

Customer Service First



Strong Links to Service



Pedaling to a Cure



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier



Let Atlas Take You Home...
more **Smart** ways than ever. 

Making a Smart Move

Atlas Acquires Containerized Transit Option

Volume 57 Winter 2009

Chairman's Message

As you noticed on the cover of this issue of the Amplifier, the big news reverberating across the Atlas network and the industry is our acquisition of Smart Move (page 3). This addition to the Atlas family opens one of the most promising doors in recent history. The transportation arena is undergoing an evolutionary shift, driven by a younger, more Internet-savvy consumer. The online, containerized shipping option presents an exciting avenue for growth that complements our strength in traditional van line service.

As the only containerized service fully integrated with a major van line, Smart Move offers customers the full complement of services normally associated with a traditional move. Now, we can also appeal to the do-it-yourself segment we had not catered to previously, with the added benefit of a lifeline for customers who find they need help in packing and loading.

I want to acknowledge the forward-thinking members of our Atlas family who have helped steer our efforts in this direction. In particular, retired Atlas Chairman and CEO Jim Stamm was an early advocate of our first alliance in 2006, essentially laying the groundwork for the recent strategic acquisition. Todd Winter of Golden Van Lines, Frank Webers of Collins Brothers Moving Corporation and Joe McNamara

of Certified Van Service have played key roles in helping direct the assimilation of this new partner into our business.

Opportunities such as Smart Move, at their core, represent Atlas' ongoing commitment to the customer. Service is so essential to our success that we have instituted a Customer Service First initiative at Atlas headquarters (page 8). The theme for this year's convention reflects this priority as well. I'm asking every member of the Atlas family – agents, van operators, support staff – to join this commitment. Together, we can make the chain of service that unites us stronger than ever. Are you in?

In testament to our customer focus, we are forging ahead with technology that adds value to the customer experience and builds loyalty for the Atlas brand. To wit, Atlas was recently recognized in the top 250 firms of the Information Week 500, an annual list of the most progressive implementers of technology (page 31).

As we head into winter and what is for many a time for reflection and planning, I urge you to take stock of your business and what strategically will serve you best in the future. It is a privilege to lead this great company and together we will position ourselves for growth as we serve the most important people...our customers.


Glen Dunkerson
Chairman and CEO



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the Atlas Amplifier

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Making a



Smart Move

Atlas Acquires Containerized Transit Option

In June, Atlas acquired key assets of Smart Move, Inc., an innovative leader in containerized moving. With Smart Move, Atlas opens the door wide to more choices for customers. And it brings Atlas agents a golden opportunity to participate in a multi-billion dollar market segment.

The drumbeat has been unmistakable. Over the last five years, containerized transit has marched steadily forward, growing in popularity with consumers who want more options for moving. Atlas, mindful of its promise to provide “**integrity, quality, and solutions**,” has embraced containerized moving and storage as another means to serve customers with the choices they expect.

“We knew five years ago this day was coming,” says Atlas Chairman and CEO Glen Dunkerson. “Containerized relocation was imminent. And we had to figure out the best means to entry.”

When Atlas researched the market, says Glen, it was most impressed with Smart Move, an innovative provider based in Denver, Colorado. Smart Move had developed an industry-leading container, the SmartVault™, proven for its size, strength, and durability.

Striking a strategic alliance with Smart Move, in 2006 Atlas tested the market with a full-service containerized delivery program called Accel. Accel projected the primary benefit: accelerated transit times.

“We found that containers made sense for us and our customers,” says Glen. “It provided customers the advantages of Atlas packing and shipping services, combined with the speed of containerized transit.”

Although full-service containerized shipping was more expensive than a traditional moving service, it offered the potential for savings. Faster delivery would reduce temporary living expenses and more than offset the service premium. For example, a one-container, coast-to-coast shipment would typically span nine days between pickup and delivery – about half of what is required for traditional

van service. We found that containerization brought other advantages, too. It minimized handling from door to door. Customers liked seeing the container locked in front of them and knowing it was not reopened until delivery.

Along with reduced handling came a reduction in claims. With solid market acceptance, Atlas expanded our containerized relocation program to 68 major metro areas across the U.S.

In 2009, with the demand for containerized choices growing, Atlas has upped its stake in the game by establishing the new entity, Smart Move Transportation L.L.C. which acquired the assets of Smart Move Inc., including all SmartVaults™ and the Smart Move name. The new Smart Move provides a solid foothold for Atlas to expand from a niche player into a major provider of containerized services.

“Smart Move represents the only container service from a single source with the assurance of Atlas quality across the board.”

– Chris Sapyta, President,
Smart Move Transportation L.L.C.





Let Atlas Take You Home... more **Smart** ways than ever.

Smart Move: Total Service Flexibility

Whereas our initial program offered a full-service option only, Smart Move brings total flexibility with an a la carte menu of services. Customers who wish to handle packing, loading, unpacking and unloading themselves can do so. Or they may select professional services from their Atlas agent. Smart Move is designed so every customer can get the level of hands-on involvement they want.

"Some people think we're just a self-service mover," says Smart Move President Chris Sapyta. "But in reality, most of our moves involve added services."

Chris says it often happens that people start out with the intention of doing it all but change their minds along the way. They ask: Can you load? How much will it be? How about unloading?

Smart Move sets prices for services competitively according to each locale. Experience has shown that 68 percent of customers choose not to do it all by themselves. "Atlas agents are in a perfect position to fill that role," says Chris. "Smart Move is the only container service from a single source with the assurance of Atlas quality across the board."

Atlas Agent Collins Bros. Moving and Storage (547), an early adopter of the Atlas Accel service, is aggressively pursuing the market. The company has invested in training and marketing materials to enhance its selling efforts. And it routinely includes a Smart Move proposal for shipments up to 6,000 pounds alongside estimates for traditional van line service.

"We're finding that Smart Move works well for customers who want faster delivery or who need a guaranteed date of delivery," says CEO Frank Webers. "It also works for

those who need short-term storage. The key is to identify customers who can benefit and show them the value."

A member of the Atlas World Group Board of Directors, Frank was an early advocate for Atlas' entry into the containerized arena. He is bullish on the business potential.

"Smart Move gets Atlas in the game, and there is no doubt in my mind that our SmartVaults™ offer the best quality and shipping flexibility in the industry," says Frank.

Atlas Board Member Todd Winter, CEO of Golden Van Lines (991) in Longmont, Colorado, also sees a great future for Smart Move.

"The self-mover market represents a huge new opportunity for us," says Todd. "We now have the chance to work with the customer who wants to do it himself, but doesn't want the 1,800-mile road trip in a rented truck."

Beyond the do-it-yourselfer, Todd sees potential in a variety of scenarios: military and GSA moves; students going off to college; transporting the essentials for a family who is waiting for a house to sell; or temporary storage when a customer needs to "de-clutter" a home. "There are a lot of applications we will discover as we go along," says Todd.

Frank has already found Smart Move ideal in some circumstances for high-value shipments. "An interior designer traveling across country to a customer's residence needed a collection of antiques to arrive on a specific day," says Frank. "Smart Move was the perfect answer."

Moving into a Smart Future

Frank acknowledges the current soft market for relocation makes traditional van line service more attractive than a full-service Smart Move. He says it will take time to carve a niche for containerization. But he is confident it will happen. "Smart Move is the best product of its kind on the market," says Frank.

Todd, who served on the steering committee to bring Smart Move into the Atlas family of companies, says the acquisition itself was a smart move. "Atlas and Smart Move are a great fit," says Todd. "The transition has been even more seamless than we imagined."

"Smart Move specializes in containers and logistics," says Chris. "Atlas brings a network known for quality, plus the key transportation piece. Now, Atlas has something for everyone, from do-it-yourselfers who would not think of using a traditional van line to those who want all the services. With Smart Move, Atlas should never have to turn away any customer."

"It's a great product and the process is working," says Todd. "We will continue to build on our success and pursue our vision to grow this business."

Not all containers are created equal. Neither are containerized services.

Currently, four major providers each take a different approach in the market for containerized transit.

Smart Move: The only containerized transportation provider fully integrated with a van line with quality services for packing, loading, unpacking, unloading. The SmartVault™ is the only container in the market designed with the rigors of interstate transit in mind and sized to fit inside a trailer. Service is backed by the Atlas Van Lines agency network.

PODS®: Larger containers that must travel on a flatbed. Must outsource packing and loading services.

SAM®: Larger containers that are not designed to fit in vans for transit.

ABF®: Provides empty trailer or "relo cube" container for do-it-yourself packing and loading only.



Door to door – 10 days or less.
With flexible service options for everyone.



You can do it,
Pack and load it yourself.



we can help,
With packing & loading.



we can do it all.



What Makes a Smart Move smart?

With Smart Move, Atlas enters the self-service segment of the containerized moving and storage market. Smart Move works well for customers who:

- ✓ Transport smaller shipments (Average < 4,000 pounds)
- ✓ Require fast delivery (Guaranteed delivery dates, less than 10 days coast-to-coast)
- ✓ Need delivery on a specified day
- ✓ Need temporary storage (Quotes include the use of the SmartVault™ for 28 days, no additional handling needed for SIT)
- ✓ Wish to control their own move, from packing and loading themselves to specifying dates and times of delivery
- ✓ Would like the option to add loading or unloading or to go all the way up to professional “white glove” Atlas moving services

Customer Lifestyles Fit for a Smart Move

- Recent graduates and new hires
- Self-movers on a basic budget
- Executives who need to supplement a traditional move
- Employees on short-term assignments
- Employees with a lump sum relocation benefit
- Vacationers and owners of small condos
- Families who need to split an estate with multiple destinations for small loads



Innovative. Amazing. The SmartVault™

Smart Move’s innovative SmartVault™ is the perfect size for smaller jobs (HHG average 1,400 pounds per container). It’s made of tough HDPE polymer for excellent strength with a watertight seal to protect goods during transit. The lock reassures the customer that goods are secure throughout transit and only touched once. The SmartVault™ comes with \$10,000 of cargo protection coverage; claims are extremely low.

The SmartVault™ is the only container in the market designed with interstate transit in mind. It is sized to ride inside every conventional truck trailer, allowing for immediate shipment. Sapyta says, “We have no busy season; we can guarantee the vault will ship from any city to the destination, 365 days a year because of the vault design and shipping versatility.” The vault can be lifted



from all four sides and is small enough to be handled and stored using a standard forklift. Larger containers on the market present an everyday challenge for handling and shipping. They must travel on a flatbed truck and require specialized, oversized forklifts (a major expense to the agent) to simply move them in a warehouse. ■

Quality Network

Atlas offers Smart Move in 68 major markets that serve 92+ percent of the U.S. population. For specific information on locations and an online estimation of costs, visit: www.gosmartmove.com



Forging A Strong Chain.

Atlas People Bring Energy, Focus to Customer Service Journey

Everyone who has ever made a purchase knows what “customer service” means. It’s the way you are treated during the transaction. It’s how you feel afterwards. It’s an impression that stays with you – and influences your next purchase.

For the people who are Atlas, the term holds special significance. As keepers of the Atlas brand, they are charged to provide “integrity, quality, and solutions” for every customer, every day. Each understands that he or she is a link in a chain – an interconnected team, working as one to deliver on the brand’s promise. The efforts of each individual determine the chain’s strength, which is ultimately measured in terms of customer satisfaction, referrals, and repeat business.

Forging this chain represents a continuous journey. To help employees along the way, Atlas is conducting an internal education and communications campaign throughout 2009, “Customer Service First, (CSF).” It is helping the people who work at Atlas headquarters be the strongest links they can be.

“It starts here.”

“Customer service starts here at Atlas headquarters,” says Senior Vice President Account/Agent/Claims Services Mark Spiehler. “We are the central service provider, and we set the tone with best practices. We want to make sure every

customer gets their money’s worth and is treated in a professional and courteous manner.”

Mark, along with Human Resources Vice President Nancy Priebe and Vice President Sales Development David Coulter, helps steer the CSF campaign. But Mark is quick to point out that every employee is essential.

“Each link is critical to the strength of a chain, so we are drawing on everyone’s input to make this effort effective,” says Mark.

A focus team keeps employees apprised of CSF activities and solicits thinking from throughout the organization. The goal: keep awareness high and continually invigorate the collective effort. To transform ideas into action, the team evaluates peers’ suggestions and makes recommendations on how they might be implemented.

“All employees have a unique perspective, based on their own interactions with customers,” says Nancy. “We encourage everyone to share their individual insights and to be open to other ideas.”

Refreshing the Fundamentals

During the first quarter, senior managers and directors became oriented to the CSF initiative with a seminar



Banners hang throughout Atlas headquarters to help keep customer service top of mind.

The Customer Service First initiative (CSF) within Atlas headquarters is elevating an awareness of the link every employee provides in a strong chain of service. The bold graphic on communications elements reinforces the common purpose Atlas employees bring to their jobs.





conducted at Atlas HQ by the renowned Kelly School of Business. It covered the essentials of customer service and how managers can empower employees to deliver.

"For Atlas, customer service also means creating a culture that empowers employees to go beyond the norm to create a satisfied customer," says David Coulter. "Customer service is one of the few ways we have to differentiate ourselves from competitors, and each person has an important role to play. It's not just good business, it's absolutely essential— it can make or break our ability to keep a customer, or to land a new one," says David.

