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Vision 2025 THE ATLAS® JOURNEY



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Letter from the Chairman

What started as an idea on the back of a napkin became the van line's North Star known as *Vision 2025*. Detailing six Strategic Planning Assessments—known as SPAs—our strategic vision has driven all business objectives and directives for Atlas® World Group (AWG) since its implementation in 2015. We are extremely grateful to our SPA leaders and their respective committee members for showcasing unwavering commitment and collaboration to these shared goals. Our alignment has ignited meaningful growth, diversification and technological advancements across our organization and agent network.

Today, we are an industry leader in innovative technology that reduces friction costs with Atlas® Agents and delivers a superior customer experience. We have differentiated ourselves in an increasingly competitive market and continue to act as a recognized thought leader within our industry. With increased competition from international containerized shipping companies who are moving into interstate transportation, we have responded with innovative service offerings like *SimpliCity*™. This new product offering increases our nimbleness to provide faster interstate moves to meet the demands of today's customers, while maintaining the high level of service for which we are known.

Additionally, we have greatly diversified our portfolio of companies by acquiring Champion International Moving, Ltd., TopHAT Logistical Solutions and Connect Logistics. We expect mergers and acquisitions to be an ongoing industry trend, which is why we will continue to diversify our suite of products in accordance with our vision.

The aforementioned examples represent only a small subset of AWG's many business achievements in support of our big-picture strategy. Looking forward, we are proud to already be making significant strides in meeting the aggressive goals outlined in *Vision 2025*. With shared vision comes stability, and we remain committed to *Vision 2025* as we help the world go new places.

Jack Griffin
Chairman & CEO
Atlas® World Group, Inc.

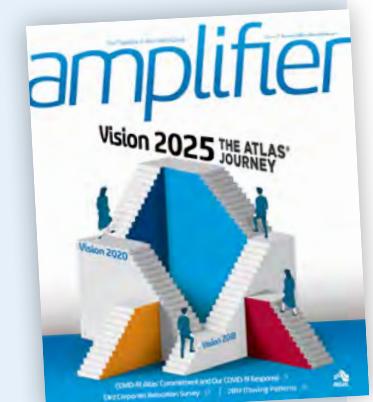
go new places.®



In this issue of the
amplifier® | Volume 71 Summer 2020
atlasvanlines.com/amplifier

On the Cover:

Atlas® World Group's first five-year plan, launched in 2015 and known as *Vision 2018*, was the most comprehensive strategic initiative in the history of the van line. Originally conceived by a small group in the Toronto airport, *Vision 2018* rallied Atlas® leaders to source a trusted consultancy partner, create detailed focus areas and objectives, and mobilize unprecedented organizational alignment.



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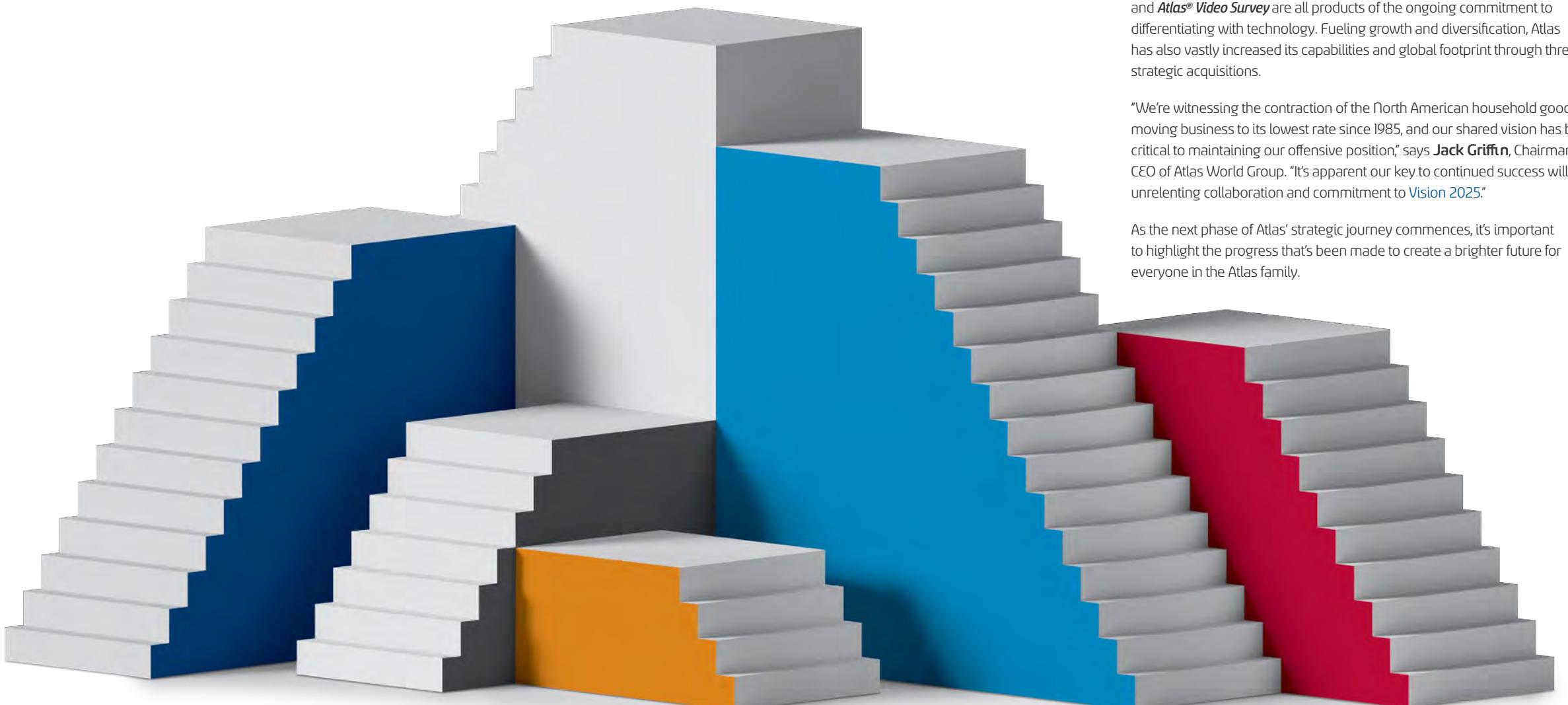
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VISION 2025: THE ATLAS® JOURNEY

With shared vision comes shared success.



ATLAS® VAN LINES

Atlas® World Group's first five-year plan, launched in 2015 and known as **Vision 2018**, was the most comprehensive strategic initiative in the history of the van line. Originally conceived by a small group in the Toronto airport, **Vision 2018** rallied Atlas® leaders to source a trusted consultancy partner, create detailed focus areas and objectives, and mobilize unprecedented organizational alignment.

In five short years, Atlas has invested millions of dollars in technology to optimize the sales process, improve customer experience, and advance operational efficiencies for all subsidiaries. **MoveWare**, **TEAM**, **AtlasNet®** and **Atlas® Video Survey** are all products of the ongoing commitment to differentiating with technology. Fueling growth and diversification, Atlas has also vastly increased its capabilities and global footprint through three strategic acquisitions.

"We're witnessing the contraction of the North American household goods moving business to its lowest rate since 1985, and our shared vision has been critical to maintaining our offensive position," says **Jack Griffin**, Chairman & CEO of Atlas World Group. "It's apparent our key to continued success will be unrelenting collaboration and commitment to **Vision 2025**."

As the next phase of Atlas' strategic journey commences, it's important to highlight the progress that's been made to create a brighter future for everyone in the Atlas family.

ATLAS® VAN LINES

"Since the inception of **Vision 2020**, we've been consistently challenged to combat rising costs and changing consumer needs, both of which have major impacts on the industry," says **Ryan McConnell**, Vice President of Strategic Planning. "We've taken risks to lead, not follow, in our response to create an equitable pricing market that empowers the van line and Atlas agency network."

While it's been highlighted in previous issues, the 2017 launch of the **Price Reset** was a revolutionary initiative that championed the financial success of Atlas Professional Van Operators (PVOs) and attracted new talent to the Atlas fleet. Moreover, **Reset** provided the revenue necessary to meet service expectations and maintain control as costs changed.

"**Reset** sent a clear message to the network detailing a necessary transition to a new and improved business model," says **Jeff Schimmel**, Vice President of Transportation Services. "We're grateful for our clients' understanding and support as we work to move the market where we envision it should be."

After navigating rising costs, it was time for Atlas to address the ever-changing needs of the consumer. With a younger demographic driving a profound shift toward smaller shipments, a different set of moving tools were necessary to meet new expectations for a simple and seamless moving experience. Enter **SimpliCity™**.

Introduced in 2019, Atlas Van Lines' **SimpliCity** simplified the traditional moving process to a level Atlas customers had not yet seen. With this program, households are able to move with Atlas professionals in days, not weeks, allowing for better planning and less downtime. With Atlas Agents across North America, the program connects customers with the best in the business to initiate safe, efficient and quality moves.

"**SimpliCity** is completely customer driven," says McConnell. "The moving program provides certainty and includes date-specific pickup and delivery where customers can choose when to move with pinpoint timing and expedited transit." ▶

In support of **Vision 2025**, Atlas Van Lines is laser focused on technology and its ability to capture a comprehensive snapshot of what is taking place in the field. The team understands the power of streamlined communications, real-time reporting and reduced waste, and its impact on operational cost structures. ▶



ATLAS® VAN LINES CANADA

Persistence was key for Atlas® Canada when executing *Vision 2020*. Leadership dove in from the beginning, designing a strategic roadmap specific to the nuances of the Canadian market. Key objectives centered around household goods expansion and logistics diversification. "Our team would meet for up to three hours weekly to discuss progress, adjustments and areas requiring our immediate attention," says **Barry Schellenberg**, former President of Atlas Canada (current President & COO of Atlas® Van Lines).

Signing Mackie Moving Systems (8450) in 2016, one of Canada's largest moving companies and a founding member of North American® Van Lines, presented unparalleled potential for strategic growth. Shared vision also played an integral role in Atlas Canada's pursuit to win back government business and attract new Collect-on-Delivery (COD) opportunities.

"Upon orchestrating an intensive training program for sales representatives, showcasing what true customer value looks like, we experienced strong win rates and market share gains."

