

amplifier



*Diverse Entrepreneurs,
Following a Common Vision,*

LEAD THE INDUSTRY

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Letter from the Chairman

If you've followed the stories in this magazine over the last two years, you know the commitment Atlas has made to leadership for smart and profitable growth. We are now approaching the midpoint of our five-year strategic plan, and early signs point to the wisdom of our efforts.

More than ever before, the market is recognizing the worth of the Atlas brand. Customers see us not as a commodity, but as partners in their success. They understand we help them *go new places*® with people and systems that are a cut above. Atlas is an industry leader that makes moving safe, reliable, and efficient. And customers are willing to compensate us fairly for the service they receive.

Our leadership depends on technology, which underpins every Atlas World Group company. Investments in technology are strengthening our brand domestically, throughout Canada, and overseas. Technology is supporting the continued growth of Atlas Logistics and the global expansion of Cornerstone. And within two years, our widespread use of applications for inventory and warehousing will ensure all information within the Atlas system is electronic. At the same time, our proactive compliance with a federal mandate for electronic logs will further our leadership as a true, 21st Century company.

As our industry continues to grapple with capacity, we know alternative transportation must be part of the solution. Even more important, we are intent on cultivating PVO's. Atlas has always nurtured the dreams of entrepreneurs. We offer an extraordinary success plan for owner operators, a career that is challenging, meaningful, and financially rewarding. The Atlas opportunity remains the bedrock of our future.

You'll see on page 21 that Atlas was recently honored by the Southwest Indiana Chamber, the second largest chamber of commerce in Indiana. They selected our company as "Business of the Year" from among 82 nominees. I think it says a lot about the high caliber of our people and our organization. I'm certainly proud to be part of it.



Glen Dunkerson
Chairman & CEO



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DIVERSE ENTREPRENEURS, *Following a Common Vision*

Over the last year and a half, the *Amplifier*® has reported on how Atlas leadership is facing the future. We looked at forces squeezing the industry: pricing, capacity, and compliance. We wrote about the design of a five-year plan, Vision 2018. Most recently, we trained our sights on value as a key differentiator for the Atlas brand.

In this issue, we bring a “boots on the ground” perspective. How do Atlas Agents view the unfolding strategy? Is it answering the questions of pricing, capacity, and compliance? Where do opportunities still exist?

Atlas Agencies are independently owned and operated. Some employ hundreds of people, some employ a handful. Most offer the entire range of moving and storage services, but some serve niche markets. Some have flown the Atlas flag for generations, others are fairly new to the brand. Such diversity has always been fundamental to the van line’s character.

As well as diversity, cooperation distinguishes the Atlas Agent family. When Agents and executives come together on behalf of the van line, they represent a common vision. They know a rising tide lifts all boats. Now, pursuing a strategic plan, they are moving toward the future with confidence, making bold changes to strengthen the Atlas brand. As one Agent puts it, “We’re no longer looking over our shoulder—we’re leading the industry.”

Cultivating Good Growth

Everyone likes the idea of growth. But there is a fresh awareness across the Atlas enterprise that growth in itself is not a goal. Rather, the essential need is good growth, where new business and added volume do not diminish profitability.

“Our big push used to be volume, volume, volume,” says **Chris Niesner**, President, Specialty Moving Systems, Inc. (1811). “We were

so concerned with the top-line number that we tended to overlook the bottom line. Strategic planning has forced Atlas to look critically at the cost of everything we do.”

“If we want to grow, we have to tweak our models as we go,” says **Rick Meyer**, President & CEO, DMS Moving Systems (0800). “We are seeing positive changes with how we handle logistics and military moves (see One to Win, p. 14, and Trifecta for Growth, p. 12). These have the potential to complement our core businesses year round.”

“Our PVO’s alone cannot handle peak season demands,” says **Dan Lammers**, Senior VP Operations, Ace Relocation Systems, Inc. (0062). “The addition of logistics is mission-critical. We must use methods that may feel counterintuitive, yet give the customer faster service with less handling.”

Chris agrees, noting that international moves can also help spread demand more evenly. “We must position ourselves to fill our capacity during the off season and make our revenue stream more constant.”

“Growth is a hard thing to measure, so I wouldn’t say we can credit our strategy just yet,” says **Don Hill**, President, Alexander’s Mobility Services (0207). “In general, the market is trending toward smaller moves, and we are getting more per pound. This is having an impact on everyone’s bottom line—the van line, PVO’s, and Agents.”

Bringing Transparency to Pricing

“We view our private client business as a separate corporate account, because much of it is based on lump-sum benefits,” says **John Puscheck**, President, Prager Moving & Storage Co. (1555). “Because we have the ability to factor in services required, size of shipment, destination, and current capacity, we’re seeing better margins on these moves across the board.”

John’s comment attests to the success of value-based pricing for private client moves. Now, the company is following suit with contract clients. In the first quarter of this year, Atlas Marketing developed a visual presentation that illustrates the typical agency cost structure for household goods moves. Atlas is using the presentation to educate corporate buyers and start a conversation about cost and the value they receive.

“We are bringing new transparency to our pricing model, so our corporate clients better understand all that goes into their moves with Atlas,” says **Ryan McConnell**, Vice President, Atlas Corporate Marketing. “As we renew contracts with our corporate customers, we want them to know not only our commitment to service, but what we need from them if we are to live up to it.”

Finding Balance

“Pricing is a key responsibility for Atlas,” says **Jon Schroeder**, President & COO, Atlantic Relocation Systems (1037). “We operate in a highly competitive landscape. Adjusting price requires proper balance, timing, and strategy—otherwise we may put pieces of our business at risk.”

Jon points out that most movers do well financially during peak periods, but sustaining profitability year-round is a challenge. Educating customers about costs is vital. However, the customer must be properly engaged.

“We must win by gaining rate increases during the peak season without compromising overall volume during the off season,” says Jon. “I believe a truly collaborative approach with each of our valued clients is critical if we are to achieve the desired outcome.”

“We have to be competitive,” says Chris. “But with finite capacity, we need to price accordingly. The airlines are a perfect example. I recently booked a flight for \$400. That same ticket will cost me \$700 if I travel at Thanksgiving.”

For Atlas, pricing reflects multiple concerns: A need for capacity to answer demand. A need to reinvest in people and systems. A need to ensure the excellence that customers expect. And the need for a fair return on shareholder equity. Adjusting price is never easy, for any business, and Atlas takes it seriously.

“We have a solid start on the pricing issue, and we have already educated a large part of our customer group,” says Don. “At a customer seminar in April, we talked with several key accounts about this. Many told us they see the problem and want to be part of the solution. They’ve worked with us, and together we are making contract changes that better support our PVO’s and service delivery.”

Shaving Peaks, Filling Valleys

The difference in seasonal volumes for the moving industry is dramatic, closely correlated to home sales and summer recess for schools. A typical week during the summer may see quadruple the number of moves compared to an average week in the winter.

“Atlas still firmly believes in our traditional model—pack, load and haul,” Don says. “But we know we must use other modes to moderate peaks and valleys in volume. Our new arrangement for handling military moves is one way we are doing this, driving more revenue to our PVO’s in the off season to keep them busy year round.” ▶



Chris Niesner, President*
Specialty Moving Systems Inc.
(1811)



Rick Meyer, President & CEO
DMS Moving Systems
(0800)



Dan Lammers, Senior VP Operations
Ace Relocation Systems, Inc.
(0062)



Don Hill, President*
Alexander’s Mobility Services
(0207)



John Puscheck, President
Prager Moving & Storage Co.
(1555)



Jon Schroeder, President & COO
Atlantic Relocation Systems
(1037)

* Vision 2018 Executive Team Member

"We can't take just any load at any price without regard to where it's going," says John. "I think Atlas is working smarter in how we price and schedule shipments, taking into consideration size, destination, and back-haul opportunities."

Industry dynamics also affect capacity. For example, economic pressures have softened demand in the profitable energy sector. This drop in demand frees capacity in the system, but comes at the expense of revenue.

"The relationship between pricing and capacity is simple economics," says Dan. "As price goes up, the industry will produce more capacity. We have seen pricing increases in relocation for residential and government markets. With that said, van operators, Agents and van lines have been able to supply more to those markets."

I believe the incremental improvements we're seeing show we are on the right path."

- John Puscheck,
Prager Moving & Storage Co. (1555)

Taking High Ground for Compliance

An imminent rule by the FMCSA will require PVO's to use electronic logs (commonly referred to as ELDs). The devices automatically record time spent operating the vehicle—information that supports compliance with hours of service (HOS). The rule is praised by many for its potential to improve safety on our nation's roads. Detractors decry it as regulatory overreach and an added burden on owner operators.

