

amplifier



WHICHEVER GAME OF STRATEGY YOU'RE IN,
you win by thinking
3 to 4 moves ahead.

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Letter from the Chairman

This year marks the 50th Forum and Survey—a magnificent milestone for Atlas®. What started as an experiment is now a staple of thought leadership in the relocation industry.

As we look back, we also stand at the threshold of tomorrow. What we see foreshadows a fundamentally altered world. Advances in technology are ushering in driverless transit. Like a scene from the futuristic movie *Total Recall*, one day soon we will cross town in automated taxicabs. Goods will course the highways in unmanned semis.

Despite such radical change, the essence of our value proposition will remain unchanged. We are, first of all, an organization of “people people.” We love what we do, providing personalized problem-solving. I know, from

industry gatherings and networks, our agents and van operators are regarded as the best in the business. Our corporate managers and associates, too, own a reputation for professionalism that is unexcelled.

Over the last dozen years, our industry seemed to lose its way in how it valued services. Now, a new wave of logistics companies, brokers, and resellers are flying the low-cost flag. Atlas has an important advantage with considerable assets under our control. As you’ll read in the pages ahead, we are thinking strategically on how to best use our resources. We are revisiting our business model in pursuit of bold strategies. We are relentless in our dedication to the Atlas brand and to providing customers the value they expect.

We can feel good about how far we’ve come. We are at the top of our game. But the game is changing. We must think differently than we have in the past. I have every confidence we will take the right path. Atlas will not only stay in the game, but continue to be a major player in shaping the relocation industry over the next 50 years.



Glen Dunkerson
Chairman



go new places.®





On the Cover:

Strategy flexes to answer customers. But, strategy also thinks 3 to 4 moves ahead to predict where the customer - and the industry - is going next. While celebrating 50 years of corporate relocation thought leadership, Atlas® leaders are already planning for the next 50, starting with strategic plan Vision 2020, the perfect pathway to stay ahead of the game. See how our household goods, logistics, move and relocation management teams are focused on the future.



Go Beyond The Page

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



16 Agents In The **COMMUNITY+**



18 *Go Beyond The Page*



13 Where is North America moving?



20 Military **APPRECIATION**

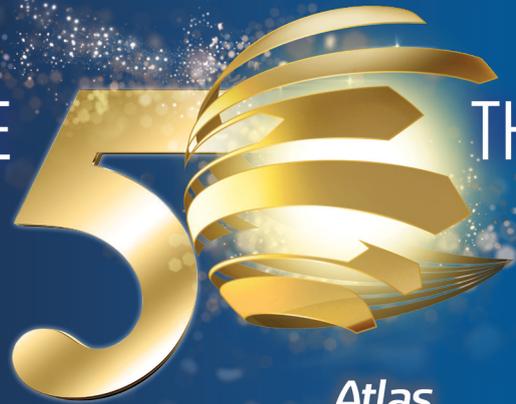


14 Corporate Relocation Survey Results



22 **Tracks**
Atlas Service is Appreciated

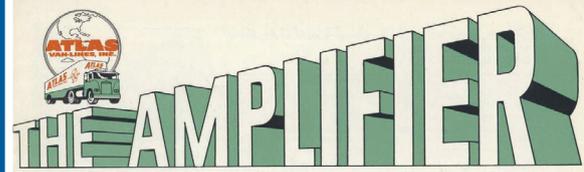
THE 50TH



OUR MAGNIFICENT MILESTONE

THIS APRIL, AT THE MARRIOTT ON CHICAGO'S MAGNIFICENT MILE, ATLAS® LEADERS AND COLLEAGUES CELEBRATE THE FORUM'S 50 YEARS.

Instituted for candid discussion between movers and their corporate customers, the Forum soon grew into the signature event of Atlas World Group — and a mainstay for thought leadership in the relocation industry.





“Once a guest goes to the Forum, they don’t want to miss the next one. They say, ‘I hope you keep me on your guest list for next year.’ All of my guests have become good clients . . . and very good friends.”

Bob Shetler
Shetler Moving & Storage (1830)





YEARS OF FORUM MEMORIES

Atlas® Agent **Bob Shetler**, Chairman and CEO of Shetler Moving & Storage (1830), holds an impressive distinction. He is the only person in the world who has attended every Atlas Forum®—all 50 of them. The Amplifier® caught up with Bob by phone a few weeks before the Forum, and he shared his memories—some a little fuzzy, but most as clear as crystal.

“The very first Forum on Moving took place in Evansville, Indiana at Shanklin Theater on the campus of the University of Evansville,” says Bob. “Our agency co-hosted the event with Atlas, and the event organizers were my brother, Joe Shetler, Jr., and Jack Thorne, the marketing officer at Atlas.”

Bob says when the reservations came in, only one woman was among them, a traffic manager with Mead Johnson. “We were afraid she might be a little uncomfortable being the only woman, so I invited my sister who worked in our office,” says Bob. “Over the years, attendance has gone from about 99 percent men to about 30 percent men today.”

The first Forum coincided with the dedication of the recently completed Atlas Van Lines headquarters building in Evansville. Forum attendees received a special tour of the new facility. “We transported the attendees from the Executive Inn to Atlas Van Lines for the tour in several of our cars and a couple of the attendees’ cars,” recalls Bob. “My mother had all the attendees over to our house for late night breakfast. One of them, a Standard Oil of Indiana traffic manager from Chicago, helped mother fry several dozen eggs for the group.”

In the early days, Atlas featured people with big responsibilities in transportation, typically from large, well-known firms. “One of our very first speakers was the traffic manager of Brown’s Shoe Company in St. Louis,” says Bob. “They were like the Nike of their day. We also had the president of Marriott corporation, and the list goes on and on. In those days, the speaker would make their remarks, then answer questions from the guests in a moderated discussion. Our moderator was from outside the company. For several years, it was the editor of Transportation Distribution Magazine — I think his last name was Crandell.”

A client of Bob’s, Eleanor Reaber, was a featured guest speaker in the 1970s. “I used to call on Eleanor when she was with a very large paper company in Philadelphia,” says Bob. “She was working out of a four-room house in Danbury, Connecticut. Home Equity recruited Eleanor to start a relocation division for their fast-growing company. We know it today as Cartus Global Relocation Services.”