In March, senior managers held town-hall style meetings to kick off the campaign for every employee in every department. As part of this introduction, groups viewed a video on Southwest Airlines and its famous focus on customer service. And everyone received a CSF T-shirt to reinforce the campaign purpose and enhance awareness.

Training Trifecta

"At Atlas, our focus is, always has been, and always will be, the customer," says Training Director Stephen Watson. "We're changing so fast, with new tools, systems,

and processes rolling out almost daily. In the midst of such change, we can't lose sight of our strengths. Training helps us keep our focus and everyone's skills sharp."

Employees are attending three customer service courses in 2009. The first began this summer. It covers four pillars for earning customer loyalty, starting with knowledge of the business and the Atlas organization.

"We want employees to shock customers with how much they know about our business and our industry," says Steve. "Everyone should learn something new every day."

Steve cites a popular game show, "Millionaire," as an example. "When a contestant phones a friend for help, you can almost hear that friend typing keywords into an Internet search engine. In the same way, we don't always have the answer. But we do have the resources— and it's important to know how to use them to get an answer and solve problems."

Customer loyalty also hinges on ownership and the ability to solve problems; two closely linked concepts. "When we have a problem, we want to fix it forever, not fix it over and over," says Stephen. "If we are continuously fixing the same problems, they never go away. Our customers deserve follow-through to make sure they get a true solution, not a temporary fix. Taking ownership of a problem means you have stake in the solution. It's like flying a kite...you have to run with it for a while, baby it until it gets aloft. Then you can stand back and watch it fly. Follow up, follow up, and follow up, until that customer's problem is solved once and for all."

Having fun may be the easiest aspect of excellent customer service. Ideally, every employee brings their individuality, humor, and friendliness to customer interactions. "We should look for ways to make every contact a rewarding experience for the other person," says Stephen. "For example, if humor suits you, use it. Having fun shines through to your customers. If you're having fun, the customer hears it in your voice. They know you're enjoying your work...and they get a little of the joy where they are."

Beyond customer loyalty, classes in telephone techniques and e-mail etiquette are providing refresher instruction on skills Atlas people use every day. "If we are focused on customer service, we should also focus on the two primary tools at our disposal," says Stephen. "We all know how to use these communication tools, but training provides a means for us to review and spot-polish areas to strengthen the chain of service."

Stephen adds that customers and agents like the fact they can contact Atlas and get a real person. But they don't like being transferred frequently. "Although oftentimes we do have to transfer a call, the solution to a problem isn't just to get rid of the caller."

Sharing a Vision with Cartus

Kevin Kelleher, President and CEO of Cartus, visited Atlas headquarters on July 8 to talk about the "who, what, when, where, and why" of customer service. Cartus, an industry

leader in global mobility and workforce development support for organizations worldwide, is a major client partner to Atlas. Like Atlas, Cartus is known for service excellence.

In a special presentation to Atlas employees, Kevin brought insights on the Cartus culture. He described the chain in which every employee is linked (I'm as dependent on you as you are on me) and said that last impressions—not first ones—endure. He described customer service as "the ticket" that "gets you in the game," i.e., allows an organization to compete. And he stressed that customer service must ultimately become part of an organization's DNA. Kevin challenged all to ask each morning: What am I going to do today to make things better for the customer?

Forging the Future of Customer Service

Activity heightened during the first full week in October, in conjunction with National Customer Service Week. Daily events—from quiz games that test business knowledge to "minglers" where Atlas professional van operators share tricks of the trade—focused on learning in an atmosphere of fun. Plans are ongoing to keep the Customer Service First initiative fresh, so the instillation of service in Atlas' DNA will grow ever stronger.

"Customer service is a never-ending journey," says Atlas Chairman and CEO Glen Dunkerson. "It evolves. Atlas is determined to stay on top of that evolution, to continue to forge a chain of excellent customer service and, without fail, answer with **integrity, quality, and solutions**. Our customers deserve no less." ■



An internal communications campaign supports the CSF initiative with messages that underscore Atlas' customer service philosophy.

Let's Talk About Customer Service...

"My relationships with our established customers have evolved over the years... Most of them have revealed wonderful stories about their families and they in turn inquire about mine."

— Darlene Duff, Manager – National Accounts, Avail Resource Management

"Customer service is doing all that it takes to make sure the customer has a positive outlook on our company... knowing that when the move is over, he or she will recommend our company to anyone that asks..."

— Lisa Carter, CSR, Avail Resource Management

"A customer service approach to business is something inside you... you like people, you want to do the right thing for people..."

— Eric Halverson leads the Global Mobility Team at eBay, Inc

"If you don't have a passion for what you do, you should look for a new vocation... attitude is paramount."

— Jack Griffin, President & COO, Atlas International

"Good customer service is doing what you say you're going to do, all the time."

— Mike Shaffer, former Chairman & CEO, Atlas World Group

"Good customer service helps our company, because if our transferring clients are happy, it makes our jobs easier."

— Sherri Bacigalupo, Global Mobility Leader, Dow Chemical

"We look for an innovative approach to business from our supplier... we're open to new ideas..."

— Pat DeDonato, VP Supply Chain Management, Cartus



At the Forum on Moving in April, Atlas Marketing Communications Director Barbara Cox, a member of the CSF focus team, interviewed Atlas sales people and customers about service and captured their comments on video. The CSF Focus Team is using segments of the recordings to convey different perceptions of service and reinforce key concepts throughout the HQ organization. "We are working to keep service top of mind for everyone," says Barbara. "A vigorous communications outreach makes use of banners, electronic messages, and video clips to elevate awareness and reinforce performance."

"Our agents are our customers, they bring us our business... we strive to add value to the services we provide them."

— Bob Clark, President and COO, Atlas Canada

"Whatever it takes to calm a person down, make sure they're comfortable with their upcoming move, that's what you do... everyone in that family has to be comfortable and ready to go, otherwise you're going to have a difficult move."

— Bob Shetler, President, Shetler Moving & Storage

"Every person, no matter how involved they are in the (customer service) process, is important."

— Tom Philbin, VP & General Manager, Nelson Westerberg of Illinois



Strong Links to Service

Quality Award Winners Lead by Example

It's true that chains are only as strong as their links. Atlas Van Lines is proud to recognize the strongest links in the chain of customer service—Atlas agents who inspire quality by their extraordinary example. They are the recipients of the 2008-2009 Milton M. Hill Quality Award and those who have met the World Class Commitment standards—measures of performance that span every aspect of an Atlas agency's business.

The Highest Bar: Milton M. Hill Quality Award

Milton M. Hill Quality Award winners must meet or exceed tough standards in hauling, quality performance, warehousing, and operations. In addition to strict internal evaluations, they are accountable in the ultimate test of worthiness, the honest opinions of customers.

The first requirement for recognition hinges on random inspections of warehouses. Appearance, impression, organization, security, and risk management are paramount; the agent must score at least a 90 percent rating.

The agency must also demonstrate hauling excellence. This requires at least \$750,000 in household goods revenue, high customer satisfaction with van operators, and satisfactory performance in claims and safety.

Too, the candidate must handle at least 175 household goods shipments and earn a favorable response among 90 percent of customers to the question of whether they would choose Atlas again.

Atlas is proud to recognize these agencies as recipients of the 2008-2009 Milton M. Hill Quality Award. ■

2008-2009 Milton M. Hill Quality Award Recipients

A. Walecka & Son, Inc. (0155)
West Wareham, MA
A-1 Metro Movers - Omaha (0251)
Omaha, NE
Ace Relocation Systems, Inc. (0008)
Orlando, FL
Ace Relocation Systems, Inc. (0015)
Upper Marlboro, MD
Ace Relocation Systems, Inc. (0025)
Long Beach, CA
Ace Relocation Systems, Inc. (0062)
San Diego, CA
Ace Relocation Systems, Inc. (0064)
Elgin, IL
Ace Relocation Systems, Inc. (0075)
San Jose, CA
Ace World Wide Bloomington/Normal (0036)
Bloomington, IL
Ace World Wide Moving & Storage (1547)
Garden Grove, CA
Ace World Wide Moving & Storage Co. (0016)
Elgin, IL
Ace World-Wide Moving & Storage Co., Inc. (0024)
Cudahy, WI
Action Moving Services, Inc. (0238)
Burnsville, MN
Advance Relocation Systems (0059)
Baltimore, MD
Alexander's Mobility Services (0207)
Tustin, CA
Alexander's Mobility Services (0208)
Hayward, CA
Alexander's Mobility Services (0210)
Portland, OR

Alexander's Mobility Services (0214)
Baltimore, MD
Alexander's Mobility Services (0215)
Bloomington, MN
Alexander's Mobility Services (0216)
San Diego, CA
Alexander's Mobility Services (0217)
Nashville, TN
Alexander's Mobility Services (0218)
Garland, TX
Apex & Robert E. Lee Moving & Storage Co., Inc. (0278)
Antioch, TN
Atlantic Relocation Systems (1021)
Houston, TX
Atlantic Relocation Systems (1037)
Atlanta, GA
Atlantic Relocation Systems (1148)
Anaheim, CA
Atlantic Relocation Systems (1427)
Carrollton, TX
Atlantic Relocation Systems (1651)
Denver, CO
Bekins Northwest (2501)
Mountlake Terrace, WA
Bekins Northwest (2502)
Tacoma, WA
Brouwer Relocation, Inc. (0406)
Sioux Falls, SD
Celina Moving and Storage, Inc. (0592)
Celina, OH
Collins Brothers Moving Corporation (0547)
Larchmont, NY

Croft & Smith Moving & Storage (0646)
Landing, NJ
Daniel's Moving and Storage, Inc. (0875)
Phoenix, AZ
Daniel's Moving and Storage, Inc. (1380)
Grandview, MO
DeVries Moving-Packing-Storage (1217)
Spokane Valley, WA
DMS Moving Systems of Alabama, Inc. (0801)
Bessemer, AL
DMS Moving Systems, Inc. (0800)
Canton, MI
Golden Van Lines, Inc. (0991)
Longmont, CO
Guardian Relocation Inc. (1032)
Indianapolis, IN
Herren's Twin City Moving & Storage, Inc. (0831)
Lafayette, IN
Home Moving & Storage Co., Inc. (1111)
Columbus, OH
Hopkins & Sons, Inc. (1102)
New Castle, DE
Imlach & Collins Brothers, LLC (1132)
Irving, TX
Imlach Group (1130)
Trenton, MI
Merchants Moving & Storage, Inc. (1401)
Boise, ID
Mitchell Moving and Storage Company (1923)
Seattle, WA
Nelson Westerberg (1505)
Elk Grove Village, IL

Nelson Westerberg (1517)
Mableton, GA
Nelson Westerberg (1523)
Somerville, NJ
NMS Moving Systems, Inc. (1533)
Simi Valley, CA
NMS Moving Systems, Inc. (2015)
Oxnard, CA
Paxton Van Lines of North Carolina, Inc. (1614)
Charlotte, NC
Paxton Van Lines, Inc. (1610)
Springfield, VA
Paxton Van Lines, Inc. (1611)
Sandston, VA
Powell Relocation Group (1657)
Grand Rapids, MI
Reads Moving Systems, Inc. (1711)
Hatboro, PA
Reads-Perkins Moving Systems, LLC (1716)
Baton Rouge, LA
Shetler Moving & Storage of Ohio, Inc. (1831)
West Chester, OH
Walker Transfer, Inc. (2114)
Kenova, WV
Watson Van & Storage Co., Inc. (2135)
Houston, TX
Weleski Transfer, Inc. (2151)
Tarentum, PA
Winter Moving and Storage, Inc. (1077)
Bentonville, AR
Wm. Duggan Co., Inc. (2189)
Walpole, MA



Atlas
FORUM ON
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April 15 & 16

Demonstrating World Class Commitment



Agencies who achieve the World Class Commitment Award prove their excellence in 12 critical areas, including: customer satisfaction, estimating accuracy, and claims experience. This award signifies quality levels consistent with Milton M. Hill Quality Award winners, over a smaller volume of shipments.