BARRY SCHELLENBERG
FORMER PRESIDENT, ATLAS CANADA / CURRENT PRESIDENT & COO ATLAS VAN LINES

In a historic move, Atlas Canada completed its first acquisition in 2017 with the purchase of Mississauga, Ontario-based Connect Logistics. The acquisition more than doubled the logistics business in the country. Furthermore, it provided additional service capabilities for Atlas Canada's customer base and offered accretive value to the Atlas Agent network.

Going forward, Atlas Canada will work diligently to complete the transition to *AtlasNet*® and capitalize on logistics potential, helping deliver lucrative business opportunities throughout the entire calendar year--not only peak season--to Atlas Agents.

ATLAS LOGISTICS®

"Atlas Logistics® was in its infancy when the strategic plan was established," says **Phil Wahl**, President & COO of Atlas Logistics. "Our goals were simple: grow and expand services."

Technology has played a major role in facilitating revenue growth, most notably with the implementation of Titan Global Distribution's™ latest software platform, **TEAM** (Titan Electronic Account Management). The state-of-the-art project and warehouse management tool has put the company at the forefront of automated logistics business management.

TEAM lends critical market differentiation to Atlas Logistics. By integrating warehouse management and dispatch operations systems, Atlas® managers, clients, warehouse network vendors, and field subcontractors now have the ability to access never-before-seen data in real time, presenting unrivaled communications capabilities and complete project visibility.

Furthering Atlas Logistics' future market position was the recent acquisition of TopHAT Logistical Solutions, a \$50 million full service logistics company specializing in retail home delivery for the country's leading retailers. Atlas had dabbled in the space, but was lacking a solid, scalable solution. With the strategic purchase decision, Atlas gained a home delivery network that immediately strengthened the company's portfolio and service offerings. The acquisition will also create many new opportunities for the Atlas agency network to provide warehousing, final-mile delivery and labor services in support of TopHAT.

"There are projections the last-mile delivery market in North America is expected to grow in the ballpark of \$51 billion by 2022," says Wahl. "TopHAT's well-established home delivery network will allow Atlas Logistics to expand services quickly to seize on a booming market."



ATLAS® WORLD GROUP INTERNATIONAL

In a short time, Atlas® World Group International (AWGI) has transitioned to an entirely new business model, no longer initiating direct sales but serving as a forwarding center in support of Atlas® Agents through the *Atlas International Partnership Program*. AWGI arms participating agents with the necessary support and expertise to service international shipments and storage needs for new and existing Atlas customers. By creating AWGI storefronts in agent markets, AWGI is able to train local teams while coordinating territory marketing for lead generation and sales support in the region.

To date, AWGI has established nine storefronts across the U.S., including **Dallas** Imlach Moving & Storage (I132), **Detroit** Palmer Moving Services (I641), **Nashville** Apex Moving & Storage (0278), **New York City** Ace World Wide Moving & Storage (0032), **Sacramento** California Moving Systems (0533), **Indianapolis** Guardian Relocation (I032), **St. Louis** Guardian Relocation (0020), **St. Petersburg/Tampa** Spirit Movers (I818), **Kansas City** Daniels Moving & Storage (I380) and **Phoenix** Daniels Moving & Storage (0875), **New Castle, DE** Hopkins and Sons (I102).

"We are thrilled to grow our structure and overall business with the help of our agents," says **Jim Gaw**, President & COO of AWGI. "Together, we're able to provide the highest quality of international relocation services to clients and customers worldwide. Our goal is to secure 30 agent partners by the end of 2025 to create a robust and industry-leading international moving program."

With the strategic plan in mind, AWGI has also reengineered its global network and received certification from the prestigious FIDI Global Alliance. As a FIDI Accredited International Mover (FAIM), AWGI has gained access to the organization's meaningful training resources and approximately 600 affiliate companies to ensure new levels of value-added service. New efficiencies have also been realized following AWGI's adoption of *Moveware*. The platform's all-in-one-solution brings together every aspect of the international relocation business for AWGI—lead management, supplier management, pricing, finance, claims and operations.

"Moveware's portals put the right tools in the hands of all users—agents, clients and customers alike. Each party can see virtually any piece of the relocation they need to see in real time," says Gaw.

As AWGI looks to the future and *Vision 2025* priorities, continued growth and support of the Agent Partner Program remains front and center. "We are honored to have great agent partners in place with many more on the horizon," says Gaw.



ATLAS® INFORMATION TECHNOLOGY

Technology is one of, if not the most, integral components in ensuring Atlas® has the comprehensive software platforms needed to execute strategic priorities while assessing accountability and performance. The Atlas IT approach to strategic priorities has enabled streamlined decision making and prioritization.

"The strategic plan is one of the biggest successes we have seen, encouraging us to eliminate information silos while aligning all Strategic Planning Assessments (SPAs) and their corresponding initiatives."

JOAB SCHULTHEIS
FORMER VICE PRESIDENT & CIO OF ATLAS VAN LINES

In addition to providing the IT infrastructure needed for the launch of *Reset* and *Simplicity*™, Atlas IT has committed years of focus to the modernization of *AtlasNet*®. As the beginning-to-end move management platform for both Atlas Agents and customers, *AtlasNet* now proudly boasts two-way texting, video survey and electronic inventory features. "We are committed to presenting a powerful yet uniform front that makes doing business with Atlas convenient and worthwhile. As we know, the more transferees can do digitally is in line with shifting consumer preferences," says **J.J. Mohr**, Senior Director of Information Technology for Atlas Van Lines. "There's still progress to be made on *AtlasNet*, but we have exponentially increased our usability to benefit everyone throughout an Atlas move."

The buildup of Atlas® Customer Portal, the web-based platform where customers can access Atlas systems all in one place, has been a driving force behind Atlas IT's strategic momentum. Available to all customers and private clients, users can track orders, pay invoices by credit card (and eCheck for private clients), submit and monitor claims, and view shipment documents within the portal. The increased digital footprint and advancements have allowed for added digital touch points with customers resulting in heightened moving experiences.

*"In support of *Vision 2025*, our IT plan revolves around the improvement of digital interactions in support of better agent and customer experiences, whether it deals with applications, data flows, customer portal or APIs,"* says Schultheis. ▶

CORNERSTONE RELOCATION GROUP®

Cornerstone Relocation Group®'s strategic vision anticipated a marketplace that would increasingly require seamless, consistent worldwide performance. Since the conception of the strategic plan, Cornerstone has built persuasive capabilities as an "anywhere" mobility services partner for agents and clients.

"Over these years, we have taken a phased approach to expanding our contemporary international services without diluting our standards and traditions," says **Janelle Piatkowski**, CEO of Cornerstone Relocation Group.

"We gained credentials by adding major international clients, and we are now leveraging those accomplishments and high performance by marketing Cornerstone as a distinctive full-service alternative choice."

JANELLE PIATKOWSKI
CEO OF CORNERSTONE RELOCATION GROUP

Just as "a rising tide lifts all boats," Cornerstone's commitment to global expansion has benefited the entire Atlas® family, especially the team's employees. "Our strategic growth and diversification has generated advancement opportunities, attractive compensation and desirable career tracks," says Piatkowski. Atlas Agents rely on Cornerstone for a competitive product array and team of tenured experts.

