

amplifier



Helping you go there every day.



go new places.™

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Chairman's Message

New Season. New Places.

Spring reminds us that the moving season is right around the corner. With it comes the opportunity to improve our performance. Rising to meet the challenge has never been more important, and it will take all of us doing our very best to help one another.

As you'll read in the first feature (page 2), we are introducing a new message to the market. *Go New Places™* supports our ongoing efforts to be the mover of choice for corporate relocation, logistics and



specialized transportation, and commercial, office and industrial moves. At the same time, it speaks to our leadership as an innovator in service and value.

Atlas has committed much to leadership. Ongoing investments in technology are streamlining the inventory process with big benefits for customers (page 16). Continuing refinements to service, as exemplified by Atlas subsidiary Avail Move Management, are ensuring transferee satisfaction and policy compliance (page 20). New enhancements to Smart Move (page 22) are making it easier for corporate customers to take advantage of containers in their transportation programs.

Atlas leadership is fueled, too, by the commitments of our agents. Marketing partnerships are helping Atlas open new business opportunities domestically (page 30) and abroad (page 28). In Canada, Atlas is playing a key role in opening the northernmost areas to economic development (page 26). And perhaps nothing better attests to our leadership than the industry's recognition (page 40). The American Moving and Storage Association has named DMS Moving Systems (800) the Agent of the Year. Atlas PVO Charles Allen is the Super Van Operator of the Year, and longtime AWG Director John Westerberg received AMSA's much-deserved Lifetime Achievement Award.

As we head into the moving season, think of it as your own personal summer. You're part of a global enterprise ideally positioned to help customers succeed. You've got it in you to go new places. So do we.

Glen Dunkerson
Chairman and CEO

Volume 62 Summer 2012

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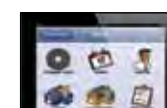
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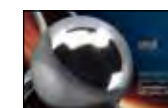
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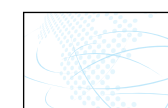
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For more information on Atlas and our services, visit atlasvanlines.com
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go new places.™

You've got it in you to go new places.

So do we. We go there every day.



New Places.

Every day, you go new places. Sometimes it's just a small change in how you do things in your organization. Sometimes it's actually moving things to new places on the globe. In any case, going new places affects the well-being of your business and, sometimes, the lives of entire families.

If you work in corporate relocation, logistics, or commercial moving, you've got it in you to go new places. So does Atlas. We began taking customers new places more than 60 years ago. Today, as one of the best known and most trusted names in moving, "every day is moving day for us™"

Nearly 500 Atlas agents span the U.S. and Canada.

Another 300 international partners help us cover the globe. The combined network enables Atlas to move anything or anyone, virtually any place in the world. Atlas companies bring innovation and value in three distinct divisions:

- Corporate Relocation/Household Goods
- Logistics & Specialized Transportation
- Commercial/Office & Industrial

Corporate Relocation: Complete Transferee Satisfaction.

"One of the biggest advantages for customers working with Atlas is access," says Atlas International Vice President and General Manager Jim Gaw. "With one point of contact, you can engage Atlas Van Lines, Avail Move Management, Atlas International, and Cornerstone Relocation Group. These represent everything needed to bring complete satisfaction to a transferee, virtually any place in the world."

Atlas makes the client's relocation policy central to service, with absolute compliance. In addition, Atlas helps inform the industry on policy in broad terms. Since 1968, the Atlas Corporate Relocation Survey has explored policy shifts and trends in relocation (see page 10).

"Day in and day out, we answer both the requirements of policy and the needs of the transferee," says Robert Burch, Vice President of Business Development for Alexander's Mobility Services (214). "We welcome the challenge — it brings out the best we have and leads to improvements for every customer we serve."

Logistics & Specialized Transportation: Global Reach, Local Resources.

"Our history in logistics goes back over 35 years, beginning in the mid-70s," says Vice President of STG Sales David Coulter.

Atlas Logistics & Specialized Transportation combines an in-house logistics management staff with worldwide resources. The result is an efficient global network for transportation, warehousing and distribution.

"The Atlas agent family alone maintains 660 warehouse locations with over 18 million square feet of secure space," says David. "Our agent network includes top specialists who understand the unique requirements of electronics, exhibits, fine art and store fixtures."

Atlas Logistics & Specialized Transportation makes product launches, trade shows, and special deliveries worry-free, around the world, every day.

Commercial/Office & Industrial: Local Facility Management, Worldwide Resources.

"Atlas agents bring the same commitment to office and industrial moves they are known for in logistics and corporate relocation," says Wade Bute, General Manager of Ace World Wide (711). "Every day, Atlas commercial movers are on site at corporate offices, government facilities, factories, hospitals, laboratories or cleanrooms, hotels, restaurants, schools and libraries."

Atlas commercial teams handle projects ranging from relocating delicate electronics systems to oversized loads requiring rigging and heavy hauling. The service typically begins with a detailed plan, and follows through to the final placement of furnishings, electronics and equipment.

"A top priority on every commercial move is timing," says Wade. "It is especially important to minimize the customer's downtime." To support the greatest efficiency, Atlas commercial moves are finely choreographed.

Simple Promise Repositions Atlas Brand.

“It pays to boil down your strategy to one simple promise, and go the whole hog in delivering that promise.”

*– Legendary Adman David Ogilvy (1911-1999),
Ogilvy & Mather Advertising*

Something exciting is taking hold at Atlas. Going into the 2012 moving season, the company is speaking to the market with a new voice. The statement is clear, and it sets Atlas apart.

“Atlas is a different company than it was even ten years ago,” says President Jack Griffin. “When we looked at all that we have become, and all the potential that is ours to build on, we had to ask: Does our message differentiate our brand? Does it resonate? The answer on both counts was no.”

So, Atlas Corporate Marketing took on a challenge. Tell the Atlas story in clear, compelling terms. Connect with people on an emotional level. Make them want to say “Wow!”

The new branding started in early 2011 with the assembly of a task force from throughout the Atlas network.

“We knew our process would be best served with differing perspectives,” says Vice President of Corporate Marketing Ryan McConnell. “We drew on the talents of 20 professionals — subsidiary principals, agency leaders, and consultants. Everyone at the table brought something of value to the mix.”

The first order of business: deconstruct the existing brand message, and uncover planks on which to construct the new one. Prior positioning had focused on the company’s core values of integrity, quality, and solutions. “We feel strongly that these values are essential to who we are,” says Ryan. “But other companies can lay claim to the same values... our values alone do not adequately set us apart.”

“More importantly,” says Ryan, “a brand message should further an emotional connection. We want to reach people in a way that makes them feel as much as it makes them think. So, when they are thinking about moving, they have feelings about Atlas that are positive, supportive, reassuring, and inviting.”

The team focused first on key attributes of the Atlas brand, which are: uniqueness, a high-quality network of agents and

partners, unmatched in service; technology, the best tools in the business, refined over years of investment; and access, whereby customer contact with any part of the company opens the door to an entire range of moving services.

“We see the wisdom in speaking to the market with a new, fresh voice,” says Ryan. “Beyond our brand promise, our marketing messages should be relevant to the specific interests of each customer.”

Ryan points out that the industry has traditionally served three primary segments: household goods, logistics, and office and industrial moves. “Going forward, we’ll target our messages according to these segments. It just makes sense.”

***You’ve got it in you to go new places.
So do we. We go there every day.***

The brand team’s efforts came together in a simple message that expresses the unique promise of the Atlas brand: *Go New Places.™* The phrase is now integral to the brand mark, which has been modified slightly to convey a more contemporary character.



Members of the Atlas brand team introduce the message, “Go New Places,” to the audience at the Atlas Convention during November 2011. At the microphone: Gregg Imlach, CEO of Imlach Group (I130). To his right, Vice President Atlas Corporate Marketing Ryan McConnell.



Trade Show Booths



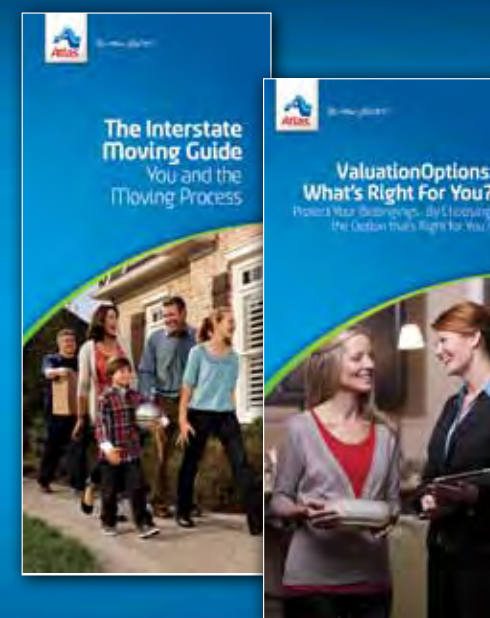
Direct Mail

New Message Goes Into Print.

If you’ve been around Atlas for very long, you’re likely familiar with one particular piece of company literature. “Let Atlas Take You Home” has educated tens of thousands of customers about moving. Now, that piece is being replaced by a new one, *Go New Places.™* This 16-page brochure describes what customers can expect from Atlas, and how they can prepare for the best move experience. All new Atlas branding follows the *Go New Places* message – describing how Atlas can help them go to virtually any new place, more easily and more securely.



Atlas Go New Places™ 16-Page Brochure



Customer Information Pieces



Moving Checklist



Atlas Go New Places™ Pocket Folder

"It was exciting to see the cooperation — all the Atlas divisions coming together for customers as a cohesive whole," says branding team member Gregg Imlach, CEO of Imlach Group (I130). "This is a big step for everyone who represents the Atlas brand. It creates a clear picture of the many services we can provide. Like Atlas' worldwide capabilities, our marketing message continues to grow in the right direction."

"Atlas has the ideas, the tools and the people for extraordinary success," says Chairman and CEO Glen Dunkerson. "Whether it's a place on the map, a place in a career, or simply a better way of doing things, we are perfectly positioned to help people go new places."

"The work of building a brand is never complete," says Jack. "It evolves continuously. But you can certainly point to milestones. This new message marks an important advance for Atlas, and for every agent and customer we serve."

Getting the Word Out.

Atlas Social Networks Offer Innovative Uses of Media.

Besides the print and graphic collateral that support the launch of a new message, Atlas marketing professionals are revisiting every aspect of the company's identity to ensure consistency.

One of the most fruitful avenues for sharing the new Atlas message is via social media. "Our social networks are growing," says Senior Marketing Specialist Kerri Hart. "More and more agents are finding they can reach people easily using the tools available to them via Facebook, Twitter, LinkedIn and YouTube."

As brand team member Larry Lammers, President and CEO of Ace Relocation Systems (62), points out: "We need to communicate with people where they are most comfortable. Well before, and especially as a prospect is preparing to make a move, we want them to think of Atlas as the company with fresh ideas to help them go new places." ■

Visualizing Go New Places.™

Agency and Associates Play Big Supporting Role.

Page through the new *Go New Places*™ communications and you'll see real Atlas people alongside a few professional models. Thanks to Alexander's Mobility Services (217), the Atlas marketing team enjoyed three days of unlimited moving services from Professional Van Operator Sean Bowen and three crews. Not only did the Atlas professionals actually move home furnishings across town and around homes to help set up photos, they also worked in front of the camera, as well as lending their equipment to the photos. Timing a shoot can be difficult. Some of the furniture hauling for the shoot included late night pick-ups and returns of furnishings at odd hours.

"Everyone involved was willing to go the extra mile to help coordinate the photo shoots," says Atlas Senior Marketing Specialist Kerri Hart. She continues, "Their professionalism and dedication, despite the long hours, made the shoots successful. They did an outstanding job!" When asked about his part in the photos, Sean said, "It was hard work and some long days, but it wasn't as tough as some of our normal days. We were all happy to be a part of the photos."









Helping Sean during the shoot were Crew Members Mark Foley, Donnie Craun, Bernardino Munoz (Pino), Jesse Boyle, Dustin Hadden, Jeremi Currier and Bob Pisz.



Atlas: No Stranger to Going New Places.

Atlas Van Lines has never shrunk from the challenge to go new places. Throughout its more than 60 years as an interstate moving cooperative, Atlas agents have shown time and again the willingness to act boldly and decisively for their customers and themselves.