The entire Atlas agency family salutes these quality Atlas agents who have earned the 2008-2009 World Class Commitment Award. ■

2008-2009 Atlas World Class Commitment Winners

ABC Moving & Storage Company, Inc. (0020) - Chesterfield, MO

Ace Relocation Systems, Inc. (0043) - Kent, WA

Ace Relocation Systems, Inc. (0066) - Kyle, TX

Ace World Wide of Nevada, Inc. (0711) - North Las Vegas, NV

Ace World Wide of New York, Inc. (0046) - Rock Tavern, NY

Ace World-Wide Moving & Storage Co. (0039) - Fallsington, PA

All Star Moving Systems, Inc. (0090) - Muncie, IN

American Transportation System Corporation (0136) - Albuquerque, NM

Atlantic Relocation Systems (1038) - Phoenix, AZ

Atlantic Relocation Systems (1253) - Indianapolis, IN

Avatar Relocation of NY Inc. (0444) - Yaphank, NY

Baillie Moving Systems, Ltd. (1829) - Batavia, IL

Bean Moving and Storage, Inc. (0385) - Hattiesburg, MS

Bekins Northwest (2503) - Spokane, WA

Bekins Northwest (2504) - Pasco, WA

Bisson Moving & Storage Co. (0272) - Westbrook, ME

Certified Van Service of Connecticut, Inc. (0599) - Bethel, CT

Daniel's Moving and Storage of Arkansas (0877) - Little Rock, AR

Daniel's Moving and Storage, Inc. (1370) - Wichita, KS

Daze Transfer & Storage, Inc. (0723) - Kingman, AZ

Discover Moving & Storage, Inc. (0539) - Great Falls, MT

EC Moving & Storage, Inc. (0847) - Waunakee, WI

Ed's Moving & Storage, Inc. (0823) - Lakewood, WA

Finkbiner Transfer & Storage, Inc. (0344) - Springfield, MO

J. W. Cole & Sons, Inc. (1772) - Detroit, MI

Kilpatrick Moving & Storage (1250) - Northvale, NJ

Murphy Moving & Storage Inc. (1465) - Clinton, CT

Nelson Westerberg (1511) - Carrollton, TX

Noffs/Atlantic Relocation Systems (1039) - Arlington Heights, IL

Personal Movers (0780) - North Billerica, MA

Prairie Van & Storage (1883) - Clive, IA

Ray's Moving and Storage (1703) - Burton, MI

Reads Moving Systems of Carolina, Inc. (1714) - Summerville, SC

Reads Moving Systems of Florida, Inc. (1724) - Jacksonville, FL

Reads Moving Systems of Richmond, Inc. (1701) - Petersburg, VA

Roadrunner Moving & Storage (1740) - Houston, TX

Rudd's Transfer and Storage, Inc. (1748) - Long Beach, CA

Smith Transfer & Storage, Inc. (1844) - Rawlins, WY

Southwest Transfer and Storage, Inc. (1214) - Phoenix, AZ

Sunset Moving & Storage, Inc. (1971) - Deerfield Beach, FL

Thunder Bay Moving & Storage of Alpena, Inc. (0995) - Alpena, MI

V. Santini, Inc. (1777) - Mount Vernon, NY

Wesleski Transfer of Cleveland, Inc. (2153) - Strongsville, OH

Through regular reviews, Atlas continually refines its standards for quality, furthering new levels of excellence throughout the entire Atlas agency network.



The Atlas Forum on Moving is open to Atlas agents and their invited guests. For more information, talk to your Atlas agent.

To see highlights from the 2009 Forum go to www.atlasworldgroup.com/forum.



Atlas has Traction for Attractions.



PACKING AN ICE CHEST WITH HUNKS OF RAW MEAT...



PILOTING A COLOSSAL RIG FILLED WITH ROBOTS...



HOISTING A NEARLY ONE-TON BEAST INTO A TANK OF WATER.

IT MAY ALL SOUND A LITTLE STRANGE, BUT FOR THESE ATLAS SPECIALIZED TRANSPORTATION AGENTS, IT'S JUST ANOTHER DAY IN THE OFFICE.

If you see a super-sized tractor trailer with the name Mobile Mechatronics Lab tooling down the highway, you're looking at a million-dollar investment. It's a custom-made showroom filled with high-tech marvels, the brainchild of Festo, a leading world-wide supplier of automation technology.

"Our mobile showroom features 22 dynamic displays with fully functional operating machines, as well as 21 static displays," says Festo Exhibit Coordinator Andrew Wagner. "We had it made so we could take the trade show to our customers...it's designed to pull right up to the door, so they can step in, like they're stepping into another room of their own building."

Since its Long Island debut in June, the showroom has averaged about two stops a day at customer and distributor locations as it winds across the U.S. and Canada. Andrew says it was important to find a transportation partner with the experience to handle such a piece of equipment—as well as the many details and the related red tape for a busy schedule of transit between states, territories, and countries.

"We thought about setting up our own in-house logistics system and hiring an operator," says Andrew. "But we recognized that's not our area of expertise. We needed a turn-key solution."

Andrew got in touch with Joe McNamara, Certified Van Service (598), who had helped him before with trade show

traffic. Joe in turn reached out to Atlas STG and its agent network, connecting with Bill South at Avatar Moving Systems (444) and Professional Van Operator Paul Schmitt.

"Paul is an awesome operator," says Andrew. "Extremely conscientious, and a real asset to our effort."

Paul says the work is different from typical STG assignments. Fewer miles per day and multiple stops means less time behind the wheel, and more time on setup and takedown. And he gets plenty of help when he needs it. "The people at Festo are the greatest," Paul says. "They work with me in any way they can." Paul also enjoys the interaction with people—lots of people. "During the first week in September, we took part in the World Skills

Conference in Calgary...we estimate as many as 10,000 people came through the exhibit."

The Mobile Mechatronics Lab will make approximately 500 stops during its maiden year. It will see about 11 months of active sales duty, with scheduled time off for routine maintenance and mechanical touch-ups for the displays.

"In general, trade show attendance has fallen in the aftermath of 9/11," says Bill. "Festo has taken an innovative approach to this challenge by taking the show right to their customers. I don't know if this approach represents the future for other exhibitors, too. But in this case, it seems to be working extremely well."

The Festo Mobile Mechatronics Lab is a custom showroom on wheels built by Featherlight Trailers. It measures 80 ft. long, 13 ft. high, and 25 ft. wide with sides extended. It contains 43 displays of Festo's automated process equipment and represents an investment of one million dollars.





A Well Orchestrated Movement for Beethoven

Most specialized transportation professionals are used to moving large and unusual objects. But few are called to transport a giant of the sea. Even fewer have occasion to do so twice. Atlas agent Bekins Northwest is one of them.

This whale of a moving tale began in June 2007, when the Bekins Northwest team transported Qannik, a beluga, on the last leg of his journey from Shedd Aquarium in Chicago to the Point Defiance Zoo and Aquarium in Tacoma. In his new home, Qannik became a companion to Beethoven, a fellow beluga. But in March of this year, Qannik came down with a mysterious infection and died.

"Whales are social creatures," says Assistant Manager Kim Flannagan, Bekins Northwest in Tacoma. "So, when Qannik passed away, the zoo needed to find a new home for his buddy."

Beethoven's new digs turned out to be nearly 1,800 miles away, at Sea World in San Antonio, Texas—where he was born 16 years earlier. And it was Bekins Northwest's job to make sure he received a proper send-off.

"Whale moves need to take place after dark," says Kim. "It helps to keep the move discreet. Plus, traffic delays are less likely at night—the animal should not be on the road any longer than is necessary."

To transport Beethoven from the zoo to the Seattle-Tacoma airport, the moving team used a modified flatbed onto which they rolled a whale-sized tank. After filling the tank with water, the zoo's animal handling team used a hoist with a big sling to lift the 1,700-pound beluga into the water. Handlers from Sea World and Point Defiance rode with Beethoven to keep him reassured throughout his journey. A heavy curtain shielded the tank from the elements and from view.

At the airport, the Bekins Northwest crew, including Van Operator Mike Duffy and Sales Representative Tom Rowland, helped roll the tank from the trailer onto a platform. From there, animal handlers rolled the tank into the hold of the cargo plane for the trip to Texas.

Beethoven completed his homecoming on June 2. He joined a pod of eight other whales, including a few friends from his early days. Curators say he is in good health and will have an opportunity to become a father. Who knows... some day the Bekins Northwest team may be called to escort one of his kin back to Tacoma.

"We look forward to further projects with the Point Defiance Zoo," says Kim. "And we hope to see the beluga exhibit reopened soon."



Beethoven is happy in his new home following relocation from the Point Defiance Zoo and Aquarium in Tacoma, Washington, to SeaWorld in San Antonio, Texas.



A SeaWorld animal handler checks the straps that secure Beethoven's temporary tank to the flatbed trailer for the trip to the Seattle-Tacoma airport.



Easy does it! Animal handlers carefully hoist the 1,700-pound beluga into the tank.

True Blue Crew Service

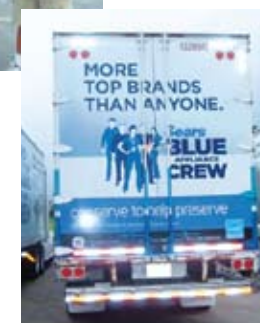
When it comes to orchestrating road shows, Ace World Wide (142) in Orlando has gained a fair amount of experience. Over the last 8 years, the Atlas agent has been closely involved with helping retail giant Sears conduct training events for the myriad products it sells. Most recently, the Ace World Wide team catered to the Sears Blue Appliance Crew in a cross-country training tour that concluded in early fall.

Work on the project started in May, when goods began arriving at the Ace World Wide warehouse in Elgin, Illinois. All told, 325 major appliances—refrigerators, washers and dryers, ranges and dishwashers—would travel more than 21,000 miles. In the weeks leading up to the June 15 kickoff, the logistics experts at Ace World Wide and Atlas STG developed a schedule for five trucks to serve 71 venues in a little over 16 weeks. The agency team also refined a loading and unloading plan and familiarized itself with setup requirements. At each location, the team would be responsible for six 20' x 20' booths—one each for Whirlpool, LG Electronics, Samsung, Bosch, Electrolux, and GE. Each booth setup included carpeting, piping and drapes.

Following a successful "train the trainers" run and a week of instruction for Sears associates in the Chicago area, the trucks embarked on circuits connecting diverse locations—civic centers, hotels, and fairgrounds. At each, manufacturers' representatives demonstrated the selling points of their new goods to the local Sears sales professionals. Ace World Wide supplied a seasoned, four-person team to assist with setup and tear down. Ace van operators made sure the work was handled smoothly, and provided superior service throughout as an adjunct of the Sears team.



Ace World Wide owner operators played key roles in the success of the training tour for the Sears Blue Appliance Crew. Left to right: John Larabee (39), Ken and Sherry Lavallee (142), Bill Alexander (24), John Amos (39) and Matt Woodward (142).



Atlas "Purrfect" for Big Cat

How do you transport a 190 pound tiger? Very carefully, according to the specialized transportation experts at Advance Relocation Systems (59). In July, the Atlas agent took Melati, a female Sumatran tiger, from the Smithsonian National Zoological Park to Dulles International Airport.

"We arrived at about five in the morning to load the animal," says ARS President Dalton Conklin. "We met a team of about ten people from the zoo, who brought the cat out to us."

Melati traveled in a specially built cage of solid aluminum with small holes for breathing. Although it shielded the animal from view, Dalton says he could sense the cat's tremendous power from 20 feet away as it moved and lunged within.

"One of the handlers joked, 'Don't you find it reassuring to know this cage was provided by the low-cost bidder?'" Dalton recalls, with a laugh.

The handlers strapped the cage tightly to the forklift, to keep it secure as they hoisted it into a 35-foot climatrailer. "The refrigerated van we used is a highly specialized piece of equipment, unique to the Atlas system," says Dalton. "It was perfect for this particular application."

The ARS team also packed a lunch for their guest—a tiger-sized assortment of raw meats in a cooler of ice—just in case she might get hungry at some point in her travels.

With a police escort, and animal handlers in vehicles ahead and behind the truck, van operator Gary Gillespie took the wheel and Dalton accompanied him in the cab. At the airport, the crew made sure the special cargo was secured safely in the plane for the next leg of Melati's journey to her new home in Texas.

"It was an interesting move," says Dalton. "I can tell you this, I would never want to meet that animal in the wild." ■





Pedaling to a Cure

Atlas Canada Volunteers on Behalf of MS Patients



Twenty years ago, Atlas Canada and its agency family became a national sponsor for the MS Society of Canada Bike Tours. These one- and two-day, pledge-based fundraising events take place in 22 cities throughout the provinces each summer. They provide participants the opportunity to ride through scenic (often spectacular) parts of the Canadian countryside. Each year more than 10,000 cyclists participate. Almost all of the money raised goes directly to medical research and to providing services to people afflicted with MS. This year, the tours will raise approximately \$13,000,000.

Atlas Canada is the event's longest-serving national sponsor, due primarily to the generosity and dedication of Atlas agents. For most of the company's tenure, it has held a fundraising night at each annual national convention, with proceeds going to the MS chapter in the convention's host city. In 2007, delegates in Vancouver set a record when they raised over \$26,500 with a wine auction and ticket sales for a boat cruise.

Sharing time, talent, and resources

Beyond fund-raising, agents support the Bike Tours with "services in kind," donating the use of trucks and operators over a three to five day period. Some agents pick up and deliver supplies to checkpoints, collect and dispose of trash, deliver unused food to local food banks, and take supplies to a central warehouse. Others, along with Atlas Canada staff members, work at registration desks, prepare and serve food at checkpoints, and perform myriad other tasks.

Many Atlas agents, having established strong ties with local or regional MS chapters, participate in all three of the charity's signature fund-raising events each year (Bike Tours, Super Cities Walks, and Mother's Day Carnation Campaign).

Among the most active participants are: AMJ Campbell Van Lines' offices in Vancouver, Winnipeg, Markham, Mississauga, Montreal, Oakville and London; Premiere Van Lines in Dartmouth; and the Jay's Group in both Regina and Calgary.