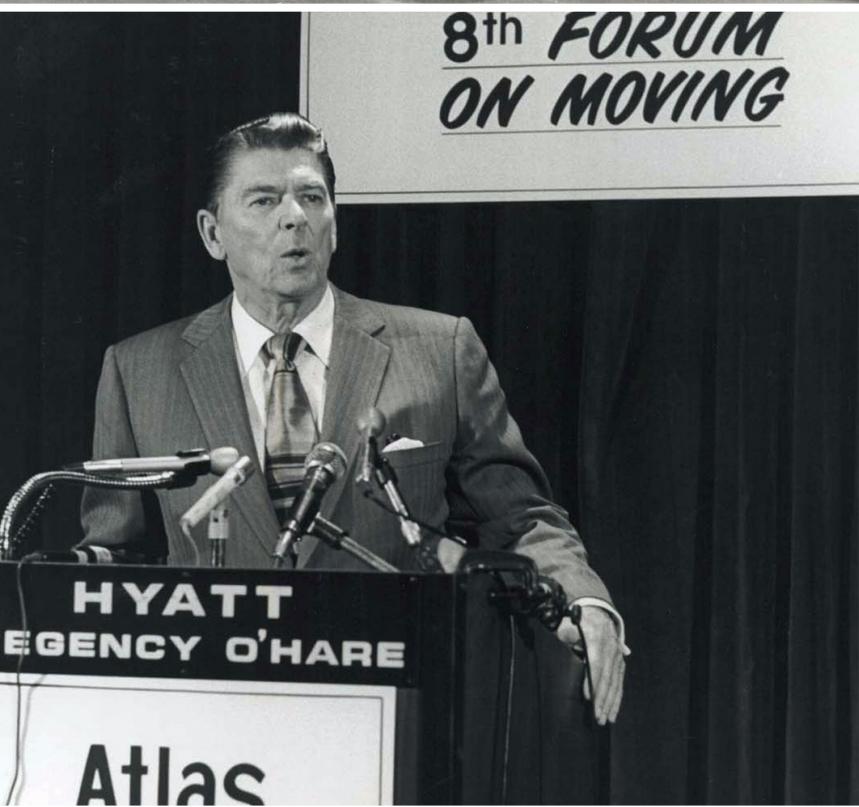
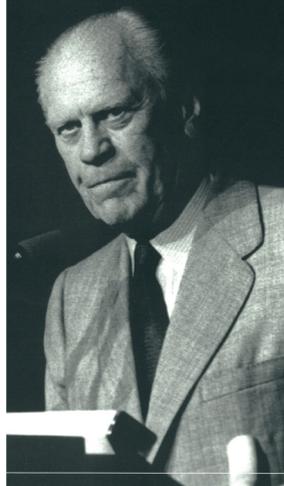
“We’ve had so many wonderful speakers over the years, it’s hard to remember them all. I remember Lee Sherman Dreyfus, former governor of Wisconsin and chancellor of the University of Wisconsin. He predicted all kinds of interesting things, like the popularity of imported cars. This was at a time when the U.S. auto industry dominated. He was a super speaker. Quite a visionary.”

Bob also recalls several figures in public service who have taken the stage: Ronald Reagan, Henry Kissinger (Secretary of State under Nixon and Ford), Elizabeth Dole (U.S. Senator and cabinet member under Reagan and Bush 41), Alexander Haig (Secretary of State under Reagan), Jeane Kirkpatrick (Reagan’s Ambassador to the U.N.), H. Norman Schwarzkopf, Jr. (Army general who gained fame for his leadership in the Gulf War), Oliver North (USMC Lieutenant Colonel and central figure in the Iran-Contra arms scandal), and Bert Lance.

“Lance was in President Carter’s cabinet, and he was under indictment for financial wrongdoing at the time. (Lance was later cleared of the charges.) Frank Borman was a very interesting speaker—he was an astronaut who went on to become president of Eastern Airlines.”

Notable media figures have also taken the Forum stage, among them Walter Cronkite, Paul Harvey, and Bob Woodward the investigative reporter for the *Washington Post* who helped break the Watergate story that led to the resignation of President Nixon.

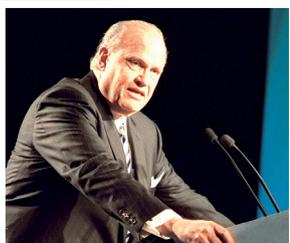
Read the rest of the interview at
www.atlasvanlines.com/amplifier/forummemories



LOOKING BACK MOVING FORWARD

The Atlas Forum® and Atlas Survey have provided thought leadership since 1968. Every year, the ideas and findings that flow from these two Atlas® hallmarks point to the future of relocation. Atlas uses them to anticipate and answer the market and to bring services in perfect step with people's changing expectations.

It's impossible to imagine how much different the world will be 50, 25, or even a dozen years from now. But Atlas will be prepared. In the next few pages, you will read how Atlas leaders are staying strategically ahead. As always, it will be exciting to see what tomorrow—and Atlas—brings to relocation.



STRATEGY: You win by thinking 3 to 4 moves ahead.



Brexit shatters the status quo of the European Union. A self-funded political outsider rides a surge of populism into the White House. Formerly axiomatic policy positions around the globe are challenged, rejected, replaced.

Yet, Wall Street sees asset values surge, new confidence among investors.

But what about the business of relocation? What can movers and shippers expect?

Earlier this year, **Jack Griffin**, Vice Chairman & CEO of Atlas® World Group initiated a doubling down on the strategic process, revisiting the company's goals with a sharper focus. An evolution of the 2018 plan, Vision 2020, responds to changing conditions to envision the company Atlas will become.

"I believe we, in largest measure, create our own success by flexing to answer customers."

JACK GRIFFIN
VICE CHAIRMAN & CEO
ATLAS WORLD GROUP

"With Vision 2020, we are sharply focused on strategic thinking and superior leadership," says Jack. "We're challenging our industry's traditional approaches to business."



For this report, the Amplifier® interviewed key team members across AWG. What follows offers a sense of the issues they face—and how they are working through them to improve service and efficiency.

HOUSEHOLD GOODS ATLAS VAN LINES, ATLAS CANADA, ATLAS WORLD GROUP INTERNATIONAL

Every customer's experience is important

A demographic shift is unfolding with profound implications for the moving industry. Smaller households reflect a fundamental societal change: smaller families, more single-person households, and growing popularity of smaller-scale, urban dwelling. Atlas is answering boldly.

"We are putting a new focus on our business model," says **Ryan McConnell**, Vice President, Corporate Marketing, Atlas Van Lines. "We're dedicated to excellence for household moves of every size."

"Fortunately for us, we don't have to reinvent the wheel to stay in step with our customers. The Atlas infrastructure is well-established: a strong agent network; dedicated logistics experts on staff; and reliable, third-party transportation partners."

