



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier

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ISO 9001:2000



CERTIFIED



This ongoing journey involves everyone in our organization.

Chairman's Message

As I write this first message to you in the *Amplifier* as Chairman, I'm reminded that we cannot control the economic forces that affect our industry. We can, however, put the right people and systems in place to optimize our performance. I'm pleased to report that we have done just that. Here are just a few highlights of our preparedness:

Eighteen months ago, Atlas Headquarters employees who affect customer service (that's each and every one of us) set out to simplify business steps and increase the productivity and accuracy in our processes. It was yet another quality initiative in our successful journey from the sixth largest van line nearly 20 years ago to where we stand today as the second largest van line. This time, we used the ISO model as our basis for measurement and uniformity – knowing that we would improve ourselves along the way, regardless of whether we received certification. And then, in our very first ISO certification attempt, we were successful. For that, I am proud. Proud of each and every one of our Atlas Headquarters employees.

I'm also proud of the wealth of experience put in place from within and outside our company traditions to field the best senior management team.

Jack Griffin joins us from outside to become President of Atlas International. Jack brings a strong sales and marketing background from inside and outside our industry, including 12 years of senior positions in international relocation and logistics with Allied Van Lines.

Bob Clark was appointed President of Atlas Canada from within the company in late 2007. He brings an unrelenting passion for customer service and 25 years of industry experience, including 14 years of leading the Atlas business development efforts in Canada to make Atlas the largest van line in the provinces.

Lastly, two Atlas veterans, whose contributions to our company's quality culture and sales development programs are unmatched, have been tapped to fill the top Atlas positions in a leadership succession that began two years ago.

I'm proud to announce that Glen Dunkerson is newly appointed as Atlas World Group Vice Chairman and COO. He brings 30 years of outstanding Atlas Headquarters experience in several senior operations positions, and is most responsible for our industry-leading quality initiatives. And I'm equally excited to announce that Greg Hoover is newly appointed as President and COO of Atlas Van Lines. Greg's 20 years of insightful Atlas experience at the agency and corporate levels are responsible for many visionary additions to Atlas, including Avail, Accel and the Atlas puppy.

Yes, I'm proud that we have the right people and the right support in place to serve Atlas World Group well. Mostly, however, I'm proud of the promise of service that these accomplishments bring to our customers. It continues to be a great time to be a part of the Atlas family.



Jim Stamm
Jim Stamm
Chairman & CEO

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the Atlas Amplifier

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

Atlas Van Lines, Inc. is an ISO 9001 certified company.





ISO Certified: This ongoing journey involved those at Atlas who affect customer service. In other words, it involved *everyone* in our organization.

“To fulfill our mission of being an industry-leading provider through service and performance, we recognized a need to achieve uniformity in our processes.”

*– Glen Dunkerson
Vice Chairman and COO,
Atlas World Group*

On the surface, it appears little has changed at the headquarters of Atlas Van Lines in Evansville, Indiana. You see the same buildings and people, working at the same computers and telephones, doing pretty much the same tasks.

But, if you could look below the surface, you would see a profound change. It’s been quietly taking shape over the past two years, and in January it was completed with ISO 9001:2000 certification.

Influencing a Quality Evolution

While improvement has long been integral to the Atlas quality culture, it

has recently taken on renewed vigor. In 2006, recognizing the potential for a significant leap forward, Atlas’ executive management team took steps to alter the trajectory of the company’s quality evolution. The shift would engage the entire van line organization in an all-out drive to ensure a process for continuous improvement.

“To fulfill our mission of being an industry-leading provider through service and performance, we recognized a need to achieve uniformity in our processes,” says Glen Dunkerson, Vice Chairman and COO, Atlas World Group. “From department to department, there were variations in the methods

people used in their work. We knew there was a natural correlation between process improvement and ISO methods, so we decided to pursue ISO compliance.”

The Atlas team consulted with industry professionals, including members of the American Society for Quality. They were soon convinced to create a position on the organization chart for continuous improvement. “This would be a key role,” says Glen. “We knew it was essential to bring in someone with the right qualifications.”

Enter Norm Carlson, with over 20 years of experience and credentials that include Six Sigma Black Belt, CQE (Certified Quality Engineer), CQA (Certified Quality Auditor) and

Registered Lead Assessor. Norm joined Atlas in the spring of 2006 as Director of Continuous Improvement.

“Our first priority was to identify where we are in our quality evolution and develop a strategy that set forth what our next steps should be,” says Norm. “We recognized that the current quality process had served us well and contributed to our success. However, we also realized the market is always changing. Customer expectations continue to rise, and the business environment grows ever more competitive.”

Getting In Shape

In August of 2006, the executive management team ratified the





On February 19, Atlas employees celebrated their accomplishment in festivities at headquarters.

strategy, which identified two major initiatives for the short term. The first was ISO compliance.

"We started with the stated goal of compliance because it would give us a base for consistency and allow us to identify and remove variation in our systems," says Glen. "If at the conclusion we also achieved ISO certification, that would be the icing on the cake."

"We understood that it would be nice to have the credential," says Atlas Van Lines President and COO Greg Hoover. "But more important is what that credential represents." Greg draws an analogy to exercise. "You don't go to the gym just to say you can bench press 200 pounds. You do it because it makes you healthier. That's the whole point of our effort. We follow a regimen, and we're in shape."

Why Focus on Variation?

"One reason McDonald's is so successful, no matter where you go, you have a reasonable expectation of what you will get," says Norm. "Sure, there are minor differences. But you get essentially the same product and service and taste, unit to unit."

Disney offers another prime example. "My Disney vacation was not the least expensive I've ever taken," says Norm. "But I got every dime's worth. And I would gladly go back."

While Atlas Van Lines serves neither burgers nor theme park vacations, the case for consistency is just as relevant.

"We want our customers to count on us for service with the highest level of professionalism, at a price that is competitive and fair," says Norm.

"If their experience with Atlas leaves them with a preference for us the next time they are in the market, we have achieved our goals."

