



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier

38 Years of Service



Atlas

Atlas Chairman Mike Shaffer
Hits the Road

Atlas Chairman will soon ride out of sight but will always be an Atlas family man.



The New Atlas Tariff – See page 8

Chairman's Message

This is the last time I will have the privilege to address you in these pages as Chairman of Atlas World Group. I have served in this position since January 1999, and it has been a great experience for me.

I joined Atlas Van Lines in 1969, when we didn't have non-radial 48-state operating authority. Little did I know then, that Atlas is one of the very few organizations where a person can start at an entry-level job and rise to the position of CEO. I'm very fortunate to have seen the transition from being the sixth largest van line to the second largest. And fortunate to have worked with some great people in this industry: O.H. Frisbie, Robert R.C. Miller, Gene Bert, Albert

Lee Paxton, Milt Hill, Ken Winter, John U. Steiner, Paul Steirhoff, Gordon Leistner, Glen Imlach, Tony Weleski, Rod Cambra, George Thomas, and many others who are not around now to share this moment with me.

I want to thank everyone who has been part of my experience here: our customers, van operators, agents, and my fellow Atlas employees. I extend a special thanks to the board for the opportunity to work in the most rewarding job of my career.

Together, our Atlas family has accomplished a lot over the past nine years. And we are poised to accomplish great things in the future. We have a great team in place, and the road ahead is wide open for us. Let's keep moving.



Mike Shaffer
Chairman
Atlas World Group, Inc.



integrity | quality | solutions

the Atlas Amplifier

Cover Story

2



8



Accel at Full Speed 7

Head of the Class
Atlas' World Class Commitment



11

Milton M. Hill Award Recipients
Quality Unleashed
Atlas Recognizes Top Dogs in Service



12



A Legacy Comes Home 14



Decking the Halls of Higher Learning 16

Road Day 20 | Van Operator Survey 18



Bob Clark to Lead Atlas Canada 20



Cornerstone Focuses on Consulting Services 22



Hands Across the Water 23
Dave Hope Retires 24

Atlas World News and Information 26
INCLUDING:
• Armed Services Honor Roll
• President's Club Winners
• All in a Day's Work
• Employee Survives Bridge Collapse

Tracks Atlas Service is Appreciated 41



Editor Barbara Cox coxb@atlasworldgroup.com

For more information on Atlas and our services, visit atlasworldgroup.com on the Internet.



Mike Shaffer Hits the Road

Chairman and former CEO Mike Shaffer joined Atlas in 1969. Now he leaves behind a confident, capable legacy to take a new direction in life.



Mike Shaffer's story has gone just the way things are supposed to happen in America. A young man, on vacation from the Alaskan oil fields, comes home to visit his mother. While he's back, he meets the love of his life. So, he decides to take a temporary job in preparation for starting a future with her out west. He finds work in the dispatch department of Atlas Van Lines.

But here's where the story takes a twist. The short-term stint turns out to be the first step in a decades-long climb to the offices of CEO and Chairman of the Board for Atlas World Group. How did he go from working in an entry-level position to the top of the company? Those who have worked with Mike know the answer.

"A Nice Guy with a PhD in Common Sense"

"Mike has a PhD in common sense, an uncanny ability to get along with all people," says Atlas Board member John Steiner. "He never tries to duck a problem, he just faces it straight up. He's one of the few executives I know who answers his own phone."

"It's difficult to single out one characteristic I respect most about Mike," says Dennie Lynn, Senior Vice President of Transportation in the Relocation Services Group. "But I would have to say I admire his ability to stay himself."



Despite all his success, around the office he's still known as 'Shaf.'

Dennie joined Atlas within months of Mike, and the two have worked closely over the years. He says Mike's comfort with people and his ability to communicate have made him well liked. "He has lots of close friends among agency staff and van operators. That's a real credit to Mike...he's always related well to people at street level."

Atlas Van Lines President and COO Glen Dunkerson joined the company as assistant dispatcher in 1978 when Mike was, as Glen puts it, the "emperor of the east" (Eastern Zone Manager in Household Goods Operations). "Mike has a quick wit and an unbelievable memory," says Glen. "He could always remember obscure situations, shipments, and events that happened eons ago."

"Mike made our van

operators feel their importance, he always paid attention to them," says Board Member Donnie Hill. "Whether they were texting, calling, or emailing, he always responded."

Professionally and Personally Devoted

"Professionally, Mike has more than fulfilled expectations during a fast-paced, growing time for the company," says Donnie. "Personally, I respect Mike greatly as a devoted family man."

For Mike, the professional and personal aspects of life seem to blend naturally. "Mike loves the company,"

says Glen. "You can see the Atlas family is truly his family."

Mike's own family members say they have felt at home within the Atlas family.

"I've enjoyed the traveling and meeting new people," says Mike's wife, Elaine Shaffer. "The only

difficulty for me in relocating was having to start over in a new job each time. I always got the field of nursing I wanted, but not always the hours."

Elaine says that, while she and Mike each pursued careers, the needs of their family always came first. When she required months of bed rest while carrying her two children, "Mike was able to work things out" and do what was needed at home as well as the office.

Daughter Shelly, 35, Chief Criminal Deputy Prosecuting Attorney for Cowlitz County, Washington, remembers a moment when her family came to a crossroads.

"Our family left Atlas briefly in the early 1970s, so my father could revisit his oil drilling career off the shores of Alaska," says Shelly. "My brother, Jim, was just an infant when my dad went back to that God-awful schedule: two weeks out in the Arctic, one week back at home."

"At the beginning of each week home, my baby brother had no idea who my dad was. Then, at the end of the week, when Jim was just starting

to warm up to him, my dad would have to leave. The cycle would repeat each week. This tore my dad up.”

“Finally, at Christmas, my dad dressed as Santa Claus, sat me on his lap and asked me what I wanted. I said I wanted my dad to have a job where he went to work every morning and came home every night. Soon, we were back in Evansville, within the loving confines of the Atlas family.”

Son Jim, 33, a training expert in broadband technical support for Verizon, remembers when the Atlas family came into sharp focus for him.

“I went to an Atlas convention with my folks, and I saw all these people that I recognized as their buddies. But they were all dressed up in business suits. That’s when it dawned on me, my dad works with all his friends.”

Jim says that whenever he would meet people in Atlas settings, they would take an immediate interest in him and make it a point to tell him what a great guy his dad is. Shelly has similar recollections: “I can’t tell you the number of people who have told me my dad is their hero.”

“We’re lucky to have been part of Atlas,” says Elaine. “It’s a close-knit family...supportive and easy-going.”

“Computers have radically changed the way we do business. Our biggest operating expense used to be telephone calls, with dispatch offices all over the country.”

The Atlas Family Team Goes On

“Mike is the most honest, decent, fair-minded person I’ve ever had the pleasure to know or work with,” says Atlas Vice Chairman and CEO Jim Stamm. “I try to learn something from everyone I’ve ever worked with. From Mike, I’ve learned temperance. Measure twice, and cut once.”

Like Mike, Jim is a veteran of the U.S. military and cut his teeth on the operations side of the business. Jim is the key man on the leadership team that has blossomed with Mike’s help over the recent years.

Atlas Board Member John Westerberg sees that team as Mike’s legacy. The seeds were sown when Mike was promoted to CEO in 1998, recalls John. At that time, the company was in need of someone who could build a sense of unity. Mike was a solidifying force.

“I have a great deal of respect for him and what he’s done,” says John. “I’m sorry to see him go. However, one of the most important jobs a CEO has is to ensure a succession of leaders. Mike has done an excellent job of grooming people so Atlas will continue to benefit from capable and committed leadership.”

Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover, a protégé of Mike, sees in his mentor the same qualities that have made Atlas successful. “Mike is the personification of the van line,” says Greg. “He’s hardworking, professional, yet down to earth. And he has put us in as good a position to succeed going forward as anyone could.”

The success is undeniable. Over the last ten years, Atlas World Group has experienced record growth. Today, the company is approaching one billion dollars in annual revenue for its ten subsidiaries. Atlas World Group, has grown by 134% percent during Mike’s tenure.

“None of this could have happened without the support of our agents and drivers and the many people who mentored me along the way,” says Mike. “In particular, I remember the help I got from Joe Joest, Don Johnson, Ed Cox, Walt More, Norm Gee and Wally Saubert.”

“You can judge my success by how the company functions when I’m gone. I fully expect the company to do well. We’ve got great people here who are ready to take it up a notch.”

The Shaffers’ Next Move

When he completes his term at the end of the year, Mike and Elaine will make their home in Tucson, Arizona. “It gets about 350 days of sunshine a year,” says Mike, “according to their Chamber of Commerce.”

Mike says they plan to do some traveling, just for fun. He looks forward to volunteering, and to working on his golf game. (“He needs to,” says Glen.)

And, as everyone who knows him can attest, Mike will take advantage of the scenic desert and mountain vistas for some great bike rides. No doubt, as he breezes along

Mike’s Milestones

- 1969**
Dispatcher Trainee
- 1972–1974**
Eastern District Manager, Hyattsville, MD
- 1974–1983**
Operations Manager/Director, Evansville
- 1983–1984**
Vice President & General Manager, Atlas Van Lines of Texas, Inc.
- 1984–1987**
Vice President of Operations, Atlas Van Lines
- 1988–1990**
Senior Vice President, Transportation Services
- 1991–1996**
President, U.S. Van Lines Transportation Group
- 1996–1998**
President & COO, Atlas Van Lines, Inc.
- 1999–2006**
Chairman & CEO, Atlas World Group, Inc.
- 2006–Present**
Chairman of the Board, Atlas World Group, Inc.

the sunny stretches of Arizona, the people he has known during his 38-year tour of Atlas will be right there with him.

“I’ll miss the people here,” says Mike. “I’ll miss working with them. But they, and Atlas, will always be part of me.”

There’s comfort in that thought. Mike may be out of sight, but he will always be an Atlas family man.

Good luck, chief! ■



Agents know Mike on the clock...and off.

If you expect the person who leads Atlas to be one of the sharpest and hardest working, you're right.

Fred Paxton II, President of Paxton Van Lines (1610), came to know Mike in the early 1970s, when they were each working in dispatch. Fred was building his family's Atlas agency, and Mike was working to optimize the productivity of Atlas' resources. The days were filled with long hours for both men, with lots of time spent on the phone, scrambling to answer service needs.

"Quite frankly, Mike's a brilliant man," says Fred. "I saw the great dispatching he did at a young age. And going from the bottom rung of the ladder all the way up took a lot of hard work along the way."

Working with Mike helped make business fun. "Mike has a wonderful sense of humor," says Fred. "He's very easy to get along with. He's been with Atlas throughout the hard times and the good times, and always supportive for agents and drivers."

But, if you expect the guy who leads the company to be all work and no play, you're wrong.

"I believe Mike is responsible for establishing the universal 'I need a beer' sign," says **Gary Weleski, President of Weleski Transfer (2151)**. (This, as everyone now knows, is the act of holding an empty beer can on top of your head.)

Gary says that he and Mike go back over 30 years, when Gary was in operations at his company and Mike worked in operations at Atlas. "At one point, we entertained the idea of attempting to hire Mike here," recalls Gary. "Outside of marrying Elaine, I guess it was the best decision he ever made to stay where he was."

Gary recalls the night of an Atlas regional meeting in New Jersey, when he and Mike visited Atlantic City. ("Mike taught me how to get money from an ATM that night...I'd never used one before.") As the two were on their way back to the hotel, they got turned around. "We saw a couple of guys outside a gas station, so we pulled in to ask for directions, although the place looked like it was closed," says Gary. "Mike asked the men how to get to Newark, and they shouted back, 'Can you get the (expletive) out of here, man? We're trying to rob this place.'"

In the interest of fairness, Gary says Mike knew when it was time for business. "Mike's best attribute to the van line was his willingness to look out for the drivers and customers," says Gary. "It's obvious that he respected the agency family, and he's always tried to help the agents in any way he could."

January 1995, outside Three Rivers Stadium on an ill-fated night for the Browns. "Mike is a diehard Browns fan, and I'm a diehard Steelers fan," says Gary Weleski. "If Mike was in town when the Steelers and Browns played, we'd go to the game. Mike would show up in his head-to-toe Browns garb and, as we walked into the Pittsburgh stadium, he would take a lot of ribbing. When the Browns lost, as they always seemed to, he would take more ribbing. But he took it well!"

From Left to right:
Dennie Lynn, Senior VP Operations, Atlas Van Lines;
Mike Shaffer, Chairman, Atlas World Group;
Gene Hazlett, friend of Michael Chick; Michael Chick, VP Operations & Sales, Weleski Transfer; Dennis Cochran, Commercial Sales Specialist, Weleski Transfer.

Photo courtesy of Gary Weleski

Accel at Full Speed

Carves a Solid Niche for Rapid, Secure Transit



Premium Expedited Service



Atlas Accel® answers a growing niche for rapid, containerized transit of smaller household goods shipments. The expedited delivery option uses standardized 270 cu. ft. secure containers with built-in GPS tracking. The typical Accel shipment weighs about 2400 pounds and travels in two containers.

Less than a year after Atlas officially introduced Accel to the market place, the premium expedited delivery option has gone from a calculated risk to a proven success.

"The response by customers has been very positive," says Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover. "During its first year, Accel has achieved the key goals we set for the program."

Amplifier readers will recall that Atlas tested Accel in 18 metro areas during 2006 before rolling it out last February in 42 markets. Accel offers customers an advantage for fast and secure transit using a standardized shipping container.

"The product is living up to its namesake for accelerated delivery," says Greg. "It's cutting transit time in half."

"For the typical Accel shipment of 2400 lbs., we are experiencing an average of nine days in transit time, versus nineteen days for traditional service. This represents, on average, a ten days savings in per diem expenses for our customers," says Greg.

Growing in Popularity, for Obvious Reasons

In the first 8 months of operation, Accel generated more than \$2 million in line haul. To meet the robust and growing demand, Atlas has expanded the Accel service area to 56 metro markets.

Beyond the speed of delivery, another important benefit is becoming increasingly clear.

"We're seeing a dramatic reduction in claims compared to standard service," says Greg. "Accel's claims ratio is only 1 in 10.3 shipments, compared with 1 in 6 for standard service. What's more, the average claim is only \$185—about one-third of what the experience is with standard service."

Greg says it all points to a product that is uniquely positioned for continued growth.

"The market is hungry for service options that give customers more control," says Greg. "Accel answers in a way no other product can, with enhanced convenience, speed and security." ■

Government Ends Collective Ratemaking

Getting On Board with a New Tariff

Atlas Answers with Integrity, Quality... and a Streamlined Solution

On May 7 of this year, the Surface Transportation Board terminated its approval of the agreements of motor carrier bureaus to engage in rate-related collective activities. The STB described its action as the final step in a process that began more than a quarter century ago of making the motor carrier industry fully competitive.