Two years ago, Jay's commissioned a special graphics wrap for a trailer, and Calgary's branch manager, Grant Shiels, participated as a rider.

A number of cyclists who participate either have MS themselves or are close to someone who is afflicted. Their stories can be heart-wrenching, like these found on the MS Society web site:

"I bike for MS because I am able to. At 35 years of age I was diagnosed with relapsing-remitting MS. Because I am one of the fortunate ones, I have been in remission for a few years so it is very important that I do all that I can – while I can, to raise much needed funds for research to find a cure."

"I've taken my physical fitness for granted for a long time. This is why I agreed to participate in the MS Bike Tour where I met another cyclist who had MS. His testimony touched me. I decided I would do this every year. For me, it's simply giving back for having my own good health. It's like paying it forward."

"This is my first year in the MS Bike Tour and even before the tour had begun I realized why I bike for MS. Just by collecting pledges you find out that almost everyone knows someone with this disease. It is shocking to find how many friends and family know someone who is suffering. I bike for MS so that the people in our lives know that one day the world will be MS free." ■



Atlas Canada is Proud to Support the MS Society

MS (Multiple Sclerosis) is an insidious disease that tends to strike people in the prime of life (ages 20 – 40). The progression is unpredictable and can affect vision, hearing, balance and mobility. The effects are physical, emotional, and financial, and they last a lifetime. There is no cure. Approximately 500,000 people across North America have been diagnosed. For reasons unknown, Canada has one of the highest incidences in the world.

Atlas is proud to support the MS Society of Canada. Rather than use commission-based techniques, the organization relies on volunteers to keep overhead down. It provides extensive oversight to ensure the ethical integrity of its operations. This year, more than 100,000 people will give their time and talent on behalf of the society and its fight against the disease.

Atlas Canada and its agents are proud to give something back to the communities where they do business.



Atlas International Forges New Partnership

Enters Licensing Agreement in UK

Atlas International President & COO Jack Griffin (left) and Fox Moving and Storage Managing Director Paul Fox. On June 1, Fox and Atlas entered a strategic partnership in which Fox Group acquired Vanpac International of Southampton, England and became the exclusive licensee for the Atlas and Vanpac brands in the UK. The partnership expands Atlas International's global market penetration and is an important step in the company's drive to become a non-asset based forwarder.

Customers who relocate to or from the UK can get the assurance of an Atlas move from start to finish, thanks to a new partnership between Atlas International and Fox Group (Moving and Storage) Ltd. in Cwmbran, Wales.

"Fox has long been a solid trading partner of ours," says Atlas International President & COO Jack Griffin. "It's one of the largest and best known removals firms in the UK. In addition to a reputation for quality with a keen knowledge of the UK market, Fox has solid connections to the continent and is growing its overseas business. Fox and Atlas are a good fit."

On June 1, Atlas and Fox inked the sale of Atlas-owned Vanpac International Ltd. in Southampton, England, to Fox Group. In addition to the sale of assets, a licensing agreement establishes Fox as the exclusive agent in the UK representing the Atlas and Vanpac brands. This is a first for Atlas International, which maintains reciprocal relationships with about 600 firms around the world. A licensing agreement goes way beyond trading tonnage.

"This positions Atlas to grow our representation and enhance overall service levels in an important market place, while expanding the Atlas footprint worldwide," says Jack. And, by the same token, Atlas International's strength in corporate relocation will help Fox grow their national account base. "It's a win-win scenario," says Jack.

"It means new business for Atlas agents in the U.S.—and more bookings for Fox in the UK."

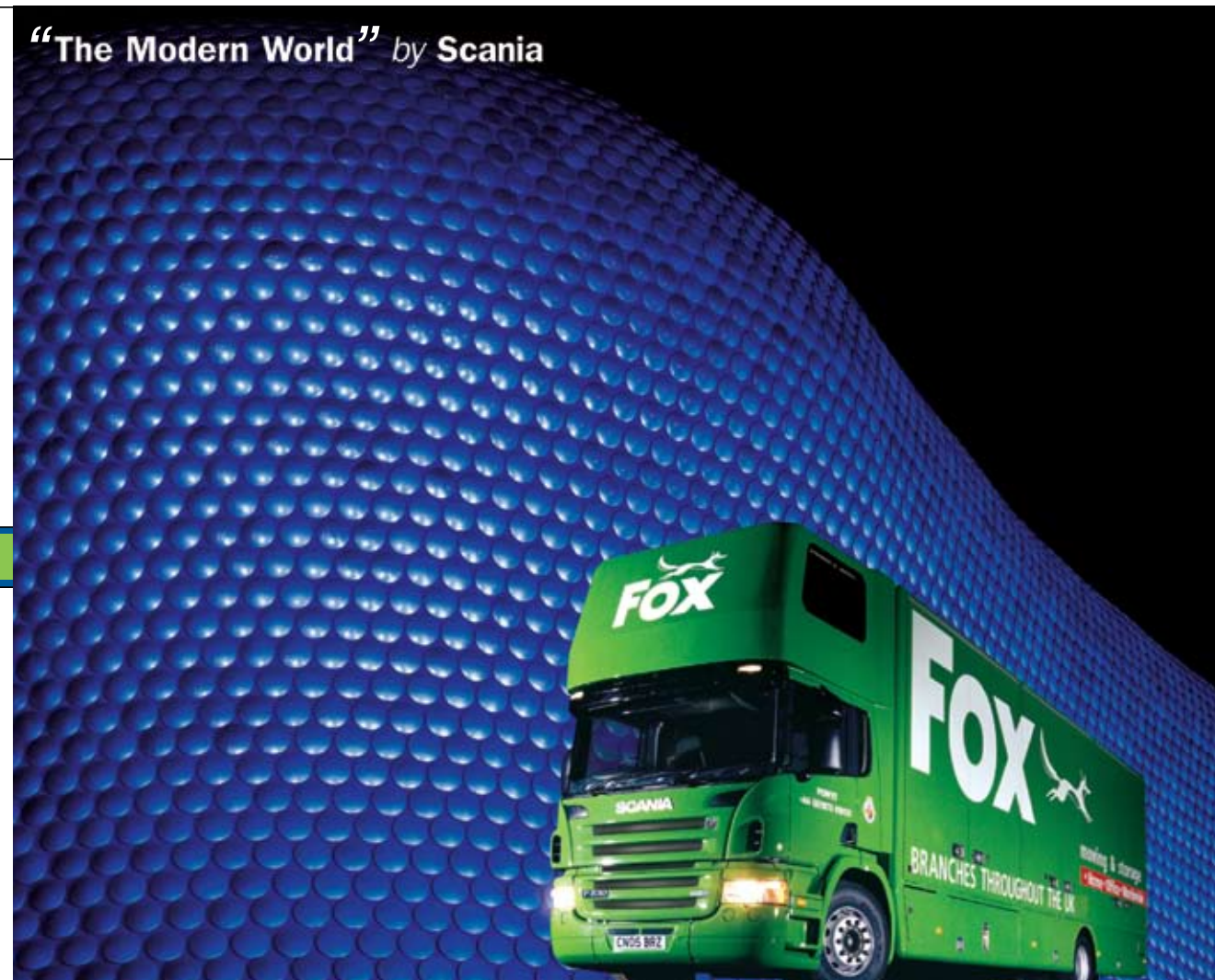
"Rather than working with ten firms scattered around the country, one close relationship with a committed, quality partner will strengthen Fox and Atlas," says Jack. "It gives us each a greater ability to service current customers—and win new ones."

Stronger Alliance for Atlas Agents

The agreement with Fox takes Atlas International closer to its goal of becoming a non-asset based forwarder, a business strategy that will enable the company to ally more fully with Atlas agents. Similar partnerships are now in the evaluation stage, as the Atlas International business development team considers trading relationships in major theaters, such as France, Germany, China, Japan, Australia, Singapore and India.

"The Atlas brand is highly respected around the world," says Jack. "And we are highly selective in our relationships. We're targeting those who meet our quality standards, maintain a national account base consistent with ours, and have a propensity to work with Atlas agents based in the U.S. We're looking for true partnerships that will bring new business to the states—business that will be serviced by our Atlas agents." ■

"The Modern World" by Scania



"Scania trucks are unchallenged for their durability and quality of build, which is why they form the majority of our fleet. A Scania is a driver's truck and in an age when the employee picks the employer, this is important. Happily, due to high residues and low maintenance costs, it can also be considered a boss's truck."

Paul Fox
Managing Director
Fox Moving & Storage



A Leader in the UK Removals Industry

Roy Fox started Fox Moving & Storage in 1971 in Cwmbran, Wales. His son Paul joined in 1977 at age 16 and, within three years, took the reins of a moving operation Fox had acquired in Cardiff. Paul followed his father and assumed leadership of the company in 1995; by 1999, Paul had purchased all outside interests to bring complete family ownership to the firm. In 2004, Paul was elected president of the British Association of Movers, twenty years after his father was elected to the same office.

By merger and acquisition, Fox has become a leading UK mover with a strategic interest in international business. Since the mid-1990s, the firm's overseas revenues have increased steadily and now account for more than 35

percent of total sales volume. Besides further development of the Vanpac business in Southampton, Paul says Fox plans to use the Atlas partnership to provide a "bigger and better" service to existing customers. "However, our main drive is to provide UK and U.S. customers with a nationwide service from Cwmbran," says Paul. "As well as the UK, we provide regular road van services to the continent, making us a natural gateway to Europe. We ensure quality via the FIDI FAIM quality process (a standard for the international moving industry) and now incorporate the Atlas brand in the belief that quality will bring quantity."

An ad campaign by Scania, manufacturer of heavy trucks and buses, featured companies that lead in their market sectors. Fox Moving & Storage maintains 24 Scania trucks in service.

ROAD DAY 22 SEPTEMBER 22



Honoring Great Service

Annual ROAD Day Pays Tribute to Atlas Van Operators

The Atlas chain of service is strong, thanks to some of the most conscientious professional van operators in the industry. As it has every year since 1988, the entire Atlas family dedicated a day in September to honor these professionals for their excellent service. Atlas agencies across the U.S. hosted a variety of appreciation events. At headquarters, Atlas van operators enjoyed Subway sandwiches – one of their all-time favorite foods, according to the “King of the Road” survey. And each Atlas van operator received a gift of appreciation – a stainless steel warming mug that holds coffee or tea at a pleasant 140° F.

Atlas is pleased to thank Gold Sponsors – Windfall and Bridgestone Bandag Tire Solutions; and Bronze Sponsors – Freightliner-Western Star of Evansville and Melcher. With their support, Atlas awarded gift cards valued at over \$3,000 to 30 van operators in a random drawing.

Here are a few of our prize winners... \$500 Visa Gift Card

Douglas C. Mann, Weleski Transfer (2151)
Henry L. Bowie, Reads Moving Systems of Carolina (1714)

\$300 Visa Gift Card

Frank E. Dhennin, DMS Moving Systems of Alabama (801)
David D. Dague, Avatar Relocation of NY (444)
Clifton Richardson, Gollott Bros. Moving Co. (956)

To thank Atlas agencies for taking part in ROAD Day events, five received a free lunch for their entire office staff in a random drawing among participating agencies.

Congratulations to the winners!

Apple Valley Transfer & Storage, Inc. (0125)
Mountain States Moving and Storage Company, Inc. (1451)
Affordable Transfer & Storage Co., Inc. (0338)
Atlantic Relocation Systems (1038)
Daniel's Moving and Storage, Inc. (1380)



Stainless Steel Warming Mug

Kings Share Wisdom

What can you learn from an Atlas Van Operator?

Everyone knows Atlas van operators bring special skills to their work. Each is a packing-and-loading wizard, a customer relations specialist, and a brass tacks businessperson all rolled into one. They also represent a wealth of knowledge gained over thousands upon thousands of miles logged over the road.

As it has every year since 2003, Atlas surveyed our “Kings of the Road” for their views about life atop the pavement. We received 340 responses (our second most ever) from van operators in 43 states. With seven years of surveys under the belt, here are a few nuggets you may find of interest:

Why They Chose Atlas

Excellent Van Operators have no shortage of choices when it comes to building a career. Why did these pros choose Atlas? The top three answers: “money and miles” (income), “advancement opportunities,” and “driver respect.”

To see the complete results from Atlas’ 2009 Kings of the Road survey at: www.atlasworldgroup.com/surveys.

The Kings’ Top Picks

7 Years Running

Most Scenic Roadway: Interstate 70 – CO, KS, PA, UT

Motor Oil Used: 1st – Shell Rotella, 2nd – Mobil Delvac

Favorite Truck Stop Chain: Petro

State with Best Rest Rooms: Florida

Favorite Pastime Off-Work: Hang out with family and friends

5 Years Running

Favorite Fast Food: Subway

4 Years Running

Most Boring Roadway: I-10 – AL, AZ, CA, FL, NM, TX
(Also in third place this year as “most scenic.” Go figure!)