Unified Team, Outstanding Effort

With a working strategy document in hand, Atlas executives engaged a steering committee to shepherd the process throughout the organization. This team comprised individuals who represented a cross-section of the company. After a week of training in the standard Atlas would adopt, they began documenting work processes in each department.

"Whether or not we would achieve certification, our strategy was to follow the ISO model," says Norm, who served on the steering committee. "We saw the best way to approach our task was an all-out effort to achieve certification. By pursuing certification and employing a third party registrar, we would have an objective set of eyes assessing us against the ISO model, which might see things we missed."

"Our job was to get the thoughts of everyone whose job function affects customer service, which is essentially everybody in the organization," says steering committee member Jim DePillo, Senior Director of Logistics Services. Jim is also part of the internal

auditing team that will play an ongoing role and continually review processes to look for ways to improve.

Jim says committee members developed flow charts and process maps, documenting the processes and procedures of the myriad job functions that affect customer service. Because Atlas already operated under many of the concepts of the ISO standard, there was a solid basis to work from and build on.

"We would meet as a committee a couple of times a month, and in smaller groups as needed to help each other out and share ideas," says Jim. "It was a big endeavor, and it touched pretty much every area of the organization. Everyone here, in some way, is involved in serving customers."

Jim sees several benefits to the standardization process, including the development of metrics to better measure and evaluate performance and the enhanced understanding employees gained about what Atlas stands for and strives for.

"Perhaps best of all, this effort provided everyone with more awareness of how our actions affect the customer," says Jim. "After all, the number one quality principle is a customer focus."

Document Control: An Essential Link

A key component of ISO compliance is document control. Steering committee member Lisa Fryer rose

to this challenge as Document Control Coordinator, now her fulltime role.

"The standards specify that documents required by our quality management system be controlled," says Lisa. "My job is to ensure the most current versions are in place, with all the necessary approvals. You could say I'm the document gatekeeper."

The Atlas system uses an application called Master Control and houses approximately 1600 different documents, including forms, procedures, training manuals, etc. Lisa explains that each document has an author and an owner, who may or may not be the same individual. Before a document becomes approved, it goes through an assigned "route," whereby designated people read and comment. Comments go to the author, who makes revisions, if needed, and resubmits the document. Ultimately, the process arrives at an approved document.

"From a training perspective, especially for new hires, our system is ideal," says Lisa. "It provides an excellent tool for training efficiencies and removes any doubt about whether you are using the most current information."

Sprint to the Finish Line

On the second Monday in October 2007, Atlas employees entered the final stretch in the drive toward



"It's part of our company culture now. It represents how we think."

– Jim DePillo
Senior Director of Logistics Services

compliance by donning black t-shirts and jeans for "Let's Rock," a day of awareness and motivation. The event kicked off a three-month sprint to the finish line marked by internal auditing and tweaking in preparation for the third-party registrar. The effort culminated on January 17 with the successful certification of Atlas Van Lines as an ISO 9001 compliant company.

Ongoing Journey

Perhaps the best way to think of process management is as a journey rather than a destination. The work goes on every day, and Atlas' internal auditors examine business systems regularly to assure work processes are consistently executed and to identify opportunities to improve them.

"We now have a system of checks and balances to make sure we do what we say we will," says Norm. "We are internally self-auditing to remain compliant. We make improvements by opportunity instead of defect."

So, what's next? As noted earlier, the strategy for process management holds another objective for the near term.

"The next step is to use the ISO model to provide a solid base from which we can continue to improve. We'll be better able to maximize improvement tools like Six Sigma and lean methods," says Glen. "After that, there will be another step. Atlas will never stop taking steps to improve the quality of what we do for our customers." ■

Informed Perspectives

A commitment to quality has long been intrinsic to the Atlas culture. One of the most visible watermarks is the prestigious Milton M. Hill Quality Award, established in 1996 to recognize agents who are exemplars of performance. The award is named in honor of the late Mr. Hill, an Atlas board member who dedicated much of his professional energies to the furtherance of quality.

Don Hill, President and COO of Alexander's Mobility Services (0207), has helped his company build on his father's legacy.

"Our company achieved ISO certification in 1997," says Don. "While we initially saw the value of the credential for conveying our quality commitment, what we soon learned is that it made us a much better company. In the same way, Atlas' achievement testifies to a commitment to customers. This is the most important reason for pursuing ISO certification."

"I've always felt that Atlas and its agents I have worked with are committed to quality," says Kathy Curtis, Senior Manager Global Relocation and Immigration with Cisco Systems (also an ISO-certified company). "I view ISO certification as a further indication of their quality commitment—a formal validation of what I have found through my own experience."

ISO 9000 Primer

What is it?

ISO 9000 is an international quality standard for assuring consistent service to customers. The Geneva-based International Organization for Standardization first published it in 1987. "ISO" is derived from the Greek word, isos, which means, "equal" or "consistent."

What does it do?

ISO 9000 establishes a universally recognized means by which companies can manage their processes for continuous improvement.

Why is it important?

The market favors ISO compliant organizations as customers increasingly see the value of working with such firms.

What are its benefits?

Among the benefits of ISO 9000 are improved efficiency, reduced costs, enhanced competitiveness, greater customer satisfaction, and a solid foundation for future initiatives.

Research among ISO 9000-certified companies showed:

- 30 percent experience increased customer demand.
- 50 percent cite fewer customer audits.
- 69 percent claim a competitive market advantage.
- 83 percent say their products enjoy a greater perception of quality in the marketplace.

(Source: Irwin Professional Publishing Survey)

Acknowledging the Atlas ISO Experts

Steering Team Provided Indispensable Leadership

"Atlas' success with ISO certification is largely due to the efforts of the people on the steering team," says Director of Continuous Improvement Norm Carlson. "From the start, these folks went above and beyond their normal duties."

Team members represented every functional area of the company and brought valued perspectives about every aspect of Atlas' business. As they embarked on their mission, they spent a week under Norm's tutelage, becoming versed in the fine points of the ISO standard and the steps required to ascertain compliance.