Promoting Industry Efficiency

The STB's May 7 decision stemmed from a regular review of collective ratemaking the board conducts every five years. In explaining the rationale behind the action, the STB cited its intent to serve the public interest. It contends the dissolution of collective ratemaking will, among other things:

- Encourage fair competition, with reasonable rates for transportation by motor carriers of property.
- Provide efficiency in the motor carrier transportation system.
- Allow a variety of quality and price options to meet changing market demands and the diverse requirements of the shipping and traveling public.
- Improve and maintain a sound, safe and competitive privately owned motor carrier system.

The STB's pronouncement mandated that motor carriers introduce their own tariffs by September 4. That deadline was subsequently extended to allow the thousands of affected carriers ample time for adequate review, analysis and revision to prepare a smooth transition. The date for introduction is January 1, 2008.

Atlas Answers the Letter and Spirit of the Law

Soon after the STB's decision, a team of Atlas executive management convened to determine the best course of action for the van line and its customers. "Essentially, we had two choices," says Atlas Vice Chairman and CEO Jim Samm. "We could develop a new tariff from the ground up, or we could modify an existing tariff and publish it as our own."

The team recommended the latter course of action and the Atlas board concurred. As a result, Atlas set about modifying the most recent common bureau tariff (STB HGB 400N) to create an Atlas Tariff, ATVL1000.

"Because our capacity and operating infrastructure is largely dedicated to corporate relocation in North America, we weighed our options carefully in formulating our objectives," says Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover. "We believed it important to preserve the integrity of the current 400N pricing structure, which is the basis for most existing transportation agreements. Given such a short time frame, we felt it was critical for ▶

Atlas will introduce a new proprietary pricing schedule, ATVL 1000, on January 1, 2008. The Atlas Tariff mirrors the existing 400N Tariff, but has been streamlined to be customer-friendly and easier to use. Negotiated National Account Agreements will be unaffected by the new tariff.



History of Collective Ratemaking Among Interstate Carriers

A brief historical review of the industry's collective ratemaking puts the STB decision in context.

As part of President Franklin Roosevelt's New Deal, Congress passed the National Industrial Recovery Act (NIRA) of 1933, designed to stimulate the economy through "codes of fair competition." The code governing the motor carrier industry, developed by new motor carrier rate bureaus, required that each carrier file a schedule of minimum rates and tariffs.

After the Supreme Court struck down NIRA, Congress passed the Motor Carrier Act of 1935 (1935 Act) to protect the fledgling industry. The act required motor carriers to file tariffs with the ICC (Interstate Commerce Commission) 30 days in advance; it allowed protest from other common carriers of a proposed tariff; and it required that carriers' rates be reasonable "as to both minimum and maximum."

Congress Authorizes Collective Ratemaking

In 1948, the Reed-Bullwinkle Act allowed rate bureaus operating under ICC-approved agreements to set rates collectively for carriers and immunized their activities from antitrust laws. The bureaus calculated and published increases or decreases to rates to take into account changes in the carriers' labor and fuel costs. All rates were subject to regulatory challenge.

With the 1980 Motor Carrier Act, Congress essentially repealed interstate motor carrier regulation in order to promote competition. The act curtailed the permissible activities of rate bureaus seeking continued regulatory approval. Then, in 1994, Congress removed the requirement that motor carriers of general freight file tariffs.

1995: Deregulation Continues

With the ICC Termination Act of 1995 (ICCTA), Congress eliminated regulation of motor carrier rates altogether, except for: rates for household goods movements; rates for joint motor-water movements in noncontiguous domestic trade; and rates set collectively by motor carrier bureaus. It also mandated a periodic review of motor carrier bureau agreements under a "public interest" standard.

In 1999, Congress rejected a proposed amendment that would have made the STB's review discretionary and upheld a requirement for it to be conducted every five years.



our customers, our agents and our internal and external information systems that we maintain continuity and consistency with what they already understand and use.”

Similarly, Atlas wished to assure trust and ease in auditing for customers. So, the new tariff mirrors 400N, with baseline pricing components unchanged.

“There is no risk to our clients that terms and conditions will result in increased spending,” says Greg, “or that they will need to spend additional time and resources in training or in understanding a significantly different pricing model.”

Simply Easier to Use

The Atlas Tariff not only mirrors the 400N, it vastly simplifies it, eliminating redundancies and making it easier to read. “We have edited the document down from 109 to 59 pages – primarily through the elimination of multiple passages referring to the same issues,” says Atlas Van Lines President and COO Glen Dunkerson. “Bridges and ferries, as an example, were noted with the same verbiage in multiple places in 400N. We’ve reduced that to one. And we’ve eliminated various other items that pertained only to a multiple carrier tariff.”

Greg says it all boils down to a customer-friendly tariff that makes doing business with Atlas easier.

“Most important, the new tariff reflects what drives our organization: listening to our corporate clients and eliminating the potential for confusion.”

“In creating our tariff, we remain focused on preserving pricing integrity and finding ways to operate more efficiently,” says Glen.

“Simply stated, it is our intent to not only comply with the letter and spirit of the law, but to make the transition as easy as possible for our clients,” says Jim. We’ve designed the new Atlas Tariff to be consistent with our core values of integrity, quality, and solutions, and we believe it will provide an efficient tool for us and those we serve.”

In October, Atlas notified its agents and national accounts of the plans to introduce a new and simpler ATVL1000 Tariff on January 1, 2008. On November 7, a brochure summarizing the changes went out to national accounts. Atlas is now preparing the official tariff document for publication, as well as communication aids to ease the transition from 400N. These will be made available online during the 4th quarter. Visit www.atlasworldgroup.com/tariff for updates. ■

Head of the Class

These agents have made the grade in Atlas’ World Class Commitment

Remember the kids at the top of the class? Every assignment was turned in on time. Every test received an “A.” They occupied an elite piece of real estate on the far left side of the bell curve.

Those kids are still around, and many of them are leading Atlas agencies to superior performance. This year, Atlas is proud to recognize 33 Atlas agents for showing the rest of us what it means to possess World Class Commitment.

These agents have met or exceeded a dozen of the toughest standards anywhere. These measurements substantiate their World Class Commitment in every aspect of business, including estimating accuracy, claims performance, safety, warehouse quality, equipment quality and customer satisfaction.

What’s more, these Atlas Agents provided service expertise on at least 100 Atlas interstate shipments over the last 12 months and maintained a facility rating of four or higher on a five-point scale.

Atlas initiated the World Class Commitment program in 1993 to ensure that customers receive the highest quality service in the business. The Atlas World Class Commitment program is part of a never-ending quest for improvement. Each year, the standards get tougher...and Atlas agents become more dogged in their pursuit. ■



2007 Award Recipients

- Ace Relocation Systems, Inc. (66)** – Kyle, TX
- Ace Relocation Systems, Inc. (75)** – San Jose, CA
- Ace Transfer & Storage Co. (1407)** – Broken Arrow, OK
- Ace World Wide of New York, Inc. (46)** – Rock Tavern, NY
- Admiral Storage & Van (2170)** – El Paso, TX
- All Season Movers, Inc. (198)** – Kearny, NJ
- All Star Moving Systems, Inc. (90)** – Muncie, IN
- American of Virginia, Inc. (103)** – Waynesboro, VA
- Atlantic Relocation Systems (1427)** – Carrollton, TX
- Bean Moving and Storage, Inc. (385)** – Hattiesburg, MS
- Bekins Northwest (2505)** – Yakima, WA
- Certified Van Service of Connecticut, Inc. (599)** – Bethel, CT
- City Transfer & Storage Company (631)** – Winston-Salem, NC
- Discover Moving & Storage, Inc. (539)** – Great Falls, MT
- EC Moving & Storage, Inc. (847)** – Windsor, WI
- Ed’s Moving & Storage, Inc. (823)** – Lakewood, WA
- Fayetteville Moving & Storage, Inc. (922)** – Fayetteville, NC
- Imlach Movers of San Antonio, LLC (1136)** – San Antonio, TX
- Kilpatrick Moving & Storage (1250)** – Northvale, NJ
- Lafayette Storage & Moving Corporation (1262)** – West Henrietta, NY
- Lone Star Relocation Services, Ltd. (1327)** – San Antonio, TX
- McCormack-Payton Storage & Moving Co. of Wichita, Inc. (1370)** – Wichita, KS
- Merchants Moving & Storage, Inc. (1401)** – Boise, ID
- Mother Lode Van & Storage, Inc. (1462)** – Rancho Cordova, CA
- Nelson Westerberg of Texas, Inc. (1511)** – Carrollton, TX
- Powell Relocation Group (1667)** – Benton Harbor, MI
- Prairie Van & Storage (1883)** – Clive, IA
- R. C. Mason Movers, Inc. (1362)** – Peabody, MA
- Ray’s Moving and Storage (1703)** – Burton, MI
- Reads Moving Systems of Carolina (1714)** – Summerville, SC
- Reads Moving Systems of Daytona, Inc. (1710)** – Daytona Beach, FL
- Southwest Transfer and Storage, Inc. (1214)** – Phoenix, AZ
- Superior Mobility Services LLC (1902)** – Lorain, OH

Together in the Lone Star State.
The Atlas National Symposium comes to Texas.

The semi-annual event for Atlas Headquarters and Agency professionals.

February 14 & 15
 – Hyatt Regency DFW – Dallas, Texas

Watch for Details Coming Soon!

2007 Milton M. Hill Quality Award Recipients

You might think of it as “Best of Show.” It’s Atlas’ most rigorous and demanding evaluation of an agent’s quality pedigree. The Milton M. Hill Quality Award goes to only those who demonstrate their dedication to customers by upholding the highest standards of quality in every aspect of their business.

Agents who earn this award must jump through exceedingly high hoops for tough performance standards in hauling, quality performance, and warehouse/facility operations. Not only must they pass muster according to Atlas’ uncompromising internal evaluations, but they are also judged where the ‘rubber meets the road,’ in the light of frank customer feedback.

Hoop One: Superior Warehouse Rating.

To be considered for the award, the Atlas Agency must score 90 percent or more in random inspections of the warehouse that encompass appearance, impression, organization, security, and risk management.

Hoop Two: Hauling Excellence Award.

The Atlas agent must also demonstrate Hauling Excellence with a minimum of \$750,000 in household goods hauling revenue; high rating of customer satisfaction with van operators; satisfactory history in claims and safety; at least a 90 percent favorable response among customers to the question of whether they would choose Atlas again.

Hoop Three: World Class Commitment.

Along with Hauling Excellence, the agent must exhibit extraordinary performance in 12 critical areas including customer satisfaction, estimating accuracy, and claims experience. Through regular reviews, Atlas continually refines these standards to elevate the performance of the entire agent network and further its pursuit of total customer satisfaction.

Hoop Four: A Minimum of 175 Atlas Shipments.

Atlas agents who earn the Milton M. Hill Award demonstrate consistency in performance, day in and day out, in their service of a significant number of customers and volume of business.

Building on a Legacy

Since its inception twelve years ago, the Atlas Milton M. Hill Quality Award has been presented 341 times to a total of 84 Atlas agencies. These companies are furthering the legacy of the award’s namesake, who built his career at Alexander’s Mobility Service. Mr. Hill’s unrelenting passion for quality in his agency and in the van line set an inspiring example. Following his untimely death in 1996, Atlas established the award as a tribute to his life and career, and to inspire those who would follow in his footsteps. ■



Quality Unleashed

Atlas Recognizes Top Dogs in Service

2006 – 2007 Milton M. Hill Quality Award Recipients

A. Walecka & Son, Inc. (155)
West Wareham, MA

A-1 Metro Movers – Omaha (251)
Omaha, NE

AAA Pro Moving & Storage, Inc. (50)
Tucson, AZ

Ace Relocation Systems, Inc. (8)
Orlando, FL

Ace Relocation Systems, Inc. (15)
Jessup, MD

Ace Relocation Systems, Inc. (25)
Long Beach, CA

Ace Relocation Systems, Inc. (43)
Kent, WA

Ace Relocation Systems, Inc. (62)
San Diego, CA

Ace World Wide Moving & Storage Co. (16)
Elgin, IL

Ace World-Wide Moving & Storage Co. (39)
Fallsington, PA

Ace World-Wide Moving & Storage Co., Inc (24)
Milwaukee, WI

Ace World-Wide Moving & Storage (1547)
Garden Grove, CA

Action Moving Services, Inc. (238)
Burnsville, MN

Advance Relocation Systems (59)
Baltimore, MD

Alexander’s Mobility Services (207)
Tustin, CA

Alexander’s Mobility Services (208)
Hayward, CA

Alexander’s Mobility Services (210)
Portland, OR

Alexander’s Mobility Services (215)
Bloomington, MN

Alexander’s Mobility Services (216)
San Diego, CA

Alexander’s Mobility Services (217)
Nashville, TN

Alexander’s Mobility Services (218)
Garland, TX

Atlantic Relocation Systems (1021)
Houston, TX

Atlantic Relocation Systems (1148)
Anaheim, CA

Bekins Northwest (2501)
Mountlake Terrace, WA

Bekins Northwest (2503)
Spokane, WA

Celina Moving and Storage, Inc. (592)
Celina, OH

City Transfer & Storage Company (630)
High Point, NC

Collins Brothers Moving Corporation (547)
Larchmont, NY

Daniel’s Moving & Storage, Inc. (875)
Phoenix, AZ

DeVries Moving-Packing-Storage (1217)
Spokane, WA

DMS Moving Systems, Inc. (800)
Canton, MI

Golden Van Lines, Inc. (991)
Longmont, CO

Guardian Relocation Inc. (1032)
Indianapolis, IN

Home Moving & Storage Co., Inc. (1111)
Columbus, OH

Imlach Group (1130)
Trenton, MI

Imlach & Collins Brothers, LLC (1132)
Irving, TX

Lytle’s Transfer & Storage, Inc. (1302)
Tipton, PA

Mabey’s Moving & Storage, Inc. (1415)
Rensselaer, NY

NMS Moving Systems, Inc. (1533)
Simi Valley, CA

NMS Moving Systems, Inc. (2015)
Oxnard, CA

Nelson Westerberg of New Jersey, Inc. (1523)
Somerville, NJ

Paxton Van Lines, Inc. (1610)
Springfield, VA

Paxton Van Lines, Inc. (1611)
Sandston, VA

Paxton Van Lines of North Carolina, Inc. (1614)
Charlotte, VA

Philpot Relocation Systems (2611)
Tucker, GA

Powell Relocation Group (1657)
Grand Rapids, MI

Reads Moving Systems, Inc. (1711)
Hatboro, PA

Roadrunner Moving & Storage (1740)
Houston, TX

Walker Transfer, Inc. (2114)
Kenova, WV

Weleski Transfer, Inc. (2151)
Tarentum, PA

Winter Moving & Storage, Inc. (1077)
Bentonville, AR

Wm. Duggan Co., Inc. (2189)
Walpole, MA



A Legacy Comes Home

Red Skelton's Paintings Arrive in Southern Indiana



Shetler Moving & Storage teamed with Atlas STG to ensure the safe transit of paintings by the late Red Skelton, legendary entertainer and artist. Mrs. Lothian Skelton, Red's widow, gave the collection to Vincennes University. The works will reside on campus for eventual public display in the planned Red Skelton Museum and Exhibition Gallery.