Timeline of Atlas milestones:

- 1948**: Thirty-three movers buy the name Atlas and acquire operating authority for 36 states. 
- 1960**: Atlas moved 106,000 pounds of linehaul to a new town and new building in Evansville, Indiana. 
- 1968**: Atlas welcomes 193 traffic managers to a roundtable discussion, which will become an annual industry event known as "The Atlas Forum." 
- 1970s**: Atlas introduces a new mark, the "Flying A," and secures 50-state operating authority. 
- 1988**: Atlas grows to one of the largest movers of household goods in the United States and Canada. Atlas World Group forms to accommodate the expansion of service areas around the globe. 
- 1994**: Atlas adopts internal quality programs that ensure every agent meets strict, measurable standards of performance. 
- 2001**: Atlas introduces "the puppy" as a "best friend in moving" and reassures customers in the uncertain wake of 9/11 with a brand message of "integrity, quality, and solutions." 
- 2012**: Atlas. Go new places.™ A new message recognizes the desires of Atlas customers and the evolution of Atlas as one of the world's strongest, most capable providers of moving, storage and logistics services. 



PICCS WINNERS

Each month, Atlas honors one employee for their dedication to *Performing Incredible Customer Service.*



september
Sara Campbell, IT Communications

"I believe that respect and the personal touch to a customer is the foundation of great customer service."

Sara is held in high esteem throughout Atlas and among vendors. All know her as a communications expert who not only solves problems, but makes people feel at ease. As one customer wrote, Sara represents the epitome of service... "always pleasant, easy to work with, and never makes you feel like you are a bother."



october
Chris Borders, Operations

"I take pride in my job. I treat my customers the way I like to be treated as a customer."

Chris is known for her courteous professionalism, earning frequent praise for making her customers feel valued when she talks to them. What's more, her writing skills have enhanced the company's transition of operations reports to the Reporting Center.



november
Bradley Beyer, Claims Services

"I strive to assist our customers by being part of the solution and not adding to their problem."

Brad is known for responsiveness and commitment to see any task through. He is attentive to any request made by a member of the management team, and is often called upon to help with tasks outside of his normal duties.



december
Linda Ellington, Corporate Mktng.

"The Golden Rule drives my philosophy... always treat others as you would want to be treated."

Linda's peers in marketing know they can trust her for the consistent, dedicated effort that is crucial to incredible customer service. With 35 years of experience, an attitude that inspires confidence, and total willingness to help others, Linda is an invaluable resource for her customers.



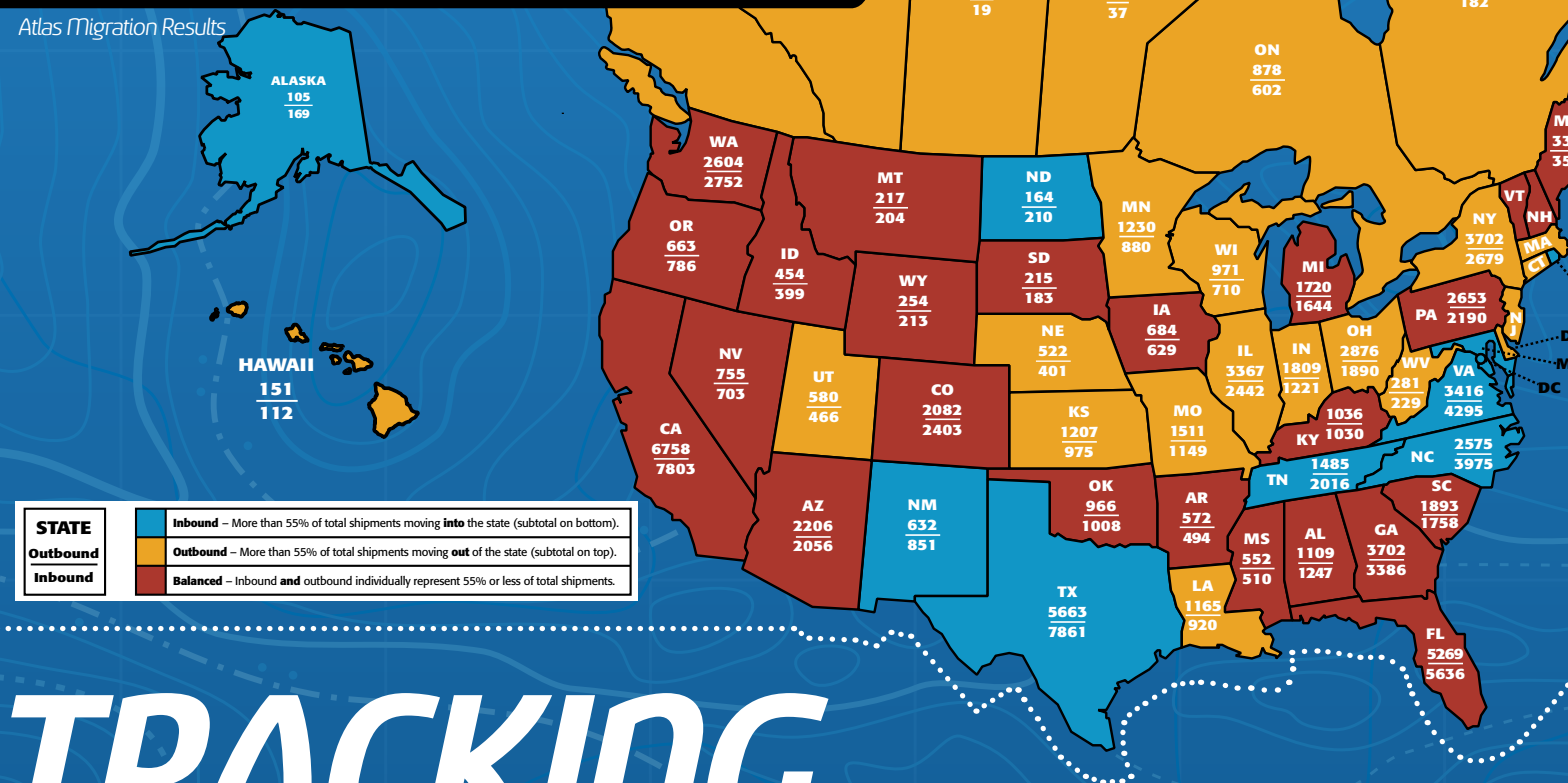
january
Lisa Fryer, ISO Specialist

"Prompt and accurate responses are key in gaining customer satisfaction and loyalty."

Lisa lives an example of service to her customers at Atlas HQ. She works year-round to further the excellence of the ISO program, and many of her recommendations have brought important enhancements.

In December, she coordinated a surveillance audit for Atlas as well as a registration for Avail, with flawless attention to detail.

Atlas Migration Results



TRACKING the moving patterns as people Go New Places.™

What new places are people going to? It's a complicated question, and the 2011 Atlas Migration Study offers insight. It shows that Atlas household goods moves were up in 2011. The origins and destinations, charted by state, reveal interesting facts about our mobile society:

- Southwestern and Mid-Atlantic coastal states are popular destinations. In general, states with a warmer climate tended to stay balanced or see an increase in inbound moves. This trend is likely related to retirement and weather preferences.
- Five states moved from balanced to outbound status: Massachusetts, Connecticut, West Virginia, Louisiana and Utah.
- Wyoming and Mississippi, outbound in 2010, are now balanced. Kentucky and New Hampshire, previously inbound, became balanced.

The findings also showed:

- The Midwest saw more departures than arrivals. Michigan joins Iowa and South Dakota as balanced, but the rest of the Midwest continues to be outbound.
- States with larger cities accounted for the lion's share of volume, including: California, Texas, New York, Florida, Georgia and Illinois. California alone accounted for nearly 19 percent of the total interstate moves.

- For the sixth consecutive year, Washington, D.C. had the highest percentage of inbound moves (69%). Ohio led the states in its percentage of outbound moves (60%).
 - For Canada, cross-border moves tilt toward outbound. Seven of ten provinces saw more moves to the U.S. than from the U.S.; three were balanced.
- "Our annual migration patterns study is an interesting gauge of the economy, showing where economic development is taking place and the trends to follow throughout the upcoming year," says Atlas President and COO Jack Griffin. "These new findings are especially promising, as we saw the number of moves increase yet again."

Determining Status.

Each state or province's status is determined by its threshold value, which is the total number of shipments multiplied by 0.55 (i.e., in a state with 100 moves, at least 55 must be outgoing to be considered outbound). All other states or provinces in which outbound or inbound numbers don't exceed the threshold are classified as balanced. Shipments noted for Canada are cross-border to the United States or from the United States (not inter-provincial).

For complete results, including map and historical data: www.atlasvanlines.com/migration-patterns/



Aha!

Findings from the 2012 Corporate Relocation Survey

Since 1968, the annual Atlas Corporate Relocation Survey has reported on the issues surrounding corporate relocation and policy development. The *Amplifier* is pleased to share these snapshots from the 2012 survey. You can see the full report at: www.atlasvanlines.com/survey.

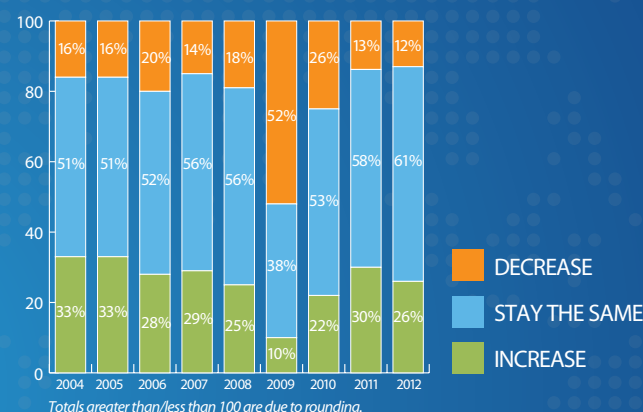
The industry's recovery appears to have gained traction in 2011. Nearly half of firms saw volumes increase, and over a third say budgets increased as well. Large firms posted the biggest gains.

Overall, company expectations in 2012 for relocation volumes and budgets maintain improvement over 2009-2010, with expectations similar to 2011. The majority of companies responding expect volumes and budgets to remain fairly static, and roughly a fourth or more across company size expect volume and budget increases.

Although slightly less pronounced than for overall relocation, international volumes were bolstered last year, with 42% of firms reporting increases. Expectations for 2012 are similar to 2011. More than one-fourth of firms anticipate an increase, and over half expect levels similar to 2011. Expectations for increases are greatest among large firms.

Question 6: Overall Relocation Volume

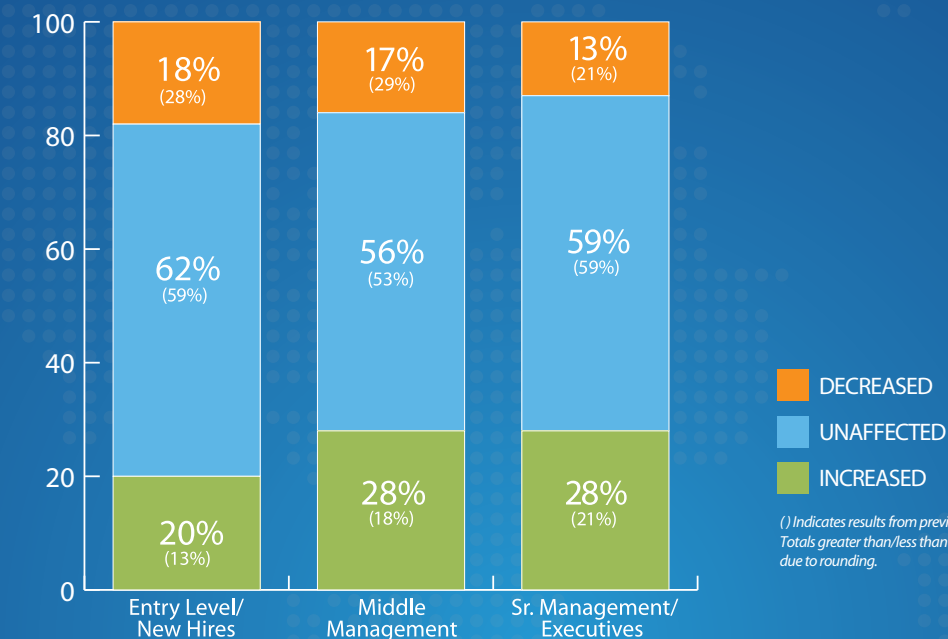
Compared to [last year] do you anticipate that the number of employees your company will relocate during [this year] will...



The impact of economic and market pressures appear to lessen further. In 2008 and 2009, roughly four of ten firms cited these factors in decreased relocation volumes for

Question 8: Economic/Market Pressures Impact on Relocation Volumes

Over the past year, have economic/market pressures impacted your company's relocation volumes for:



entry level/new hire employees and middle management. For 2010, the percentages fell to just over one-fourth; last year they fell to under one-fifth. Compared to recent years, far fewer firms of every size report a negative impact from these factors.

