



The Magazine of Atlas World Group

[www.atlasworldgroup.com](http://www.atlasworldgroup.com)

# Amplifier



This is the...  
**house that Atlas built.**



Volume 51 Winter 2003

## Chairman's Message

# the Atlas Amplifier

As you may have noticed, you are holding the thickest, most feature-packed issue of *the Atlas Amplifier* we've ever published. That's because we have much to tell you.

A year ago at the 2002 Atlas Convention we announced several important initiatives. Chiefly, we introduced a broad-branding strategy to leverage our many skills as "Atlas" and more aggressively pursue business beyond national account relocation. Our new identity, which emphasizes integrity, quality and solutions, has been met with widespread enthusiasm.

Even better, it has generated new opportunities for you and your associates throughout our network. For example, despite a flat economy, I'm pleased to tell you that our private transferee and military business is up substantially over last year.

This issue of the Amplifier also looks at the new enterprises now taking shape within Atlas to help you build your business with exceptional

customer service. We are in the process of rolling out a comprehensive move management product, Avail Resource Management; we are fine tuning a process for digital document imaging that will greatly reduce paperwork, courier costs, and time required for settlement; and we have just recently invested in an advanced digital printing system that allows us to produce affordable, high-quality print, in house, with the ability to personalize messages to our clients and customers.

So, if the magazine you're holding seems a bit heavier than normal, there are several good reasons for that. There's a lot going on at Atlas, and every reason to be excited about the challenges ahead.



Mike Shaffer  
Chairman & CEO  
Atlas World Group, Inc.



integrity | quality | solutions

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A GREAT OLD CLASSIC...  
AND SOME NEW "ROOMS"



## 10 avail resource management

INTRODUCING THE  
NEWEST ROOM  
IN THE HOUSE.

Brass Tacks of  
Information & Service



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### Atlas Service is Appreciated



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For more information on Atlas and our services, visit [atlasworldgroup.com](http://atlasworldgroup.com) on the Internet.



# This is the... house that Atlas built.

*"This is the dog that worried the cat, that chased the rat, that ate the malt, that lay in the house that Jack built."*

*- American nursery rhyme, anonymous*

When you see an older home in an established neighborhood, what do you notice? You may admire the charming details of its design...hardwood floors and plaster walls...or beautifully mature landscaping with stately shade trees and vibrant flowers.

But look more closely and you are likely to notice other things, features that weren't there when the house was first built. There may be a three-car garage...modern kitchen with island counter...great room with skylights and big-screen TV.

"Like that idealized American home, the house that Atlas built is steeped in a classic tradition," says Mike Shaffer, Chairman & CEO of Atlas World Group. "And, just as that home has been upgraded over the years to accommodate the changing lifestyle of the American

family, Atlas has made improvements to accommodate the needs of our own family—our agents, clients and customers. Since 1948, we've been building our house with the kinds of services that make people's lives better."

**"LIKE THAT IDEALIZED AMERICAN HOME, THE HOUSE THAT ATLAS BUILT IS STEEPED IN A CLASSIC TRADITION."**

MIKE SHAFFER  
CHAIRMAN & CEO  
ATLAS WORLD GROUP

Jim Stamm, President & COO of Atlas Van Lines, points out that Atlas has been successful in building its house for several reasons. The company has recruited and developed quality agents and people at every level in the organization. It has furthered a culture of quality based on continuous improvement in service to customers. And, not content with the status quo, Atlas has been willing to adapt to change, to advance new ideas that satiate the thirst of dynamic markets in a fast-moving world.

"Throughout our company's evolution and growth, disciplined leadership and prudent investment have kept the Atlas house stable





**“TODAY THAT HOUSE IS AS STRONG AS EVER...AND THOROUGHLY RESPONSIVE TO THE NEEDS OF THE CUSTOMERS IT SERVES.”**

JIM STAMM  
PRESIDENT & COO  
ATLAS VAN LINES

**Rebranding: Atlas Takes a Desirable “New Address”**

In the fourth quarter of 2002, Atlas culminated a year of research and planning with a bold move to redefine its identity beyond the traditional designation of “van line.” Over the past twelve months, Atlas has sent a new mes-

sage to its constituencies. In broadest terms, the Atlas house now comprises a worldwide network distinguished by a core commitment to integrity, quality and solutions.

“This commitment made Atlas a world leader in moving and logistics,” says Jim. “Now, it is the foundation for a full range of business solutions that include global relocation, benefits, recruiting, logistics and travel services. In other words, the house that Atlas built is anchored securely. And its bedrock is integrity, quality and solutions.”

Jim adds that there are several objective

measures that reinforce the brand’s position. For one, Atlas is a perennial frontrunner in industry rankings of quality based on the evaluations of those who purchase transportation services. Again this year, Atlas received high accolades in Logistics Management’s “Quest for Quality” survey (see page 27). Add to that the fact that, this year, the ranks of those in the Atlas network who provide unsurpassed customer service have swollen by 44% over the previous year. At its annual convention, Atlas awarded the coveted Milt Hill Quality Award, the company’s highest honor, to an unprecedented 46 agents (see page 26).

**Growth Is a Natural Response to Customer Needs**

“The house that Atlas built, that we continue to build, is actually a natural response to the needs of our clients and customers whose satisfaction remains the fundamental driver of our business,” says Greg Hoover, Senior Vice President, Sales Development. “At our beginning in 1948, the founding agents came together under a common purpose of interstate transportation to serve the needs of customers. If today we enjoy the benefits of having built a solid business, it’s only because we have been successful in helping our customers build their own houses.”

**“EVERY ADDITION WE’VE MADE TO OUR HOUSE OVER THE YEARS HAS BEEN CONSIDERED FROM THE PERSPECTIVE OF THE CONTRIBUTION TO CUSTOMER WELL-BEING AND FOR THE SOUND CONTRIBUTION IT MAKES TO OUR AGENTS’ BUSINESS.”**

GREG HOOVER  
SENIOR VICE PRESIDENT  
SALES DEVELOPMENT  
RELOCATION SERVICES GROUP

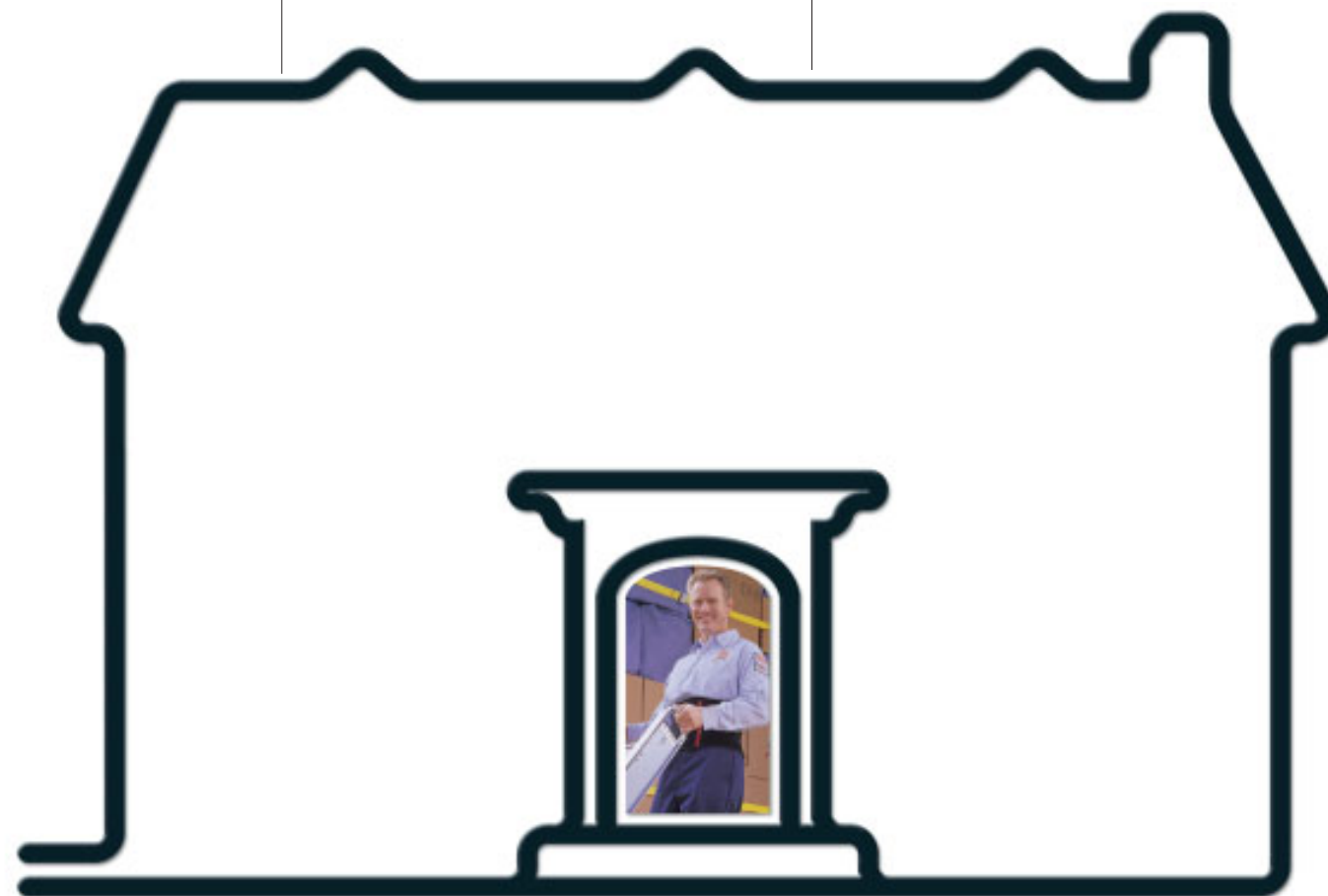
After 55 years, it seems the stability and strength of the Atlas house give the company a long-term business advantage. According to an empirical study of business survival rates conducted in 1991 under a grant by the U.S.

grams for transferring employees, designing travel arrangements for around-the-world corporate summits, or overseeing logistical programs to meet the just-in-time needs of retail supply chains, Atlas, through its agents and service allies, brings the proven expertise to craft the solutions that help customers build their businesses. With the addition this year of Avail Resource Management, the Atlas house brings yet another service to market, a process-driven company that helps companies manage their transit resources for improved efficiency and greater customer satisfaction (see Atlas Introduces Avail Resource Management, page 10).

“Just as when a family engages proven craftsmen to build a home, business people who endeavor to create a transportation or relocation program seek those who have the skills to bring a vision to life,” says Greg. “In this regard, Atlas is widely known for its expertise.”

Atlas has carefully cultivated a reputation for understanding the pulse of corporate relocation. In 1968, Atlas introduced the first comprehensive survey of corporate relocation policies and practices. Today, Atlas is synonymous with this institutionalized annual study, which is consulted and quoted throughout the industry’s trade publications as well as national business news organizations, including The Wall Street Journal and U.S. Business News.

What kind of houses does Atlas help its customers build? The worldwide Atlas network serves virtually every kind of enterprise—from aerospace to zoology—in some way or another. Whether it be providing relocation pro-



*Interstate transportation was the door through which Atlas Van Lines entered the market when it began operations in 1948. From the very beginning, Atlas built its house on a foundation of integrity, quality and solutions.*

Small Business Association, “the older a business is at a given point in time, the more likely it is to survive over some finite time interval.” Likewise, “the larger a business is at a given point in time, the more likely it is to survive over some finite time interval.” The study also found that “multi-establishment firms—that is, businesses that operate out of more than one location—had higher survival rates than single-establishment firms.” (www.sba.gov).