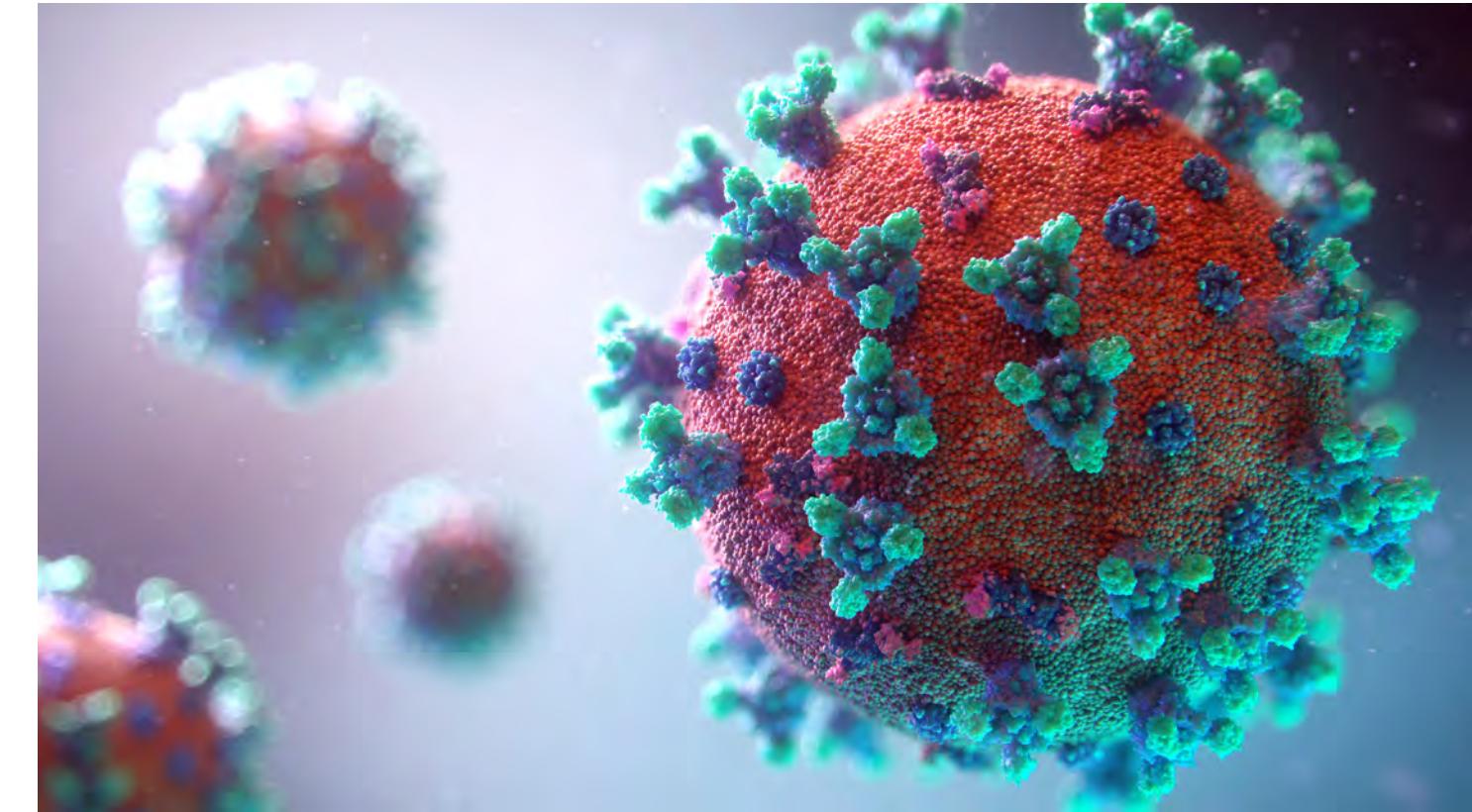
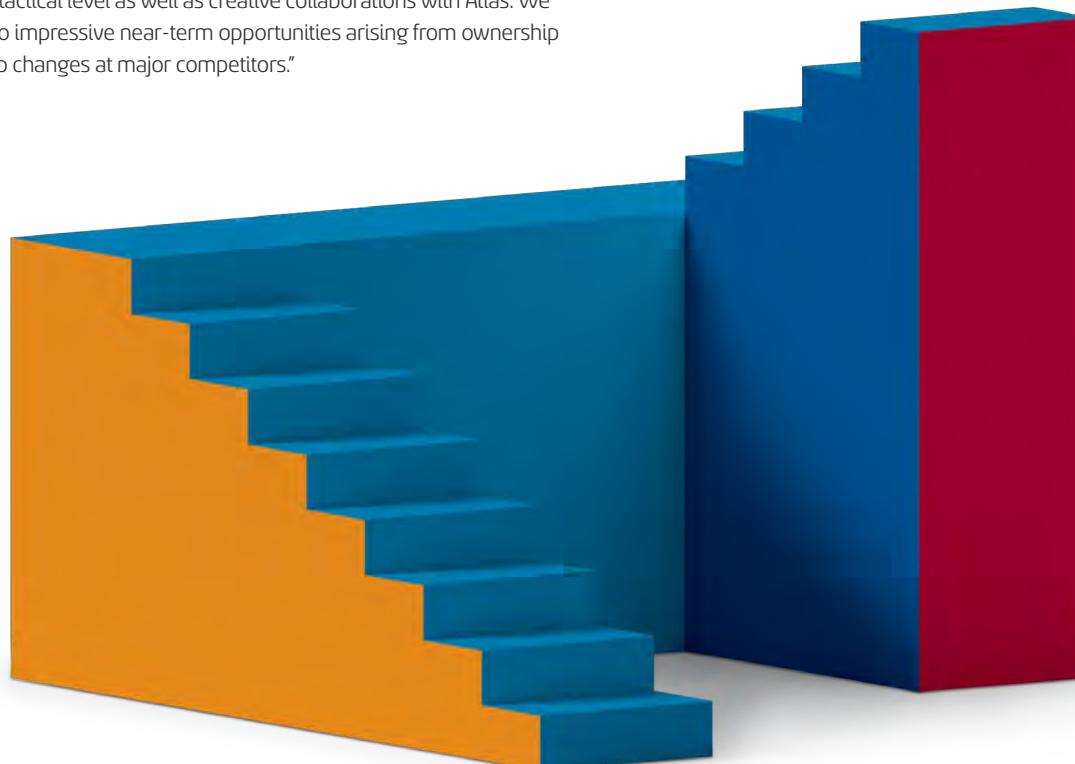
Looking ahead, Cornerstone is poised to take on broader, deeper engagements and rapid organic growth as scalability potential increases through technology enhancements, global supply chain buildup, and highly targeted corporate sales.

"As the pace of change accelerates, we realize our vision and strategies cannot be static," says Piatkowski. "The key to our success will be our 'on-the-fly' agility at a tactical level as well as creative collaborations with Atlas. We look forward to impressive near-term opportunities arising from ownership and leadership changes at major competitors."

**STRATEGIZING TODAY FOR A BETTER TOMORROW**

"We're grateful for everyone's relentless focus and flawless execution in support of our shared vision," says Griffin. "What we have achieved together has undoubtedly inspired the next generation of Atlas leaders and shined a bright light on the entrepreneurial spirit that resides within our organization."

Many pages could be filled with discussion of momentous progress and achievements in support of **Vision 2020**. As Atlas® doubles down on strategic planning and enacts **Vision 2025**, one overarching theme remains: What can be done today to ensure a stronger position for all stakeholders tomorrow?

**COVID-19****Atlas' Commitment and Our COVID-19 Response**

In 1918, the world was grappling with the effects of the Spanish influenza. A little over 100 years later, we find ourselves in the epicenter of a new global pandemic. The ongoing spread of COVID-19, also known as the Coronavirus, has become one of the world's biggest threats and a defining factor of 2020. What started in the Hubei province of Wuhan, China, has now made its way to almost every country in the world, infecting millions along its destructive path. It has collapsed economies, overwhelmed health-care systems, emptied public spaces, and disrupted modern society on a scale that most living people have never seen before. Like World War II or the 9/11 terrorist attacks, this pandemic has already imprinted itself upon this nation's history.

As COVID-19 has become and continues to be a global topic of concern, the Atlas® World Group companies and Atlas® Van Line Agents have altered the ways in which we carry out our day to day operations. The safety and well-being of our employees, professional van operators, agents, customers and vendors is our utmost concern. Through strategic planning and evaluation, proactive measures have been put in place to not only protect those impacted by our business directly, but to protect the public at large as well.

We continue to evaluate the information supplied by the CDC, WHO, and the public health officials in the communities in which we do business, and follow the recommendations provided by those organizations concerning public health and safety. Through our commitment to stop the spread of COVID-19, we have allowed our employees to work from home in accordance with the Stay at Home orders.

We are closely monitoring the situation around the clock. Increased communication and information sharing between our business entities has been instrumental in conveying any important updates and changes to our agency family. Notifications, reminders, and news items are published daily on our internal network as new information becomes available. This system serves as a hub for quick access to these references and resources.

Atlas and our Agents will continue to work closely with our clients to mitigate the risks associated with the outbreak by following industry guidelines and best practices. When interacting with the public and handling our customers' belongings, ensuring that the necessary steps and precautions are completed take precedence. Atlas headquarters has requested that each agency complete a self-reporting form to communicate their business status and temporary actions taken in response to COVID-19 in an effort to meet these expectations.

As we further navigate through this uncharted territory, Atlas will continue to approach the situation with an abundance of caution and concern for the communities in which we serve. Stay safe, we will get through this.

Jack Griffin
Chairman and CEO,
Atlas® World Group

Barry Schellenberg
President and COO,
Atlas® Van Lines





2020

Invited via email, **414 decision-makers completed an online questionnaire** between January 15 and March 13, 2020.

Each respondent is responsible for relocation and is employed by a company that has either relocated employees during the past two years or plans to relocate employees this year.

For analysis, firms are categorized by size:

SMALL

Fewer than 500 salaried employees (34%)

MID-SIZE

500-4,999 salaried employees (31%)

LARGE

5,000+ salaried employees (35%)

58% work in firms that relocate employees internationally.

RELOCATION VOLUME & BUDGETS

In general, 2019 was positive for the relocation industry; roughly nine out of ten organizations indicate both volumes and budgets either held steady or increased. Prior to the COVID-19 pandemic, projections for 2020 were similarly optimistic. Among firms relocating employees internationally, 44% saw increases in international volumes last year and 44% expected increases in 2020. Only around one-seventh of firms saw decreased volumes last year and expected decreased activity in 2020. While projected increases outpace decreases roughly three-to-one, both the pandemic and

Brexit create marked uncertainty. One-fourth of firms moving employees internationally are unsure of Brexit's impact on 2020 volumes, and the coronavirus outbreak was not on the radar as a significant global threat until a few months into the new year.

ADAPTABILITY & BUDGETS - THE BALANCING ACT

Building in the capacity for relocation to be adaptable to employee needs while keeping costs contained is a nearly universal policy stance across organizations. Through fixed/flex policy, additional incentives, and cost containment strategies, companies continue to flex the adaptive muscles developed during the Great Recession to keep their talent mobile.

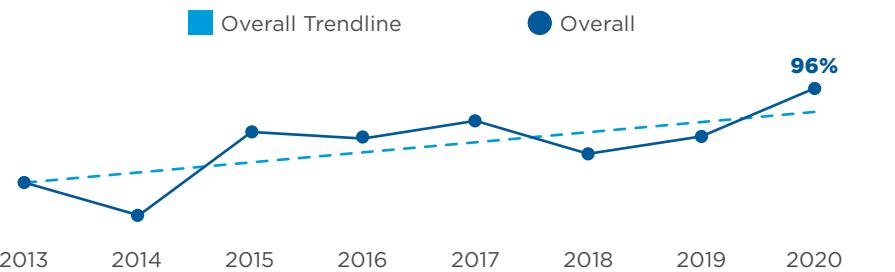
FIXED/FLEX POLICY

Over the past decade, companies have gained a fundamental understanding that relocation policies must have built-in flexibility. Many do this by identifying what relocation costs are considered "core coverage," or by allowing relocation funds to be used on select services from which an employee can choose. Stipulations by employee level and/or policy are often built in, while many companies simply make these types of flexibility available to all relocating employees.

From 2015 to 2019, more than 80% of firms used aspects of fixed/flex policy, a notable increase from 2013-2014. Usage jumps to nearly 100% in 2020, indicating that flexibility in how relocation benefits can be used is essentially universal practice.

Q19a Fixed/Flex List-Driven Policy Use: 2013-2020

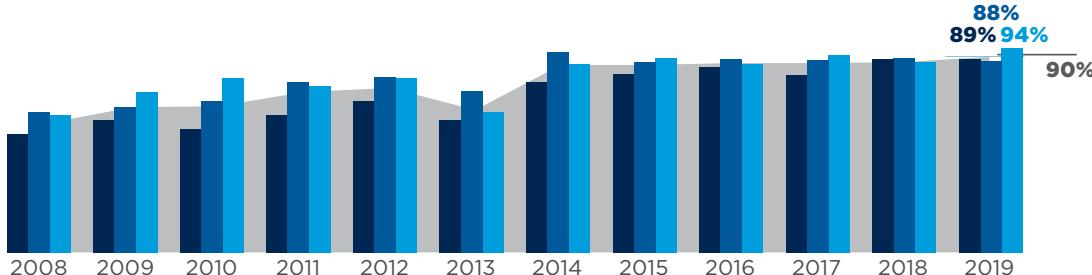
Does your relocation policy incorporate any aspects of a core/flex, fixed/flex benefits, or list-driven policy (i.e. "structured flexibility")?