Most firms of all sizes say these pressures had no effect on the duration of assignments (long- or short-term). However, among firms impacted, twice as many reported that short-term assignments increased rather than decreased. Large firms are still the most

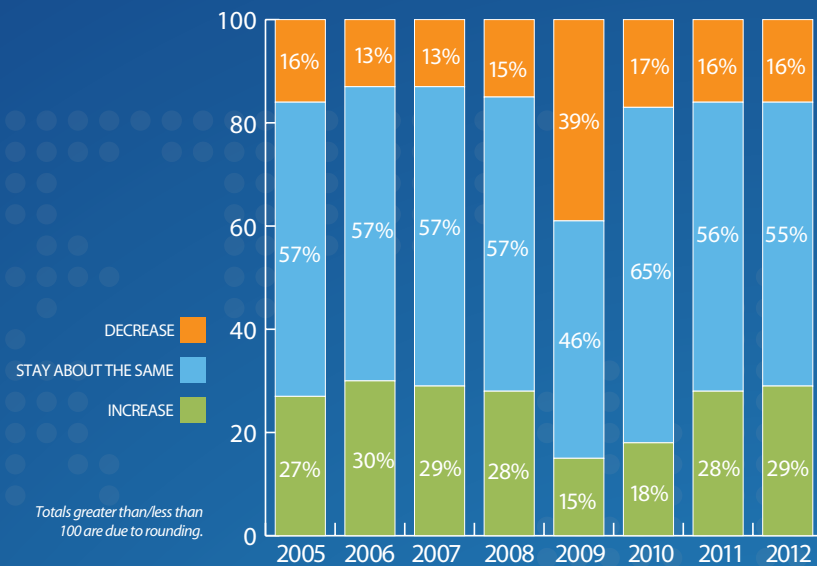
Who Responded?

361 relocation professionals completed online questionnaires between January 10 and March 2. Respondents have responsibility for relocation and are employed by companies that have either relocated employees during the past two years or plan to relocate employees this year.

- **Most (82%) work in human resources/personnel or relocation/mobility services departments for firms in:**
 - service (39%)
 - manufacturing/processing (30%)
 - wholesale/retail (10%)
 - financial (12%)
 - government/military (2%)
 - other (6%)
- **Size of Firms Represented:**
 - Small: Fewer than 500 salaried employees (32%)
 - Mid-Size: 500-4,999 salaried employees (38%)
 - Large: 5,000+ salaried employees (30%)
- **Over half (57%) are international firms.**

Question 47b: International Relocation Volume

Compared to [last year], do you anticipate that the number of employees your company will relocate internationally during [this year] will...



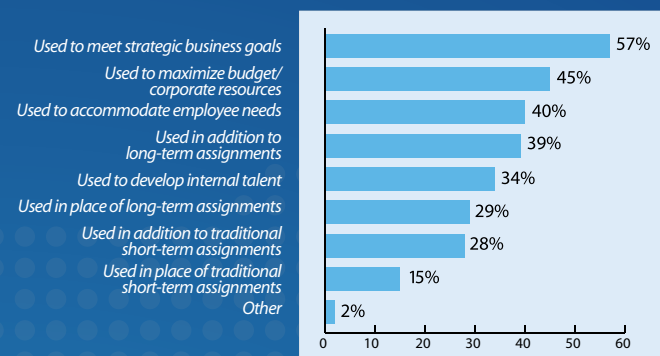
likely to feel an impact on assignment length overall; far more saw the number of short-term assignments increase rather than decrease.

Two new questions yield fresh insight on alternative assignments. Just under half use such assignments, with mid-size and large firms more likely. The most-reported reason is, across company size, to meet strategic business goals. While overall roughly half cite the intent to maximize budget/corporate resources, less than a third use alternative assignments to replace long-term assignments, and less than one-sixth use them in place of short-term assignments.

Over half of companies saw employees decline relocation in 2011, but less than one-fifth experienced an increase over 2010. Reluctance remained far below 2008 and 2009 levels. Historically, mid-size and large firms have been most affected. However, roughly a fifth or less of all firms cited year-to-year increases.

Question 27a: Alternative Assignment Use in Employee Mobility Policy

How are these "alternative assignments" incorporated into your organization's overall employee mobility strategy?



For the fourth year in a row, housing/mortgage concerns is the top reason for declined relocations. However, family issues/ties has steadily increased since 2009 and now holds similar weight. Overall, employee reluctance remains somewhat elevated and at levels similar to 2007, nearly double the 2002-2006 period.

Most firms offered incentives to encourage relocations. Extending temporary housing benefits was by far the most popular, used by three-fourths or more of all firms. Relocation bonuses and loss-on-sale protection round out the top three. Loss-on-sale protection was much more likely to be offered by large firms.

Most firms used some form of cost containment in relocation policy/practice as well. The most popular measure at mid-size and small firms was capping relocation benefit amounts. For large firms, pre-decision counseling and reviewing/renegotiating supplier contracts were the top two measures used. About one fourth of large firms capped benefits in 2011. ■

KING of the ROAD SURVEY

The Mostly Scientific and Nearly Indispensable Survey of Atlas Professional Van Operators

Best Kept Secrets?

As the Amplifier was coming off the press, Atlas and its agents were actively showing appreciation to Atlas van operators. BRAVO is a weeklong celebration (April 16 to 20) that gives every member of the Atlas family a chance to express their thanks to our "kings of the road." Visit atlasvanlines.com/bravo to learn more...and look for highlights in the next issue of the Amplifier.



BRAVO 2012

Atlas Van Operators Reveal in "King of the Road" Survey

Were you to ride with an Atlas Professional Van Operator, what would your day be like? You would probably hear classic hits from the 60s, 70s, and 80s on the radio. Lunch would include a Subway sandwich, and you'd check your email using an iPhone over a Verizon network. When it came time to fill up the fuel tanks, you'd find yourself at Petro. And if you needed to add or change oil, you'd opt for Shell Rotella.

These are just a few of the pictures that emerge from "King of the Road," a survey that reveals life on the highway through the eyes of Atlas van operators. Some other findings:

- Dunkin' Donuts brews the best cup of joe
- Super 8 is the preferred hotel chain for catching forty winks
- The best rest stops are found in the Sunshine State
- The ideal rig is a Kenworth riding on Bridgestone rubber

"In the course of bringing excellent service to customers, Atlas van operators log nearly a hundred million miles on our nation's highways each year," says Atlas Marketing Specialist Aaron Chenoweth. "They have a unique understanding about life on the road — and valuable insights to share." You can view complete survey results at www.atlasvanlines.com/KingoftheRoad ■



Were you to peek inside the Atlas van, you would most likely see carefully laden cartons and furniture. But you might also glimpse a 4000-year-old mummy, a Mercedes Benz that once belonged to Elvis Presley, life-size wood sculptures of Jesus and the Apostles, or a space capsule. These are some of the unusual and special items Atlas van operators say they have hauled, as reported in this year's "King of the Road" survey.



Dipping into New Learning

"It exceeded my expectations," says Adam Padla, Vice President of Booth Movers (424), talking about the 2011 Atlas Convention. "I sensed a good feeling of unity, and I felt welcome as a new agent."

"I have a very good impression overall," says Denis A. Zonneveld, Dijkshoorn Euromovers, another first-time attendee. "The programs were interesting, and the sessions on international relocation were tailor-made, with time for good discussion."

Adam and Denis were among 569 people from throughout Atlas and its provider network who immersed themselves in learning, networking, and fun at the 2011 Atlas Convention. Dubbed "Make a Splash," it took place November 2-5 at the Marriott Marco Island (Florida) Resort & Spa.

An emphasis on education included sessions on technology, military business, and sales training. Participants found plenty of new ideas to help them become more effective and productive.

Customer Service Manager Sara Camarda, Certified Van Service (598), discovered how new features of AtlasNet enable easier year-end accounting. "It helps me get a full picture of my revenue and linehaul," says Sara. "I can import the data into Excel for further analysis. It's a useful tool."

"I really enjoyed the *Go New Places™* presentation," says Lauren Weleski, Director of Business Development, Weleski Transfer (2151). "This new branding will give Atlas the edge that it needs...I feel that any new and fresh concepts can only add to our success in the future."

"I came away with new contacts, new ideas, and a positive feeling about the cooperation between Dijkshoorn Euromovers and Atlas" says Zonneveld.

"As a new agent, I was able to voice opinions and be heard," says Adam. "Already it seems clear that Atlas listens to agents and follows through." ■



Some 31 vendors exhibited their products and services for Convention goers. "Atlas goes out of its way to make sure exhibitors get exposure," says exhibitor Karen Tooley, Strategic Accounts Manager with Relocation.com. "I attend all van lines conventions, and this one is really exceptional because of the way it is planned, and because the agents are so open to listening."



10+ Consecutive Years! Six Atlas PVOs and their spouses received a standing ovation for their outstanding commitment to customer service. From left: Chairman & CEO Glen Dunkerson; William & Lori Pranger (10 years); Ildeberto & Guetulia Macedo (13 years); Sr. V.P., Account/Agent/Claims Services Mark Spiehler; Robert & Cathy Voytko (16 years); Donnell & Carolyn Varner (21 years); Lester & Michele Bourne III (20 years); Sr. V.P. Transportation Services Administration Dennie Lynn; and Charles & Cynthia Racine (17 years).

and Fun | Convention Goers...



Mary Beth Johnson, Assistant Vice President Rating & Distribution, presents the new program AIMM (Atlas Inspires-Mentors-Motivates) during the opening general session.

Performing sensation Your Generation in Concert™ entertain with a multimedia spectacular of rock's greatest hits.

Donnie Hill, Dennie Lynn & Dan Lammers enjoyed the golf scramble at The Rookery at Marco.

Bill Jenkins, Jenkins Transfer & Storage, was one of 13 lucky door prize winners who took home an iPad2.

TECHNOLOGY

Taking Us to New Places

With AtlasNet Inventory, the PVO scans items as they are loaded and unloaded. This allows the customer a clear view of progress at destination. "AtlasNet Inventory gives customers options, depending on how involved they want to be," says Director, IT Development (Operations) Joab Schultheis. "If they choose, the customer may scan items as they come into the house. They can look at the screen and see what's been unloaded and what's still on the trailer."

Introducing AtlasNet Inventory: "Easiest and Best in Industry"

The future is here, with new speed and accuracy for the Atlas inventory process. Following a successful pilot program in the fourth quarter of 2011, Atlas is now rolling out AtlasNet Inventory. This new tool is the result of extensive collaboration between Atlas IT, agents and PVOs. Over the last year, they have refined an automated process for the descriptive inventory, a crucial document on every Atlas shipment. It uses an iOS device (iPad2 or newer, or iPhone) with a scanner to record the movement of all items on and off the truck.

AtlasNet Inventory brings big service benefits.

Accuracy. The process helps ensure all items are documented accurately. It greatly reduces the potential for missing items.

Reduced Liability. During inventory, the PVO can take photos of items as well as the home's interior. These photos attach a visual record for the electronic file, reducing the chance for pre-existing damage to enter the claims process.

Clarity. Rather than a handwritten document, the inventory becomes a neat, system-generated document that is easy to read. This enhances the document's usefulness throughout the service cycle for everyone who references it.

Convenience. Unlike the handwritten inventory, which required signatures on every page, the AtlasNet Inventory requires the PVO and customer to sign only once, saving time. The PVO can print the inventory document or email it to the customer.

Minimal Investment for Agents and PVOs

Atlas provides AtlasNet Inventory to Atlas agents and PVOs at no cost. The app is available as a free download; the only investment is hardware, which the user owns. This includes an iOS mobile device (iPad2 or newer, or iPhone), scanner and printer. Minimum outlay is about \$1000, excluding monthly data plan.

To request more information or be placed on the list to become an AtlasNet Inventory user, contact the IT Help Desk. Following the conversion of agents that participated in the pilot, and some of the prime fleet, IT will handle requests in the order received.

Track Shipment Replaces ASIST.

In January, Atlas introduced Track Shipment as a replacement for ASIST. The new system gives users a web interface that is consistent with what they see on their mobile devices when they track Atlas shipments using moveAtlas™.

Corporate users access Track Shipment through the Atlas Infocus site, an extranet Atlas maintains exclusively for them. Individual customers have access through MyAtlasVanLines.

All users have enhanced security with the ability to reset their own password. Corporate users can query the system to search their moves. For example, they can see which moves are scheduled to load in the next 7 days, or which shipments are currently in transit. They can also search for shipments by employee name or shipment number. ■



The system-generated descriptive inventory is clear and legible. It requires the customer to sign only once.



The new AtlasNet Inventory solution brings the ease and accuracy of barcoding to the descriptive inventory. "Customers like seeing this process take place," says PVO Tammara Beard, Herren's Twin Cities Moving & Storage, Inc. (831). "It reinforces professionalism they expect...and it lets them take part if they wish."



Boosting Traffic and Getting Results

Web Program Brings Marketing Edge to Agents

Atlas agencies wishing to market more effectively are finding a good fit with the Atlas Agent Website Program. It offers a simple process for creating and maintaining a customized, updated website with content and design that supports search engine marketing efforts. All of this results in a better experience for customers, making it easier for them to do business with Atlas and find total satisfaction in their moves.