How a collection of artwork by one of America's most beloved entertainers, valued at over a million dollars, ended up in Vincennes, Indiana.

You may remember him as the television comedian with a seemingly endless supply of characters...Clem Kadiddlehopper, Junior the Mean Widdle Kid, and Freddie the Freeloader, to name a few. Red Skelton (1913–1997) is one of southern Indiana's most well-known sons. But you may not know that his fame extends to the world of art, and that his oil paintings are highly prized by collectors.

Last summer, Lothian Skelton, Red's widow, offered to give several of these paintings to Vincennes University. To receive the collection, the college would need only to arrange transportation from Mrs. Skelton's home in Rancho Mirage, California. So, VU alumnus Jim McCormick asked fellow Indiana Motor Truck Association member Bob Shetler, President of Shetler Moving & Storage (830), for help.

"I called Atlas and put the question to President and COO Glen Dunkerson," says Bob. "What can we do to make sure this collection arrives safely in Indiana?" Glen told me Atlas would consider it a privilege to underwrite the transportation."

The Shetler team secured a qualified service partner at origin to make sure the pieces were properly crated and packed for safe shipment. Atlas STG professional van operators Joe and Shirley Basalyga, specialists in art handling, loaded the goods and ushered them safely to Vincennes. There, Bob Shetler personally opened and inspected each as it came off the truck.

"Actually, there ended up being more than 23 canvases," says Bob. "At the last minute, Mrs. Skelton had also decided to donate some pieces painted by Red's daughter."

For now, the university is storing the paintings with other items donated by Mrs. Skelton – costumes, awards, personal papers and

music. The mementos will eventually be available for public viewing in the Red Skelton Museum and Exhibit Gallery. The building is currently under construction on the Vincennes University campus, next to the Red Skelton Performing Arts Center that opened last year.

On the museum foundation's Web site, Mrs. Skelton explains her reasoning for placing her late husband's belongings in the town of his boyhood.

"It was always quite clear to me that Red Skelton's personal memorabilia should go to Red's hometown, for his memory and good works to be cherished and enjoyed forever.

Red himself had this same feeling and expressed it many times with no interest in having a memorial in Hollywood."

With all the services for relocation donated, Mrs. Skelton's only expense was insurance to cover the artwork during transit.

"Red Skelton is a true example of a 'local boy who did well,'" says Atlas STG Operations Vice President Bill Travelstead. "Southern Indiana has been Atlas' home for over forty years, and we viewed this project as our chance to help the Skelton family and Vincennes University. We didn't have to think twice – it was simply the right thing for us to do." ■

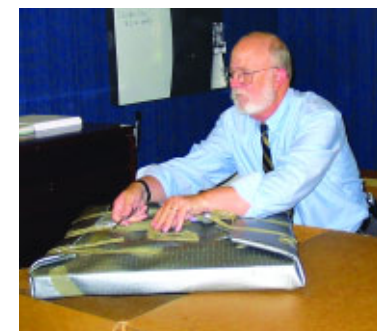
Red Skelton (1913–1997)

Richard Skelton was born in Vincennes, Indiana, on July 18, 1913, the fourth son of Joseph and Ida Skelton. (Joseph, a onetime circus clown, had died two months before.) As a youngster, Richard sold newspapers on the street corner to help his widowed mother provide for her family. His red hair earned him the nickname "Red."

A chance meeting with actor and comedian Ed Wynn sparked Red's desire to become an entertainer. He left home at age 10 to join a traveling medicine show. It was the start of a career spanning more than seventy years on the stage, in film, and on the air.

Red's television show was one of the longest running variety series and one of the first to make a successful transition from radio to TV. For 20 consecutive years, it ranked among either the top 10 or 20 shows on television. Red's lifetime love of painting is preserved in his original oils, watercolors, drawing and sketches, which are highly prized by collectors. But it is as a comedian and clown that he will always be best remembered.

"I personally believe we were put here to build and not to destroy. So if by chance some day you're not feeling well and you should remember some silly little thing I've said or done and it brings back a smile to your face or a chuckle to your heart – then my purpose as your clown has been fulfilled. Goodnight, and may God bless." – *Red Skelton*





Decking the Halls of Higher Learning

Titan Helps Students "Picture their Career"

One hundred and four locations across North America. A variety of material applications. Technically challenging installations. Six weeks for completion.

It was an unusual logistics challenge in search of a solution. And when the chance to bid the job came to Alexander's Mobility Services in Tustin, California, the Atlas agent perceived an opportunity to draw on the expertise of an Atlas sister company, Titan Global Distribution.

"We had become acquainted with Titan's capabilities when they made a presentation at one of our sales meetings," says John Dulin, sales executive with Alexander's. "This project came up, and we thought of them as a potential partner. We talked, they had an interest, and we worked together to sell the project with Titan as the service provider."

In all, the project required the upgrade or new installation of signs and graphics at 94 technical colleges in the U.S. and 10 in Canada. Each facility required a variety of bulletin boards, video monitors, glass cases, literature displays, photographic panels, and wall-mounted lettering.

The solution took shape around a six-week schedule during April and May. Titan provided warehousing, delivery to the job site, installation and debris removal. Titan's extensive network of experienced installation professionals was key to successful completion.

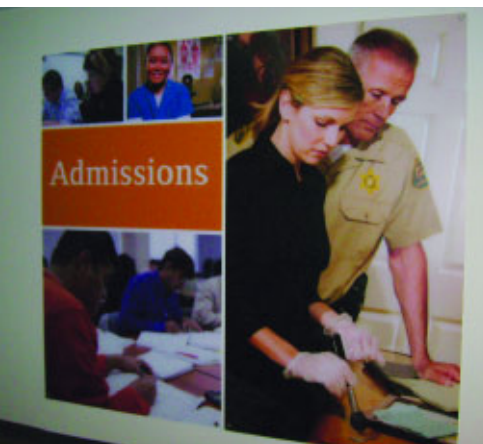
"Depending on the requirements of the location, the installation teams were scheduled to be on site for up to a week," says Titan Service Representative Michelle McCallister, who coordinated the project and supervised the day-to-day delivery of services. "We understood the challenges, for example, in making sure that signs were 'letter perfect.' Some locations required the use of scaffolding to mount signs as high as two stories off the floor."

A large part of the work involved the placement of large graphic panels that featured photos of professionals at work. "The graphics are decorative, illustrating the kinds of careers students can pursue, such as medical assistant, massage therapist, and mechanical trades," says Michelle.

Keeping the Work On Track

Titan Track, a web-based tracking system, served as a useful communication link. Titan personnel uploaded the photos as installations were completed and notified the client by email. The client could then view the photos and delivery documentation for a visual reassurance that the work met specifications.

"This has been an interesting project for us," says Michelle. "There were a few surprises...but thanks to the experience and ingenuity of our installers, we were able to provide the successful solution everyone expected." ■



Solving a complex challenge. Titan Global Distribution orchestrated the timely delivery and installation of signs and graphics at 104 technical colleges across North America, completing work within an aggressive six-week schedule.

Polishing Gems Titan Serves in Revival of Landmark Resorts

Before it became famous as the hometown of NBA legend Larry Bird, French Lick, Indiana, was known as a spa town for its mineral springs and their putative health benefits. During the 20th century, the elaborate **French Lick Springs Hotel** gained international prominence as a resort, attracting the well-heeled and prominent. At the Democratic Governor's Conference here in 1931, FDR rounded up the support to secure his party's nomination for President.

Just a mile north sits the world-renown **West Baden Springs Hotel**. When it opened in 1902, it was billed as the Eighth Wonder of the World for its amazing atrium, the world's largest unsupported dome, measuring 200 feet in diameter and 100 feet high. Following the stock market crash of 1929, the building began a slow-death spiral; subsequent owners did not provide the financial means to properly maintain the property. In 1989, the structure was deemed a safety hazard and closed to the public.

The building's salvation ultimately came at the hands of corporate benefactors Bill and Gayle Cook. Since the mid-1990s, the Cooks have invested \$382 million to return the West Baden Springs Hotel and nearby French Lick Springs Hotel to magnificence and to bring a casino that will serve the ongoing financial well-being of both resorts. Today, the future of these properties looks secure, and they are again thriving as rare gems amid the rustic charm of southern Indiana.

Titan Makes Resorts "Guest Ready"

Soon after Thanksgiving in 2005, the French Lick Springs Hotel closed for restoration. Taking part in that effort was the hospitality team from Titan Global Distribution. Between September and

November of 2006, a 30-person Titan crew handled the warehousing, delivery, and installation of furnishings for the hotel's more than 400 guest rooms and lavish public areas, as well as the casino complex with its restaurants and lounges.

"We typically worked from three in the afternoon until midnight to get the materials from the warehouse into place on the job," says Director of Installations Bill Dickerson. "Then we would set and attach the furnishings during the day."

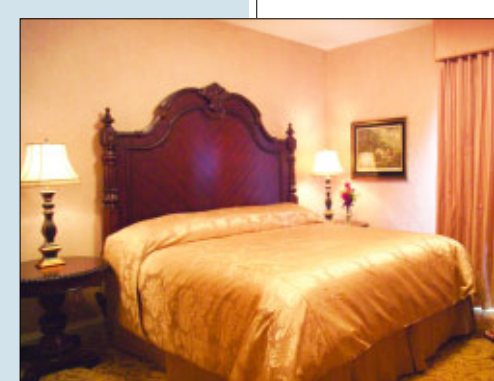
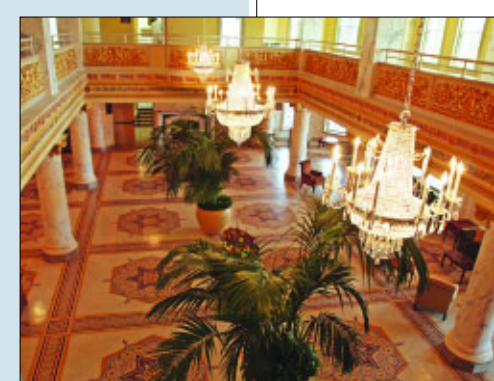
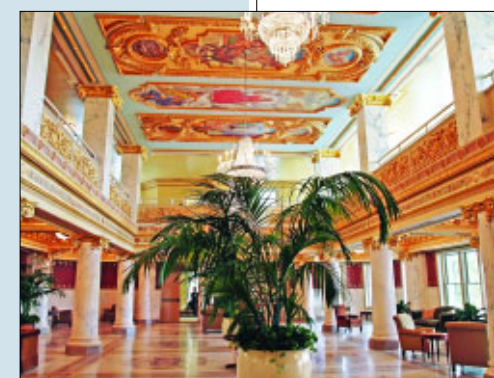
Titan often provides warehousing through its network of quality storage facilities. However, for this project, it was advantageous for the resort to use its own warehouse located just ten miles away. Titan staffed the facility and handled the staging that would allow the installations to proceed smoothly.

When the restored hotel and new casino opened on November 3, 2006, work was well underway to ready the nearby 250-room West Baden Springs Hotel for reopening. From February to April of this year, a 20-person Titan team provided a similar array of services, with one interesting difference.

"The building's dome offered a unique advantage," says Bill. "It was big enough to serve as a warehouse, so all the storage of furnishings was done right on site. This eliminated the expense of handling and trucking from a remote warehouse."

The hotel opened on May 23. And of the many words that may come to mind when one sees it – opulent, grand, spectacular – Bill puts his impression this way.

"I've been privileged to visit some of the finest resorts on the planet. But I have to admit that the two properties tucked out of the way in the Hoosier National Forest are among the nicest I have ever seen."





Atlas Salutes its Finest

Celebrates Dedicated Van Operators in 20th ROAD Day Festivities

Think of it as a ginormous tip of the hat. Every year, the Atlas family pays tribute to the professionals who represent the essence of personal service to customers. For this year's 20th annual ROAD Day, celebrations at Atlas Headquarters and at 215 agencies throughout the Atlas network offered food, fellowship, raffles and gifts in recognition of Atlas van operators and all their hard work.

To acknowledge and thank agents for helping make the day a success, Atlas awarded five participating agencies a complimentary lunch for their employees. Winners of the random drawing were: Alexander's Mobility Services (207), Carroll's Martha's Vineyard Rapid Transit (545), Ace World Wide Moving & Storage Company (24), Crofutt & Smith Moving & Storage (646) and Abell Transfer & Storage Inc. (41).

To show the appreciation of every Atlas employee, the company presented to each van operator a special "thank you," a boxed tool set with multi-tool and pocketknife. In addition, thanks to financial underwriting by the event's corporate sponsors, lucky van operators won nice surprises in a random drawing. Prizes included a \$1200 gift certificate redeemable at Atlas Travel and 16 Visa gift cards totaling \$2750. ■

ROAD Day Prize Winners in Random Drawing

Congratulations to these professional operators who won gifts in the ROAD Day random drawing.

Atlas Travel \$1200 Vacation Gift Certificate

- Leigh Carroll – Carroll's Martha's Vineyard Rapid Transit (545)

\$500 Visa Gift Card

- Kenneth R. Gollhardt – Ace Relocation Services (62)
- Christopher S. Daniels – Alexander's Mobility Services (207)

\$300 Visa Gift Card

- Susan Barker – CTD
- Michael Guttenberger – Ace Relocation Services (35)

\$200 Visa Gift Card

- Matthew Haire – Weleski Transfer (2151)
- Lindsay Ware – Atlas Van Lines

\$100 Visa Gift Card

- Robert Tompkins – DMS Moving Systems (800)
- Derek Koszycki – A/MJ Campbell Van Lines (8940)
- Austin L. Jones – Golden Van Lines (991)
- Douglas Marquis – All Points Pioneer (316)
- Wyatt Credit – Brothers Moving & Storage (470)

\$50 Visa Gift Card

- Charles E. Magers – Jordan Transfer (523)
- James Gowen – J.W. Cole & Sons (1772)
- Justin W. Burks – Reads Moving Systems (1711)
- Dale R. Neidenfeuhr – Action Moving Services (238)
- Jason Oliver – George Arpin & Sons (976)

Kings of the Road

In conjunction with ROAD Day, Atlas released findings from its 6th Annual "King of the Road" survey...a unique look at life on the road through the eyes of Atlas van operators. Atlas marketing research professionals conducted the poll online and by mail during March and April. The survey reflects the views of 219 Atlas van operators from 37 states. Among other things, the findings show Atlas van operators are:

"People people" who love the road...

