

Jim Stamm Retires



Top Dogs in Quality



What Happened to That Truck?



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier

Volume 56 Winter 2008



Through 60 years of change, our service remains...

TIMELESS.

Happy 60th Birthday Atlas!

1948-2008

1948 Atlas employs 10 people in Chicago, generating \$365,000 in annual revenue.

1948 A group of 33 entrepreneurs in transfer and storage incorporates as Atlas Van-Lines with operating authority for 37 states and the District of Columbia.



1963 Atlas Van-Lines (Canada) Ltd. formed, Toronto, Ontario.

1960 New world headquarters is dedicated at 1212 St. George Road in Evansville.



1988 Atlas returns to agent ownership.

1985 Atlas marks its 25th anniversary in Evansville. The company employs 412 people, maintains a network of 475 agents throughout the U.S. and Canada.



2003 Atlas introduces "Sniffer," a golden labrador retriever puppy, in print materials promoting Atlas World Group companies.



1940

1950

1960

1970

1980

1990

2000



1958 Atlas Van-Lines, Inc. signs an agreement with Atlas Van Service to become a true "coast-to-coast" carrier.

1954 Name registered as "Atlas Van-Lines, Inc."

1970 Atlas ranks seventh in size among domestic household goods carriers. The company drops the hyphen from its name and introduces a bold "Flying A" logo.



1974 Centralized dispatch installed.

1996 Atlas establishes the Milton M. Hill Quality Award to recognize agents who meet or exceed the highest standards for service excellence. The company launches a public Web site, the first by a major van line.



1994 Atlas World Group, Inc. is established as the holding company for Atlas Van Lines, Inc. and seven subsidiaries.

- 2004 Trailer Tracking
- 2005 Labor Certification
- 2007 Atlas Accel
- 2008 ISO CERTIFIED

Chairman's Message

With financial markets in unprecedented turmoil and a housing sector still languishing, the repercussions for our industry and for Atlas are real.

Although our numbers are down, our company remains on solid ground. Continued fiscal prudence will serve us well as we work our way through the current economic shifts. Most importantly, the guideposts that will enable our continued success are **integrity, quality and solutions**.

As you'll see in this issue of the *Amplifier*, we're bringing solutions to open new business opportunities. We're increasing our visibility to customers with a company-wide advertising campaign on Internet Yellow Pages (pg. 20). We're more aggressively cultivating and qualifying sales leads for COD business via our public website (pg. 18).

And we're piloting the use of hand-held technology for greater accuracy and efficiency in the estimating process (pg. 21).

Looking forward, one of our greatest strengths—quality—is also our preemptive advantage. Quality is the edge that enables us to excel in the markets we serve. Just ask any of the record 63 Atlas agents who this year earned the Milton M. Hill Quality Award (pg. 16). Quality is the reason Atlas Van Lines is celebrating 60 years of business success. And it's why Atlas Canada has excelled in the provinces for 45 years.

These are not easy times for anyone. But by keeping our focus on our core values, in particular our quality, we can use this challenging period as an opportunity to further distinguish the Atlas brand as the customer's first choice.



The Magazine of Atlas World Group
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the Atlas Amplifier

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

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TIMELESS

As the Atlas puppy shows, much has changed during the course of six decades. But one thing will never go out of style: Atlas' dedication to **integrity, quality and solutions.**

Aging Toward Perfection

Atlas Celebrates **60** years



The third Monday in May arrived at Atlas with a bit of fanfare this year.

To be sure, it was “service as usual” for the associates of approximately 500 Atlas Van Lines agency affiliates across the U.S. and Canada, as it was for the approximately 700 employees of the Atlas World Group companies. Each, in his or her way, devoted the day to a myriad of tasks on behalf of customers.

But it was also an occasion for festivity for the employees at Atlas headquarters. Sixty years ago, the company known worldwide for **integrity, quality and solutions** officially came into being, “an idea whose time had come.”

A Bold Beginning

In the summer of 1947, the Independent Movers & Warehousemen’s Association—a tariff bureau composed of independent long-distance movers—formed a committee to assess how association members might operate nationally. After months of research, they adopted a plan patterned after the Rochdale Society of Equitable Pioneers in

England. Their cooperative would incorporate ideals of equality, mutual respect, open communication and democratic control. Agent ownership would empower the organization to chart its own destiny and act in the best interests of every member.



Atlas’ second Chicago office located at 7530 South Western Avenue offered enough space for forty-five employees.

To applaud Atlas for its contribution to the economic vitality and quality of life in its community, Mayor Jonathan Weinzapfel declares June 4, 2008, as Atlas Day in Evansville, Indiana. Employees at headquarters celebrate with festivities marking sixty years of success.

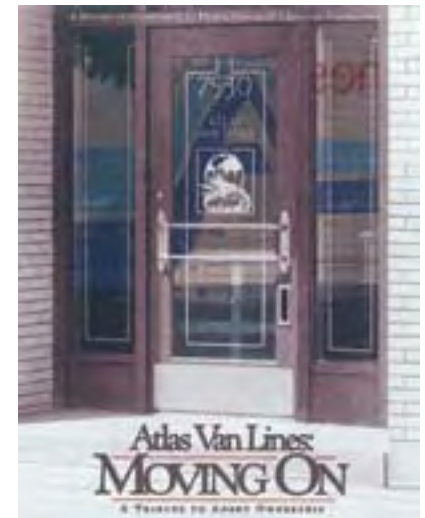




In 1970, Atlas introduced the “flying A” logo design, along with new corporate colors, truck graphics and uniforms. The following year, the company dropped the hyphen from its name and became Atlas Van Lines, Inc. Atlas refined its identity again in 2002 with a broader positioning that embraced all Atlas World Group companies and their shared dedication to **integrity, quality and solutions.** The re-branding gave birth to company mascot “Sniffer,” frequently seen in marketing messages.



The *Amplifier* magazine began as a simple newsletter created on a typewriter and mimeographed for distribution. Atlas published the first issue in June 1954.



In 1998, Atlas published “*Moving On* – A tribute to Atlas Van Lines’ Agent Ownership” to commemorate the company’s bicentennial year. (Copies are available via the Atlas SLS. Ask your Atlas agency representative.)

found a “white knight” to present a higher offer. Wesray, a private investment bank in New Jersey, provided the capital for a merger and took over control of Atlas. Four years later, a group of agents led by Fred Paxton organized a plan to buy the company back and Atlas returned to agent ownership in 1988.

On the heels of the return to agent ownership, Chairman and CEO Tom Fagan wrote about it in his cover letter for the *Amplifier*. “The significance about the ownership change cannot be overemphasized. Van line growth is dependent upon agents. Unless agents are attracted to a van line and motivated to grow, there can be no stability or security for agents, van line employees, or van operators.”

President Norman Gee observed that agent ownership boded well for the future. “Our agents, in daily contact with our customers, are best suited to address the needs of the marketplace,” he said. “In turn, the agents demand a level of responsiveness and service from the van line management and staff that will enable them to more effectively compete and operate in that marketplace.”

Former Atlas President and Board Vice Chairman Robert R.C. Miller, saw the significance this way: “Over the years, the Atlas agency family made this van line the fastest growing major van line in the industry. We’ve earned the respect of the marketplace. With the pride of agent ownership, we’ll broaden that respect and build upon it even more.”

in Evansville on Monday morning, March 21, 1960.

Growing Up in Evansville

Over the next two decades, the company’s fortunes grew from \$8.1 million in revenue in 1960 to \$100 million at the end of 1979. Several crucial developments facilitated the company’s rise to become the sixth largest U.S. van line, including the acquisition of full non-radial operating authority in the 48 states and the growth of business internationally and in Canada.

The Watershed and Return

In 1979, the company believed that impending deregulation would drastically change the rules of the game. Atlas took steps to protect its business interests with new requirements governing how member agents could use their operating authority. At the same time, agent stockholders decided it was time to realize a return on their investment. Atlas went public the following year. These dramatic events caused an exodus of several important agents.

Ed Bland, who had been ousted as Atlas CEO at the end of 1983, led a hostile takeover attempt of the company in 1984. To save the company from such a fate, agents

golden rule. It remains integral to the company’s operations today.

The van line established headquarters at 608 South Dearborn Street in Chicago. The first year saw the staff increase to 10 and revenue reach \$365,000. The company relocated operations two more times in the Windy City as it grew steadily over the next twelve years. Each move took a southerly direction, perhaps foreshadowing the much bigger relocation that was to come.

In 1959, agents and board members believed it was time for Atlas to invest in a building of its own. Many did not want the building in Chicago, where competing van lines often pirated help. The search committee found Indiana attractive. It offered a central location as “the crossroads of America,” with reasonable policies on reciprocity, taxes, and vehicle licensing. Evansville, in particular, promised an ample pool of qualified workers.

The company broke ground on Evansville’s north side in September. Six months later, five Atlas agents relocated the company’s 106,000 pounds of property from Chicago to a new 15,000 square-foot building at 1212 St. George Road. The synchronized move took place in just under 56 hours over a snowy weekend. Atlas opened its doors

After months wrangling over a name and preparing the paperwork, the newly formed organization incorporated in Delaware on May 19, 1948. Having purchased the assets and operating authority of George Elder’s Atlas Van Lines of Chicago, the company christened itself “Atlas Van-Lines, Inc.” The 33 founding members adopted a creed, each pledging to “render service on his brother member’s loads of the character that he would expect on his own business.” It was, in essence, the

Open, Honest, and Bold

In 1968, Atlas introduced a bold experiment in communication, the first *Traffic Managers’ Forum*. Now known as the *Atlas Forum on Moving*, the annual gathering is famous for its frank discussion of business and economic issues. A companion, the *Corporate Relocation Survey*, shares notoriety as the most widely reported assessment of factors shaping corporate relocation policy.

Above Left: Breaking ground at the first Evansville office.

Above Middle: The first world headquarters building was 15,000 sq. ft. and opened in 1960.

Above Right: Atlas’ new 65,000 sq. ft. world headquarters was completed in 2000.



Atlas’ Corporate Relocation Survey

Above: The first annual Atlas Forum on Moving.



The Atlas Family of Companies

Atlas World Group comprises nine subsidiary companies that share a commitment to **integrity, quality and solutions.**



Atlas Van Lines

The second-largest interstate motor carrier in the U.S. with more than 380 agents. The Relocation Services Group (RSG) serves household goods customers and the Specialized Transportation Group (STG) brings logistical expertise to commercial and high-value shipments.



Atlas Van Lines Canada

Canada's most progressive and largest van line with 150 full-service agents.



Atlas Van Lines International

Door-to-door international freight forwarder provides value-added services to Atlas agents. Sibling companies Red Ball International and American Vanpac Carriers serve customers outside the Atlas agent family and the U.S. State Department and Military.



Cornerstone
Relocation Group

Cornerstone Relocation Group

Provides comprehensive relocation services and customized programs globally to corporations and their employee families from offices in Basking Ridge, New Jersey.



Avail Resource Management

From a customer-focused call center to complete move management solutions, Avail manages resources to maximize the value and efficiency of the physical relocation.



Titan Global Distribution

A logistics provider serving clients throughout North America. With offices in St. Louis, Missouri and Orlando, Florida, the company manages a full-service quality network for transportation, warehousing and installation.



Atlas World-Class Travel

Atlas World-Class Travel is a full-service travel agency serving customers globally for business and personal itineraries.



Atlas Terminal Company

Atlas Terminal Company supports Atlas agents with moving-related supplies and equipment, including sales, financing, service and repair.

Atlas Returns to Agent Ownership in 1988

"When Wesray came in as a white knight in 1984, we said it was our desire to eventually buy the company back," recalls John Westerberg. "That was fine with them, they were interested in Atlas only over the short term."

The agents' desire reached critical mass in 1987, fueled by discontent about management's plan to raise retention (the percentage of hauling revenue the van line receives). John says the "saving moment" for the company came at the Atlas convention in San Diego, when a group of agents developed a plan to buy the company back and notified Wesray of their intent to negotiate a sale.

"It was my privilege to announce our intentions to the convention assembly at the dinner on Saturday night," recalls John. "The entire room—more than 800 people—erupted in cheers and applause. I'll never forget it."

The white knight agreement with Wesray had mandated that a number of the larger agents stay with Atlas at least five years. "We were prepared to leave as soon as our time was up," says John. "Many others were ready to leave immediately."

Tom Shetler was one such agent. "We told Wesray we could walk, after a 30-day notice, and take our business with us," recalls Tom.

That turned out to be an ace in the hole; Wesray came to the table in earnest to negotiate. Eleven agents, doing business as "Agent Acquisition," made the purchase, representing the interests of more than 70 Atlas agents who had a stake in the buyback. Fred Paxton presided over the ad hoc group.

"Fred led the charge, and John was involved in presenting our case to Wesray," recalls Tom. "Fred and John were the right people at the right time for Atlas."

John says a lot of people helped pull it all together for the agents. "We enjoyed tremendous support from Atlas staff, including Bob Miller and Norm Gee, as well as help from Old National Bank for financing the share purchases."

Tom says the early going after the buyout was an anxious time. Agents had leveraged a lot of debt and



lenders viewed the company as a high risk. Capital came at a steep price.

"I can't think of anything we could have done differently," says Tom. "The way it played out was very difficult, but it was one of the most positive things ever done collectively as an agency family for Atlas Van Lines."

"I always knew that we would succeed," says Fred Paxton, "because we were bound together in a common philosophy that the success and growth of the van line was linked directly to the success and growth of its agents."

"This agent-friendly environment not only sparked our success as agents, it also attracted agents from less friendly environments. Although I knew we would succeed, I never dreamed we would be as successful as we are. I thank all Atlas employees and agents for contributing to our success, says Fred."

What might have happened to Atlas if the buyback had not taken place?

"If Wesray had not sold the company back to us, Atlas would have gone bankrupt," says John. "It would not exist today."

"To know what Atlas might look like today, we only have to look at several competitors that are not agent owned," says Fred. "Greed at the top has reduced once proud and successful organizations to mere shells of their former selves." ■

In 1988, eleven Atlas agents, doing business as Agent Acquisition, Inc., orchestrated the buyback of Atlas Van Lines from Wesray and returned the company to agent ownership. Seated (from left): Tom Shetler, John Westerberg, Fred Paxton, Joe McNamara. Standing: Dave Bueker, John Steiner, Ken Winter, Milt Hill, Tom Hoover, Frank Webers, Gary Weleski.