As it always does, Atlas is taking a proactive stance for compliance. Earlier this year, the van line began adopting the technology with a

percentage of its fleet. When the ruling takes effect, Atlas intends to be 100 percent compliant. It will take a significant effort to educate Atlas PVO's and help them make the transition.

"Our PVO's do a great job with all of the challenges that face them, but as a group they are slow to adopt technology," says Dan. "The early adopters are enjoying increased efficiencies with electronic inventories and logs. We need more of them to speak out and validate the investments they've made, that Atlas Agents have made, and that Atlas has made."

"We are certainly doing the right thing with our proactive compliance on electronic logs," says Jon. "There is no substitute for effective safety controls. We owe that to the public as well as to our contractors, employees and their families. Unfortunately, we are competing against carriers who are not proactive, and that creates both opportunity and challenge for us."

"We're making solid progress in our CSA scores," says Don. "There is a true sense of urgency about compliance. The most important thing now is being nimble, having a system that allows us to implement change more effectively. We're getting there."

"Exciting Times for Atlas"

"These are exciting times for Atlas, and our Agents are working together well," says Rick. "We're not looking over our shoulder. We're taking the lead, and it's working."

"We are starting to see financial results of our strategy," says Chris. "Dollars per order have gone up year over year."

"We've made solid changes to take cost out of our business, and more savings are coming," says Don. "We're working now to simplify our pricing and distribution models. Everybody is open to ideas, and this is allowing us to make real progress."

"With any strategic initiative, it takes time," says John. "It takes guts on the part of people to put plans into action and get results. I believe the incremental improvements we're seeing show we are on the right path." ■

Cracking Open Economies of Information

Using information for competitive advantage has long been a priority of the Atlas business model. In the last ten years, the emphasis on information technology has accelerated—with major investments in systems and tools. This commitment to technology is intertwined with the company's strategic objectives. Is it paying off?

Yes, according to **Dan Lammers**, Senior VP Operations, Ace Relocation Systems, Inc. (0062). "AtlasNet helps us forecast and plan," says Dan. "Utilizing Atlas systems to their potential, we can better see when and where to add orders, plan work for our PVO's and crews, and make better use of our equipment."

Atlantic Relocation Systems (1037) was one of the first Atlas Agents to invest in hand-held technology in the field. "Encouraging full and proper use of available Atlas tools is a daily responsibility of our management team," says **Jon Schroeder**, President & COO. "This requirement is ongoing. Atlas provides the means to create positive results for our customers; we must keep pushing the technology piece forward as we progress."

Rick Meyer, President & CEO, DMS Moving Systems (0800), says technology is a work in progress. "We need to introduce new tools to compete and win, but if only a few Agents use them, it won't benefit our system." He points to the new technology standards Atlas is now introducing as an example (see story on page 9). "We don't want to lose van operators or Agents with this transition, so we are easing it into place over the next three years."

"It's easy for business people to become creatures of habit," says **Don Hill**, President, Alexander's Mobility Services (0207). "Atlas Agents are no different. Our tendency is to do things the way we always have. However, more efficiencies are bound to come with our technology. Our Agent family is open to change because we see why we need to change."



Local Real Estate Agents Putting Atlas Agents on Speed Dial

"According to the U.S. Census Bureau, more than 40 million people move each year," says **Gary Bialowas**, Senior Vice President, Ace Relocation Systems, Inc. (0096). "A large portion use the services of Real Estate Agents. They are an almost unlimited pool for referrals, which tend to close at a very high rate." Like Gary, a growing number of Atlas sales and marketing professionals see great potential in this segment of the market. And they are successfully cultivating relationships that produce a steady stream of referrals and moves.

Earlier this year, Atlas Marketing consulted several of these Agents to learn how they develop such opportunities in their markets. Their ideas form the basis for a new program of marketing support. Now on the Atlas Loop™, it gives every Atlas Agent access to best practices, tips, and tools for growing their business in the real estate niche.

Farming vs. Hunting

Atlas Agents agree that a great way to cultivate long-term success as a salesperson it is to take time to "farm" relationships that produce results over time, from central locations where there are many opportunities. This practice is a great effort to add to "hunting" for a move, which does produce results, but involves contacting individual home sellers directly and one at a time. For farming, it takes a steady, deliberate and patient effort to build trust over time. But the rewards are many.

"Anyone involved in the sale or purchase of their own residence has to move," says Gary. "The relocation is a natural extension of the home sale process. So why not partner with someone who can enable you to win this business from many home sellers at one time?" ■

Atlas Agent: Find it on the Loop

The Atlas Real Estate Marketing Program contains best practices, tips, and a toolkit for cultivating referrals from real estate professionals. Components include:

- **"No Need to be Alarmed" Furniture Video:** A new communications piece in the toolkit: a short, lighthearted message for introducing Atlas Agent services to Real Estate Agents.



*From Atlas Agents for Atlas Agents
Tools and recommendations for
developing relationships with local,
regional and national Real Estate Agents
— found on the Loop.*

- **Best Practices:** nine practical and proven methods for building relationships that generate referrals.

For example: Crafting A Promotional Offer

Real estate professionals look for reasons to refer you, and added value for their customers is a welcome incentive. Having an offer (such as a free starter kit for packing or an extra month of storage) can provide a boost to your initial efforts. You decide what will work in your market.

- **Toolkit:** A digest of 17 collateral pieces to choose from for your own promotional mix.



AtlasNet[®] IS YOUR BUSINESS ADVANTAGE

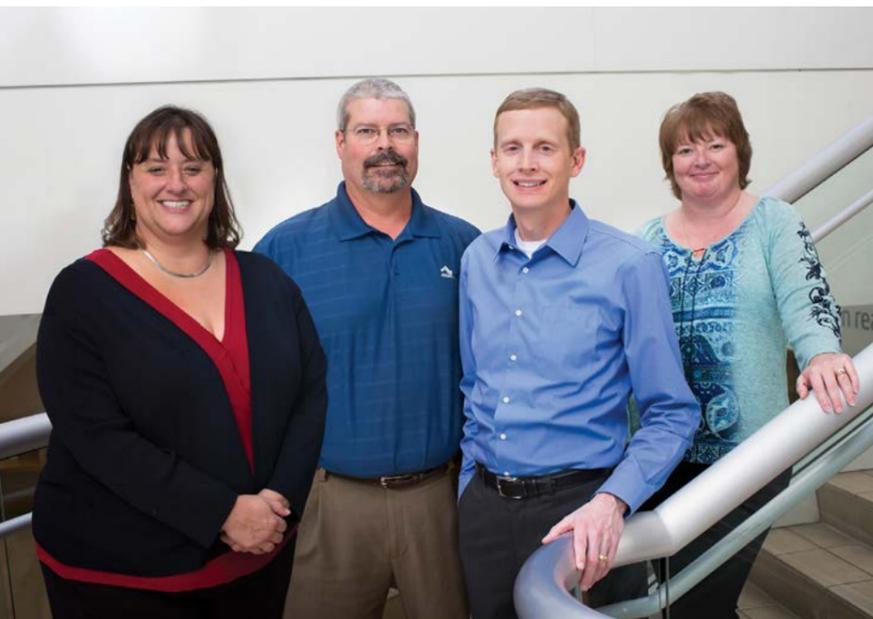
MAKING YOUR BUSINESS BETTER EVERY DAY



AtlasNet[®] is the set of information tools designed and continuously improved to help Atlas Agents remain the strongest entrepreneurs in the moving and logistics business.

When you see the AtlasNet icon, you can expect to be hearing about the latest tools that are designed to continuously improve your business, making your business better every day.

AtlasNet:
Your Business Advantage



Above: Instrumental in the development of the AtlasNet Customer Manager were Atlas IT members: Nancy Menke, Senior Business Analyst, IT, J. J. Moore, Senior Director, IT, Joab Schultheis, VP, CIO, and Atlas Marketing member: Quin Isaac, Manager, Pricing & Contracts

AtlasNet[®] CUSTOMER MANAGER (ACM)

COLLABORATION LEADS TO SERVICE PARADIGM SHIFT

For years, AtlasNet[®] applications were put in place to manage a **shipment** or get the goods from point A to point B. Backend systems were built as individual pieces of the pie; a tool for surveys, a tool for estimates, a tool for dispatching the shipment from origin to destination, and so on.