Carroll's Martha's Vineyard Rapid Transit, Inc. (545) was among the first in the program, launching carrollsmv.com last spring. "Most of our leads used to come as referrals from Atlas," says Office & Web Administrator Elizabeth Carroll. "Of the last 23 leads we received, 17 were the result of inquiries directly on our website."

The program takes advantage of the keyword research and best practices that Atlas applies to its corporate websites. Agents have a choice of professional design templates and content for 15 sections. Four of the sections are company-specific, allowing the agency to tailor its message.

"Our company's history of success and tenure with Atlas is an important part of our identity," says Elizabeth. "The process enabled us to communicate our uniqueness, and even use some of our own photos to convey our locale."

Keeping It Simple

"We're keeping it as simple as we can for agents to have an effective website," says Director of Internet Sales and Marketing Vic Ballargeon. "That includes hosting through Atlas and ongoing maintenance and support."

"The technical safety net is a big plus for site owners," says Vic. "If they need a modification,

we make sure it takes place smoothly. For example, we'll soon be updating graphics on all sites for consistency with our new branding message, *Go New Places!*"

"I'm not a techie, but I don't have to be," says Project Manager Gloria Kim, AMJ Campbell Florida, Inc. (423). "The Atlas web team walked me through everything and answered all my questions. I didn't have to worry about anything."

Gloria chose to modify one of the standard templates to better fit her agency, which launched www.amjmoversflorida.com in December. "Customers say it is professional, clean, and easy to navigate. I think it's doing its job — I'm happy with it."

"The Atlas web team walked me through everything and answered all my questions. I didn't have to worry about anything."

— Gloria Kim, Project Manager, AMJ Campbell Florida, Inc. (423)

Agents receive training to manage their own content, including an introduction to Google Analytics to understand how visitors interact with their site.

"Content management was something I'd hand off — I thought I didn't have the technology skills," says Barbara Cox, Vice President, Marketing Communications, Imlach Group (1130). "I've learned it's pretty simple. If I want to add a paragraph or change a photo, I can do it and it looks the same as if we had paid for the work — the savings and flexibility are huge benefits."

"I highly recommend this program," says Elizabeth. "It is cost-effective and professional. And the process was a positive experience for everyone, including our senior business partners with little background in Internet marketing." ■

Getting Social

Do you "get social"? Atlas does, and so do Atlas Agents.

"The growing popularity of social networks makes them more valuable than ever to our marketing and communications efforts," says Atlas Senior Marketing Specialist Kerri Hart. "They are efficient, low cost, and most importantly, people enjoy them."

Joe Turpin, Logistics & Transportation Strategist/National Account Executive with Alexander's Mobility Services (214) uses social networks to keep contacts attuned to his blog (joemover.blogspot.com). "I began promoting joemover as my personal brand to the art community 20 years ago," says Joe. "Now, social media enables me to reach people in this community much more efficiently." Whenever he posts to his blog, he sends a branded email with buttons to Twitter, Facebook, and LinkedIn.

"I'm able to engage my customers practically every day," says Joe. "I'm also developing new ones. For example, an art handler read my blog and then got in touch to discuss a possible project. The contact resulted in moving five truckloads of statues for the Smithsonian."

Mastering LinkedIn Connections

"LinkedIn is huge," says Michael Quigley, Director, Global Relocation Services, Ace Relocation Systems (75). "I no longer make cold calls...just warm calls." Michael does not yet consider himself a "Jedi Master" with all the tools, but he's getting there.

"One of the problems every sales person faces is keeping up with clients and friends who undergo career changes. With LinkedIn, I've been able to reconnect with former clients — and generate new business as a result. In this way, LinkedIn is also a great customer service tool."

Mike cautions that users should show discretion in their choice of connections and be transparent in the approach to making new connections. "Never say you've done business with someone at a particular firm unless you are absolutely sure you have." He also advises you to make sure your profile is 100 percent complete, and update it frequently. "Every update puts your name out to your network, creating impressions that can lead to opportunities."

Across the Twitterverse

Joshua Flatt, National Account Executive, Alexander's Mobility Services (207), recently had the good fortune to connect with an NFL wide receiver. The athlete tweeted about needing a realtor in Buffalo, New York. Joshua tweeted back and suggested a real estate connection as well as Alexander's and Atlas for relocation.

"It turns out we got the move," says Joshua. "I texted him on pack day to make sure things were going well... calling or emailing is pointless with this particular audience — it's text or Twitter now."

"Ten years ago, a customer might tell a couple of friends about a good move," says Joshua. "By tweeting after the move, this customer tweeted nearly 8,000 people that he had a great move experience with Alexander's."

The Facebook "Likes" Multiplier

Atlas Corporate Marketing also uses several social gateways. "One in eight minutes on the internet is spent on Facebook," says Sarah Whitaker, Atlas Marketing Specialist (recalling a comScore study released in 2011). "It's an important part of our marketing," she continues, "reaching customers where they spend the most time." Kerri adds that "Engagement is very important. When visitors 'Like' or 'Share' content, that action shows up on their timeline, and it gets published—in most cases—to their friends' news feeds too." Because Facebook tells us the average user has over 100 friends, leveraging "Likes" and "Shares" is key. "We try continuously to expand our reach on Facebook," says Sarah, "but publishing meaningful and engaging content is equally important."

Build Your Social Network?

Atlas Corporate Marketing is committed to not only building social networks at the corporate level, but to helping Atlas agents understand and implement them for themselves. "There's something new to learn every day about how the world connects via social media," says Kerri. "The potential to connect and share information is exciting. We're happy to share content with agents whenever we can." ■



www.carrollsmv.com



www.Implachgroup.com



www.amjmoversflorida.com

Avail Move Management™

Introducing "Complete Control of Every Move"

New message reflects successful evolution as full-service move management provider.

Nearly ten years ago, Atlas launched a bold new venture into the transportation industry. Avail offers a professional staff and advanced information systems to help clients see the best value for their transportation dollars.

Today, Avail has grown into a full-service move management resource by living up to a simple promise: "Satisfaction for your transferees, compliance with your policy."

"Before we wrote the last word in the business plan, we benchmarked the best performers in the arena," says Avail Move Management Vice President Phil Wahl. "We wanted to become the one that others would measure themselves by. Today, our partners tell us we have set that standard."

Those partners include Atlas agents and corporate relocation professionals across industries, who move people domestically and around the world. "Our main customer is the Atlas agency family," says Phil.

"We enable them to provide the complete service their corporate customers want."

"Every company needs an efficient, worry-free move process. We make it uncomplicated for them, managing transferee expectations within the limits of policy. Essentially, we are in the business of helping build strong and productive organizations." ■

Avail Service Offerings

- Contract Administration
- Policy Consulting
- Onboarding, Program Initiation
- Supply Chain Management
- Sourcing 3rd Parties
- Temporary Housing
- Auditing & Reporting
- Expense Tracking

"We are in the business of helping build strong and productive organizations."

- Phil Wahl,
Vice President
Avail Move
Management

Avail rolls out a new message.

A new marketing piece describes how Avail Move Management serves clients with "complete control of every move." It is part of a campaign that includes a slide presentation and new web design (in development). Messages use bold graphics to convey energy with a contemporary feel. "We've designed our marketing materials to reinforce our unique brand position," says Atlas Senior Marketing Specialist Kerri Hart. "Avail brings industry-leading technology and the unique ability to coordinate the many fast moving elements in move management."



Adding Smart Move to the Transportation Mix

A new hire is scheduled to start a week from today. Is she a good candidate for Smart Move?

"Smart Move® is not a replacement for traditional van service... but it does have specific features that make it a valuable option for corporate relocation," says Smart Move National Sales Manager Todd Russell.

Chief among the advantages of Smart Move is speed for smaller shipments. "Generally speaking, shipments up to 3,000 pounds are transported faster and most efficiently by Smart Move," says Todd.

While Smart Move offers some of the same benefits as traditional van service, such as Atlas professional packing and loading, it is a completely different service, rated and priced according to a different tariff.

Smart Move promises coast-to-coast delivery in ten days or less. This can shave the time it takes to get a transferee in place and reduce associated expenses for lodging and meals. "If the per diem is \$150, shaving a week saves \$750 off the overall move cost," says Todd.

Adding Smart Move to Corporate Contracts.

To answer growing interest for containerized moving, Atlas now offers corporate clients a contract addendum for making Smart Move part of their transportation mix. Every move is different, and understanding how Smart Move works is key to getting the best value.

"Once you become familiar with Smart Move, it's pretty easy to see which moves make good business sense," says Todd. "We've published some guidelines (see table) to highlight the main points... but if you have questions, we're always here to help." ■



When does Smart Move make the most sense?

Atlas offers the following rules of thumb.

Ideal

- Moving 1,000 miles or more
- 3,750 lbs or less (1-bedroom residence)
- Needs 1 to 3 containers
- Requires expedited service* (10 days max coast-to-coast)
- Moving within the U.S. core service area

*Based on transit schedule

Valued by Customer

- 28 days usage of the vault (included)
- \$10,000 cargo protection per container (included)
- Short Notice Booking - 48 hours
- Date-specific pickup and delivery
- Reduced handling, reduced claims
- Added privacy and security
- No mixing goods with other shipments
- Atlas provides interstate transportation

Less Than Ideal

- Moving less than 1,000 miles
- 3,750 lbs or more (larger than 1-bedroom residence)
- Needs 4 or more containers
- No time constraints*
- Moving outside the U.S. core service areas

*Based on transit schedule

Less Valued When Customer...

- Is self-insured
- Can provide advance notification
- Is flexible on pickup and delivery
- Has little concern about claims
- Is satisfied with security
- Is unconcerned with intermingled goods
- Prefers to assume own liability

Smart Move Exclusive Service Markets

Arizona

Phoenix

California

Los Angeles
Sacramento
San Diego
San Francisco

District of Columbia

Washington, D.C.

Colorado

Denver

Florida

Miami
Orlando
Tampa

Georgia

Atlanta

Illinois

Chicago

Indiana

Indianapolis

Maryland

Baltimore

Massachusetts

Boston

Michigan

Detroit

Minnesota

Minneapolis

Missouri

Kansas City
St. Louis

Nevada

Las Vegas

New York

New York

North Carolina

Charlotte

Ohio

Cincinnati
Cleveland
Columbus

Oregon

Portland

Pennsylvania

Philadelphia
Pittsburgh

Tennessee

Nashville

Texas

Dallas
Houston
San Antonio

Virginia

Norfolk

Washington

Seattle

Wisconsin

Milwaukee

Titan Healthcare Solutions

Life-Saving Logistics

Logistics solutions often involve helping people. Whether readying a hotel for guests, or prepping store displays to customer expectations, Titan makes things better for folks in lots of ways. Yet, perhaps none are more important than the work Titan performs in the healthcare arena. Here, timeliness and attention to detail make a big difference for people, especially for Fresenius Medical Care and the patients it serves.

It is estimated that chronic kidney failure affects about 2 million individuals worldwide. Fresenius Medical Care answers with advanced medical services administered through nearly 2,900 clinics, including 1,800 dialysis facilities in the United States. The company's mission extends to leadership in the manufacturing of hemodialysis machines, dialyzers, and related disposable products.

"We're proud to be a logistics partner for Fresenius Medical Care," says Titan Senior Account Executive Mark Sesti. "We see our services as part of a bigger effort that provides life-saving and life-enhancing services for people with kidney disease."

Titan Account Manager Kris Thompson plays the key role in ensuring "timely solutions, all the time" for Fresenius Medical Care. As the communications link, Kris understands the expectations — and she continuously follows through on details. She monitors multiple projects at a time with a total commitment to on-time, error-free service.

"We provide a full-service solution for new openings and relocations," says Kris. "This involves a lot of coordination

to make sure everything is ready to deliver at the right time, and that the people are in place to handle placement, assembly, and debris removal."

A typical new clinic installation, for example, will involve shipments from between 20 and 30 vendors. The Titan team keeps tabs on every item in every shipment. As goods come into the warehouse, it uploads scanned images of packing slips and receiving reports to its online tracking system. This allows the client a visible reassurance that materials are in place.

"Certain pieces require inspection for hidden damage, which we handle as well," says Kris. "When it's time for the final mile, we want no surprises."

The Titan team has worked with Fresenius Medical Care since 1983, and successfully completed some 1,400 projects since 1999.

"We take service seriously, for every client," says Mark. "But meeting expectations in the healthcare arena is especially important...you might say we answer as if our own lives depend on it." ■

"Certain pieces require inspection for hidden damage, which we handle as well," says Kris. "When it's time for the final mile, we want no surprises."