"I couldn't be everywhere, and these people were like my arms wherever they were needed in the organization," says Norm. "They were the experts. They assisted department heads, answered questions, and were essentially the "get-it-done" people. What we did as a company couldn't have been accomplished without them."



Steering Committee Members

- Front Row:
- Norm Carlson**
Director of Continuous Improvement
 - Lisa Fryer**
Process Management
 - Barb Sinnott**
Customer Service
 - Sossity Lalemen**
Corporate Accounting
 - Rick Kirby**
Safety/Terminal
 - Quin Isaac**
RSG Contract Business
 - Celia Mirick**
Customer Service
 - Tony Catanese**
RSG Operations
 - Pam Cook**
Human Resources
 - Stacie Banks**
Corporate Accounting/Financial Services

- Back Row:
- Lisa Weis**
Financial Services
 - Kenny McMichael**
Information Technology
 - Jo Hein**
Agency Services/Government Business
 - Mike Francis**
STG Operations
 - J. J. Mohr**
Information Technology
 - Jim DePillo**
Logistics 3rd Party
 - Dan Worstell**
Information Technology
 - Mark Haller**
STG Sales
 - Sunny Williams**
RSG Operations

- Inset:
- Monte Vanover**
Terminal Services





Atlas Operations “Cooking” with Reorganization

Serving Enhanced Business Opportunities for Agents, Operators

A popular parable among business managers tells of a housewife with the peculiar habit of cutting the end off a roast before baking it. When asked ‘why’ by her daughter, she said mom had always done the same and the roasts turned out fine. So, the girl phoned her grandmother and posed the question. “My dear,” came the answer, “my oven was small and I had to shorten the roast to fit it in the pan.”

Atlas Van Lines has long functioned as two operating units that serve customers for household and commercial traffic separately. However, with the understanding that tradition is not always the best teacher, the company has taken an important, forward-looking step. During the first quarter of the year, RSG and STG operations joined forces to enhance the efficiency of the Atlas system.

Leading the effort was Senior Vice President and General Manager of Operations Bob Zimmerman. Before joining Atlas in 2007, Bob had held senior management positions with Yellow Transportation and USF Holland. His experience with these organizations informed his perspective as he assessed the potential for a reorganization of Atlas operations.

“We saw this as a way to help us improve performance all the way around,” says Bob. “It gives us greater visibility for planning, it brings new efficiencies, it keeps more shipments in the Atlas system on Atlas equipment, and it gives our agents and operators additional revenue opportunities.”

Atlas World Group Vice Chairman and COO Glen Dunkerson was an early advocate of the idea. Having worked in both operating units during his tenure with Atlas Van Lines, Glen knew firsthand the potential for synergies.

“Dispatchers for both RSG and STG shipments utilize the same operating system and tools to communicate and dispatch the professional van operator,” says Glen. “Sharing their workloads and responsibilities is a natural fit. They can work more efficiently together than they can autonomously.”

A Road to More Hauling Opportunities

Working closely with Bob—and highly attuned to the project’s ramifications—were long-time Atlas pros Dennie Lynn, Senior Vice President of Transportation, and Bill Travelstead, Vice President of Operations Support.

“Perhaps the most important aspect of this reorganization is that it gives our traffic planners the ability to see both RSG and STG traffic,” says Dennie. “This greater visibility allows us to find increased hauling opportunities throughout the entire network of 529 Atlas agents.”

As a result, Atlas will keep more traffic in the Atlas system, rather than farming it out to other carriers.

“We look at it like this,” says Bill, “If an Atlas operator is available for work, we have an obligation to feed him the business, not give it to a third party. Our commitment is to help our people first, to make sure they get the revenue opportunity.”

“One reason this plan works well is the complementary seasons for the different kinds of traffic,” says Bill. “Household goods activity is greatest during the summer months, while STG traffic is at its lowest.”

Conversely, STG volume rises during the household goods off-season. “Bringing the operations together helps minimize the impact of these fluctuations,” says Dennie. “We can even out the workload among our people throughout the year.”

“It comes down to how we view our relationships with one another in the Atlas family,” says Bob. “We strive to hire the best, treat them well, and enable their success. By making the best use of everyone’s abilities, we can create loyalty for Atlas and, ultimately, stronger customer relationships.”

Communicating Change

Early in the year, the project team began educating Atlas operators and agents about the plan via mail. Bob, Dennie and Bill also covered the subject at length in a series of Van Operator and Safety meetings across the U.S. beginning in early February (see story on page 33).

“Communication has been essential to our transition,” says Bob. “Although a physical change has taken place in our organization, it is imperceptible in terms of how we interact with our agents, operators and customers.”

“Our goal was to make the reorganization seamless,” says Bill. “The only evidence of it will be seen in the form of business benefits...better utilization of the Atlas fleet, fewer empty miles, more pounds per van operator and more miles per shipment.”

Understanding the ‘R’ Word

Although “reorganization” can sometimes connote a reduction in staff, Glen points out that is not the case for the Atlas plan. “We’re not losing or creating positions,” says Glen. “We are creating a structure that will enable the

“The reorganization plan does several things... it gives us greater visibility for planning, it brings added efficiencies, it keeps more shipments in the Atlas system...and it gives our agents and operators more revenue opportunities.”

— Bob Zimmerman, Senior Vice President and General Manager of Operations, Atlas Van Lines

cross-utilization of our people and allow them to work more productively.”

Communications with employees in both STG and RSG divisions prepared them for the change, as did cross-training to bring everyone the skills necessary to perform adeptly in both arenas.

“Employees are gaining from this effort as much as anyone,” says Glen. “It creates opportunities for advancement by making them knowledgeable in both areas of our business. It’s a huge benefit for them, and they are excited about it.”

Moving Forward

As Atlas Van Lines enters a new era of efficiency, agents, operators and customers will experience “business as usual” in their dealings with operations.

“Our identities will remain unique from our agents’ and customers’ perspectives,” says Glen. “The reorganization should be relatively seamless.”

Efforts to fine-tune the plan are ongoing, as the performance-monitoring team creates metrics to measure performance. But all agree the upside potential of the reorganization represents a smart investment for the future.