In recent years, a collaboration between the Atlas Information Technology team and internal Atlas customers at headquarters, as well as Atlas Agencies, has brought about a paradigm shift. New Atlas CIO, **Joab Schultheis**, is continuing the effort, which now puts the primary focus on moving the **person**, rather than the shipment.

IMPROVE ENTIRE CUSTOMER EXPERIENCE

As front-end applications are built, the uses for existing systems are being repositioned to improve the entire customer experience. New objectives like customer service, better business decisions, collecting data, and integration are more prevalent when apps are developed.

AtlasNet Customer Manager (ACM) is revolutionizing the way customers interact with Atlas and our network of Agents. "For the first time, customer data is being captured in one location, accessible by all Agents. This way, no matter who a customer contacts first, if the customer has moved with Atlas before, any of our locations across the country can provide accurate information at that initial point of contact," said Joab. "This also greatly diminishes the customers' inclination to shop around for other service providers. ACM is proof that Atlas is committed to servicing leads and customers, not just goods."

ONE EASY PORTAL

AtlasNet Customer Manager acts as a "wrapper" that ties existing Atlas applications together. Previously, customers waited while an agency representative bounced around between a lead management dashboard, an estimate, a cube sheet, and a dispatch record. Today, ACM brings all of these pieces into one place. Only one click to see new leads, one click to schedule an in-home survey, and one click to review an estimate. It's just one click to take the customer anywhere they want to go. ■

Atlas Agents can learn more about ACM on the Atlas Loop.[™] There are important considerations for lead management that every Agent should be aware of.

AtlasNet[®] TECHNOLOGY STANDARDS

RAISING THE BAR AGAIN TO IMPROVE AGENTS' BUSINESS & CUSTOMER SERVICE

AtlasNet[®] and the **World Class Commitment Technology Standards** for using its suite of applications are proving to be a business advantage for Agents. The standards are continuously improved. Beginning in 2015, Atlas raised the bar again.

"We're a new Agent with Atlas. Technology is one of the reasons we came on board. The forward-thinking is evident and it benefits the Agents," said **Rob Wicks**, President, Ralph's Moving and Storage (1681).

ACCURACY AND EFFICIENCY

"This year, we introduced new quality standards that guarantee Agents that if they use Atlas tools as intended, they'll have access to more accurate information and see system-wide efficiencies that will increase their competitiveness," said **J.J. Mohr**, Atlas Senior Director, IT.

The new quality standards aim to get better data into Atlas systems, which drives the development of AtlasNet Customer Manager and other updates to the back-end applications. This ensures that data is available to make better business decisions and help Agents get more out of what's available.

SERVICE SATISFACTION TO THE NEXT LEVEL

"Something as simple as accurately inputting load and delivery dates increases customer satisfaction with more timely shipment tracking, but also gives the Atlas network better recognition of our capacity and creates more hauling opportunities for the Agents. Accurate and complete data in our systems betters the opportunity for us to be available when the customer needs us," J.J. said. "Good customer service is so important that we have intertwined it into the development of our moving and storage applications. For Atlas, technology drives quality."

"When data is completely and accurately entered into the system, it saves my agency time," said **Patricia Mabe**, Coordinator at Smith Dray Line & Storage, Inc. (2274). "That's valuable time that I can use to start working with the next customer. I wish I could show other agencies how efficiently my office runs because we adhere to the technology standards and operate in ACM. If every Agent uses Atlas technology as it's intended, it would take us to the next level." ■

AtlasNet[®] is improving throughout the system

Improving customer service with ACM, and bolstering Agent's Technology Standard toolbelts correlate with many other updates and enhancements made throughout the AtlasNet[®] suite of applications.

Ease of use and mobile optimization

"Not only is communication with the customer becoming standardized, but it's getting easier," said Joab. "All of our applications are now optimized for mobile devices. We're putting the tools in the hands of the people out in the field so we can initiate the move process with the customer sooner."

Mobile technology heavily influences many of the enhancements put into production. For example, customer service representatives now have the ability to update customers on the status of their shipment via text messages sent from AtlasNet Dispatch. Also, with the addition of e-signature capabilities in AtlasNet Estimating, customers no longer have to print, sign, and return their agreed-upon estimate back to the Agent or schedule a second in-home visit. Now, customer service representatives send a completed estimate via email to the customer for an electronic signature, which automatically syncs with ACM.

Tracking a customer from beginning to destination

"The technology provided by Atlas allows us to track the customer from beginning to end. It really is a one-stop shop," said Rob. "I use it as a selling tool to show the customer how communication between parties is fluid, accurate, and almost instant. My customers want information right away and I want to be able to provide that. These tools help me deliver it."



Atlas Agents are strongly encouraged to get the latest updates on Atlas Technology Standards in the Atlas Academy course library. Videos on Tech Standard Compliance are available for all Agents. Just look for Atlas Business Practices in Atlas Academy's Course Catalog.

Honesty

Is the Best (and only) Policy

A major New York bank pays \$14.8 million to the SEC to settle allegations of corruption for handing out internships to relatives of foreign officials. An infant formula manufacturer agrees to pay \$12 million after its Chinese subsidiary made improper payments to influence healthcare professionals to recommend its product.

A major tire and rubber company coughs up \$16 million to settle SEC charges that its subsidiaries bribed officials in Kenya and Angola.

As the above examples show, doing business globally demands a special astuteness. As cultural and political climates vary from country to country, so does the potential for making false steps. Even innocent actions can be dangerous without experience and a well-formed knowledge of foreign laws, customs, and best practices.

As does every subsidiary of Atlas® World Group, Inc., Atlas® International considers compliance with the law to be of prime importance. Accordingly, it maintains a proactive effort to prevent, detect, and deter criminal actions in the conduct of its business. The effort takes special attention, since Atlas International operates in countries all over the world.

"We are committed to doing business ethically and legally throughout the world," says **Laura Hatton**, Vice President of International Operations. "We support our commitment with standards and controls, ongoing training and communication, and periodic risk assessments."

Employee training emphasizes sensitivity to both foreign laws and U.S. laws that apply to foreign operations. When uncertain about a situation, employees consult Atlas World Group's Legal Department for advice on how to proceed. Compliance is job one.

The Stakes Are Big

The World Bank estimates that more than \$1 trillion in bribes will exchange hands this year. In its most recent calculation (2013), The World Economic Forum pegs the economic cost of corruption worldwide to be 5 percent of GDP, or roughly \$2.6 trillion. For those caught in such misconduct, the fines can be hefty—and the attention can undermine a company's name and standing.

"Every employee in our organization is accountable for compliance," says Laura. "Our standards also apply to our suppliers and service partners. Each must agree and sign off on them as a condition of working with us. Our commitment to integrity, honesty and transparency extends to every entity and every aspect of our business." ■

Atlas International follows the best practices outlined by the Organizational Guidelines of the U.S. Sentencing Commission, namely seven key criteria for an effective compliance program. The company also conforms to the FCPA, a bribery law with worldwide reach. The Foreign Corrupt Practices Act of 1977 makes it unlawful to give money or provide "anything of value" to foreign officials in an attempt to acquire or retain business. Atlas also complies with the local anti-corruption laws in all countries where it does business.



Creative CONSULTING:

Serving the Client from Strategy to Success



By **Mark Rabe, CRP, SGMS**
VP of Global Operations
Cornerstone Relocation Group

Exceptional consultants have more than subject matter expertise – they have the vision and ability to move clients forward in times of challenge. And what makes a relocation-management company's talent-management consultation truly distinctive is awareness of the global business environment, understanding of the client's business objectives and strategy, and, most importantly, their own consultative capabilities. In our experience, these characteristics have best served our clients and earned us high tributes in the mobility industry.

We've seen a lot, and we're ready for anything

In more than 25 years of client intake and implementation, we've seen and solved a range of complexities for clients. We continue to gain knowledge. In this environment that holds many immigration, culture, language, infrastructure and operational surprises, we are poised to address any circumstance. Whether an employer is entering unfamiliar markets and regions, is navigating policy and process trends, or needs a solution to a situational problem, we're equipped with the right data, answers, experts and resources.

We understand that clients have different levels of experience and needs

When communicating with a prospective client, we offer high-level guidance on the issues they are grappling with, to show them how we can address their concerns if we work together. For those new to certain aspects of relocation and global mobility, we are both consultative and educational. We help our clients to become well-informed, confident that we can give them the results and reporting they need to answer their internal management. They can learn from us as we work together. And, with our more experienced mobility clients, we engage in dialogue and execute mobility activity at a level that incorporates their knowledge and insight.