**— Kris Thompson,
Titan Account Manager**

GOING BOLDLY WHERE FEW HAVE GONE

ATLAS CANADA IN KEY ROLE FOR ARCTIC DEVELOPMENT

When you hear the phrase “go new places,” do you picture yourself inside the arctic circle? If you do, perhaps you will be part of one of the most dramatic economic migrations of our time.

“The northern areas of Canada are in the early stages of opening to development,” says Atlas Canada Senior Vice President & Chief Commercial Officer Fred Haladay. “Over the next thirty years, we will see a massive influx of people and major investments by industry.”

“With that influx,” says Fred, “will come the need for transportation, including the household goods expertise of Atlas Canada.”

In February, at the invitation of the Canadian Chamber of Commerce, Fred represented Atlas at the Northern Lights Conference in Ottawa. The event drew over 1,000 delegates to discuss economic development in Nunavut, Nunavik, Labrador and Nunatsiavut. The four territories account for about 27 percent of Canada’s land mass and hold an enormous reservoir of natural resources. The sole household goods carrier in attendance, Atlas brought unique insight for planning.

“As the exclusive carrier for NavCanada, and a long-time provider to Canada’s government agencies, we are trusted

for serving people in remote regions,” says Fred. “Over the last ten years, we have relocated about 5,500 families in and out of the northern territories. We know what it takes, and what it takes to do it well.”

Proven expertise put Atlas Canada at the table with senior people of the northern governments, as well as representatives from the Petroleum Producers Association and the Mining Prospectors Association.

“More than a service provider, Atlas is filling an advisory role because of our expertise in specialized handling and building a network of successful entrepreneurs,” says Fred.

Investments in the territories will be measured in billions over the coming years. And it will take an infrastructure of people and equipment to get materials in. The Canadian Government is committed to seeing it through, and Atlas is committed to being the partner who can make it happen. A follow-up conference in April will focus on removing obstacles so business and governments can more easily work together.

“We’re pleased to be a partner in this process,” says Fred. “There is a real opportunity to help the northern areas grow their populations and wealth, and we can grow with them.”



Senior Vice President & Chief Commercial Officer Fred Haladay, Atlas Canada, stands on the Arctic Ocean. Canada’s northern territories are poised to expand their populations and develop their natural resources. Atlas Canada is partnering with governments to plan for the transportation of people and their belongings to and from the region. Fred notes that in recent years, the harsh climate has moderated, making the northern areas more conducive for living and development.



New International Partners

Eight Licensees Enhance Global Continuity

Did you know you can now relocate to and from select European countries and Mexico, start to finish, with Atlas International?

Since first partnering with Fox Moving & Storage in the U.K., Atlas International has signed licensing agreements with quality moving companies in Spain, Mexico, Benelux (Belgium-Netherlands-Luxembourg), Switzerland, and Germany. The partnerships grant licensees the exclusive rights to represent the Atlas International brand in their countries.

"Our agreements ensure that customers moving to and from these countries have access to Atlas quality and value throughout," says Atlas International Vice President of Operations Laura Hatton. "This supports our continuing effort to become the forwarder of choice for international moves."

The most recent agreement extends the Atlas presence into Germany with partner Express-Transport-Shipping-Agency, GmbH, or E.T.S.A.

"Our relationship with Atlas International goes back to the early 1990s, when it acquired American Red Ball and American Vanpac," says Woody Zobel, Agency Relations,

E.T.S.A. "Our association with those two carriers goes back to 1970. It seems natural for us to become a part of the Atlas family of agents."

Woody says the Atlas brand provides a distinct sales advantage with U.S. corporate customers. It also levels the playing field when competing with U.S. moving companies trying to market in Europe.

"Two entities well known for quality and business ethics have joined forces to provide a more comprehensive door-to-door moving service, under a single name and point of responsibility," says Woody. "It's a win-win-win — for customers, for Atlas, and for us."

"It is exciting to enter into a partnership with Atlas International," says Angels Gallardo, International Director USA at Inter S&R, representing Atlas in Spain. "We share a common commitment to service excellence, and I'm confident that our customer's experience will be enhanced by our affiliation with Atlas."

In December, Atlas signed agreements with Dijkshoorn Euromovers (Rotterdam Port), Bernardt & Staalman (Amsterdam), and Gebr. van den Eijnden (Eindhoven).

These partners provide quality service for customers throughout the Benelux countries. Dijkshoorn Euromovers' prime location at Rotterdam Port, the "Gateway to the European Continent," provides excellent access in the region and beyond.

"Via our joint venture with the Swiss company Kehrli & Oeler, we bring Switzerland closer to the Port," says Denis Zonneveld, Managing Director of Dijkshoorn Euromovers. "We are excited to share our established structures with our Atlas partners, and we are proud to carry their flag."

Atlas inked its first licensing agreement in 2008 with Fox Moving & Storage in the UK. The company has been an aggressive marketer of the Atlas brand. Recently, it put into service the first van outside the U.S. or Canada to carry the Atlas identity.

"We first forged links with Atlas International at the IAM convention in Hawaii in 2003," recalls Fox Managing Director Paul Fox. "A good working relationship grew, then took a quantum leap in 2009 when we purchased the Atlas-owned Vanpac in Southampton."

Paul adds that, under the leadership of Business Development Director Stephen Denning, Fox's international division has grown to account for 50 percent of the company's income.

"We're committed to the success of our partnerships," says Atlas International Vice President and General Manager Jim Gaw. "This includes the success of Atlas Van Lines agents in the U.S. and Canada. High-quality partnerships only enhance their ability to provide global continuity for customers." ■

Atlas International Licensees

- Fox Moving & Storage (UK)*
- Inter S&R (Spain)*
- Mexpack (Mexico)*
- Dijkshoorn Euromovers (Benelux)*
- Gebr. Van den Eijnden Euromovers (Benelux)*
- Bernardt en Staalman Euromovers (Benelux)*
- Kehrli & Oeler Euromovers (Switzerland)*
- Express-Transport-Shipping-Agency, GmbH (Germany)*

Fox Moving & Storage UK introduces the first Atlas van outside the U.S. and Canada. It will make its continental European debut in April when it travels to the Atlas International agents meeting in Barcelona.



Teeing Up a Partnership

It's official:
Atlas and The PGA of America are on the same team.

The next time you tune into a PGA® championship, you may see your favorite name in moving. That's because Atlas Van Lines and The PGA of America are now marketing partners.

Executive VP Steve Brown, AMJ Campbell Florida (423), who has been cultivating the relationship since 2010, shepherded a formal agreement in November. Atlas is now the exclusive transportation provider of PGA operations trailers for several premier championships. What's more, Atlas will provide special pricing on household goods moves for PGA's 28,000 Professionals as well as PGA affiliated club members, guests and employees.

"We're excited to work with PGA members, and to offer our services to its approximately 90 corporate partners," says Steve. "This relationship opens doors to new opportunities with other quality companies."

AMJ Campbell Florida is the agent of record for the partnership, with Executive VP Sales Michael Lombardo at the helm to oversee the referrals and monitor results. "The Atlas agents who participate in this program bring a proven commitment to quality," says Michael. "We make sure every customer gets the quality service they expect." ■

"Just as The PGA of America proudly promotes its brand, we welcome the expertise of Atlas Van Lines and its agents, who represent a commitment to quality service." – PGA President Allen Wronowski

Building Partnerships and Referrals

"Referrals from our partners are important to us," says Marketing Specialist Sarah Whitaker. "They bring new customers to Atlas every day." Sarah reports that Atlas has received over 8,000 referrals from AAA since partnering over a year ago. Partnerships with Real Living®, Cartus®, and The PGA of America™ are beginning to produce measurable results. Sarah says the best is yet to come. "Every good partnership gets better over time, and we are committed to each."



Atlas exhibited at the annual convention and expo of marketing partner Real Living in February. Guests to the booth had fun learning about moving with the help of an interactive driving game.



Go New Places:™ Challenges of Moving to Emerging Markets

According to Deloitte's Global Strategic Moves survey, 50 percent of organizations list "emerging geographical markets" as their top strategic business issue. It's challenging enough to fill assignments in developed countries. How can companies recruit talent to work in the developing BRIC economies (Brazil, Russia, India and China) and second-tier emerging markets (e.g., Indonesia, Vietnam, Mexico and sub-Saharan Africa)?

- **Identify the challenges by country.** Consider security, education, housing, language and culture. Assess the availability of medical treatment, visa and immigration issues, and tax implications. Financial, political and logistical questions are also important.
- **Even seasoned expatriate families will be challenged in emerging markets.** A reputable candidate assessment tool will measure your employee's ability to adapt. This assessment can be the most important factor in determining the likely success of an assignment.
- **Keep communication with the home-country office open, and resolve issues in a timely manner.** The cost of a failed assignment can be 3 to 5 times the employee's annual salary; support for the family throughout the assignment can help you avoid the high cost of failure.
- **A planned career path provides a sense of security for the employee.** The motivation to succeed is strengthened when an employee knows the skills acquired on assignment can open future career opportunities.

Other Challenges

Safety. Some locations in Mexico make it necessary to provide a driver and security guard for the safety of the family.

Education. In a 2010 Worldwide ERC Asia-Pacific Benchmarking Poll, 53 percent of respondents expected an increase in assignments into Vietnam. Such increased popularity has made getting into international schools in some locations difficult. Children must be tested for acceptance, and families must provide quick payment. It may be advisable to arrange schooling even before a trip to secure housing.

Housing. Allow the family a preview trip to learn what to expect in the new country. It may be difficult to find a home comparable to what they are accustomed to.

Culture and Language. Cultural and language training is important for the entire family to adjust well. If an expatriate is coming from another country within the region, culture shock may be less acute. But even within regions, cultural differences are best brought to light through cross-cultural training.

Evacuation. An evacuation plan is necessary in the event of political unrest, pandemic or natural disaster. Emerging market countries do not typically have the infrastructure in transportation and communication to facilitate a quick exit. It's critical to plan accordingly.

There's no doubt that emerging and fast-growing economies present tremendous growth opportunities for corporations worldwide. Moving key talent successfully in these countries will ultimately determine how well companies capitalize on the opportunities afforded them. Remember: the right candidate plus the right support equals a successful assignment. ■



By Janet Olkowski, SCRP, SGMS Vice President, Global Consulting Services

Key:



Atlas transports operations trailers



Atlas provides on-site storage

During 2012, Atlas will move equipment to and from The PGA of America's Major Championships and provide Smart Move containers for secure, on-site storage.



73rd Senior PGA Championship

May 24 – 27



The Golf Club at Harbor Shores
Benton Harbor, Michigan



45th PGA Professional Nat. Championship

June 24 – 27

The Bayonet Golf Course
Seaside, California



94th PGA Championship

August 9 – 12



The Ocean Course
Kiawah Island, S.C.



39th Ryder Cup

September 25 – 30



Medinah Country Club
Medinah, Illinois



Herren's



Atlas Van Lines agency Herren's Twin City Moving provided a local crew and van to help the Red Cross pick up needed supplies to transport to the Henryville, IN area for tornado victims. A 53' trailer was filled from the donations from local businesses in the Lafayette, IN area.



MACY MOVERS

TRACTOR STORY

Campy Cab for Campolindo

Talk about team spirit. No one pulls for the local favorite quite like Macy Movers (1364). When Campolindo High School advanced to the California state football championship, the Atlas agency provided transportation for the team's gear, along with a special perk, just for the occasion.

"We had recently purchased a red tractor," says President Mark Macy. "Since we had to paint it white, we decided to let the team give it a temporary paint job for the big game." Mark's brother, Kevin, coaches the Campolindo team, which came within a touchdown of victory against Washington High.



PVO/Operations Meetings

PVO Meetings Emphasize CSA

As it has done each year, headquarters sent out the experts. From February 11 to May 5, an operations team took must-know information to Atlas PVOs and agency personnel across the country. The meetings took place in six locations from coast to coast: Tustin, CA; Carrollton, TX; Atlanta, GA; Evansville, IN; Elgin, IL; Baltimore, MD.

On the presentation team were: Director of Safety Rick Kirby; Senior Vice President of Transportation Services Administration Dennie Lynn; Senior Director RSG/STG Operations Jeff Schimmel; Senior Vice President Account/Agent/Claims Services Mark Spiehler; Manager Data Assurance and Training Brandi Ames; and Director of IT Development Joab Schultheis.

"We had a full agenda," says Rick. "Our biggest emphasis was education on CSA (Comprehensive Safety Analysis). Knowledge and compliance go hand in hand."

Coastline Relocation

Square Meals for Service Families

In November, the First Sergeant's Council at Seymour Johnson Air Force Base in North Carolina organized a food drive with help from Butterball and local businesses. Coastline Relocation (633) donated boxes for packing Thanksgiving dinners, which went to local families of deployed soldiers. Pictured: Airman 1st Class Jason Birdsong helps handle the boxes. (Photo courtesy U.S. Air Force/Senior Airman Whitney Stanfield.)