Board members, stockholders and headquarters employees at the agent-stockholders meeting – September 20, 1989.

Where in the world are Jim and Nicki Stamm?



Traveling Condo. During the non-winter months, you may catch a glimpse of Jim and Nicki Stamm on the Interstate as they travel the country in a 45 ft. deluxe motor coach.

They might be somewhere in the great southwest, tooling across the desert. Perhaps they're taking in an awesome vista as they cross the continental divide. Or, maybe they're sitting by the fire in a rustic New England restaurant, swapping stories with fellow travelers.

Like the famously itinerant Carmen Sandiego, Jim and Nicki Stamm will soon embark on a great adventure. Jim, Atlas World Group Chairman, will exit the top post in February 2009 after more than 20 years with the company. And he's stepping down in style, right into a tricked-out Newmar Essex Diesel Pusher.

"It's 45 feet long," says Jim. "I figure that gives us enough room when we need our space...like when I get under Nicki's skin."

During the winter months, the two will dock their land yacht in Port St. Lucie, Florida. When the rest of the country warms up, they'll follow their whims to whatever destination suits them.

"We've been to every state and all the provinces...and the only sights we've seen are hotels and airports and meeting rooms," says Jim. "So, for the first two or three years, we plan to wander around North America. And, if we ever see snow, we'll know we've made a wrong turn."

Jim wasn't always averse to snow. He grew up in Fort Wayne, Indiana, where he logged thousands of miles snowmobiling. Arriving in Evansville in 1987, he and Nicki parked the family's snowmobiles in the driveway. "When a neighbor asked if they were a new kind of jet ski, I knew I'd brought the wrong toys to the wrong climate."

It may have been the wrong climate for snow but, as it turns out, it was the right environment for an experienced logistics pro with a gift for organization and the drive to excel.

Jim traces the decisions that influenced his success back to his college experience and a first year that was less than stellar. After indulging in buckets of freshman fun, Jim followed his dad's advice and enlisted in the United States Marine Corps. He served three years, including a tour of duty in Vietnam. "It was my four-year degree," says Jim. "One year at IU and three at USMC."

Back in civvies, Jim essayed a couple of factory stints. He found the jobs less than challenging, if more than a bit stifling. In 1968, he went to work as a dispatcher in the Special Products division of North American Van Lines.

"1968 was the second year for the salmon run in Michigan," Jim recalls. "My only goal was to earn enough money that summer for a long fishing trip in northern Michigan. But a funny thing happened. I liked my job."

Jim liked it so much that he stayed 17 years. During that time, he was promoted to Vice President of Sales before rising to Senior Vice President of Transportation Services in the Commercial Truckload division. When opportunity hailed from the west, Jim relocated to Salt Lake City to join Ryder Freight Systems as Senior Vice President of Transportation and Administrative Services. It turned out not to be the opportunity he had hoped for. He made his third and final career move to Atlas Van Lines, stepping in as President of the SP division in 1987. "I'm a real job-hopper," Jim quips. "I've had three during my 40 years in this industry."

Jim was at the helm of the SP Division when it morphed into Atlas STG, bringing special products, commercial truckload and international business together in 1991. In January 2000, Jim became President and COO of Atlas Van Lines. Subsequent promotions took him to President and COO of Atlas World Group, then Vice Chairman and

COO. In September of 2007, he was named CEO and in January of this year he was named Chairman. He will maintain the office of Chairman until he officially retires in February 2009.

His tenure has spanned the good and not-so-good times. Through it all, he has seen in Atlas a remarkable example of what people can do when they work together.

"When we were owned by Wesray, there was unrest in our agency family," recalls Jim. "When we bought Atlas back in 1988, we had nothing. The disciplines we had to learn are many. To the credit of our people, we did it. We created a steady rise in revenue and profit and, more important, in quality." He points to a recent example—ISO 9001 certification for Atlas Van Lines earlier this year. "We've done what's needed for us to validate our superior quality and ensure that it continues."

He feels confident, too, in the quality of the leaders who succeed him. Glen Dunkerson takes over as Chairman and CEO; Greg Hoover becomes President and COO.

"Watching the management of this organization grow has given me great satisfaction," says Jim. "Atlas is fortunate to have Glen and Greg, capable men who bring knowledge and leadership for the future. The three of us have prepared for the transition, and I am confident they will do well for the company."

"Anybody can manage in easy times. A true test comes in difficult times. While our numbers are not where we would like, we've done well this year—we've grown market share, and we are outperforming our competitors in all lines of business."

Jim's last day with Atlas is February 27, his birthday. He and Nicki have already cleared the biggest hurdle for a timely departure by divesting themselves of bricks and

mortar. "We listed our home early, but it sold in 17 days," says Jim. For now, they are enjoying a loft apartment in downtown Evansville.

Eventually, Jim and Nicki plan to again put down roots. It will no doubt be where the climate agrees, the golf is good, the fish are jumping and the vistas beckon pleasant motorcycling. Until that day, one can only wonder: Where in the world are Jim and Nicki Stamm?



Jim and Nicki along side Tom and Katie Philbin at the 2007 President's Club trip to Puerto Vallarta.



Jim in Washington, D.C. with fellow bikers Greg Hoover, Mark Spiehler and Mike Shaffer.



GI Jim (Far Left) - Vietnam 1966

A Guy Who 'Got Things Done'



Jim Stamm

"Jim was absolutely excellent as COO," says retired Atlas CEO and Chairman Mike Shaffer. "He has one characteristic in particular that is rare and valuable in a corporate culture – he is a guy who got things done. Once a course of action was agreed, you could turn him loose and know it would happen."

Mike was heading up RSG Operations when Jim joined Atlas. He soon saw firsthand why the company had recruited him.

"When Jim was brought aboard, it was to give us some direction in specialized transportation," says Mike. "He saw that Atlas was ripe for expansion, and his expertise was critical in getting us to become a player in that arena."

Mike remembers a simple message Jim crafted to help Atlas agents better understand the opportunities available to them.

"Jim saw an analogy in McDonald's restaurants," says Mike. "For years, the fast-food retailer didn't open for business until lunch. Then it added a breakfast menu and realized a whole new potential for business. Jim

pointed out that Atlas already had the infrastructure and resources for new business – he said we just needed to 'open for breakfast.'"

Jim also played a key role in bringing Atlantic Relocation Systems into the Atlas system – the largest-ever agent conversion in the history of Atlas.

"He knew Ted Alger (Atlantic Relocation Systems Chairman & CEO) well," says Mike.

"Jim brought a lot of credibility as the one heading up Atlas' SP division."

Atlas World Group executives Glen Dunkerson and Greg Hoover found they had much to learn from Jim.

"When Jim joined Atlas, few of us realized how strong-willed he was until we had direct dealings with him," says

Glen. "I saw in Jim a smart and complex man from whom I could learn a great deal about our industry. If I had to describe Jim with one word, it would be passionate. He feels deeply about everything he undertakes. Whether in business or personal life, Jim is absolutely determined to find out more and do the best he can."

"When I consider my relationship with Jim over the years, the best thing about it was our ability to hash out differences – sometimes heatedly – and come to a more soundly developed conclusion," says Greg. "That is valuable to any relationship, but especially between a mentor and student. Jim can be demanding, but there is no one who will be more firmly in your corner."

Such qualities earned the respect of Atlas agents and board members, too.

"Jim brought Atlas a tremendous amount of knowledge that helped us grow in the specialized transportation area," says Atlas Board Member Don Hill. "His business savvy has been important to many of our acquisitions, and to our continued success through several leadership transitions. Atlas owes Jim a lot of thanks for all he has done."

"Jim is one of the best executives Atlas has ever had the privilege to employ," says Atlas Board Member John Westerberg. "He is straightforward, knows his stuff, and presents challenges and problems clearly so they can be understood. Atlas has been very fortunate to have him."

"Jim brought a keen understanding of operations and a vision of how Atlas could be more than just a carrier with a special products division," says Atlas Board Member Todd Winter. "Among his accomplishments, he played an important role in the conversion of Atlantic Relocation to the Atlas philosophies. I wish him the best in his well-deserved retirement." ■

During the Atlas World Group board of directors meeting on Sept. 17th, Jim Stamm handed the reigns of Atlas World Group CEO to Glen Dunkerson. Jim will remain as Chairman of the Board of Atlas World Group until his retirement in February of 2009. Glen was promoted to Vice Chairman and CEO of Atlas World Group. Greg Hoover was promoted to President & COO of Atlas World Group.



At the 40th Forum with Atlas President, protégé, and good friend Greg Hoover.

Atlas FORUM ON MOVING
Forum 2009
at Caesars Palace
 April 23 & 24 – Las Vegas, NV

The Atlas Forum on Moving is open to Atlas agents and their invited guests. For more information, talk to your Atlas agent.
 To see highlights from last year's Forum go to www.atlasworldgroup.com/forum.

Atlas Earns Quest for Quality



The transportation industry's quality assessors have spoken. They said "Atlas."

Atlas Van Lines has been named a winner in the 2008 Quest for Quality Awards conducted by Logistics Management. According to the trade magazine, recipients earned the "ultimate vote of confidence, posting the highest scores across our lists of critical service criteria."

This is the 25th year for the annual competition, which is known across the industry for its impartial assessment of transportation providers. The results reflect the views of more than 6,000 industry professionals who purchase or recommend transportation services. Among household goods carriers, Atlas earned kudos for quality overall, based on excellent marks for on-time performance, value,

customer service, equipment and operations, and information technology.

"As all of us deal with the challenges of the current economic environment, quality only becomes more relevant," says Atlas World Group Vice Chairman and CEO Glen Dunkerson. "It is gratifying to be recognized for our quality, especially since this award reflects the views of those who purchase transportation services day in and day out. It underscores the quality commitment that distinguishes Atlas – a commitment that is our best assurance of success." ■



Supporting Professionalism Atlas Joins Industry Effort for New Standard

Atlas World Group Chairman Jim Stamm signs onto the AMSA ProMoverSM program, signifying Atlas' agreement with the industry's high standards of ethical business conduct. The ProMover credential gives consumers a reassurance of professionalism and confidence.



An important moving industry group has codified a measure of professionalism that will soon bring a valuable yardstick for consumers.

At its annual convention in April, the American Moving and Storage Association (AMSA), a non-profit trade association representing movers across the U.S., announced plans to introduce a ProMoverSM designation. The new credential identifies moving companies who conform to specific criteria for professionalism and to whom consumers can look with confidence.

"At Atlas, professionalism has been fundamental to our business for sixty years," says Senior Director of Sales Development Ryan McConnell. "Professionalism is a distinguishing trait of our agents and operators, and of all who represent the Atlas brand. We welcome this industry initiative."

As a condition of the ProMover designation, AMSA screens applicants for state and federal convictions and to verify compliance with laws governing incorporation. Applicants must sign a pledge to abide by the AMSA Code of Ethics and applicable laws. The association reviews applicants annually to ensure each maintains the program's high standards. Those who do not are expelled from AMSA membership and their ProMover designation is revoked.

"Atlas has applied for the ProMover designation for our entire van line, meaning that every one of our member agents will earn the credential as well," says Ryan.

When the program takes effect on January 1, 2009, those who have applied and received the designation will have the right

to display the logo on their websites and in advertising and marketing materials. Consumers will have access to a comprehensive list of ProMover professionals at the AMSA website: www.moving.org. In addition, a toll-free number and a dedicated e-mail address will give the public a means to report complaints, such as perceived abuses by rogue movers.

At Atlas, a dedicated page on the corporate intranet will track what AMSA is doing with the program and provide updates to inform the individual efforts of Atlas agents.

"The ProMover program is designed to bring the entire industry into tighter standards to better meet the needs of consumers," says Ryan. "We believe this will help all of us who are committed to the future. We know that the strength of our industry depends on the well-being of those we serve." ■

Living Up to Excellence Atlas Agents Personify a Quality Commitment

The Atlas quality journey is a never-ending quest for perfection, charted by a process of continuous improvement. Along the way, the Atlas World Class Commitment is the primary guidepost by which every agency measures progress.

We are pleased to recognize 32 agents who conquered this challenge during the previous 12 months. They met or exceeded all 12 quality criteria and maintained at least an "above average" facility rating. We applaud their performance. ■



2007-2008 Atlas World Class Commitment Winners

A-1 Fargo Van and Storage, Inc. (0265) – Miami, FL

A-1 Moving & Storage (0087) – Jupiter, FL

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

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

Apple Valley Transfer & Storage, Inc. (0125) – Apple Valley, CA

Atlantic Relocation Systems (1253) – Indianapolis, IN

Bekins Northwest (2502) – Tacoma, WA

Bekins Northwest (2503) – Spokane, WA

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

Blair Moving & Storage Co., LLLP (0431) – Macon, GA

California Moving Systems, Inc. (0533) – Sacramento, CA

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

Daniel's Moving & Storage, Inc. (0879) – Tucson, AZ

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

Deerfield Moving & Storage of Arizona, Inc. (0770) – Tolleson, AZ

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

Garrett Transportation Services, Inc. (0060) – Fort Worth, TX

Kilpatrick Moving & Storage (1250) – Northvale, NJ

Lincoln Moving & Storage of Rochester, Inc. (1310) – Webster, NY

McCormack-Daniels Moving & Storage, Inc. (1370) – Wichita, KS

Personal Movers (0780) – North Billerica, MA

Powell Relocation Group (1649) – Merrillville, IN

Powell Relocation Group (1667) – Benton Harbor, MI

Prairie Van & Storage (1883) – Clive, IA

Prescott Moving & Storage (1659) – Prescott Valley, AZ

R.C. Mason Movers, Inc. (1362) – Peabody, MA

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

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

Reads Moving Systems of Daytona, Inc. (1710) – Daytona Beach, FL

Shetler Moving & Storage of Ohio, Inc. (1831) – West Chester, OH

Spirit Movers, Inc. (1818) – Sarasota, FL

Weller Transfer, Inc. (2168) – Kalamazoo, MI



Top Dogs in Quality

Atlas Recognizes 63 Agencies as 2007-2008 Milton M. Hill Quality Award Winners

In the Atlas quality arena, where every agency competes for honors, a select number stand out each year as the "best of the best." They are the winners of Atlas' highest award for excellence, the Milton M. Hill Quality Award.