Q8a Additional Incentives Offered: 2008-2019

Did your company offer additional non-standard incentives or exceptions to encourage employee relocations over the past year?

Overall
Small
Midsize
Large



INCENTIVES

In addition to having flexibility in policy, the ability to use additional incentives to convince a key employee to take a relocation assignment remains mission critical. Over the past six years, most firms across company size indicate they are offering additional, non-standard incentives or policy exceptions. Since 2008, the overall use of incentives/exceptions has grown 30% (90% vs. 60%: 2008).

Incentives continue to prove highly successful; essentially nine in ten report they worked almost always or frequently, consistent with historical levels. Combined with usage at such high levels, this data indicates that being able to flex in this way is also essential for companies to mitigate employee reluctance to relocate and family considerations that place downward pressures on mobility.

The top cost containment method continues to be using lump sum payments for relocations, with 40% of companies indicating they use them for this purpose. Roughly one out of every four

COST CONTAINMENT

However, even with built-in flexibility and high usage rates of incentives/exceptions, cost containment measures are also nearly universal. The use of cost containment reaches another historical high, essentially proving the last six years of near constant elevated usage of these tactics to keep relocation budgets within scope is the "new normal." Prior to 2014, far fewer companies indicated using these types of

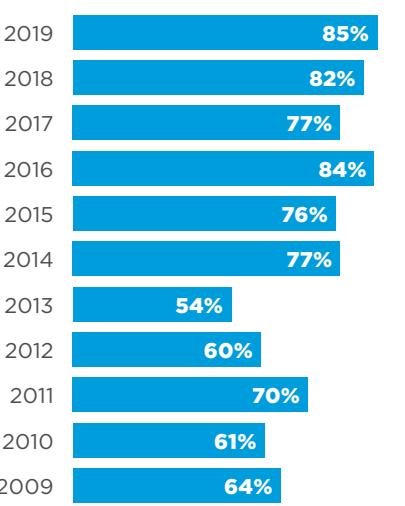
moves in 2019 by firms participating in the survey was estimated to have been entirely paid for by lump sums. Additionally, while most firms use them for domestic relocations, this year saw use for international long-term assignments jump to 40% and usage for short-term, temporary assignments remain above 40% for a second straight year (44% & 42%).

BEND & FLEX

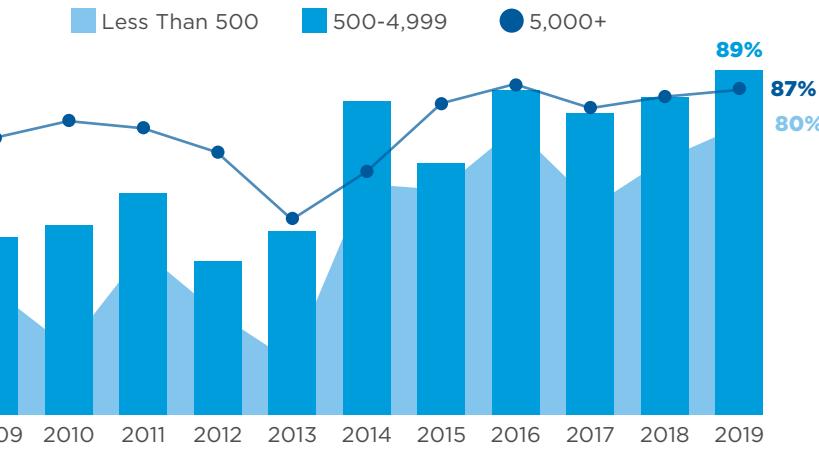
As pressures mount from a variety of places, companies continue to flex the relocation policy and practice muscles developed during the Great Recession and the following recovery. With a global pandemic and the corresponding economic contractions and expansions that will inevitably follow, it's assured that companies moving talent will continue to find ways to balance both employee needs and company budgets to keep the world moving.

Q21 Cost Containment Methods Used: 2009-2019

Overall



By Company Size: 2009-2019



AVAIL® ADDS A CALL CENTER FOR ATLAS® AGENTS.

The Avail call center pilot program makes survey scheduling more efficient for customers and Atlas Agents.

In addition to providing outsourced Customer Service Representative (CSR) services and utilizing proprietary technology to provide move management services, Avail Move Management® is improving the efficiency of appointment scheduling for Atlas Leads on Private Client shipments.

Avail has been piloting the call center with one Atlas® Agent, with the plan to roll out the service for multiple agents by year end. The Avail call center team will schedule in-person surveys for customers as well as perform video surveys based on the agent preference.

"We're also currently exploring options with a couple additional agents, beyond our pilot program" says **Amy Keane**, Manager of National Accounts at Avail Move Management. "In our pilot, we're seeing bookings increase because we're able to reach out to the customer sooner. As Leads are entered into the system, the team in Avail is notified so they can make the initial contact in approximately 5 minutes."

The Avail call center team has access to an agent salesperson's calendar and can contact the customer who inquired seamlessly as a direct representative of the agent. If customers can't be reached on the phone, representatives send them an email, using the agent's signature from an allocated mailbox. Avail representatives work with the agent sales representatives to schedule, answer initial questions and set appointments.

CSR Program

Avail continues to provide customer service representative outsourcing for agents, for both the corporate and private client channels. As a seamless member of the agent's team, Avail can handle the communication with the customer from start to finish of the move.

"Agents can call and talk to me to discuss options for coordinating any CSR work they might need," says Amy. Agents can also contact the on-site CSR supervisor Lana Blaine.

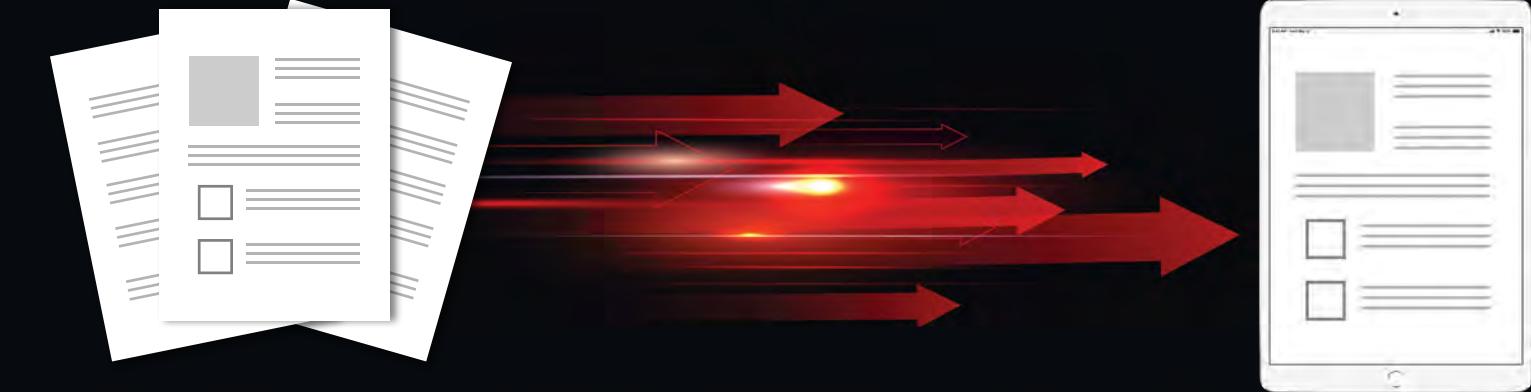


For more information, contact **Jessica Nichols**, Director of Avail Move Management/Contracts & Pricing, at 800-638-9797 ext 2020 or jnichols@availresource.com, or to **Amy Keane** at amykean@atlasworldgroup.com or **Lana Blaine** at lblaine@availresource.com.



atlasvanlines.com/amp/Avail

atlasvanlines.com/amp/Canada



FULL SPEED AHEAD

Technology Drives Atlas® Van Lines Canada Forward

For Atlas® Van Lines Canada, the transition to **AtlasNet**® technology is years in the making. By the end of Q1 2020, their entire private client business will be operating on **AtlasNet**. It's been their top priority for the last six months—a significant undertaking that has taken leadership, fortitude, and expert change management at all levels.

"The transition to **AtlasNet** is a massive undertaking," says **Barry Schellenberg**, former President of Atlas Van Lines Canada and current President & COO of Atlas® Van Lines. "It requires changes in technology, processes, and communication for over 3,500 people. It impacts every aspect of the business."

It's an adjustment that required extensive forethought and planning. Since Canadian clients do business a little differently, Atlas Van Lines Canada needed to adapt the **AtlasNet** system to their needs—from accommodating different service offerings to creating custom reporting.

"Our job is simple—we move furniture from one location to another. But everything in between is very complicated," says Barry. "In Canada, we have 150 companies trying to operate as one brand. It was imperative for us to harness the latest technology to reduce the friction costs between corporate, Atlas Agents, and customers. The more seamless we can make the behind-the-scenes process, the more profitable we can be."

In the highly competitive moving industry, technology can be a true differentiator. Eliminating duplicative processes, minimizing rework, and pulling volume together is vital to improving profit margins without raising costs to the consumer.

"Our operations platform and communication will drastically improve," says Barry. "What used to be manual, paper processes will now be handled in a single online system, which helps minimize errors and increase transparency. We will be able to proactively make shipments more efficient and also identify areas for improvement, resulting in increasingly smooth and on-time moves for customers. It will also make recruiting and retaining new talent easier because our systems are intuitive and up-to-date."

Atlas Van Lines Canada will take the next step in their transition to **AtlasNet** this fall as they move their corporate clients onto the platform, followed by government clients. It's a graduated transition process that they believe will make it easier to properly implement, test, and train people as Atlas Canada adapts to the new technology. Atlas Canada expects to be completely migrated to **AtlasNet** by the end of Q1 2021.