Favorite Hotel Chain: Super 8

Most Effective Antacid: Tums (Rolaids is a close second)

Best Part of Job: Meeting and working with people across the country

Most Difficult: Eating right



Ace World Wide of Nevada (711)



Alexander's Mobility Service (218)



All Seasons Moving and Storage (442)



Atlantic Relocation Systems (1021)



DMS Moving Systems (800)



Imlach & Collins Bros. (1132)



Thompson Moving & Storage (1995)

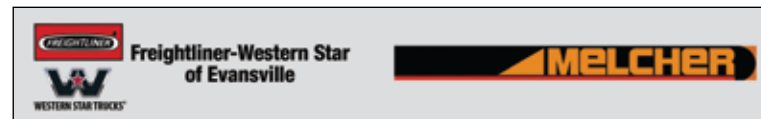


Wayne Moving & Storage (2118)

Gold Sponsors:



Bronze Sponsors:





Cornerstone
Relocation Group



Maintaining Excellent Customer Service Levels in Challenging Times

For companies that pride themselves on superior service, a challenge in the current economic environment is to maintain service levels customers expect. While it's easy to get distracted, it's more important than ever to take steps to ensure customer satisfaction.

Your customers are experiencing their own challenges, so this is a chance for you to shine. Chances are your transferees are not only experiencing the typical stresses of a relocation or international assignment; they may also be financially stressed. Likewise, senior management is probably looking closely at global mobility for cost-cutting opportunities. You can take this opportunity to make proactive recommendations to transferring employees and senior management; here are steps to ensure cost-saving measures do not compromise service levels.

Employee Engagement

Take steps to keep your staff engaged, and look for signs your service providers are keeping their employees engaged. For example, conduct brainstorming sessions to give employees an opportunity to present cost-saving ideas

or ways to improve processes. Then empower them to implement ideas that are approved. If service providers have reduced staff, how have they kept those on the front lines motivated? Ask your provider's account managers about their rewards and recognition efforts and about their training. Training that goes beyond daily work activities—such as financial management in a down economy or topics on work-life balance—can help keep employees engaged. It is more important now than ever to reward employees who have to do more with less.

Process Efficiencies

Review processes and look for efficiencies. If you have an in-house relocation team, review their job functions and look for ways to cross-train, streamline, or perhaps outsource tasks to your service providers—who should also revisit the status quo for process enhancements. By improving processes, you and your service provider will reduce the stress for those employees on whom you depend, and you may avoid having to hire additional staff. It's a move that may be invisible to your customers.

Communication

A lack of communication will only exacerbate an already anxious environment. Staff members will not be as productive if they are worrying about losing their jobs or the company going out of business. Keep your staff informed as much as possible. Stay in touch with your service providers and ask how they're doing. Talk with their employees to get a feel for their working environment and keep tabs on the financial stability of your providers. Ongoing communication, such as "Town Hall" meetings and internal newsletters, can help reassure customer service staff and go a long way in ensuring your transferees and assignees are treated with the utmost care and attention.

Along the same lines, communication with transferees, assignees and senior managers is critical. Transferees and assignees need to know they have advocates who will work with them. Be certain that your service staff consists of experienced professionals who can empathize because they've owned homes, sold homes, and perhaps lived and worked abroad. These individuals should be easily accessible so transferees and assignees can reach them at any time. Likewise, your senior management team should be constantly informed about relocation costs, and the potential for cost savings or competitive enhancements. Keeping the lines of communication open will keep customers happy. Even if the news is not great, it's better than the anxiety associated with being in the dark.

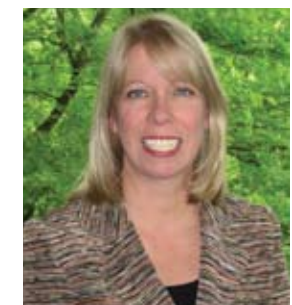
Appreciation

There's a reason you chose your service partners. It could be a great relationship, the special attention they give to transferees and assignees, or awesome technology and management reporting. Whatever the reason, ensure your providers haven't sacrificed it to cut costs. Companies experienced in riding out economic storms understand customer loyalty is more important than acquiring new business in tough times. The current customer provides the cash, and in times like these, cash is king! Make sure your business is appreciated and that you're still receiving the same level of service (or better) that you have come to expect.

Review Your Policy

By benchmarking your relocation policy, you may not only realize cost-saving opportunities, you may be able to enhance the customer experience by adding valuable services. For example, you might reduce the number of home-finding trips to one and use the cost savings for an up-front assessment of the viability of relocation. With an ample supply of homes at rock bottom prices, two trips may not be necessary. Or, transferees in a negative equity situation may find an informed consultation helpful prior to accepting a move.

The economy will recover. The question is who will not only survive, but also thrive by maintaining excellent service levels. By rewarding critical customer service talent, employing creative cost-saving measures without sacrificing service, communicating openly and honestly—and with support from your relocation service providers—you can continue to exceed customer expectations. ■



By Michelle Falcinelli,
CRP, Vice President,
Client Services for
Cornerstone
Relocation Group



Titan Shows True Colors

A Perfect Mix with AGI InStore and Glidden



The new Glidden paint selection merchandisers are in Home Depot stores now. Titan orchestrated a logistics plan for AGI InStore and AkzoNobel to deliver and install the fixtures at 1,964 locations over a ten-week period this spring.

The scope was “titanic.” It would take a coordinated logistics plan to deliver and install fixtures in 1,964 retail locations coast-to-coast in a mere ten weeks. Success was critical to the marketing strategy of a blue-chip consumer product.

“AGI InStore invited us last summer to work with them on a rollout in Home Depot stores,” says Titan Senior Account Executive Mark Sesti. AGI InStore creates in-store merchandising solutions to capture attention and influence consumers’ purchasing decisions. “We have a true partnership with AGI InStore that started in 2003. On each program, in the very beginning, we sit down together for an open discussion to design a program to fit their customer’s objective.”

The logistics project was key to a bold marketing plan for industrial giant AkzoNobel, which had reformulated its Glidden brand and was reinventing the paint selection process for consumers. New merchandise displays would play a major role in the strategic product re-launch.

In August 2008, Titan installed prototypes in 91 locations for a market test. Based on findings, AGI InStore refined the fixture design. Four weeks before the storewide rollout was to commence, Glidden provided a schedule with locations, contact names and site-specific requirements for installers. After some back-and-forth tweaking, Titan uploaded a final schedule to its web-based tracking system.

“The next major step was to contact our installer teams,” says Titan Director of Special Projects Wilda Poehler. “This step is crucial to any project, but particularly to one of this size. We had to make sure that all teams would be

dedicated to the schedule and timing.” To help installers prepare for efficiency, Titan produced a how-to video.

Titan’s team managed all aspects of delivery and installation, starting with a freight management schedule to coordinate the complex movements of the manufacturer’s selected freight providers. Titan ensured all shipments from the factory in North Carolina arrived at strategically located warehouses for just-in-time delivery. At each store, Titan installers assembled and placed the new fixture, coordinating the installation with electricians. They stocked the fixture with color chips and tester bottles, photographed the finished display, and documented completion. They then removed the old fixture and debris and disposed of them off-site. To minimize inconvenience to customers and store personnel, installations had to take place after 6:00 pm and be completed by 10 am. And there was another wrinkle.

“Home Depot specified that their contractors would handle electrical connections,” says Wilda. “We had to make sure the contractor was on site when our installers arrived, otherwise we could not start the removal.”

Titan’s systematic communication—including a crackerjack phone team for solving installation problems—proved invaluable.

“Our 24-hour availability to the installer teams was a great asset to the project,” says Project Manager Renee Hagan, who handled the hotline over 12-hour night shifts. “They understood the importance of reporting anything at all that would keep them from a 100 percent complete installation.”

Automatic e-mail updates apprised all parties of critical

events. Web-based tracking, with pictures and completion reports, documented proof of progress.

“This project represents a true team effort that produced the results AkzoNobel was looking for to complete the rollout on time,” says Mark. “Everyone involved, including Production Services Manager Laura Cappy, AkzoNobel, and Business Unit Leader Marty Likowski, AGI InStore, pitched in to make this rollout a success.”

On June 30, as planned, the last installation was complete. Marty Likowski commended Titan:

“This project was unlike any other I had worked on in the past with the round-the-clock attention it required. Titan’s management of the install teams, shipments, and coordination with other outside resources such as electricians, proved to be instrumental in the overall success of this monumental program for AkzoNobel and its critical re-launch of their Glidden brand.” ■

AkzoNobel Director of Marketing Services Linda Feldman sent an accolade as well:

We are experiencing a hugely successful launch of our Glidden paint program in all of the U.S. Home Depot stores, largely due to Titan handling all of our store sets. I would personally like to thank you for your amazing dedication to our program. Your expertise and follow-up is excellent. The Titan installers were professional and performed to our expectations and we know that our customer, Home Depot, was also pleased with the logistics of this program. Thank You to your entire team.

Making Futures Bright

Atlas Helps Students Pursue Their Dreams



Steinkuhl Family



Hughes Family



Elizabeth Breazeale

Atlas values education. So, in 2005, the company instituted college scholarships to help secure the benefits of higher education for students in the Atlas family. This program annually awards \$4,000 each to two children of Atlas employees and \$4,000 to one child of an Atlas professional van operator. To date, 15 students have received a total of \$60,000. This year, Amy Steinkuhl received the **Chairman's Scholarship**, which is reserved for children of full-time employees at any Atlas World Group location in the U.S. or Canada. Amy is the daughter of Laura Steinkuhl, who is part of contract services at Atlas' Evansville headquarters. She is a junior at the University of Southern Indiana and majors in graphic design.

Ashley Hughes, a junior at the University of Evansville studying athletic training and physical therapy, is the recipient of the **President's Scholarship**. Children of full-time employees at Atlas headquarters are eligible for this award. Ashley's mother, Cathy Hughes, is a member of the rating and distribution services team.

Elizabeth Breazeale received the Atlas Van Lines **Professional Van Operator Scholarship**. Only children of Atlas-qualified professional van operators are eligible for this award. Elizabeth is the daughter of Burton Breazeale, PVO with Nelson Westerberg in Elk Grove Village, Illinois. She is a senior at Lewis University in Romeoville, Illinois, studying accounting and finance. She plans to become a CPA.

"Education is highly valued at Atlas, and we applaud these students for making a commitment to achieving their dreams," says Atlas Chairman and CEO Glen Dunkerson. "These scholarships are an investment in their futures and another way for Atlas to reward our hard-working employees and professional van operators, who are key to our company's success."

Atlas World Group Scholarships Eligibility Requirements

Chairman's Scholarship

Parent is a full-time employee working at an Atlas World Group location in the U.S. or Canada.

President's Scholarship

Parent is a full-time employee working at Atlas headquarters.

Professional Van Operator Scholarship

Parent is an Atlas-qualified van operator.

Atlas instituted the annual scholarship awards in 2005. To be eligible, students must have a cumulative GPA of at least 3.0 on a 4.0 scale and be enrolled full-time as a junior or senior at an accredited university. Winners are selected at random from the pool of qualified applicants. Each receives \$4,000 toward tuition and school expenses.

Bean Moves Secretary of Navy



In a well-coordinated whirlwind, Atlas agent Bean Moving & Storage (385) relocated the nation's new Secretary of the Navy, Ray Mabus, and his family this past spring. Bean Operations Manager John Clayton received a call on May 20 and went to the Mabus' home in Ridgeland, Mississippi, that afternoon.

John was immediately aware of how important security was to this particular move. "The Navy performed a complete background check on all personnel involved with the move, starting with me," says John. "When I arrived for the survey, they had already checked me out for clearance to enter the residence."

John says it was the first move for Mrs. Mabus. "She asked me a few questions, and I said to forget what everyone else had told her about moving. We would take care of everything, and she would have no need to worry."

Packing began the next day. Professional Van Operator Donnie Newsome and his right-hand man Tyrone Box

headed the Bean crew, which also included Michael Pittman and Tony Wilkerson. Bean's official government contact throughout the relocation was Commander Meagher of Jacksonville, Florida.

For security purposes, the move required exclusive use of a straight truck, on which the Navy placed its own seals after loading. Donnie and Tyrone delivered to the Mabus residence in Alexandria on May 30, where they handled the unloading and unpacking to help the family settle in.

"A couple of pieces would not fit up the stairs at our destination, so we brought them back and returned them to the home in Ridgeland," says John. Following through for Mrs. Mabus, Bean picked up two other pieces of custom furniture and shipped them to Alexandria.

"We made sure the Mabus family received white glove service from door to door, and even after the move," says John. "It was our honor and privilege to be part of this high profile relocation."

Secretary of the Navy Ray Mabus leads America's Navy and Marine Corps and is responsible for an annual budget in excess of \$150 billion and almost 900,000 people.

Atlas Earns Honors in InformationWeek 500

Atlas World Group Inc. has been recognized by a premier publication of the information technology industry. InformationWeek placed Atlas at 192 in its annual list of 500 firms that are the most innovative users of business technology. The magazine revealed its highly anticipated roster on September 14, during its Conference and Gala Awards event at Monarch Beach, California.

"We are excited to be named in the top 250," says Atlas CIO Mike Neeley. "This recognition validates the dedication Atlas brings to technological innovation... and it underscores our commitment to customer service."

The InformationWeek 500 is open to invited companies only in 21 industry categories. To be considered, a company must demonstrate a pattern of technological,

procedural and organizational innovation. Eligibility requires at least \$250 million in annual revenue.