We deliver strong support of client strategy and business objectives

U.S. domestic and global business strength relies on a stable and mobile workforce. Our deep understanding of a client's strategic vision, individual internal culture, and their business objectives means that our consulting is tailored to their workforce needs. Through keen, expert tracking and reporting, we keep a close eye on exceptions to policy (to ensure the overall policy is meeting client needs) and historical trends. If a client wants a policy for an international permanent transfer, we'll develop it. When customized benchmarking is required, we're on it. And if, for example, a diamond mining client needs housing for an employee on assignment to an African jungle, our consultants can do the research for possible options and work with our global supply chain to provide a solution.

We grow our company with and for our clients

Our clients' businesses take them to all parts of the world, and our capabilities and network of service partners grow with them. In addition to our five U.S. locations (including our headquarters in New Jersey and our global service center in Texas), we have dedicated offices in China (Singapore) and Europe (Germany), and strong capabilities in Latin America.

Aligning policy with strategic plans and objectives means we can customize services and help employers manage cost- and time-efficient mobility programs, as only a well-sized and nimble organization can. Clear, intelligent and collaborative talent management consulting: it's one of the most essential elements for growing companies, for an increasingly global workforce, and for easing transitions that thousands of transferees, assignees and families experience every year. ■



Trifecta for Growth

You might say 2015 brought turning points to Avail Move Management®. The company is orchestrating important shifts as it pursues its strategic vision for growth. Here we glimpse efforts on three fronts, all shaping exciting opportunities within the Atlas network.



A Big, Bold “Yes”

When Avail Move Management® and Cartus® hammered out an ambitious new commitment last December, Atlas saw an immediate and significant increase in volume. Cartus is one of the industry’s top resellers of corporate moves. For a system already feeling capacity constraints, a strategic and systematic plan for adding volume was critical.

“Committing to such an increase was a risk, but one we were willing to take,” says **Mary Beth Johnson**, Vice President, Avail Move Management. “We have no magic wand—just lots of confidence in our Agents and our people to make it happen.”

The amped-up volume makes data sharing more crucial than ever. So a Cartus-Atlas task force developed a bridge between the companies’ information systems, AtlasNet® and Cartus Hex®. At the same time, Atlas IT tackled a major refinement to its technology standard.

“The new standard supports swifter reporting of move data across the Atlas Agent network,” says Mary Beth. “Not only does this help Cartus, it enables better service for every Atlas customer.”



Avail and Cartus monitor Atlas Agents with stringent metrics for customer service, communication, and data entry. The transparent system allows Atlas Agents to see how they measure up. Good scores equate to more opportunities for Atlas.

Solving the Allocation Puzzle

The increased volume required a method to allocate capacity and ensure service. Atlas IT answered with an automated application to distribute moves among Agents, objectively and equitably. The application also collects and interprets data to identify regions that may need an additional Atlas Agent presence.

“We began with 18 Agents and grew to 30 to handle anticipated capacity needs,” says Mary Beth. “We are looking to still involve more Agents. Not only does the added volume increase booking and hauling opportunities, it brings more opportunities for origin and destination services. Any Atlas Agent may participate in this business.” ■



A New Tool for Lump-Sum Management

As you read in the previous issue of the Amplifier®, mymovr.com debuted in the spring. The online move service helps private clients who have a lump-sum benefit for moving. Users can enter an anticipated move budget and build their own menu of services.

Now, Avail is adding another dimension to this service—reporting that allows employers to see how their lump-sum programs are working.

The latest addition to **movr™** is a reporting dashboard that allows employers to view the move process and how lump sums are used.



“Participating companies will be able to see where an employee is in the move process,” says Mary Beth. “They will also get an aggregate view of how their lump sums are used.”

The information can help employers make decisions about their policies that better satisfy employees and serve the organization.

At the same time, Avail is training a group of sales representatives to become experts in **movr™** and its benefits. The Agent sales team is tasked with helping private and corporate users better realize the benefits of movr for themselves.

“mymovr.com is a groundbreaking service,” says Mary Beth. “It’s designed to benefit both employees and their employers. We’re committed to making it better as we learn more about people’s preferences and how they use their benefits.” ■



Setting SCACs on Blazing Tracks

You’ve heard the saying, “If it sounds too good to be true, it probably is.” Here’s one instance where it may be even better.

This summer, Atlas decided to take advantage of an opportunity to engage an expert, Total Military Management (TMM), in the management of moves with the DP-3 system. The reasons are pretty simple, according to **Bob Ewing**, Senior Director of Government Business, who is leading the transition.

“Long term, we’ll see better customer satisfaction ratings for the Atlas-owned or managed companies, which will equate to higher volume for the Atlas network,” says Bob. “Short term, we’ll realize an immediate increase in volume from TMM’s currently managed companies, particularly in non-peak periods.”

For its part, TMM will manage move dates, select Agents for moves, and provide customer service. TMM’s systems are optimized for compliance with the DP-3 requirements and will help Atlas improve its scores and keep them well into the 90s—thus assuring a preferred status and continual stream of move volume.

“We will also provide hauling services on Atlas authority to other military carriers who may have their own origin and destination Agents,” says Bob. “We anticipate thousands of additional shipment opportunities from TMM as a result of this new arrangement.” ■



Go.

One to Win

Logistics chalks up gains with single-source solutions.

Atlas' 2012 entry in the 3PL arena came as a complement to existing final mile and pad-wrapped services. Fast-forward three years, and the consolidated Atlas Logistics® brand is showing impressive growth. Sales are up a solid 7 percent this year, with brokered freight surging more than 50 percent. The reason: Atlas Logistics brings the experts and resources for a total capability—and the determination of being “one to win” the customer’s business.



“The market is responding to our new business model,” says Vice President of Business Development, **Matt Van der Linde**. “We’ve positioned our brand and our organization to deliver best-in-class solutions, putting the right providers at the right price point in place.

For shippers, working with Atlas Logistics is seamless—they know one brand provides a total package. Service delivery begins with a unified sales effort that examines every opportunity in light of all available resources. Team members bring know-how from disciplines across the logistics spectrum. They understand the nuances of different industries and shippers, whether dealing with high-value goods or commodities.



“We’re selling supply-chain solutions, not simply pieces of logistics. We look at the big picture, so our customers know their business is being handled properly.”

“We’re finding that our team approach to developing solutions opens up cross-sell opportunities,” says Matt. “Every project represents the potential for added revenue up and down the supply chain—opportunities that can help create revenue for our Atlas Agents.”



Phil Wahl, Vice President & General Manager, Atlas Logistics, adds, “Now that we’re offering a supply-chain solution – rather than transportation, warehousing, installation, or final-mile services individually – we are opening the door to more opportunities. We are going to our customers and identifying their logistical needs, and providing a total logistics solution. We want to be the one and only call that a logistics customer makes to find an efficient and competitive solution.”

The Atlas Agent network gives Atlas Logistics an added depth for timely, comprehensive answers. It is often the deciding factor that opens hauling or warehousing opportunities.

“As the Atlas Logistics brand grows, Atlas Agents will continue to benefit,” says Matt. “Ultimately, the object is to win the business in our core service offerings for Atlas. The market is responding because we can provide everything they may need for virtually any logistics scenario. But more than that, we put it all together and make it easy.” ■

Going New Places with



Earlier this year, Atlas® Canada embarked on a strategic drive for synergy between Canada and the U.S. That effort recently took a giant step with “The Power of Learning.” On October 20 and 21, Atlas Canada Agents met in Toronto to gain familiarity with advanced Atlas systems for doing business.

“A lot of positive changes are taking place,” says **Shirley Sveda**, Senior Vice President & CFO, Atlas Canada. “The conference provided good exposure to new tools, programs and refinements that will help our Agents save time and work more profitably.”

AtlasNet®

• **Network Efficiency:** A transition to AtlasNet® will synchronize U.S. and Canada operations on a common platform. The changeover brings tools for easier shipment management to the Canadian Agency family. Enhancement in the claims management process will follow.

AtlasNet® Inventory

• **AtlasNet Inventory:** This app was rolled out and is now available to all PVO's. It allows PVO's to tag and list a customer's belongings as well as append photos—all of which can be sent digitally to the van line repository.

AtlasNet® Customer Manager

• **AtlasNet Customer Manager:** A transition is coming in 2016 that will keep all interactions with customers in discrete files for sharing across the Atlas enterprise. The information will enable Atlas entities to better manage each customer's experience.

AtlasNet® Warehouse

• **AtlasNet Warehouse App:** This tool automates the tracking of goods in and out of an Agent's warehouse, including the precise physical location of goods within the warehouse.