“Every addition we’ve made to our house over the years has been considered from the perspective of the contribution to customer well-being and for the sound contribution it makes to our agents’ business,” says Greg. “Just as important, we evaluate each business opportunity for its likely sustainability. It may make sense today, but will it have legs five, ten, twenty years from now?”

Although no business person has an infallible crystal ball, there is every reason to believe that the quality of decisions Atlas makes will only continue to improve as the company adds the talent and tools to make its research better targeted and more reliable (see page 16, “Putting Concrete in Decisions”).

“Ultimately, we would like to see all Atlas agents realize the fullest potential of our common house to grow their businesses in whatever direction suits their markets and their individual entrepreneurial interests,” says Mike. “Just as our network’s strength is a reflection of our individual strengths, the more we can enable the success of one another, the stronger and more prosperous our house will become for all of us.”

## The House That Atlas Built: Major Additions

**1948** Atlas Van Lines is formed to provide interstate operating authority for its member agents.

**1959** International Sea Van, Inc. of California is acquired. The firm’s primary business is the international relocation of U.S. military personnel. Over the next decade, the division grows to deliver international solutions for commercial and nonmilitary customers. In 1970 it becomes Atlas Van Lines International Corp.

**1963** Atlas Van Lines Canada Ltd. begins operations. General Manager Jim Connell said it would enable U.S. Atlas agents to “offer a more complete service package to the shipping public and national accounts and to enjoy a fair portion of the ever-increasing moving market between the two countries.”

**1970** Specialized Transportation is conceived. In 1984 the Special Products Division becomes an independent transportation entity. Today, the STG group comprises drivers, advanced equipment and systems to provide logistical solutions for exhibits, trade shows and high-value equipment.

**1990** Atlas World Class Travel receives Airlines Reporting Corporation (ARC) approval as a full-service travel agency for headquarters personnel, agencies and their customers, and the general public.

**2000** Cornerstone Relocation Group joins the Atlas family as a single-source provider of corporate relocation services. Atlas CEO Mike Shaffer noted: “Cornerstone offers Atlas agents another, very valuable tool to secure and solidify relationships with their corporate customers.”

**2002** Atlas becomes the primary marketing identity for the Atlas World Group brand. Defined by the characteristics of “integrity, quality, solutions,” Atlas undertakes an aggressive marketing effort to promote its core competence in global relocation, benefits, recruiting, logistics and travel.

**2003** Avail Resource Management begins operation as a business subsidiary, providing a range of move management services to help agents and their customers better manage their transportation resources and improve business performance.





# Atlas Marketing: Building the Tools that Build Business

Part of building any structure is having the right tools for the job. At Atlas, the marketing department takes pains to create the tools that agents can count on to build their own solid marketing programs. This fall, the Atlas marketing team was pleased to introduce some new and refurbished tools. It's all part of an ongoing process to keep a well-equipped catalog of sales and promotional materials that communicate the features and benefits of Atlas services in clear and compelling terms.

## Introducing: "This is the puppy..."

Atlas agents now have access to a marketing tool that presents a comprehensive overview of Atlas consistent with the brand's repositioning. The brochure plays on the famous verse, "This is the house that Jack built," to describe the many ways Atlas customers can benefit from the company's services.

This "**corporate capabilities**" brochure features a puppy, a typical pet in a typical family, who leads the reader inside to find out about the many services Atlas provides. Vignettes describe global relocation, benefits, recruiting, logistics, move management and travel.

"We developed this piece as a consumer-friendly means to illustrate our core service areas," says Greg Hoover, Senior Vice President, Sales Development. "The commitment to integrity, quality and solutions—the characteristics that define the Atlas brand—is an essential theme of this message."

Greg explains that the primary audience is the corporate manager who is responsible for specifying or purchasing services that Atlas provides. Those who may benefit from receiving this message include professionals in human resources, traffic management, employee recruitment

and benefits. The brochure may be used as a centerpiece for a sales call that introduces Atlas, as a companion to an agent's own literature, as a leave-behind piece, or as part of an agent's response to customer requests for more information about Atlas services.

"Because of the consumer-friendly nature of this piece, it may also communicate well with employees in the corporate setting," says Charley Beck, Director, Marketing Programs.

Another important marketing message has been retooled. The brochure, **Let Atlas Take You Home**,<sup>®</sup> introduces global relocation services to corporate transferees. "We have now brought this message into sync with our new identity and marketing strategy," says Charley.

Charley says this piece is ideal for educating consumers about the relocation process and how Atlas makes it easy for them. "It's important to give transferees a reassuring message at a time when they are making a major transition. This brochure shows how Atlas works to ensure their well-being throughout their move, and at the same time it lets them know what they can do to make the process as easy as possible for themselves."

The new COD referral program (**the Atlas Preferral Program**) is also being supported with a new piece. "Essentially, the Atlas Preferral Program gives agents an easy way to approach organizations whose members may be prime prospects for COD relocation," says Charley. "The Preferral Program lets organizations know that its members are eligible for valuable discounts on quality Atlas moving services, and that the sponsoring organization can receive a fee for referred members who move using Atlas."

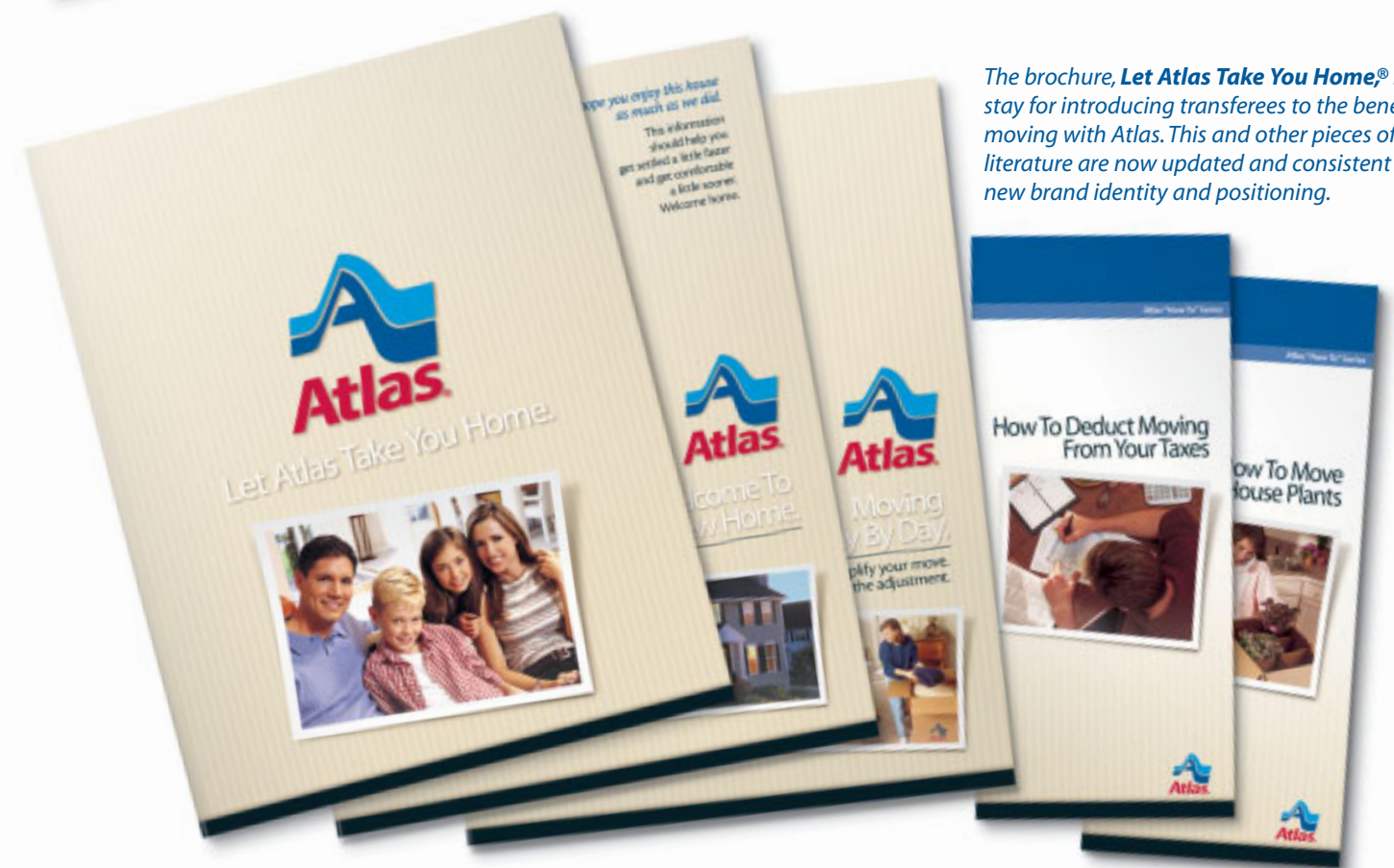
Charley says that prospects for this offer include unions, service clubs, fraternal organizations, even apartment and condominium housing developments. ■



Atlas introduces a new brochure to help agents market its core services. "**This is the puppy...**" presents a consumer-friendly message about the many benefits available to corporate clients and their customers.



A two-sided promotional flyer introduces the **Atlas Preferral Program** to organizations and other groups whose members are prime prospects for COD relocation. Participating groups enroll through their Atlas agent of choice to become eligible for discounts and referral fees when their members move with Atlas.



The brochure, **Let Atlas Take You Home**,<sup>®</sup> is a mainstay for introducing transferees to the benefits of moving with Atlas. This and other pieces of marketing literature are now updated and consistent with the new brand identity and positioning.

## Adding on to the Atlas House Introducing...

# avail<sup>TM</sup> resource management

A new addition to the Atlas house is now open for business, and there's every reason to expect a host of customers will be "coming through the door."

"We were hearing from agents and customers that they needed professional assistance for managing their transit resources," says Greg Hoover, Senior Vice President, Sales Development, Relocation Services Group. "Specifically, they said they wanted a vendor who would operate from a culture of quality with proven success in the transportation arena."

According to Greg, the development team considered these requests in light of the company's commitment to integrity, quality and solutions. Was there indeed a demand for the kind of service Atlas could provide? Could Atlas enter the market with a product that would compete favorably? Would such an addition to the Atlas house meet customer expectations for quality and service?

"We determined that there was indeed an opportunity for Atlas," says Dennie Lynn, Senior Vice President, Transportation, Relocation Services Group. "Especially with the many changes in the corporate arena, where the outsourcing of move management services are concerned. So we set about developing a business plan that would deliver the solid value our agents and customers expect."

At its long-range planning meeting in January 2003, the Atlas Board of Directors approved the plan and authorized the development of a new business entity. To move the project forward, Atlas Chairman & CEO Mike Shaffer assigned responsibility to Senior Vice Presidents Greg Hoover and Dennie Lynn.



Atlas introduces Avail Resource Management with a brochure that explains the many services the new company offers.

### Resource Management vs Move Management

Over the last ten years years, a crush of companies entered the transportation arena as "move managers," with services ranging from purely logistical to real estate to almost any ancillary function.

"The term 'move management' is so broad that you can ask ten different people what it means and get as many different answers," says Greg. "So, there is confusion in the market about what move management really is. We've chosen to identify our enterprise as resource management because we think it is a more accurate description of the capability we bring to the market. Yes, we manage moves. But we do much more than that."

Dennie explains that Avail was conceived to serve clients whose needs span the transportation spectrum, whether those needs relate to logistics or household goods, and whether the customer is a national account or COD Customer.