- One in two report the best thing about being a van operator is meeting and working with people across the country. Nearly as many say they enjoy the freedom of the highway.
- Eighty-five percent have come to the aid of a motorist at least once; nearly 20 percent have done so more than 10 times.

High Tech...

- Nearly all (99 percent) report they carry a cell phone, and the number carrying Blackberrys, Treos and similar devices increased 5 percent over last year.
- Laptop usage on the road has doubled since 2005. Forty-one percent of van operators report using a laptop, mostly for Internet access or e-mailing.

Healthy Eaters...

- For the third year in a row, Subway Sandwich Shops are the favorite for a quick meal, followed by Wendy's and Kentucky Fried Chicken in second and third places. Thirteen percent say they never eat fast food on the road.

Well Rested...

- Not all sleep in their trucks. More than one-fourth stay in a hotel two or more times a week. The most popular motel? Super 8.

For complete survey results, visit:

www.atlasworldgroup.com/survey

Listen to this...

Three years ago, 7 percent of van operators subscribed to satellite radio. Today, 53 percent do. To show appreciation to King of the Road survey respondents, Atlas entered them in a drawing for a free satellite radio. Congratulations to John Lamb, van operator with the Commercial Truckload Division (CTD). John wins a one-year subscription to satellite XM radio, plus an XM radio and CDs autographed by recording artist Joey Holiday.



Ace Relocation Systems (25)



Poplar Bluff Transfer Co. (1624)



Ace Relocation Systems (64)



Bekins Northwest (2503)



Broadway Specialized Transportation Services (1106)



Powell Relocation Group (1657)



Daniel's Moving & Storage (875)



Alexander's Mobility Services (207)

Atlas gratefully acknowledges the support of the fine companies who made gift drawings possible:
Gold Sponsors – Kentucky Trailer and TDSM (Trip Data & Safety Management); Silver Sponsor – Maxon Lift Corporation;
and Bronze Sponsors – Melcher Manufacturing Company and Freightliner - Western Star of Evansville.

GOLD



SILVER



BRONZE





Bob Clark to Lead Atlas Canada

Fourteen-Year Atlas Veteran Takes Reins in January



Bob Clark, Vice President of Business and Agency Development, will succeed Doug Auld as President of Atlas Van Lines Canada, on January 1, 2008. "I'm honored to be selected for this position," says Bob. "I'm thankful to Doug Auld for giving me my first opportunity with Atlas, and to Mike Shaffer for his leadership as Chairman."

You might say Bob Clark, incoming President of Atlas Van Lines Canada, learned the business "from the road up."

Bob started as a van operator and sales person with a small agency in 1979. Since then, his experience has touched every facet of the household goods industry, including agency ownership and serving as an executive with a competitor van line.

Throughout, Bob has built his career as a "people person." And he still maintains his professional van operator qualification, a credential that testifies to his passion for customer service and the business basics that are essential to success.

"I'd rather get behind the wheel of a van than play golf," says Bob. "Besides, I'm a much better van operator than I am a golfer."

In 1993, after a meeting with President Doug Auld, Bob proposed the creation of a new job position. Atlas CEO Norm Gee approved of the idea, and Bob took responsibility for leading Atlas Canada's business development efforts. His first program, "Selling for Excellence," defined a system to support and strengthen the Atlas Canada agency network.

"Throughout the past 14 years, Atlas Canada has developed an excellent sales and agency representation," says Bob. "A lot of hard work and cooperation among our agents have helped us become Canada's largest and most successful van line."

Bob has earned the support and confidence of senior Atlas executives in Canada and the U.S.

"The Canadian moving industry is not without its challenges, so there is a great deal of work to do," says Atlas Canada President Doug Auld. "Clearly, Bob has a deep appreciation for all of the stakeholders that are connected with relocation. Bob will now have an opportunity to channel his energy towards taking the actions required by Atlas to remain the industry leader in Canada."

"Bob's enthusiasm and job experience will enable him to continue to take Atlas Canada forward with new accomplishments," says Atlas Van Lines President and COO Glen Dunkerson. "Our agents are what makes us successful. Bob understands this and will work to enhance our relationship with the Atlas agents, both in Canada and the U.S."

"I'm confident in Bob," says Atlas Chairman Mike Shaffer. "He has a solid background in the industry and with Atlas, and he knows the business. I believe he'll do a good job."

"Atlas Canada has confronted major challenges in the past and, thanks to teamwork between our agents and the van line, we have overcome them," says Bob. "Certainly we'll face more challenges ahead. I'm confident through teamwork and experience we will continue to enjoy a successful future together." ■



Atlas Canada is phasing advanced, new containers into its operations. The new style offers dramatic improvements in cost and performance. It weighs approximately half of the old style container it replaces.

Atlas Canada Advances Containerized Transit

Thanks to technology, Atlas agents in Canada are bringing improvements to containerized shipping. Through a collaborative effort with Seattle-based Integrated Technologies, Inc., Atlas agents are adding a new, advanced container to inventory and replacing old style containers rather than rebuilding them.

Doug Kellough, President of Salmon's Transfer (8888), has been instrumental in steering the project on behalf of Atlas agents. "We've had no appreciable design changes in our containers since we introduced them in 1988," says Doug. "Last year, we spent about \$300,000 on container repair and maintenance."

The new containers will greatly reduce this expense. They are constructed from an advanced

thermoplastic and feature stainless steel fittings.

"One of the biggest advantages is the lighter weight," says Doug. "It is less than half that of our original container. This means easier handling and more fuel-efficient transport."

They are also impact-resistant, shock-absorbent, watertight, and impervious to rust. As Doug notes, such superior performance characteristics make claims much less likely.

Containerized transit is a significant part of the Atlas Canada hauling system, and Doug says capacity is booked solid throughout the summer months. Although underutilized the rest of the year, it still offers benefits during the off-season.

"A van operator shortage continues to be a challenge, and containers can

supplement and replace the traditional hauling system," says Doug. He says that, by using quality local crews for loading and unloading, long haul crews spend fewer nights away from home.

"Containers offer imaginative ways for us to be competitive in the winter months," says Doug. "For example, they are ideal for pick and hold shipments. For a small rental fee, the customer gets exclusive use of the container, which is sealed at origin and opened at delivery. Customers enjoy an added assurance of security for their belongings, and they avoid double- and triple-handling. Containerized transit represents a win-win solution for us and our customers."



Cornerstone
Relocation Group

Cornerstone Focuses on Consulting Services

The complexities of global workforce mobility can be overwhelming to say the least. And with the dynamic environment within which we live and work, it's critical that companies be kept up to speed on changes affecting their most valuable asset – their people – as well as the effect of change on the organization as a whole. For example: What are the latest legislative changes that will affect a company's relocation program? Is the company in compliance? Will transferees and international assignees be negatively impacted by the change? Is the organization's

relocation policy competitive? Will the company be able to recruit key industry talent when relocation is involved?

Human resources professionals today are challenged to do more with less and often don't have the time and/or resources to stay abreast of the latest topics

affecting global workforce mobility. Cornerstone Relocation Group has taken steps to ease the burden through its Consulting Services team. Industry veteran Janet Olkowski, SCRP, GMS recently joined Cornerstone to lead the charge in ensuring that prospects, clients, Atlas agents and employees find a knowledgeable resource in Cornerstone.

"Our clients expect us to anticipate changes and pro-actively recommend solutions," says Cornerstone President Janelle Piatkowski. "When you ask a client what they need, they may not be able to verbalize the solution. They look to us for answers. Someone once had a need for a portable technology solution, but they didn't say 'I need a laptop.' Instead, they depended on innovative companies to come up with the solution.

By investing in Consulting Services, we can be certain that we remain on the cutting edge of global relocation and develop innovative solutions to meet our clients' needs."

The Consulting Services team advises companies on policy development and program management and can assist in benchmarking current programs against industry trends and best practices. Team members are experienced in identifying cost savings with minimal compromise on policy benefits.

"Companies continue to look for ways to improve their competitive position," says Janet. "They're realizing that their workforce is increasingly a competitive differentiator. They have a need for ongoing benchmarking and analysis of relocation policies and best practices to recruit and retain the best talent."

The Consulting Services team stays apprised of trends and statistics through ongoing education and research. Team members don't attend industry conferences just for networking and marketing. Such gatherings are learning events for these eager students – or teaching opportunities where they serve as speakers and panelists in their areas of expertise.

In addition to services mentioned above, the Consulting Services team can help with site selection, facilities relocation, policy development and communications programs for group moves. They can also provide cost-benefit analysis of outsourcing versus in-house administration. Whatever the challenge, Cornerstone's Consulting Services team will conduct the research, analyze and make recommendations to effect a successful outcome.

To engage Cornerstone's Consulting Services team, contact Janet Olkowski at 908-484-1054 or jolkowski@crgglobal.com. Visit Cornerstone on the web at www.crgglobal.com.



Janet Olkowski



Hands Across the Water

Atlas International crafts reciprocal relationship with Euromovers.

Now, thanks to a new arrangement with a vibrant consortium of European moving professionals, Atlas International is bringing customers a new, expert complement for service to and from the world's most densely populated continent.

In September, Vice President & General Manager Pete Helgeson signed an accord with Euromovers, a young network of medium-sized European moving companies.

"Essentially, we have entered a non-exclusive agreement to exchange tonnage," says Pete. "This gives us each the opportunity to build our volumes by working together."

When Atlas and Euromovers began discussions earlier this year, a potential for cooperation soon became apparent.

"When we compared our programs, we found a similar fit," says Pete. "Quality is one of their highest priorities, as well as ours."

The Euromovers' focus on quality includes an emphasis on training. Like Atlas, their standards attest to the importance of customer service. Each Euromover affiliate is certified under ISO 9001. The organization evaluates every shipment using a point system to ensure maximum quality for customers.

Euromovers was formed in 1999 with the merger of two European moving associations. In 2006, its 70 member companies handled 1800 household goods moves. Because

their association is relatively young, Pete says, it represents a ground level opportunity for Atlas and Euromovers to grow together.

"This relationship is going to create new business opportunities for our Atlas agency family," says Pete. "Because it is a sales cooperation, we'll be getting leads and sharing those with our agents to ensure Atlas quality service in the North American markets. Likewise, this affiliation gives us and our Atlas agency partners a much wider and stronger base to ensure our customers relocate smoothly and cost-effectively to and from Europe."

Euromovers follows a partnership model of service with a shared commitment to quality, high professional standards, and cost-efficiency. You can visit the Euromovers web site at: www.euromovers.com.



Euromovers and Atlas have signed an agreement to cooperate in building sales together.

Left to right: Matthew Hagenah (AVLI), Thomas Juchum (Euromovers), Keld Gissemann (Euromovers), Peter Helgeson (AVLI).



Dave Hope Retires #1 Jersey at Red Ball International

Looking to a New Season

Dave and Kathy Hope with Everett Aquasox players Aaron Brown (left) and Rob Harmon (right) at Everett Memorial Stadium, summer 2007. The Hopes host 2 or 3 Aquasox players every season in their home. The Aquasox is a minor league farm team in the Seattle Mariners organization.



The next time you go to the ballpark to cheer your favorite major league team, take a good look at the quiet, affable gentleman in the baseball cap next to you. It just might be Dave Hope.

"I plan to visit every major league field in the country," says Dave, who is wrapping up the final inning of a successful career with Red Ball International.

Much like his love for baseball, Dave has shown a devotion to his team at Red Ball International since 1983. When he leaves at the end of December, he will take with him a sense of accomplishment and pride in an organization that has been his passion from his first days on its lineup.

A Unique Career Path

Dave was raised in Hamilton, Montana, a community of about 4000 people near the Idaho border. "I used to say I grew up there," says Dave. "But some people would argue whether I ever did." He graduated from the University of Montana with a BA in mathematics then pursued graduate studies in business and accounting. After passing the CPA exam, he put his education to work in 1966 on the audit staff of Touche Ross, now Deloitte and Touche. Five years later, he went to work in private

industry for Dependable Building Maintenance and helped turn that company around. "I worked myself out of a job," he recalls. That was the first of several positions in accounting and management with a succession of small firms.

Dave's corporate wanderlust was quelled in 1983 when he accepted the position of controller with Red Ball International, a division of American Red Ball Transit. After a group of employees orchestrated a buyout and incorporated as American Red Ball International, Dave became Vice President of Finance and Chief Financial Officer.

"Wally Saubert, an owner prior to the buyout, left to become Chairman and CEO of Atlas World Group in 1997," says Dave. "I was promoted to President of American Red Ball International."

It was a rocky start.

"I would have given the job back in a heartbeat during that first six months," says Dave. "It was quite challenging, plus I was still acting as CFO. I was a tad swamped."

Within the first year, Dave managed to recruit a CFO and turned his full attention to managing the business. In 1997, Atlas International moved to Seattle with Mike Duffy,

Season

former head of American Red Ball Transit, as President. "About five years ago, when Mike left, I became responsible for the combined Seattle operations," says Dave.

Looking back on his leadership experience over the last ten years, Dave feels a sense of satisfaction. "We've established a clear direction for the future," says Dave. "We've implemented sound strategic planning, created programs for employee development, and achieved RIM (Registered International Mover®) certification for all of our managers and most of our employees." Dave points with pride to ISO 9001:2000 certification for operations and the C-TPAT (Customs-Trade Partnership Against Terrorism) designation.

He believes the future is bright for international business, particularly on the commercial side. "I'm optimistic, because I know how good this team really is," says Dave. "They've had more to do with our success than I have."

The Best Rewards

"Working with the people here, and with our numerous agents and partners domestically and abroad, has been most rewarding," says Dave. "I've made many good friends."

That may be an understatement. Woody Zobel, with Express-Transport-Shipping-Agency GmbH in Bremerhaven, Germany, says the Hopes have been a second family for his daughter. A visiting student, she has found the support that has helped her thrive.

"Monika has gone on to study full time and can be found on the Dean's List," says Woody. "A lot of this is to the credit of my good friends Dave and Kathy Hope and the family they have been to her...for my part, I expect that we will always remain close friends."

"Having known Dave for many years, I can only say it has been a pleasure to know and work with him," says Robin Hood, Arrowpak International in the United Kingdom.

Robin recalls a humorous incident when the two took a double-decker bus for a little sightseeing around Cambridge. "Things were a bit breezy," says Robin. "Needless

to say, as the bus picked up speed, Dave lost his hat. Every time I pass through Cambridge, I keep a lookout for it...but to the present day, there's been no sign of it."