“We covered a lot of ground,” says **Sandra Campbell**, Director of Marketing, Atlas Canada. “I think everyone came away with a better understanding of how we can benefit from our growing Atlas Can-Am synergy. This is an exciting time for us.” ■

Visit the new atlasvanlines.ca
Visitez le nouveau atlasvanlines.ca



atlasvanlines.ca is a new, dual-language (French and English) public website, optimized for both desktop and mobile platforms. Users get a better, more consistent experience with the Atlas brand and find it easier to engage for information and service requests.

President's Gold Leaf Service Takes on New Identity

The corporate move program formerly known as President's Gold Leaf Service gets an exciting refresh with a new identity and a highly developed suite of move management tools within the Avail umbrella.



Choosing a Mover

Atlas Canada continues to inform consumers about the danger of unscrupulous “rogue” movers. The video “Choosing a Mover” is an important part of this effort. (There are versions for Canada and the U.S. — you can view them on YouTube, atlasvanlines.com, or atlasvanlines.ca)



REDUCING OUR IMPACT

Working Today for a Sustainable Tomorrow

"We have an opportunity," says Marketing Specialist **Phoebe Hodina**. "Sustainable practices are not only critical for our planet and our communities, they are also good for business."

Phoebe is the project champion for a new initiative to encourage sustainable practices across the Atlas enterprise. She says it's the right thing to do.

"The Atlas mission statement supports cultivation and a commitment to the well-being of our people, company, communities, and planet," says Phoebe. "As a company built on family ownership, we realize we aren't passing down the planet to our kids, we are borrowing it from them."

Phoebe points out that sustainability also supports efficiency and the bottom line.

For example:

- Agents can put money back into their pockets by selling used stretch-wrap (low density polyethylene) to recyclers.
- Reusable plastic crates are helping Atlas Agents keep cardboard out of landfills and save dollars on every move.
- If every Atlas Agent complied with the technology standard (see *AtlasNet Technology Standards* p. 9), Atlas could save over 3,000,000 sheets of paper a year, the equivalent of 360 trees. Further, complying with the standards reduce deadheading and partial loads, thus saving fuel.

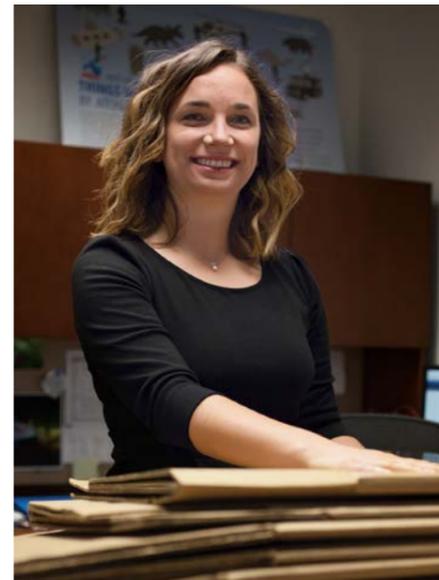
Becoming "Certifiably Sustainable"

The green initiative defines standards in five areas of agency operations. Attainment of these standards earns the Atlas credential of "Certified Sustainable Agent." The standards are practical and attainable—starting with options that most businesses can implement right away, and will show quick returns on investment in terms of financial savings and reduced environmental impact. In time, additional standards will encourage Agents to incorporate more advanced practices for greater savings and recognition.

"Every standard carries a real business benefit," says Phoebe. "So when we share best practices with our Agents, we're also educating them on why this makes sense for them."

Atlas is developing the program in cooperation with a nonprofit organization that specializes in sustainability, particularly in the conservation of fuel and food. It will be introduced to Agents at the Atlas Convention in November.

"Several months of planning and refining have set a strong foundation for this program," says Phoebe. "Our goal is to get all Atlas Agents involved, help them see opportunities for success, and work together to keep our planet healthy. We want Agents to be excited to tell people about our green efforts." ■



These are but a few ways Atlas Agents are seeing economic and environmental savings. Atlas will be furthering the adoption of such practices as the company continues to strengthen its commitment to sustainability.

"We want to create opportunities and encourage improvement. Nature is about balance: with the right mix of sustainable goals and business changes, we can accomplish great things."

To achieve certification and recognition, an Agent first completes a baseline of tasks in five areas, documenting their efforts. Subsequent tasks will provide additional opportunities for strengthening sustainability and earning corresponding recognition.

1. Materials Management
2. Transportation
3. Business Administration
4. Facilities
5. Community



Growth leads to expanded service

Atlas® Terminal Company (ATC) is quickly becoming a one stop shop in the transportation industry. Their business is fueled by equipment sales, including tractors, trailers, straight trucks, pack vans, and lift gates, as well as their full-service maintenance and repair facility. Providing these services, plus more, positions ATC as a valuable asset to Atlas Agents, their drivers and owner operators.

In 2014, ATC experienced 33 percent growth, which resulted in expansion of the company's service offerings and increased labor demand. For example, ATC recently ventured into diesel repairs, hiring mechanics to service truck engines, drivetrain components, and more.

They've also augmented their roadside service program that aids van operators with breakdowns. The implementation of a new computer system allows terminal staff and drivers to efficiently and cost-effectively handle breakdowns or repairs with a step-by-step report.

With many initiatives on the horizon, ATC expects they're on the right track to grow. First on the list is increased retail business. ATC recently aligned themselves with better quality vendors and more product lines for in-van equipment, like straps and dollies. They plan to open a retail store by the first quarter of 2016 to sell additional truck accessories.

According to **Paul Young**, Senior Director of Operations & Sales, ATC, growth isn't just attributed to ATC's broad range of services, but also to the added value and quality of service offered to drivers.

"Our prices and quality of customer care are unmatched. We want our customers to know that we're bartering with vendors for lower costs, we're buying in bulk to save money, and we'll do whatever we can to get them a good deal," said Paul. "ATC offers a shorter wait time, quality parts at about 30 percent less, and a workforce that grows in size and quality every year."

"We attribute our growth to the guys who do all the work," added **Mike Spearin**, Director of Fleet Maintenance, ATC. "They stay with us. Our turnover is very low. Maintaining the talent and years of experience in the shop allows us to provide quality service. We're thankful that the Agents and owner operators keep coming back. We'll keep growing our workforce to serve their needs." ■



For more information on ATC's equipment sales, maintenance and repair services, financing options, or to purchase van equipment, visit atlasterminal.com.



Atlas Agent: To know more about how you can earn certification for sustainability, including current standards and best practices, visit atlasloop.com.



Agents in the Community +

SEE MORE ONLINE

ATLASVANLINES.COM/AMP/AGENTS



DMS WINS BROOKFIELD AWARD FOR THE 2ND TIME

For the second consecutive year, DMS Moving Systems, Inc. (0800) has been recognized with Brookfield's Supply Chain Premier Service Award in the Platinum category. The Platinum Award reflects the commitment and hard work of every member of DMS, and furthermore to the support of Atlas Van Lines. From the great office team and the PVO's who take to the road every day, each person helped earn this distinction.



ALEXANDER'S CELEBRATES A BIG YEAR IN NASHVILLE

In 2015, Alexander's Mobility Services (0217) celebrated 20 years of service in the Nashville area, and they did it in a big way. As the largest multi-location Agent in the Atlas family, Alexander's moved their Tennessee operations into a new location on the northwest side of the city. The grand opening and anniversary celebration was held at their new facility on May 28. The evening featured live music, local barbecue, ribbon cutting ceremonies and support from the community.



ATLAS AGENTS HELP L.A. POLICE OFFICERS RIDE FOR THOSE WHO DIED

It is an ordinary job for Ortiz Bros. Moving & Storage (1304) and Atlas Van Lines to haul motorcycles and bicycles from coast to coast. However, it's an extraordinary job when the move consists of 24 Los Angeles Police Department (LAPD) motorcycles and over 300 road bikes making their way to New Jersey for the Police Unity Tour.

Fighting Hunger

103 AGENTS STRONG

Another successful year of work with Move For Hunger™ is almost in the books. Currently, Atlas is on the brink of donating 500,000 pounds of food to local food banks across the United States and Canada. Since Atlas began participating with Move For Hunger in 2012, we have provided nearly 410,000 meals to help the one in six Americans who can't provide enough food to feed their families.

This year, the Imlach & Collins Brothers, LLC (1132) effort helped them reach over 200,000 pounds of food donated. Other Agents are finding unique ways to make a difference in the fight against hunger. A-1 Moving & Storage (0087) became the first member of the Atlas family to add a Move For Hunger wrap to a truck in their fleet. That's trucking awesome.