Avail Resource Management answers customer needs with an emphasis on the "brass tacks" of information and service.



### the power of information.

You don't have to have all the answers. Just know where to find them.



Avail Resource Management uncovers opportunities for clients to improve the efficiency of transit functions and health of the bottom line.

"Everyone who is involved in transporting people, products or lifestyles relies on certain resources. We created Avail to help them better manage their resources." And, according to Dennie, resource management can take many forms. "For some clients, we may fill a service role by providing a trained representative to handle telephone and e-mail correspondence with their customers throughout the course of a move. Or we may act as a consultant to evaluate areas of concern, recommend improvements, and measure outcomes."

### The power of information. The strength of service.

While the term "resource management" covers a myriad of functions, the hallmarks of the Avail brand are contained in two promises to customers: the power of information and the strength of service. In simplest terms, it is these qualities that help clients better control their transit-related expense and achieve efficiency in their relocation and logistics programs.

"Avail is essentially an objective, systems-driven approach that enables clients to become more productive and profitable," says Mike Shaffer, Chairman & CEO, Atlas World Group. "Although it was conceived through the knowledge and experience of Atlas, the Avail brand is a stand-alone entity. Avail serves not just Atlas agents and customers, but any client that might benefit from more effective management of their transportation functions. This includes customers inside corporations, even other transportation companies."

In deciding what to christen the new company, the development team chose to underscore the service characteristic of the brand. And service, as Avail's Manager of Administration Jason Stowers points out, goes hand in hand with process.

"If we do not provide our customers exemplary service, we have nothing to offer," says Jason. "That's the key...and we have a process to ensure that nothing falls through the cracks."

The process Jason refers to addresses any eventuality that might occur in the service of any customer.

"There are a total of 89 distinctly different steps in our service process," says Jason. "Those fall into 18 different categories, depending on the situation, and not all steps will ever apply to any one shipment. For example, the process is different when a shipment is picked up at a residence, an exhibit hall, or at a warehouse. Different sets of tasks are involved for each."

In a typical household goods scenario, the customer places an order online and views reports online throughout the move. The Avail customer service representative (CSR) sets up the survey, confirms the estimate, explains what it means and what customers can expect during their move.

The CSR sends out a "move kit," a packet of information that helps the customer understand the process and what the customer can do to ensure the move goes flawlessly.

As many as 65 steps may come into play for any one customer. Each action is a step, including the initial contact with the customer, verification of the date, confirming the assignment of agents, etc. To keep the process on track, tasks are tied to dates and projected dates, with triggers that ensure actions are taken at the appropriate times. Nothing is taken for granted. To reinforce it all, extensive training helps Avail representatives internalize the process so exceptional service is a natural result.

And though it all might sound complicated, Jason says it's really not.

"The beauty of Avail's system is its simplicity," says Jason. "Yes, it's detailed, and every step is necessary. Yet we have purposefully avoided getting so focused on details that we lose sight of our purpose...which is listening to the customer and answering individual needs."

Avail tested the model on live shipments during the fourth quarter to ensure wrinkles were ironed out before the full-fledged rollout in January. The results indicated all the planning and care taken in development was well worth the effort.

"Our service process works," says Jason. "Now that we have opened wide the doors, Avail customers will find the expertise they expect from the Atlas house." ■

### the strength of service.

We guarantee the day-to-day consistency of our process... in all **65** steps.



Avail key personnel (L to R):  
Manager of Administration  
Jason Stowers and  
Move Coordinators  
Nicole Miles and  
Angela Egnew-Groves.



# Gone Digital

## Ink on Paper now means Money in the Bank



*This Xerox DocuColor® digital press gives Atlas a significant technology edge for creating quality color printing in-house. This system provides greater control over cost and timing of literature production, plus it has the ability to customize literature for targeted marketing efforts.*



Atlas makes a bold move toward more cost-effective and responsive print production.

"This is one of the most exciting advances to come to our marketing and promotions efforts in years," says Jim Stamm, President & COO of Atlas Van Lines. "Our recent acquisition of a digital color press gives us dramatic new efficiencies in the production of our printed materials."

Jim says the new system, which was installed at headquarters in October, now allows Atlas to produce much of its marketing and sales literature internally. This has several advantages, including more control over scheduling and deadlines, agent customization and a rapid turnaround from the time an order is received to when it can be delivered.

"Technology continues to compress communication time frames," says Greg Hoover, Senior Vice President, Sales Development. "From the Internet to e-mail to wireless modes, people expect communication to be instantaneous. Now, the speed we gain with this technology makes us more responsive, more competitive, in the production of printed materials."

There are also financial advantages. Pro forma figures, based on the current printing volume that Atlas produces, show dramatic cost savings that more than offset the investment.

**ONE OF THE MOST ADVANTAGEOUS FEATURES OF THE NEW TECHNOLOGY IS THE ABILITY TO CUSTOMIZE LITERATURE FOR AGENTS.**  
 CHARLEY BECK  
 DIRECTOR,  
 MARKETING PROGRAMS

"From a marketing perspective, one of the most advantageous features of the new technology is the ability to customize literature for agents," says Charley Beck, Director, Marketing Programs.

"Now we can print color pieces in smaller quantities that carry the name and logo of the Atlas agent, or the name of a sales prospect," says Charley.

"Imagine the possibilities for targeted marketing programs. This flexibility gives our agents a tremendous advantage." ■

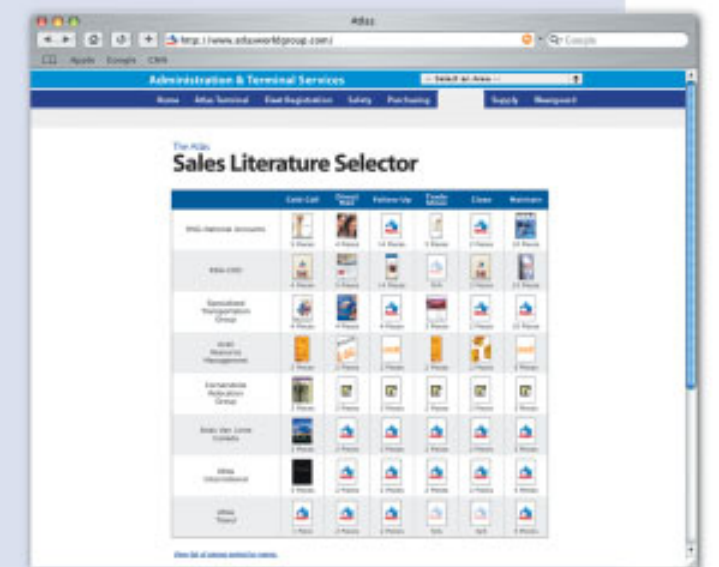


### NEW: Online Literature Ordering

Along with the streamlining of printing processes, Atlas is now introducing a web-based system for online literature ordering through the Atlas Intranet. Agents can view thumbnails of pieces and place orders for materials right off the shelf "as is." Or, an agent may request pieces customized with the agency name and logo. In this case, the agent's artwork is integrated into the design in accordance with Atlas identity standards. An Acrobat® pdf proof lets them review the piece online before it is printed.

A third ordering option may be of interest to agents who have their own color output capabilities. For a nominal subscription fee, users can download pdf files of any literature piece.

"This system automates our processing for more efficient order fulfillment," says Charley. "Plus, it has the flexibility to let agents order the output that best suits their needs."



*In January 2004, Atlas introduced a new Internet-based program that allows agents to order sales and marketing literature online. The system includes a grid that shows how each collateral piece is designed to work as part of a coordinated sales process.*

# Putting Concrete into decision making.

## New research services bring Atlas marketers an "information edge."

American biochemist Albert Szent-Gyorgyi said: "Research is to see what everybody else has seen, and to think what nobody else has thought."

Atlas marketers are now getting help for thinking in new ways, thanks to the Atlas Marketing Department and its recent addition of research services, encouraged by Jim Stamm, President & COO, Atlas Van Lines, and headed by Katrina Starnes, Marketing Specialist.

"Research can tell you a lot you don't already know," says Jim. "But to be truly useful, it must give you 'actionable' findings. That is, research should be designed to yield results that give you the information you need to help you make better decisions, which helps you move forward."

### Online Research with OpinionWare

One of the tools the department relies on is a powerful software application, OpinionWare, developed for gathering information online.

"Using the Internet for a survey is much more efficient," says Katrina. "For example, you can start getting responses the same day, probably finish gathering them in two to three weeks, and complete the project in just over a month. If you were to send that same survey by mail, it might take several months to complete."

Notably, this is why Atlas moved its annual survey of corporate relocation policies to the Internet last year. "This method for data gathering is faster for Atlas," observes Jim. "But it's also easier for respondents, and

that only enhances their willingness to participate."

### Research Applications for Atlas Agencies

One area that is targeted for immediate benefit is the administration of post-move surveys by Atlas agents.

"Online surveying can reduce paperwork and the need to key in data," says Jim. "In many cases it frees up customer service people to focus more of their energies on their customers and, as a result, help agencies become more productive." According to Charley Beck, Director, Marketing Programs, data is captured electronically in real-time, and agents can track their performance quantitatively over time.

"Beyond survey-based research, the department provides assistance with secondary research as well," says Charley. "Agencies often need help in finding information, which can require hunting and condensing various sources into concise findings. Our department can conduct this type of research using the Internet, report key findings, and quickly provide the needed information to agents for meetings, presentations or other events.

"For us, conducting secondary research is like going on a treasure hunt, or finding a needle in a haystack. It presents challenges that we truly enjoy," says Katrina.

### Connecting with Agents from Headquarters

This summer, the department used OpinionWare to conduct a survey among all Atlas agents of their interstate revenue projections for the year. The results show anticipated increases and decreases in overall volume, as well as for COD, national account, and STG traffic. These results are further analyzed by region.

"This survey produced findings useful in understanding the current environment and what possible changes may be occurring, based on where revenues are heading for the current year," says Jim. "In and of

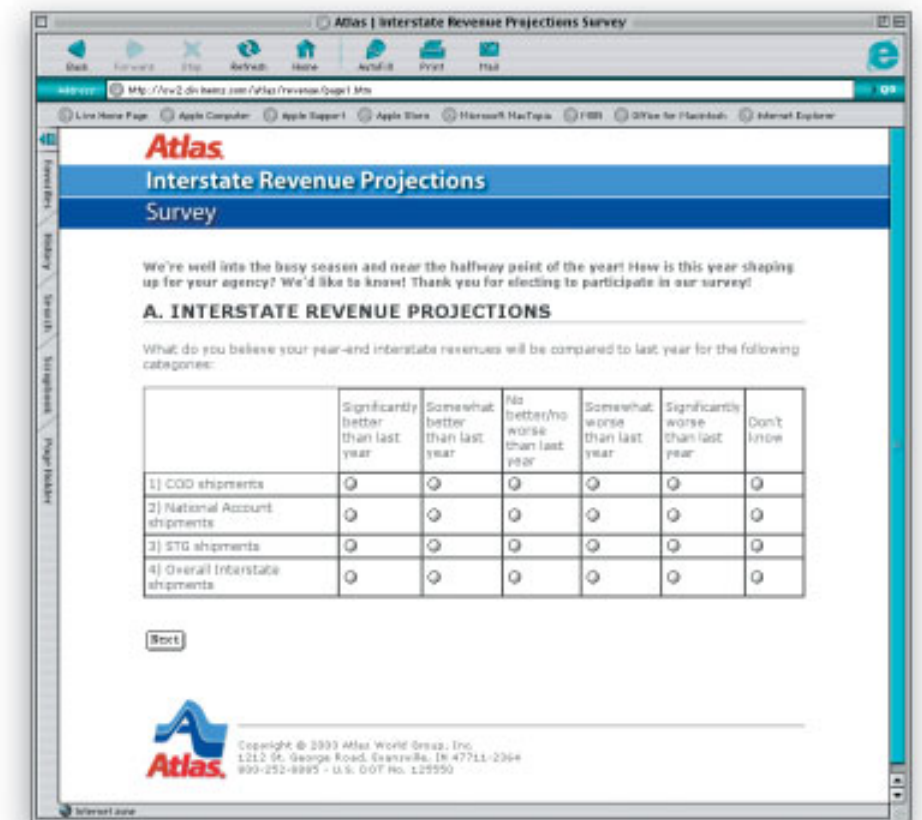
itself, such a survey may not provide a complete basis for strategic decision-making. But taken in context, the information gives Atlas management more confidence in our projections."