"I met Dave in the mid-1990s," says Terry Head, Executive Director with the Household Goods Forwarders Association of America (HHGFAA) in Alexandria, Virginia. "He served for a while on our association's executive committee, and he quickly proved himself to be one of the better 'numbers guys.' He's still my go-to guy when I have questions that involve dollars."

"I get the feeling when I talk to Dave that he's already two steps ahead of me," says Terry. "But he's gentleman enough to let me finish before he comments. And I've never seen him lose his cool, even in very tense situations. He's passionate, but he keeps his emotions under control."

"Dave has been a longtime, loyal employee with Red Ball International," says Atlas Chairman Mike Shaffer. "He personifies the integrity for which the Atlas brand is known...and I think he enjoys baseball as much as I do motorcycling."

What's Next

Dave and his wife, Kathy, who recently celebrated 35 years together, plan to stay in the Seattle area.

Dave will be helping the Seattle Mariners' RBI Club, which raises money to provide toys for underprivileged children. And while he's undecided about just what he'll be doing in the realm of business, he will likely continue his involvement with furthering the application of RFID technology.

And of course, there's always baseball.

"I grew up listening to the Yankees games, because their radio broadcast had the strong signal," says Dave. So, I became a Yankees fan, and I'm still a Yankees fan." "I'm hoping I can host Dave at a Washington National's game, now that DC has a team again," says Terry. "After all, we're just a four-hour drive from Yankee Stadium." ■

All in a Day's Work

Everyone knows about the Atlas commitment to integrity, quality and solutions. That commitment extends not only to customers, but also to every aspect of the Atlas agent's operations, including interactions with the communities in which they live and work.

From rescuing a customer who falls and is trapped in the home to helping boy scouts provide relief to tornado victims...from pitching in to support a charity golf event and the fight against cancer to delivering Girl Scout cookies to the troops...for Atlas agents, such acts of kindness and sharing of resources are all in a day's work.

Ryan Parks Leads Relief Effort for Tornado Victims



The world needs more people like Ryan Parks. The 14-year-old Boy Scout from Longmont, Colorado was moved by the plight of Holly, Colorado residents when their town was hit by an F-4 tornado in March (the storm damaged 164 homes – 48 were made uninhabitable). "I was surprised, because you don't hear of many tornados in Colorado that big," says Ryan.

some 500 miles round trip to unload and sort donated items and to help in the Holly community's clean-up effort. Atlas Agency Action Moving Services, Inc. (238) in St. Paul, Minnesota donated the use of a 53-foot trailer. Ryan's father, Alan Parks, a Van Operator with Action, provided the expertise behind the wheel.

"I was not surprised when I heard about Alan and Ryan's efforts," says Action Moving President Bill Everson. "Alan is a top notch van operator and a wonderful person. His son Ryan obviously has the same attributes. We would do what we can to help Alan or anyone else in a similar situation."

The project enabled Ryan to complete the requirements for Eagle Scout, the highest rank in Boy Scouts. While the award is gratifying, so are the memories that it represents.

"It made me feel good that I was able to help," says Ryan. "Especially since the people in Holly appreciated everything a lot."

Ryan asked his fellow scouts in Troop 548 if they would take part in a relief project, and they agreed. With their help, Ryan organized the "Holly Colorado Relief Fund."

Working through the Red Cross, Ryan got in touch with relief workers who provided a list of needed items. His team then set about collecting donations of furniture, appliances, toys, toiletries and paper products. All told, they amassed 36,000 pounds of goods.

During the second week in May and again over the Memorial Day weekend, Ryan and his fellow scouts traveled

Ryan Parks, son of Van Operator Alan Parks, Action Moving Services, organized a relief effort for tornado victims in Holly, Colorado. The project helped Ryan achieve Boy Scouts' highest rank, Eagle Scout.

Security Relocation Group (1851) helped the Girl Scouts during March with collection, storage and delivery of 2,500 boxes of cookies for service men and women.



"Cookie for Your Courage"

Security Relocation Group (1851) in Goldsboro, N.C., helped Girl Scouts of Coastal Carolina with their "Cookie for your Courage" campaign during March. Customers had the opportunity to support the military with gifts of cookies, and the Atlas agent provided assistance with collection, storage and delivery. All told, the drive netted 2,500 boxes of cookies for service men and women. Security delivered the goodies to the USO in Jacksonville, N.C.

Sales Rep to the Rescue

The fact that Avatar Moving Systems (444) Sales Representative Dave Smith was on time for his COD sales call wasn't unusual. But the fact that he rescued the customer was.

When Dave knocked on the door, a second-floor window slid open and a feeble voice called, "Hello?"

"This is Dave Smith from Avatar Atlas," Dave called out. "We have an appointment for your moving estimate."

"I've been sick for a couple of weeks and I'm not feeling too well," the lady weakly replied.

Then, as she let out a feeble "oh," Dave saw her fall away from the window to the floor.

Dave knew she needed help. What to do? The front door was locked. So were the first floor windows. The only way was through that second floor window. But how? Dave surveyed a nearby tree. "Maybe 20 years ago," he thought.

Not to be stymied, he found the garage open and located a ladder inside. "Atlas personnel are probably not allowed to climb on customer ladders," he thought. "But surely, I can make an exception in this case." Dave scaled the ladder onto the roof, climbed through the open window, and revived the lady. He called 911 and soon an ambulance was on the scene.

A week later, the lady was back at home and feeling much better. Dave returned, completed the estimate, and closed the order.

Looking back on the experience, Dave puts it into perspective this way: "No obstacle is insurmountable when it comes to serving Avatar Atlas customers!"



Quick-thinking Sales Representative Dave Smith, Avatar Moving Systems, scaled a ladder to rescue a customer in distress.

Bisson Helps the Homeless

Bisson Moving & Storage (271) is doing their part to help the homeless. In May, the Atlas agent donated the use of a trailer to help Tedford Housing, a nonprofit organization dedicated to ending homelessness in midcoast Maine. Volunteers loaded furnishings donated by L.L. Bean onto the trailer and Bisson transported it to Brunswick, Maine. The furnishings completed 8 efficiency apartments in Everett Apartments, a new transitional housing complex.



The Everett Apartments, transitional housing for the homeless, in downtown Brunswick, Maine. Bisson Moving & Storage provided a trailer and transported furnishings for the units during May.

All in a Day's Work ▶ *Continued From Previous Page*

Supporting the Fight Against Cancer

Some people are unforgettable for their courage, example, and love of life. Steve Cox is one such person. In 1990, when Steve was battling the cancer that would ultimately claim his life, a group of his friends got together to raise a little money for him with a charity "golf-a-thon."

Today, the Steven A. Cox Charity Classic is one of the largest single-day, amateur, charity golf events in the country.



Ace World-Wide and friends take part in the Cox Classic to support the fight against cancer.

Left to right: Roy Stewart, AT&T, and his son, Mark; John Norton, Hilary King, and Mike Morlath, Ace World-Wide; Paul Lanne, Poggenpohl Worldwide; Joe Tigie, Temple University; Murry Roth, Dieckert LLC.

In 18 years, it has raised more than \$6 million to support the fight against cancer through organizations such as the St. Jude Children's Research Hospital and LIFE (LPGA Pros In the Fight to Eradicate Breast Cancer).

This year, on September 17, 2007, golfers gathered for the event at the Royce Brook Golf Club in Hillsborough, New Jersey. But before the first player stepped onto the tee, the people at Ace World-Wide Moving & Storage Co. (39) had been hard at work behind the scenes to make the event's logistics as smooth as a perfect birdie putt.

"This is a year-round effort for us," says Ace Sales Professional Mike King. "Soon after the day of the outing, we start the planning and preparations for the success of next year's event."

The Atlas agent provides a central location for receiving,

storing, sorting, packaging, loading and shipping the many promotional items to players on event day. Mike estimates the effort this year required 150 man-hours of labor, plus the use of facilities and trucks. In return, the charity recognizes Ace as a Platinum Sponsor, a designation Mike and his logistics team are proud to earn.

"I first volunteered to help with the Cox Classic in 1997," says Mike. "I myself am a die-hard golfer. As I was waiting in my car for a client appointment, I was listening to "Mike and the Mad Dog" on the radio. That's when I heard ATT Executive Mike Marion come on the air and describe the event and his involvement. It seemed like a worthy cause. So I called and asked to help, and they put me to work."

What happened next, Mike says, was unexpected and ironic. "The next month, my wife, Hilary, was diagnosed with cancer. When my new friends in the Cox organization found out, their outpouring of care for us was unbelievable."

The Kings are thankful that Hilary's cancer has been in remission for eight years. Throughout his family's personal trials, Mike says, everyone associated with the Cox Classic has been supportive. "That's why it is special to me."

When Mike joined the staff of Ace World-Wide in 1999, he brought his devotion to the Cox Classic and its cause with him. Ever since, the Ace team has been an indispensable partner in the event. It takes a lot of work-one year the event hosted 800 golfers on four different courses. But everyone involved knows it is worthwhile.

"We are very honored to be associated with the Cox Classic," says Ace World-Wide President Ed Brauman. "It is a world class event supporting some great charities."

"The Ace World-Wide team has been an exceptional resource for us," says Tim Omaggio, Trustee of the Steven A. Cox Foundation. "I can't imagine putting on an event of this size without them."

Atlas Agency Employee Survives Bridge Collapse

Zeke Oaks was driving home from work in evening rush hour traffic on August 1, when the I-35W bridge south of Minneapolis collapsed, sending dozens of cars into the Mississippi River 60 feet below and killing 13 people. The eight-lane, 40-year-old span carried 141,000 vehicles a day. Zeke Oaks, Corporate Quality Control Manager with Alexander's Mobility (215) Services was in one of those vehicles when the structure failed. This is his account of what happened.

Zeke Oaks: I left the office about 5:45 pm and headed home. I cross the I-35W bridge two times a day every weekday. I was in traffic at about 6:05 and felt a rumbling and then in front of me I saw the middle of the bridge collapse and cars falling nose first. My first thought was, "I can't believe the bridge is falling. How can this happen?" Then I felt myself begin to fall. At that point, I didn't know where I was on the bridge and my thought changed to, "This is it, I am going to die."

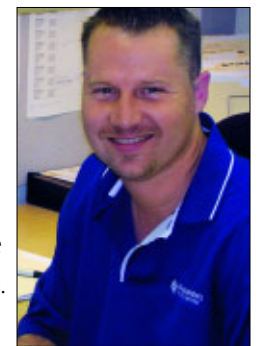
Then I hit the ground. The section of the bridge I was on hit the river parkway (35 to 40 feet below) instead of the river. I instantly felt shooting pain and then numbness in my back. I thought I had broken it. I was still for a few moments and figured out that I was ok. Then I thought, "I need to get off this bridge."

I got out of my car and saw people standing around on my (southbound) side of the bridge. I started yelling at everyone to get off the bridge and I was checking cars to make sure they were empty. Everyone I could reach was getting to safety. As I was exiting the bridge with another man, we heard children screaming from a bus on the other side. So, we crossed under the bridge (where we saw a smashed tractor trailer) and then back up onto the collapsed roadway to get to the school bus. He went to help the kids off the bus and I stood on a railing to be up high enough to grab them and drop them to the ground below. With the help of many of the victims, everyone got out of the bus and off of that side of the bridge.



Lucky? Alexander's employee Zeke Oaks was crossing the I-35W Bridge at the time of the collapse. His car is the green Grand Am. The windows are open. "In case I ended up in the river, I wanted to get out," says Zeke. Approximately 80 people survived the disaster with injuries; thirteen people lost their lives.

Rescue workers began showing up. I led police and firefighters to the burning tractor-trailer and then I went under the bridge again to get back to where I had originally left some folks and where my car had been. By now, rescue workers were there and they asked everyone to start leaving. I asked to help and they told me no, only rescue workers could help. So I walked to the hospital to be checked out with a girl who had been behind me on the bridge (she had just become engaged that day). It was beyond belief what had just happened.



Zeke Oaks, Corporate Quality Control Manager with Alexander's Mobility Services (215). Caught in a disastrous bridge collapse, Zeke escaped with non-life-threatening injuries, but not before he helped others to safety. The Atlas family is proud of Zeke and his selfless example, and wishes him a full and speedy recovery.

Now, six weeks later, I am undergoing physical therapy twice a week and feeling better every day. I still cannot do everything I want, and I'm still dealing with some pain when I overdo it. But my therapist thinks that in another 8 to 12 weeks I should be pretty much fully recovered with no long-term effects. I will see back specialists in a few weeks to make sure there is no undetected damage.

Thank you all for your thoughts and prayers. I have been overwhelmed by everyone's interest and concern. I feel incredibly fortunate to be here today. I also feel terrible for the people and families who were not as lucky as I. Another 5 seconds and I would have been in the river. I guess the Big Guy upstairs just wasn't ready for me yet.

Scholarship Winners Pursue Engineering, Music, Marketing

Atlas Awards \$12,000 in Third Year of Program

The future came into closer reach for three students in the Atlas family on August 21, when Atlas World Group announced its 2007–2008 scholarship award winners.

Professional Van Operator Scholarship

The Professional Van Operator Scholarship, awarded to the child of an Atlas qualified operator, went to Joel Coker. He is the son of Rick Coker, owner operator with Lewis & Michael (1352) in Dayton, Ohio. Joel, a junior, is studying civil engineering at the University of Florida.



Scholarship winner Joel Coker, civil engineering major.

Chairman's Scholarship

Thomas Lee Cravens is this year's winner of the Chairman's Scholarship, which is awarded to the child of a full-time employee at any Atlas World Group location in the U.S. or Canada. Thomas is the son of Julia Johnson, mail clerk at Atlas headquarters in Evansville. He is a junior studying music education at Indiana University.



Chairman Mike Shaffer congratulates Thomas Lee Cravens, music education student.

President's Scholarship

The President's Scholarship, available to children of full-time employees at Atlas headquarters in Evansville, was awarded to Victoria Petzold. Victoria is the daughter of Irv Petzold, Senior Financial Analyst. She is a senior marketing major at Eastern Kentucky University.



Julia Johnson, Atlas HQ, and her son, Thomas.



President & COO Glen Dunkerson presents the award to senior marketing major Victoria Petzold.

"Atlas is extremely proud of these three individuals, and we'd like to extend our congratulations to them and their families," says Jim Stamm, Vice Chairman and CEO of Atlas World Group. "The scholarships went to three outstanding students, and we're happy to support their educational goals."

This is the third year of the scholarship program, which has accounted for \$36,000 in total awards to date.

Application Requirements

- Dependent child (up to and including age 25) of a parent who is either a full-time employee of an Atlas company or a professional Atlas van operator with at least one year of service at the time the award is paid. (Children of parents employed at or above the vice president's level are ineligible.)
- Students with a cumulative GPA of 3.0 or higher on a 4.0 scale (or comparable).
- Junior or senior with full-time enrollment at an accredited college or university.
- Recipients may receive one Atlas scholarship, one time only.