RYAN MCCONNELL
VICE PRESIDENT, CORPORATE MARKETING
ATLAS VAN LINES

With shipping weights trending lower, Atlas has re-conceptualized service delivery to ensure a superior experience on every move, whether the customer lives in a mansion or a studio apartment.

"Fortunately for us, we don't have to reinvent the wheel to stay in step with our customers," says Ryan. "The Atlas infrastructure is well-established: a strong agent network; dedicated logistics experts on staff; and an owner-operator fleet bolstered by additional transportation resources."

At the same time, Atlas is dealing with the kindred issue of value. Given the changing variables of weight and costs on a smaller scale, how can the van line answer the market with a value that guarantees Atlas quality service?

"Over the last several years, key cost drivers have gone up steadily—equipment, materials, insurance, regulations, you name it," says **Jeff Schimmel**, Vice President, Transportation Services at Atlas. "When we sign a contract to provide service, we lock down a price to the client for the duration. However, our suppliers are not bound by the same constraints."

For example, says Jeff, a recent increase in the cost of corrugated product comes right off the bottom line. Ryan adds that service valuation isn't simply an Atlas issue; it concerns every van line.

"Those who fail to get it right may well find themselves being sold for pennies on the dollar."



Atlas® answers for home moves of all sizes. Smaller households are shipped via “lift vans,” a standard industry container for handling, transport, and storage.

Answering the World, Any Time of Day

The world comprises 24 time zones. For Atlas® World Group International, three are essential.



“We’re a global company growing to a tri-regional presence,” says **Jim Gaw**, President & COO, Atlas World Group International. “We are positioning to communicate live with customers any time of day, no matter where they are on the globe.”

Tri-regional operation gives Atlas International the ability to better manage service delivery with vendors and stay on top of supply chain functions. It also provides an important link to new business, an emphasis that has taken on added strength with the hiring of **Tim Hall**, Vice President, Business Development (see page 17). Under Tim’s direction, a reorganized selling force, including two additional inside sales professionals, is working smarter to answer customers.

“With a new focus on data management, we are gaining deeper insights into the marketplace and buyers,” says Tim. “We’re using what we learn to pinpoint decision-influencers and to engage them when the time is right.”

Tim says smaller and midsize companies are key in the new wave of global expansion, different from the large firms typically associated

with international moves. His team is working to identify these new buyers, to understand and answer their expectations.

“Increasingly, companies are blurring the lines between products, seeking solutions in broader contexts, such as global mobility management and talent acquisition,” says Tim. “We know that products don’t sell solutions—it takes an understanding of the problem.”

“We devote our time to what’s on the client’s desk—not to what’s on ours.”

TIM HALL
VICE PRESIDENT, BUSINESS DEVELOPMENT
ATLAS WORLD GROUP INTERNATIONAL

In 2017, Atlas International will migrate to a more intuitive information system, one that all users can understand with little training.

“Making it easy to do business is a big part of solving problems,” says Jim. “We’re working on systems that are simple to use for our team and clients alike—and make the business of international relocation better for everyone.”

New Growth Among the Maple Trees

Canada has the world’s third-largest reserves of oil and is a net exporter. Over the last few years, a weakened global demand for oil has put a drag on the nation’s economy. Employers have tightened their belts.

“We’ve seen a cutback in discretionary spending, with corporations making fewer moves,” says **Barry Schellenberg**, President & COO, Atlas® Canada. “Last year, the corporate relocation market shrank by 13 percent.”

Despite the contraction, Atlas Canada managed to grow its share of corporate moves by 2.5 percent. How? With new efficiency in the supply chain, enabled largely by Avail Move Management’s® Canada operations.

“By taking all our accounts together to produce move management data, we are getting tremendous results,” says Barry. “We’re creating savings with economy of scale.”

Avail aggregates and analyzes data for the geography of moves, claims experience, and spending. The information enables agents and accounts to make better-informed decisions. In turn, they enhance network efficiency and operate more competitively. ▶



**New Network Capacity,
New Operations Strength**

A recent conversion of a major competitor brings eight additional locations to the Atlas® Canada network, which now totals 138 agencies across the provinces.

"The addition of Mackie Moving Systems (8450) gives us important new capacity," says Barry. "This is a big advantage for our customers, especially in times of peak demand."

During this year and next, the Canadian operations team is collaborating with Atlas IT to transition to the Atlas corporate intranet.

"Our transition to the Windows-based AtlasNet® is the biggest strategic decision we've made in the last two years," says Barry. "It allows us to become more nimble and responsive to our customers."

Above all, says Barry, the path to greater success is a matter of focus.

"Vision 2020 has allowed us to pare and realign our goals—so we can concentrate on the things that will really move our business forward."

LOGISTICS

A Logical Path for Logistics

"The market for logistics today is a much different space than in prior decades," says **Phil Wahl**, Senior Vice President and General Manager, Atlas Logistics.®

"Similar to the trend in household goods, commercial shipments are smaller and lighter. We see diversification as the doorway to growth."



Atlas Logistics' roots extend to several market segments, including hospitality, healthcare, restaurant, and specialized transportation for electronics, store fixtures, trade shows, and fine art.

"While we have a strong core business, we aim to level out our revenue streams with diversification into additional vertical markets," says **Matt Van der Linde**, Vice President, Business Development. "We see great potential in corollary markets that complement our current core markets and services."

"Atlas® Agents are our main sales channel," says Phil. "We work closely with those who have the desire to grow their business, providing them with resources to help identify opportunities in their markets."

Beyond organic growth with the current Atlas network, Phil says "an appetite for acquisition" is weighing potential additions of complementary providers to the Atlas Logistics network.

"As our network grows, we become more effective not just in North America, but globally as well," says Matt. "At the same time, we are finding and expanding synergies with Atlas Canada and Atlas World Group International."

To make those advantages a reality, the Logistics team is now upgrading its operating system for brokerage while planning system advances for Titan Global Distribution, an Atlas Logistics company based in St. Louis, Missouri.

"Technology is fundamental to our diversification and growth," says Phil. "It brings speed and competitive advantages to make our service network stronger and more efficient."

MOVE MANAGEMENT

Move Management's Big Role

After a dozen years as a co-pilot, Avail Move Management® is now flying solo. A refreshed brand tells the market: Here's your direct line to global move management expertise.

"From the beginning, we have served the Atlas® Agent family in a supportive role," says **Mary Beth Johnson**, Vice President. "Now, strategy leads us to face the market with our strengths in advanced technology, reporting, and all that Avail Move Management has to offer." ▶



The Avail brand refresh includes a new website, launching in May, and updated sales collateral and displays for industry events. Avail will exhibit and provide sales consultants at both the SHRM Annual Conference (Jun 18-21 in New Orleans) and ERC Global Workforce Symposium (Sep 27-29 in Chicago).