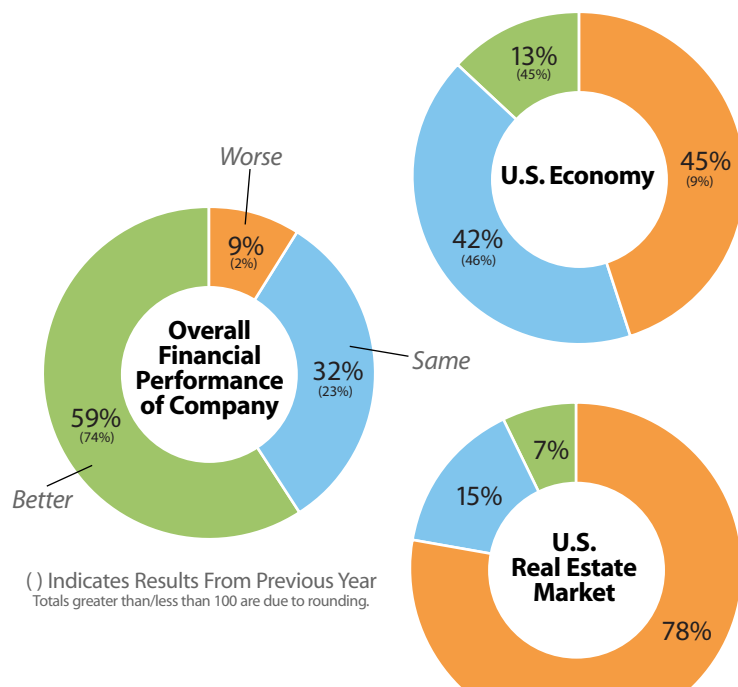
“Since 2003, the volume of peak season STG-hauled goods tonnage has declined dramatically, even though we had record volumes during that period,” says Dennie. “And the amount of RSG-hauled STG traffic during their peak volume season has declined as well.”

“Having RSG and STG Planners in close proximity, working closely together, positions us very well for turning that around,” says Dennie.

“Given the increasing costs of fuel, labor, and operations overall, this is a way to help offset those increases with more hauling opportunities,” says Bill. “It only makes good business sense.” ■

2008 Annual Corporate Relocation Survey **OVERVIEW**

As it has done every year since 1968, Atlas polls corporate relocation professionals to better understand forces that affect the industry, influence policy and affect household goods transportation. Here, Amplifier presents highlights. *For complete results and more analysis, visit: www.atlasworldgroup.com/survey*



() Indicates Results From Previous Year
Totals greater than/less than 100 are due to rounding.

Question 6: Market Performance

Compared to 2007, please indicate what you anticipate in 2008...

Results Highlights

Financial and Economic Concerns Rise

When asked about expectations for their company's overall financial performance in 2008, 59% of the total sample said they expect it to be better than it was in 2007. Expectations were generally higher in 2007, when 74% of respondents anticipated better performance than was experienced in 2006. Diminished optimism is also seen in the numbers of those who anticipate financial performance this year compared to last year will be the same (32% versus 23%) or worse (9% versus 2%).

In 2007, 45% of all respondents anticipated the U.S. economy would be better than it was in 2006, while only 9% indicated they thought it would be worse. This year, those numbers are essentially reversed, with 45% anticipating the U.S. economy in 2008 will be worse than last year and only 13% thinking it will be better. A new survey question drills a little deeper into the issue to find that more than 3 out of 4 respondents (78%) think the U.S. real estate market will be worse this year than it was in 2007.

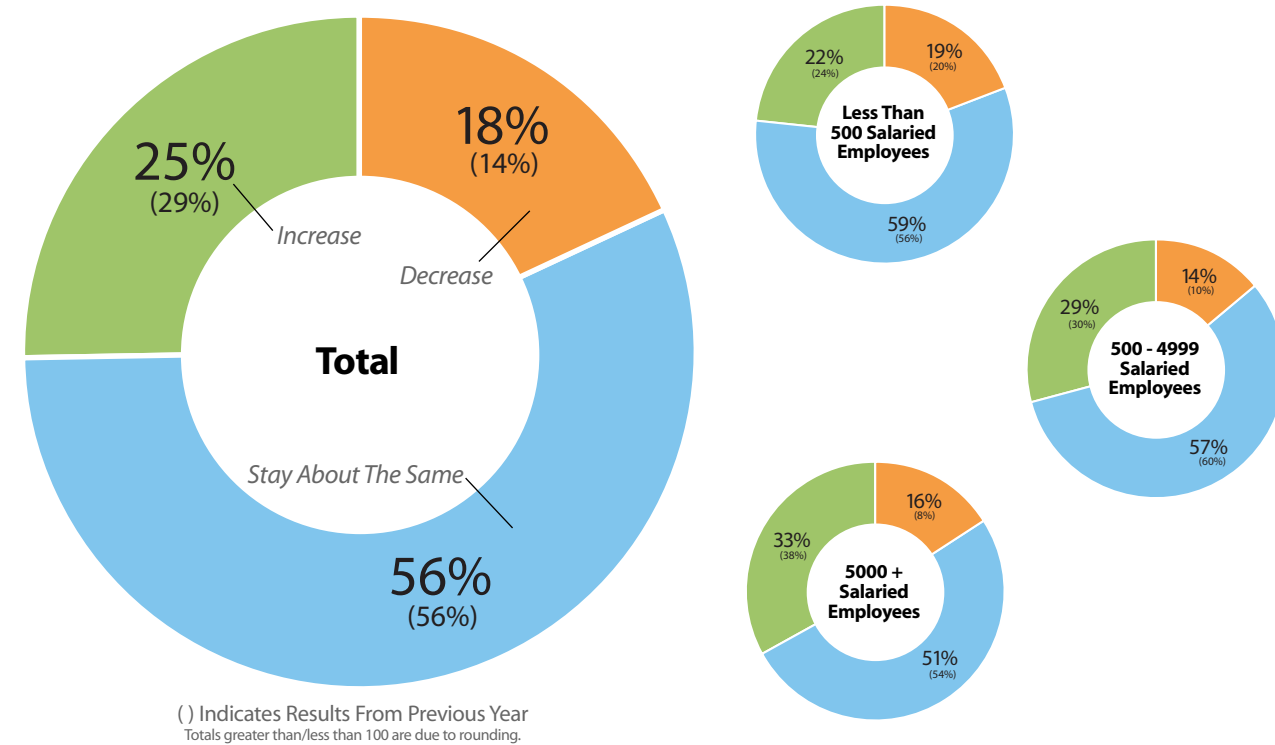
Who Responded?