Chicago

is our kind of town.

Don't miss out.

41st Atlas Forum On Moving

April 24 & 25 – Marriott Chicago Downtown – Chicago, IL



Don't cut this class, because he's taking attendance!

Ben Stein – economist, lawyer, author, TV personality, film actor – returns to the Windy City, this time as keynote speaker of the Atlas Forum to present timely, informative (and entertaining) commentary on current affairs.

"Bueller, Bueller... anyone, anyone?"

(From "Ferris Bueller's Day Off," filmed in Chicago. The scene was voted one of the fifty funniest in movie history.)



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 last year's Forum go to www.atlasworldgroup.com/forum.

Island Dreams



President's Club to Splash in the Crystal Blue Waters of the Caribbean

Its motto is "One Happy Island." Maybe that's because the warm and sunny climate and white sandy beaches keep people in a good mood all the time.

Whatever the reason, Aruba is the happy destination for the upcoming annual meeting of the Atlas President's Club on March 8 through 12, 2008.

"This gathering is a way of rewarding our highest performing sales people," says Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover. "It's a chance for us to show appreciation to them in a nice setting, where we can relax and enjoy the surroundings, as well as one another's company."

Those surroundings include luxury accommodations at the beachfront Aruba Marriott Resort on Palm Beach. Club members will choose from myriad activities, including swimming, golfing, scuba diving and snorkeling, sailing, jet-skiing, kayaking, and gaming at the resort casino...plus choices for fine dining and sightseeing.



The President's Club lapel pin signifies an individual's outstanding sales effort. A ruby lapel pin denotes \$1 million in bookings; the sapphire pin represents \$2 million.

Clearing the High Bars

Sales people earn membership in the President's Club by achieving one million dollars in interstate bookings between July 1 and June 30. In recognition of their performance, each receives a gift certificate valued at \$200. First-time achievers also receive a ruby lapel pin and plaque.

Those who produce two million dollars in bookings earn a trip for two to the annual meeting. Those who qualify at this level for the first time also receive a sapphire lapel pin.

"This year, we're pleased to welcome 38 sales people who achieved the one million dollar level and 31 who cleared the high bar with at least two million dollars in bookings," says Greg. "They certainly deserve all the rewards of membership they have earned."



2007-2008 President's Club Winners

| | Salesperson | Agent |
|----------------------------------|-----------------------------------|---|
| Sales \$2,000,000 or more | 1 Gary Louderback | Ace World-Wide Moving & Storage Co. |
| | 2 Steve Westerberg | Nelson Westerberg |
| | 3 Thomas Philbin | Nelson Westerberg |
| | 4 Dennis Sorhagen | Crofutt & Smith Moving & Storage |
| | 5 Ken Neisner | Specialty Moving Systems, Inc. |
| | 6 Ken Imlach | Imlach Group |
| | 7 Fred Paxton, III | Paxton Van Lines, Inc. |
| | 8 James Cole, III | J.W. Cole & Sons, Inc. |
| | 9 Don Hill | Alexander's Mobility Services |
| | 10 Jim West | Ace World-Wide Moving & Storage Co., Inc. |
| | 11 Michael Boone | Lytle's Transfer & Storage, Inc. |
| | 12 Richard Meyer | DMS Moving Systems, Inc. |
| | 13 James Zachary | Atlantic Relocation Systems |
| | 14 Michael Escobar | J.W. Cole & Sons, Inc. |
| | 15 Wayne Curtis | Comtrans Ltd. |
| | 16 John Dulin | Alexander's Mobility Services |
| | 17 Denise Della-Dora | Alexander's Mobility Services |
| | 18 Steve Delane | Alexander's Mobility Services |
| | 19 Gene Devaney | Collins Brothers Moving Corporation |
| | 20 Tim White | Imlach Group |
| | 21 Larry Lammers | Ace Relocation Systems, Inc. |
| | 22 Eric Manfredi | American Transportation Companies, Inc. |
| | 23 Julie Cibelli | Nelson Westerberg |
| | 24 Gail Ann Lynch | Alexander's Mobility Services |
| | 25 Richard Clarke | Ace Relocation Systems, Inc. |
| | 26 Chris Wing | Powell Relocation Group |
| | 27 James W. Cole, Jr. | J.W. Cole & Sons, Inc. |
| | 28 Bob Akers | Nelson Westerberg |
| | 29 Chris Lechner | Alexander's Mobility Services |
| | 30 Jim Chretien | Specialty Moving Systems, Inc. |
| | 31 Tina Rose | Walker Transfer, Inc. |
| Sales \$1,000,000 to \$1,999,999 | 32 Ross Buckley | Alexander's Mobility Services |
| | 33 Ronald Grove, Jr. | Merchants Moving & Storage, Inc. |
| | 34 Carrie Corless | Ace Relocation Systems, Inc. |
| | 35 Mark Smith | Avatar Moving Systems Inc. |
| | 36 Kurt Nelson | McCormack-Payton Storage & Moving Company, Inc. |
| | 37 David Zerda | Alaska Terminals, Inc. |
| | 38 Gregg Imlach | Imlach & Collins Brothers, LLC |
| | 39 Jonathan Cotten | Alexander's Mobility Services |
| | 40 Donna Gann | Nelson Westerberg |
| | 41 Michael Quigley | Ace Relocation Systems, Inc. |
| | 42 Jeanne Witcher | Atlantic Relocation Systems |
| | 43 Janet Hathcock | Watson Van & Storage Co., Inc. |
| | 44 Roger Sorhagen | Crofutt & Smith Moving & Storage |
| | 45 Dave Doebler | Action Moving Services, Inc. |
| | 46 Wes Wodka | Specialty Moving Systems, Inc. |
| | 47 David Blair | Ace World Wide Moving & Storage |
| | 48 Richard May | Alexander's Mobility Services |
| | 49 Chet Grisso | Alexander's Mobility Services |
| | 50 Jeff Longo | Weleski Transfer of Cleveland, Inc. |
| | 51 Ann Burkart | Alexander's Mobility Services |
| | 52 Dan Rosauer | Alexander's Mobility Services |
| | 53 Karl James | Alexander's Mobility Services |
| | 54 Donald Quinn | Ace World Wide Bloomington/Normal |
| | 55 Eric Anderson | Atlantic Relocation Systems |
| | 56 David Hillemann | Advance Relocation Systems |
| | 57 Kathy Barclay | Alexander's Mobility Services |
| | 58 Milton Perkins III | Reads-Perkins Moving Systems, LLC |
| | 59 David Frank | Alexander's Mobility Services |
| | 60 Jack Kendrick | Specialty Moving Systems, Inc. |
| 61 Tucker Espie | Dedicated Transport Service, Inc. | |
| 62 Jimmy Gemeinhardt | Bean Moving and Storage, Inc. | |
| 63 Kevin Miller | Atlantic Relocation Systems | |
| 64 Frank Copeland | Atlantic Relocation Systems | |
| 65 Justin Lang | Crofutt & Smith Moving & Storage | |
| 66 Don Samler | A-1 Metro Movers - Omaha | |
| 67 Gary L. Weleski | Weleski Transfer, Inc. | |
| 68 Tom Terne | Ocean City Express Co., Inc. | |
| 69 Bob Cox | Reads Moving Systems, Inc. | |

Omega

The Atlas family lost some great friends this year. We extend our condolences to their loved ones, as we remember these fine people who played an important part in Atlas' success and helped to make our network strong.

February

Norris A. Walecka

Sr., Founder, A. Walecka & Son, Inc.

April

Gordon R. Borske

Vice President & General Manager, Nelson Westerberg of Illinois, Inc.

Ron Rotherham

Chief Financial Officer, Alexander's Mobility Services

July

Wilma Howell

Co-founder (and wife of Howard K. Howell), Ace Transfer & Storage Co.

August

Allen "Glen" Imlach

Former President, Imlach Movers, Inc.

J. Gordon Leistner

Founder and Owner, Celina Moving & Storage, Inc.

September

Harry Hopkins

Co-founder, Hopkins & Sons, Inc.

Anthony L. "Tony" Weleski

Chairman and Principal, Weleski Enterprises

Personnel Changes & Awards in Atlas Companies



Mike Bengert

Mike Bengert is New Director of Accounts Receivable

Mike Bengert has joined Atlas Van Lines as Director of Accounts Receivable. In this position, he oversees the AR staff and its work to ensure the timely and accurate cash application of receipts and resolution of discrepancies.

Mike brings more than 10 years of experience in accounts receivable management. Before joining Atlas, he worked as Director

of Student Accounts for the University of Evansville.

"Mike's extensive accounting background and expertise will be very beneficial in achieving the needed efficiencies in the accounts receivable processes," says Rick Olson, Senior Vice President and Chief Financial Officer of Atlas World Group and Atlas Van Lines.

A native of Haubstadt, Indiana, Mike holds bachelor degrees in accounting and computer science from Indiana State University. He is a CPA and serves as President of the South Gibson School Board in Fort Branch, Indiana.



Stephen Watson

Stephen Watson to Head Atlas Training

Atlas Van Lines welcomes Stephen Watson as Training Director with responsibility for expanding the company's education programs.

Stephen's background in the logistics industry includes more than a decade in operations and training. As head of the Atlas training team, he will engineer innovative training solutions, integrate training programs into processes, and implement quality standards and measurement for training.

"We're dedicated to providing outstanding training for both our employees and our agents," says Nancy Priebe, Vice President of Human Resources. "We're confident that Stephen's experience and his team approach to management will add depth and value to our training programs and our organization."

Stephen is a native of Sebago Lake, Maine. Most recently, he worked as a Training Manager for Premier MSS. He holds a B.S. in business management/professional aeronautics from Embry-Riddle Aeronautical University in Daytona Beach, Florida. He is a member of the American Society for Training and Development.



Janet Olkowski

Janet Olkowski Joins Cornerstone

Cornerstone Relocation Group has appointed Janet Olkowski as Vice President, Consulting Services. Janet is responsible for providing strategic direction on marketing and consulting services for the company. She also provides consulting to corporate clients on industry trends and best practices, domestic and international policy development, and benchmarking. In addition, she brings expertise to the

company's branding initiatives, public relations and advertising campaigns, trade show participation, sales collateral and web site development.

Prior to joining Cornerstone, Janet held marketing and consulting positions at Vision Relocation Group and Weichert Relocation Resources. An active participant in Worldwide ERC, Janet has earned the organization's Senior Certified Relocation Professional (SCRCP) and Global Mobility Specialist (GMS) designations. She has served on committees, written articles for Mobility Magazine, and acted as speaker and moderator at industry events.



Phyllis Truitt

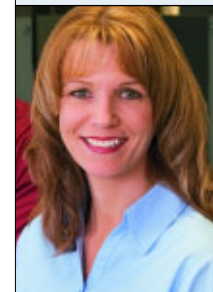
Phyllis Truitt Earns NACM Award

Phyllis Truitt, CCE, Director of Credit for Atlas Van Lines, has earned the Strength in Numbers Recognition Award for her service to the National Association of Credit Management. Phyllis received the award in June at NACM's 111th Annual Credit Congress, in Las Vegas.

The award acknowledges Phyllis' leadership on projects for the association's Products and Services Work Group, in particular its Mechanics' Lien & Bond Service. In a news release, NACM acknowledged Phyllis "has generously and enthusiastically given of her time and expertise to NACM and wishes to be a proponent for credit professionals."

"This award means more to me than money or gold," says Phyllis. "I am a simple person, and to be recognized by NACM and its members is an honor that fulfills all the dreams I had as a child and the goals I set as an adult. I truly appreciate the opportunity NACM has given me to serve the profession that is so much a part of who I am. I could not be where I am today personally or professionally without NACM and its members."

The NACM National Honors and Awards Committee bases awards on a system that rates nominees in nearly 50 areas of professional life, including their participation in NACM activities, service to industry credit groups, educational attainment in the credit field, continuing education, and professional accomplishments and dedication.



Darlene Duff

Darlene Duff Chosen for Leadership Development

Atlas has selected Darlene Duff, Supervisor of National Accounts for Atlas' Specialized Transportation Group (STG), to participate in The Women Executive Peer Exchange Network (WEPEN). The network furthers the leadership development of high-potential professional women by connecting them with senior executive women, or "Mustang Sallys." Marian Weilert Sauvey, Atlas' General Counsel, Senior Vice President and Secretary, is serving as Darlene's Mustang Sally.

"I'm honored to have been selected," said Darlene. "WEPEN satisfies my desire for creative and inventive leadership and

gives me a chance to bond with other professional women. This opportunity has and will continue to strengthen my confidence and motivate me to give my best in facing new challenges and growth."

Over the course of 18 months, Darlene will attend nine meetings and work on projects designed to help her develop a personal leadership philosophy, articulate a vision, set goals, empower others and work through conflicts.

"Atlas is dedicated to providing extensive training and development for our employees," says Glen Dunkerson, President and Chief Operating Officer of Atlas Van Lines. "Darlene has demonstrated strong leadership qualities and the strong desire to learn. We feel WEPEN is an excellent opportunity for her to continue to strengthen her skills."



Larry Terrell

LMTA Honors Larry Terrell

Atlas Agent Larry Terrell has added the prestigious T. H. Davidge Award to his resume. Larry, President of Northlake Moving & Storage (1535), received the honor on July 28 in Point Clear, Alabama at the 67th annual convention of the Louisiana Motor Transport Association.

LMTA established the award in 1989 in memory of Mr. Davidge, a tireless advocate of the trucking industry, and to

recognize members who render years of outstanding service to the industry and LMTA. The award committee also weighs the community contribution of nominees.

In presenting the award, President Rick Cleveland of Petron Inc. cited Larry's efforts on behalf of the industry to garner support for needed state legislation.

Larry has been active in the LMTA since 1998. Besides serving on the Legislative Affairs Committee, he held the presidency in 2005-2006. He is currently serving his second term as Chairman.