### Providing Excellent Value

Besides expertise in online surveys, the department brings experience in survey design, analysis and interpretation of survey results, customization of online survey appearance, and even the creation of reports as PowerPoint presentations.

Research is priced on a project-by-project basis, but Katrina says costs are considerably lower than what comparable services typically fetch in the market when outsourced to a software provider or research firm.

"Research can answer a myriad of questions for marketers, and in the process save them time and money. It can help them avoid expensive mistakes, and at the same time enable them to make the best decisions possible. Conducting good research strengthens the entire organization." ■



Online surveys using "OpinionWare," a powerful application under license to Atlas, gives agents the ability to improve the speed and quality of the information they rely on for critical decision-making.

# Atlas Specialized Transportation Group shows retailers: Service is always in store.

What comes to mind when you hear the term “store fixture”?

You may think of glass cases agleam with new jewelry; the upright freezers at your neighborhood grocery where you find your favorite ice cream; or that unusual display that caught your eye last week in an upscale boutique.

According to the National Association of Store Fixture Manufacturers (NASFM), a store fixture is “any product used to hold or present a product or service in a retail environment.” This includes everything from cases, counters and cabinets to gondolas, kiosks, racks, shelves, furniture, and on and on. In 1997, about 2,300 U.S. producers of these products generated an estimated \$8.5 billion in associated revenue, a number that has since grown at an annual rate of 5 to 10 percent.

As big and diverse as the store fixture business is, there is one important constant: the need for adept logistics partners. By building a reputation for flexibility and reliability, Atlas is carving a niche as a preferred resource for many of today’s most successful retailers.

## Consistency Builds Trust

Gary Louderback, Vice President of Special Products with Ace World Wide in King of Prussia, Pennsylvania, says the Atlas agency’s involvement with store fixtures began in the late 1980s, partly in response to an exodus of electronics manufacturers from the region.

Today, Ace nurtures relationships with some of the world’s most esteemed designer brands and the retailers they supply.

As part of a total solution, the agency provides a system for inventory control that uses barcodes to monitor every item that comes in and goes out of the warehouse.

“We act as an arm of our client’s shipping department,” says Gary. “We transfer their inventory from the manufacturing facilities to our warehouse, and then we ship with their documentation attached to ours to ensure pinpoint delivery nationwide.”

Crews provide assembly and light installation to give clients a complete service package. “We handle these things so our clients can stay focused on their business,” says Gary.

Gary adds that meeting a client’s expectations can be trickiest when time frames are compressed. “The last-minute aspect of this work is the most stressful. Sometimes we get a call an hour before a customer wants a truck. Or a truck en route to a destination may have to change directions.”

Meeting challenges consistently, Gary believes, has made Ace Atlas a preferred logistics provider for its clients. But he adds that there are no guarantees. His team has to earn its stripes every day with competitive pricing and unflinching service.

“With the support of Atlas, we offer a consistent level of service other carriers may not.

This helps us to develop trust with our partners. And trust enables our customers and us to depend on one another.”

## Added Value Equates to Added Satisfaction

Mark Smith, corporate transportation consultant with A. Walecka & Son, Inc. in West Wareham, Massachusetts, thinks dependability is the primary concern of customers.

“More and more, shippers have come to realize that van lines are much better suited than common carriers to provide the service needed to be successful,” says Mark. “Reliability is the most important thing our clients are looking for, and they expect their logistics partners to adapt to whatever need they may have.”

Mark has found that living up to expectations can pose challenges, especially when there is little advance notice of a shipment, or when unexpected delays occur in transit.

“Sometimes we encounter factors beyond our control, like the ice storms that hit the Dallas-Fort Worth area last year. As a result of that incident, we now have a contract with one client that includes a provision for out-of-route miles to avoid such storms.”

Mark and his team keep their preferred status with customers by adding value to service delivery. For example, the agency has earned a reputation for handling last-minute needs at



*Atlas Specialized Transportation Group has earned a reputation among retailers and manufacturers of store fixtures as a logistical resource that consistently meets challenges with exceptional customer service.*

destination, often taking on tasks normally outside the purview of a transportation provider.

"We may answer a call for some last-minute wiring by hiring an electrician, or we might install a mirror or set up the cash wrap," says Mark. "Or maybe the store has been open a short while when management notices a little detail, perhaps as an afterthought, that needs to be changed."

In addition to a can-do disposition, Mark says a new warehouse in Wareham is equipped with cameras to let customers view their inventory over the Internet.

"Now customers can see the inventory they have with us right on their computer screen. This allows a visual reassurance and provides a basic idea of such things as color and size. Our customers love this idea."



Store fixtures include everything from cases, counters and cabinets to gondolas, kiosks, racks, shelves, furniture, etc.

### Networking Provides an Edge

Phil Wahl, Special Products Fleet Manager, manages an account from Atlas headquarters. He oversees the development and administration of logistical solutions for a clothing retailer's six brands that presently comprise some 3500 locations across the U.S. and Canada.

"Atlas provides a single resource for the account," says Phil. "They send us the schedule for store rollouts, and we act as a transportation resource manager to provide a total solution."

Initially, Phil notes, the client expressed a concern about whether Atlas had the capacity to handle the volume of its burgeoning businesses. For example, a rollout of 200 stores may have to be completed within a mere two weeks, with very specific hours for delivery.

"Capacity has not proven to be an issue," says Phil. "At any given time we may have 160 tractors on hand. But we have access to thousands of pieces through the Atlas system and our more than 400 agents. We have never been unable to find the capacity when we need it."

But it takes more than capacity to serve as a preferred logistics resource for a dynamic and growing retailer. "We have to stay open to ideas, open to finding new ways to get a job done," Phil contends. "You can't always rely on things that have worked in the past."

One important advantage for finding those solutions is the Atlas agent network itself. For example, Phil points to the ability to provide swift service locally with dock sweeps and warehousing.

"We have the agents and resources to help manufacturers get inventory out of their warehouses, which lets them free up needed space," Phil says. "This gives our service a competitive edge."

Just as Phil relies on the Atlas agent network, the agents too acknowledge the valuable role played by Atlas as part of a customer service team.

"Atlas does what they say they are going to do, which not only helps us keep customers, but win new ones," says Gary Louderback. "It's one thing to sell service at a certain price, but if you don't deliver the service, you won't have a customer for long. It's definitely a team effort."

"Atlas has grown as we've grown in this business, and that has only helped us," adds Mark Smith. "Atlas has a good reputation, and that goes hand-in-hand with the service we're trying to sell." ■

## STG to Take Part in Forum on Moving &

### Plans Conference in Conjunction with Symposium

#### A new perspective is coming to the Atlas Forum on Moving in 2004.

The Specialized Transportation Group (STG) will be participating in the program for the first time, as Atlas broadens the scope of this major event for Atlas agents and their guests.

"Atlas is recognized as a top-quality provider in this segment of the industry," says David Coulter, Vice President, Sales and Marketing. "We think the Forum, with its emphasis on such topics as policy and customer service, is an ideal event in which to engage another level of interest among our clients, both within and outside the household goods arena."

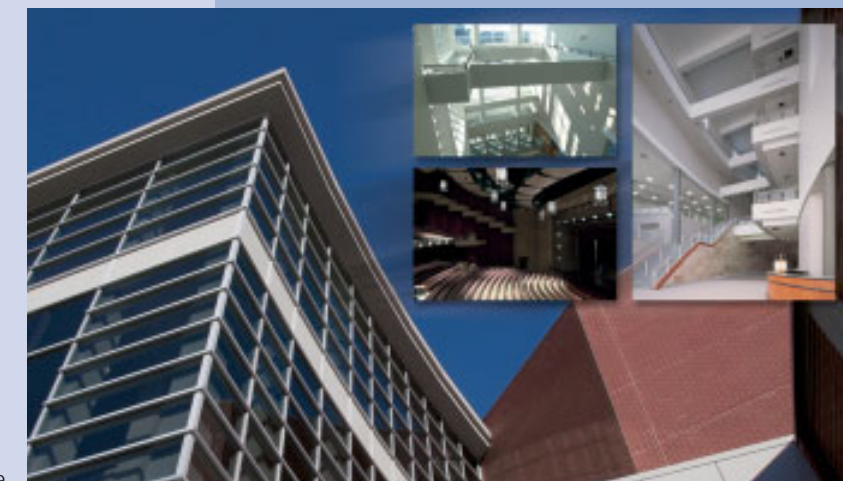
"The Forum has a strong tradition of bringing vital issues to light for corporate audiences. With the addition of Specialized Transportation, we add another thought-provoking dimension to the program. Since the cross-pollination of ideas is the event's founding premise, this new diversity will only strengthen the Forum's value as the industry event for sharing, learning, and networking."

Similarly, the annual STG conference will this year coincide with the Atlas Symposium. "We recognize that many Atlas agents have interests in both household goods and specialized transportation," says Glen Dunkerson, Senior Vice President and General Manager, STG. "So we are holding these events in conjunction with one another to encourage participation in both, and to realize efficiencies in the planning and sharing of resources. We intend to offer our agents the best of both worlds, segments dedicated to the issues that influence success in both STG and RSG business." ■

#### Mark Your Calendar:



**37th Atlas Forum on Moving  
April 22, 23 2004  
Marriott in Downtown Chicago**



**Atlas Symposium  
March 16, 17 2004  
The Centre in Evansville, Indiana**

# All around the house.

Convention workshop focuses on improvement.

## Atlas Van Lines (Canada) Ltd. – The House That Atlas Canada Built 40 Years of Service and Support

Doug Auld, CMA  
President, Atlas Van Lines (Canada) Ltd.

Atlas Van Lines (Canada) Ltd. has certainly come a long way since its humble beginnings on June 28, 1963 above a pizza parlour in west-end Toronto. Staffing consisted of a general manager, a regional manager/agent recruiter, a secretary and a lone dispatcher. Now, four decades later, Atlas Van Lines (Canada) Ltd. is our country's preeminent carrier with a full-time staff of nearly 90 people operating out of our own, custom-built, office complex situated in the full sight line of one of Toronto's busiest commuter highways. More importantly, our agency network has grown to approximately 150 moving companies, servicing all of Canada and the Territories.