To qualify for participation, a respondent must have relocation responsibility and work for a company that has either relocated employees within the past two years or plans to relocate employees this year. Atlas sent invitations to participate via e-mail, and 347 respondents completed online questionnaires between January 16 and February 29.

- **Most respondents (73%) work in human resources or personnel departments for**
 - service (41%)
 - manufacturing/processing (31%)
 - wholesale/retail (12%)
 - financial (9%)
 - government and military (3%)
 - other (4%)
- **Based on the number of employees, responding firms are categorized by size for analysis:**
 - 46% have fewer than 500 salaried employees (small firms)
 - 30% have 500-4,999 salaried employees (mid-size firms)
 - 24% have 5,000+ salaried employees (large firms)
- **Half (48%) of the companies surveyed are international firms.**

Question 11: Relocation Volume

Compared to 2007, do you anticipate that the number of employees your company will relocate during 2008 will...



Anticipated: Volumes Tick Downward, Budgets Edge Upward

Among all firms surveyed, 82% anticipate the number of employee relocations for 2008 compared to 2007 will increase (25%) or stay about the same (56%). Greater percentages of medium and large firms (29% and 33% respectively) expect an increase compared to small firms (19%).

Similarly, 86% of all firms surveyed anticipate their relocation budgets will either increase (35%) or stay about the same (51%) in the coming year. As with anticipated volumes, greater percentages of medium and large firms (38% and 46% respectively) anticipate an increase compared to small firms (27%).

Overall, the percentage of those expecting increases in relocation volume is slightly lower than in 2007 (25% vs. 29%), and greater percentages expect budget increases than volume increases this year across all size firms.

External Factors: Real Estate Makes Appearance

Among the forces beyond a corporation's control that affected the number of relocations in 2007, a lack of

qualified people locally ranked first in importance, cited by 52% of all respondents (same rank and percentage as last year). Also mirroring last year's findings, economic conditions came in second, cited by 24% of respondents (versus 25% for 2006). Third on the list for 2007 was the real estate market, mentioned by 22% of the total sample (this choice was new to the survey). Whereas 26% of all firms saw no affect from external conditions according to last year's survey, that number dropped to only 19% of respondents for this year's survey.

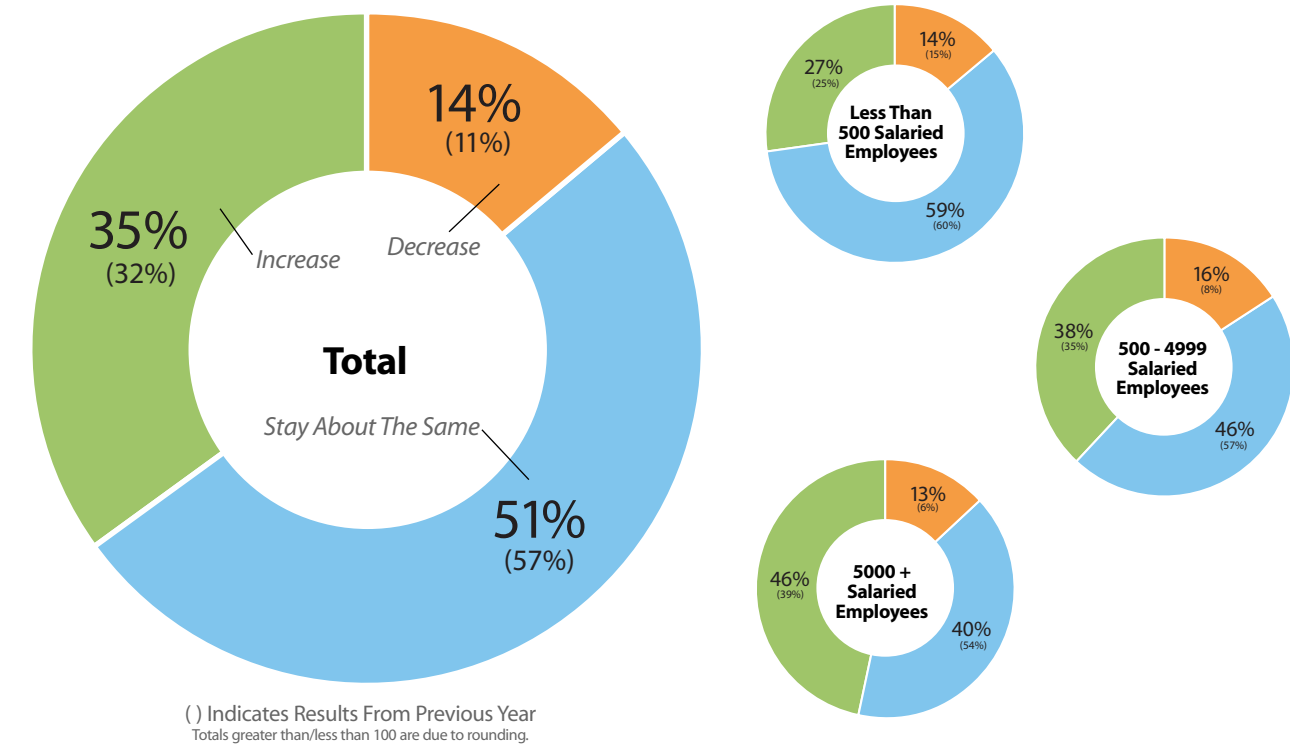
Findings seem to indicate that large companies are feeling the market downturn more acutely than small and mid-size firms, which appear to be more concerned with finding appropriate talent.