HUNGER IN AMERICA
1 in 6 Americans can't provide enough food to feed their families.

ATLAS AND THEIR HUNGER FIGHT
Since 2013, Atlas' Agents have collected and delivered over 490,900 lbs. of food to local food pantries. This is enough food to feed over 409,100 meals.

AGENT LEADERBOARD
Top five Atlas Agents who have collected the most pounds to date.

- 1 Imlach & Collins Brothers, LLC - Dallas - 204,620 lbs.
- 2 Daniel's Moving and Storage - Tucson - 60,909 lbs.
- 3 Smith Dray Line - Charleston - 55,312 lbs.
- 4 Paxton Van Lines Inc. - 24,815 lbs.
- 5 Advance Relocation Systems - 15,972 lbs.

SHOWING SUPPORT ON THE ROAD
A-1 Moving & Storage is the first Atlas Agent to wrap a truck and raise awareness for the cause. These guys are #TruckingAwesome

Promotions & New Hires

Jim McMurray

General Counsel, Atlas World Group

Help us welcome Jim McMurray, Vice President, General Counsel and Secretary, to Atlas World Group. Jim is responsible for all legal services needed by the company. He completed his undergraduate degree at Kansas State University and went on to receive his law degree from Harvard Law School. Jim previously worked in private practice and as Deputy General Counsel at Springleaf Financial Services.



"Jim is an outstanding addition to our company and his legal expertise is second to none," said **Glen Dunkerson**, Chairman & CEO of Atlas World Group. "We're happy to have Jim on our team."

Joab Schultheis

VP, CIO, Atlas Van Lines

Atlas congratulates Joab Schultheis on his promotion to Vice President, Chief Information Officer, effective since July, 2015. Joab has been an integral member of Atlas Van Lines since he joined the company in 2000, holding numerous leadership positions in Information Technology (IT). Most recently, Joab acted as Senior Director, IT Development.



Joab previously served as Manager of Information Systems and Personnel at the Indiana Housing Authority. He received his Bachelor of Arts degree at Wabash College and moved on to receive a Master of Public Affairs degree from Indiana University.

"I am confident in Joab's ability to fully carry out his new responsibilities and help Atlas set the standard for top notch technology in the moving and storage industry," said **Jack Griffin**, President & COO of Atlas World Group. "Please send your congratulations to Joab on his well-deserved promotion."

Ryan Parmenter

Director, IT Development (Operations), Atlas Van Lines

Ryan Parmenter, in his 14th year of employment at Atlas, accepted the position of Director, IT Development in August. Ryan will lead the operations development team in the IT department, which includes overseeing the Reporting Center team and assuming responsibility for those product lines.



"Ryan has earned a reputation for strong technical leadership, strategic thinking, and exceptional customer service throughout his tenure at Atlas," said **Joab Schultheis**, VP & CIO at Atlas Van Lines.

Read about these individuals and their experience in the moving industry online at: atlasvanlines.com/Promotions15

Earle Birt

VP Logistics, Atlas Canada

Earle Birt joined Atlas Canada as the Vice President of Logistics in September. Earle's experience enables him to support Atlas Canada with the planned growth in SP/Logistics and the overall 5 year strategy.

"Earle's past results and progressive responsibility in previous roles within his career have positively positioned him for this new responsibility," said **Barry Schellenberg**, President of Atlas Canada. "I am very confident that he will have a positive impact in this new role."



Lori Stillwell

VP, Global Business Development, Cornerstone Relocation Group

Lori brings nearly 20 years of global mobility experience to Cornerstone Relocation Group including HR management, consulting, business development, and client relationship management. She is responsible for leading business development initiatives for the Southeastern United States region, which includes strategic sales planning and execution.



"Lori brings a wealth of hands-on experience in assisting organizations to identify and implement new growth solutions," said **Janelle Piatkowski**, President & CEO, Cornerstone. "We welcome Lori to our team."

Jeanette Oakeshott

Senior Director, Client Relations, Cornerstone Relocation Group

Jeanette Oakeshott, CRP, CIMS, joins Cornerstone Relocation Group as Senior Director, Client Relations. She brings 15 years of professional relocation experience and a background in serving both international and domestic clients.

Ken Allen

Senior Director, Global Operations, Cornerstone Relocation Group

Ken Allen, CRP, joins Cornerstone Relocation Group as Senior Director, Global Operations. Ken has over 30 years of industry experience and has held leadership roles with many globally-recognized relocation management companies.

Sharon Forgue

Director, Global Consulting, Cornerstone Relocation Group

Sharon Forgue, CRP, GMS, joins Cornerstone Relocation Group as Director of Global Consulting. Sharon has 20 years of industry experience with a broad range of experience including consultant work, team leadership, and account and project management.

Lauren Falls

Manager, Marketing Communications, Atlas Van Lines

Lauren Falls has been promoted to Manager, Marketing Communications at Atlas Van Lines. Lauren now manages the day-to-day functions of marketing communications for Atlas and the Evansville-based subsidiary companies.

Your 2015 Quality Awards Winners

Atlas Milton M. Hill Quality Award

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

Atlas World-Class Commitment Award

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

Atlas STG Quality Award

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

Each year, Atlas honors the Agents whose performance exemplifies this dedication. They embody the heart of Atlas quality — and they make it stronger every day.

- A-I Moving & Storage (0087)
- Ace World Wide Moving & Storage Co. (0016)
- Ace World-Wide Moving & Storage Co., Inc. (0024)
- Ace Relocation Systems, Inc. (0025)
- Ace Relocation Systems, Inc. (0062)
- Ace Relocation Systems, Inc. (0075)
- Action Moving Services, Inc. (0238)
- Advance Relocation Systems (0059)
- Alexander's Mobility Services (0207)
- Alexander's Mobility Services (0208)
- Alexander's Mobility Services (0210)
- Alexander's Mobility Services (0214)
- Alexander's Mobility Services (0215)
- Alexander's Mobility Services (0216)
- Alexander's Mobility Services (0217)
- Alexander's Mobility Services (0218)
- Atlantic Relocation Systems (1021)
- Atlantic Relocation Systems (1039)
- Atlantic Relocation Systems (1427)
- Atlantic Relocation Systems (1651)
- Celina Moving and Storage, Inc. (0592)
- City Transfer & Storage Company (0630)
- Collins Brothers Moving Corporation (0547)
- Collins Brothers Moving & Storage, LLC (0573)
- DMS Moving Systems, Inc. (0800)
- DMS Moving Systems of Alabama, Inc. (0801)
- Daniel's Moving and Storage, Inc. (0875)
- Daniel's Moving and Storage, Inc. (1395)
- Golden Van Lines, Inc. (0991)
- Guardian Relocation of Ohio (1111)
- Imlach Group (1130)
- Imlach & Collins Brothers, LLC (1132)
- InterWest Moving & Storage (0979)
- Kansas Van & Storage, Criqui Corporation (1286)
- Merchants Moving & Storage, Inc. (1401)
- Mabey's Moving & Storage, Inc. (1415)
- Modesto Transfer & Storage (1487)
- Moyer & Sons Moving & Storage, Inc. (0439)
- Nelson Westerberg (1505)
- Nelson Westerberg (1511)
- Nelson Westerberg (1517)
- Nelson Westerberg (1523)
- Paxton Van Lines, Inc. (1610)
- Paxton Van Lines, Inc. (1611)
- Philpot Relocation Systems (2611)
- Prager Moving & Storage Co. (1555)
- Prairie Van & Storage (1883)
- Powell Relocation Group (1657)
- Reads Moving Systems, Inc. (1711)
- Reads Moving Systems of Carolina, Inc. (1714)
- Reads Moving Systems of Florida, Inc. (1724)
- V. Santini, Inc. (1777)
- Weleski Transfer, Inc. (2151)
- Winter Moving and Storage, Inc. (1077)
- Wm. Duggan Co., Inc. (2189)

2014-2015 President's Club Platinum Winners

- Chris Niesner**
Specialty Moving, Inc. (1813)
- Gary Louderback**
Louderback Logistics (0076)
- Bob Fox**
Atlantic Relocation Systems (1253)
- James Cole, Jr.**
J. W. Cole & Sons, Inc. (1772)
- Michael Quigley**
Ace Relocation Systems, Inc. (0075)
- Don Hill**
Alexander's Mobility Services (0207)
- Thomas Philbin**
Nelson Westerberg (1505)
- Jennifor Acosta**
Ace World Wide Moving & Storage Co. (0016)
- Gregg Imlach**
Imlach & Collins Brothers, LLC (1132)
- Tim White**
Imlach Group (1130)
- Chris Wing**
Powell Relocation Group (1657)
- Larry Lammers**
Ace Relocation Systems, Inc. (0062)
- Keith Morse**
DMS Moving Systems, Inc. (0800)
- Chet Grisso**
Alexander's Mobility Services (0216)
- Fred Paxton, III**
Paxton Van Lines, Inc. (1610)
- Ken Imlach**
Imlach Group (1130)



PVO'S KNOW IT TAKES A LOT TO BE A PRO.