During the year preceding the Atlas convention, these top performers have proven themselves in exacting tests of quality. In addition to outstanding scores in 12 critical areas, including customer satisfaction, estimating accuracy, and claims experience, they met or exceeded the bar in other key measures of performance.

Combined Booker/Hauler Revenue

These top achievers produced combined booking/hauling revenue of at least \$1,000,000.

Superior Warehouse Rating

Milton M. Hill Quality winners scored a rating of 5.0 (90 percent or higher) in random inspections of their facilities. The rating considers appearance, impression, organization, security, and risk management.

Hauling Excellence Award

Winners attained Hauling Excellence by: generating at least \$750,000 in household goods revenue; keeping a high rating of customer satisfaction with van operators; achieving a satisfactory history in claims and safety; and earning at least a 90 percent favorable response from customers to the question of whether they would choose Atlas again. ■



2007-2008 Milton M. Hill Quality Award Recipients

- | | | |
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| <p><i>A. Walecka & Son, Inc.</i> (155)
West Wareham, MA</p> <p><i>A-1 Metro Movers – Omaha</i> (251)
Omaha, NE</p> <p><i>Ace Relocation Systems, Inc.</i> (8)
Orlando, FL</p> <p><i>Ace Relocation Systems, Inc.</i> (15)
Upper Marlboro, MD</p> <p><i>Ace Relocation Systems, Inc.</i> (25)
Long Beach, CA</p> <p><i>Ace Relocation Systems, Inc.</i> (43)
Kent, WA</p> <p><i>Ace Relocation Systems, Inc.</i> (62)
San Diego, CA</p> <p><i>Ace Relocation Systems, Inc.</i> (64)
Elgin, IL</p> <p><i>Ace Relocation Systems, Inc.</i> (75)
San Jose, CA</p> <p><i>Ace Transfer & Storage Co.</i> (1406)
Oklahoma City, OK</p> <p><i>Ace World Wide Moving & Storage Co.</i> (16)
Elgin, IL</p> <p><i>Ace World-Wide Moving & Storage</i> (39)
Fallsington, PA</p> <p><i>Action Moving Services, Inc.</i> (238)
Burnsville, MN</p> <p><i>Advance Relocation Systems</i> (59)
Baltimore, MD</p> <p><i>Alexander's Mobility Services</i> (207)
Tustin, CA</p> <p><i>Alexander's Mobility Services</i> (208)
Hayward, CA</p> <p><i>Alexander's Mobility Services</i> (210)
Portland, OR</p> <p><i>Alexander's Mobility Services</i> (214)
Baltimore, MD</p> <p><i>Alexander's Mobility Services</i> (215)
Bloomington, MN</p> <p><i>Alexander's Mobility Services</i> (216)
San Diego, CA</p> <p><i>Alexander's Mobility Services</i> (217)
Nashville, TN</p> | <p><i>Alexander's Mobility Services</i> (218)
Garland, TX</p> <p><i>American of Virginia, Inc.</i> (103)
Waynesboro, VA</p> <p><i>Atlantic Relocation Systems</i> (1021)
Houston, TX</p> <p><i>Atlantic Relocation Systems</i> (1037)
Atlanta, GA</p> <p><i>Atlantic Relocation Systems</i> (1148)
Anaheim, CA</p> <p><i>Bekins Northwest</i> (2501)
Mountlake Terrace, WA</p> <p><i>Celina Moving and Storage, Inc.</i> (592)
Celina, OH</p> <p><i>City Transfer & Storage Company</i> (630)
High Point, NC</p> <p><i>Collins Brothers Moving Corporation</i> (547)
Larchmont, NY</p> <p><i>Croft & Smith Moving & Storage</i> (646)
Landing, NJ</p> <p><i>Daniel's Moving & Storage, Inc.</i> (875)
Phoenix, AZ</p> <p><i>DeVries Moving-Packing-Storage</i> (1217)
Spokane Valley, WA</p> <p><i>DMS Moving Systems of Alabama, Inc.</i> (801)
Bessemer, AL</p> <p><i>DMS Moving Systems, Inc.</i> (800)
Canton, MI</p> <p><i>Golden Van Lines, Inc.</i> (991)
Longmont, CO</p> <p><i>Guardian Relocation Inc.</i> (1032)
Indianapolis, IN</p> <p><i>Home Moving & Storage Co., Inc.</i> (1111)
Columbus, OH</p> <p><i>Hopkins & Sons, Inc.</i> (1102)
New Castle, DE</p> <p><i>Imlach & Collins Brothers, LLC</i> (1132)
Irving, TX</p> <p><i>Imlach Group</i> (1130)
Trenton, MI</p> <p><i>Lewis & Michael, Inc.</i> (1352)
Dayton, OH</p> | <p><i>McCormack-Daniels Moving & Storage, Inc.</i> (1380)
Grandview, MO</p> <p><i>Merchants Moving & Storage, Inc.</i> (1401)
Boise, ID</p> <p><i>Nelson Westberg</i> (1505)
Elk Grove Village, IL</p> <p><i>Nelson Westberg</i> (1511)
Carrollton, TX</p> <p><i>Nelson Westberg</i> (1517)
Mableton, GA</p> <p><i>Nelson Westberg</i> (1523)
Somerville, NJ</p> <p><i>NMS Moving Systems, Inc.</i> (1533)
Simi Valley, CA</p> <p><i>NMS Moving Systems, Inc.</i> (2015)
Oxnard, CA</p> <p><i>Ocean City Express Co., Inc.</i> (1550)
Pleasantville, NJ</p> <p><i>Paxton Van Lines of North Carolina, Inc.</i> (1614)
Charlotte, NC</p> <p><i>Paxton Van Lines, Inc.</i> (1610)
Springfield, VA</p> <p><i>Philpot Relocation Systems</i> (2611)
Tucker, GA</p> <p><i>Powell Relocation Group</i> (1657)
Grand Rapids, MI</p> <p><i>Reads Moving Systems, Inc.</i> (1711)
Hatboro, PA</p> <p><i>Reads-Perkins Moving Systems.</i> (1716)
Baton Rouge, LA</p> <p><i>Roadrunner Moving & Storage</i> (1740)
Houston, TX</p> <p><i>Security Relocation Group, Inc.</i> (1851)
Goldsboro, NC</p> <p><i>Walker Transfer, Inc.</i> (2114)
Kenova, WV</p> <p><i>Weleski Transfer, Inc.</i> (2151)
Tarentum, PA</p> <p><i>Winter Moving & Storage, Inc.</i> (1077)
Bentonville, AR</p> <p><i>Wm. Duggan Co., Inc.</i> (2189)
Walpole, MA</p> |
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Avail CSRs bring personal warmth and persistence to manage sales leads so that every prospective Atlas customer gets the service they expect.



Good process, great people.

Ratcheting Up

A decision to move with Atlas Van Lines has gotten a whole lot easier for COD household goods customers. Recent enhancements to Atlas' Internet sales efforts (iSales) are enabling prospective customers who visit the Atlas web to go from "kicking the tires" to "saying yes" in a matter of minutes.

"In April, we introduced a redesigned online form for requesting an estimate," says Vic Baillargeon, Director of Internet Sales and Marketing. "The new form is simpler, friendlier, and part of a system that moves the sales process forward much more efficiently."

In return for entering the required information and origin, destination, number of rooms and anticipated move dates, the prospective customer now gets an instant price calculation on-screen. The price also comes to the customer in a personalized e-mail message that includes important information and links to Atlas web content that can help them prepare for a successful relocation.

On the Atlas side, the information goes into a database that interfaces with a lead tracking application. Avail

customer service representatives manage the leads to ensure each potential customer gets the attention he or she expects. Prospects who have requested immediate contact get a telephone call from a CSR within 15 minutes; requests received after hours get a call the next morning.

The Personal Touch Makes a Difference

With the first phone call, the Avail CSR thanks the customer for contacting Atlas, confirms the customer's contact information, and explains the formal estimating process in which an Atlas agent will visit the customer's home. Next, the CSR contacts an Atlas agent in the prospect's area to follow through and, it is hoped, close the sale.

"The online results are encouraging," says Vic. "From mid-April through the end of August, we received 15,800 pricing requests. We qualified and forwarded about 40 percent of these to agents, with a couple of exceptions: we simply forward intrastate requests, and we forward

requests that originate in the provinces to Atlas Canada."

"The iSales CSR team recently looked at registration data and determined that 236 orders during June and July had begun as iSales leads," says Bill Travelstead, Vice President, Avail Resource Management. "That equates to over one million dollars of new business booked by Atlas agents. I am pleased with the agents' acceptance of the program and their willingness to work the leads. It is starting to show."

During the first three months of operation, the iSales team refined the process for qualifying leads. Although the total number of leads forwarded to agents has lessened as a result, the quality of those leads has increased dramatically.

"We've been able to turn most of the leads we've received, at least six out of ten, into successful moves," says Bill Schwartz, Sales Representative with Ace

kicker was, the move needed to take place on July 21."

CSR Nicole Nurrenburn assured the customer she would do her best to secure an agent who could fill the order. The first twelve calls Nicole made to agents found none able to respond. But her thirteenth call proved that luck comes with persistence. Chris Noblit with Avatar Moving Systems (444) accepted the challenge and created a satisfied Atlas customer.

"Nicole followed through until she was sure the customer was taken care of," says Vic. "And Chris Noblit was able to creatively work out a solution. There's no way for us to measure the ripple effect, but we know that this customer had a great experience with Atlas, and chances are she will share her experience with others."

As Internet development at Atlas continues to advance, more wide-ranging and ambitious efforts are right around the corner. This is not simply a choice, but a necessity.

Online Business

Relocation Systems (15). "The quality of the Atlas leads is better than what we get from other sources, including leads we have to pay for."

Among all online price queries, between 25 and 30 percent are bogus (e.g., the work of mischievous "netizens" or competitors) and about 30 percent are warm leads that do not advance.

"For warm leads, we make several attempts to engage them by e-mail and cultivate a qualified lead," explains Vic. "If we can't complete a dialogue by e-mail or phone, we do not forward the lead to an agent."

Follow-Through Is Key

Although iSales relies on software for the processing of information, results ultimately depend on the follow-through by Atlas representatives and agents.

"We received a lead on July 13 from a prospective customer who needed to relocate from New York to Providence, Rhode Island, with most of the pieces going into storage in Jamestown, Rhode Island," says Vic. "The

"The Internet provides tremendous business opportunity. We have now taken our first major step in utilizing the Internet as part of Atlas' sales and marketing mix," says Vic.

"Our leadership in this arena is essential to the Atlas brand and our relentless commitment to **integrity, quality and solutions**," says President and COO Greg Hoover. "Atlas is committed to making the best use of the Internet to bring exceptional value to our agents and customers." ■



The Atlas iSales development team has launched a redesigned "Request an Estimate" form on the Atlas web. Prospective customers can now get an immediate price approximation for their move. A corresponding interface for agent use is provided on AtlasNet.



Local, long distance, international moving/storage

Blue and Yellow Make "Green"

Atlas Builds Online Strength with Corporate-Wide Advertising Initiative

The Atlas Internet Yellow Pages advertising program helps consumers get in touch with Atlas agents near them. It also reinforces the Atlas brand and provides links to the Atlas web where they can find out why it makes sense to "Let Atlas Take You Home."

Atlas is leveraging its numbers to put agents at the fingertips of consumers. In August, the Atlas Board approved a proposal for an aggressive advertising effort using Internet Yellow Pages (IYP).

"This program is similar to the trademark program for print Yellow Pages," says Atlas World Group President & COO Greg Hoover. "By making a national buy, Atlas gains a much higher profile for agents than they can achieve on their own."

Greg says that last year about 11 percent of Atlas agents used IYP individually. They were getting only a 4.7 percent market penetration, with their listings showing up on page 4 or 5 for searches. With the new corporate-wide program, penetration will exceed 94 percent and individual agent listings will appear near the top of search results.

Ads went live during September and October on four prime search sites: **yellowpages.com**, **yellowbook.com**, **superpages.com** and **dexknows.com**. When users enter popular search terms (movers, moving, relocation, etc.), they get results grouped in categories. By clicking the category of their choice—such as Movers & Full Service Storage in yellowpages.com they will typically see Atlas

immediately in a "tile ad" at the top of the listings. By clicking on the familiar Atlas logo, they get a list of nearby Atlas agents and their locations.

"We were able to secure tile ads in about 85 percent of the markets," says Director of Agency Services Jo Ellen Hein. "Eventually, as they become available, we will have those placements in every market."

She adds that the program provides an important benefit—the ability to track performance.

"The trade listings assign unique phone numbers to every agent," says Jo Ellen. "We can measure exactly how many calls the ads are producing."

Atlas worked with AT&T subsidiary Berry Network to develop and implement the plan. In addition to making Atlas a top-tier entity on Internet Yellow Pages directories, the exposure will also help Atlas become more visible to users of popular search engines, such as Google® and Yahoo!®

"This fits our Internet strategic plan," says Greg. "It's another way we can optimize the value of our Internet presence for our agents and bring them opportunities to grow their business." ■

Solutions at Hand

Bold Initiative to Distinguish In-Home Service

As part of an IT vision for enabling agencies to rely on Atlas World Group technology in their operations, Atlas is moving ahead with a proprietary solution that streamlines the in-home estimating process. It promises a raft of benefits to all involved.

In the not-too-distant future, Atlas agents and sales representatives will wield a powerful new toolset for service. Called **AtlasNet Survey**, it combines a wireless, handheld device and customized software to make on-site surveys faster, more efficient, and more useful.

Atlas will be the first to the market with this comprehensive solution. It will further differentiate Atlas from its competitors.