A considerable amount of work and dedication on the part of the entire Atlas (Canada) network is the secret to Atlas' current dominant industry position. Achieving the following goals has been key to our success:

- To be the proactive trendsetter in our industry
- To be the industry leader in superior quality service
- To be the most profitable, efficient and productive van line in Canada
- To continue to increase the level of professionalism through training, experience and communication

"Atlas Van Lines (Canada) Ltd. understands that in today's fast-paced environment we must continually challenge ourselves to enhance the value that we derive from the business relationships that we have with our agents and customers," says Atlas (Canada) President, Doug Auld. "One way we have been able to accomplish this is by creating an environment where it is easy to do business with Atlas. Buying habits and business practices are changing. The world is going through an accelerated evolution with instantaneous communication, anywhere on the planet. Everyone seems to be deprived of extra time to make decisions, wanting immediate assistance. At Atlas, our job is to provide the tools that will help our agency family answer the call. One way we have managed to accomplish this is through our investment



in new technologies, improved communication processes, enhanced support programs and ongoing training.

Over the past four or five years we have extended our services beyond our own borders and we are working more closely with Atlas agents in the United States. Our objective is to provide all U.S. agents with the support needed to make cross-border moves totally seamless. We have identified

three areas requiring our attention to meet this objective:

- Sales support—email [bclark@atlasvanlines.ca](mailto:bclark@atlasvanlines.ca)
- Move management (President's Gold Leaf Service)—email [fhaladay@atlasvanlines.ca](mailto:fhaladay@atlasvanlines.ca)
- Customs and documentation information support—email [cdavis@atlasvanlines.ca](mailto:cdavis@atlasvanlines.ca)

In closing, I am delighted to say that the foundation is in place and we are seeing increased activity which is creating a "win/win" situation for everyone involved. For more general information, please call Atlas (Canada) at **1-800-267-3783**.

## Cornerstone Relocation Group Relocation Policy Best Practices: Best for Whom?

Roy Sooman, Director, Policy Consulting, Cornerstone Relocation Group

A relocation policy is the beacon that lights the path for employees moving from one location to another at the request of their company. A well-written policy provides transferring employees both an understanding of the company's benefits as well as the processes involved in their move.

One of the key services Cornerstone Relocation Group provides clients is an evaluation of the company's relocation benefits and procedures. Using data and insights gleaned from hundreds of policy surveys and reviews, Cornerstone provides focused consulting to ensure a company's policies are current with relocation industry practices while embracing the company's "CFO" – its Culture and Financial Objectives.

Clients continually seek to have their policies incorporate "best practices." This is an abused term in the relocation industry that is often used interchangeably with "common practices." Many times we advise clients that just because many or most other companies have a particular benefit or procedure is not reason enough to add it to their policy. In other words, what may be a common practice elsewhere may not be a best practice for them when viewed in context of their "CFO."

For example, I recently reviewed a policy that provides for payment of in-transit storage and insurance of household goods on an exception basis only. The most recent Employee Relocation Council (ERC) survey shows that more than

90 percent of corporations provide these benefits as a matter of standard policy. However, the company in question views their restrictive policy as reflective of the company's CFO that imposes tight fiscal controls over all expenses.

Sometimes we find a company that provides a relocation benefit that is unique in terms of contemporary industry common practice and, as such, would be judged as not being a best practice. I recently found a policy that not only provides two house hunting trips – a number that nearly half of companies surveyed provide – but also pays for an additional trip to the new location specifically to close the purchase of a new home. The necessity of this additional trip would seem to be the exception rather than the rule given the availability of overnight mail and mobile notary services.

Business and legal environments and legislative changes are common catalysts for companies to seek changes to their relocation policies. For example, passage in 2002 of the Sarbanes-Oxley Act quickly prompted companies to search for ways to alter their home purchase equity loan programs for executive employees. Also, the potential financial liability associated with homes built with synthetic stucco or LP siding has resulted in many companies excluding these homes from company-sponsored home sale assistance programs. Looking to the future, a continued rise in home mortgage interest rates is likely to prompt companies to resurrect long-dormant mortgage interest differential programs.

Whether it is helping resolve day-to-day transactional issues or providing guidance on strategic mobility needs, Cornerstone's policy consulting serves as an invaluable resource to its clients.



## Atlas International Security Seals: Essential Safeguards Against Loss

### Shipper and Agent Get Added Value for Military Shipments

From an interview with:  
Mark McGriff, President, International Claims Service  
Mike Cobb, Vice President, Military Operations

Just as a house must have adequate safeguards to protect its contents, Atlas makes every effort to protect goods between origin and destination. Now, Atlas International has created a new program to improve the security of all military shipments. The High-value/High-risk Inventory and Security Seals program will

dramatically reduce claims, give the shipper a means to prevent loss, and provide agents an easy system for avoiding charge-backs.

Effective October 1, 2003, all qualifying items are required to carry a high-value/high-risk inventory and security seal on the shipping container. Such items include electronic equipment, expensive figurines or collectibles, CDs, DVDs, computer software and games, firearms, etc. For items in cases, such as CDs and DVDs,

the origin agent is strongly urged to provide a total count and randomly open and confirm that the appropriate discs are inside.



#### How the Program Works

- The origin agent applies the security seals on the top and bottom of the carton when the shipment is packed, in the presence of the shipper.
- The shipper puts his signature on the seals; shipper and agent both sign the high risk/high value inventory form.
- If additional pages are used, the agent indicates the page count and numbers the pages. At the end of the list, the agent writes "last item" and lines out spaces that are not used.

- At destination, the shipper opens the cartons bearing security seals in the presence of the agent and signs the high risk/high value inventory. (This procedure is necessary even when unpacking is waived.)
- The agent verifies the item count for DVDs and CDs and randomly opens cases to confirm that appropriate discs are inside.
- If items are missing, the agent notes these on the high risk/high value inventory and on DD Form 1840.
- The agent faxes the form without delay to Atlas International at 206-971-3831.

"The shipper will benefit from knowing high-value items are indeed accounted for and that there is no question of veracity in the event of a claim," says Mike Cobb, Vice President, Military Operations. "And the Atlas agent clearly stands to benefit in terms of reduced charge-backs. Atlas International will benefit as well with reduced exposure to claims. This program benefits everyone."

Mark McGriff, President of International Claims Service, says that the success of other programs like this one proves its worth. "Through informal discussions among our colleagues in the Claims Prevention and Procedures Council (CPPC), we learned that similar systems being used by other forwarders have more than paid for themselves."

How much savings are realized remains to be seen, but Mike and Mark expect the savings to be significant for everyone in the value chain. "Our agents should see positive influences immediately," says Mike. "They will be pleased to find that the benefits, in terms of reduced charge-backs, will more than compensate them for their administrative involvement." ■



*High-value/high-risk inventory and security seals are now a standard operating procedure for all military shipments forwarded by Atlas International. The new program will dramatically reduce claims by shippers and charge-backs to Atlas agents.*



# We're going downtown FORUM 2004 CHICAGO

37th Atlas Forum on Moving  
April 22, 23 2004 • Marriott in Downtown Chicago



For more information regarding reservations and the complete agenda, contact Sue Chandler at Atlas headquarters—800-638-9797.



## Who said it was lonely at the top?

### MILTON M. HILL QUALITY AWARD WINNERS – UNPRECEDENTED NUMBERS

They may have made it look easy. But earning the Milton M. Hill Quality Award is anything but. This year, Atlas is pleased to recognize 46 agents for reaching the highest standards of performance in the company's most rigorous assessment of quality service. This is the most agents ever honored, a 44% increase over last year in the number of those who rate as "the best of Atlas' best."

The awards were presented on November 19 at the 56th annual Atlas Convention in Orlando.

#### What it Takes to Take the Award

To earn the Milton M. Hill Award, agents must excel in three areas:

##### 1. Superior Warehouse Rating:

a score of 90% or higher in random inspections that measure impression, organization, security and risk management.

##### 2. Hauling Excellence Award:

exceptional customer satisfaction with drivers and at least \$750,000 in revenue.

##### 3. World Class Commitment:

tough standards in twelve areas that cover customer satisfaction, business process efficiencies, claims, and safety.

#### Winners Refine the Process

Atlas quality is premised on continuous improvement, so Milton M. Hill Award recipients serve two years on the Quality Focus Advisory Committee. They meet twice a year to consider how Atlas quality policies and procedures might be made better. Their recommendations form the basis for ongoing refinements that keep Atlas' quality at the forefront of the industry.

Atlas is pleased to recognize the 2002-2003 Milton M. Hill Quality Award winners. We extend our respect and congratulations to all who were "tested and not bested."

**See the list of Milton M. Hill winners at right.**

#### Year 2003 Milton M. Hill Quality Award Recipients

ABC Moving & Storage Company, Inc.  
Lee's Summit, Missouri  
Ace Relocation Systems, Inc.  
Jessup, Maryland  
Ace Relocation Systems, Inc.  
Kent, Washington  
Ace World Wide Moving & Storage  
Roseville, Minnesota  
Ace Relocation Systems, Inc.  
San Diego, California  
Ace Relocation Systems, Inc.  
San Jose, California  
Ace Relocation Systems, Inc.  
Signal Hill, California  
Ace World-Wide Moving & Storage Co., Inc.  
Cudahy, Wisconsin  
Ace World-Wide Moving & Storage Co.  
Fallsington, Pennsylvania  
Ace World Wide Moving & Storage  
Huntington Beach, California  
Action Moving Services, Inc.  
Burnsville, Minnesota  
Alexander's Mobility Services  
Tustin, California  
Alexander's Mobility Services  
Hayward, California  
Alexander's Mobility Services  
Portland, Oregon  
Alexander's Mobility Services  
Baltimore, Maryland  
Alexander's Mobility Services  
Bloomington, Minnesota  
Alexander's Mobility Services  
San Diego, California  
Alexander's Mobility Services  
Nashville, Tennessee  
Alexander's Mobility Services  
Garland, Texas  
Atlantic Relocation Systems  
Houston, Texas  
Broadway Moving & Storage Company  
Denver, Colorado  
City Transfer & Storage Company  
High Point, North Carolina  
Collins Brothers Moving Corporation  
Larchmont, New York  
Croft & Smith Moving & Storage  
Landing, New Jersey  
Deerfield Moving & Storage of Arizona, Inc.  
Phoenix, Arizona  
DMS Moving Systems, Inc.  
Canton, Michigan  
Golden Van Lines, Inc.  
Longmont, Colorado  
Home Moving & Storage Co., Inc.  
Columbus, Ohio  
Imlach Movers, Inc.  
Trenton, Michigan  
Imlach Movers of Ft. Wayne, LLC  
Fort Wayne, Indiana  
Imlach & Collins Brothers, LLC  
Irving, Texas  
Mabey's Moving & Storage, Inc.  
Rensselaer, New York  
McCormack-Payton Storage & Moving Company, Inc.  
Grandview, Missouri  
Mitchell Moving and Storage Company  
Seattle, Washington  
Nelson Westerberg of Georgia, Inc.  
Mableton, Georgia  
Nelson Westerberg of Illinois, Inc.  
Elk Grove Village, Illinois  
Nelson Westerberg of New Jersey, Inc.  
Somerville, New Jersey  
Paxton Van Lines, Inc.  
Springfield, Virginia  
Paxton Van Lines of North Carolina, Inc.  
Charlotte, North Carolina  
Powell Relocation Group  
Grand Rapids, Michigan  
Reads Moving Systems, Inc.  
Hatboro, Pennsylvania  
Stonehocker Moving & Storage, Inc.  
Davenport, Iowa  
Wagoner Moving Systems, Inc.  
North Canton, Ohio  
Walker Transfer, Inc.  
Kenova, West Virginia  
Weleski Transfer, Inc.  
Tarentum, Pennsylvania  
Weleski Transfer of Johnstown, Inc.  
Johnstown, Pennsylvania



## Quest for Quality

First in Value.  
First in On-time Delivery. **Again.**

**Atlas ranks high in prestigious industry recognition.**

For the sixth consecutive year, Atlas is pleased to be named a "Quest for Quality" winner by Logistics Management. The recognition is one of the industry's most prestigious and coveted awards.