Their job is about planning and precision. It's about knowing all the pieces and figuring out how they fit together. Every step of the move is in the hands of an Atlas Professional Van Operator (PVO).

That's why we set aside a week every September to recognize what it takes to be a pro. From September 21-25, 2015, Atlas Van Lines and its network of agencies celebrated BRAVO (Boosting Recognition of Atlas Van Operators).

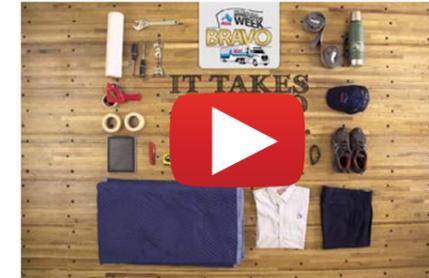
BRAVO week saw increased participation from the agency family in 2015. Nearly 160 locations across the United States and Canada threw parties, bought lunches, passed out gifts and hosted other various events to celebrate PVOs.

"We fully embrace BRAVO week and use it to demonstrate our appreciation not only for PVOs, but all of our crew members and staff. We are people who work tremendously hard," said Jeffrey Mason, President at R.C. Mason Movers, Inc. (1362). "There is a huge effort to get through busy season. This is the least we can do as an Agent to thank everyone."



Thank you's during BRAVO week often come by way of meals, gift cards, and free weight tickets. R.C. Mason Movers knows that any token of appreciation is welcomed by their staff.

"It gives everyone a chance to relax and get away from the stressful and challenging summer. So, we go all out. We cook breakfast almost every morning and do lunch a few times during the week. There is always a corn hole tournament that lasts a few days and we'll make sure the winner walks away with a little money. We also hold an ice cream social one day. We enjoy it at the Atlas Convention, so we brought a little bit of that home."



BRAVO week celebrations in 2015 included a PVO video which captured over 4,900 views in the days preceding the event.

ATLAS THRIVES AS 2015 BUSINESS OF THE YEAR

At the Annual Meeting and Dinner held by the Southwest Indiana Chamber of Commerce in September, Atlas World Group was named the *Norman P. Wagner Business of the Year*.

Nearly 650 guests gathered to celebrate a century of commerce in Evansville and the surrounding region. Atlas, who has been a part of the Southwestern Indiana business community for 55 years, was in the company of many dynamic businesses that call Evansville home.

The Norman P. Wagner Business of the Year award honors companies that create wealth by generating well-paying jobs and build capital investment in Southwest Indiana. Recipients are also active participants in the community and reflect a profound regard for citizenship and leadership that ultimately improves the overall quality of life in the area.

"To be recognized for making a lasting difference in the Evansville community is humbling," said Glen Dunkerson, Chairman & CEO of Atlas World Group. "Even with our global presence and capabilities, Evansville is home to our corporate headquarters and the majority of our employees. We are committed to supporting the community into the future, and we are beyond grateful for this distinguished honor."

Below: Atlas Chairman & CEO, **Glen Dunkerson** (second from left) is shown here with **Christy Gillenwater**, President & CEO of Southwest Indiana Chamber and Chamber members **Jim Sandgren**, Regional CEO of Old National Bank and **Jeff Mulzer**, VP Administration at Mulzer Crushed Stone



Keep our service men and

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

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

women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Moving & Storage, LLC (1406)
Brandy Lumbert	Nick Lumbert	Husband	Customer Service Support, Imlach & Collins Brothers, LLC (1132)
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Lucas Matte	Actively Serving		Associate Database Administrator, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp. (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters (Retired)
	Jason Carlisle	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
David Olson Sr.	David Olson Jr.	Son	Van Operator, Atlantic Relocation Systems (1148)
Dorrian Pierce	Joshua Pierce	Son	Quality Manager, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepson	
	Tyler Calhoun	Nephew	
Amanda Pierce	Joshua Pierce	Brother	Customer Service, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepbrother	
	Tyler Calhoun	Cousin	
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Guardian Relocation of Ohio (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Moving & Storage, LLC (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Stephanie Shelton	Kyle Walts	Nephew	Corporate Marketing, Headquarters
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida, Inc. (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (1902)
Tammy Teague	Nick Lumbert	Son-in-law	Senior Customer Service Rep, Imlach & Collins Brothers, LLC (1132)
Carole Temme	Bruce Overton	Son	Customer Service II Corporate Resources, Headquarters
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Mike Wathen	Scott Wathen	Son	Retired, IT, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), HQ
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Moving & Storage, LLC (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)
Angela Zuke	Trevor Olsen	Son	Corporate Claims Department, Atlantic Relocation Systems (1038)

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

In Memoriam, John Steiner

JOHN W. STEINER, BELOVED HUSBAND, FATHER, GRANDFATHER, AND MEMBER OF THE ATLAS FAMILY, PASSED AWAY ON SEPTEMBER 16, 2015 AT THE AGE OF 73.

John was Chairman Emeritus of the Ace World Wide Group of Companies. He began working full-time in 1965 at Ace World-Wide Moving & Storage, a family-owned Atlas agency headquartered in Milwaukee, WI, which was founded in 1948 by his father, John U. Steiner. He played an integral role in the moving and storage industry for more than 50 years, creating a stronger, more efficient business model for Ace World Wide, expanded operations nationwide, and diversified into associated business ventures. Beginning in 1981, John began serving as a member of the Atlas World Group Board of Directors. John participated in milestone decisions that impacted the van line and its entire agency network. Most notably, during the 1980s John was a board authority for the public offering of Atlas and a leader in bringing the company back to agent control.

"John was a good businessman and an even better person. His amusing stories and jokes will be missed by all of us," reflected **Glen Dunkerson**, Chairman & CEO of Atlas. "I knew John for over 37 years and in that time recognized him for his enjoyable personality and keen ability to take advantage of opportunities presented to Ace World Wide or Atlas Van Lines."

Dedicated to fighting for his passions and staying true to the industry he knew best, John was an outstanding leader who strove to exceed expectations in both the most basic and most complicated tasks.

"John was instrumental in the creation of voluntary meetings that allow our Professional Van Operators (PVO's) to network together and meet with Atlas management on concerning issues. These meetings continue to be an excellent means for Atlas to stay close to our most valuable resource, our PVO's," Glen added.

He brought the best out in people. He made people very relaxed and everyone had a good time when John was around. Even in retirement, he'd always want to know how the business was doing.
- David Coyne, VP Operations, Ace World-Wide (0024)



John stood up in 2014 at the Atlas Forum® on Moving when Atlas Chairman & CEO Glen Dunkerson recognized the Atlas Agents who had attended every Forum since the event began in 1968.



Tracks *Atlas Service is Appreciated*

**Re: Tracy
AMJ Campbell Florida, Inc. (0423)**

Everything was fabulous, thank you. I told Michael that I honestly can't think of anything that could have been done differently. The process was well organized, supervised and transparent. The team took great care with all our possessions and were polite and responsive.

Throughout the entire time you have been proactive, thoughtful and provided great advice and support, as well as a sense of humor which both Mike and I are very appreciative of. We would certainly highly recommend AMJ.

Thank You!
Juno

**Re: Ken, Sue, Luke, Mike,
Dwayne, Randall
Ace World Wide of New York, Inc. (0046)**

So often when you receive a letter, it is one of complaint and criticism, however this is the exact opposite.

When I first contacted your office back in January of 2015, your phone was answered by a very friendly "Hello this is Sue." No matter how many times I spoke with Sue, throughout the course of our many question and answers, her demeanor remained the same. She was always friendly, professional and patient. When we finally met in person, I could tell she was smiling every time we spoke.

When my mother put me in charge of finding a moving company for their move, we did not know how important a reputable company as yourself is. I did my research, but I have always relied on my gut feeling.

I am a firm believer in first impressions and let me tell you this. Sue, with her very patient

question and answer sessions with me. My Mom and I visiting your showroom and your dog jumping in our car and that was another positive sign. We love dogs.