"Many of our agents already use this kind of technology," says Atlas World Group Chief Information Officer Mike Neeley, "and we know there is a correlation to quality. For example, among the 63 agents earning the Milton M. Hill Quality Award this year, 86 percent use hand-held estimating systems." (See pages 16 & 17 for more about this year's award.)

With AtlasNet Survey, users enter information using a handheld terminal running Palm OS or Windows Mobile. The device communicates via cellular signal with the AtlasNet system, where applications reside for pricing and scheduling.

"AtlasNet Survey delivers an extension of the AtlasNet applications to users in the field," says Mike. "These applications provide solutions for all tasks involved in the survey and move the sale forward more effectively toward a close."

Mike points out that the process will improve the accuracy of survey data and ease reporting and

tracking for the agency and the van line. And the hardware has the capability to capture digital images, instantly documenting the condition of goods—a plus for claims management.

"This is a green process, so it eliminates paper, most notably the multi-copy survey forms," says Mike. "Likewise, it prevents any need to transcribe data—information goes directly into the system and is available immediately to authorized users, particularly the van operator."

AtlasNet Survey is the product of a partnership with IGC Software, a technology leader and first to bring a handheld estimating solution to the relocation industry in 1998.

"We currently serve about 90 Atlas agents with our products," says IGC Software President & CEO Brian Ferguson. "AtlasNet Survey represents an advanced application of our technology, tailored specifically for Atlas to integrate seamlessly with other AtlasNet applications."

The Atlas Board approved the proposal in July, giving a green light for development. A pilot group of five Atlas agents will begin field use in the spring. Next comes a gradual rollout to the Atlas agency network during the remainder of 2009 into 2010.

"We feel strongly that AtlasNet Survey will yield improved efficiencies and communication between Atlas agents and customers," says Mike. ■



Atlas is introducing AtlasNet Survey to bring enhanced efficiency and improved functionality to the in-home estimating process. The system is a collaborative effort between Atlas and IGC Software, a leading innovator of integrated wireless solutions for the moving industry.



What Happened to That Truck?



The familiar Chevy Trucks quietly vanished from Old Navy Stores—with a little logistical magic and a lot of elbow grease from Atlas.

If you've visited your favorite Old Navy store recently, you may have noticed that familiar old Chevy pickup truck is no longer on display. The retailer identified the trucks as a legacy fixture that needed to go. Just how they went is a testament to creativity, cooperation, and the flexibility of the Atlas network.

"In late 2007, Old Navy contacted me to discuss a cost-effective solution for removing the trucks from their stores," says Darlene Duff, Manager, National Accounts,

Atlas STG. "This was a huge challenge. I talked about it with my colleague, Phil Wahl (Director of National Accounts). We proposed that Old Navy defray their costs by giving ownership of the trucks to those who removed them, and Old Navy agreed."

Darlene enlisted a coordinator and a clerk to help manage an involved project. She was responsible for making and following up on assignments, communicating with Old Navy's management and Atlas agents and

operators, and securing all necessary documents. At the start, she informed agents that the project would be "first-come, first served," and she urged those with an interest to conduct site surveys of locations they might want to serve.

"All of the trucks were different," says Darlene. "Most could be taken apart and re-assembled, some needed to be completely dismantled. There were also architectural impediments—doors that had to be taken down, EAS security towers that had to be dismantled and reassembled, and many other site-specific restrictions and surprises."

Careful Does It

Atlas agents were required to call the general manager at each store to arrange for removal. In some cases, they needed permission from property managers, security firms, or both. Before a truck could be removed, the agent had to "de-logo" it by painting over the Old Navy I.D. with paint and brush—no spray paint was allowed. The agent and store manager had to sign a form to verify the work, and agents were liable for any damages that might have occurred from their actions.

"Operators Thomas Hill (Alexander's Mobility Services 215) and Kevin Cross (Hill Moving and Storage 1058) truly impressed me," says Darlene. "They provided prompt responses, immaculate service, and innovative ways to make the removals easier. They readily shared their techniques and even gave their cell phone numbers out so other operators and agents could call for advice."

The first removal took place in early January, and over the next four months, 94 Atlas agents across the U.S. and Canada extracted trucks from nearly 900 stores.

"Darlene and the Atlas team went above and beyond the high service level we have come to expect from them," says Ashley Mason, Senior Analyst, Fixture Transportation, Gap Inc. "Removing a truck from the middle of a retail store is no easy task to coordinate, nor complete. The cost savings and execution of this enormous project is an example of why Atlas is a highly valued business partner to Gap Inc." ■

Transporting History: Atlas Ushers Vostok to Museum

It was the greatest race of all. The U.S. reached the finish line first by putting man on the moon. But the Soviet Union was first to conduct a manned space flight with Cosmonaut Yuri Gagarin, whose 1961 ride is considered the "door that opened earth to the heavens." The key to that door was Vostok 3KA-2, which had safely orbited the earth 8 days earlier.



Today, you can see the Vostok 3KA-2 capsule at the LBJ Library & Museum in Austin, Texas. It is featured, along with other items and artifacts, in "To the Moon: The American Space Program," a major exhibit that celebrates man's venture into space.

David Hillemann, Advance Relocation Systems (59), contacted Atlas for assistance in securing the right resources to transport the unique craft. Scott Oliver, Atlas logistics planner, located a qualified operator and a double-drop flatbed trailer to take the load safely from Cape Canaveral, Florida.

"This was a case where we had to think outside of the box to handle a load beyond the capacity of a typical moving van," says David.

The logistical solution unfolded smoothly. An Atlas-approved team of rigging professionals loaded the capsule at origin on July 9. The 15,000-pound load then traveled 1156 miles to the museum, where the crew carefully off-loaded it. A 90-ton crane hoisted the capsule into place.

"Fortunately, by flexing the strength of its network, Atlas can say 'yes' to such large and unusual logistics challenges," says David. "We may be involved with relocating a Mercury capsule next."

The exhibit will run through July 20, 2009, the 40th anniversary of the Apollo 11 moon landing. For more information: www.lbjlib.utexas.edu.



The Vostok 3KA-2 space capsule and steel shipping container. In July, Atlas STG and Advance Relocation Systems answered the unusual logistics challenge to transport the historic artifact from Cape Canaveral, Florida, to the LBJ Library & Museum in Austin, Texas.



Offering A Better Connection To Service

Atlas International launches www.atlasintl.com



A completely redesigned Atlas International website launched in July. It offers an information-rich, user-friendly destination to help users prepare for a successful international move.

It's sleek, filled with helpful information, and designed for ease of use. The redesigned Atlas International website brings a smart new tool for people involved with international relocation. It launched in mid-July, and numbers already show net users are finding it a worthy destination.

"We've seen a quadrupling of sales leads in the last eight weeks," says Atlas International President Jack Griffin. "People are clicking in and finding they can access essentially everything they need to prepare for a successful international move."

The site design employs a graphic style consistent with the Atlas brand identity. It is organized so users can quickly zero in on content based on individual interests in move management, corporate relocation, government relocation, or exhibits and freight.

"We're pleased to say that our site now looks and feels like a wholly owned Atlas subsidiary," says Jack. "Ultimately, we've created a tool that will better serve our Atlas agent partners and enhance their service for customers in the international arena."

The site was developed to be search-engine friendly with its choice of keywords, and its efficiency was refined with

Google web-building tools. It also features an online form for requesting an estimate. Users simply provide origin and destination locations, the number of rooms, and desired pickup and delivery dates. The form triggers a personal response by telephone from an Atlas International Registered International Mover.

"The Internet is an international medium, and it serves our marketing and communication needs well," says Jack.

"As a partner provider to organizations that do business internationally, we understand they need solutions that enable them to relocate people safely, securely, and cost-effectively. We're making it easier for them to do just that." ■

In the News...

Custom Regulations:

A guide to relocating internationally in a post-9/11 world

By Jack Griffin, President, Atlas International

Featured in the November (Global Symposium) issue of *Mobility*, the magazine of Worldwide ERC®



Marking a 45-year milestone



What began as three employees in a small office above a restaurant in 1963, is now a top-of-mind brand with the relocating public.

Between January and August of 2008, nearly 120 million pounds of household effects were loaded by Atlas Canada van operators. This figure accounts for the dominant marketshare of 44.6% in the national account sector; a 41.1% share of the general consumer business and a hefty 47.0% of military and federal government relocations. Atlas Canada can claim the status as the largest van line in the provinces.

Much has changed since those early days. When Atlas Canada was founded, the price for a barrel of oil was \$2.97. Today, the price is headline news and hovers around \$100.00. Canada exported approximately 252,000 barrels of oil per day (bpd) to the U.S. in the 60s. In 2008, 1.8 million bpd of oil flow southward.

Much, also, has remained very comparable. As just one example, the Canadian dollar worth \$0.9350 in 1963, is around \$0.9484 against the U.S. dollar today.

Through the years, Atlas Canada has weathered the storms of political unrest, economic downturns, real estate booms and busts, fluctuations in the dollar and the cyclical east to west and then west to east mobility patterns as families follow the jobs and their dreams for a better future.

When asked how Atlas and its agency family managed to make the most of opportunities and meet the challenges of the day, Atlas Canada's President, Robert Clark said, "I think it is a combination of sticking to our core values and also embracing change. 2008 has been a year of major change here at Atlas Canada. In light of the fact that our once 'red-hot' economy is slowing down, we have to analyze every aspect of our business. To this end, we have done some reorganizing, refined processes, and taken advantage of the synergies available to us as part of Atlas World Group."

At the same time, Atlas Canada agents expect more value for the dollars in commission they pay the company.



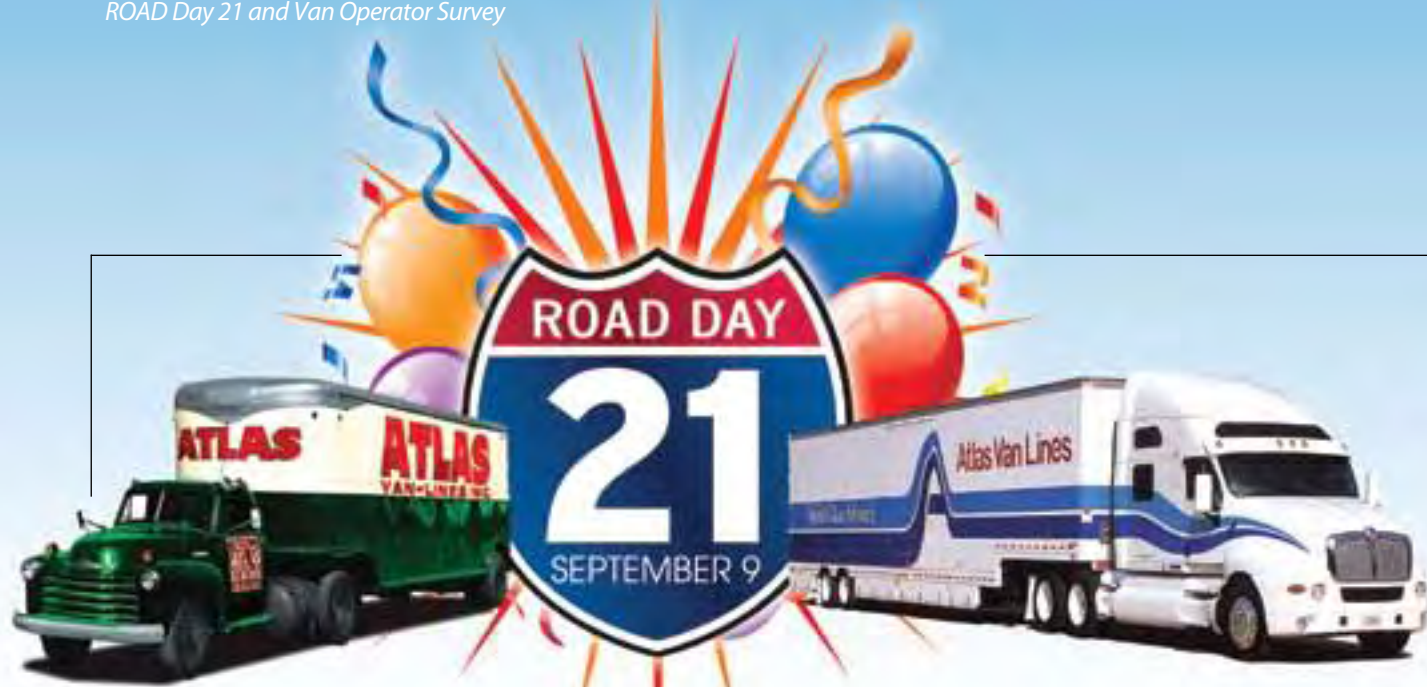
Atlas Canada headquarters in Oakville, Ontario.

"We have to remain responsive to their needs, even anticipating their needs," says Robert. One advantage that Atlas Canada has over some of its competitors is the continuity derived from a knowledgeable management team and long-term employees. Atlas Canada staff members know the agents (most of whom have been with Atlas for decades) and understand the challenges facing these moving company owners.

Customers also expect more. Today's transferee needs something more from the van line than just the physical transporting of possessions. Corporate customers in particular want Atlas to function as an arm of their company when transferring employees. Atlas Canada responds by learning our client's corporate culture so that the employees are treated accordingly.

No small part of Atlas Canada's success has come from developing and maintaining strong relationships and alliances with other organizations like Royal LePage (Canada's most successful national real estate network) and the Human Resources Professional Association. Rather than viewing them as a "target" account, Atlas Canada has always been a partner with these organizations. These partnerships continue to create value for Atlas, its agency family and the partners themselves.

Atlas Canada wishes to thank all those it has provided services for, and all those who have worked with it and for it, throughout the last 45 years. ■



“Thank You!”

The Atlas Family Appreciates Its Professional Van Operators

You could smell the barbecue and sundry goodies wafting in the air at Atlas agency locations all over the USA and Canada. The second Tuesday in September was the 21st Atlas ROAD Day, a company-wide celebration in honor of the world’s finest van operators. The event featured food and other expressions of the appreciation felt by every member of the Atlas family.

“For the past 60 years our van operators have been an integral part of the Atlas team,” says Atlas World Group President and COO Greg Hoover. “They have an enormous responsibility to relocate goods safely and efficiently, and they’re also the public face of the organization. Although we appreciate them year-round, ROAD Day is an opportunity to officially recognize and thank each of them for that commitment.”