Toasting Atlas People

The Amplifier congratulates these members of the Atlas family for their achievements.



A Big Heart for People

Katie Klause-Newitt, Vice President with A-1 Moving & Storage (87), has been named 2011 Humanitarian of the Year by the Jupiter Tequesta Hobe Sound Association of Realtors. Katie serves on the board of the Cancer Alliance for Help and Hope in her community. As chair of the annual ball for two consecutive years, she was instrumental in raising over \$150,000 to help area cancer patients with everyday living expenses.



Scott Lassiter is NC "Mover of the Year"

Scott Lassiter, Vice President and Principal Owner, City Transfer & Storage (631), has been named "Mover of the Year" by the North Carolina Movers Association. He also earned the recognition in 1997, which makes him the first two-time recipient in the award's 60-year history. Here, 2010 winner Horace Gilbert (left) presents the award and congratulates Scott on his achievement.



Paul Leader, Atlas Canada, Earns Service to Industry Award

The Ontario Trucking Association has honored Paul Leader, Senior Vice President of Atlas Canada, with the Shaw Tracking-OTA Service to Industry Award. It was presented November 18 at the 85th annual OTA awards banquet. In 1994, Paul became the first representative of a household goods moving company to chair the association. His leadership navigated important industry issues, most notably the public's perception of trucking. He was instrumental in launching the first OTA Road Knights Team, a program that annually selects outstanding professional operators to serve as industry ambassadors. Paul plans to conclude his successful career in June, when he will retire and enjoy life with family and friends.

"Paul has made an enormous contribution to OTA over the years," said OTA President David Bradley. "A real gentleman, Paul leads in a quiet, yet very effective manner. His pride in OTA was, and is, infectious."

Did you know?

The Ontario Trucking Association (OTA) is the largest provincial trucking association in Canada and the third largest in North America. OTA member fleets operate over two-thirds of all commercial tractor-trailers on Ontario roadways and employ over 70,000 men and women who work in the trucking industry.

ACE World Wide Make Way for the President



When President Obama decided to meet with supporters at NYC's popular Gotham Grill in November 2011, the restaurant's owner, Brett Morgan, called on good friend Keith Brauman, President of Ace World Wide (142). Keith enlisted the company's office in Fallsington, Pennsylvania, which dispatched a crew to prepare the venue.

"The Secret Service cleared our crew, and we went right to work moving furnishings to accommodate the gathering," says President Ed Brauman, Ace World Wide (39). "Afterwards, we put everything back in place so the restaurant was ready for the evening's business."

Save the Date
October 24-27, 2012

65th Annual
Atlas Convention

The Westin Mission Hills Resort & Spa
Rancho Mirage, California

Register Now at
convention.atlasworldgroupinc.com



Meeting in Cabo San Lucas

President's Club Wrestles With Big Decisions

While the rest of us were busy with our daily to-do lists, Atlas top producers took a few days away to grapple with weightier issues. How do you read that tricky green on the eighth hole of the Ocean Course at Cabo Del Sol? Which exotic concoction is best for sipping at the Cabo Wabo Cantina?

The 32 Atlas agents and guests at the President's Club retreat didn't get all the answers right. But they had fun trying.

Atlas Events Planner Sue Chandler says the resort, Capella Pedregal, was perhaps the nicest resort the annual event has ever visited. Guests arrived on Sunday evening. The next morning, the agents got together with Atlas President and COO Jack Griffin to share a little about themselves and how they reached their sales pinnacles.

"Getting together with our top producers is always educational," says Atlas President and COO Jack Griffin. "Not only can they put up the numbers, they know how to have fun, too."

"It's amazing what you can learn, just by hanging out with Atlas' top producers," says Chris Wing, VP with Powell Relocation Group (I657). "The best part of the whole trip was sharing information at the round table."

"The entire experience was incredible, personally and professionally," says Tim White, VP with Imlach Group (I130). "I especially enjoyed the time spent with my peers."

On Monday evening, guests came together for dinner, then reconvened on the beach around a bonfire. Over the next three days they took various paths, exploring the southernmost tip of Mexico's Baja and experiencing its many delights. The gathering officially concluded on Thursday.

"It was the best trip I've ever been on, absolutely spectacular," says Chris. "If Jack's intention was to give us more incentive to produce, well, it worked."

Tim agrees. "It makes me want to work harder, just so I can go again next year."



2011-2012 President's Club Winners

Salesperson	Agent
1 James W. Cole, Jr.	J.W. Cole & Sons, Inc.
2 Ken Niesner	Specialty Moving Systems, Inc.
3 Gary Louderback	Ace World-Wide Moving & Storage
4 Fred Paxton, III	Paxton Van Lines, Inc.
5 Don Hill	Alexander's Mobility Services
6 Tim White	Imlach Group
7 Steve Delane	Alexander's Mobility Services
8 Dennis Sorhagen	Croft & Smith Moving & Storage
9 Michael Quigley	Ace Relocation Systems Inc.
10 Richard Clarke	Ace Relocation Systems Inc.
11 Bob Fox	Atlantic Relocation
12 Keith Morse	DMS Moving Systems, Inc.
13 Ken Imlach	Imlach Group
14 Greg Koehlinger	Nelson Westerberg
15 Jennifor Acosta	Ace World Wide Moving & Storage Co.
16 Thomas Philbin	Nelson Westerberg
17 Chris Wing	Powell Relocation Group
18 Michael J. Boone	Lytle's Transfer & Storage, Inc.
19 Wayne Curtis	Comtrans Ltd.
20 Richard Meyer	DMS Moving Systems, Inc.
21 Jay T. Maynard	Walker Transfer, Inc.
22 Michael Donnelly	Wayne Moving & Storage Company, Inc.
23 John Dunlin	Alexander's Mobility Services
24 Chris Lechner	Alexander's Mobility Services
25 Bob Akers	Nelson Westerberg
26 Eric Manfredi	Weleski Transfer of Cleveland, Inc.
27 Chet Crisso	Alexander's Mobility Services
28 Gregg Imlach	Imlach & Collins Brothers, LLC
29 Larry Lammers	Ace Relocation Systems, Inc.
30 David M. Zerda	Alaska Terminals, Inc.
31 Mark Smith	Avatar Relocation of NY Inc.
32 Carrie Corless	Ace Relocation Systems, Inc.
33 Julie Cibelli	Nelson Westerberg
34 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
35 Donna F. Gann	Nelson Westerberg
36 Roger Sorhagen	Croft & Smith Moving & Storage
37 Robert McGowen	Roadrunner Moving & Storage
38 Tucker Espie	Dedicated Transport Service, Inc.
39 Steve Westerberg	Nelson Westerberg
40 David Frank	Alexander's Mobility Services
41 Denise Della-Dora	Alexander's Mobility Services
42 Wes Wodka	Specialty Moving Systems, Inc.
43 David Hillemann	Advance Relocation Systems
44 Bruce Powers	Ace World Wide Moving & Storage

Sales \$2,500,000 or more

Sales \$1,000,000 to \$2,499,999



Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (145)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Kim Crinigan	Melissa Rieger	Niece	Operations Manager, Ace Relocation Systems, Inc. (64)
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage Criqui Corporation (1286)
Vivan Dao	Richard Daniel Joyner	Husband	Administrative Assistant, AWG International
	Joseph Hue Nguyen	Uncle	
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers (8570)
Nichole Dyke	James L. Shade	Brother	Shipment Auditor, Rating & Distribution Services, Headquarters
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Robert J. Farrell	Daniel Farrell	Son	Warehouse Manager, Ace Relocation Systems, Inc. (08)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Jessica Gonzales	Aulani Martinez	Brother-in-law	Operations, Ace Relocation Systems, Inc. (75)
	Joseph Gonzales	Brother	
Daniel Havey	Christopher Havey	Son	Van Operator, Ace Relocation Systems (62)
Debra Hodgson	Jason Hodgson	Son	Customer Service Representative, Atlas Canada
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Greg Hurley	Justin Harpel	Nephew	Van Operator, Ace Moving & Storage, LLC (1407)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Rick Kaster	Raymond Kaster	Son	Operations Manager, Kaster Moving Co., Inc. (1240)
	Jessica Kaster	Daughter-in-law	
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
Audrey Kingsland	Kenneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation, LLC
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation System (1148)
Dan Lammers	Chad Beaver	Brother-in-law	Sr. VP Operations, Ace Relocation Systems, Inc. (62)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
	Casey McDowell	Nephew	
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	Customer Service Representative, Ace Relocation Systems, Inc. (62)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Dispatch/Warehouse Manager, Ace Relocation Systems, Inc. (0066)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Carole Overton	Bruce Overton	Son	President, Affordable Transfer & Storage Company, Inc. (338)
David O'Brien	Kevin O'Brien	Son	Van Operator, Collins Brothers Moving Company (547)
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems (1811)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Transfer & Storage Co. (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Chris Shipp	Nicolas Mello	Nephew	Operations Manager, Ace Relocation Systems, Inc. (75)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, NMS Moving Systems, Inc. (800)
	Geoffrey Smith	Son	
Rex Stierhoff	Jacob T. Stierhoff	Son	Government Business Development, Ace Relocation Systems, Inc. (62)
Ronnette Synovec	Venessa Beck	Cousin	Van Operator, Superior Mobility Services (1902)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Sue Tonkel	Nichalos A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation, Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Mike Wathen	Scott Wathen	Son	Retired, IT, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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



INDUSTRY TRIFECTA

AMSA Showers Atlas family with Top Awards

Lifetime Achievement Award: John Westerberg

John Westerberg, CEO & Chairman, Nelson Westerberg (1505), received the Lifetime Achievement Award at the association's annual conference in February. His leadership with Atlas has been profound. John has served Atlas as a member of the Atlas and Atlas World Group board of directors, and as a member of the executive committee. He also serves on the board of Atlas Canada. John pioneered the concept of single-source responsibility and championed agent rights for unrestricted self-pack and self-haul. He was instrumental in: expanding Atlas operations to all 50 states; starting the annual Atlas Forum; establishing a Consumer Advisory Council; and furthering quality and accountability standards. In the 1980s, John was key in thwarting a hostile

takeover and eventually returning Atlas to agent ownership and control. He was also instrumental in one of the largest agent conversions in the history of the moving industry.

John's innovative leadership took Nelson Westerberg from a small, coal-and-ice moving business to a full-line moving and storage enterprise with \$80 million in annual revenue. Some of his notable advances: an agency program for equipment upgrades; enhanced efficiencies to the relocation business model; and an industry-leading method for auto relocation.

"John's contributions attest to the mind of an astute businessman," says Atlas Chairman and CEO Glen Dunkerson. "But more than that, they reveal a heart for service. He is a credit to us all."



Nelson Westerberg (1505) Chairman and CEO John Westerberg holds the AMSA Lifetime Achievement Award for Distinguished Service to the moving industry. He is accompanied by his wife, Dottie, and son Stephen, Vice President, Nelson Westerberg.



Did you know?

The American Moving and Storage Association (AMSA) is the moving industry's leading professional association in the United States. It maintains strict standards that attest to the quality and ethical business practices of members. All domestic Atlas Van Lines agents maintain AMSA membership and carry the ProMover designation as an assurance for their customers.



Agent of the Year: DMS Moving Systems

DMS Moving Systems (800) is the AMSA Agent of the Year. The award recognizes the Atlas agent's commitment to service, industry leadership, innovation, community involvement, and activities that enhance the industry's image.

DMS Moving Systems has been part of the Atlas agency family since 1983. It has earned the Milton M. Hill Quality Award 13 times in the award's 16-year history. The company supports an all-out quality commitment through its certification to ISO-9001. What's more, the company assures clients of global expertise as a Registered International Mover® (RIM).

Headquartered in Canton, Michigan with branch operations in Birmingham, Alabama, DMS Moving Systems is known for progressive adoption of digital technology, including handheld scanners for inventory and estimation. The company sets an example for security, requiring photo identification for van operators and crew members. Socially conscious, the company commits to sustainability and recycling, and supports several non-profits in its community.

"We are honored to call DMS Moving Systems a part of the Atlas family," says Glen Dunkerson, chairman and CEO of Atlas Van Lines. "They set an example for any business to emulate — customer-focused, forward-thinking, and committed to making the industry better. We could not be more proud."



President Richard Meyer and Vice President of Operations James Meyer, DMS Moving Systems (800), accept the Agent of the Year Service Excellence Award from AMSA Chairman David Arpin (right) and AMSA President and CEO Linda Bauer Darr.