Reimbursement Shifts

The popularity of lump sum reimbursement plans appears to be growing, as indicated by 44% of respondents who use this method for transferees and 49% who use it for new hires. Both numbers eclipse the corresponding percentages cited in last year's survey (32% and 31% for transferees and new hires, respectively).

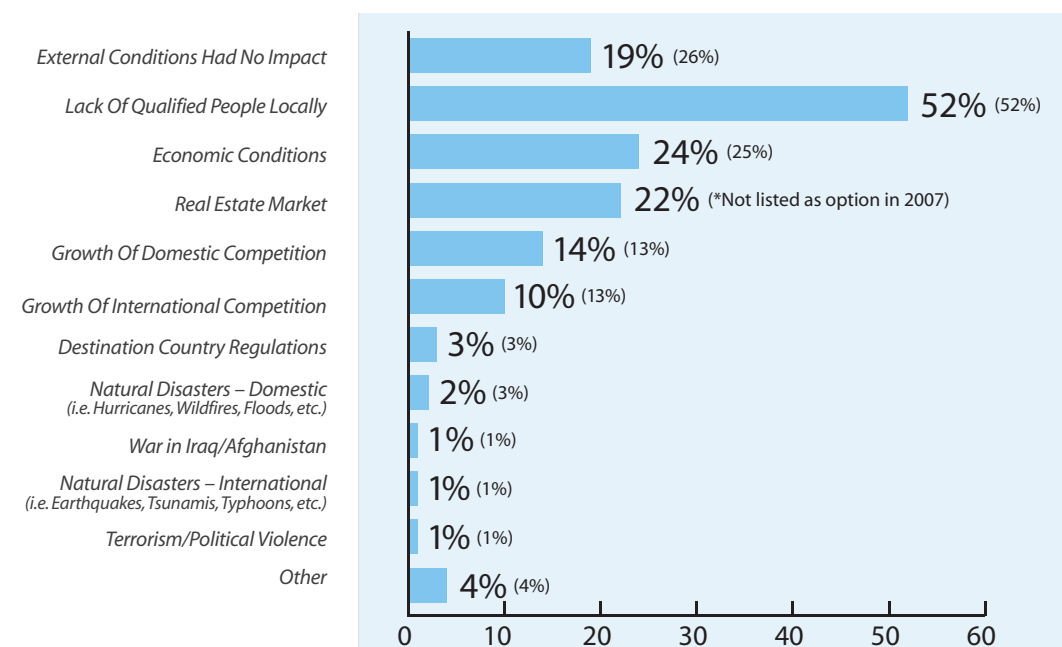
Question 12: Relocation Budget

Compared to 2007, do you anticipate that your relocation budget in 2008 will...



Question 13: External Factors

What external factors had the most significant impact on the number of your employee relocations in 2007?



There is a similar increase in the percentage of firms that offer full reimbursement of relocation expenses: 63% do so for transferees and 54% for new hires. This compares to 55% of firms that last year said they offer full reimbursement for transferees and 42% who said they offer it for new hires.

Saying "No" to Relocation

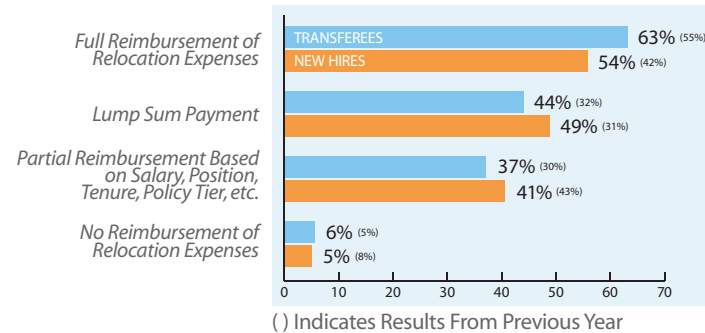
Overall, half of companies who had employees decline relocation in 2007 stated that housing/mortgage concerns was a reason cited, a significant jump from 30% last year. Family issues/ties is still cited most often, however, it is down this year (62% of companies versus 84% last year).

Reporting for Duty

Responding to a new question this year, 28% of companies indicate that employees have three weeks or less to report to work at the new location once they accept a transfer. Another 39% of companies allow up to one month, which means the majority of firms (67%) allow no more than a month for employees to report to work. ■

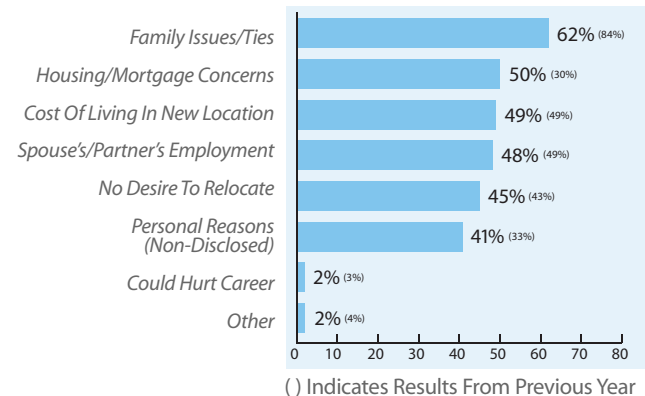
Question 27: Transferee and New Hire Expense Reimbursement

To what extent does your company reimburse relocation expenses of (Transferees/New Hires)?



Question 39a: Declining Relocation

What reasons did employees give for declining relocation?



Scratching Bottom and Expecting Recovery

The Amplifier spoke with Jed Smith, Managing Director for Quantitative Research with the National Association of Realtors, for his considered perspective on the U.S. real estate industry.

Amplifier: How would you describe what's happening in the U.S. real estate market?

Smith: We've come off a very good market in the 2004-2006 timeframe. Things slowed in 2007, and we think we were scratching bottom during the first part of 2008. Sales of existing homes rose 2.9 percent in February over January, although they are still down by 23.8 percent compared to February 2007.