ROAD Day: Recognizing Our Atlas Van Operators

More than 3400 van operators help make Atlas Van Lines an industry leader in service professionalism.

On ROAD Day, courtesy of Atlas Headquarters, each operator received a special gift—a 42-piece travel first aid kit.

Other prize giveaways added to the excitement. In a random drawing, five participating Atlas agencies won a free lunch in appreciation of their hosting a ROAD Day event. A random drawing also awarded prizes totaling \$6150 to 73 lucky van operators, courtesy of five event sponsors.



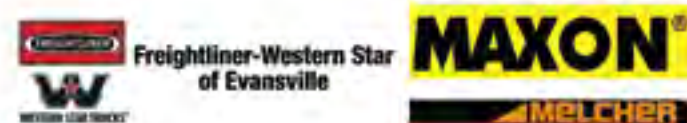
Gold Sponsors:

Kentucky Trailer & Windfall



Bronze Sponsors:

Freightliner-Western Star of Evansville, Maxon & Melcher



“Luck of the Draw”

Congratulations to these van operators, who each received a **\$500 Visa gift card**.

- James McColley** – Imlach Group (1130)
- Luis Vargas** – Powell Relocation Group (1649)
- Angela Noblin** – Reads Moving Systems of Richmond, Inc. (1701)
- Toni Grant** – Reads Moving Systems of Carolina (1714)
- Carl Pridemore** – Shetler Moving & Storage (1830)

These Atlas agencies each won a **free lunch** for employees.

- California Moving Systems (533)
- Spirit Movers (1818)
- Nelson Westerberg (1517)
- Gentle Giant (961)
- Atlantic Relocation Systems (1021)



Left: Guardian Relocation Inc. (1032)

Right: Alexander’s Mobility Service (215)



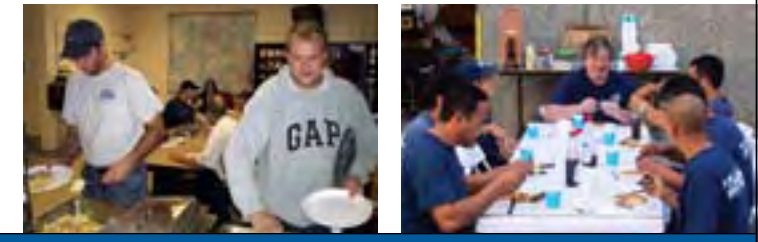
Left: Ace Relocation Systems (25)

Right: McCormack-Daniel’s (1370)



Left: Specialty Moving Inc. (1813)

Right: Shetler Moving & Storage (1830)



Left: Action Moving Service (238)

Right: Ace World Wide Moving (1547)

What the Kings of the Road Think

This year, 558 Atlas van operators from across the country, hailing from 46 states, shared their opinions and preferences in Atlas’ “mostly scientific and nearly indispensable” **King of the Road** survey. More van operators took part this year than ever before; the results offer an insightful look at “life with wheels” from a highly knowledgeable perspective.

- Atlas operators share no consensus on the most scenic roadway, but the most frequently mentioned are stretches of Interstate Highways 70, 90, and 40.
- Half of Atlas operators say they have access to a computer daily or at least 2 to 3 times a week while on the road. The most popular uses: Internet access and e-mail.
- Super 8 leads other hotel chains as the favorite place for a night’s lodging.
- Tums bests Roloids 27 percent to 19 percent as the fastest-acting antacid.
- Operators show a preference for “eating fresh,” as Subway garners the top spot among favorite fast food eateries.
- 45 percent of Atlas operators say they have stopped to aid a motorist once or twice; 28 percent have done so between three and ten times; and one in ten have stopped to help more than ten times.
- The most difficult part of life on the road? The top two answers are “eating right” and “exercise.” The favorite pastime when not on the road is “hanging out with family/friends.”

For complete results: www.atlasworldgroup.com/survey



Winning Strategies for the Group Move Challenge

There are many reasons that a company considers a group move of employees. The starting point for successful planning is identifying and understanding the objectives. A group move can be a costly enterprise, so taking time to plan is critical to ensuring the greatest return on that investment.

The decision to undertake a group move should be based on a review of estimated costs, organizational impact, and anticipated employee retention. A group move will be successful if it is well planned and executed, while controlling costs and encouraging participation.

The first step is to identify and understand the organizational goals in order to develop a program that will satisfy those goals. The expertise of an experienced relocation firm is integral to the project's success. It can evaluate past group moves and develop analyses, provide external data from similar projects, and create a program model and policies built on the corporate objectives.

A specific group move relocation policy is recommended as the needs of these employees will differ from standard relocations. The policy can be enhanced, offering additional benefits to meet express needs, or contracted for cost-containment while still addressing requirements of the impacted employee group.

Communication plans need to be focused internally and externally, as there are affected parties on both sides.

The communication should be consistent and clear, providing the essential information the affected groups will need. External announcements are focused on a different audience, but equally important to the internal communications for employees being relocated and those who will not receive a relocation offer. Planning at this phase is vital to the overall group move project success.

Surveying the employees upfront as well as at the conclusion of their moves can provide constructive information. This essential data can influence the ongoing project, help track outcomes and provide a foundation for future group moves.

Execution of the group move policies is critically important and must closely follow the corporate objectives. Granting exceptions to policy will be determined by the goals—for example, eliminating every boundary for the employee versus reducing overall corporate costs in a consolidation.

Gathering all of the data at the project's conclusion is just as important as every other step. An evaluation of the outcomes—both cost and employee retention—can help to assess whether the objectives that launched the group move were effectively met. This data can also provide a valuable basis for future group move projects and ensure that they are built on a successful foundation. ■

Step 1: Identification of Group Move Rationale		Step 2: Program Planning and Development	
Driving Forces: <ul style="list-style-type: none"> • Merger or acquisition • Economic incentives or tax benefits • Consolidation of functions or locations • Upgrade of facilities or technology • Availability of labor 	Objectives: <ul style="list-style-type: none"> • Transfer knowledge and roles • Retain capabilities and staff • Eliminate staff or operational redundancies • Achieve cost containment or reductions • Reduce workforce 	Preparation: <ul style="list-style-type: none"> • Identify corporate goals • Select relocation service partner • Develop and review analyses • Gain support of key stakeholders 	Objectives: <ul style="list-style-type: none"> • Develop program and cost models • Assess financial and human capital impacts • Obtain stakeholder approvals • Finalize policy and program plan
Step 3: Employee Engagement		Step 4: Group Move Management	
Communication: <ul style="list-style-type: none"> • Ascertain affected employees • Identify impacted vendors/partners • Develop total communication plan • Communicate early and often 	Response: <ul style="list-style-type: none"> • Survey employees upfront • Revise policy benefits if needed • Revise communication strategies • Solicit ongoing feedback 	Execution: <ul style="list-style-type: none"> • Hold onsite information meetings • Coordinate area orientation trips • Begin benefit administration • Obtain feedback on regular basis • Develop proactive responses 	Outcome: <ul style="list-style-type: none"> • Survey employees at completion • Gather cost and retention data • Create and review analyses • Report cost and employee statistics • Provide evaluation for future groups



Residences open to the sea at The Resort at Pelican Hill. Titan Global Distribution is putting the finishing touches on the property with a finely tuned logistics solution. To see more photos, visit: www.theresortatpelicanhill.com.

A present-day Xanadu is coming to completion on the coast of Newport Beach in Southern California, and Atlas subsidiary Titan Global Distribution is carefully orchestrating the finishing touches.

The Resort at Pelican Hill™, a property of the Irvine Company that promises the "possibility of perfection," features 128 villas, 204 bungalows, a luxury spa, five restaurants, a "Coliseum" pool and 20,000 square feet of indoor and outdoor meeting space. The Pelican Hill Golf Club—with a 36-hole championship course designed by Tom Fazio—tops the list of recreational amenities.

Project Supervisor Patty Rowell took the lead for Titan last year in readying the clubhouse for a December debut. In May, she returned as manager of Titan's charge to make the resort guest-ready for a grand opening later this year. Administrative Assistant Don Berger is her "right arm" on the job.

"Titan is storing, delivering and installing the furniture, fixtures and equipment," says Patty. "We are also taking care of the 'pick and pack' items—pillows, comforters and

amenities, as well as the installation of TVs and DVD players, iron caddies, and leather valets."

There are also the kitchen packs—cookware and dinnerware—and the artwork that graces rooms throughout the resort. Plus, Titan is warehousing and delivering materials for the general contractor, including carpet, wallpaper and light fixtures. All told, it makes for a delicate dance; Patty and Don must make sure that materials arrive precisely when and where they should at the sprawling resort, and that every residence is 100 percent complete and flawlessly finished.

"This project is a special challenge because each villa follows a different design scheme," says Patty. "Every interior is unique. I've worked in this profession for twenty years, and I am thankful to have had that experience to prepare for this project. This is the most logistically complex undertaking I've been involved with."

For more information about logistics solutions from Titan Global Distribution, visit: www.titan-global.com ■



Project Supervisor Patty Rowell and Assistant Don Berger follow a highly detailed and flexible workflow schedule to see the project to a successful completion.

Enjoying Retirement

Former Chief Technology Officer for Atlas World Group, Richard "Dick" Arneson, who retired April 2nd, reflects on his career and the advances that have helped Atlas excel in the information age.



Dick Arneson invested his entire career in information technology, starting with a technical sales position at IBM right out of college. In 1987, he found what turned out to be an "opportunity of a lifetime" when he took a position as Vice President of IT with Atlas Van Lines. It came with an unexpected benefit. "After

more than 40 winters in Minneapolis, my wife, Diane, and I found springtime in Evansville truly magnificent."

Dick remembers well his first challenge. "More often than not, I'd get a call in the middle of the night saying the on-line system would not be up on time in the morning," says Dick. "The devotion of many ITers working nights and weekends was key to getting through those difficult times...along with great customers in the other departments who cooperated and showed patience as we worked through the problems."

Although mainframe computers were unreliable, in 1988 Atlas chose the most reliable telephone system available. Dick notes that, through subsequent upgrades, it has proven 100 percent reliable to this day—a credit to the knowledgeable support of Jo Mary Kirk and her staff.

"In the mid-1990s, Atlas considered PC networks as an alternative to mainframes, but the technology was fraught with problems," says Dick. "By 2000, the options had improved and the company chose TMW Suite to be the hub of our new systems that we called Web Dispatch. This enabled Atlas to share the power of its PC-based systems with agents and customers, using the Internet to tie it all together."

By improving customer service and products at a reduced cost, Web Dispatch is the accomplishment of which Dick is most proud. "Web Dispatch could not have been done without the hard work of my staff and guidance of the agent IT committee," says Dick. He especially acknowledges the work of Judy Yee and Danyelle Frakes-Lewis from Alexander's Mobility Services; Ed Pionke, Larry Cap and David Green from Nelson Westerberg; Jon Schroeder from Atlantic Relocation Systems; Lisa Koch from Shetler Moving and Storage; and Keith Strayer from Specialty Moving Systems.

Dick says he enjoyed the occasional traveling that was part of his job. One instance, however, begged the question: Who says travel is a perk?

"In February 2007, when Trainer Amanda Hoesli and I presented an IT seminar in Newark, New Jersey, a snowstorm shut down most of the state. All flights were cancelled and connections to Evansville were not expected for four days! So, Amanda, Sue Chandler (Corporate Meetings Director) and I rented a car and started for Evansville. We drove nearly non-stop for 15 hours and 850 miles through snow, detours and ice."

Dick's travel plans now exclude unexpected icy road trips. But they do include a Mediterranean cruise this year and extended sailing trips. He also performs volunteer work as Vice President and Board Member of the Evansville Philharmonic Orchestra. "In general, I'm just doing the things I like to do, when I want to do them. Retirement is great!"

Looking back at his career with Atlas, Dick says it was "quite a ride."

"I joined in the middle of the Wesray ownership. At my first convention, agents were laying the groundwork to repurchase the company. From that transition to now, it has been an incredible, interesting and rewarding journey. I was fortunate to be a part of it." ■



Dick Arneson participates in a fundraiser to benefit the United Way



Jim Stamm, Atlas Chairman
Dick Arneson
Greg Hoover, Atlas President & COO
Glen Dunkerson, Atlas Vice Chairman and CEO

Road Warrior Charts New Destinations In Retirement

Mike Scavuzzo retired at the end of July after 28 years with Atlas Van Lines, most of which he spent as a self-described "road warrior." As Senior Vice President of Agency Development, Mike traveled the country to meet with moving entrepreneurs and present the Atlas agency opportunity.

"Selling Atlas was not difficult," says Mike. "The company has an excellent product and a great reputation. Atlas has been very good to me and a great place to work. It's good to its employees and agents, understanding that their success is its success. I once heard that happy employees and agents equal a better product or service, which equals happy customers, which equals improved revenues, which equals happy employees and agents."

"Since the company began tracking the numbers in 1984, new agents have contributed in excess of 60 percent of the company's sales volume growth," says Mike. "At a recruiting rate of 20 to 25 new agents a year, even with attrition, the majority of Atlas agents today joined during the last quarter century. And, in just the last 10 years, military business has grown from about 7 million to 50 million dollars."

As an ambassador for Atlas, Mike says he visited every state at least three times and some of them a hundred times. On one airline, Mike has reached the two-million-miles-flown level. He and his wife, Camila, enjoy travel for pleasure. By year's end, they will have added the Panama Canal, China, Greece and Turkey to their ever-growing list of adventures.

Mike says it's hard to travel and not encounter celebrities along the way. But, in the road warrior handbook, gushing over them is not permitted. A simple nod is okay, as on the occasions when he crossed paths with actors George Hamilton and James Whitmore. But

for funny man Jonathan Winters, it's another story.

"On a cross-country flight from LA, I was sitting two rows behind first class, back when there were curtain

dividers between the two sections," recalls Mike. "Mr. Winters stuck his head through to do a short routine and must have felt good because he proceeded to do a whole hour. It was one of the quickest cross-country flights and I still have the photos."