Avail team member Lindsay Collins, GMS, Account Executive. The Avail team helps corporate relocation professionals use Avail's technology and services to save time and money, and to experience seamless relocations that enhance employee well-being.



Image above: Jane Malecki, Senior Director, Global Development, Cornerstone Relocation Group®. Jane's industry tenure spans 35 years with concentrations in compensation, immigration, payroll, policy benchmarking and design, and taxation.

The recent promotion of **Lindsay Collins**, GMS, to account executive, gives corporate professionals access to an experienced mobility specialist for move management assistance with any household goods carrier. Lindsay knows the Avail value proposition inside and out.

"Our goal is to grow with new clients," says Lindsay. "We do this by helping them step confidently and comfortably into the benefits Avail offers."

The benefits derive from Avail's technology and expertise in supply chain management, compliance auditing, reporting, policy consulting, and services for transferees with a lump-sum benefit. At the same time, says Lindsay, the Avail team is working with Atlas Agents to accredit them as Avail Move Management resellers.

"The Avail value proposition must always be clear in the market," says Lindsay. "We have introduced reseller accreditation for consistency that supports the strength of the Avail brand."

"Agency sales people qualify as resellers with a passing grade to assure they know how to offer our services to their corporate clients," says **Jessica Nichols**, Manager of Business Development & Client Retention. "They can then advertise themselves as an Avail Move Management representative on their business cards, websites, and marketing materials."

"More than a dozen Atlas Agent sales representatives have already earned the Avail reseller credential, validating the corporate community's need for move management services."

MARY BETH JOHNSON
VICE PRESIDENT
AVAIL MOVE MANAGEMENT

"We're seeing a lot of enthusiasm for the refreshed Avail brand and accreditation," says Mary Beth. "More than a dozen Atlas Agent sales representatives have already earned the reseller credential, validating the corporate community's need for move management services."

GLOBAL RELOCATION MANAGEMENT

Success on a Solid Cornerstone

For Cornerstone Relocation Group®, the big picture is to leverage global growth over the last few years to expand exponentially. With seven full-service offices across the globe, combined with deep domestic and global mobility expertise, Cornerstone is well-positioned to achieve its growth goals.

"We are a global relocation company with true global capabilities," says **Janelle Piatkowski**, President & CEO of Cornerstone Relocation Group. "We provide a full breadth of relocation services in each region of the world. Our offices outside of North America are providing services within their region and across regions. They are not functioning as satellites of our North American company, nor are they functioning as regional call centers."

Staffing with subject matter experts is deepening the company's capacity for service, consulting, and problem-solving. At the same time, the company is strengthening strategic partnerships for superior service delivery. ▶



Cornerstone Relocation Group.



MYMOVR.COM MOVES AHEAD

Look for two new features on mymovr.com, Avail's web-based service for consumers with a lump-sum move benefit.

- 1 A searchable resource for real estate and apartments lets users locate and secure temporary housing.
- 2 A private label credit card enables companies to see how employees allocate their funds. Information on spending patterns can help corporate mobility managers better tailor lump-sum benefits to their employees.

Go Beyond The Page

Read the entire story at:
atlasvanlines.com/strategy



"We're seeing more short-term assignments," says **Jane Malecki**, Senior Director, Global Development. "In some cases, it's for reasons of cost, to save the expense of a traditional move. Or, assignees do not want to disrupt the family or the career path of another person in the household. Our service delivery model and supporting technologies allows us to flex to industry trends."

Service Enhancement with Technology

In 2016, the company invested in a major upgrade to its proprietary information system. Earlier this year, **Cathy Ronayne**, CRP, CIPP, came on board as Senior Director, Global Information Systems. She



Catherine Ronayne, CRP, CIPP, Senior Director, Global Information Systems, oversees information technology from the company's global service center in Plano, Texas.

is overseeing the transition to Trackstar 2. She is also leading further advances for flexible, customized service—more important than ever, given the growing popularity of non-traditional moves. She says Cornerstone views technology as a means to enhance customer service—not replace it—on every relocation.

"Our systems allow us greater flexibility," says Cathy. "Ultimately, we want to create the best customer experience on every relocation."

SUPPORTING TECHNOLOGY ACROSS THE ATLAS ENTERPRISE

With bricks and mortar in the U.S., Canada, and overseas, not to mention rolling assets and partners across every link in the world's transportation grid, Atlas® World Group knows communications technology is of prime importance. From headquarters in Evansville, Indiana, Atlas IT provides support to Atlas subsidiaries at home and abroad.

In addition, says **Joab Schultheis**, Vice President & CIO, IT is focused on four main areas:

- **Customer Portal.** This web-based service will launch in 2017, providing a single location for shipment tracking, document library, credit card payments, and online claims.
- **Data Integration.** Work continues to reduce the friction costs of integrating with other systems, making it easier to pass and receive data with Atlas Agents and business partners outside the Atlas network.
- **AtlasNet® Development.** Among prioritized strategic projects are local/intrastate estimating and a new planning capability to enhance efficiency for handling loads.
- **Enterprise Standardization.** The IT team works toward a standardized infrastructure across all subsidiaries with common telephone and email systems, plus Canada's integration with AtlasNet, a proprietary intranet platform with powerful tools that provide a business advantage.

"We're making progress every day to help all our businesses, agents, and partners communicate more easily and efficiently."