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 |
|----------------------|------------------------|-----------------|--|
| Doug Auld | Fraser Auld | Son | President and COO, Atlas Van Lines (Canada) Ltd. |
| 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 | Will Bean | Son | Van Operator, Ace Transfer & Storage (1406) |
| Sue Chandler-Beck | Christopher Beck | Stepson | Director, Corporate Meetings, Headquarters |
| Jennifer Bland | Alan Kissinger | Cousin | Claim Representative, Headquarters |
| Richard Bland | Elliot Timms | Nephew | Central Planner, Specialized Transportation Group |
| Jerry Bradley | Paul Gibbs | Stepson | Sales Manager, Ace Relocation Systems (43) |
| | Ben Pangborn | Nephew | |
| Rick Brimley | Don Allred | Son-in-law | Vice President & General Manager, Mountain States Moving & Storage (1451) |
| Jennifer Britt | John Fox | Brother-in-law | Lead Coordinator & Roster Editor, 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. (440) |
| Mary Chapman | Larry Houston | Brother | Team 2 Billing/Entry Clerk, Headquarters |
| Chris Chastain | Christopher Candelaria | Son | Warehouseman, North Texas Moving & Storage (1425) |
| Joel Cohen | Aaron Pierce | Nephew | Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006) |
| JoAnn Curl | Steven James | Nephew | Van Operator Qualification Coordinator, Headquarters |
| | Joseph Curl | Nephew | |
| Adam Dinet | Adam Dinet, 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) |
| Frances Farthing | Charles Farthing | Husband | O/A & Dispatch, Reads Moving Systems of Norfolk (1725) |
| 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) |
| Hazel Powell Hill | J. Keith Powell | Grandson | Sales Representative, Ace Transfer & Storage Co. (1406) |
| Thomas W. Hoffa | Keith W. Hoffa | Son | Warehouseman, Collins Brothers Moving Corp. (547) |
| 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) |

| Atlas Associate | Service Member | Relationship | Atlas Associate Position |
|----------------------|----------------------|----------------|--|
| Cecil "Buzz" Kelley | David Michael Kelley | Son | Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624) |
| Sossity Laleman | Justice Stevens | Brother | Senior Internal Auditor, Headquarters |
| Theresa Lillico | Bob Lillico | Husband | Sales Coordinator, Ace Relocation Systems, Inc. (43) |
| Greg Martens | Michael Martens | Son | Relocation Coordinator, Ace Relocation Systems, Inc. (64) |
| Christa McCraw | Tom E. Evans | Fiancé | Credit and Collections, Headquarters |
| Gail McDowell | Matthew McDowell | Brother-in-law | Supervisor, Safety Department, Headquarters |
| Jack Mier | Jack A. Mier | Son | Van Operator, Imlach Group (1130) |
| Robert (Bob) Moffett | Keith Moffett | Son | Dispatcher, Commercial Storage & Distribution Company, Inc. (572) |
| | Kevin Moffett | Son | |
| | Robert Moffett | Son | |
| | Rodney Moffett | Son | |
| Larry Neidlinger | Alex Neidlinger | Son | Director, Planning & Projects, Relocation Services Group, Headquarters |
| Rick Phillips | Todd Veek | Son-in-law | Assistant Vice President of Government Business, Headquarters |
| Ashley Pike | Daniel Reeder | Cousin | Administrative Assistant, North Texas Moving & Storage (1425) |
| Robby Pike | James Williams | Brother-in-law | Vice President, North Texas Moving & Storage (1425) |
| Tammy Pike | James Williams | Brother | Administrative Assistant, North Texas Moving & Storage (1425) |
| 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 | |
| Theresa Russell | Justin Mayer | Step-brother | Bookkeeper, Roush Moving & Storage, Inc. (1773) |
| | Steven Washechek | Brother | |
| Bonnie Sabo | Michael Hannah | Nephew | Web Programmer, Headquarters |
| | Jay Hill | Nephew | |
| | Rick Hill | Nephew | |
| Ronnette Synovec | Richard Synovec | Husband | Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99) |
| Vonda Templeton | Michael Wilson | Son-in-law | Avail |
| | Matthew Templeton | Son | |
| Mike Townsend | Actively Serving | | Mechanic, Atlas Terminal |
| Cassandra Twist | Vigil Leonard | Cousin | Revenue Accounting, Ace Relocation Systems, Inc. (75) |
| Edward Walsh | Nathan Flagg | Son-in-law | Vice President, Wood Brothers Moving & Storage (2201) |
| Mike Wathen | Scott Wathen | Son | IT, Mainframe Development, Headquarters |
| Christie A. Willet | Joseph E. Willet | Son | Maintenance, Headquarters |
| Tarah Williams | Courtney Williams | Husband | Road Service Coordinator, Atlas Terminal |
| Kim Wood | Major Wood | Son | Corporate Accounting, Accounts Payable, Headquarters |
| 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 Sara DeWitt at devitts@atlasworldgroup.com. The *Amplifier* publishes this show of appreciation in every issue.

The Best Move We've Ever Had

Atlantic Relocation Systems in Tampa, Florida (1287) has relocated the household of General John P. Abizaid, highly decorated retiring Commander of the U.S. Central Command. Last March, the Atlas agency booked, packed and hauled, handling all aspects for the safe and timely transport of the General's belongings from Tampa to Nevada.

Spearheading the effort were professional Van Operator Sergeant Major Donnie Law, USMC (retired) and his brother, Pete Smith. Donnie served his country from 1971 to 1999; in 1986, he began his second career as an owner-operator with Atlantic Relocation Systems.

In recognition of excellent service, General Abizaid penned a personal note of appreciation to Atlantic Vice President and General Manager Major Bob Glenn, USAR (retired). He commended Donnie and Pete for being "hard working, courteous, and extremely helpful in every way." In describing the experience for himself and his wife, the General wrote, "This is the best move we've ever had."

"Coming from a man who has served at the highest levels of the military, and who has relocated approximately 2 dozen times, we take that as a great testament to our service," says Bob. "It underscores our belief that members of the military deserve service every bit as good as that expected by corporate executives."



Atlantic Relocation Systems provides a four-star move for General John P. Abizaid.

Left to right: Mrs. Abizaid; Donnie Law, owner-operator; General Abizaid; Bob Glenn, Vice President and General Manager.

That Bob and his team would receive such praise is no accident. Working in cooperation with a sister agency in Atlanta, they took steps last year to reinforce service to military customers with a formal set of guidelines. Bob says the handbook sets forth standard operating procedures to ensure consistency and quality in every move.

Such conscientiousness has been rewarded: last year Bob and his associates were responsible for 170 military relocations, domestically and internationally. Although troop rotation activity has dropped considerably this year, the emphasis on quality remains as strong as ever.

"We continue to provide service for a substantial number of top military moves," says Bob. "As former military people, we know the importance of attending to detail. Our customers recognize and appreciate us for this... and they tell us so, in their actions and their words."

R. C. Mason Honored by Defense Department

The Joint Personal Property Shipping Office – Northeast, which handles relocation for the Department of Defense, has recognized R. C. Mason Movers (1362) for exceptional customer support. JPPSO Chief Deputy Director Russell E. Depietro presented a Certificate of Appreciation to the Atlas agent at a meeting of transportation and service providers on April 10.

"R. C. Mason aspires to handle every move and make it as stress-free for our customers as possible," says General Manager Raymond Poirier. "This award signifies that we are meeting our objectives for customer satisfaction, professionalism, and teamwork. All of us here at R. C. Mason are pleased to know our hard work is recognized and appreciated by both customers and JPPSO."

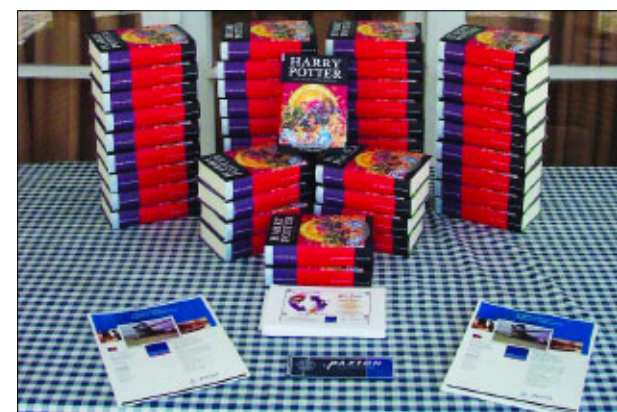
Paxton works a little magic

On July 20, as fans across the U.S. stood in line outside bookstores awaiting the stroke of midnight and the release of Harry Potter and the Deathly Hallows, a number of U.S. citizens living in Afghanistan were already turning the pages in the final volume of the acclaimed series.

"Books are in short supply there," says Chief Marketing Officer for Paxton Van Lines, Inc. (1610) Fred "Freddy" Paxton III. "Our clients find it difficult to get reading material, especially new releases."

The Paxton team used a touch of logistical wizardry to secure the novels in exchange for a pledge from clients to donate a book to the American University in Kabul. Six months prior to publication, Vice President John Connolly had the foresight to pre-order 50 copies in Dubai. Just as the books were released, he picked them up and hand-carried them onto the plane en route to Paxton International's office in Kabul. Within a few short hours, the books were in the hands of Paxton's Harry-hungry fans.

"Our clients in Afghanistan are primarily U.S. citizens engaged in relief and development efforts for NGOs," says Freddy. "They make sacrifices to live and work in this part of the world. We saw this as our chance to support them in a special way. John did a great job of following through to make it happen."



Happy Holidays!

General Manager Rob Shetler Jr, Shetler Moving & Storage of Ohio, Inc. (1831) received an especially warm greeting from a customer family last year. Atlas cartons made ideal photo props for the Welch family's holiday greeting describing their successful relocation from Newburgh, Indiana to the St. Louis area.

"It was a pleasure to relocate the Welch family, including their six children, for the second time. Their Van Operator, Carl Pridemore (1830), an Atlas van operator since 1965, provided outstanding service and played an important role in our customer's satisfaction with their relocation. We look forward to the next Welch family move – and the newest addition to their family. They'll need a seventh box!"



Rotor Router

Weleski Transfer (2151) of Tarentum, Pennsylvania used a little Yankee ingenuity to load a chopper for transport. Pilot Ed Kilcary, owner of Kerkal Aviation, set the copter down on a flatbed trailer. The Weleski crew then used a winch to draw the craft into the trailer for transport. Operator Jim Capone delivered the Bell Jet Ranger II to Yuma, Arizona on May 11. Ed sold the copter to a company there that is using it to monitor the fence under

construction along the Arizona-Mexico border.

Why not simply fly the chopper to its destination? Gary Weleski, President of Weleski Transfer, explains: "The cost for pilot hours, per diem travel expenses, fuel costs, plus the hourly operating cost of the machine made it more cost-effective to transport by ground with diesel power." The chopper, which arrived in perfect condition, was insured for \$400,000 during transit.

Action Earns Prestigious Award

Plus Relocation Services, Inc. has awarded Action Moving Services (238) the Plus Service Excellence Award for outstanding performance during 2006. Representatives of the relocation services company presented the award in a visit to the Atlas agency on March 6.

The award recognizes the Atlas agent for the highest ratings among vendors for household goods relocation based on transferee surveys and internal feedback by Plus staff. Evaluation criteria include such factors as the move coordinator's knowledge and responsiveness; operator courtesies

and professionalism; the quality of packing, loading, delivery and unloading services; solutions for cost containment; and overall communications and response time.

"Action Moving Services is honored to have been recognized by Plus Relocation Services," says Bill Powers, Vice President of Sales. "This award is a tribute to our people and our emphasis on being a responsible, innovative business partner. Through continuing training and a dedication to customer service, technology and ingenuity, we further our company's long-held tradition of service."

Kansas Van & Storage-Criqui Corporation Honored for Safety...

The next time you drive in the Sunflower State, thank an Atlas agent for taking the lead in keeping Kansas highways safe.

In April, the Kansas Motor Carrier Association and its Safety Management Council awarded Kansas Van & Storage-Criqui Corporation (1286) the Grand Trophy in the annual Kansas Safety Awards Competition. The award recognizes the Atlas agent as tops among all trucking companies in Kansas. In addition, the Atlas agent also took top honors for safety in the Household Movers Division (under 500,000 miles class).

The judging evaluated 51 entries representing 165 million miles traveled on Kansas highways with an average accident frequency of .38 per one million

miles. Kansas Van & Storage-Criqui Corporation had no accidents in over 330,000 miles and no out-of-service violations in roadside inspections.

...and Quality

The month before, representatives from the US Army's Military Surface Deployment and Distribution Command presented the Atlas agent with the coveted Green Arrow Award. The award recognizes outstanding service in the Army's non-temporary storage program. Kansas Van & Storage-Criqui Corporation serves Fort Leavenworth and Fort Riley in the Army's Central Region. The agency has earned the Green Arrow three times since 2001.

Tracks

Atlas Service is Appreciated

Forum Leaves Lasting Impression

Bob Shetler, President of Shetler Moving & Storage (1830), was delighted to find this note in his mailbox following the 40th Atlas Forum.

Thank you for inviting me to be your guest at the fabulous Atlas Forum. The people, the speakers, the program and the meals were outstanding. It was an honor to be part of this wonderful event.

**Best regards,
Sharon Ochsenhirt
Relocation Consultant, Real Living**

RE: Julia Ives, Barbara Vaughn and Shoy Drews, Paxton Van Lines, Inc. (1610) Springfield, Virginia

This letter is written in praise of the entire experience of having Paxton Van Lines/Atlas Van Lines move my household.

At our initial meeting at my house, Paxton's sales representative, Julia Ives, was completely professional and competent while also being congenial, helpful and direct. She is a consummate professional and an excellent asset to Paxton and Atlas!

My contact with Barbara at Paxton's office also was a reassuring factor in that she provided another level of communication that everything was going as promised and the second pair of eyes was double checking all the details of my move.

As both Julia and Barbara averred, Paxton's Van Operator, Shoy Drews

was exemplary. At the onset, I knew that I was fortunate in having an intelligent, competent and very able person in charge of the actual move. On the western end, he kept in contact with me regarding delivery, arrived when he said he would and supervised the unloading as efficiently and capably as he had the loading.

I do not bestow positive criticism lightly or without consideration, so when I state that this relocation of my material goods affected by Paxton/Atlas fulfilled my expectation in every way, it is uncommon praise.

My experience with Paxton and Atlas was very pleasant. You earned my trust. I will not fail to recommend these two companies to anyone I know who is considering a move.

Thank You and Good Job!
**Sincerely,
Charles C. McAllister**

I knew that I was fortunate in having an intelligent, competent and very able person in charge of the actual move.

RE: Roy Pittman, Nelson Westerberg of Texas, Inc. (1511), Carrollton, Texas

Roy Pittman and his team did an excellent job working with my wife and I on setting up and making our relocation as painless as possible. The group that was hired in St. Louis to support Roy's team also did an excellent

...excellent job with the unloading of our goods.

job with the unloading of our goods. We wanted to thank everyone that was involved for our pleasant move! Please pass along our appreciation.

**Thank you,
Tom Rogers, 6 Sigma BB
Portfolio Project Leader
Gain Share, Fast Track Growth
and Productivity**

RE: Eddie Lee, Atlantic Relocation Systems (1037), Atlanta, Georgia and Jason Cober, Advance Relocation Systems (0059), Baltimore, Maryland

I just wanted to let you know how well the collection and delivery of our shipment went! Eddie Lee of Atlas, was very accommodating to the folks at the pick-up point. When he arrived here, he worked with two college staff members (two men hired from the campus moving crew) to unload the large and cumbersome crates. Eddie was not only careful and methodical in everything he did, but he worked well with the other two men offering sound guidance in a respectful manner.