Perhaps no one understands the importance of quality to the transit industry better than those who buy transportation and third-party services. According to 2700 of these professionals, Atlas again ranks among the top two household goods carriers for exceptional quality in four areas: value, on-time performance, customer service, and equipment and operations.

And, for the second consecutive year, Atlas is rated number one in the categories of value and on-time delivery.

"The rankings are gratifying," says Atlas President Jim Stamm. "But even more rewarding is the knowledge that our continuing emphasis on quality helps to make us the first choice for our customers. That's the 'first' we care about the most."

#### Seven Straight?

*This is the sixth consecutive year Atlas has been recognized by Logistics Magazine as a recipient of its Quest for Quality Award...*

# Remembering John U. Steiner

## Teacher, Father, Taskmaster



*John U. Steiner, founder of Ace World Wide and Director, Atlas Van Lines, from a photo published in the Amplifier in 1976. John passed away on February 26, 2003 in Fond du Lac, Wisconsin.*

John Ulrich Steiner wore many hats during his lifetime. He was a teacher, coach, entrepreneur, father and taskmaster. He expected much of himself as well as those around him. It was these traits that influenced John's success and the growth of Ace World Wide, the company he founded. Without question, John is one of the most memorable Directors to have served on the Atlas Board of Directors.

John began his livelihood in 1935 as a high school teacher of history, driver's training, physical education, and coach of basketball and football. During the summers he supplemented his income hauling corn, grain and household goods. His interest in moving became a vocation and in 1947 he entered a new career, founding Ace World Wide Moving and Storage in Rochester, Minnesota. That business today has 17 locations across the U.S. and employs over 500 people.

In 1976, the *Amplifier* asked John what it took to be successful. "You've got to be the first to work in the morning and one of the last to leave in the evening," he said. "Hire good people and motivate them. You must have the right people and they must dedicate themselves to the customer. Service to the customer is the most important thing we offer."

Atlas Chairman and CEO Mike Shaffer remembers John as a confident decision-maker. "John used to say 'if you're going to make an omelet you've gotta break a few eggs,' meaning, if you're going to grow your business, you can't be afraid of making an occasional mistake."

"My father demanded perfection from people," recalls John W. Steiner, CEO, Ace World Wide. "He never bought into the notion of a quarterly review. His thinking was, if something needed to improve, it shouldn't wait three

months. By the same token, he was quick to praise people when they deserved it."

John W. says because his father lived through the Great Depression, he understood the value of money. "At home, if he found the lights on in a room where no one was, he would make sure the appropriate party turned them off. He didn't waste anything. And he ran his business the same way. But he was also a very generous person. He helped a lot of people." John W. adds that his father expected others to pull their own weight; he was one to give a "hand up" rather than a "hand out."

John W. succeeded his father as CEO in 1984. He says that his father stepped back somewhat after he left the top post, but he "never really retired." And although John was famous for working long hours, he was also known to enjoy life with his children and grandchildren. He especially enjoyed school-related sports events.

Former Atlas Chairman and CEO Norman Gee knew John personally as well as professionally. "He was not only an astute businessman, he was first and foremost a great family man," says Norman. "I remember at our first Atlas convention in Puerto Rico, Kay and I saw John almost daily walking hand in hand with his grandson on the beach. John was also an avid gardener, as I witnessed at his home in

Milwaukee on many occasions. He truly had a green thumb, and was a success at both gardening and in the business world."

"He certainly was not timid when it came time to voice an opinion at board meetings. On many occasions he would go toe to toe and nose to nose with O.H. (Frisbie) which made those meetings explosive and exciting. In my early years with Atlas these exchanges were my 'baptism by fire' with the best agent-owned van line in the country. During John's active participation in the business and later in his retirement years, I grew to respect him more and more and considered him a true friend, whom I sincerely miss to this day."

John U. Steiner was born August 25, 1916 in La Crosse, Wisconsin, the first child of Christ and Clara Steiner. He passed away on February 26, 2003 in Fond du Lac. He is survived by his wife, Irene; five children: John W. Steiner, Kathi Breit, Nancy Bickle, Tom Steiner, and Mary Floyd; six grandchildren and two great-grandchildren; a brother, Fred; and nieces, nephews and cousins. The people of Atlas are thankful for John's many years of leadership and his dedication to Atlas. We extend our condolences to John's family and loved ones. ■



# Rub elbows, dot the i's, cross the t's.

## Announcing the 3rd Atlas Symposium

for headquarter and agency  
management and staff

### Operations, Sales, Marketing, Contracts

Meet old friends, make new acquaintances and take in a thorough agenda that offers something for each area of agency management and staff.

This two-day conference is the bi-annual event held in lieu of regional meetings.

It's an easy way to stay in tune with Atlas news. And it's a great chance to pick up some new tips on sales, branding initiatives, and the finer points of operations.

## Join the Atlas family in Evansville

**March 16, 17 2004**  
at The Centre, Evansville, Indiana



For more information regarding reservations and the complete agenda, contact Sue Chandler at Atlas headquarters.

## Atlas Stockholders Hold Annual Meeting

**Board of Directors re-elected following positive year-end projections**



Atlas World Group, Inc. (Atlas) held its annual stockholders meeting recently at the Evansville headquarters of the company.

In connection with the Annual Meeting of Atlas stockholders, Rick Olson, Atlas Chief Financial Officer, announced that, despite concerns about the current economy, 2003 will be a good year for the corporation with consolidated revenues expected to reach close to \$535 million and an operating ratio of 95.3 percent.

While cautioning stockholders that projected year-end revenues are not necessarily a certainty, Olson released numbers that reflect a positive year for Atlas and its subsidiaries, which include Atlas Van Lines. Atlas traditionally releases year-end projections at the close of its high-volume summer season.

"It has been fifteen years since Atlas agents repurchased the company from Wesray," Olson noted, "and the past fifteen years have shown excellent growth by Atlas with many accomplishments. Some of the accomplishments include growing the revenue from \$239 million in 1988 to over \$535 million in 2003 through internal agent growth and new agent recruitment, reducing the debt to equity ratio from 50 to 1 in 1989 to less than 1 to 1 in 2003, and purchasing ownership in companies such as Red Ball Corporation and Cornerstone Relocation Group."

Olson also added that the year 2003 has been a challenging one in the industry with the weak economy, but overall Atlas has continued to improve financially and is well-positioned.

**Top Row:** **Ted Alger**, Chairman, Atlantic Moving & Storage, Inc., Atlanta, GA; **John W. Steiner**, Chairman, Ace World Wide Moving & Storage, Inc., Cudahy, WI; **Frederick D. Paxton II**, Chairman and CEO, Paxton Van Lines, Inc., Springfield, VA.

**Center Row:** **John R. Westerberg**, Chairman and CEO, Nelson Westerberg, Inc., Elk Grove, IL; **James A. Stamm**, President and COO, Atlas Van Lines, Inc., Evansville, IN; **Michael L. Shaffer**, Chairman and CEO, Atlas World Group, Inc., Evansville, IN; **Gary L. Weleski**, President, Weleski Transfer, Inc., Tarentum, PA; **Joseph McNamara**, President, Certified Van Service, Inc., Islandia, NY; **Todd V. Winter**, President and CEO, Golden Van Lines, Inc., Longmont, CO; **Frank E. Webers**, President, Collins Brothers Moving Corp., Larchmont, NY.

**Front Row:** **David M. Davenport**, attorney, Washington, D.C.; **Richard Bert**, President, Kilpatrick Moving and Storage, Northvale, NJ; **Thomas L. Hoover**, Chairman and CEO, ABC Moving & Storage, Inc., Chesterfield, MO; **Reginald T. Lammers**, President and CEO, Ace Relocation Systems, San Diego, CA; **David W. Bueker**, President and CEO, McCormack-Payton Storage & Moving Co., Inc., Kansas City, MO; **Donald C. Hill**, President, Alexander's Mobility Services, Tustin, CA; **Thomas J. Shetler, Sr.**, President, Chairman and CEO, Shetler Moving & Storage, Inc., Evansville, IN; **Howard E. Parker**, retired CFO, Atlas World Group, Inc., Laramie, WY.

Among the Atlas Board members listed above, those re-elected this year include:

**David W. Bueker, Donald C. Hill, Joseph McNamara, Frederick D. Paxton II, John W. Steiner, John Westerberg, David M. Davenport and Ted Alger.**

## Atlas agents receive four of six GlobalNet Conference awards

### Prestigious honors measure quality and customer satisfaction

At the 2003 Cendant Mobility GlobalNet Conference in Atlanta, October 27 and 28, Atlas agents received four of six prestigious awards given to moving companies. Receiving the Commitment to Partnership Award were Alexander's Mobility Services and Collins Brothers Moving Corporation. In addition, Alexander's and Collins each earned a People's Choice Award. The honors were bestowed by Michael Mancini, Senior Vice President, Global Supplier Relations, Cendant Mobility.



*Candy Barclay and Dick Honza, general manager with Alexander's Mobility Services in Minneapolis. Dick's unusual fashion turn raised \$1500 for Candy, who is fighting advanced breast cancer.*

## Dressing Up for Candy

### Pitching in to help Catherine "Candy" Barclay

Dick Honza, general manager with Alexander's Mobility Services in Minneapolis, Minnesota, isn't really a model for plus-sized women's fashions. He just dresses like one.

Actually, it was just for one day... and he shaved his hairy legs, too.

Dick's unusual fashion turn was done on a bet to raise money, just one of the ways employees of Alexander's Mobility Services have pitched in to help Catherine Candace "Candy" Barclay in her fight against breast cancer. Candy is the daughter of Kathleen Barclay, national account manager at Alexander's Minneapolis office.

"Candy was diagnosed in June," says Kathleen. "A routine physical examination in January revealed a lump in her breast, but she was advised not to worry, that it would probably go away with her monthly cycle." It didn't, says Kathleen, and by the time Candy went in for a follow-up, tests showed that an aggressive cancer had spread to her lymph system, spine and liver.

Candy and her family hope she will

qualify for participation in clinical trials for new pharmaceutical therapies, or that she can gain access to drugs in development through what is commonly called "compassionate use." In such cases the FDA allows a patient with advanced disease, no approved treatment options and no appropriate clinical trial options to seek a new, unapproved drug outside of the clinical trial.

But because HMOs typically do not pay for such treatments, Candy's family needs to raise money to offset those and other medical expenses not covered by insurance.

So Candy's friends at Alexander's have embarked on a variety of fundraising efforts, including a garage sale, cookout, car wash, and company-sponsored buy-casual-dress-days. Lori Hall, wife of driver Ray Hall, approached Thrivent Financial for Lutherans, who agreed to match donations up to \$5000.

"The chemotherapy has been difficult, very tiring," says Kathleen. "But Candy is hopeful. What has been most uplifting is knowing that so many people are praying for her. I can't tell you how much that means to us."

Kathleen also has a word of advice for young women. "Don't depend solely on physicians... be responsible for your own health, and learn how to perform breast self-examinations."

Candy and her family wish to thank all the many people who have helped with their prayers and donations. If you would like to help, contact Kathleen by e-mail: [kbarclay@alexanders.net](mailto:kbarclay@alexanders.net)

## Sara Lee...30 and Counting

The economy of late has caused many an alliance to dissolve due to downsizing, closing and bankruptcy. Not so the partnership with Sara Lee Corporation and Nelson Westerberg of Illinois. The two have shared the successes and challenges of a 30-year partnership.