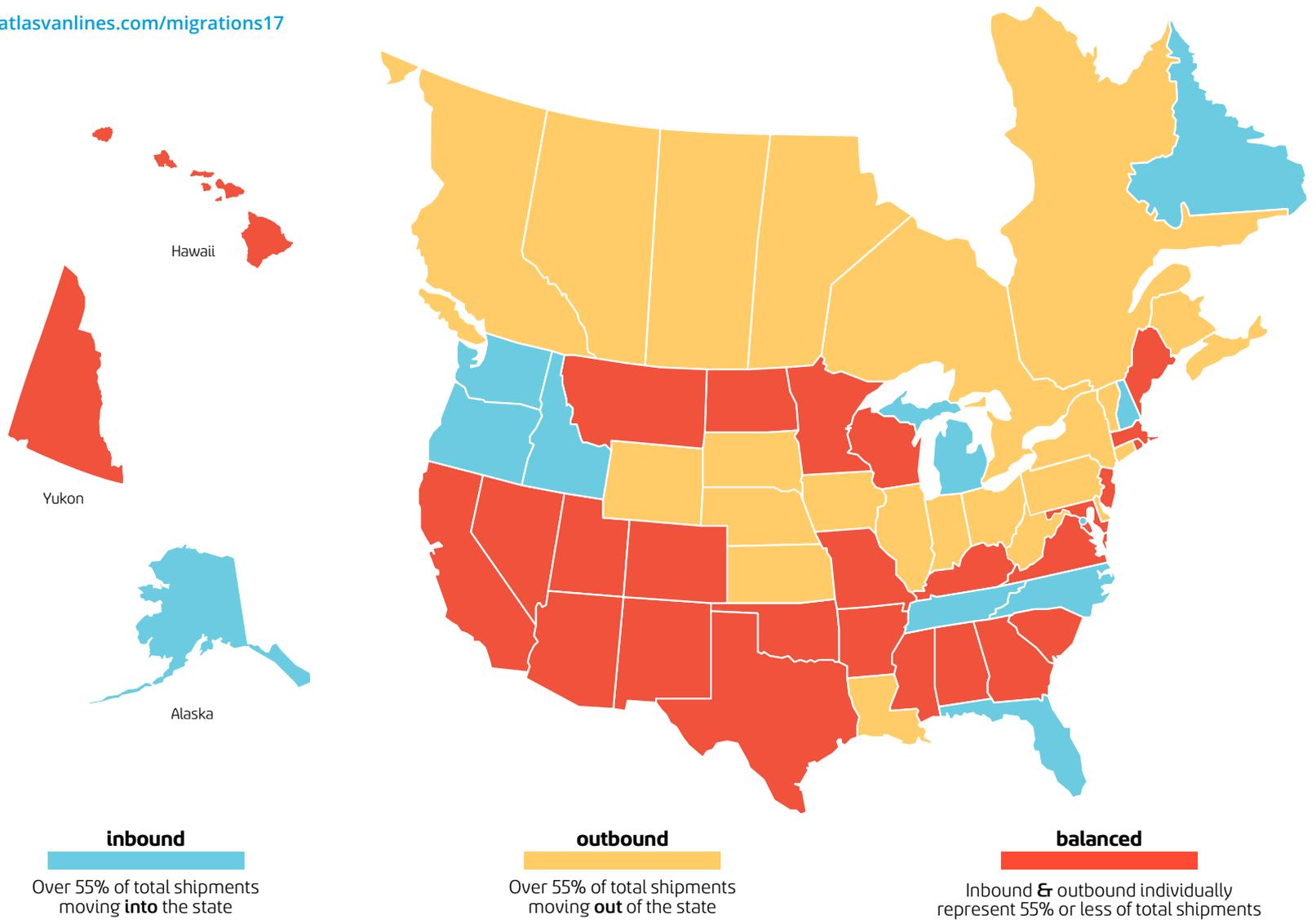
JOAB SCHULTHEIS
 VICE PRESIDENT & CIO
 ATLAS WORLD GROUP

Becoming the Vision

As Atlas celebrates its magnificent milestone, 50 years of thought leadership with the Atlas Forum® and Corporate Relocation Survey, it is focused on the future. Company leaders are acutely aware of the challenges ahead in a world where change rivals the speed of thought. Vision 2020 is a bold and necessary blueprint for creating that future.

"Our technology, the value of our brand, and the strength of our network all position us well," says Jack. "If we remain focused on our strategy, the company we envision is the one we will become." ■





Where is North America **MOVING?**

Since January 1993, Atlas® Van Lines has reviewed and released data on the origins and destinations of interstate moves throughout the previous calendar year. The 2016 Migration Patterns study results provide a snapshot of relocation patterns. This year, 26 states registered as balanced— meaning that moves in and out of the states were roughly equal—15 as outbound, and 9 as inbound, in addition to Washington, D.C. Furthermore, the data showed the overall number of moves was down from 2015.

In 2016, the total number of Atlas interstate and interprovincial moves reached 75,427, down from 77,705 in 2015. For the first time ever, Idaho registered as the study's inbound leader, while California, Texas, and Florida saw the highest total number of moves for the fifth consecutive year. Three of the Canadian provinces registered changes from 2015 to 2016, with Newfoundland and Labrador moving from balanced to inbound. Nova Scotia shifted from balanced to outbound, and Prince Edward Island moved from balanced to inbound in 2016. ■

Looking for more moving trends? See the complete Migration Patterns Study at atlasvanlines.com/migration-patterns/

Highest % INBOUND

% of total interstate/interprovince moves that were inbound

U.S.		Canada	
63%	Idaho	44%	Nova Scotia
62%	Oregon	38%	Newfoundland & Labrador
61%	North Carolina	38%	British Columbia

Highest % OUTBOUND

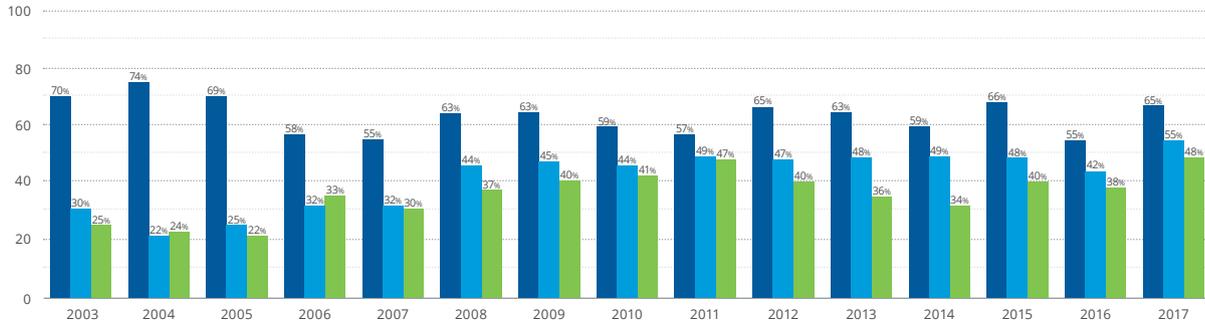
% of total interstate/interprovince moves that were outbound

U.S.		Canada	
63%	Wyoming	71%	Manitoba
61%	Nebraska	71%	Saskatchewan
60%	Illinois	68%	Alberta

To what extent does your company reimburse transferees and new hires?