Amplifier: What about sales of all homes?

Smith: To put things in perspective, there were 8.4 million new or existing homes sold in 2005, and 6.5 million sold in 2007. This year will probably see a bit less than that in new construction along with a recovery in existing home sales continuing in 2009. Keep in mind that real estate markets are regional, and some regions are doing better than others.

Amplifier: What factors indicate a likely recovery for this year and next?

Smith: There is a lot of pent-up demand for homes. From a favorable viewpoint, the government has increased the lending limits for Fannie Mae and Freddie Mac, meaning that buyers have additional mortgage options at the upper end of the market. In addition, the Federal Reserve System – commonly known as "the Fed" has taken steps to stabilize monetary markets. The President's economic stimulus package should also help.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing 1.3 million members, including NAR's institutes, societies and councils, involved in all aspects of the residential and commercial real estate industries.



61st
Atlas
ANNUAL CONVENTION
October 29th - November 1st, 2008

Golf, Dine & Relax in a Desert Oasis.

The Westin Mission Hills Resort & Spa
Rancho Mirage, California



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

WHERE IS EVERYBODY GOING?

Atlas Analyzes 2007 Interstate and Cross-Border Migration Patterns

During 2007, Atlas provided household goods transportation for 92,743 relocating families – that averages out to about 254 families every day of the year, or one family every 5 to 6 minutes. As you would guess, they're not all going in the same direction. But there are noticeable patterns.

Americans continue to move westward and flee the Rust Belt states. Yet, Washington D.C. saw the highest percentage of inbound traffic for the second straight year, while Ohio had the highest percentage of outbound traffic.

Westward Expansion Continues

Eight of 13 states classified as inbound lie west of the Mississippi River; four are west of the Rockies in the increasingly popular Northwest. For the first time since 1995, Washington became an inbound state, joining Nevada, Oregon and Alaska. Washington and Alaska recorded the second- and third-highest percentages, respectively, of inbound traffic. California experienced the fewest outbound moves in 10 years.

Southwest Fiesta

Texas, Colorado and New Mexico are popular destinations. All three are inbound states, but Texas welcomed the most Atlas-transported residents of any state in the nation.

Midwestern Woes

Job losses in the northern Midwest states are likely the primary reason that Wisconsin, Michigan, Indiana and Ohio all recorded significantly more outbound than inbound traffic. Ohio, which lost 3,841 households, had the highest percentage of outbound traffic and the fifth-highest number of outbound moves. The top five states for relocating Buckeyes were Florida, Texas, California, North Carolina and Georgia. Indiana and Michigan recorded the third- and fifth-highest outbound percentages, respectively.

Northeast Shuffle

The most popular destination in the Northeast is New Hampshire, registering as inbound for the seventh time in the past 10 years. The least popular states in the region

were New York and New Jersey, which had the second- and fourth-highest outbound percentages, respectively.

Southeast Stability

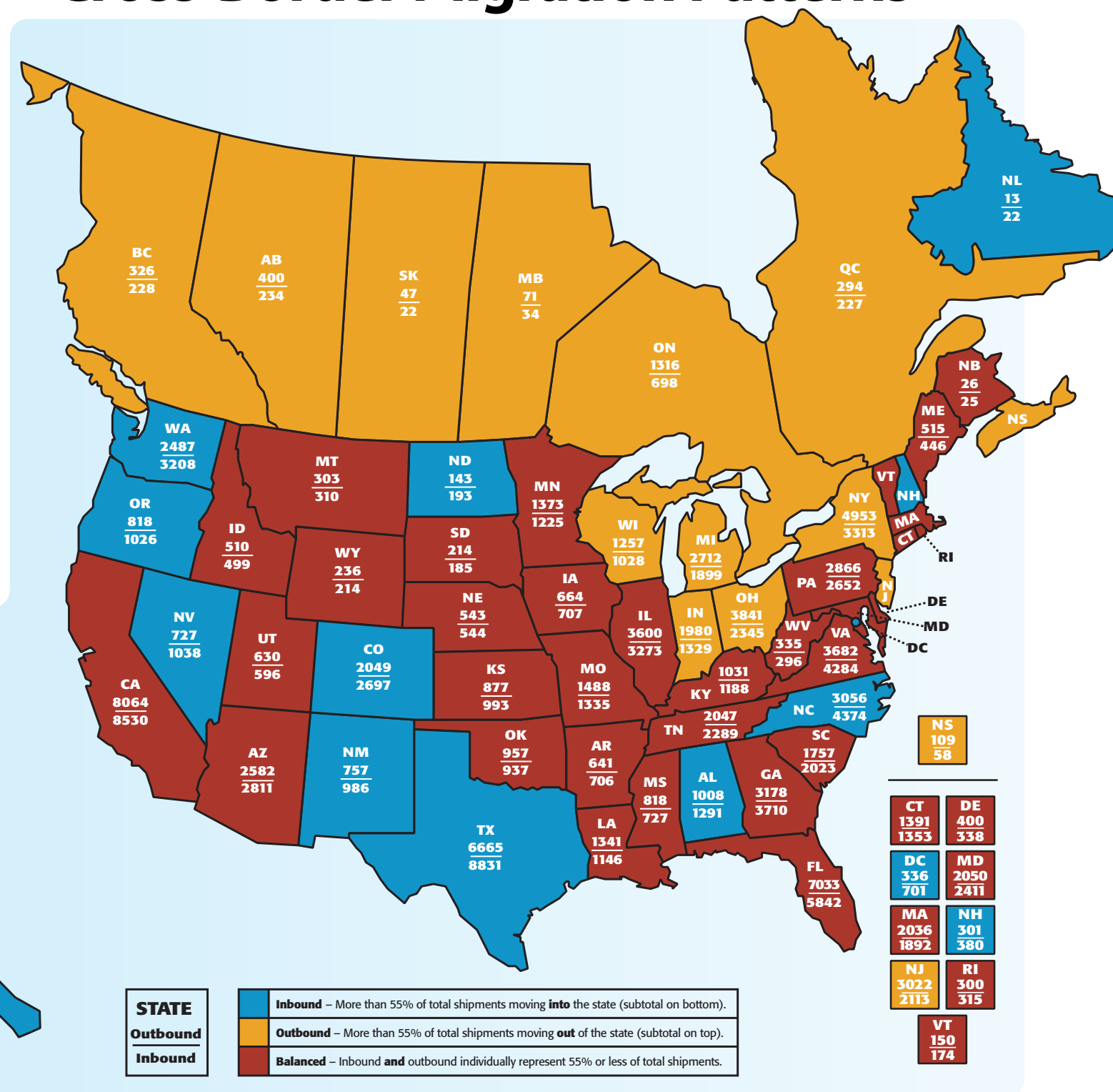
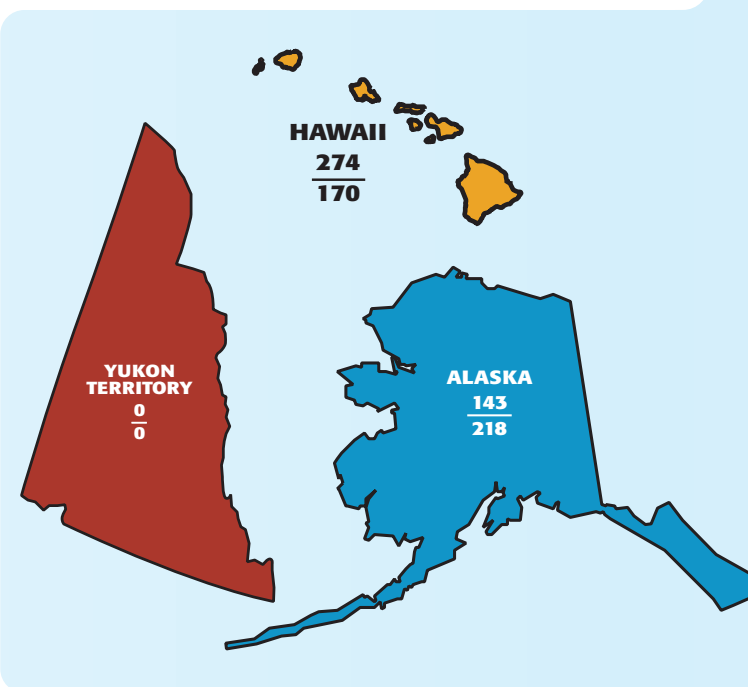
Traffic out of Louisiana and Mississippi lessened this year; each registered as balanced after spending nine and eight of the last 10 years, respectively, as outbound states. Migration to surrounding states Tennessee, Kentucky, West Virginia and Georgia abated, taking them from inbound to balanced status. For the fifth time in six years, Alabama registered as inbound.