Super Van Operator: Charles Allen

Atlas PVO Charles Allen is AMSA's 2011 Special Commodities Super Van Operator. The award recognizes Charles for providing the best in safe, reliable and customer-oriented truck transportation. Judges took into consideration every aspect of Charles' professionalism — miles driven, safety performance, lifetime driving record, compliance with regulations, financial responsibility, community involvement, customer service, awards, and personal interests and activities.

Before turning his talents to logistics in 1999, Charles moved truckloads of household goods. Since 1984, he has logged approximately 3 million miles behind the wheel. He has earned the Atlas Safe Operator Award for each of the last 16 years.

"While I wasn't taught to toot my own horn, it's an incredible honor knowing I've done my job well and impressed customers, peers and the company I represent," says Charles. "I'm very humbled by this award and look forward to continuing to serve our customers well in the years to come."

"It's a great privilege to have one of the industry's finest van operators representing Atlas on the road," says President and COO Jack Griffin. "Charles demonstrates the highest level of dedication to safety, and we're pleased to see the industry recognize his unwavering commitment."



Atlas PVO Charles Allen (center) is the AMSA Super Van Operator of the Year for Special Commodities.

Celina Moving and Storage is area Business of the Year

By creating jobs, investing in the local community, and sponsoring local events, Celina Moving and Storage Inc. (592) distinguished itself to earn the local 2011 Business of the Year. The award was presented by the Celina-Mercer County Chamber of Commerce on February 23. On hand to celebrate their company's success were (back row, from left): Katie Kraner, Andy Kraner, Rob Kraner (President), Katelynn Kraner, and Eric Kramer. Front row: Jessica Strasburg, Rachael Hoffhines (holding award), and Paula Ditto. Inset: President Rob Kraner holds the award and certificate after receiving them from County Commissioner Bob Nuding.

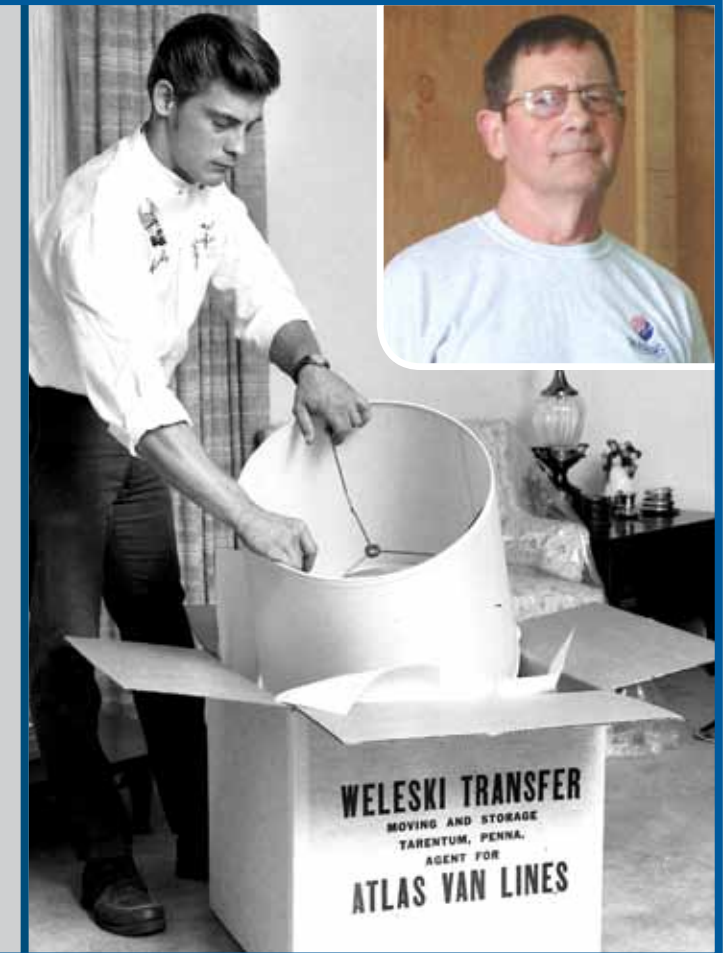


Unsung Heroes...

Hats off to Jimmy Weidenhoff, Atlas hero!

Jimmy started as a helper with Weleski Transfer (2151) in 1969. He learned to pack, earned his CDL, and performed over-the-road relocations for ten years. Today, he works at the warehouse to ensure the efficient movement of loads in and out. Jimmy is a two-time cancer survivor whose perfect attendance over 43 years has been interrupted only during recovery from radical surgeries. During the summer season, he starts every day at 5:30a.m. and works until the last truck is unloaded. Even during those times when he was undergoing outpatient therapy, Jimmy would come in to help get trucks ready and make sure all is planned for the day before going to the hospital. After treatment, he would return to work. He often goes into work on weekends or nights—he never denies access for an Atlas driver. "I have worked here for 23 years," says General Manager Mike Chick, "and I have never heard anything for Jimmy but praise."

Thanks to Mike Chick, Weleski Transfer (2151), for nominating Jimmy Weidenhoff as an unsung hero. Do you work with an unsung hero? Tell us about him or her in 250 words or fewer. Your submission will be considered for future publication.



1212 Club Makes Giving Fun

Holiday party benefits local charities

Atlas employees enjoy their camaraderie. During the holiday season they combined it with a benefit for local charities. The 1212 Club, which promotes social events for Atlas employees in Evansville, hosted a Christmas party at headquarters on December 8. There employees brought new toys, household and gift items they had collected to benefit local charities: Evansville Rescue Mission, United Caring Shelter, and Ark Crisis Center. Departments competed for the best-decorated stocking; employee voting gave bragging rights to Transportation Services. "The Christmas party was a chance for us to give back to people in our community," says Atlas Telecom Analyst Sara Campbell, 2011/2012 Club President and event organizer. "We had fun with it, and seeing what we accomplished made it worthwhile."



Atlas employees combined charity and camaraderie in early December with a Christmas luncheon. Here, collected gift items await distribution to local charities.

WORLD'S CUTEST MUG SHOT?



Atlas promotional items go all sorts of places. Teresa Alles, Sales Manager with Guardian Relocation (1032) shares this photo from Wendy Bunn, HR manager at USIC. Wendy says her daughter uses the soup mug and matching plate every time she plays in her kitchen.

Tinkerbell is a registered trademark of the Walt Disney Company.



Pictured: Atlas World Group Chairman and CEO Glen Dunkerson (right) and wife Martina, with WNS Executive Director Dr. John Scott Foster.

FRAGILE NATURE

Atlas is pleased to sponsor Fragile Nature, an exhibition of work by National Geographic Photographer Joel Sartore.

The exhibit began last fall and runs through spring in the nature center at Wesselman Woods Nature Preserve in Evansville, IN, one of the largest urban old-growth forests in the U.S. In appreciation of Atlas' support, Wesselman Nature Society hosted Atlas representatives for a private opening and reception.



Atlas Selects DITTOE PUBLIC RELATIONS

Atlas Van Lines is pleased to announce it has chosen Dittoe Public Relations (www.dittoepr.com) as its public relations agency of record. Dittoe Public Relations has built a reputation since 1999 as one of the top PR firms in Indianapolis, serving clients across a wide range of industries.

"We have a tremendous opportunity to welcome new agents into the Atlas family and to continue to introduce new technology innovations to the market," says Atlas President and COO Jack Griffin. "This partnership will allow us to extend the reach of our brand."

"We're thrilled to be working with Atlas Van Lines and look forward to exceeding their public relations goals," says Dittoe President and Co-founder Chris Dittoe.

Fast Cars – Fierce Men

In November, Atlas President & COO Jack Griffin joined fellow community leaders in a fashion and auto show. Atlas provided corporate sponsorship for the event, which raised over \$15,000 for AIDS testing and support of families affected by AIDS.



Fierce yet friendly. President and COO Jack Griffin shows his dual senses of humor and style in a benefit for families dealing with AIDS.



Beth Pasiak, Vice President, Global Client Services

New Talent at Cornerstone

Beth Pasiak, CRP, GMS has joined Cornerstone Relocation Group as Vice President, Global Client Services. Beth leads the client services team, with responsibility for client satisfaction and retention, strategic account planning, and profitability. She brings proven knowledge in domestic and international relocation and assignment management.

Beth's more than 20 years of industry experience includes a vice presidency in operations as well as a six-year tenure in account management, during which she achieved perfect scores for client retention and satisfaction. She attended Marymount College in Tarrytown, New York. She has earned Worldwide ERC's Certified Relocation Professional (CRP) and Global Mobility Specialist (GMS) designations.

"I am pleased to have Beth as part of Cornerstone's Executive Management Team," says Cornerstone Relocation Group President Janelle Piatkowski. "Her knowledge of the industry coupled with her excellent management and relationship-building skills will contribute to Cornerstone's continued growth path."

In Remembrance

Emmett "Buddy" Pearson, 57, passed away on January 2 in Picayune, Mississippi. A Million Mile Safety Award winner, Buddy had driven for Lee Moving & Storage, Inc. (1317) for 29 years and Alexander's Mobility Services (208) for four years.

Jennifer Bethany (Reiner) Soule, 38, passed away January 25 in Bozeman, Montana. Jennifer was the daughter of Tom and Sherry Reiner of Lux Transfer & Storage (1306) and had worked in the family business for several years.

Maurice Chambers passed away on February 6 in Montgomery, Texas. Maurice spent his moving career in the Houston area as operations manager for All Points Moving & Storage (97) and Watson Moving & Storage.

Mike Galloway, 54, passed away on February 11 in Albuquerque, New Mexico. Mike had worked at American Transportation System (136) for eleven years, most recently in local dispatch.

Brenda Uhl, 48, passed away on February 16 in Wallkill, New York. Brenda was owner, with her husband, Ken, of Ace World Wide of New York, Inc. (46).

Ed "Eddie" Pentridge, 76, passed away on March 12 in Huntington Beach, California. Eddie was formerly vice president of operations with Alexander's Mobility Services (207).

Glenn Allen Everett, 50, passed away on March 20 in Fishersville, Virginia. Glenn was a dedicated driver for American of Virginia, Inc. (103) for more than 25 years.





Tracks

Atlas Service is Appreciated

RE: Matt Babbitt
NMS Moving Systems, Inc. (1533)
Simi Valley, CA

I recently moved from Ventura, CA to Corvallis, OR. I am writing you today to tell you what a great experience we had working with Matt Babbitt as our moving specialist. Knowing that Mr. Babbitt was caring for our entire household of items was pure peace of mind. Have you ever witnessed how Matt interacts with clients? He is very professional and caring at the same time. He made me feel very at ease about the whole transition and he checked in with me on his way north. This person is hard working and takes his job seriously without showing any stress. I felt strongly enough to let you know.

Sincerely,
Erin Cross, The Joy of Music School

RE: Charles Edwards, Laura Clay,
Delcie McCulloch
Walker Transfer, Inc. (2114), Kenova, WV

We wanted to thank you and everyone who helped us the past 2 weeks for a wonderful move from our house in Houston to our new place in Virginia. As a recent Marathon retiree, I was confident in the service Walker Transfer would provide and I must say the team exceeded our expectations at every step. This includes the packing/loading crew in Houston, and the unloading crew in Arlington.

We particularly wanted to compliment Chuck Edwards, our driver who ran an efficient process in Houston, was attentive to plan changes (more paintings and artwork!) and was cheerful and effective throughout. We were very impressed with his ability to maneuver in tight streets here in Virginia, and to get us unloaded and partly unpacked on the same day. We did want to mention that we have not found any damaged, scratched or broken items which attest to the quality of the packing crew. Laura Clay was an excellent coordinator and her communication and planning was outstanding. Finally, I really appreciate the post-move

follow-ups from Delcie who has clearly wanted to make sure that everything was settling in well. You have an excellent team.

We also know that we are likely to move at least one more time in a few years, this time further north into New England, and we'll look forward to the opportunity to work with Walker Transfer again at that time.

Sincerely,
Doug Hollett and Pam Melroy

RE: Daniel Snyder, Jr., James Knox and John Falk
DMS Moving Systems, Inc. (800)

Now that we are settled, I wanted to drop you a note on a recent move we did from Rochester, MN to Delafield, WI with DMS.

The move went very smoothly. In particular I wanted to say how great the moving crew was during the entire process. Dan (Snyder), James and John were all fantastic. I commend this group on being professional, friendly, thorough, and competent. Having the same crew on both ends (pack and unpack) of the move was the best part. We have moved a number of times and this was by far our best experience. I would recommend this crew to anybody I know.

When you get a chance, let the guys know how good they were and how much we appreciated it.

Sincerely,
Gene Van Grinsven

RE: Carl Pittman, Jr.
Imlach Group (1130), Trenton, MI

We would like to take this opportunity to commend and thank Carl Pittman for the outstanding job he and his crew did in assisting us with our move last month from Carlsbad, CA to Melbourne, FL. He and his packing crew were professional, courteous and took extreme care with all of our precious items from patio furniture to several antique pieces and artwork. Not only did they arrive promptly each day, they

were able to complete our move well within schedule and kept us informed every step of the way. It gave us enormous peace of mind to know our belongings were in such competent hands. Everything arrived on time and in perfect condition.