We met you and your staff and you immediately loaded boxes in our car. All of this was done without actually signing a contract. You were friendly, personable and knowledgeable.

We decided right then and there to agree on a date. Then moving day comes. Luke shows up on Monday, June 15. He was the most courteous and conscientious employee. Making sure everything was securely packed.

Then Tuesday came and Luke and Mike came and packed up the tractor trailer. Never a complaint as I know it was difficult with our air conditioner failing the day before the move.

In addition the amount of turmoil in the house Luke and Mike had to endure, my mother and I were arguing with lawyers and people dealing with my father's medical treatment. Moving is stressful enough then add the pending medical treatment of a loved one. We were going crazy.

However, you and your movers were a needed calm in a turbulent sea. That needed calm continued all the way down to Long Island when the furniture was delivered Friday June 19. Dwayne and Randall were just as professional and courteous as the crew in New Windsor. All of the items were delivered and placed without damage or complaint.

I would recommend your company in a second. Your appraisal of services was honest, fair and very accurate. My mother was pleasantly surprised.

Thank you again for your outstanding work.
Andrea

**Re: Stacy, Dave, John
DMS Moving Systems (0800)**

My name is Kristen and I recently relocated from Michigan to Florida to accept a position with Hertz Corporation.

The moving company that Hertz originally used did not contact me for almost 2 weeks and then proceeded to tell me that they would not be able to move us until a month after my start date. That was unacceptable in terms of moving my family that distance and try to start a job. Hertz called upon Brookfield Relocation Company, which led DMS Moving to contact me regarding the transportation of my household goods.

Stacy contacted me almost immediately after I found out DMS would be our moving company. She is AMAZING! Her customer service skills are excellent and she had a nice calming personality trait when discussing what was to be involved with the entire process. Moving is stressful enough. She is very detailed oriented and I felt like I was her only customer, which we both know I am not. Because it was such short notice - they arranged a date that was workable. She kept in contact with me throughout the entire process and answered all of my questions with a smile on her face.

The person who came out to survey our household goods was thorough. You could tell that he had some experience and presented himself in a professional matter but was also personable with a great sense of humor. Since he was a hockey fan, he and my husband spoke like they were old friends.

The gentlemen (Dave Rushton & crew) who packed us up and loaded the truck were OUTSTANDING! They were polite, courteous, team-oriented and very careful with our belongings. They took care of everything, not letting us lift a finger. They all had a great

sense of humor and had our whole house packed up in a day! They were never pushy or demanding when it came to asking specific questions and we welcomed any suggestions they had.

Once arriving to Florida, we did not have to wait too long before DMS was able to arrive with our belongings and especially before the July date - which I understand is your busiest. John and his crew were also OUTSTANDING! Very careful with our belongings and offered suggestions when they could tell we were a little overwhelmed on where to put things that were not the obvious. They worked quickly and efficiently despite the intense heat and humidity and continued with their sense of humor and pleasantries until they were ready to leave.

The generic survey does not give the full picture of what amazing employees you have. As stated before this move happened quickly and I am still amazed how it all came together. I will be in contact with my relocation coordinator at Hertz and would recommend DMS as the go-to moving company for any and all relocations. You have a great team with excellent customer service skills that are unfortunately lacking this day and age.

I cannot THANK YOU all enough for making one of the most stressful times of my life a little less painful with the packing and moving portion of my house. Please, please forward this to those that were responsible for making my first time corporate relocation experience a great one.

Sincerely,
Kristen

**RE: Joseph
Apex Moving + Storage (0278)**

I just wanted to follow up and say how impressed I was with the driver who coordinated the packing and shipment of our household goods. His name was Joey. If you recall we had planned for two days of packing prior to loading which would start on Wednesday and potentially require through Saturday to complete. Joey called Sunday night to ask if he could show up Monday morning and start working. I said yes and we discussed the original schedule when he arrived. He acknowledged what was planned and stated he would like to have the entire home packed so he could take off by Wednesday. I was somewhat skeptical about whether that could be achieved but he hired crews and worked his tail off to make the date. He came early, worked at least as hard if not harder to pack and load, and stayed late to prepare for the following day. It's been a long time since I saw someone work with the dedication and

professionalism he displayed.

There was an issue with a dolly that stained the carpet rather severely the day before a walkthrough with the buyers. He brought it to our attention, called it in and obtained authorization for us to call a cleaner. We called one in that afternoon and had multiple areas cleaned in time for the showing. While it was a frustration, we were pleased with how the company worked to resolve the issue.

I'd appreciate your forwarding this to the carrier's management. I'm sure they will appreciate knowing what an asset they have with Joey.

Thanks,
Todd

**Re: Kevin
Guardian Relocation of Ohio (1111)**

The fact is that we were most pleasantly impressed by the manner in which you and all of your people took care of every little detail of packing and delivering our belongings. As you well know, this was not just a simple moving from one destination to another. You had to pack and mark furniture, as well as loose "stuff" of all descriptions for six different destinations and deliver them to four different physical locations.

It is not that every piece got there unharmed and undamaged, but at the end of all those confusing instructions, every piece ended up exactly where it was intended. So much for the end result, but there is more to it.

All of this had been accomplished by a highly professional, courteous, helpful and friendly staff, hardworking but with good humor and in a manner that eased our worries and our pain of seeing the break-up of the established environment of our now past life. This compliment holds for both the crew for what we called the Wooster move and the Hilton Head move.

Our most intimate contact was with Kevin. Edith and I both developed a deep respect for his deep knowledge of his business and his seemingly boundless energy in the process of carrying it out, as well as a true liking for him personally. We only regret that we have not had the opportunity to extend the time we spent together. (He was constrained by the 14-hour limit on his working day and, apparently, the computer does not have an entry for "having dinner with my clients" -- what a pity.)

Both of us thank you and, if you should ever need a reference, do not hesitate to send it our way.

Peter and Edith

**Re: Denise, Mary, John, Joe & George
Paxton Van Lines, Inc. (1610)**

Denise is an incredible Atlas employee! She shepherded me through a very complicated move that involved three storage lots and coordination with the Department of State. Throughout the entire process, she was upbeat, friendly, informative, and went the extra mile to help me stay on top of my move. It was a breath of fresh air. Denise and Mary (of Paxton) made sure I had all the information I needed and helped me brainstorm solutions to seemingly intractable problems. My interactions with both of them were very positive. I felt as if I had an ally in Denise and that made all the difference in keeping my spirits up in a long and complicated process. John (the van operator from Atlas) also did a stellar job. He stayed in communication with me about delivery and was flexible with my move-in date when I discovered that the freight elevator in my building had broken down. His friendliness, approach-ability and professionalism are to be commended. He also assembled a great team (John, Joe, and George) who were strong problem-solvers on the day they delivered my belongings. They completed my move quickly, despite the challenges of moving me into a vintage building with tight spaces. The fact that they managed to get my couch to my apartment was a miracle! And they did it without scuffing or damaging my sofa, despite having to carry it up a flight of stairs, in and out of elevators, and through very tight spaces. I will be forever grateful to all of them. Every single person I worked with connected to Atlas went above and beyond the call of duty. My experience was incredibly positive and I will absolutely recommend Atlas to other people. And the next time I have a move, Atlas will be the company I call.

Thank you for assembling such a stellar team to help me with my move!!

Nyadroh

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2016 Calendar
January - June

January 2016

1 New Year's Day - U.S. & Canada offices closed

February 2016

28-Mar. 3 President's Club Trip, One & Only Ocean Club, Nassau, Bahamas
29-Mar. 2 Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV

March 2016

20-23 ATMSA 2016 Annual Education Conference & Expo, Sheraton New Orleans, New Orleans, LA
23-25 GlobalShop, Mandalay Bay Convention Center, Las Vegas, NV
25 Good Friday - Canada offices closed
31-April 2 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY

April 2016

21-22 49th Annual Atlas Forum®, Marriott Chicago Downtown, Chicago, IL

May 2016

16-18 International Supply Management Conference, Indianapolis Convention Center, Indianapolis, IN
18-20 Worldwide ERC National Relocation Conference, Hilton Americas, Houston, TX
23 Victoria Day - Canada offices closed
26-29 American Alliance of Museums (AAM) Annual Meeting & Museum Expo, Walter E. Washington Convention Center, Washington, DC
30 Memorial Day - U.S. offices closed

June 2016

19-22 2016 SHRM Annual Conference & Expo, Walter E. Washington Convention Center, Washington, DC

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For more information on Atlas and our services, visit atlasvanlines.com



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