In applying for the award, Atlas showcased its innovative AtlasNet Survey, a custom software tool that combines a calendar and scheduling application, mobile device applications, and web-based synchronization services to manage security and communication.

InformationWeek magazine reaches 440,000 business technology professionals, helping them define and frame their business technology objectives. The complete list of winning companies appears in the September issue. You may view it online at: www.informationweek.com.





President's Club to Tee Up Fun in Naples

Annual Gathering Set for March 11 to 15



Top producers in the Atlas agency family will hold their 2010 meeting on Florida's Paradise Coast at the Ritz Carlton Golf Resort in Naples. During their stay, they will enjoy an unforgettable retreat in luxury, with a relaxing spa, spacious suites, and world-class dining. And, they may test their skills at the Tiburón, with two courses designed by legendary golfer Greg Norman.

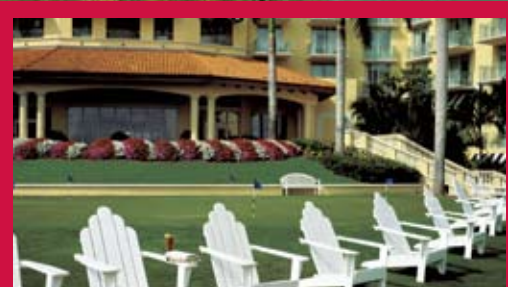
The Best of the Best

"Sixteen Atlas sales professionals have earned a place for themselves and a guest at the President's Club meeting this year," says Atlas CEO and Chairman Glen Dunkerson. "This is a testament to their extraordinary efforts, despite a struggling economy and an increase in the sales volume threshold to qualify."

Atlas sales professionals earn a place at the annual meeting by achieving \$2.5 million in interstate bookings between July 1 and June 30. (The threshold increased this year to reflect the cumulative effect of ten tariff changes enacted since Atlas established the incentive in 2000; the prior volume requirement of \$2 million equated to about \$1.7 million in 2008.) Atlas recognizes first-time achievers at this level with a sapphire pin.

In addition to top-tier producers, Atlas bestows President's Club status to those who achieve \$1 million in bookings. This year, 51 sales people qualified at this level. Atlas will award each a \$200 gift certificate; first-time qualifiers will also receive a ruby lapel pin and plaque.

I am convinced Atlas sales performers are among the most dedicated anywhere," says Glen. "Their productivity proves it."



The President's Club will meet at the Ritz Carlton Golf Resort in Naples, Florida, home of Tiburón Golf Club. This 36-hole championship course, designed by Greg Norman, is the site of the Merrill Lynch Shootout.

2009-2010 President's Club Winners

	Salesperson	Agent
Sales \$2,500,000 or more	1 James Cole, Jr.	J. W. Cole & Sons, Inc.
	2 Steve Westerberg	Nelson Westerberg
	3 Gary Louderback	Ace World-Wide Moving & Storage Co.
	4 Dennis Sorhagen	Crofutt & Smith Moving & Storage
	5 Jim West	American Ace of Oklahoma, Inc.
	6 Fred Paxton III	Paxton Van Lines, Inc.
	7 Don Hill	Alexander's Mobility Services
	8 Steve Delane	Alexander's Mobility Services
	9 James Zachary	Atlantic Relocation Systems
	10 Ken Neisner	Specialty Moving Systems, Inc.
	11 Wayne Curtis	Comtrans Ltd.
	12 Thomas Philbin	Nelson Westerberg
	13 Keith Morse	DMS Moving Systems, Inc.
	14 Ken Imlach	Imlach Group
	15 Tim White	Imlach Group
	16 Chris Wing	Powell Relocation Group
Sales \$1,000,000 to \$2,499,999	17 Richard Meyer	DMS Moving Systems, Inc.
	18 Denise Della-Dora	Alexander's Mobility Services
	19 Michael Boone	Lytle's Transfer & Storage, Inc.
	20 Chris Lechner	Alexander's Mobility Services
	21 Jennifer Acosta	Ace World Wide Moving & Storage Co.
	22 Tina Rose	Walker Transfer, Inc.
	23 John Dulin	Alexander's Mobility Services
	24 Eric Manfredi	Weleski Transfer of Cleveland, Inc.
	25 Julie Cibelli	Nelson Westerberg
	26 Donna F. Gann	Nelson Westerberg
	27 Gene Devaney	Collins Brothers Moving Corporation
	28 Janet Hathcock	Watson Van & Storage Co., Inc.
	29 Roger Sorhagen	Crofutt & Smith Moving & Storage
	30 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
	31 Jimmy Gemeinhardt	Bean Moving & Storage, Inc.
	32 David Zerda	Alaska Terminals, Inc.
	33 Richard Clarke	Ace Relocation Systems, Inc.
	34 Mark Smith	Avatar Relocation of NY Inc.
	35 Carrie Corless	Ace Relocation Systems, Inc.
	36 Bob Akers	Nelson Westerberg
	37 Larry Lammers	Ace Relocation Systems, Inc.
	38 Chet Grisso	Alexander's Mobility Services
	39 Greg Koehlinger	Nelson Westerberg
	40 Jeanne Witcher	Atlantic Relocation Systems
	41 Milton Perkins III	Reads-Perkins Moving Systems, LLC
	42 Ross Buckley	Alexander's Mobility Services
	43 David Hillemann	Advance Relocation Systems
	44 Ann Burkart	Alexander's Mobility Services
	45 Dan Rosauer	Alexander's Mobility Services
	46 Steven Gruszewski	Ace World Wide
	47 Gail Ann Lynch	Alexander's Mobility Services
	48 Jonathan Cotten	Alexander's Mobility Services
	49 Kathy Barclay	Alexander's Mobility Services
	50 Jim Chretien	Specialty Moving Systems, Inc.
	51 Gary Weleski	Weleski Transfer, Inc.

Collins Brothers Executive Earns Hall of Fame Award

Therese Ferretti, President, Collins Brothers Moving Corporation, is the recipient of the 2009 Women In Business Hall of Fame Award, presented by the Business Council of Westchester.



Therese Ferretti, President of Collins Brothers Moving Corporation (547), has earned the 2009 Women In Business Hall of Fame Award of the Business Council of Westchester. The award recognizes executive leadership and business results gained through effective management.

Marsha Gordon, President and CEO of the council, presented the award to Therese on April 22, during a banquet at Glen Island Harbor Club in New Rochelle, New York.

"Because of Therese's effective management, she has guided the company from a \$1.5 million operation with one location to a \$52.5 million operation with eight locations in four states today," said Marsha.

"When Therese came to us over 25 years ago, she was just out of college and attending grad school," says CEO Frank Webers. Therese advanced through the ranks from receptionist to president, says Frank, gaining a well-rounded experience that has helped make her an effective leader. "Therese has that rare ability to get right to the heart of the challenge and solve it," says Frank. "She has a can-do attitude, and she instills it in the staff. She is a shining star."

Some may associate moving and storage primarily with men, but Therese sees it differently.

"I've never really felt I've had any obstacles in my way as a result of being a woman in this industry," Therese says. "I would encourage all women to believe in themselves and their abilities, to accept all challenges that come their way, to work with integrity, and to develop a great team."

Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Jerry Bradley	Paul Gibbs	Stepson	Sales Manager, Ace Relocation Systems, Inc. (43)
	Ben Pangborn	Nephew	
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Jennifer Britt	Jamey Parrish	Cousin	Agency Services, Headquarters
Dawn Brittingham	Jeffrey A. Brittingham	Stepson	Corporate Account Sales, Ace Relocation Systems, Inc. (8)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden, Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co., Inc. (440)
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
Adam Dinot	Adam Dinot, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
Zane Green	Russell Green	Son	Operations Manager, Ace Relocation Systems, Inc. (8)
Susan Gurganus	Bryce Gurganus	Son	On Site Coordinator at Americorp Relocation, Ace Relocation Systems, Inc. (66)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)
Theresa Lilloco	Bob Lilloco	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator STG Group, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Rick Phillips	Todd Veek	Son-in-law	Director of Risk Awareness, Headquarters
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Transfer & Storage Co. (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Read's Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region 1 RSG, Headquarters
	Kristopher Scott	Son	
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, DMS Moving & Storage Systems, Inc. (800)
	Geoffrey Smith	Son	
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (62)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Karen Vandiver	Michael Vandiver	Son	Insurance Manager, Risk Management, Headquarters
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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



Atlas Agent Is "Smokin'!"

The Grove family of Merchant Moving & Storage, Inc. (1401) in Boise, Idaho, celebrated 35 years in business with a "Smoke Out," a celebratory barbeque, at its offices on May 19. About 150 customers and friends took part in the festivities, enjoying plenty of pulled pork, Idaho baked potatoes, and pasta salad.

Merchants Moving & Storage opened its doors in 1944. Ron Grove Sr. and Joan Grove purchased the company in 1974 and joined Atlas the following year. Today the company employs 45 employees and maintains 40 pieces of equipment in its local and long haul fleet. In 1995, Merchants was one of four Atlas agents to earn the inaugural Milton M. Hill Quality Award for (Atlas' highest honor for agents). The company has earned the award numerous times since.



Merchants Moving & Storage Inc. marks 35 years in business under Grove family ownership. Left to right: Darlene Nelson, Gretchen Mullins, Tricia Steel, Secretary-Treasurer Vanessa Grove-Race, Tonya Dahlheim, Billie Wardle, Russell Papp, President Ron Grove Jr., VP Operations Brian Grove, and Joe Fisher. Not pictured: CEO Ron Grove Sr.



Investment In Safety Earns Building Excellence Award

The City of Boise has honored Merchants Moving & Storage Inc. with a Building Excellence Award. The award recognizes significant

fire and safety improvements the company made to one of its warehouses. Boise Director of Planning and Development Bruce Chatterton presented the award to President Ron Grove Jr. and Vice President of Operations Brian Grove at a meeting of the Building Owners and Managers Association on May 21.

"The business owners and construction

professionals honored today deserve recognition for doing the right thing to protect the public," said Chatterton. "These folks are the unseen heroes of building safety, investing thousands of dollars on projects that no one sees but which make all of us safer and improve the quality of our lives."

The Atlas agency invested a quarter of a million dollars in an advanced fire suppression system that included a pump station, sprinklers, strobes and audible devices. The building was previously protected only by smoke detectors.

"We made this investment to improve the quality of our facility and give our customers piece of mind knowing their belongings are in a safe, secured warehouse," says Ron.

Principals with Merchants Moving & Storage Inc. display the award they received from the city of Boise for building improvements. Left to Right: Brian Grove, Vanessa Grove-Race, and Ron Grove Jr.

Weleski Transfer Marks a Century of Service



Under Tony's leadership, the company joined the Atlas Van Lines agency family in 1963. Tony served as Northeast Regional Director for Atlas before retiring in the late 1970s. Gary then stepped into that role and, in 1988, became an Atlas board member. That same year, Gary participated in the dramatic buy-back from Wesray that returned Atlas to agent ownership.

Weleski Transfer is one of the larger producers in the Atlas agency network, with three locations that include branch operations in Johnstown, Pennsylvania and Cleveland, Ohio. The company self-hauls 85 to 90 percent of the traffic it books.

Like every businessperson, Gary acknowledges the challenges of an economy in recession. But, following Tony's example to reinvest locally, he sees an edge.

The family enterprises encompass self-storage, franchise restaurants, gas and convenience, a travel agency, river terminal, and truck repair shop. All told, the businesses employ about 200 people.

"These are difficult times, and we are fortunate to have diversified," says Gary. "We believe if you treat people right, they will treat you right in return. We try to be fair, and as a result we have dedicated and loyal employees. Many of them are second generation – their parents worked here."

Such a philosophy bodes well for any company, and will no doubt serve the Atlas agency well as it enters its second century.

Although Weleski Transfer has every reason to toot its own horn, you probably won't notice any hoopla. In typical low-key style, the Atlas agency is noting a milestone this year that very few businesses ever see. In 1909, Andrew Lewis Weleski began moving furniture for friends and neighbors in the Tarentum, Pennsylvania area. Today, the family business still blooms in the community where it was planted.

CEO Gary Weleski heads the organization along with Vice President F. Lynn Thompson. Grandsons of the founder, the two have worked side by side for 40 years. Gary's daughter, Lauren, and Lynn's son, Dan, represent a fourth generation now learning the ropes. Gary acknowledges the century of success owes much to the efforts of dedicated employees, past and present. But the most significant contributor was his father, Anthony L. "Tony" Weleski, who kick-started the company's growth.

"Dad was low-key, but a hard worker," says Gary. "It was his philosophy to reinvest in the business. He chose to stay in Tarentum because he appreciated the people here and the blue-collar, hard-work ethic."



Weleski Transfer Key Managers, circa 1990, on the occasion of a new warehouse opening. From left: Michael Chick, VP of Sales; Gary L. Weleski, President; Anthony L. Weleski, former Chairman (deceased); F. Lynn Thompson, Vice President; Patrick Sobotka, former VP of Sales (deceased).

Personnel Changes at Atlas



Mark Spiehler

Atlas Van Lines has named Mark Spiehler as Senior Vice President of Account/Agent/Claims Services. Mark brings 28 years of industry experience, starting as a dispatcher with Atlas in 1982. He was with Atlas for six years, then returned to Atlas as Director of Agency Recruitment in 1997. In 2003, Atlas promoted Mark to Vice President of Customer Service.