Some of Mike's best memories are of the agents he brought to Atlas. "It was always gratifying to work on a prospect and, after eventually converting them, to hear them say, 'I should have made this decision years ago.' Some of the agents I recruited have seen their Atlas stock grow to about 25 times the original investment and many are recognized each year at convention for their sales and quality accomplishments. I say good for them—it's through their efforts that the company has prospered."

Now, says Mike, he's trying to get used to 'every day being a vacation.' "I'm starting to get the hang of it. For the first couple of weeks I was still in the habit of getting up at five every morning. But now I can sleep until six or six-thirty." ■



Mike Scavuzzo and family.



DeeDee Shanks, Jennifer Britt, Mike Scavuzzo and Jo Ellen Hein



Greg Hoover, Atlas President & COO
Mike Scavuzzo
Mike Shaffer, Former Atlas Chairman and CEO

A Boost for Education

Families Receive \$12,000 in College Assistance

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



President's Scholarship

Todd Martin hopes to someday operate his own motorcycle shop. In early August, he moved closer to that dream as a recipient of the President's Scholarship from Atlas Van Lines.

A junior studying business administration at the University of

Southern Indiana, Todd is the son of Marcia Martin, Account Analyst, who works in accounts receivable at Atlas Van Lines. He is one of three students – two children of full-time Atlas employees and one child of an Atlas Professional Van Operator – who will each receive \$4000 in financial assistance for the coming academic year.

Todd Martin accepts the President's Scholarship Award presented by Atlas World Group President & COO Greg Hoover.

Professional Van Operator Scholarship

Sean Balogh is the beneficiary of the Professional Van Operator Scholarship.

He is a junior at Full Sail University in Winter Park,

Florida, where he studies film and television. Sean is the son of Timothy Balogh, a Van Operator with Alexander's Mobility Services (214).

"Atlas is proud to support students in the Atlas family like Todd, Erica, and Sean," says Jim Stamm, chairman of Atlas World Group. "We're happy to help provide them and their families a bit of financial relief as they head back to school."



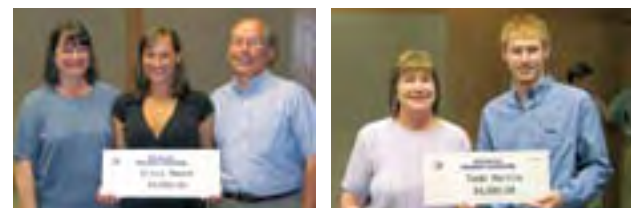
Sean Balogh, recipient of the Professional Van Operator Scholarship.



Chairman's Scholarship

Erica Moore, a senior majoring in international studies at Indiana University, received the Chairman's Scholarship. She is the daughter of Rebecca Moore, State Tax Coordinator, who works in fleet registration at Atlas' Evansville office.

Erica Moore is presented with the Chairman's Scholarship by Atlas World Group Chairman Jim Stamm.



Erica Moore and Todd Martin with family.

Atlas World Group Scholarships Eligibility Requirements

Chairman's Scholarship

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

President's Scholarship

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

Professional Van Operator Scholarship

Parent is an Atlas-qualified van operator.

Atlas announced the winners on August 4. This is the fourth year for the program, which to date has awarded \$48,000 to Atlas families. To be eligible for an award, a student must have a cumulative GPA of at least 3.0 on a 4.0 scale and be enrolled full-time as a junior or senior at an accredited university. Winners are selected in a random draw from among all eligible applicants.

City Transfer Hits the Century Mark



Receives Well-Deserved Notoriety

As Atlas Van Lines celebrates 60 years, one member of the Atlas agent family is marking another big milestone. City Transfer and Storage (630) is celebrating "a century of worldwide transportation excellence" as North Carolina's longest established, family-owned moving business. Brothers Bart, Ron and Scott Lassiter run the enterprise, which employs 85 and primarily serves the metro triad of Greensboro, High Point and Winston Salem. They succeed their father, Carter Lassiter, and grandfather, I. M. Lassiter, who began the company in 1908. Earlier this year, brother Tim left the business to pursue other interests.

"Our grandfather started out with a horse-drawn carriage," says Bart. "He provided general delivery of freight and baggage, hauled coal and construction materials, and even hired out to scrape roads and keep them passable."

As the company evolved to serve the needs of a mobile society, it remained dedicated to personal service.

"Grandfather and Dad always said that if you provide quality service, customers will repeat themselves," says Bart. "Following their lead, we continue 'the Lassiter tradition in moving' for our customers."

That tradition is evident in an outstanding record of service. An Atlas agency since 1988, City Transfer has garnered multiple awards, including the prestigious Atlas Milton M. Hill Quality Award (2003, 2004, 2005, 2007, 2008). On top of that, Bart has been Atlas' number one producer for three of the last five years in market areas with populations between 1.0 and 2.4 million. To cap it all, readers of Business Leader magazine named City Transfer the triad region's small business of 2008, and placed it

second among all small businesses in the state.

"In October, our father, Carter, will become the first mover of household goods inducted into North Carolina's Transportation Hall of Fame," says Bart. "Sometime in November, our mayor will proclaim a 'City Transfer Day' for High Point."

In addition to a full complement of services for local, national and international relocation, the Lassiters have carved a niche for specialized transportation and material handling with expertise in cranes and rigging. Customers rely on City Transfer to safely hoist and place large and high-value items, including industrial equipment and machinery, and to meet the heavy handling requirements for shipping oversized items by truck.

Looking forward, Bart says the company is as committed as ever to service. "When housing rebounds, I think we'll see some great opportunities. Regardless of when that may occur, we believe that our quality remains our first and best business advantage."



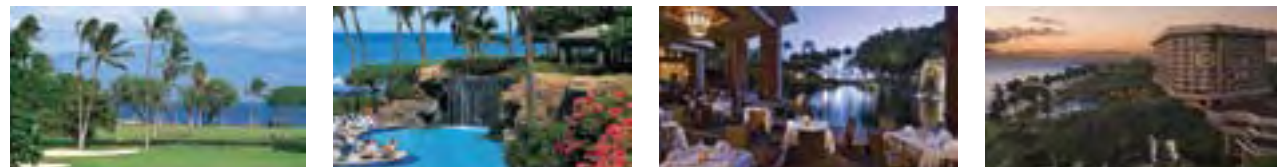
As featured in August Business Leader Magazine, City Transfer and Storage is the 2008 small business of the year in North Carolina's triad region of Greensboro, High Point and Winston-Salem; the company was ranked second among all small businesses in the state. Left to right: Ron, Bart, and Scott Lassiter bring the third generation of family leadership to the Atlas agency.

Almost Eden

Maui Beckons President's Club



Hyatt Regency Maui Resort & Spa will host the 2009 meeting of Atlas' President's Club. The gathering recognizes and rewards sales people who produced \$2 million in interstate bookings between July 1 and June 30.



Its nickname is "The Valley Isle," but some simply call it "paradise." Maui, Hawaii's second-largest island, will host the 2009 conference of Atlas' President's Club, March 12 to 16, at the Hyatt Regency Resort & Spa.

Known as the "ultimate Kaanapali Beach hotel," the resort sits on 40 lush, beachfront acres. Guests discover a myriad of wonderful ways to spend time here, from frolicking in the water playground to getting pampered at the oceanfront Spa Moana...from playing the championship golf course to scuba diving and riding the waves...and experiencing some of the best in Hawaiian food, festivities, and shopping.

"This exceptional destination is an appropriate place to fete an exceptional group of people," says Atlas World Group President and COO Greg Hoover. "Our gathering allows us to express how much we value these folks and their contribution to Atlas...and it gives us all the chance

to build the personal friendships that help make our agency sales family one of the most vibrant networks in our industry."

Twin Peaks

Atlas sales people earn a place in the President's Club by booking one million dollars or more in interstate traffic between July 1 and June 30. Producers in the first tier—under two million in bookings—receive a gift certificate valued at \$200. First-time achievers also earn a ruby lapel pin. Producers in the top tier—two million dollars or more in bookings—earn a trip for two to the annual meeting. First-time qualifiers also receive a sapphire lapel pin.

"This year, 66 people earned the distinction of being our top producers, and 30 of them hit the two million mark," says Greg. "Their achievement reminds us all of the value of hard work. Kudos to every one of them."

2008-2009 President's Club Winners

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

Atlas Agent Earns Green Arrow



The U.S. Army has recognized Campbell Moving & Storage, Inc. (524) with a "Green Arrow" for superior performance in the Army's non-temporary storage (NTS) transportation program.

Bob Campbell, Campbell Moving & Storage (524), displays the award his team merited for outstanding service to the U.S. Army.

To be considered for the award, Campbell participated in the NTS program for the entire year and maintained at least 250,000 pounds in storage as of September 30.

"The Army conducted two surprise inspections," says Bob Campbell, President of the Atlas agency. "They looked at a number of factors, such as the cleanliness of our facility, our organization, and how we handle paperwork."

The judging also weighed customers' evaluations; Campbell serves the Eglin Air Force Base in Fort Walton Beach, Florida.

The Army's Southeast Regional Storage Management Office presented the award. Among qualified service providers in 8 southeast states, Campbell is one of only ten companies to earn the honor.

"We are pleased to earn this award again," says Bob. "It's the second time for us in the last ten years."

Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Dawn Alexander	Thomas Alexander	Brother-in-law	Driver Personnel Supervisor, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Will Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group
Jerry Bradley	Paul Gibbs	Stepson	Sales Manager, Ace Relocation Systems, Inc. (43)
	Ben Pangborn	Nephew	
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Dawn Brittingham	Jeffrey A. Brittingham	Stepson	Corporate Account Sales, Ace Relocation Systems, Inc. (8)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden, Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co. (440)
Mary Chapman	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
Adam Dinot	Adam Dinot, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Linda Ellington	Jessica Ellington	Granddaughter's Mother	Administrative Assistant, Marketing Communications, Headquarters
Frances Farthing	Charles Farthing	Husband	O/A & Dispatch, Reads Moving Systems of Norfolk, Inc. (1725)
Zane Green	Russell Green	Son	Operations Manager, Ace Relocation Systems, Inc. (8)
Susan Gurganus	Bryce Gurganus	Son	On Site Coordinator at Americorp Relocation, Ace Relocation Systems, Inc. (66)
Hazel Powell Hill	J. Keith Powell	Grandson	Sales Representative, Ace Transfer & Storage Co. (1406)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Theresa Lillico	Bob Lillico	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiancé	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Rick Phillips	Todd Veek	Son-in-law	Assistant Vice President of Government Business, Headquarters
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (62)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Mike Townsend	Actively Serving		Mechanic, Atlas Terminal
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Monte Vanover	Seth Vanover	Son	Director of Fleet Maintenance
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

Atlas Agents “Get Extreme” for Local Families



Below:
The Paxton Van Lines
“Extreme Crew.”

Kneeling
(left to right):
Raul Hernandez,
Van Operator;
Jorge Quintanilla,
Crew Member;
Sheridan Hill,
Crew Member;
Roberto Sanchez,
Crew Member.

Standing
(left to right):
Charles Wyke,
Lead Crew Member;
Kevin Callahan,
Director of Safety;
Clarence Glover,
Crew Member;
John Ritch,
Crew Member;
Jack McDonald,
Director of Business
Development;
Stephen Hunt,
General Manager;
Alexander Carrillo,
Crew Member.

You may see a familiar blue and white truck if you tune into one of television’s most popular shows. That’s because Atlas agents have recently volunteered their services to **Extreme Makeover: Home Edition** to answer the needs of families in their communities.



Paxton Van Lines of North Carolina (1614)

On July 27, home design guru Ty Pennington led a legion of makeover mavens to Sudbury Road in Charlotte, where he knocked on the King family’s door. It signaled the start of a whirlwind effort that saw a house emptied, razed, rebuilt and ready for occupancy in one week.

On day one, the Paxton team orchestrated a logistics

blitz. “We emptied the house completely in four hours,” says Jack McDonald, Director of Business Development for The Paxton Companies. “We inventoried, packed, and labeled all the contents, putting about half of it into “Bin City,” the show’s temporary storage area, and the rest in our warehouse. Then, we moved items back into the house when it was finished.”

Jack first contacted the show’s producers and arranged for Paxton’s services at no cost to the family. Ironically, he eventually found himself on camera, appearing twice in interviews on local TV news shows. “It was an interesting experience,” says Jack. “Most of all, it feels good to know we helped a family who really needed it.”

When the King family returned, they stepped into a custom furnished home, perfectly built to provide for their needs, a vast difference from the formerly cramped home and daycare service that the Kings maintain for single mothers.

“A part of our environmental policy is to help our community,” says Freddy Paxton, Chief Marketing Officer & Senior Vice President of The Paxton Companies. “*Extreme Makeover: Home Edition* is a fantastic example of how companies can do this.”

“We are very pleased to be given the opportunity to participate in such a great event,” said Stephen Hunt, General Manager of Paxton and a Charlotte native himself. “In today’s challenging relocation industry, giving back to our community in this way is the least we can do.”

The show is scheduled to air on October 19, 2008. Please check local listings as dates are subject to change.

ABC Moving & Storage (20)

“The show is a great concept, it has helped so many people in need,” says Doug McGregor, President and CFO, ABC Moving & Storage. “When one of the most respected contractors in St. Louis (Callier Thompson Shea Construction & Design) asked us to take part, I agreed on the spot.”

The beneficiaries were Dawn and Emmanuel Martirez and their children, daughter Elle and twin sons Evan and Alec, of Shrewsbury, Missouri. The Martirez house was not suitable to the special developmental needs of the boys, who suffer from physical and mental handicaps because of rare genetic disorders.

ABC Moving & Storage provided two trailers near the building site for storage of construction supplies during the weeklong project. Besides Doug, the ABC Moving team included volunteers Scott Gaspard, Fred Becker, Pete Williams, Cedric Moore, Sylevestor Ivory and Jim Radwanski.

On day one of the project, September 4, the team packed, loaded, and stored the family’s belongings. “It was a very cold, rainy day,” recalls Doug. “But we and the volunteers finished the move-out on schedule as the demolition folks stood by on the ready.”