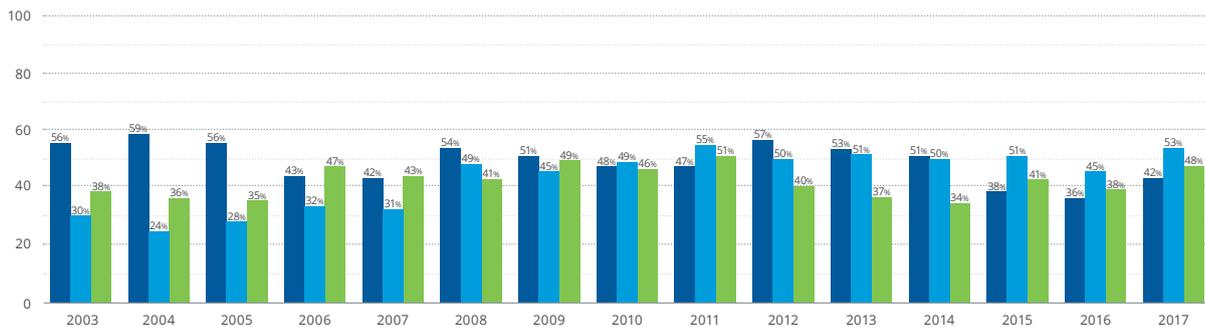
Transferee Reimbursement 2003-2017

Numbers based on %



New Hire Reimbursement 2003-2017

Numbers based on %



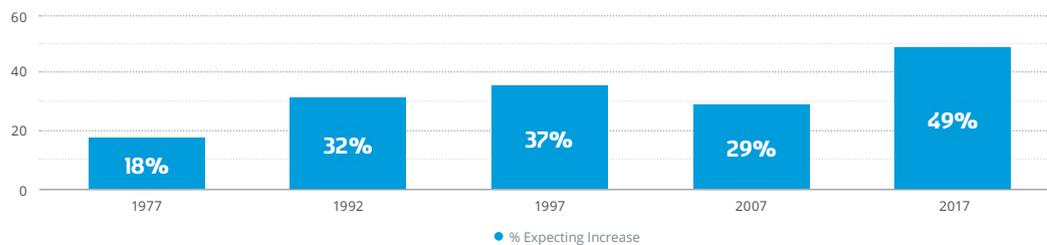
● Full Reimbursement ● Lump Sum ● Partial Reimbursement

Note: Note: 1999-2001 results were compiled without accounting for mutual exclusivity and are not historically comparable.

Compared to (last year), do you anticipate that the number of employees your company will relocate during (this year) will...

International Relocation Volume Projections Snapshot

Numbers based on %



● % Expecting Increase

Agents In The **COMMUNITY+**

Go Beyond The Page
atlasvanlines.com/amp/agents



Moving the First Family

They say it was just like any other job, but not every moving company gets the opportunity to relocate America's first family to Kalorama, an exclusive neighborhood in Washington D.C. reserved for the city's elite.

On Inauguration Day, Collins Brothers Moving Corporation (0547) PVO **Mike Sherwood** and crew watched the spectacle unfold while moving boxes and furniture into the home of Ivanka Trump and Jared Kushner, the president's daughter and her husband, who is a senior advisor to the White House.

"It was a pretty standard move, but it was unique to be there the day Donald Trump was inaugurated as the 45th President of the United States just 13 minutes down the road," says Mike.

The move was also featured in the *New York Times*, who called Kalorama "a neighborhood where the Obamas and Trumps are just part of the mix." Former President Obama and his family own a home around the corner. Other famous residents, both former and current, include Woodrow Wilson, Franklin D. Roosevelt, late U.S. Senator Ted Kennedy, Secretary of State Rex Tillerson, and Amazon founder Jeff Bezos.

"It's a peaceful area where having a former president or an ex-cabinet member live next door is no big deal," added Mike. "Ms. Trump's designers were very easy to work with and they built her a kid friendly, family focused home. While our team did not meet the family, everyone commented that they are very nice."



President Paxton Commands FIDI

Frederick Paxton III was recently named president of FIDI Global Alliance, the world's largest alliance of professional and international moving and relocation companies. Freddy is the chief marketing officer for the Paxton Companies (1610), an Atlas® Agent delivering domestic and international moving services.

In his new role, Freddy has committed the next two years to leading the organization on its mission to develop and promote best practices in the moving industry that fulfill customers' needs. FIDI is known as "the voice of the international moving industry," with over 600 affiliates in more than 100 countries spanning five continents.



Honoring Hunger Heroes

Across the country and throughout every state, there are people facing hunger. It touches seniors, parents, and kids, leaving some searching for their next meal. The good news? There are people out there fighting to end hunger, too.



Atlas® is proud to support Move For Hunger™, a nonprofit that mobilizes the relocation industry to reduce food waste. In 2016, the organization announced that in seven short years, it collected 7 million pounds of food. That's enough to feed 97,223 school buses filled with children. Atlas has contributed over 1 million pounds to that total and currently has more agents supporting the cause than any other van line. ▶

Move For Hunger recently named Merchants Moving & Storage (I401) the 2016 Atlas Agent of the Year. Each year, Move For Hunger selects a hunger hero from the Atlas network – one who has shown a longstanding commitment to the cause. Merchants Moving & Storage has donated 12,961 pounds of food to area food banks, equivalent to 10,800 meals put back into the Boise area.

“Winning the Mover of the Year award was such an honor for us. When our team first heard of the program, everyone was excited to pitch in and help our community,” said **TJ Grove**, General Manager. “We are also excited to announce our newly wrapped truck with the Move For Hunger design. It shows how important this program is to the team at Merchants and how determined we are to make a difference.”



Each year at the American Moving & Storage Association (AMSA) conference, Move For Hunger names a deserving Mover of the Year. This past February, out of nearly 700 moving companies, they chose Atlas Agent Atlantic Relocation Systems (I037), who collected enough food to feed 30,000 people in 2016 alone. Their 13 branches have supplied 61,971 meals to people across the country since the partnership began in 2013.



“Winning the Move For Hunger Mover of the Year Award is a very humbling experience,” said **Jon Schroeder**, President, Atlantic Relocation Systems. “The Atlantic team truly embraces the opportunity to give back to our local communities. Any mover that is not already participating should act now, get behind the movement, and help make a real difference in the world.”

New Hires & Promotions



Jack Griffin, Vice Chairman & CEO, Atlas® World Group

Jack has more than 20 years of experience in the domestic household goods, special products and international segments of the transportation industry. Since being appointed president and COO of Atlas World Group in 2010, he has expanded Atlas’ footprint in the industry and facilitated the development of new programs and initiatives to assist customers and Atlas Agents throughout the U.S. and around the globe.



Tim Hall, Vice President, Business Development, Atlas® World Group International

Tim joins Atlas International as an industry veteran with over 20 years of experience in relocation, moving, and industry-related technology. In his new role, Tim will oversee all commercial sales channels and lead a team of professionals dedicated to advancing the company’s position in the national account marketplace and consumer sales business.