He soon moved into the role of Vice President of Rating and Distribution Services. In 2008, he took added responsibility for customer relationships, cargo claims and customer service. In his new role, Mark leads the Atlas departments responsible for invoicing, rating and distribution, sales and marketing, claims, and continuous improvement.



Brenda McCandless

Atlas is pleased to name Brenda McCandless as Senior Director of Claims Services. Brenda joined Atlas in 1980 as a customer service representative. She advanced through the organization as supervisor, manager, and

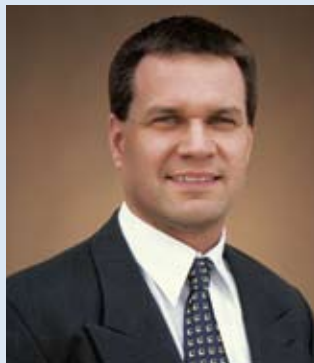
director of the customer service and claims department. In her new role, Brenda oversees all claims services associated with interstate relocations as well as specialized claims handling.



Jeffery Schimmel

Jeffery Schimmel is now Senior Director of Operations for the Relocation Services Group and Specialized Transportation Group. Jeff has worked for Atlas since 1984, when he started as a dispatcher. Within two years, he earned a promotion to planner. In 1992, Jeff was named manager of western operations.

He was promoted again in 1995 to director of the relocation services group for region II, which includes states in the South and West. In his new position, Jeff oversees daily business operations for both the household goods and specialized transportation groups.



Michael Spearin

Atlas Terminal Company welcomes Michael Spearin as Director of Fleet Maintenance. In his new position, Mike oversees day-to-day operations of the fleet maintenance shop that serves Atlas Van Lines and its agent network. A native of Boston, Mike graduated from the Benjamin Franklin Institute of Technology, where he studied industrial and commercial

electrical technology. He brings 14 years of experience in the fleet maintenance industry, most recently as shop foreman with Freightliner-Western Star of Evansville. He has also worked for the Massachusetts Bay Transportation Authority, Burke Distributing Corp. and Colony International Truck Center.

Nelson Westerberg Completes A Time-Critical Move for Zurich



Atlas Agent Nelson Westerberg (1505) recently completed a time-critical move of high-value equipment for Zurich in North America, a leading property and casualty insurance provider.

Over the Labor Day weekend, the Nelson Westerberg team relocated data servers from Baltimore, Maryland to Zurich North America headquarters in Schaumburg, Illinois. The equipment traveled on two tractor trailers with two operators in each cab. As a fail-safe measure,

a third truck followed with two operators. The relocation concluded according to plan, and the servers were back online Tuesday for the resumption of business after the holiday.

"We were pleased to handle this important move for Zurich," says Nelson Westerberg Vice President and General Manager Tom Philbin. "We made sure their equipment was handled with utmost care and was in place when they needed it."

In Memoriam



Robert J. Boush Jr., 59, Boush Moving & Storage (0507) in Puyallup, Washington, passed away on March 11. He was an owner, along with his cousin, Carl, of Boush Moving & Storage, a business started by their grandfather in 1919.

Bob had been active in the business for over 39 years and took great pride in it. In 1994, Boush Moving & Storage joined the Atlas agency family. The following year, the business doubled

its COD booking volume and achieved a remarkable 0.0 claims ratio.

Bob had many friends in the Atlas family and looked forward to seeing them each year at the convention. At the time of his passing, he was actively involved in day-to-day operations as vice president, and he handled all of the interstate estimating.

Bob's son, J.K., succeeds his father as vice president. He is also survived by his wife, Jan, of Lake Tapps, Washington; daughter-in-law, Dixie Boush; and two grandchildren, plus one on the way.

OMEGA

We mourn the passing of these Atlas family members and extend our heartfelt sympathy to their loved ones.

Frank Iacovazzi, of American Moving Services (725) in Des Moines, Iowa – Monday, August 10.

Gene Bowman, warehouse manager and operator with G & M Moving and Storage (1242) in Cincinnati, Ohio – July 27.

John Hicks, operator with DMS Moving Systems (800) in Canton, Michigan – June 26.

Mike Golden, salesman for Appalachian Moving & Storage (237) in Bristol, Virginia – August 30.

Jeff Williamson, van operator for A-1 Moving & Storage (0087) in Jupiter, Florida – August 21.



Tracks

Atlas Service is Appreciated

**RE: Scott Caspard and Terri Stuart
ABC Moving and Storage (20), Chesterfield, MO**

I recently moved from Las Vegas, NV to St. Louis, MO. I contacted Scott Caspard to arrange all the details. Scott was very helpful and professional. This was my first state-to-state move. To say the least, I was very nervous about hidden costs and extra charges. My fears were compounded by lots of "know it alls" who told me horror stories about moving companies adding extra weight to hike the price and stealing belongings.

Scott reassured me this was not the case. Without seeing what I was moving from Las Vegas, he was within 60 lbs. of his estimate and within \$30 dollars of the total cost...amazing.

Another employee I would like to commend is Terri Stuart. I had some unforeseen problems in St. Louis finding a storage locker that would accommodate a semi-trailer. Terri pulled up the storage facilities on the computer and guided me in the right direction. She also kept the truck driver updated on any and all changes or issues. Terri was encouraging, very pleasant and willing to help me during this stressful time.

This transition went very smoothly for me. If the rest of your staff is like Scott and Terri, you have a goldmine. I will always recommend your firm and in particular, these two dedicated people.

**Thank you so much,
James Accardi**



**Re: George Porter & Nikki Hawkins
Golden Van Lines, Inc. (991), Longmont, CO**

I recently moved from Arizona to Denver and used Golden Van Lines. The experience was wonderful! My household was carefully packed up by George and his crew, the service provided was warm and friendly and he delivered everything to Denver in a timely manner. That's the best move I've ever experienced! Please thank George and Nikki again for providing superior service. It was a pleasure to work with such nice people during a stressful time. I would confidently recommend Golden Van Lines to anyone moving.

**Thank you,
Linda Baumann**

**RE: Debbie Prince, Janice Taylor and Bruce Fox
City Transfer and Storage (630), High Point, NC**

The purpose of this letter is to convey a few words of thanks to you and members of your organization.

Recently we moved from Whitsett, NC to Myrtle Beach, SC. Beginning with the moving estimate from Debbie, to the fine coordination by Janice, to the hard work and careful handling of our home essentials by Bruce Fox, the move was the very best we have ever experienced. Oh yes, we moved nine times in the last 18 years, east coast to west coast and back!

During these economic times and the culture we live in, we felt that we had to convey to City Transfer's management that the team who assisted us in our move was first class and extremely professional. Keep on doing what you're doing because it is clearly a winning formula.

**Sincerely,
Tom and Sally Restivo**



**RE: Fred Welman
American of Virginia (103), Waynesboro, VA**

I'm writing to you to report our complete satisfaction with a move we recently executed with an Atlas Van Lines affiliate office, American of Virginia in Waynesboro, VA. Our move was a success due to the effort of all the Atlas team members and in large part, the remarkable efforts of one of your staff drivers and movers.

We moved from Charlottesville, VA to Pasadena, CA two weeks ago. This is our third significant move in six years and I admit to being nervous about how our furnishings would be handled; our previous experiences with other major-line carriers were not positive and we had several pieces of furniture damaged from poor packing and moving procedures.

Fred Welman, our driver and lead mover, was absolutely stellar. He exceeded our expectations in every aspect – on the Charlottesville end he was careful with the loading of our items and he was meticulous regarding how they were positioned and protected in the truck. He was timely and consistent in his communications with us while on the road transporting. And when unloading and unpacking in Pasadena, Fred again was fastidious and mindful of our items

and our new home. On top of it all, Fred was courteous, exacting and approachable.

I'm writing to you with the hope and expectation that you will note Fred's exceptional efforts. We will be moving again within a year and it is our plan to work with Atlas Van Lines and most purposefully, Fred Welman, again.

**Sincerely yours,
Carolyn Baron**



**RE: Lisa Jolson and Mark Smedley
Alexander's Mobility Service (214),
Baltimore, MD**

I would like to thank you and Alexander's for the great service I have received.

Your attention to my needs are much appreciated. Your comments in our first conversation gave me great faith in your company. I will never forget when you said if I did not choose Alexander's and had questions that I could call you for answers. This is what is known as customer service and you sold me on your company. As a manager of a small business, I know what good customer service means, it means customers will return and recommend many others. This is how businesses are able to continue and be profitable.

Your driver Mark Smedley and his Baltimore crew were very professional and a great team. They worked hard from the time they arrived to the time they departed. Through the 26-degree temperature and lower wind chill temperatures, they worked non-stop with enthusiasm and a smile on their face. They were very careful as they moved the very heavy boxes and furniture. They were as respectful of my belongings as they were of me and I have great respect for all of them. As a general manager of a business, I appreciate their attitude, skills and great team work. These are hard to find in the business world. Their customer service and yours are to be recognized.

You and the team have surpassed my wishes of a smooth departure on my next step in life.

**Thank you
David Wentling – a very satisfied customer.**



**RE: Yvonne Allan, Laura Clay, Nathan Waller,
Jeffrey Waller Jr., Tyler Well, Carl Wiggins, Tom
Maynard, David Puskas, J.R. Robinson, Tony
Ferguson, Brad Dolecek and Doug Hodge
Walker Transfer (2114), Kenova, WV**

The purpose of this letter is to commend you for the outstanding service we received from the members of your company in our move from Orwigsburg, PA to Ona, WV. Compared to our move from Iowa to PA, the service we received was exceptional.

The highest accolades go to our two drivers, Jeffrey and Nathan Waller. The skills, professionalism, attention to detail and friendliness of these guys are tops! They smoothly directed the packing and loading of the two 53' trailers. In addition, they shared many helpful insights about the general area into which we were moving. They are individuals I would

be proud to call "friends." I would enjoy spending time with them, except for the fact that they are on the road most of the time.

Tyler Well and Carl Wiggins assisted in the packing and loading in PA and some of the unloading in WV. They handled our belongings with care and respect and both are a credit to your organization. Scott and Nathan were unable to make a sharp S-curve to get to our home in Ona, so everything had to be unpacked and reloaded into a 30' straight truck. The crew of Tom Maynard, David Puskas, J.R. Robinson, Tony Ferguson, Brad Dolecek and Doug Hodge did a masterful job of unloading and treated our possessions carefully as they carried them into all the parts of our new home. They fit everything in, too!

I am impressed with the commitment you have regarding the moving process. Laura called several times to ensure things were going smoothly. She has an excellent telephone voice. I also enjoyed chatting with Yvonne as she followed up on the quality of the move. She exudes warmth and care over the phone. I wish to thank you for coming promptly to assist with hauling away packing materials and boxes. That was a huge help.

If we move again, I would request that Walker Transfer be selected as our movers. I will highly recommend your company, without reservation, to anyone.

**Sincerely,
Aaron L. Schmidt**



**RE: Ann Gale
Atlas Canada, Oakville, Ontario**

I am writing you about one of your stellar employees. Over the course of the past three years, we have moved twice, both times with what is considered a lot of personal belongings. Although we had some disappointments and claims after the first move, we chose your company again for the next move.

There is only one reason for that choice and that is Ann Gale, one of your customer service representatives for Atlas Canada. She has been a pleasure to work with, if dealing with damaged or lost goods can be called a pleasure. Her handling of our issues was not only done in a very professional manner, but one was also left with the feeling that she truly cared. Compassionate would be a good one-word description for Ann.

If possible, Atlas might consider having her cloned!

**Regards,
Olav Ruud**



**RE: Julia Ives
Paxton Van Lines (1610), Springfield, VA**

I cannot adequately describe the wonderful way that Ms. Julia Ives represents your company. I have never met her in person, but I feel as though I know her.

Luckily, I was assigned to her to arrange two household goods shipments: one from Maryland to San Diego on July 1 and the second one from Falls Church, Virginia to Bethesda,



Maryland on July 28. Each was managed by Ms. Ives from dispatch, with expertise, calmness and pleasantness. Ms. Ives returned my phone calls and emails "immediately" and was always prepared with whatever information or request that I had.

Ms. Ives worked with me over the phone and through e-mails and there was never the slightest glitch in our communication.

I believe that the greatest compliment I could ever give to a service industry professional is to say that "the person is competent and trustworthy." Ms. Ives is beyond competent and I would trust her with any transaction. And I believe that I am a reasonable, but "hard grader."

I have recommended Paxton Van Lines to my friends, and I have said "ask to be assigned to Ms. Ives."

I "enjoyed" writing those two checks to Paxton Van Lines because I got the service and support that I would like to have from any company I deal with. I surely got it with your company.

My thanks and compliments to Ms. Ives.

Sincerely,
Cristine Luoto Gallo



RE: Sharon Samples, Nelson Westerberg (1511) Carrollton, TX
Eric Vogt, Nelson Westerberg (1505) Elk Grove Village, IL

Throughout this whole process, you have been so on top of things, personable, helpful, reassuring and courteous. In every aspect of coordinating this move, you have had everything "in place" at the right moment.