While the Martirez family enjoyed a vacation in Disney World, Ty Pennington and the *EMHE* crew worked their magic to create a dream home. The ABC Moving team was back on the job seven days later to deliver finishing touches – new furniture, appliances, toys, white goods and kitchen supplies.

“It was great being on the front end of the process as we moved the family out,” says Doug, “just as it was a pleasure working alongside many fine local companies. They were all flawless in their execution...the show and its people are all they’re cracked up to be.”

O’Brien Moving and Storage (1573)

As the Amplifier was going to press, we learned that O’Brien Moving and Storage in Mason City, Iowa, has also volunteered to help *EMHE* answer the prayers of a local family. We extend appreciation to these and countless other Atlas agents who give the extra effort to make their communities better places to live and work. Salute!

About the Show

Extreme Makeover: Home Edition has won back-to-back Emmy Awards and is entering its sixth season on ABC. Endemol USA, a division of Endemol Holding, produces the program. Anthony Dominici is the executive producer and David Goldberg is the President of Endemol USA. The show airs on Sunday evenings at 8/7 Central.



Paxton Van Lines (1614)



ABC Moving & Storage (20)

Action Steps Up to the Plate for Hunger

May 10, 2008. Action Moving Services collected, loaded and delivered non-perishable food during "Stamp Out Hunger," the annual food drive conducted by the National Association of Letter Carriers.



Services Association called, we liked the idea and committed two trucks and operators immediately," says Bill Everson, President of Action Moving Services. "We collected the food at two Cub Food Store locations, loaded it onto the trucks and delivered

it to the Second Harvest warehouse." On the second Saturday in May, Action Moving Services (238) pitched in to feed the hungry in "Stamp Out Hunger." The National Association of Letter Carriers conducts the annual event, which is the largest one-day food drive in the U.S. Mail carriers pick up donations of non-perishable food on their routes, while community members take donations to designated drop-off locations. "When Howard Markus with the Minnesota Transport

Action Moving Services was one of several transportation providers throughout the state to participate. In the Minneapolis-St. Paul area, the effort amassed 1,047,256 pounds of food, beating 2007's record haul by nearly 200,000 pounds. Nationwide, the drive netted 73,113,915 pounds in 10,000 cities and towns—2.4 million pounds more than was collected last year.

Ace Transfer & Storage Earns Prestigious Military Recognition

Ace Transfer & Storage Company of Oklahoma City (1406) has earned the 2008 NDTA Quality Award (formerly known as the SDDC Quality Award). The prestigious award recognizes

companies to win the award, and one of only two small companies so honored.

"Our employees have been working very hard this year," says CEO David Howell, Ace Transfer & Storage. "We're thrilled and honored to receive this award as well as the Milton M. Hill Quality Award from Atlas Van Lines. These achievements reflect our employees' commitment to excellent customer service within every component of our trademarked Consistent Quality Signature."

The National Defense Transportation Association (NDTA) is a non-political, non-profit educational association of government, military, and industry professionals dedicated to fostering a strong and efficient global transportation and distribution system in support of national security.

the Atlas agent for its superior service and support to the Department of Defense.

The competition is open to the tens of thousands of approved transportation providers that serve the Department of Defense. Defense transportation offices nominate those companies that provide the highest quality of transportation services. Among the more than 3000 nominations, Ace Transfer & Storage was one of only ten

Lieutenant General (Retired) Kenneth R. Wykle and Major General Kathleen M. Gainey present the NDTA Quality Award to David R. Howell, CEO of Ace Transfer & Storage, at the SDDC Symposium in Orlando, Florida, on April 30.

Season of Giving

As the Amplifier was going to press, we were saddened by the news that Mr. Powell had passed away on September 30. We dedicate the following story as a tribute to this kind and generous man...and we extend our condolences to his family, friends and associates, who tell us they plan to continue Mr. Powell's tradition of supporting the Salvation Army.

They are so integral to the holiday season that their ting-a-ling has become one of the most instantly recognizable harbingers of Christmas. The Salvation Army's bell-ringers and red kettles remind all that the season of joy is also the season for giving.

In Grand Rapids, Michigan, the Salvation Army will usher in the season as one of about 80 entries in the annual Jaycees Santa Parade. A 12-piece brass band will play carols as it marches behind a giant model of the famous red kettle. A shiny, red, 1964 International ½-ton pickup will tow the symbol of good will. And in the front seat will be Bill Powell, President of Powell Relocation Group (1657).

"A good friend, Jamie Muller, brought the Salvation Army to my attention a few years ago," says Bill. "I believe it's a good cause, and I was able to help by pulling the big kettle for them. Now, we pull it in the parade and several times a year to various locations to raise awareness for what they do."

Bill is the ideal candidate for such a task. His red pickup is just one vehicle in a fleet of collectibles that also includes a rare 1956 Powell ½-ton pickup (only 1000 were made during two years of production, according to Bill). "We go all over west Michigan to take part in parades," says Bill. "We make about fifteen appearances a year, including the Holland Tulip Festival and Grand Haven Coast Guard Festival."

Shannon Transport Enters Circle of Excellence

The New Jersey Warehousemen & Movers Association (NJWMA) has certified Shannon Transport (1815) as a Mover Member in the Circle of Excellence. The designation signifies that the Atlas agent has agreed to "operate under industry standards beyond the minimums required by law, thus ensuring a commitment to the highest levels of customer service and consumer satisfaction."

"We're honored to have been accepted into the 'Circle of Excellence' program," said Shawn O'Neil, Vice President of Business Development for Shannon Transport. "It's our mission to provide our customers with service that exceeds their expectations, and now with the NJWMA 'Circle of Excellence' affiliation, our efforts are validated."



"It's a wonderful thing that Bill does for us," says Kristine Palosaari, Divisional Development Director for The Salvation Army. Kristine has known Bill and Lorna Powell as supporters and donors for several years. "Ours is one of the most generous communities around, and the Powells are examples of the kind of people we are so blessed to have."

The Salvation Army West Michigan Northern Indiana Division reaches about 8000 people a year with services that include food, emergency shelter, utility assistance, drug and alcohol rehabilitation, and other programs for people in need. "Now, with so many more families dealing with foreclosure, the need is especially great," says Kristine.

Which is why the red kettles are so important. Among other things, donations help provide Christmas dinners, clothing, and toys for families during the time of year when many need help the most.

"I was born and raised in Grand Rapids," says Bill. "There are many good causes here, but I believe in what the Salvation Army does. We support them because they support the community. It's a good way for us to give back."

Powell Relocation Group provides the color-coordinated transportation for the famous red kettle to bring awareness and support for the work of the Salvation Army. The kettle will kick off this year's season of giving with an appearance November 22 at the annual Grand Rapids Jaycees Santa Parade. About 12,000 people are expected to attend the festive event.



Getting to Know Atlas' Professional Van Operators

The Face of Superior Customer Service

The importance of the Professional Van Operator (PVO) to Atlas' service performance can never be overstated. How they perform is a direct reflection of how Atlas performs overall and of the moving public's perception of our quality. All the work a salesperson puts into setting up a move, and all the planning and scheduling by Operations to provide timely loading and delivery service mean nothing without the van operator's prompt, professional, and courteous service.
– **Dennie Lynn, Senior Vice President, Transportation, Relocation Services Group**



Lou Pedroza

PVO Lou Pedroza began his career in 1966, when he returned to civilian life after four years in the Air Force.

Lou has seen a lot change during the course of more than forty years – like highways, for example. “Before freeways, a good day of driving might be 450 to 500 miles. Now, you can cover 650 to 700 miles.

But despite many advances, he sees the fundamentals of moving are pretty much the same as they have always been.

“When I was a young mover, I saw a picture (illustration) of two guys loading a horse and wagon. They had big grins on their faces. I saw another picture of the same two guys, with the same big grins, loading a modern rig. What we do hasn't changed much.”

Lou sees service as a gratifying aim in itself. It earns the appreciation and respect of customers, and it sets him apart from competitors. “I like getting the ‘attaboy’ that comes with doing a professional job.”



Wisconsin native Ken Gollhardt with Ace Relocation Systems (62) started out working in the Milwaukee area, qualified as an Atlas operator in 1969, and moved to California when Ace relocated there in 1972. Over the years, he has hauled for commercial as well as residential customers. Today he specializes in household goods.

Ken says that superior customer service is just a matter of “doing your job.” In the process of working closely with customers, Ken says he gets to know many of them “almost on a personal basis...and some of them have become long-term friends.”

At the top of Ken's list for success is communication. “To do the job right, you have to keep the customer informed. I stay in touch with the customer all the time, so there's no question about where I am or when I'm going to pick up or deliver. Good communication can solve a lot of problems.”



Karl Karlsen and Anita Blumenthal are a husband-and-wife owner-operator team with Alexander's Mobility Services (207). They call Cottonwood, Arizona, their home. But

they spend most of their time in their “home away from home,” a 150-inch “traveling condo” tractor sleeper. “We started with a 60-inch sleeper,” says Anita. “Every few years we bought a new truck, and they got bigger and bigger.”

Karl began his career as a van operator in 1954 and qualified as an Atlas operator in 1982. He and Anita married in 1992, becoming business partners as well as life partners. They cover between 80,000 and 90,000 miles a year hauling household goods. And they love what they do.



Anita & Karl Karlsen

“Atlas has quality and the customer comes first,” says Anita. “Every customer is important in our book. When we go into a house, we treat the customer as we would want to be treated ourselves. We make a special, extra effort to make a good move for them. No matter who they are, as long as they get moved in our truck, they are a VIP.”



PVO Dennis Ruel believes there are several requirements for superior customer service. One is a good rapport with the van lines. Another is an attitude for going “over and beyond the call of duty” for customers. In simplest terms, he says it comes down to this: “I just cooperate with people and do the best I can.”

Dennis hails from Canada originally. He got his first taste of being a transportation provider as a teenager, operating a quarry truck. He qualified as an Atlas operator in 1979. Today, he lives in Sun City West, Arizona, and hauls for Walker Transfer (2114). He handles household goods shipments exclusively, with the help of his wife, Janet.



Dennis & Janet Ruel

“Janet takes care of the inventory for me, which is the biggest part of this job,” says Dennis. “If it wasn't for her, I wouldn't be where I am now. She has made my career.”

Dennis says the most gratifying part of his job is the appreciation of customers. “Seeing the children smile when you pull up for delivery – that's the best,” says Dennis. “Getting the ‘thank you’ is a big thing for me.”



PVO Donnell Varner of Clio, Alabama, began his career behind the wheel while working his way through Alabama State University as a student of sociology. He qualified as an Atlas operator in 1976. Since 1983, he has worked with Atlas direct in transporting household goods.

“Superior customer service is listening to what the customer has to say, because the customer is always first as far as I'm concerned,” says Donnell. “Once I introduce myself and spend some time listening, I get a feel for what the customer expects. Then I do my best to satisfy them. You can't always satisfy everybody, but it's rare.”

Donnell says the cost of labor and discounting have become increasingly bigger business obstacles.

“I understand the nature of competition, but van operators have a lot of expenses. With Atlas, I'm not under a forced dispatch, so I don't have to take a load if it isn't profitable.”

At the end of the day, it's how the customer feels that matters most. “When I deliver a load of household goods and I can leave with a smile on my face, and I leave them with a smile, that's what this job is all about.”



Donnell Varner

Special Thanks to...

Thanks to Ken Uhl, Operations Manager/CEO/Corporate Sales with Ace World Wide of New York, Inc. (46) for suggesting this story.

Ken's father, Kenneth G. Uhl, retired in 2007 after more than 40 years as an owner-operator, including 25 as an Atlas-qualified operator. In reflecting on the service of his father and other Atlas van operators, Ken sees a debt of gratitude owed to these professionals: “The road warriors of prior generations have laid the groundwork for a successful van line today.”



Kenneth G. Uhl

In Memoriam



Reginald T. "Reg" Lammers 1943–2008

The Atlas family is saddened by the loss of Reginald T. "Reg" Lammers, 65, who passed away on May 30 at his farm in Missouri.

Following graduation from Plainview High School, Reg went to work delivering freight and agricultural products in Minnesota. He began his career in the moving industry in 1963 as a van operator and operations manager. In 1977, Reg relocated to the

San Diego area, where he managed a growing moving business. In 1985, he purchased two of the company's branch offices and began a successful enterprise of his own. Over the next 21 years, he built Ace Relocation Systems into a prominent national company and one of the largest in the Atlas agency family. Reg was affiliated with Atlas for over 40 years. He served on the Board of Directors of Atlas World Group (1994-2007) and on the board of the American Moving and Storage Association.

"Reg was truly devoted to his family, and a great asset

to Atlas and our industry," says Atlas World Group Chairman Jim Stamm. "He had a warm wit and a knack for simplifying and solving problems with his common sense. The Atlas family will miss Reg, and we extend our sincerest sympathy to his loved ones."

Mr. Lammers is survived by his wife of 44 years, Kathleen; two sons, Lawrence and Daniel; a daughter, Laura; and seven grandchildren.

Jack Macy Honored for Lifetime Achievement

Jack Macy of Macy Movers (1364) received the Lifetime Achievement Award from the California Moving & Storage Association (CMSA) at its 2008 convention in Rancho Mirage, California.

The association bestows the award periodically to longtime members who exemplify the best qualities of a CMSA member and professional mover. In a news

release, the association noted that Jack has made "substantial contributions" to CMSA and to the industry. Jack's father, Art Macy, founded Macy Movers in 1915. Jack began working in the business in 1944, at age 14. He took a hiatus in 1948 to serve in the Marine Corps. One of the most decorated soldiers of the Korean War, Jack was honorably discharged in 1951 after being wounded in battle.

Back home, Jack set about to grow the family business. He started handling interstate shipments in 1962 as an agent for Global Van Lines. In 1971, the company switched its affiliation to Atlas Van Lines.

Jack is active in the CMSA Northern Region Chapter and co-chairs the Military Affairs Committee. He has served on the CMSA Board of Directors and as Chairman (1982-1983). He has also served on the board of Atlas World Group.



CMSA President Steve Weitkamp (left) and CMSA Chairman Steve DeBolt (right) present the CMSA Lifetime Achievement Award to Jack Macy, President of Macy Movers. The presentation took place May 17 at the association's Awards Luncheon.