Richard Ullrich, Vice President, Finance, Cornerstone Relocation Group®

Joining Cornerstone’s headquarters in Basking Ridge, New Jersey, Rick will be responsible for overseeing the day to day financial functions of the company. He will assist in planning and budgeting and actively participate in strategic initiatives and risk mitigation controls. Rick brings nearly 30 years of experience in accounting, credit and financial services, business transformation, process improvement, compliance and the development and implementation of data analytics.



Flamin Thomas, Vice President, Business Development, Cornerstone Relocation Group®

Cornerstone is pleased to welcome Flamin to the role of Vice President, Global Business Development in their Dallas, Texas office. Flamin brings over a dozen years of international assignment services expertise to Cornerstone, including leading expatriate tax teams, overall management of tax compliance, and innovative tax planning.

Catherine Ronayne

Senior Director, Global Information Systems, Cornerstone Relocation Group®

Jane Malecki

Senior Director, Global Development, Cornerstone Relocation Group®

Ross Urso

Regional Director, Business Development, Atlas Logistics®

Read about these individuals and their experience in the moving industry online at: atlasvanlines.com/Promotions17

Go Beyond The Page

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

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What if every letter we received was **FAN MAIL?**



WHAT IF...

relocations and assignments were simpler, like advertising?

6



7



8



9



10



11



12

Atlas® Van Lines

1. **Atlas Awarded for Giving Spirit**
atlasvanlines.com/amp/AtlasSpirit
2. **What if every customer thought of you as part of their family?**
atlasvanlines.com/amp/fanmail

Avail Move Management®

7. **10 Pointers for Pet Relocation**
mymovr.com/movingpets
8. **Utilizing Storage Units**
mymovr.com/utilizingstorage

Atlas® International

3. **Atlas International Shortlisted for EMMA Award**
atlasvanlines.com/emmaaaward
4. **Atlas, wherever you go.**
atlasvanlines.com/amp/whereveryougo

Atlas Logistics®

9. **What if you could grow your business...**
atlasvanlines.com/amp/growyourbusiness
10. **Partners in Success**
atlasvanlines.com/amp/partnersuccess

Cornerstone Relocation Group®

5. **The Only Constant in Life is Change**
atlasvanlines.com/amp/lifechange
6. **What if relocation and assignments were simpler...**
atlasvanlines.com/amp/whatif

Atlas® Canada

11. **Frequent Relocates Find Joy in Efficient Moving**
atlasvanlines.com/amp/amovingstory
12. **Bigger Nets, Bigger Share.**
atlasvanlines.com/amp/biggenets

Keep our service men and

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger	Nephew	Move Management Coordinator, AVAIL
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Theresa Banta	Neil S. Banta	Son	Regional Zone Planner, Ace Relocation Systems, Inc. (62)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Moving & Storage, LLC (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Carroll Brittell	Colten Powell	Grandson	Customer Service, Ace Relocation Systems, Inc. (75)
	Clayton Powell	Grandson	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage, Inc. (1317)
	Rich Bowman	Nephew	
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings	Stepson	General Manager, Ace Relocation Systems, Inc. (15)
Phyllis Cain	David Lynn	Nephew	Executive Assistant, Ace Relocation Systems, Inc. (62)
Keith Campbell	James A. Hicks	Stepson	Long Distance Dispatch, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Stepson	
Jennifer Campbell	James A. Hicks	Son	Office Manager/OA DA Coordinator, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Son	
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Melissa Compton	Josiah Cavanaugh	Son	Customer Service Coordinator/Special Products/Headquarters
Scott Coyle	Active Reservist		Owner, & President, Ace Midwest Moving and Storage (191)
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage, Criqui Corporation (1286)
Joan Duggan	Andrew Duggan	Son	Sr. Staff Accountant, Finance/Headquarters
Kim Dupps	Jonah Dupps	Nephew	Pricing Specialist/Contracts & Pricing/Headquarters
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers Ltd. (8570)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, Nelson Westerberg (1523)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Melanie Freeman	William J. Freeman	Brother	Interstate Operations, Advance Relocation Systems (59)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Amanda Jillson	Zachary Scott	Nephew	Rating & Distribution, Headquarters
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Pat Kelly	Justin Casey	Son	Van Operator, Alexander's Mobility Services (207)
Audrey Kingsland	Kenneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation Group, LLC
Teresa Kintop	John Kintop	Husband	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1148)

women in your heart.



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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Moving & Storage, LLC (I406)
Brandy Lambert	Nick Lambert	Husband	Customer Service Support, Imlach & Collins Brothers, LLC (I132)
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Lucas Matte	Actively Serving		Associate Database Administrator, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp. (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (I130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (I811)
David Olson Sr.	David Olson Jr.	Son	Van Operator, Atlantic Relocation Systems (I148)
Dorrian Pierce	Joshua Pierce	Son	Quality Manager, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepson	
	Tyler Calhoun	Nephew	
Amanda Pierce	Joshua Pierce	Brother	Customer Service, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepbrother	
	Tyler Calhoun	Cousin	
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Guardian Relocation of Ohio (I111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Moving & Storage, LLC (I406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Reads Moving Systems of Richmond, Inc. (I701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (I773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Stephanie Shelton	Kyle Walts	Nephew	Corporate Marketing, Headquarters
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida, Inc. (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (I902)
Tammy Teague	Nick Lambert	Son-in-law	Senior Customer Service Rep, Imlach & Collins Brothers, LLC (I132)
Carole Temme	Bruce Overton	Son	Customer Service II Corporate Resources, Headquarters
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation Inc. (I040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), HQ
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Moving & Storage, LLC (I406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (I427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (I427)
Angela Zuke	Trevor Olsen	Son	Corporate Claims Department, Atlantic Relocation Systems (I038)

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



Tracks

Atlas® Service is Appreciated

Re: Dana Imlach Group (1130)

I recently had the pleasure of meeting and working with Dana of the Imlach Group. Dana was exceptionally professional and dedicated to customer service; this resulted in an exceptional move for me and my family. Dana took extra care to cover floors and walls to ensure no damage would come to my home on both ends of the move. The team packed each box carefully and wrapped all valuables and packed expensive items in special made boxes. This resulted in no items coming out of the packing damaged in any way. Dana and his team not only packed and un-packed my home carefully with no damage but also brought an exemplary attitude and professionalism to the move. They carried themselves with an upbeat and friendly attitude at all times, even after long hours of work when all other normal people would have become agitated and tired.

I would recommend Dana and his team to anyone looking to make a move in the near future. His attitude and professionalism are un-matched in the industry and truly make a stressful part of anyone's life an easy and even enjoyable process.