This move came at a time in our personal lives that seemed to be a convergence of crisis (major medical crisis in the family). It meant so much that you were very reassuring in terms of the move and how it was all going to work out smoothly, and also communicated empathy on a personal level. Touching base with us each day the movers were at our house gave me the opportunity to ask questions as they came up, and demonstrated a great level of personal care and attention. Thank you for your outstanding customer service and top-quality coordination. It is greatly appreciated!

The movers were fantastic! Throughout the entire process, they were both very careful and professional in the way they handled all of our household goods, and incredibly courteous in their interactions with us as a family. They were amazingly gracious, thoughtful and helpful.

Their strong work ethic was evident every day. They arrived right on time each morning and worked hard all day. The weather was terrible, including a big snowstorm on delivery day. Each day, they did what needed to be done to make it possible to get their work done (shoveling, spreading salt...) and kept working. I never heard a single complaint from anyone on the crew.

My husband and I have been professionally moved several times and have had numerous conversations about how this

move has made a strikingly positive impression. We would like to extend much gratitude to you, Sharon, to Eric Vogt and his phenomenal crew from Nelson Westerberg in Chicago, and to everyone that helped make this run so smoothly. If the opportunity ever arises in the future, we would consider it a great privilege to work with all of you again.

With many thanks,
Karyn and Theo Hunt



RE: Tony Yates and Nelson Reyes
Ace Relocation Systems (15)
Upper Marlboro, MD

My wife and I want to thank ACE Relocation Systems for the outstanding service your company provided in moving our household possessions from Columbia, MD, to a storage facility in Ashland, MA. This exceptional service started with a meeting with Tony Yates, an ACE Relocation Consultant, who came to our house and with his handheld computer provided a precise cost estimate for the move.

On the day the move began, a crew made up of Nelson Reyes and his assistants arrived at our house at exactly the time promised and began loading the truck. The team was very friendly and willing to discuss our concerns about various aspects of the move. Nelson did a masterful job of packing the truck to maximize the use of space. Late in the afternoon, after a day of intermittent rain and drizzle, it began to sleet heavily; however, the crew kept working valiantly as the driveway and metal ramp into the truck turned into a mass of ice.

The last item to go on the truck was the grand piano, with Nelson taking the lead in how to disassemble the piano and wrap it to protect it from damage during transit. I was amazed at his knowledge of how to prepare the piano for shipment (compared with other piano movers who had moved the piano previously).

The evening before delivery, I spoke with Nelson Reyes to make certain they had arrived in the area of Ashland, MA. At that point, we discussed the impending huge snow storm that was predicted to arrive the next morning and how the crew could unload our possessions as early as possible so as to avoid the storm. At 5:00 a.m. on December 19, Nelson and I had a phone conversation about the probability that we could gain access to the storage facility by 6:00 a.m.

They arrived with the truck at about 6:30 a.m. and fortunately, I was able to successfully enter the code and gain access to the storage units. The main 10' x 30' storage unit we had reserved was unfortunately on the opposite side of the facility from the main gate. This required Nelson to drive the moving van down a long corridor of storage units and around two sharp turns. At first I was convinced that there was no way that Nelson could make the turns required with this very large van, but after several minutes of skillful movements of the truck, he somehow made the last turn and was able to drive right up to the storage unit!

I provided the detail in the foregoing description in order to illustrate the extent to which the employees of Ace

Relocation Systems impressed us from beginning to end with the highest level of customer service imaginable. I would recommend your company to any and all who might be considering a future move. Thanks so much to everyone at Ace Relocation Systems for a job extremely well done!

Sincerely,
Stan Bennett



RE: Zile & Sylvia Mohammed
Wm. Duggan Co, Inc. (2189)
Walpole, MA 02081

We would like to thank you both for your help with our move from California to Massachusetts. You two were such a pleasure to work with! We appreciate your careful and thorough work, as well as the great crew you hired to help. You were all so efficient, organized and friendly!

It was such a relief knowing that our things were being packed with care and that everything would reach our new home in excellent condition. We certainly lucked out by having the #1 moving team to drive our things across country! We couldn't have hoped for a more positive experience.

Many thanks,
Rich and Angie LaMonte



RE: Holly Blinderman, John Fister, Gary Merricks, Eddie Hamlin and Allen Gagner
R. Blinderman Motor Lines, Inc. (1693)
Waterford, CT

Elizabeth and I want to thank all of you at R. Blinderman Motor Lines, Inc. for making our move so easy and successful.

When you have been retired for 14 years, the last thing you want to do is to move your household. And it was a difficult time for us. But your crew all participated in making it a lot easier.

From John's initial survey and estimate, and his help in getting cartons for us to use in packing, to Holly's support in following up with our change in moving dates, to the professionalism of the moving crew.

Allen watched our goods like a hawk, Eddie had his hands on everything we owned, and Gary did a superb job in packing the truck so that everything arrived in excellent condition.

Liz and I have now moved 14 times since we got married—including moves to NY, VA, CA, and MA — and we both agree that this was by far the best move we have ever made!

Again, thank you all for providing us with very positive memories of this significant event in our lives.

Sincerely,
Clyde William & Elizabeth D. Brown



RE: Forrest Manning, Personal Movers (780)
N. Billerica, MA

Forrest, I would like to thank you for the outstanding service you gave us this year in moving my laboratory and the

households of my research team from Philadelphia to Boston. This was a huge undertaking but was extremely successful, largely due to your efforts. I was encouraged from the start that you took the time to personally oversee the lab move, made contacts with the various offices on both university campuses to minimize problems and kept us well informed at every step. We were fortunate to be able to draw on your experience and expertise for advice on shipping such items as our frozen specimens that, if not shipped correctly, could have ruined several years of research. I was also pleased that you were able, as the job evolved, to respond quickly to those changes that had to be made. Throughout the move your team was hard working and professional in every sense.

Moving the households of my research team posed its own difficulties — with ten households to satisfy, each with its unique needs and concerns, there was clearly a possibility that I could have arrived in Boston to find several disgruntled investigators. Instead, I was happy to find that the few small glitches that had arisen had been dealt with promptly and to the complete satisfaction of the individual. A move of this magnitude is never easy, but you and your team made it as smooth as possible. I would be happy to recommend Personal Movers to any organization or individual seeking any kind of moving services.

Sincerely,
Stephen J. Moss, Professor of Neuroscience
Tufts School of Medicine,
Department of Neuroscience



RE: Bill Prager and Mike McCabe
A-1 Metro Movers (251), Omaha, NE

Never before have I had the pleasure to see such professional services exhibited like I witnessed with Bill Prager and Mike McCabe. Truly OUTSTANDING! I applaud them. They worked at 110 percent every minute and were punctual and extremely responsive to my needs. The Atlas Company should be very proud of these men, for they definitely shined. I don't remember the crew that "Bill" had when unloading the truck, but they were quite good too. WONDERFUL! If it were up to me...I would reward these men somehow, some way to let them feel how much they mean to the company's representation of name.

Sincerely,
Forrest and Sharon Franckey



RE: Ken Haywood, Powell Relocation
Group (1657), Grand Rapids, MI

I wanted to let you know that all of our belongings have made it safely out to Las Vegas. I also wanted to tell you what a wonderful job that Ken Haywood and the staff at Powell Relocation did in working with us to achieve that goal. They truly went above and beyond in customer service and we wanted you to know that.

Thanks again,
Gary & Ruth Pettijohn

RE: Steve Glassman and Vyacheslav "Slava" Tsygansh, A-1 First Class Viking Moving & Storage, Inc. (2123), Brooklyn, NY

Steve, I wanted to drop you a note to thank you for so promptly stepping in and organizing my move. I was particularly impressed with the moving team headed up by "Slava." His answer to everything I asked was "no problem!" I have moved many times in my life, and I never have seen the level of care they put into packing...and the way they wrapped up the furniture and large TVs to ensure no damage. I took the train to VA the next day and Slava was about 15 minutes ahead of when he told me he would be there... so when I arrived they were ready to unload.

Thanks again. I would highly recommend you and your company to anyone who is looking to move in the NY area.

Sincerely,
Paul Baker



RE: Guardian Relocation, Inc. (1032) Indianapolis, IN

For over seven years, Guardian Relocation has delivered upon its motto of "Beyond Expectations." I consistently receive feedback from both our new employees and transferees on how wonderful their experience with Guardian has been. From the initial point of contact made by the move coordinator all the way through to the final stage of moving, employees have stated that Guardian Relocation has made a typically stressful event as pleasant and uneventful as possible. Of course, this is crucial to Midwest ISO as we are continually working to attract and retain top talent and relocation plays a vital role in this aspect.

We want you to know how pleased we are with the outstanding service that you have consistently provided. We rely on dependable service providers like you to meet our demands as well as the needs and expectations of our employees. It's obvious that both Guardian and Atlas Van Lines place a significant focus on superior customer service and you're certainly the experts in your field. I can confidently say that Guardian has played a major role in the success of our relocation program and I have continuously shared this feedback with other companies looking for a solid and reliable partner in relocation.

On behalf of Midwest ISO, I'd like to thank you for the courtesy, professionalism and unmatched service you have provided. We look forward to many more years of a successful partnership with Guardian Relocation.

Sincerely,
Amanda Rhoads, Sr. Benefits Analyst
Midwest ISO



RE: Tad Allies, Silver Eagle Relocation Services (408), Carson City, NV

I recently relocated from Reno, Nevada to San Antonio and had the pleasure of doing business with Mr. Tad Allies of Silver Eagle Relocation Services from Carson City, Nevada. After

calling several van lines for estimates, Mr. Allies was the first to respond and answer all my questions.

As you well know, moving is stressful, regardless of how organized and methodical one can be. Mr. Allies alleviated all stress from start to finish. The packers and the driver were very professional and I am pleased to say that everything arrived safely.

Mr. Allies was able to accommodate my temporary storage needs and arrange for my furniture to arrive at the requested date. I could not have been more pleased.

I am extremely thankful that I chose Silver Eagle to do business with. You should be very proud to have Mr. Allies as an agent representing Atlas Van Lines.

Sincerely,
Leonard Daigle



RE: Brian Robinson, Heather Ross and Lenny Angel, DMS Moving Systems (800), Canton, MI

I want to thank DMS for such a great moving experience. From the first moment of contact with Brian Robinson until the last part of the delivery, your staff was fantastic. Heather Ross is a great coordinator who thoroughly answered all of my questions and put my mind at ease about the move.

Your moving staff is exceptionally great. Lenny is a superb team leader and was quick to make the appropriate decisions when it was obvious that I underestimated my shipment. Plus—the friendliness of Lenny and his team was such a delight.

I really can't say enough good things about everyone that helped me. Thank you!

Sincerely,
Christine Eldridge



RE: Mike Bowen, Reads Moving Systems of Florida (1724), Jacksonville, FL

I just wanted to recognize the professionalism and pride of Mr. Mike Bowen and his team. Mr. Bowen was in charge of all facets of my household goods shipment and provided flawless packing, shipping and unpacking.

Every aspect of the transition was outstanding. Moreover, all members of Atlas were on time, clean, courteous, motivated and worked as a team to diligently get the job done safely, ensuring their service met my expectations from start to finish. I believe Mr. Bowen personifies what you would expect of someone from your organization. He gives 100 percent from start to finish, managing his project and team with resourcefulness and care.

I have completed eight household goods moves, and this was by far my best experience, and the first time I have not had to file a damaged or missing items claim. Thank you for providing a great service. I have already recommended Atlas to friends in Jacksonville, and I will definitely request Mr. Bowen on my next move. Mike was awesome!

Sincerely,
Patrick McCormick



We take **extra** care.

You know Atlas for the extra care you receive, from how we handle your belongings to the way we answer your questions.

Extra care is in every move we make.

We also take extra care to make the world a greener place. We're keeping packaging materials out of landfills, lowering energy consumption with common-sense measures, and using less paper and ink through conservation and technology. That's why Atlas was honored with the 2008 John Biasini Environmental Excellence Award.*

You, and the world we share, deserve no less. What else would you expect from your best friend in relocation?

Contact us today. We can work together to make sure there's extra care in every move that *you* make.



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January 2010

- 1 New Year's Day – All US based and Canada offices closed
- 27-28 AWG Board of Directors Long Range Planning Meeting

February 2010

- 15 President's Day
- 21-24 AMSA Expo & Education Conference, Hyatt Regency Phoenix, Phoenix, AZ

March 2010

- 10-12 GlobalShop (NASFM) 2010 – Sands Expo, Las Vegas, NV
- 14-18 Exhibitor Show 2010 – Mandalay Bay Convention Center, Las Vegas, NV

April 2010

- 2 Good Friday – Atlas Canada offices closed
- 15-16 43rd Annual Atlas Forum on Moving, Downtown Chicago Marriott, Chicago, IL**
- 14 AWG Board of Directors Meeting

May 2010

- 23-26 AAM Museum Expo, Los Angeles Convention Center, Los Angeles, CA
- 24 Victoria Day – Atlas Canada offices closed
- 31 Memorial Day – All US based companies closed

June 2010

- 27-30 SHRM 62nd Annual Conference & Exposition – San Diego Convention Center, San Diego, CA