I don't know if there is someone at Atlas you can pass this along to, but I wanted to send out some



Plus Relocation Services presents its Plus Service Excellence Award to the Action Moving Services Team.

Front row (left to right): Stacey Myhro (Plus Relo), Bob Olson, Bill Powers, Bonnie Christensen, Dorotheia Enger, Michelle Drkula, Eric Everson, Bill Everson, Margie Kostouros (Plus Relo).

Back row: Rachel Capistrant, Shirley Hillestad. In truck: Ryan Everson.



Kansas Van & Storage-Criqui Corporation receives the Grand Trophy in the Fleet Safety Contest of the Kansas Motor Carriers Association.

Left to right: Jason Criqui, Mark Richey, Doc Criqui and Kirk Hockman.



kudos to a deserving person. I would also like to thank Jason Cober for all his help as well!

**Best,
Melissa Parris, Registrar
Muscarelle Museum of Art**

RE: Mark & Liz Younk, Imlach Group (1130), Trenton, Michigan and Leo Klish, Imlach & Collins Brothers, LLC (1132), Irving, Texas

We have moved five times in the past twenty five years. Our best move was our first and it was with Atlas. I remember the driver's name, Pat Hattfield. Since that move in 1989, we have had two horrible moves! When this current move came up from Texas to Georgia, I was instructed by my company to get three bids of which Atlas was the highest. I got approval to use Atlas because of the trauma a move can cause and my wife's comfort level from our move in 1989 with Pat Hattfield. We contracted though the Imlach Group and Leo Klisch was the agent.

Now to the important part, Mark Younk was our driver and his wife Liz worked with him. He was told that we held Pat Hattfield as your gold

standard and expected service at least to that level. Well, Mark provided us with our best move EVER. Mark Younk is your new Atlas Gold Standard and needs to be recognized

for his attention to detail, care for the emotions of the people involved and picking the perfect crews at BOTH ends. Thank you, Atlas, for having

When the team of Mark and Liz left our house, it was like saying good-bye to old friends.

people like Mark Younk in your organization! When the team of Mark and Liz left our house, it was like saying good-bye to old friends. Mark is #1 in my book, thank you again.

**Sincerely,
Barry Buchner**

RE: Bob Cornett & Ted Konchel, DMS Moving Systems (0800) Canton, Michigan

The crew that moved us did a fantastic job. My wife and I were really pleased with their professionalism, care and friendliness. They made an always stressful situation much easier on us and we wanted to thank each of them personally.

**Best Regards,
Frederick Henderson
Vice Chairman & Chief
Financial Officer, General
Motors Corporation**

RE: John Chapman and Rhonda Powell, Security Relocation Group, Inc. (1851), Goldsboro, North Carolina

Both our moving coach and our van line team (Mr. Chapman and crew) were professional, hard working, polite and conscientious about their responsibility. This was our first experience with your service and we had heard many horror stories about other movers that made us

...your attention to detail and positive customer commitment made this the very BEST moving experience anyone could have.

anyone could have. I will recommend both my moving coach—Ronda, Atlas Van Lines/Mr. Chapman and crew—to everyone! Thank you so very much for making this move easier than I ever realized it could be. I wish I could express how pleased my husband and I were with the service and employees who helped us with our move.

**Sincerely,
Deborah Lindsey**

RE: Bryan Smallwood, Amber Garneski, Josue Cruz and Joe Arnold, Hopkins & Sons, Inc. (1102) New Castle, Delaware

I would like to applaud Hopkins & Sons, Inc. for their services during my recent move. Moving can be a stressful time, but the customer service and attention I received from Hopkins & Sons put me at ease.

Bryan Smallwood performed my initial estimate. He was amazingly right on target, and his estimate for my load was within 200 pounds. Bryan and Amber Garneski, the customer service representative, were responsive to my calls and answered all my questions.

very concerned, however your (and Mr. Chapman's) attention to detail and positive customer commitment made this the very BEST moving experience

They made an always stressful situation much easier...

Josue, my van operator, and Joe were the shining stars of my move! They showed excellent teamwork and communicated with me any questions they had, asked me my preferences, and assured me

that my furniture would be safe. Joe and Josue were professional and efficient. Nothing that I have unpacked so far has been damaged.

I have already recommended Hopkins & Sons, and particularly Bryan, Joe and Josue to my co-workers and friends who are moving in the next few months. I am confident that you will provide them with the same quality service for which I am most grateful. Please extend my praises and thanks to your team.

**Gratefully,
Kimberly Witkowski**

RE: Billy French and Keith Hamilton, Ace Relocation Services (0035), Cudahy, Wisconsin

My husband and I recently moved from Hagerstown, MD to West Des Moines, IA. We feel very

fortunate to have Billy French and Keith Hamilton as our movers. They were excellent! In the almost three

They showed excellent teamwork and communicated with me any questions they had, asked me my preferences, and assured me that my furniture would be safe.

They went the extra mile for us...

weeks since our move, we unpacked almost all of the boxes and have not found any broken items. They took great care in making sure all our possessions were very well packed, loaded and unloaded. As a result, we have had no damage whatsoever.

Since people usually only contact companies when something goes wrong, we wanted to be sure to let you know what terrific employees you have in Billy and Keith.

They went the extra mile for us and we very much appreciate the exceptionally fine job they did.

**Sincerely,
Donna Hankinson**

RE: Perry Schrecengost, Jr. Weleski Transfer of Cleveland, Inc. (2153) Strongsville, Ohio

Perry and his helpers Joe and Brandon were among the most courteous and professional individuals I have ever had the pleasure to deal with. They were where they said they would be, when they said that they would be there. They were unfailingly polite and worked very hard to minimize the inconvenience of our move. Furthermore, Michelle followed up with me daily to make sure that everything was going well until we were in our new house completely.

I will recommend Weleski Transfer without hesitation to anyone I know who is moving/relocating based on the outstanding experience I

have had with your company.

**Sincerely,
Ryan Murphy**

RE: Johnny Polk, Nelson Westerberg of Illinois, Inc. (1505), Elk Grove Village, Illinois and Chuck Coulter, Chris Earl and Jean Gentile, Spirit Movers, Inc. (1818), Sarasota, Florida

All aspects of our move were outstanding! We were fortunate you offered Spirit Movers as they were the very best we have ever had during my 28 years of Navy moves, and all civilian moves.

Jean had great empathy and patience during my attempts to establish a packing date. Chuck and Chris were the best packers we have encountered.

Atlas has an outstanding van operator in Johnny Polk who delivered everything on the Inventory. He knew what he had received in Sarasota and expedited unloading here in Vegas.

All personnel involved deserve recognition for their outstanding performance! Please notify Atlas in Evansville, Indiana as well. Well Done!

**Our Heartfelt Thanks to All!
Ben Young**

RE: R.C. Mason Movers, Inc. (1362), Peabody, Massachusetts

My family just moved from Lexington, MA to Virginia Beach, VA. R.C. Mason movers packed us up, stored our things for about 6 weeks and delivered everything on August 25th.

I wanted to take a moment to let you know this was by far and away the best moving experience we have

...they were the very best we have ever had during my 28 years of Navy moves and all civilian moves.

ever had. My husband is in the Navy and we have moved 9 times in 16 years. This is the first time we have had all of our things actually arrive at the ending point in their original condition.

All of the people we dealt with from R.C. Mason were always helpful and cheerful. We were extremely impressed with the work ethic exhibited by everyone from the packers to the movers. Everyone

worked non-stop to actually finish ahead of schedule. Amazing!

In this day and age of poor customer service, and general laziness we were expecting the worst but got the best. What a great surprise. Moving is so stressful

and having R.C. Mason Movers relieved some of that for us. Thank You.

Sincerely,
Catherine Cronquist

RE: Kenneth Wilcox, Brent Bloing and Robert (Scooter) Garrow, Rays Moving & Storage (1703) Burton, Michigan

I am so thrilled to have had the crew you sent to move us. First, the crew members, Kenny, Brent and Scooter were the most respectful young men I have ever dealt with. We were a little fearful since we had never hired anyone to move us before, and surely not across the country. But, Kenny, Brent and Scooter worked so hard for three days packing our goods to accomplish what we needed to have done; it was great. This was such a

great experience for my entire family, the guys were respectful, very courteous, not demanding; they were simply the best. After packing everything,

Kenny and Brent drove the semi to our new home in Tennessee. To date, we have found nothing that was broken or lost.

We really wanted to let you know that with the team of Kenny and Brent, no wonder Ray's Moving & Storage is a thriving business. I just can't say enough about these two guys. Please give them a huge pat on the back. Ray's definitely stands out among the other moving companies; you have the best in Kenny and Brent.

Please tell Kenny and Brent we will be forever grateful for making this move one of the best we will ever do.

Sincerely,
Dave and Sheryl Warner

RE: Joe Nichols, Jr., Lee Moving & Storage, Inc. (1317), New Orleans, Louisiana

The purpose of this letter is to express my thanks and appreciation to you and your staff for the excellent job you did moving me to Covington.

Despite the relatively short

This was such a great experience for my entire family, the guys were respectful, very courteous, not demanding; they were simply the best.

All of my belongings arrived in good condition; nothing was missing or damaged.

notice you were given, you were able to arrange my move within my preferred (not just acceptable) dates. The driver, Joe, was courteous, and

professional – and arrived in Opelika and in Covington in a timely fashion. Both the packing and loading went smoothly. The unloading crew that consisted of Joe and two helpers was courteous and professional as well. All of my belongings arrived in good condition; nothing was missing or damaged.

I would highly recommend your company to anyone moving

in this area. Please feel free to have any potential customers contact me if they would like to speak with me personally.

Regards,
Mary Ann Bryan, M.D
Ochsner Health Center

RE: Glenn Perry, Beth Mason and Gabe Croy, Alexander's Mobility Services (0214), Aberdeen, Maryland

My company, Precision Dormer NAFTA recently relocated me. I chose Alexander's to coordinate and handle the move. I couldn't have made a better choice.

Glenn Perry, the salesman, was most attentive. He was in constant contact, informing me of details and assuring that all was on schedule. His professionalism was impeccable.

Beth Mason did a great job with the details of coordination with the third party service, the packing and the driver. She was always upbeat and enthusiastic.

Gabe Croy and his crew, Joe and Don, were superb. They gave excellent attention to the details of packing and loading. Gabe was patient and helpful to answer any concerns and questions.

I was extremely happy with the experience with Alexander's and will receive a robust recommendation from anyone that I know seeking a professional moving service.

Regards,
William Pitts
Dormer Tools, Inc.

RE: Dwayne Waggy, DeVries Moving-Packing-Storage (1217), Spokane, Washington

My employer, Illinois Conference of Seventh-Day Adventists, recently employed DeVries to move my family. Based upon our experience with Mr. Dwayne Waggy, I would recommend your moving company, and especially Mr. Waggy to anyone.

I can attest that Mr. Waggy was simply the best mover we could have asked for! He was courteous, professional and exceptionally helpful. My wife and I thank God that Dwayne was the mover assigned to our relocation.

Dwayne and his crew were thoughtful and respectful of us and our belongings and they took extreme caution in loading and unloading our things. He went out of his way to help assure that specialty items were handled properly. Everything arrived in excellent condition.

Bottom line, I would give Mr. Waggy an 11 out of ten on a grading

scale. If he was employed by my company, I would do everything in my power to retain him.

Sincerely,
Ron Schultz, Senior Paster

RE: Kasimu (Kosmo) Itep, Bisson Moving & Storage Co. (0271), West Bath, Maine

We recently contracted with Atlas for a move from California to Michigan.

The move

was handled by Kasimu (Kosmo) Itep with Bisson Moving & Storage. We wanted to let you know how pleased we were with the service and performance of Mr. Itep. He was professional, prompt and responsible. He also extended great kindness and care both to our belongings and to our family.

We are grateful for his good work – and we are grateful for the manner in which he performed that work.

Sincerely,
Berry and Julie Stricker

RE: Jose Zari, Ace World-Wide Moving & Storage Co. (0039), Fallingston, PA

I wanted to respond to you regarding Atlas Van Lines packing my home for storage on August 18, 2007. I am very happy to give this outstanding report on how well the team of Jose Zari, Angel Zari, Jose Zari, Jr.

These men had an excellent attitude and work ethic and were extremely knowledgeable in their job.

and Milton Calle performed their duties. These men had an excellent attitude and work ethic and were extremely knowledgeable in their job. I believe they handled my belongings with sensitive care. I am a very high end person with very high quality belongings and furnishings. After observing them for the first hour and a half, I felt fully comfortable with going outside and washing and waxing my car. I was totally confident in their care of all my stuff. I would recommend them to anyone and will be requesting the same Jose Zari team when it comes time to bring my belongings to my new residence.

Though they wanted to work straight through, I insisted on treating them to lunch and actually left the premises to go and pick it up myself. I did not mind serving them, for they were doing a great job serving me.

Thank you for sending the Jose Zari team to my residence.

Sincerely,
Malcolm Hunter

January 2008

- 1 New Year's Day – US, Canada, Titan and International offices closed
- 22-24 Agent Sales Training, Headquarters, Evansville, IN
- 24-25 AWG Board of Directors Long Range Planning Meeting

February 2008

- 14-15 Atlas National Symposium, Hyatt Regency DFW, Dallas, TX
- 18 President's Day – Atlas International offices closed
- 19-20 Agent Customer Service & Coordinator Training, Headquarters, Evansville, IN
- 20-21 Agent AtlasNet Training, Headquarters, Evansville, IN

March 2008

- 10-12 Exhibitor Show 2007 – Mandalay Bay Convention Center, Las Vegas, NV
- 18-20 Agent Sales Training, Headquarters, Evansville, IN
- 18-20 GlobalShop (NASFM) 2007 – McCormick Place West, Chicago, IL
- 21 Good Friday – Atlas Canada and Titan offices closed

April 2008

- 1-3 Agent Leadership Conference, Headquarters, Evansville, IN
- 22-23 Agent Customer Service & Coordinator Training, Headquarters, Evansville, IN
- 23 AWG Board of Directors Meeting
- 23-24 Agent AtlasNet Training, Headquarters, Evansville, IN
- 24-25 41st Annual Atlas Forum on Moving, Marriott Chicago Downtown, Chicago, IL**
- 25-28 AMSA Annual Convention & Trade Show – Omni Orlando Resort at ChampionsGate, Orlando, FL

May 2008

- 19 Victoria Day – Atlas Canada offices closed
- 26 Memorial Day – US, Titan and International offices closed

June 2008

- 22-25 SHRM 60th Annual Conference & Exposition – McCormick Place Convention Center, Chicago, IL

www.atlasworldgroup.com



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

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