The secret, both parties imply, lies in the continuity. Richard "Dick" J. Chocol, Vice President, Sales for Nelson Westerberg of Illinois was responsible for attracting Sara Lee to Nelson Westerberg 30 years ago. He continues on the account taking a personal interest in Sara Lee to implement Nelson Westerberg's high standards of customer service.



*Richard "Dick" J. Chocol*

In addition to Chocol, Patricia Fredrickson works as the Sara Lee customer service representative at Nelson Westerberg, a position she's held almost two years.

Terry Mandle, CRP, manager-employee relocation, Sara Lee Corporation, has had the pleasure of working with Chocol for nearly four years. "It is amazing that Sara Lee has had one familiar face in Dick Chocol for 30 years," said Mandle, "I can honestly say continuity, communication and trust are the foundation of our relationship. We know we're in good hands with the Nelson Westerberg team."

Mandle and Sara Lee Relocation Specialist Kristin Paty form the crux of the corporation's relocation team. Each brings solid expertise in human resources and relocation to the table, and together they manage approximately 450 domestic and international moves annually, divided among two van lines.

"We rely heavily on our service providers. Without them, it would be impossible for two people to handle such a high volume," said Paty. "The working relationship is truly seamless. What really works is the fact that Dick and Pat both know our policies. It helps to know that we're all on the same page that way."

"The nature of this relationship is one of family," adds Chocol. "I feel a kindred spirit with Sara Lee

and anyone who takes the helm at Sara Lee relocation. Like my kids, I've watched this company grow, and it's been my pleasure to help nurture the moving process every step of the way."

Chocol's leadership role enables him to delve into customer service with the personal attention he's been administering for 30 years. When a Sara Lee employee needs special attention, Chocol is there to personally oversee that relationship down to the post-move survey, which he's been known to handle one on one. Early in the relationship, Chocol used to call on 15 various Sara Lee divisions countrywide. Now, he remains in touch with as many Sara

Lee veterans as possible, often running into a familiar face within the organization. In addition, 15 years ago, Nelson Westerberg had the distinct pleasure of handling the move of Sara Lee's corporate headquarters into its present location.

Along with any successful partnership are occasions when claims or disputes may arise. According to Mandle, "When an employee has a claim, Dick immediately manages the process fairly and reasonably. That's another plus for our partnership - someone with Dick's longevity in the relocation business adds to the level of customer service."

Mandle also complimented Nelson Westerberg for the way it handles its billing. "Billing gets done in a timely manner, and what's more, the bills are accurate," she said. "We rarely need a re-bill or correction."

### Hands Full

Mandle and Paty certainly have their hands full. With 400 plus domestic and about 25 international moves annually, including home sales, mortgage financing, home purchases, temporary living and household goods moves, their day-to-day is taken up with many phone calls to counsel employees from point A to point B.

They manage internal billing and expense auditing/approval, as well as the van lines and other suppliers hired to handle the annual relocations.

"We work closely with human resources, payroll and anyone else who needs to know the status whereabouts of employees," said Paty. "There's never a dull moment in this office, and we can't stress enough how important our van lines are to the success of this two-person department."

While corporate relocations have declined these last several years, Sara Lee has seen its relocations increase. The company has consolidated many divisions coast to coast, and sometimes the same employees find themselves moving again within a relatively short timeframe.

Mandle says she frequently receives requests from these transferees for the same Nelson Westerberg owner-operator team. Nelson Westerberg prides itself on a Single Source Responsibility concept where the same team that arrives to pack and load is the same team that meets the transferee at the door to unload.

### Sara Lee

Worldwide, Sara Lee employs 154,900 people in 55 countries and markets products in nearly 200 nations. In 1999, the company devised a plan to consolidate its relocation department into the Shared Services Group that now houses payroll, accounts payable, fleet administration, relocation and travel, as well as other internal functions.

Mandle and Paty recognize that in a world where change is commonplace, having a familiar face at the other end helps make things smooth.

"We will remain loyal to our service partners as long as the consistent, top-notch service with competitive pricing continue to be the mainstay of the relationship." Said Mandle. "There's no doubt we will continue to honor this long-term partnership."

Adds Chocol, "We've come through thick and thin with Sara Lee, and it's been an incredible ride. The beauty of the relationship is in our longevity."

*Reprinted from NWI World, the newsletter of Nelson Westerberg, Inc.*

# ROAD Day 16 Pays Tribute to Atlas' Finest

Tuesday September 9 was a beautiful day across most of the country. And those who took part in the **16th annual ROAD Day (Recognizing Our Atlas Drivers)** found it to be the "best thing under the sun." And, just as hard work and healthy appetites go hand in hand, food is essential to every ROAD Day celebration.

Director of Interstate Operations Frank Meilander once again donned his chef's cap in what has become a two-day feast tradition at **Ace Relocation Systems** (62) in San Diego, California. It

started with breakfast on Tuesday, followed by a lunch cookout with carry-in dishes, which was reprised with lunch again on Wednesday. (There's no reason to waste the leftovers!) Frank says his crew actually served more drivers on Wednesday, perhaps because Mondays and Tuesdays can be busy days for packing and loading, and the middle of the week is more convenient for many drivers.

**Paxton Van Lines** (1610) in Springfield, Virginia started cracking at 6:00 A.M. to prepare a home-cooked breakfast. In case anyone was still hungry at noon (not likely) or happened to miss the first meal, the Paxton folks dished up a lunch big enough to satisfy a mile-long convoy. As well as the food, visiting drivers took home gifts of brief cases and insulated 6-pack coolers. "We had a hoot and our drivers loved it," says Bunny Blair, assistant dispatcher.

Also marking the day with breakfast (after all, it is the most important meal of the day) was **Shetler Moving and Storage** (1830) in Evansville, Indiana. Controller Lisa Koch says her agency

started the breakfast tradition several years ago, because it allows more of their drivers to take part.

The grills were smoking at **Collins Bros.** (547) in Larchmont, New York, where burgers and brats were cooked to a tender turn. At **Ace World Wide** (24) in Cudahy, Wisconsin, DOT Safety Coordinator Steve Bachofen says some



Ace Relocation Systems

230 people were served at a catered picnic that started late in the morning and lasted all afternoon. The 60 drivers who attended each received a complimentary ROAD Day 16 t-shirt. And several lucky attendees took home one of the many jackets, caps and coolers that were raffled.

**Alexander's Mobility Services** held a variety of festivities at their eight locations, with big breakfasts and lunches for office employees and drivers alike. In Minneapolis, drivers received gifts of pocket knives in appreciation, and in Dallas they were given ice water and Gatorade to keep them hydrated in the Texas heat. In Baltimore, drivers were entertained watching a team relay where contestants raced to fill water bottles by bursting water balloons, with some rather humorous results.

Al Davis, CFO with **McCormack-Payton** (1380) in Grandview, Missouri, says his crew served about 70 people this year. "ROAD Day is a good opportunity to step back from the day-to-day routine and have a little fun," says Al.



Paxton Van Lines



Paxton Van Lines



Ace World Wide



Ace World Wide



Ace Relocation Systems



Ace Relocation Systems



Alexander's Mobility Services



Alexander's Mobility Services



Atlantic Relocation Systems



Atlantic Relocation Systems

## In Memoriam: Bob Rebolz

The entire Atlas family mourns the loss of Bob Rebolz, of Thomas Transfer & Storage (2006), Mountain View, California. Bob passed away in Evansville, Indiana on March 26 from cardiac arrest. Prior to joining Thomas, Bob worked for Guardian Van Lines for 15 years. Except for a brief hiatus in the 1980s, Bob had been with Atlas for 30 years. Since 1989, Bob had been the driver partner of Carol Pierce.



Bob Rebolz

Bob was known as a conscientious driver with a natural gift for putting people at ease. He was the recipient of the million-mile accident free ring from Atlas, a recognition of which he was very proud. Bob was also known for his green thumb with roses, his enthusiasm for the Purdue Boilermakers, and for his pig-roasting talents, which he volunteered to the delight of fellow drivers on ROAD Day.

Bob is greatly missed by his family, friends and coworkers. We extend our sympathies to Carol and to Bob's children: Jody, Jay and Josh. Donations in remembrance can be made to the American Heart Association.

NEARLY 200 ATLAS AGENTS COAST-TO-COAST SPONSORED A VARIETY OF FESTIVITIES



Alexander's Mobility Services

## Catch that Dream!

**Advance Relocation Systems contributes time and "Big Rig"**



Advance Relocation Systems, Baltimore, takes part in Dream Catchers Day at Port Discovery, the Baltimore Children's Museum. Here, young dream catchers see what it's like to command the helm of a modern big rig.



From Advance Relocation Systems, L to R: Household Goods Driver Brian Ruth, National Account Salesperson Nick Travelstead and General Manager Dana Subock

## Operation "Taste of Home"

American Van and Storage in Newark, Delaware, helped local girl scouts in a community effort to provide cookies to the armed forces. In April, volunteers launched "Operation Taste of Home" and collected 7200 boxes of Girl Scout cookies. These were loaded onto a truck, courtesy of American Van and Storage, and delivered to the USO at Dover, Delaware. The cookies were then sent to U.S. service men and women all over the world.



## She keeps on running...

Caryn De Filippo, national account manager with Collins Brothers in Larchmont, New York, stays fit as a marathon runner and triathlete. Caryn has run the New York Marathon 14 times, the Boston Marathon 5 times, and completed the Iron Man Triathlon 3 times. A bicycle crash this summer during the Iron Man event is forcing Caryn to take a hiatus from competition as she undergoes surgery and rehabilitation of her knee. But, she says, she'll be running the New York Marathon again next year. We wish Caryn a speedy recovery!



Caryn De Filippo shown here at the Ironman Triathlon and the New York Marathon.

## Helping Kids

Ace World Wide in Orlando, Florida is reaching out to help educate the young people in its community. Through a joint effort with area businesses and the Chamber of Commerce, Ace is participating in a program that teaches high school students how to make better, more informed decisions as they begin their career paths.

Sue Jordan, Director of Business Development for Ace, is a member of the educational team that piloted the program in the spring and will present it again this fall. "We feel this is a good way to help the young people in our community get started on thinking about what they want to do," says Sue. "The program is a way to give young people a sense of the many opportunities available to them and help understand they are limited only by how far they choose to go."

## Experiencing the "No-Zone"

**Atlas driver assists Louisiana Motor Transport Association**

Thanks to Northlake Moving & Storage and owner-operator Reggie Fortenberry, motorists in Louisiana recently got a chance to experience firsthand the no-zone — the blind spot in which other vehicles disappear from a truck driver's view. The Atlas agent and driver supplied a tractor-trailer for a "Safety Break" at Louisiana's Covington Rest Area during the last week in August. The event was sponsored by Louisiana Motor Transport Association, Inc. to mark National Truck Driver Appreciation Week.



Driver Reggie Fortenberry with a Louisiana State Trooper during the National Truck Driver Appreciation Week.



## Golden introduces sleek new web site

**Atlas web design team builds in "friendly functionality"**

Golden Van Lines, Longmont, Colorado, has launched a new web site ([www.goldenvanlines.com](http://www.goldenvanlines.com)). "We want our customers to be as informed as possible when they undertake a move," says Vice President Mike McCarthy. "We designed our site to be a friendly place where they can get practical and professional information that helps make the relocation experience seamless and positive."

The site, launched in September, is the result of a joint creative effort between Golden's marketing department and the web design team at Atlas headquarters, headed by Webmaster Vince Stone. "The Atlas team did an outstanding job in understanding and communicating the unique personality of our company," says Mike.