In this day and age, of almost indifference, it is both refreshing and valuable to find such incredible customer oriented service. We would not hesitate to use your service in future moves and will definitely recommend you to our friends.

Thank you for the excellent customer service you provided.
Sincerely,
Susan Conery

RE: Richard & Shelli Wenschlag, Mariah Sanford,
Dave Allen, Zach Blake, Matt Gardner and Eric
Grewenig, Silver Eagle Relocation (408),
Carson City, NV

We are writing to thank you for the extraordinary service we received from your company, Silver Eagle Relocation, during our move from Truckee, CA to Portland, OR. Moving is a stressful experience, but every single person we worked with at Silver Eagle – Mariah Sanford, Dave Allen, Zach Blake, Matt Gardner and Eric Grewenig – helped make our move as stress-free as possible. You have a team of professionals working for you, and we are so grateful for their time, careful attention, and expertise.

We would like to thank Dave Allen in particular, who went above and beyond to make our move as easy as possible. For a variety of reasons beyond our control, we scheduled our move with your company at the last minute, but this did not deter Dave. Even though we needed to move during one of the busiest times of the year for moving companies, Dave worked with us to make the move happen as efficiently as possible. He drove to our home to give us an estimate for the move himself. He explained everything until he was satisfied we understood and were comfortable with the decisions. His description of costs and variables depending on weight and space needed, truck capacities, timing, insurance needs, and the ability of movers to get to our locations was thorough and accurate. Dave even gave us his cell phone number, and he actually answered it whenever we called with questions! He also answered his emails regularly and in a timely fashion. And when Eric ended up in the hospital when we were driving from Truckee to Portland, Dave changed the timeline for the moving van, making a very traumatic time much less traumatic. He checked in with us throughout the process to make sure our needs were being met. He is a true professional with a kind heart and easy demeanor, a real pleasure to work with. As a result of our experience with Dave (and others), we will recommend your company to all of our friends and family in the area.

We were also impressed with the team of movers who took such good care of our belongings. In Truckee, Zach and Matt packed our kitchen and loaded our household items onto the truck as if they were their own. They took great care to make sure everything was protected and accounted for –

and they were a delight to be around. In Portland, we had the honor of having you and Shelli, the owners of the company, show up to help move us into our home, with the added bonus of Shelli's design expertise! Watching Eric (the driver) move our belongings into our new home was incredible. He is an amazing human being with energy that should be bottled and sold. He is efficient, organized, professional, and careful, and we were grateful to have the opportunity to work with him.

Please know that we will be submitting a glowing review of our experience with your company to the Better Business Bureau and the American Moving and Storage Association, and we are sending a copy of this letter to your parent company headquartered in Evansville, IN. If you are ever conducting a residential move and need to supply the customer with a reference, please feel free to use us.

Gratefully,
Sarah Sentilles & Eric Toshalis

RE: Patrick Garvey
Shetler Moving & Storage of Ohio, Inc. (1831)
West Chester, OH

I just wanted to say THANK YOU so much for your efforts on our relocation move to Georgia. This could not have gone any better. Pat did a fantastic job of not only overseeing the entire operation and personally driving to our house, he also went above and beyond dealing with our little stress factors along the way. I just wanted to take the time to pass this along and to thank everybody at Atlas Van Lines for the best possible service available.

Should we ever have need for a mover, or if I should ever be asked to refer a moving company, I can say without hesitation that Atlas Van Lines will be the one and only. Thank you.

Sincerely,
Mike Page, Bennett International Group, LLC

RE: Brian LaCivita, Wayne Smith and Joan Murphy
William Duggan Company, Inc. (2189), Walpole, MA

I just completed a move with your company from Massachusetts to Florida. I couldn't have had better service or better people to do it. From the salesman, Brian LaCivita, to the driver Wayne Smith, to the two men who assisted him in loading in Waltham, MA and unloading in Venice, FL. Wayne whipped through packing my things but at no time did I doubt that he knew exactly what he was doing. All of the young men who assisted Wayne with the loading and unloading were so polite...a trait not often seen these days.

If only I had them at my new house to unpack and put everything where I want it to go! You are to be commended for finding such competent people.

I have a friend who will move to FL in the fall and I've already recommended that she contact Brian and use your services. Should you ever need to use me as a recommendation for a job well done, please feel free.

The best to you and all your employees,
Jerri DeKriek

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

I have been most privileged during the last nine years as an Inspector to know, work with and observe a wonderful group of professional movers, packers, drivers and support personnel who make the lives of our US overseas personnel so much better.

Patience, kindness, caring, silence, cheerfulness and attention to detail are only some of the qualities that I observed during this challenging assignment. Without exception, every team member contributed extra effort and deserves special recognition and appreciation for an exceptionally well done professional job.

The logistics profession is most often done without much appreciation or knowledge that it takes team work, a lot of pure will power to get through a full day of grunt labor (more than 10 – 12 hours) only to return in a few hours for the same ole tedious grind. Stressful and tiring day in and day out. The PAXTON team always remained cheerful, helpful and saintly patient.

I stand in awe in the busy season when I witness cheerful professional movers give so much to make a client's journey have the best possible results.

I salute all the team members and the entire PAXTON organization for superb performance.

**With the greatest admiration and appreciation,
Charles G. Maguire,
Department of State Transportation Inspector**

**RE: Robert Van Engen
Brouwer Relocation, Inc. (406), Sioux Falls, SD**

I am the Washington part of the recent Dean Hildreth move and I wanted to tell you what a success you are in your people and your abilities to serve! My Dad's Iowa things were delivered yesterday morning to his new apartment at Patriot's Landing in DuPont, WA. Bob, the driver and his helper were both so courteous, thoughtful and hardworking! I was so impressed! It wasn't easy getting everything down a small slope and into Dad's new place, but they put in the extra effort and made it possible! Then they followed us to my rural home outside Yelm, WA to offload the second part of the van and again, they went always the extra mile in taking care of us and doing it well. Please, take my thanks and my high regard for your people into account as you continue your excellent job of making moves and change possible and positive for us all.

**Sincerely,
Marcia Hildreth (for Dean and Steve Hildreth)**

**RE: Barb Chambers, Glenn Everett,
Allen Everett and Chris Armstrong
American of Virginia, Inc. (103)
Waynesboro, VA 22980**

We would like to express our sincere appreciation for the excellent service during our relocation from New Jersey to Virginia. Barb was great at making this move come together and dealing with schedule changes. Glenn, along with his crew Allen and Chris is certainly an asset to your company. Their friendly, courteous and professional nature was a pleasant experience during a stressful time of moving 25 years of accumulated treasures. Glenn was a non-stop

whirlwind of organization skill who orchestrated the transition with excellence. If we stood still long enough we're sure we would have been packed and shipped too. We'll be looking to you again for our next move in the future.

I would certainly recommend your company to anyone making a move based on the performance of a great team of professionals.

**Sincerely,
John & Patricia Nalberczinski**

**RE: Cherie Gregor
Alexander's Mobility Services (207), Tustin, CA**

I wanted to take a moment to commend and share my extreme appreciation for Cherie Gregor in your company. I have had the pleasure of working with her on three relocations with my company, and every time she has gone above and beyond making each move flawless. I didn't really know what to expect in the beginning. The stress of moving is something nobody likes to deal with. Cherie proved me wrong. I deal with many customers on a daily basis and some can be a bit challenging. I seem to think that I am never one of those challenging customers, but I do have high expectations of service. Cherie blew my expectations out of the water! I truly feel her undivided attention and care. Even when I know she has many other customers, I feel like I am her only one. I can't tell you how many phone calls and emails I have received from her – this is an excellent example of the passion she has for her customers and commitment to ensuring my move was completed with extreme satisfaction. I am confident this is how she is with everyone.

I can hear her smiling on the other end of the phone – this is something you can't fake. She was always honest and forthright with her communication of the move and the process I should expect. She definitely holds everyone accountable throughout the entire move process from start to finish. My move most recently was the best one ever...the move went flawlessly because of Cherie, no doubt! What an amazing individual you have working for you and the company. She should be cloned – and I want one of her on my team!

I also want to extend my thank you to your entire team at Alexander's. I know it takes a team and I can't leave everyone else out, but I think Cherie is extremely well deserving of recognition. Whatever that may be in your company, find a way to commend and honor her for me. I will always continue to seek Alexander's and especially Cherie on my next endeavor! Thank you again, and thank you Cherie!

**Sincerely,
Eric W., Manager**

45th



**Atlas
FORUM™**
Atlas

Agenda

Thursday April 26

9:00am - 10:00am Opening General Session

Call to order and welcome: Glen Dunkerson, Chairman and CEO, Atlas World Group
Keynote Speaker: Steve Gilliland - Accomplished author, brilliant speaker, and entrepreneur.

10:00am - 10:15am BREAK

10:15am - 11:30am First Round of Learning Sessions

- Learning Session 1 - Relocation Policies & Trends – Research Highlights & Insights**
- Learning Session 2 - International Relocation – Policy, Process and Politics**
- Learning Session 3 - Entering the Age of Talentism**

11:30am - 11:50am BREAK

11:50am - 1:35pm Second General Session & Luncheon

Call to order and welcome: Jack Griffin, President & COO, Atlas World Group
Keynote Speaker: Carly Fiorina - A prominent thought-leader, best-selling author and policy advisor to both the private and public sectors; the first woman to lead a Fortune 20 company.

1:50pm - 3:05pm Second Round of Learning Sessions

- Learning Session 1 - Relocation Policies & Trends – Research Highlights & Insights**
- Learning Session 2 - International Relocation – Policy, Process and Politics**
- Learning Session 3 - Global HR, Strategies for a Flatter World**

3:15pm - 4:30pm Third Round of Learning Sessions

- Learning Session 1 - Relocation Policies & Trends – Research Highlights & Insights**
- Learning Session 2 - International Relocation – Policy, Process and Politics**
- Learning Session 3 - Global HR, Strategies for a Flatter World**

6:00pm - 6:45pm Reception

7:00pm - 10:00pm Banquet & Entertainment

- **8:00pm - 9:00pm Second City Comedy to perform at the hotel**
- **9:00pm - 10:00pm Live DJ**

Friday April 27

8:30am - 10:30am Breakfast & Opening General Session

Call to order and welcome: Jack Griffin, President & COO, Atlas World Group
Keynote Speaker: J.R. Martinez - American Veteran, Actor, Motivational Speaker, Dancing with the Stars Winner



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MAY 2012

- 4/29 - 5/2 AAM Annual Meeting & Expo, Minneapolis/St. Paul, MN
- 9 - 11 Worldwide ERC National Relocation Conference, San Antonio, TX
- 15 - 17 GSA Expo, Henry B. Gonzalez Convention Center, San Antonio, TX
- 21 Victoria Day – Atlas Canada offices closed
- 28 Memorial Day – All U.S. offices closed

JUNE 2012

- 21-23 The Great West Truck Show, Las Vegas Convention Center, Las Vegas, NV
- 23-26 HCEA Annual Meeting, Peabody Hotel, Orlando, FL
- 24-27 SHRM 64th Annual Conference & Expo, Atlanta, GA

JULY 2012

- 2 Canada Day – Atlas Canada offices closed
- 4 Independence Day – All U.S. offices closed
- 19-20 AWG Board of Directors Meeting, Bridgewater Marriott, Bridgewater, NJ

AUGUST 2012

- 6 Civic Holiday (Canada) – Atlas Canada offices closed
- 23-25 Great American Trucking Show, The Dallas Convention Center, Dallas, TX
- 31 Federal Heavy Vehicle Tax

SEPTEMBER 2012

- 3 Labor Day (U.S.) – All U.S. offices closed
- 3 Labour Day (Canada) – Atlas Canada offices closed
- 10-13 ATA Technology & Maintenance Council (TMC) Fall Meeting & SuperTech Competition, Pittsburgh, PA
- 18 AWG Board of Directors Meeting, Evansville, IN
- 19 AWG Annual Stockholders Meeting, Evansville, IN

OCTOBER 2012

- 3-5 Worldwide ERC Global Workforce Symposium, Washington, D.C.
- 8 Thanksgiving Day (Canada) – Atlas Canada offices closed
- 9-12 Atlas Canada Annual Convention
- 10-13 IAM 50th Anniversary Meeting, National Harbor, MD
- 15 Vehicle Inspections due
- 22 Atlas Canada Fall Board Meeting
- 23 AWG Board of Directors Meeting, Rancho Mirage, CA
- 24-27 Atlas 65th Annual Convention, The Westin Mission Hills Resort & Spa, Rancho Mirage, CA