OMEGA

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

January 26

Wanda May Butcher, Principal Officer (retired), Watson Van & Storage Co., Inc. (2135)

April 5

Jean Klause, Co-founder, A-1 Moving & Storage (87)

April 19

Jon Marshall, Branch Manager, Ace Transfer & Storage Co. (1407)

April 22

Sharon Chackel, Ace Relocation Systems, Inc. (43)

May 16

Glyn Cook, President, Reads Moving Systems of Florida, Inc. (1724)

June 22

Charlotte Woehler Shetler, Wife of Thomas J. Shetler, Sr., Shetler Moving & Storage, Inc. (1830)

July 11

Lawrence "Larry" Dubbs, President, AAA Pro Moving & Storage, Inc. (50);

William Iacobucci, Operations Manager, George Arpin & Sons, Inc. (976)

August 17

Paul Poucher, Director, Interstate Operations, Paxton Van Lines (1610)

August 23

Michael Ribar, Relocation Manager, Wagoner Moving Systems, Inc. (2138)

September 14

Emma Lee Herbert, Mother of Bill A. Chambers, American of Virginia, Inc. (103)

September 30

Bill Powell, Founder, Powell Relocation Group, (1657)

Personnel Changes at Atlas



Mike E. Neeley

Atlas World Group has promoted Michael E. Neeley to Chief Information Officer (CIO). He succeeds Richard Arneson, who retired earlier this year. In his new post, Mike oversees all aspects of the company's information systems to ensure that all users have access to secure, advanced tools.

Mike joined Atlas Van Lines in 2005 as Vice President of Information Technology Development. Prior to that, he served as CIO for Evansville's Deaconess Health Systems.

Mike Neeley

"Mike's vast knowledge and leadership skills will

continue to build on the advancements we've made through previous technology improvements," says Atlas World Group Vice Chairman and CEO Glen Dunkerson. "Ultimately, he will help us make it easier and more efficient for our customers and agents to conduct business."

Mike retired as a Lieutenant Commander of the Navy in 1993 after nearly 26 years of service. He holds a bachelor's degree in healthcare administration from Southern Illinois University and a master's degree from the Naval Postgraduate School in Monterey, California.

Vic Baillargeon

Atlas Van Lines has named Victor Baillargeon Director of Internet Sales and Marketing. He brings nearly 20 years of management experience in information technology, knowledge management and business operations.

Vic's responsibilities include the day-to-day maintenance of the company's intranet and website (www.atlasworldgroup.com). Expanding Atlas' Internet presence is a major focus of his work.

"Vic is charged with taking us into the next generation of Internet usage by exploiting the Web for sales and marketing," says Atlas World Group President and COO

Greg Hoover. "His combined knowledge of technology and online business strategies make him an ideal candidate to accomplish this mission."

Vic is a native of Newmarket, New Hampshire. He earned a bachelor's degree from the University of New Hampshire and a PhD in organic chemistry from Colorado State University. He serves on the board of directors of the American Red Cross of Southwest Indiana and is a former trustee for the Evansville Museum of Arts, History and Science.



Vic Baillargeon

Tracks

Atlas Service is Appreciated

**RE: Jeff Vondrell
Celina Moving & Storage, Inc. (592)**

Greg, I'm sorry this is so delayed. It's been hectic times around our place lately.

The boxes and the furniture arrived on Sept. 2nd. Everything was in perfect condition. The movers, Jeff and his helper did a great job. One thing to note, when everything was unloaded I noticed the key to the china cabinet was

missing. Jeff said he'd check the truck when everything was unloaded. Well about 10 days later I got a letter and inside was the key. Jeff said he found it while sweeping out the van. I realized at that point how well my moving items were taken care of. Greg,

as a customer, I want to applaud the professionalism of the company you work for, as a friend, I'm grateful and humbled by your help. Sometimes I forget the value of long time friends and how grateful I am to have you as one.

Thank you for being my friend.

**Blessings,
Kerry Waymire**

RE: Doreen Atkinson, Joe Torres, Nelson Westerberg (1511) Carrollton, TX, Neil Picone, Nelson Westerberg (1523) Somerville, NJ

Lisa and I want to let you know that Nelson Westerberg did an outstanding job in moving us from NY to IL. The drivers (Joe Torres & Neil Picone), especially, were great...

professional, friendly, attention to care & handling of our belongings, on time, courteous and got everything done according to schedule. And they even let our kids sit in their "monster" tractors to see what it's like...they helped our

kids feel more involved. Their Nelson Westerberg loading/unloading crews (especially in IL) did a nice job too.

Of course, we know none of this could have been possible without your management of our move. We sincerely appreciate your professionalism, advice, flexibility, and most of all, helping us through the process of a somewhat complicated & stressful move, especially with so many other relocation activities happening in parallel for us.

To put things into perspective, we've moved over 15

times (domestic & international) and this was by far the best move we've ever had, given the scope/scale. To make our experience even better, the Nelson Westerberg crews did a nice job of avoiding any damage in our homes in NY and IL.

Putting on my Head of HR hat for ACCO Brands, I'm very pleased with the excellent service, support and care you and Nelson Westerberg provide our employees and I'm glad my family and I could experience it first-hand.

I hope you will share this with everyone for us...

Kudos to Nelson Westerberg!

**Best Regards,
David Kaput**

RE: Tom Schweitzer, Daniel's Moving & Storage, Inc. (875) Phoenix, AZ

Daniel, I am a career Naval officer and as such, I have been moved by many different companies in many different places. My most recent move, from San Diego, CA to Newport, RI was without a doubt the best experience I've had with a moving company. This was entirely due to the

efforts of Tom Schweitzer, your van operator. He directed the efforts of his crew to good effect while offering intelligent suggestions to his clients (my wife and I) with regard to how best to

have our goods arrive intact. He was very easy to work with, possesses an excellent work ethic and very obviously has his clients' interest in the forefront of his mind.

From the time our goods left our house in San Diego, until they arrived in Newport, they were solely in Tom's custody. Never have I felt more comfortable with leaving everything I own in the care of another. If Tom is indicative of the quality of people your company employs, you should be extremely proud.

Thank you for making my family's most recent change of duty station as pain free as humanly possible and pass on my personal commendations to Tom.

**Sincerely,
Colin Boynton, Lieutenant Commander
United States Navy**

...was without a doubt the best experience I've had with a moving company.

RE: James Banks and Brian Bernard, Shannon Transport, Inc. (1815) Hainesport, NJ

Brian, I just wanted to let you know that the move from Princeton to Boston exceeded even my wildest dreams of a hassle-free transition! James and his crew arrived at precisely the time they'd said they would for both pick-up and delivery, were thoroughly pleasant people, and left not so much as a scratch on any of my possessions. I'm sorry that I can't remember everyone's name, but please do pass along my hearty praise for a job beautifully done to whomever should know.

And, I also wanted to send many thanks to you, Brian, for your help, exemplary efficiency and kind assurance. I've heartily recommended you and Shannon Transport to all of my colleagues who are anticipating a move, and will continue to do so!

**With much gratitude and all good wishes,
Sarah Gwyneth Ross, Society of Fellow in the Liberal Arts Department of History, Princeton University**

RE: Jose Rodriguez, Alexander's Mobility Services (207) Tustin, CA, Stephanie Strickland Alexander's Mobility Services (218) Garland, TX

Hi Stephanie. I completed the survey for my recent move. In summary, everything was excellent. The driver, Jose Rodriguez, and his team did a great job to ensure that delivery times were perfect and took extra measures to ensure that there was no damage to my household goods and the homes at both ends of the move. Overall, it couldn't have been better.

I want to personally thank you, Stephanie, for your time and energy to stay on top of everything to support my relocation.

You managed all of the activities for both of my recent relocations and when you were assigned for my second relocation, I was immediately comfortable that everything would be perfect. Thanks for taking the extra time to

...I was immediately comfortable that everything would be perfect.

do what you do. It makes all the difference.

If I get relocated again, I sure hope that you are assigned to plan and execute my move...

**Thanks so much for everything.
Bruce M. Thompson, EDS Account Manager
International Paper Account**

RE: Brent Franz, Celina Moving & Storage, Inc. (592) Celina, OH

I just unpacked a large glass table top. It is in pristine condition. I am amazed and so grateful that your van operator, Brent Franz, and his helper did such a great and professional job moving my belongings from Ohio, IL to Albuquerque, NM. You are blessed to have them as company representatives.

Anyway, kudos to your company. I am very satisfied with your service.

**Sincerely,
Rebecca Neahrng**

RE: George Pugh, Dave Kelly, Mary Anderson, Germaine Williams, Eduardo Gadsden, Marlin Phillips and Lucky Singh, Paxton Van Lines, Inc. (1610) Springfield, VA

George, I am writing to you as Paxton's Quality Assurance Manager to commend the packing and moving staff responsible for my Cairo-bound and HHE shipments.

I can truly say that your crews allowed me to experience one of the best moves that I have had during my federal career. I was extremely pleased with Paxton's attention to details and your very personal involvement.

Both sets of movers and the packers exemplified the same true professionalism that I experienced with Mary and David who scheduled and surveyed this job, respectively.

Nothing was so bittersweet than the smiles on the gentlemen's faces when they loaded the last of my household goods in the containers on Saturday, July 12. They truly ended a chapter in my life in the Washington Metropolitan area. I appreciate the care they took with my personal belongings and the respect that they showed me in my own home. Namely, they included Germaine Williams, Eduardo Gadsden, Marlin Phillips, and Lucky Singh.

...kudos to your company. I am very satisfied with your service.

I want to applaud the professionalism of the company you work for...

...professional, friendly, attention to care & handling of our belongings, on time, courteous and got everything done according to schedule.



When I return to the U.S., I hope to see some of the familiar Paxton faces. It was my pleasure to meet you and a joy to work with a highly-trained crew.

KUDOS to Paxton!!!

**Regards,
Ms. J Bell**

RE: Darrell McKenzie, James Title, Clayton Koehler, Imlach & Collins Brothers, LLC (1132) Irving, TX

Mr. Imlach, I found myself so satisfied with Mr. Darrell McKenzie and his crew's ability to provide the very best customer service.

Throughout our entire move the overriding concern was our satisfaction. The entire crew was very responsive, attentive, professional and energetic. I was constantly asked if I had any questions, requests, or if there was anything I did not understand.

I cannot find a single fault with how this crew performed their duties and represented your organization. This type of customer service is hard to find and needs to be recognized, thus my letter. I hope you forward this on to Darrell and his crew because I truly appreciate the opportunity to have worked with them on our move.

**Sincerely,
Stanley C. Hausman, Jr.**

RE: Eugene White and Maurice Parker, Crofutt & Smith Moving & Storage (645) St. Charles, MO, Sue Baldwin, Crofutt & Smith Moving & Storage (646) Landing, NJ

I commend you for the professional movers you have working for your company. Eugene White and Maurice Parker did an exceptional job for my family and me, as we moved from Indianapolis, Indiana to Alamo, California.

These two gentlemen are extremely hard-working. They managed to move all of our belongings—just the two of them. They took great care to ensure that nothing was damaged. Everything arrived on time and in its pre-move condition. Along the way, Eugene kept us updated on his expected arrival date and time, so we could plan accordingly.

These two gentlemen were courteous and professional. Even our neighbors noticed how hard-working they were

and those that spoke with them during the move expressed that they were impressed with the professionalism and attention to detail. Eugene and Maurice went to great lengths to put down cardboard and padding where needed. As they managed the move out of Indianapolis, the weather was severely bad with snow and cold temperatures. They kept the house in good condition throughout the time they were moving our belongings to the truck.

Eugene White and Maurice Parker are two keys to your success, given that we trusted them with our belongings and they delivered such a high quality of service. I also want to express our appreciation for Sue Baldwin, as she helped us plan, kept things on track and was delightful throughout the process.

I am going to send a hard copy of this email to Eugene White. Please express our gratitude to Eugene, Maurice and Sue. Moving can be a stressful time and your staff made it a positive experience through their attention to detail and their professionalism.

**All the best,
Mike Nolan, International Business Leader
Blood Screening, Roche Molecular Systems, Inc.**

RE: Robert Williams, Security Relocation Group of Raleigh, Inc. (1852) Raleigh, NC

This letter is to commend my recent move. I would like to provide my highest regard to the moving team that completed my move. Mr. Robert Williams (Owner-Operator) and his team were by far the best moving team I have had during my many moves.

They worked much harder and faster than any movers I have had.

I am in the military and move quite regularly. In fact, this was my 12th move in 22 years. Robert Williams and his team were more conscientious and careful than any group I have previously had. They worked much harder and faster than any movers I have had. This was in spite of the fact that they had to utilize a shuttle truck due to the length of my driveway.

Please forward my appreciation to them for their caring and expediency. I highly recommend Robert and his team.

**Thank you.
Bradley J. Robert**

This type of customer service is hard to find and needs to be recognized...

They took great care to ensure that nothing was damaged.



60 Years Old... Just a Pup!

After 60 years, Atlas still brings the best in enthusiasm, friendliness, and energy. Along the way, we've grown into the second-largest household goods carrier.

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Thank You!



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January 2009

- 1 New Year's Day – US, Canada, Titan and International offices closed
- 22-23 AWG Board of Directors Long Range Planning Meeting

February 2009

- 8-11 AMSA Expo & Education Conference, Hyatt Regency, Dallas, TX
- 16 President's Day

March 2009

- 22-26 Exhibitor Show 2009 – Mandalay Bay Convention Center, Las Vegas, NV
- 23-25 GlobalShop (NASFM) 2009 – Sands Expo, Las Vegas, NV

April 2009

- 10 Good Friday – Atlas Canada offices closed
- 23-24 42nd Annual Atlas Forum on Moving, Caesars Palace, Las Vegas, NV**
- 30-May. 4 AAM Museum Expo, Pennsylvania Convention Center, Philadelphia, PA
- TBA AWG Board of Directors Meeting

May 2009

- 18 Victoria Day – Atlas Canada offices closed
- 25 Memorial Day – US, Titan and International offices closed

June 2009

- 28-Jul. 1 SHRM 61st Annual Conference & Exposition – Morial Convention Center, New Orleans, LA

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