For more information on the web design services available from Atlas HQ, go to [atlasagent.com](http://atlasagent.com).

## Promotions

### Glen Dunkerson Named as Senior Vice President and General Manager, STG

Glen Dunkerson of Atlas has been promoted to the position of Senior Vice President and General Manager, Specialized Transportation Group (STG).



*Glen Dunkerson*

In his new role, Glen is responsible for all facets of STG activities. He has 25 years of experience at Atlas. Since joining the company in 1978, Glen has served as Assistant Vice President, Household Goods Operations; Vice President, Claims Administration; and Vice President, Operations,

STG. Most recently, Glen held the position of Senior Vice President, Operations, STG.

A native of Indiana, Glen has worked in Washington D.C. and Mayfield, Kentucky.

He is a graduate of the University of Michigan Strategic Quality Management Program and is a past President of the Claims Prevention and Procedure Council, Inc.

### David J. Blair Named to Top Post

David J. Blair has been named President and Chief Operating Officer of Ace World Wide.

"I'm very excited about the new opportunities that lie ahead," says David. "This is an organization that is making an impact in every segment of the industry. I am extremely proud to be part of it."



*David Blair*

David began his moving career in the early 1970s as a "lumper," helping his parents, a husband-and-wife trucking team, load and unload furniture during the summer months. He joined his parents in opening Blair North American in Sarasota, Florida, which he purchased in 1988 and sold to Atlantic North American in 1992. In 1997 he was instrumental in converting Atlantic to an Atlas agency.

Prior to joining Ace in 2001, David served as Regional Vice President for Graebel Van Lines in Orlando, Florida. He is a 1979 graduate of University of Southern California with degrees in public relations and communications.

## Atlas Supports the Troops

Atlas was proud to welcome home from the Middle East Sergeant Julie Jackson of the 26th Forward Support Battalion with a special reception at Atlas headquarters on August 27. In Sergeant Jackson's honor, employees dressed in red, white and blue and decorated their areas with flags, posters and other patriotic displays. Julie was presented a giant thank-you card signed by grateful Atlas employees.

Last spring, Atlas employees came together in Operation Fat Tuesday to

collect 675 pounds of razors, shaving cream, playing cards, lotion, shampoo, powder, food, books and other miscellany. These were shipped overseas to Julie and to Laurence Ellerman of A Company 1/293rd Infantry, who in turn distributed the goods to their units. Atlas employees are currently preparing boxes to be shipped to MSG Jim Langelotti of the HHD 71st CSB.



*Jim Stamm, President & COO of Atlas Van Lines and Mike Shaffer, Chairman & CEO of Atlas World Group welcome Sergeant Julie Jackson to Atlas headquarters.*

## Tracks

### Atlas Service is Appreciated

#### RE: Larry Huff and Rita Metcalf Shetler Moving & Storage, Inc. (1830) Evansville, Indiana

We just wanted to drop a line to express our appreciation for the service we received from Shetler Moving & Storage, specifically Larry and Rita.

We had contracted with another moving company, which proved to be a very disappointing experience. Our situation was that our son had moved to Oklahoma to attend law school. We were told that his furniture would be delivered sometime within a three to eleven day span.

After 11 days and no delivery, we contacted this moving company only to be told that his delivery was not even scheduled. At that time, we contacted Larry, who was not

only very understanding, but also very prompt in scheduling the delivery. In fact, he was able to have this move scheduled within the same day.

The furniture was delivered as promised. Again, we just wanted to pass on our appreciation.

Sincerely,  
Claudia Raven

#### RE: Ernie Joseph Atlas Contractor (5160) Evansville, Indiana

I am in my fifties and was born and raised in California and have never lived anywhere else. This year, we decided to move to Florida to be closer to our daughter and grandchildren.

I was very emotional about this move, but after meeting our driver, Ernie Joseph, I was confident the move would go well. He is fantastic, very efficient, professional, courteous and kind.

You should be very proud to have him on your team. Customer service means so much today and Ernie should be commended for a job well done. He is the best and if we ever decide to go back to California, it would only be with him. Thank you!

Sincerely,  
Barbara Vogt

#### RE: Dwayne Milligan Reads Moving Systems of Richmond, Inc. (171) Colonial Heights, Virginia

We recently had the pleasure of working with Dwayne Milligan and his team during our recent relocation with Dominion Virginia Power. Dwayne and his crew showed up on

**Customer service means so much today and Ernie should be commended for a job well done.**

time every day, worked extremely hard, and treated our possessions with exceptional care. They were polite, professional and a pleasure to work with. They

didn't let rain, hot weather, or 26 pages of inventory affect their performance.

They represented Reads Moving Systems exceptionally well. They were very professional and defined "customer-focused." They are my top choice movers making Reads my top choice moving company. I will definitely be requesting them for all future relocations. I will recommend Dwayne and Reads to my work associates and friends requiring moving services in the future. Thank you for making this move extremely successful. Great job guys!

Sincerely,  
Ray and Stacey Sommerfeld

**Dwayne and his crew showed up on time every day, worked extremely hard, and treated our possessions with exceptional care.**



**RE: Pat Letherman, Linda Schrader and Patrick Miles McCormack-Payton Storage & Moving Co. of Wichita, Inc. (1370) Wichita, Kansas**

I would like to begin this letter by thanking everyone who was involved with our recent move. Pat Letherman and Linda Schrader were not only professional, organized and helpful, but also very pleasant to deal with.

Mr. Gene Miles and his crew were superb to say the very least. They were professional, hard working and

**They were professional, hard working and swift – giving attention to every detail.**

swift—giving attention to every detail. I must add, their kindness and good humor made what I consider the most stressful part of a move the nicest.

My family has moved numerous times throughout the years. However, this is the first time I have felt compelled to write and give my personal thanks, as well as compliment everyone mentioned. They are to be commended for their customer service skills and are truly an asset to your company.

**Sincerely,  
Debra L. Figueroa**

**RE: Mike Jeffers Ray's Moving Service, Inc. (1703) Burton, Michigan**

We appreciate so much the fact that you have made it possible for Trisha Moon to receive her wish of getting her belongings back. This was a most unusual wish compared to the usual requests of trips to various places, birthday parties, and Disney World. Her health situation is very precarious at this time and we hope very much that being able to recover her furniture and possessions will improve her morale and also her health. We never could have fulfilled this wish without your generous help.

**We never could have fulfilled this wish without your generous help.**

I want to compliment your staff. They have been most gracious. The three men that packed and loaded the van were extremely hard working and pleasant. I was most impressed during the five hours they worked on this.

The driver, Mike Jeffers, was especially accommodating, in that he planned to take a disposable camera to take pictures as Trisha received her things. We documented the packing operation on film to go in our scrapbook.

It is very heart-warming to know someone as generous as yourself. May your kindness be returned to you many times.

**With most sincere thanks,  
Julia Goodfellow  
Social Worker  
Save a Child Foundation**

**RE: Stan Reddick City Transfer & Storage Company (630) High Point, North Carolina**

I want to thank you for coordinating my household move from Pennsylvania to North Carolina. Your excellent communication and assurances with me left no doubt that the move would proceed as planned. And it did!

The fact that everything occurred as planned provided a great comfort to me at this time of big anxiety for

the whole family. I thank you and compliment you for a job professionally and superbly done.

The moving team was so courteous, thoughtful and efficient that my family was truly impressed and amazed. Their sincere caring for them, as well as our household goods helped make this major move for the Koch family a

**The moving team was so courteous, thoughtful and efficient that my family was truly impressed and amazed.**

smooth effort and much less traumatic than everyone thought it would be.

We offer our sincere thanks for an excellent move that was gentle and professional.

**Sincerely,  
Kenneth L. Koch, M.D.**

**RE: Larry Schilder Atlantic Relocation Systems (1287) Tampa, Florida**

Thank you for all your help with our move from Florida to California. I had many concerns about the move, but was reassured by your staff that everything would run smoothly.

Larry Schilder was the driver who handled our move. Larry and his team were very careful in handling our furniture. As you may recall, some of our pieces are very old and quite heavy. I believe that they did an excellent job in protecting both the furniture and the house. The work in California was the same. Larry called us in advance to keep us posted on his progress and ensured that the delivery would be at a time

**I had many concerns about the move, but was reassured by your staff that everything would run smoothly.**

convenient for us. Although it was obviously challenging, he was able to avoid the use of a

shuttle and there was no confusion regarding the split delivery. The cost of the entire move was much less than what we anticipated thanks to you and your outstanding team. I will be pleased to be a reference for Atlantic and Atlas.

**Sincerely,  
Davidson C. Whitaker**

**RE: Calista Wood Alaska Terminals, Inc. (1924) Anchorage, Alaska**

I wanted to take a moment to tell you what a superb job you, your staff and crew members did during our relocation to Iowa.

Early in the process, we decided that the only company we would work with was Atlas due to the way Calista handled our account. Her explanations were easy to understand and right on the mark. She was available whenever we needed a question answered or additional information.

The crew's attitude and professionalism was evident from the moment they arrived. They were on time and worked tirelessly to finish on time. Each item was packed with great care and everything was protected with the long distance in mind.

We feel that it was a very successful move and we were relieved to find our belongings in the same condition as they were when they left Alaska.

Please give our regards to your crew for the great job they did. If we ever hear of someone thinking about moving, we will surely recommend your company.

**Sincerely,  
Alan and Connie Fishburn**

**RE: George Mulhisen Alexander's Mobility Services (208) Hayward, California**

I had the pleasure of working with your driver, George Mulhisen, during a recent relocation. I was hired by Unirisc/Cendant to observe and document any pre-existing damage to the household goods and report any problems with packing, crating or loading. I have personally been associated with the moving industry since 1962. I can assure you that if

**His truck and trailer were spotless and the equipment was in excellent condition.**

every driver was as efficient as George is, there would be no need for my services in the repair process.

He took extra care to insure the shipper's property was protected and did an excellent job of directing his crew in this very large operation. He was always on time and worked harder than anyone there with a smile on his face. His truck and trailer were spotless and the equipment was in excellent condition.

He always behaved in a professional manner, helped to make everyone feel comfortable, and was the key to the success of this move.

Alexander's and Atlas have every reason to take a great deal of pride in your fine representative, George Mulhisen. He was such a pleasure to work with and I feel privileged to have been associated with him.

**Sincerely,  
Jim Whitten**

### **January 2004**

- 1 New Year's Day. All Atlas offices closed
- 4 New Hours of Service Rules become effective

### **February 2004**

- 16 President's Day. AVLI closed
- 16-18 Sales Training. Atlas Academy, Evansville, IN

### **March 2004**

- 1-3 Customer Service Training. Atlas Academy, Evansville, IN
- 3-5 AtlasNet Training. Atlas Academy, Evansville, IN
- 12 Atlas Canada Van Operator's Meeting. Delta Calgary Airport, AB
- 12-13 Atlas Canada Western Regional Meeting. Delta Calgary Airport, AB
- 16-17 Atlas Symposium. The Centre, Evansville, IN

### **April 2004**

- 9 Atlas Canada office closed
- 15 Vehicle Inspections Due
- 16 Atlas Canada Van Operator's Meeting. Embassy West Hotel, Ottawa, QC
- 16-17 Atlas Canada Eastern Regional Meeting. Embassy west hotel, Ottawa, QC
- 22-23 37th Atlas Forum on Moving. Marriott Chicago Downtown
- 26-28 Management Training. Atlas Academy, Evansville, IN

### **May 2004**

- 10-12 Sales Training. Atlas Academy, Evansville, IN

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