day – U.S. offices closed

#### June 2015
- **28-July 1**: 2015 SHRM Annual Conference & Expo, Las Vegas Convention Center, Las Vegas, NV