Thank you again Dana for all your help. I hope that all my moves in the future are with you and your team.

Sincerely, John

Re: Mary Anne O. & Dennis H. Weleski Transfer (2151)

My husband and I recently completed a move from Iowa to Texas with Weleski Transfer/Atlas Van Lines in 2016. The whole process from start to finish was the smoothest move I've ever undertaken. Mary Anne went above and beyond to guide me through the whole scheduling and paperwork process with great grace under pressure and exceptional kindness and understanding when we hit a few bumps in the road. She really helped me keep it all in perspective, and she always kept me informed of everything going on. Most importantly to me, it was Mary Anne that granted my request to have Dennis as my driver.

I chose your company to transport my life of stuff half way across the country because of Dennis. Dennis was the ultimate professional throughout the move. I loved watching how he managed his crews on both ends of the move.

He led by example and showed lots of patience. He treated everyone with respect. Dennis never stopped working until the job was done. He explained everything that was going to happen to me before he started, and kept asking me throughout the day if I was ok, and how I was holding up. Dennis always kept his cool in spite of very tough working conditions with high heat and humidity and losing a half a day because of pouring rain. Nothing was damaged and nothing was broken during the packing, traveling and unloading. Dennis is a loading artist! I didn't have to worry about a thing because I knew Dennis was on the job. This was the smoothest move ever!

Sincerely, Lisa

Re: Joshua F., Pam H., Don H., Mike S., & Eddie R. Alexander's Mobility Services (0353)

I want to thank you for your part in making our move very organized and smooth. Your guys were wonderful. They worked hard, were always nice and ALWAYS willing to help, no matter what we needed. Alexander's is a great company and I will recommend them to others. Thank you for making our move that much easier. You're the best!

Sincerely, Kimber

Re: Herb & Mike City Transfer & Storage (0630)

We are alive & well thanks to the wonderful crew at City Transfer. Your help from day one is greatly appreciated and your estimate was even a little high - way to go. Everything went as smooth as silk. Special thanks to Herb and Mike, they did a fantastic job. Hold on to them. They are great. We are now engaged in the big scavenger hunt finding things we packed and finding a place to put them.

We want to thank everyone at City Transfer who was involved with our move. Instead of a traumatic experience we had a great journey. Will give you the highest rating allowed and gladly recommend you to anyone.

Thanks again, Tim and Katherine

Re: Julie J., Eric T., Terry T., Jacob T., James J., Jacob B., Tommy H., & Joseph P. DMS Moving Systems (0800)

I wanted to take a moment to write you and tell you about my outstanding moving experience using DMS Moving. I accepted a position at GM earlier this year and had to relocate to the Greater Detroit area. Every interaction that I have had with your employees has been very positive. Julie, my moving coordinator, was very professional and friendly and let me know what to expect the day of my house packing and the move. When Mr. T. came to my house to evaluate how much I had to move, he was very friendly and professional as well.

The day of packing up my house the loading crew Eric, Terry, Jacob and James moved with swift proficiency. They handled all of my items with care and were friendly to my four legged family members too, which I really appreciated. Moving can be stressful for them, too and I was very impressed with how kind they were to my pets. The day of loading the crew showed up on time, loaded up my house in a matter of hours and were on their way.

Unloading was a little trickier. I reserved a public storage unit and by the time the crew and I arrived the storage unit was not yet open. Once they did get open they had rented me a unit that was not yet empty. The crew Jacob, Tommy and Joseph patiently waited while I sorted out the issue and found a different storage location nearby with an empty unit. This crew was absolutely wonderful as well! Once I got the key to my unit they unloaded all my home goods with the utmost care and completed the move in a very timely matter. I am so thankful for the crew's patience, the day could have been so much worse if they had not been. Because of their positive attitudes when I tell the story of my moving experience, I don't focus on the storage unit that was double booked, the hot day, or the amount of time that it took me to get the new unit's paper work in order. Instead, I choose to focus on the kindness of the crew members, the patience they displayed, and the friendliness they showed towards me.

Moving can be a very stressful experience even when everything goes smoothly. All your worldly possessions are traveling separately from you. But, I can say that I had peace of mind during this time knowing that your crew gently packed away everything and handled it with care. Thank you for the wonderful moving experience and thank you for having such wonderful crew members!! When it comes time to move again your company will be the first call I will make! And if anyone ever asks me to recommend a moving service I will recommend DMS Moving with a smile.

Sincerely, Kristen



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BRAVO 
 Boosting Recognition of Atlas Van Operators
OCTOBER 4-6



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 November 11, 2017

PORTS OF CALL:
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PRICE:
 \$1,109.00 per person for ocean view cabin with a balcony

CONTACT:
 Jennifer Butler
 800-446-2077
jenduse@atlasworldgroup.com



SAVE THE DATE November 8-11



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70th Annual Atlas® World Group Convention
 Marriott Marquis Marina – San Diego, CA



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2017 Calendar
May - December

May

- 3-5 HD Expo, Mandalay Bay, Las Vegas, NV
- 7-10 American Alliance of Museums (AAM) Annual Meeting & Museum Expo, America's Center Convention Complex, St. Louis, MO
- 17-19 Worldwide ERC National Relocation Conference, Hyatt Regency Atlanta, Atlanta, GA
- 21-24 International Supply Management Conference, Disney Coronado Springs Resort, Orlando, FL
- 22 Victoria Day, Canada offices closed
- 29 Memorial Day, U.S. offices closed

June

- 18-21 SHRM Annual Conference & Expo, Ernest N. Morial Convention Center, New Orleans, LA

July

- 1 Canada Day, Canada offices closed

August

- 7 Civic Holiday, Canada offices closed

September

- 4 Labor Day, U.S. & Canada offices closed
- 10-12 Canadian Employee Relocation Council (CERC) Conference, The Hyatt Regency Calgary, Calgary, AB
- 27-29 Worldwide ERC Global Workforce Symposium, Hyatt Regency Chicago, Chicago, IL

October

- 4-6 BRAVO — Boosting Recognition of Atlas Van Operators
- 9 Thanksgiving Day (CAN), Canada offices closed

November

- 8-11 70th Annual Atlas World Group Convention, Marriott Marquis Marina, San Diego, CA
- 23 Thanksgiving Day, U.S. offices closed

December

- 24-25 Christmas Eve & Christmas Day, U.S. & Canada offices closed
- 26 Boxing Day, Canada offices closed

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

Find us on:



The Atlas Amplifier® is published by Atlas® World Group, Inc.,
1212 St. George Rd., Evansville, IN 47711.

All material for publication must be submitted to the Corporate Marketing Department.
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