A big thank you also goes out to the team who spearheaded this transition: **Shirley Sveda**, Senior Vice President; **Mark Cooper**, Senior Director of Operations; **J.J. Mohr**, Sr. Director of Information Technology; and **Ryan Parmenter**, Director of IT Development. ■



ATLAS® INTERNATIONAL PARTNERSHIP PROGRAM

Atlas International Partners meet in Evansville

The International Agent Partner Program

With the ever-growing commitment to expand our global footprint and strengthen our portfolio, Atlas® World Group International (AWGI) introduced the Partnership Program in 2019. The AWGI Partnership Program combines the strengths of our agencies with the experience of Atlas® International to drive growth for partners in the international moving service arena. Perks of the partnership include business development support, marketing assistance, dedicated digital web pages to elicit consumer leads, corporate account development and training, FIDI certified service delivery teams, and custom partner portals via the *Moveware* platform.

"This program supplies partners with the ability to expand their service offerings to their existing customer base, but also provides a value-add in additional revenue with the opportunity to secure new leads," says **Tim Hall**, Vice President of Business Development.

In February of this year, all partners were invited to attend the AWGI Partnership Forum at headquarters in Evansville, IN. The AWGI Forum included both planning and learning sessions that allowed for collaboration between the strategic alliances in this new venture. Key on the agenda was a comprehensive update on the Partnership Portal conducted by **Tania Herke**, AWGI CFO, and Ashley Saunders, AWGI Manager of Commercial Services.

The forum also provided the opportunity to introduce the Program's newest Partner Manager, **Monica Esarey**. In her new role, Monica will oversee partner implementation, business planning, training, and overall performance. Tim will remain an integral piece of the partnership team focusing on business development, account growth and strategic expansion of the Partnership Program. Also attending the Forum was AWGI's new Pricing Supervisor, **Hayden Baehl**. Hayden is based in AWGI's Evansville office.

In addition to the interactive and education sessions, the partners had the chance to meet and connect with an excited AWGI service delivery team, tour the new Evansville based headquarters, and meet other Atlas World Group leadership.

Expanding the Network

To date, the program has 11 partners with the goal of 20 by the end of 2020.

Current Partners Include:

- Ace World Wide (0032)
- Imlach & Collins Brothers (1132)
- Guardian Relocation (1032, 0020)
- Apex Moving + Storage (0278)
- Palmer Moving Systems (1641)
- Daniel's Moving & Storage (1380, 0875)
- California Moving Systems (0533)
- Hopkins & Sons (1102)
- Spirit Movers (1818)

Looking Forward

Any questions about the AWGI Partnership Program may be directed to Tim Hall at thall@atlasintl.com or Monica Esarey at mesarey@atlasintl.com.



THE ESSENTIAL WHY OF D&I

In January, Goldman Sachs' CEO David Solomomon made a significant statement at Davos, the World Economic Forum gathering of world leaders: "We're not going to take a company public unless there's at least one diverse board candidate, with a focus on women." The Wall Street leader isn't the only voice calling for more diversity and inclusion (D&I) in business. Last fall, California Governor Jerry Brown championed a bill requiring all publicly traded companies with principal executive offices in California to have at least one woman on their board by the end of 2019, with a hefty fine for violations to the law.

The shifts noted above signal the mindful diversity and inclusion that's happening in all parts of the world. Companies see that a strong D&I program supports ideas and innovation, is more reflective of the audience and customers they hope to reach and is just plain good for business. Diverse and inclusive cultures provide companies with a distinct competitive edge over their peers, say multiple reports from HR advisors like Deloitte, McKinsey, Bersin by Deloitte, Boston Consulting Group and Catalyst. It's also a powerful edge for organizations in recessionary times. A robust D&I initiative is essential because it's the right and smart thing to do, but it's equally important that it reaps financial rewards.

I've been fortunate to work with companies that emphasize talent and individuality over sameness, who celebrate differences in age, experience, race, nationality, ethnicity, gender, sexual orientation and perspective. I've seen the advantages of recognizing diversity first-hand. After all, we're in a global business that relies on multicultural awareness. In the mobility industry, it's absolutely critical to understand and value the infinitely diverse perspectives that our clients and their employees bring to the table. By amplifying and leveraging the diversity in our own workforce, we create a mindful resource for understanding an individual's complexities and satisfying their needs.

Accomplishing a massive goal like this can appear to be a daunting effort; requiring sweeping policy changes and cross-organizational collaboration to raise the bar on this objective. To integrate D&I standards throughout the organization it's important to begin with a purposeful plan, get buy-in from all levels, and show commitment through real and sustained action. That's the biggest and best picture.

Each of us can play a part and make changes where possible, in our corner of a company. All it takes is to build a connection with the people around you. Start the conversation by letting people know you're interested in the things that make them unique and let people in on what makes you different. The goal is to create a safe, non-judgmental environment where people feel free to open up about what's important to them. Next, take action! Celebrate what they value, and leverage what makes them unique.

We must be part of this transformation, because our future workforces are changing. CNN Money notes that the millennial and Gen Z generations are the most diverse in history: only 56% of the 87 million millennials in the U.S. are white, as compared to 72% of the 76 million Baby Boomers. And Glassdoor's research revealed that nearly 70% of job seekers seriously weigh a potential employer's workplace diversity in their career decisions, with more than half of current employees looking to their workplaces to increase diversity.

Other than the effort and investment it takes to develop one's process, there's not much downside, and there are many advantages. One of the biggest is retention, as people realize they're being seen and recognized as individuals, and the company knows what competencies and perspectives they bring, and wants them to be present in the organization.

If your company has gained a reputation as a savvy D&I employer, it's also a terrific way to attract new employees, especially as jobseekers look for companies that match their values and beliefs. It's not an easy undertaking. Diverse teams must be led properly. Good leaders are aware that there is broad and deep value in such a commitment – socially, productively, organizationally and financially – and that it grows a strong pipeline of future leaders well-positioned for global business. As Todd Rose, author of *The End of Average: How We Succeed in a World That Values Sameness* says: "When an organization makes the decision to value the individuality of its employees, it is not only the employees who win—the system wins, too, and wins bigger than ever."

Tony Bosco-Schmidt, PMP, PSM
Vice President, Global Client Finance Cornerstone Relocation Group

DIVERSIFICATION + TECHNOLOGY

ATLAS LOGISTICS® GROWTH.

Consistent Agent Network Leads to a Diversity of Services.

Atlas Logistics® and the agent family have built a wide-reaching network of logistics services from coast to coast. "The biggest advantage for Atlas Logistics is the Atlas® Agent network of warehouses. It's a national network that lets us sell the same services consistently. We can take shipments anywhere across the network, and deliver them out on a local basis," says **Phil Wahl**, President & COO, Atlas Logistics.

Working with Atlas Agents and other brokered partners, Atlas Logistics has expanded its services on the B2B side into several offerings, including final-mile, truckload, LTL, freight brokerage and project management. Likewise, the company operates in many verticals, including retail, restaurant, hospitality and healthcare. It's a diversification plan that not only ensures the steady growth of Atlas Logistics, but also drives revenue to the Atlas Agents.

Growth Through Acquisition: TopHAT Logistical Solutions Joins the Atlas Family

In a deal announced on February 19, 2020, Atlas Logistics acquired TopHAT Logistical Solutions. The purchase adds a full-service final-mile home delivery network with expanded, specialized services for transportation and warehousing in the retail sector. The business is immediately complementary to the Atlas Logistics service portfolio.

"It's diversification through acquisition that lets us add service offerings that better position us for the future," explains **Matt Van der Linde**, Vice President of Business Development, Atlas Logistics. "We're already working opportunities with agents. The timing is perfect," says Matt. Phil adds that "Final-mile home delivery is a huge industry with a lot of upside potential. We don't yet know how big the industry can be. The TopHat acquisition prepares us to take advantage of the market growth."

"The greatest opportunity right now for Atlas® Agents is warehousing for consolidation or cross-dock services."

PHIL WAHL
PRESIDENT & COO ATLAS LOGISTICS®

"We continue to look for the right companies that fit well in the Atlas environment, with the right services that will help us grow and improve margins," says Phil. He adds, "We are always looking for good fits to expand our carrier base and are developing our talent every day."

Every Growth Initiative Involves Technology

Every decision about business growth and diversification includes the technology component. While diversification is our key to steady top-line growth, our bottom line depends on efficient technology.

Atlas Logistics maintains a load board for agents to locate tonnage for their trucks (an *AtlasNet*® application). And, Logistics finds the best carriers for agent household goods containerized shipments using the Mercury Gate TMS portal. Both of these technical capabilities are key to new efficiencies, having long replaced the emails and phone calls of the past. They are vital parts of the Atlas Logistics product.

But, the latest great news about Atlas Logistics technology is that *TEAM* (Titan Electronic Account Management) is fully implemented across the entire company. *TEAM* was initially created for Titan Global Distribution™, a project management arm of Atlas Logistics for transportation, warehousing and final mile. Now the *TEAM* portal is open to all in Atlas Logistics, allowing every player in a complex project to see all moving parts and other players. The portal is the information and management hub for an entire project.

TEAM will be used especially for roll-outs and warehousing and distribution projects where brokered services are involved. It gives all of Atlas Logistics, including Atlas Agent participants, a common platform to manage their part in the project. ■



For more information about Atlas Logistics, please contact Phil Wahl at pwahl@atlaslogistics.com, or Matt Van der Linde at vanderlinde@atlaslogistics.com.



Atlas Logistics® Acquires **TOPHAT LOGISTICAL SOLUTIONS**

At the beginning of this year, Atlas Logistics® welcomed a new team into the Atlas® family with the acquisition of TopHAT Logistical Solutions.

Founded in 2008 and based in Lake Geneva, Wisconsin, TopHAT is a \$50 million full-service logistics company that specializes in retail home, or final-mile, delivery. The company oversees the delivery, installation, transportation, haul away service, and warehousing operations for many leading retailers. With their nationwide coverage to all 48 contiguous states, TopHAT's company's customer list includes Sears, TNT Logistics, Cory 1st Choice Home Delivery, Bloomingdales and Macy's, as well as many furniture retailers like The RoomPlace and Ashley Furniture.

"Atlas is gaining a home delivery network that immediately strengthens our portfolio," said **Jack Griffin**, Chairman & CEO of Atlas® World Group. "TopHAT presents a competitive and scalable solution for ecommerce that is both complementary to our existing suite of products and is immediately accretive to Atlas World Group's performance around the world."

"We are excited to join the Atlas World Group family," said **Steve Trensch**, a founding partner of TopHAT Logistical Solutions. "Atlas gives us limitless potential for growth given its robust logistics offering, brand power, and renowned industry reputation. It's a story of small business meets big business, and our employees and customers will undoubtedly experience the benefits."

According to the global business data platform Statista Inc., the last mile delivery market in North America was sized at \$31.25 billion in 2018, and it is expected to grow to just under \$51 billion in 2022. With the TopHAT acquisition, Atlas is gaining a home delivery network that will allow for expanded services and the ability to capitalize on a booming market. There will also be meaningful opportunities for the Atlas agency network to provide warehousing, final mile delivery and labor services to TopHAT.

"This vital acquisition will allow Atlas Logistics to expand its service offering," said **Phil Wahl**, President & COO, Atlas Logistics. "TopHAT's expertise in the home delivery and final mile market is another piece of the puzzle that fits strategically within our portfolio of services. As an Atlas Logistics subsidiary, the TopHAT brand and its leadership team will be maintained and operate as an integral part of our global logistics offering."

For more information, visit: www.tophats.com



2019 MIGRATIONS PATTERNS

According to one of the nation's leading movers, the 2019 Atlas® Van Lines Migration Patterns study found that 26 states registered as balanced—meaning that moves in and out of the states were roughly equal—13 as inbound, and 13 as outbound, in addition to Washington, D.C. The data also showed a decrease in moves from 2018 to 2019. The company has conducted the study since 1993 to track the nation's interstate (between states), cross-border (U.S. to Canada only), and international (between countries) moving patterns annually as reflected in moves handled by Atlas.

The 10 U.S. states with the highest percentage of inbound moves and outbound moves are included in order below, with Idaho ranking as the study's inbound leader for the second time since 2017. New York was the country's outbound move leader in 2019, a designation it most recently held in 2014.

In 2019, Colorado became inbound for the first time in a decade, while Oregon lost its inbound status for the first time since 2012 and became balanced. Former balanced state, Texas, achieved an inbound status after spending 2016-2018 as balanced. Additionally, Ohio gained a balanced classification for its first time since 2002. The year's total number of interstate and cross-border moves in North America reached 66,308, down from 71,092 in 2018.

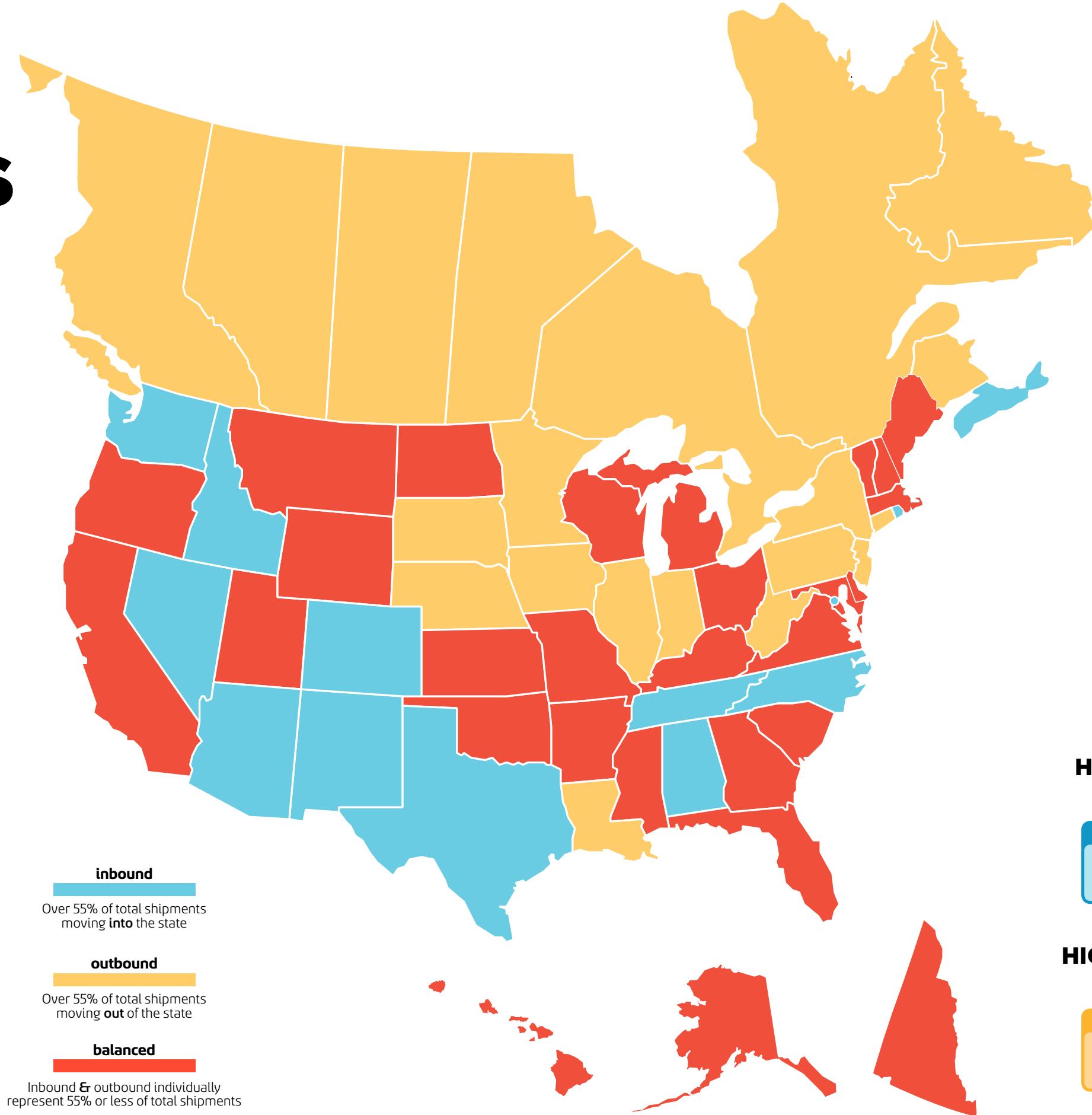
International Top 10: Destinations & Origins

Atlas® World Group International conducted 7,821 international household goods moves in 2019, up from 6,394 in 2018. ■

TOP 10 INTERNATIONAL

Destinations	Origins
Japan	Japan
Texas	South Korea
California	Virginia
South Korea	Saudi Arabia
Virginia	Texas
United Kingdom	Germany
Germany	California
Washington	United Kingdom
Maryland	Washington
Florida	Maryland

Looking for more domestic and international moving trends?
See the complete 2019 Migration Patterns Study at:
atlasvanlines.com/migration-patterns



TOP 10 INBOUND

U.S.

62.3%	Idaho
60.5%	Washington
59.3%	North Carolina
59.0%	New Mexico
58.5%	Tennessee
57.8%	Rhode Island
57.7%	Arizona
56.9%	Alabama
56.9%	Washington D.C.
56.1%	Texas

TOP 10 OUTBOUND

U.S.

62.7%	New York
62.5%	West Virginia
61.7%	South Dakota
61.4%	Illinois
59.6%	Louisiana
57.9%	New Jersey
57.3%	Delaware
56.6%	Nebraska
56.5%	Indiana
56.0%	Connecticut

HIGHEST % INBOUND

% of total interstate/interprovince moves that were inbound

Canada

42.5%	New Brunswick
40.7%	Prince Edward

HIGHEST % OUTBOUND

% of total interstate/interprovince moves that were outbound

Canada

58.2%	Saskatchewan
57.2%	Manitoba

NEW HIRES & PROMOTIONS



ANTHONY BOSCO-SCHMIDT

Vice President, Client Financial Services, Cornerstone Relocation Group®

Tony shares his diverse industry experience with Cornerstone® as the leader of the Global Client Finance team, overseeing Expense Management, Client Invoicing, and US Payroll Reporting. Tony has spent the majority of his 26 years in the industry focused on outsourced expense management, acquiring a wide-spread background in global expense and invoice auditing, FAR (Federal Acquisition Regulation) tracking, tax gross up calculations, and payroll reporting. In addition to his time in Relocation Finance, Tony has spent several years in Client Service Operations in roles including Relocation Consultant, Global Account Manager, and Vice President of Operations. Tony has his Project Management Professional (PMP) certification with PMI and is a Professional Scrum Master (PSM) with Scrum.org. As a Program Manager, he has extensive hands-on experience employing Six Sigma project management tools targeting employee and cross-departmental effectiveness, driving continuous improvement in accuracy, efficiency, cycle time, and customer satisfaction.



BARRY SCHELLENBERG

President and Chief Operations Officer, Atlas® Van Lines

Coming from Atlas® Van Lines Canada, a subsidiary of Atlas® World Group, Barry has expertise in the domestic household goods, special products and international segments of the transportation industry. Prior to joining Atlas, Schellenberg worked as Vice President of Western Canada for Sameday Worldwide and has more than 30 years of experience in operations, supply chain, strategic execution and logistics.

In his new role, Schellenberg will be tasked with leading the Atlas® Van Lines household goods division in the U.S., which includes transportation services, corporate marketing, revenue distribution, customer service, agency development, information technology and the Avail Move Management subsidiary.



DAVID SMITH

Vice President and Chief Information Officer, Atlas® Van Lines

David comes to Atlas® with a broad and extensive range of leadership. Prior to accepting this new position, David served for 13 years as VP, Senior Managing Director Application Systems at OneMain Financial in Evansville, IN. Leading a large team of staff and contractors, he executed several major systems integrations. David also developed a "Transformation and Modernization" strategy, enabling the company to offer a robust multi-channel customer experience by fusing core legacy systems and advanced digital technology. Before that role, David was Chief Information Officer at Card Management Corporation in Evansville, IN. Under David's leadership, the company was named to the CIO Magazine Top 100 list in 2007.



PHIL WAHL

President and Chief Operations Officer, Atlas Logistics®

Having served the company for three decades, Phil was promoted to president and chief operating officer of Atlas Logistics®. Wahl became Vice President and General Manager of Atlas Logistics in 2014 and served as senior vice president since 2017. During his tenure, Wahl has prospered in a variety of positions, with a majority of his experience in the Specialized Transportation Group of Atlas® Van Lines. While serving as vice president of Avail Move Management®, he was responsible for Atlas' military program while also providing move management services to the Atlas agency network and leading relationship management for several national accounts. In his new role, Phil will oversee all strategy and operations for Atlas Logistics' broad suite of 3PL and fleet services.

ELIZABETH D'AVOLA

Sr. Director, Client Relations,
Cornerstone Relocation Group®

JENNIFER OAKESHOTT

Regional Director, Strategic Global Accounts,
Cornerstone Relocation Group®

DANIEL ROOS

Sr. Director and General Manager,
Atlas® Terminal Company

MEGAN RINEARSON

Director, Operations, Atlas Logistics®

JEFFREY DAMBRO

Regional Director, Business Development,
Atlas Logistics®

SCOTT HERRENBRUCK

Director, Safety, Atlas® Van Lines

VONDA WALKER

Sr. Director, Rating and Distribution Services,
Atlas® Van Lines

RYAN CAVANAUGH

Regional Director, Business Development,
Titan Global Distribution™

SHAUN MOORE

Director, Installation, Titan Global Distribution™

CHRISTY LEWIS

Director, International Commercial Operations,
Atlas® World Group International

ROCHELLE MAKELA-KRETCHMAR

Director, Global Supply Chain Management,
Cornerstone Relocation Group®



MEET BARRY SCHELLENBERG

Atlas® Van Lines' Newest President and COO

In February of this year, Atlas® announced the hiring of **Barry Schellenberg** as President & COO of Atlas Van Lines, Inc. Coming from Atlas® Van Lines Canada in Oakville, Ontario, Barry brings 5 years of experience in the domestic household goods, special products and international segments of the transportation industry. Since being appointed president of Atlas Van Lines Canada in 2015, he has expanded Atlas' footprint in the industry and facilitated the development of new programs and initiatives to assist customers and Atlas Agents, alike.

Barry has more than 30 years of experience in operations, supply chain, strategic execution and logistics. Prior to joining Atlas, Schellenberg worked as vice president of Western Canada for Sameday Worldwide, a courier service offering express and cargo services. Schellenberg has also held multiple senior leadership roles with CE Franklin, DHL Express Canada and United Parcel Service (UPS) before joining the Atlas family.

Since his time with Atlas Canada, he has led the implementation of innovative new tools and programs to help Atlas reach its strategic goals. With a discipline for driving change, Schellenberg created a roadmap for revitalization that would better support the vision and ensure the organization's ongoing success.

Under Barry's leadership, Atlas Canada has invested in training for sales staff and agency representatives, which has drastically improved the conversion rate for incoming sales leads. As a passionate advocate for innovation,

Schellenberg also led the conversion of Atlas Canada's network over to the Windows-based business system (*AtlasNet®*) shared by other Atlas® World Group companies. In 2017, Schellenberg was on the forefront of the acquisition of Connect Logistics, a Canadian based company aimed to complement and expand Atlas' service offerings.

In his new role, Schellenberg will be tasked with leading the Atlas Van Lines household goods division in the U.S., which includes transportation services, corporate marketing, revenue distribution, customer service, agency development, information technology and the Avail Move Management® subsidiary.

"Schellenberg is a proven leader in operational improvement and growth techniques," said **Jack Griffin**, Chairman and CEO of Atlas World Group. "Having achieved meaningful and lasting impact in diversifying and growing our footprint in Canada, we are eager to have him at the helm of our largest subsidiary."

"I'm extremely thankful for the last five years with Atlas Canada and the opportunity to lead its team and chart a path for meaningful growth in the region and industry," said Schellenberg. "I look forward to continuing that momentum with Atlas Van Lines and helping to create a sustainable future for the van line." ■

Agents And The INDUSTRY+



DMS Moving Systems Receives ▲ Supplier of the Year Award

BGRS is the industry-leading service provider of mobility solutions designed to help companies attract, retain, and develop global talent. Each year, BGRS recognizes the companies and individuals in their global network who have provided extraordinary relocation services to their customers and clients worldwide. DMS Moving Systems (0800) was proud to receive the BGRS Supplier of the Year award at their annual Supplier Partner Forum held in Boston, MA in October of last year.



This award recognizes a supplier's measurable commitment to excellence and is presented to those who have distinguished themselves by exceeding in critical performance metrics. The Supplier of the Year Award acknowledges suppliers based on four key criteria; overall outstanding performance with a customer satisfaction rating over 94%, strong partnership, cost savings and enhancing the overall customer/client experience.

"DMS is truly honored to receive the Supplier of the Year award for BGRS. This award shows the commitment of our office team and our PVO's to providing excellent customer service for each move we handle. As the industry continues to change, and as companies rethink their mobility programs, DMS strives to evolve and meet the changing needs of our clients while continuing to focus on delivering a quality, personalized relocation experience to each and every transferee." – **Rick Meyer**, President of DMS Moving Systems.

This is the first time DMS has won the BGRS Supplier of the year award. Previously, DMS was recognized by BGRS for their Platinum Service Award for moving services in 2016, 2017, 2018.

To learn more about DMS Moving Systems, visit: www.dmsmoving.com

Ace Relocation Systems Takes a Stand Against Breast Cancer ▼

Ace Relocation Systems (0062) has been taking a stand against cancer in a big way. In October of last year, Ace Relocation participated in a walk for "Making Strides Against Breast Cancer®" and even had a dunk tank on site as an additional fundraising event for the American Cancer Society® (ACS).

Ace Relocation has worked with the ACS since 2005 and **Larry Lammers**, President and CEO, and **Dan Lammers**, VP of Operations, have made giving back a priority that resonates throughout the company. Their involvement stems from not only this organization's worthy cause, but also from the direct impact it's had on the Ace Relocation family. A few employees have been diagnosed with cancer since they began their efforts nearly 15 years ago, one of whom being Larry and Dan's father and founder of Ace Relocation, Reg, who lost his battle to cancer in 2008. The close ties cancer has had to the company has made this a mission that is near and dear to their heart.

The walk that Ace sponsored last fall took place at their headquarters in San Diego, CA. There were 25 employees who participated in the event including Larry, who promised to wear a pink tutu if their goal was met. The group named themselves "Reg and Kathy's Team, On the Move for a Cure", which was a special call out to Larry and Dan's parents.

The dunk tank was a fundraiser independent of the walk itself but proceeds still went to the same fund. Dan Lammers MC'd the event and was even one of the dunk tank participants himself raising the most money for the cause.

To date, Ace Relocation has raised over \$80,000 since they began in 2005, but their efforts have really ramped up over the past couple of years. They have committed to certain sponsorship levels and have worked effortlessly to meet them. The company has even agreed to match what employees raise. Just last year, the dunk tank event raised \$9,000 with another \$4,000 raised from miscellaneous events. With the company match, that brought the total to \$25,000 raised in 2019 alone.



To learn more about Ace Relocation Systems visit: www.acerelocation.com

To learn more about how to get involved with the American Cancer Society® visit: www.cancer.org



Apex Moving & Storage ▲ Receives Agent of the Year Award

Out of approximately 2,000 eligible companies across the country, we are pleased to announce that one of our very own was awarded with top agent honors from the American Moving and Storage Association (AMSA). Apex Moving + Storage (0278) was pleased to have won the prestigious 2019 Agent of the Year Service Excellence Award at AMSA's annual conference and exposition held earlier this year.

The Agent of the Year Award pays homage to an agent who exemplifies AMSA and the industry's commitment to customer service excellence. It is presented annually to a van line agent nominated by its affiliated van line. A panel of industry experts will then appoint a winner through a blind judging proceeding. Leadership, innovation, community involvement, and activities that enhance the industry's image are all key factors that are considered during the selection process.

Based in Antioch, TN, Apex has been a proud Atlas® Agent for 18 years. Since its inception 1972, Apex has served the residents of Middle Tennessee to perform local, long distance and international moves. The company has repeatedly been recognized for the example it sets in achieving distinguished customer satisfaction. For the third time since 2009, Atlas named Apex a 2019 Milton M. Hill Quality award winner, which recognizes the company's outstanding performance ratings in customer satisfaction, estimating, claims, safety, and warehouse operations. To qualify, an Atlas Agent must have also received the Hauling Excellence Award, which requires at least a 90 percent favorable response when customers were asked if they would again choose the agency's services.



For more information on Apex Moving + Storage, visit www.apexmoving.com.

apex
MOVING + STORAGE

Giving back has always been a priority that resonates through Apex Moving + Storage. They are a passionate advocate for fighting food insecurity in the local K-12 schools and youth service organizations through food drives and distributions. This goes hand in hand with Apex's active support for Move For Hunger, a non-profit that fights nationwide hunger by gathering non-perishable items from household moves and distributing them to community food banks. Apex has donated over 100,000 pounds of food, or almost 77,000 meals, for this worthy cause to date. The company was also named the 2018 Move For Hunger Mover of the Year for contributing the most food in the entire Atlas agency network.

The company supports other local community organizations, including Friends of Life Golf Tournament, Delek Tournament of Hope, and the Asurion Charitable Tournament. Apex often lends its trucks and crew free of charge to load and transport goods for these organizations and others.

"We are honored and humbled to be recognized as a standout in our industry by one of its most meaningful voices," said **Mark Duke**, President of Apex Moving + Storage. "After nearly four decades in business, we remain committed to providing the best service and experience to our employees and customers, and we are fortunate to be supported by Atlas Van Lines in our efforts."

Keep our service men & 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 LOCATION
Farrell Allsup	Clayton Mounce (Son-in-law)	Daze Transfer & Storage, Inc. (0723)
Cindy Atherton	Jeffrey Atherton (Son)	Atlas World Group Headquarters
Roger Babbitt	Kevin Lacy (Brother-in-law)	nMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger (Nephew)	Avail Move Management
Steve Bailey	William B. Bailey (Son)	Nelson Westerberg (151)
Theresa Banta	Neil S. Banta (Son)	Ace Relocation Systems, Inc. (0062)
Ed Bean	Jessie Bean (Son)	Ace Moving & Storage, LLC (1406)
Dave Blackburn	Robert Joseph Blackburn (Son)	Van Operator, DMS Moving Systems (0800)
Richard Bland	Elliot Timms (Nephew)	Atlas Logistics
Ron Bowman	Ronny Bowman (Nephew)	Lee Moving & Storage, Inc. (131)
Rick Brimley	Rich Bowman (Nephew)	Mountain States Moving & Storage Co., Inc. (1451)
Carroll Brittell	Colten Powell (Grandson)	Ace Relocation Systems, Inc. (0075)
Frank Budd	Clayton Powell (Grandson)	Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Steve Budd (Nephew)	Ace Relocation Systems, Inc. (0015)
Phyllis Cain	Brian Cummings (Stepson)	Ace Relocation Systems, Inc. (0062)
Jennifer & Keith Campbell	David Lynn (Nephew)	Smith Dray Line & Storage, Inc. (2273)
Joel Cohen	James A. Hicks (Son/Stepson)	Michael A. Hicks (Son/Stepson)
Melissa Compton	Aaron Pierce (Nephew)	Metropolitan Van & Storage, Inc. (1418)
Scott Coyle	Josiah Cavanaugh (Son)	Atlas Logistics
Larry "Doc" Criqui	Active Reservist	Ace Midwest Moving and Storage (0191)
Joan Duggan	Brett D. Criqui (Son)	Kansas Van & Storage, Criqui Corporation (1286)
Kim Dupps	Andrew Duggan (Son)	Atlas World Group Headquarters
Fred Falla	Jonah Dupps (Nephew)	Atlas World Group Headquarters
Michael Fazio	Ryan DeCoste (Grandson)	Falla Cartage & Movers Ltd. (8570)
Bonnie FirstRaised	Robert Szlegowski (Nephew)	Nelson Westerberg (1523)
Melanie Freeman	Jason Szlegowski (Nephew)	Discover Moving & Storage, Inc. (0539)
Thomas W. Hoffa	Astacia Anderson (Daughter)	Advance Relocation Systems (0059)
Jim Hough	William J. Freeman (Brother)	Collins Brothers Moving Corp. (0547)
	Keith W. Hoffa (Son)	Ace Relocation Systems, Inc. (0066)
	Jeff Hough (Son)	

ATLAS ASSOCIATE	SERVICE MEMBER (RELATIONSHIP)	ATLAS ASSOCIATE LOCATION
Kelly Howard	Wayne Howard (Husband)	Guardian Storage, Inc. (1012)
Amanda Jillson	Zachary Scott (Nephew)	Atlas World Group Headquarters
Mary Johannes	Kirk Linder (Nephew)	Reads Moving Systems of Florida, Inc. (1724)
Patrice Jones	James Hobby III (Stepson)	Daze Transfer & Storage, Inc. (0723)
Pat Kelly	Dawn Link (Daughter-in-law)	Alexander's Mobility Services (0207)
Audrey Kingsland	Justin Casey (Son)	Cornerstone Relocation Group, LLC
Teresa Kintop	Kenneth Clifford Montross (Cousin)	Ace Relocation Systems, Inc. (0062)
Jane M. Kiser	John Kintop (Husband)	Atlantic Relocation Systems (1148)
David Ledford	Kyle M. Kiser (Son)	Ace Moving & Storage, LLC (1406)
Brandy Lambert	Mark Ledford (Brother)	Imlach & Collins Brothers, LLC (1132)
John Lutwyche	Nick Lambert (Husband)	Van Operator, Nelson Westerberg (1505)
Shannon Martin	Bryan Lampinen (Son-in-law)	Ace Relocation Systems, Inc. (0062)
Annie Mejias	Michele Mathews (Sister)	Collins Brothers Moving Corp. (0547)
Jack Mier	Mason Cruz (Son)	Van Operator, Imlach Group (1130)
Tammy Miller	Jack A. Mier (Son)	Atlas World Group Headquarters
Patricia Miranda	Virgil I. Ebrecht, Jr. (Brother)	Ace Relocation Systems, Inc. (0062)
	Jose Herrera (Son-in-law)	
Frank Moreno	Alex Trinidad (Nephew)	Ace Relocation Systems, Inc. (0066)
Imelda Navasca	Tracy Otto (Sister)	AWG International
	Jason Weintraub (Brother-in-law)	
	Joshua Weintraub (Nephew)	
Ken Niesner	Melissa Rieger (Granddaughter)	Specialty Moving Systems, Inc. (1811)
David Olson Sr.	David Olson Jr. (Son)	Atlantic Relocation Systems (1148)
Dennise Pasichnyk	John Pasichnyk (son)	Santiago Worldwide Inc. (1808)
Beverly Rockhold	Jared Mount (Son)	Guardian Relocation of Ohio (1111)
	Joshua Mount (Son)	
Beverly Rolph	Eric Rolph (Son)	Atlas World Group Headquarters
Ginny Royer	Jason Royer (Son)	Ace Moving & Storage, LLC (1406)
Tim Riddle	Jason Hendrix (Son-in-law)	Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer (Stepbrother)	Roush Moving & Storage, Inc. (1723)
	Steven Washechek (Brother)	
John Scott	Justin Scott (Son)	Atlas World Group Headquarters
	Kristopher Scott (Son)	
Stephanie Shelton	Stephen Johnston (Son)	Atlas World Group Headquarters
	Kyle Walts (Nephew)	
Gina Short	Ryan M. Jones (Son)	Atlas World Group Headquarters
Chris Shipp	Nicolas Mello (Nephew)	Ace Relocation Systems, Inc. (0025)
Lynn Skillman	Matthew O'Malley (Niece's Husband)	Discover Moving & Storage, Inc. (0539)
Rex Stierhoff	Jacob T. Stierhoff (Son)	Superior Mobility Services, LLC (1902)
Tammy Teague	Nick Lambert (Son-in-law)	Imlach & Collins Brothers, LLC (1132)
Carole Temme	Bruce Overton (Son)	Atlas World Group Headquarters
Monique Tennison	Starr Love-Phillips (Niece)	Ace Relocation Systems, Inc. (0062)
Sue Tonkel	Nicholas A. Tucker (Son-in-law)	Guardian Relocation Inc. (1040)
Steve Warner	Timon Davis (Son)	Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw (Nephew)	Ace Relocation Systems, Inc. (0043)
Cindy & Barney Wint	Jesse Woods (Nephew)	Financial Planning & Reporting / Atlas Terminal, HQ
Belynda Woodruff	Barry Woodruff (Husband)	Ace Moving & Storage, LLC (1406)
Debbie & Robert Wright	Lacie Barela (Daughter)	Atlantic Relocation Systems (1427)
Angela Zuke	Trevor Olsen (Son)	Atlantic Relocation Systems (1038)

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

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



Tracks

Atlas® Service is Appreciated

RE: An Amazing Surprise

Dave Transfer & Storage, Inc. (0723)

I was absolutely scared to death to start moving after I read all the horrific comments that were on the internet. I was all set for anything to happen to my belongings. I was worried for those three months for nothing. I was in for the biggest surprise of my life, nothing at all like I had expected.

My move was to be from Kingman, AZ to Santa Fe, TX, about 17 miles out of Galveston, TX. I called Dave Transfer & Storage (0723) in Kingman, AZ and this wonderful lady named Ginny Carter came to my house. She laid out all the moving plans in front of me, then she estimated the cost of my move and by the time she left, I was feeling so much better. Then I thought about what kind of driver I would get. There again, after Marvin Mosher had the truck all loaded, I just didn't see how anything could go wrong with these sweet people trying so hard to get me to relax and trust them. These two people were awesome, and I couldn't have been happier. I know that people write letters when they're unhappy about something and I just felt like I needed to write to you and tell you what great people you have working for you.

I know how to reach Ginny Carter, but I thought she would much rather hear a good word from you. I don't know how to reach Marvin Mosher, but I hope that you do and tell him that everything was just fine with the move. Those two put my faith back and that I really see there are still some good people left in this world.

Thanks to Atlas and the great people that work for them. I'm safely back home in Texas.

Best wishes for the holidays,

Thanks again,

Kathleen

RE: Top-notch Moving Company

A-1 Moving and Storage (0087)

I recently purchased a retail business in Florida and needed to move the contents to Texas. The challenge was that it was over 4,000 square feet (3 semi-truck loads) of all highly fragile and expensive Italian glass and hand-made ceramics. Acting on a referral from another moving company who felt the project was too big for them to handle, I contacted A-1 Moving and Storage and invited them to be one of four moving firms to bid on this project.

I selected A-1 for the project, not because they were the least expensive but because of how Dave Snook handled the process of formulating a proposal.

I cannot brag on Dave and his team enough for the job they did on packing up the contents and getting it moved to Texas. We were given an unrealistically short time frame to pack up a store and three warehouses and not only did Dave and his team rise to the occasion and complete the mission, they finished ahead of schedule (despite the oppressive heat they worked in packing the unairconditioned warehouses.) It is indescribable for the massive amount of merchandise, all fragile, that these guys packed up in a very short amount of time. Dave was right there alongside his team packing and overseeing every step of the project; he didn't just bid it and disappear.

Throughout this project, every time a challenge for me would arise, Dave was right there to offer a solution which was always beyond the scope of his involvement.

I cannot find the words to describe how much Dave went above and beyond what he was hired to do. Each time I would express my gratitude and amazement at his willingness to help in every way possible, Dave would respond by telling me that he does it because he loves what he does. This passion shows in Dave's work and his commitment to his clients, his company and the industry.

Go Beyond The Page
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BRAVO

Boosting Recognition of Atlas Van Operators

SEPTEMBER 23-25



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73rd Annual Atlas® World Group Convention
JW Marriott Miami Turnberry Resort & Spa – Aventura, FL



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2020 CALENDAR

May – December

May

- 13-15** Worldwide ERC Americas Mobility Conference, Hilton Americas Houston, Houston, TX
18 Victoria Day, Canada offices closed
25 Memorial Day, U.S. offices closed

June

- 28-Jul. 1** SHRM Annual Conference & Expo, San Diego Convention Center, San Diego, CA

July

- 1** Canada Day, Canada offices closed
4 Independence Day, U.S. offices closed

August

- 3** Civic Holiday, Canada offices closed

September

- 7** Labor Day, U.S. & Canada offices closed
20-22 Canadian Employee Relocation Council (CERC) Conference, The Westin Bayshore, Vancouver, B.C.
23-25 BRAVO — Boosting Recognition of Atlas Van Operators

October

- 12** Thanksgiving Day (CAN), Canada offices closed
28-30 Worldwide ERC Global Workforce Symposium, Marriott Wardman Park, Washington, D.C.

November

- 11-13** 73rd Annual Atlas World Group Convention, JW Turnberry Miami Resort, Miami, FL
26 Thanksgiving Day, U.S. offices closed
27 Black Friday, U.S. offices closed

December

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

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