Inbound, Outbound, Balanced?

Atlas classifies states as inbound, outbound or balanced according to a threshold value, determined by this formula:

$$\text{Total Shipments} \times .55 = \text{Threshold Value}$$

- If the number of outbound shipments exceeds the threshold, the state is classified as outbound.
- If the number of inbound shipments exceeds the threshold, the state is considered inbound.
- If neither inbound nor outbound shipments exceed the threshold, the state is termed balanced.



Accel Expands Availability to Serve COD Customers

Now, you can shave days – even weeks – off the time to relocate.

Customers have found Atlas Accel to be ideal for small- to medium-sized shipments under 5,000 pounds. The uniquely designed container, made of tough molded polymer, is lockable and features GPS tracking for added security. In most cases, Accel dramatically reduces delivery time and incidence of claims.



Accel, Atlas' premium option for expedited delivery, has expanded again. On April 1, Atlas announced the addition of service for COD and self-directed moves. With Accel, families can relocate faster to settle in and feel at home quicker in new surroundings.

"Based on its success with our national accounts, we are pleased to now offer Accel to our customers outside the corporate arena," says Atlas Van Lines President and COO Greg Hoover. "This opens yet another avenue of growth with an important segment of customers."

Atlas introduced Accel in January 2007. In its first full year of operation, Accel generated over \$2 million in revenue with service to customers in 58 major metro markets across the U.S. In October 2007, the Connecticut Quality Improvement Award Partnership (CQIA) awarded a Gold Innovation Prize to Cartus for its "Small Shipment Containerized Program," a program that uses Atlas Accel exclusively.

"Accel has performed in the market just as anticipated," says Greg. "It has carved a unique niche with its combination of speed, security, and simplicity. We are confident that, as more customers experience this service option for themselves, its popularity as a complement to traditional choices will continue to grow."

Customers interested in Accel can access information, pricing, and ordering assistance through Atlas agents and online at the Atlas public web site. Visit: www.atlasworldgroup.com/accel



Serving Customers in Major Metro Areas.
Accel now provides door-to-door service in 58 of the nation's largest metropolitan areas.



Agenda – The 41st Annual Forum on Moving

April 24 & 25, Chicago Marriott Downtown, Chicago, Illinois

Thursday, April 24, 2008

10:00 a.m. – 10:30 a.m. OPENING GENERAL SESSION

Call to Order & Welcome: **JIM STAMM**
Chairman & CEO
Atlas World Group, Inc.

Remarks: **GREG HOOVER**
President & COO
Atlas Van Lines, Inc.

10:45 a.m. – 12:00 p.m. WORKSHOPS I and II*

WORKSHOP I – "HOW TO STAY ENERGIZED IN A CHANGING WORLD"

What does it take to keep your focus and remain productive amid the stresses and shifts of today's business environment? Certified Speaking Professional Greg Risberg puts people in touch with their own intrinsic value and helps them to think about what is most important in their lives. Expect to fine-tune your personal balance through laughter and inspiration in this "hilariously informative" session.

Introduction: **MARK SPIEHLER**
Vice President,
Rating & Distribution Services
Atlas Van Lines, Inc.

Presenter: **GREG RISBERG**
Professional Speaker

WORKSHOP II* – "KEEPING UP WITH CHANGE"

Real estate inventory overages. Loss on sale assistance. Mortgage assistance. What policy changes do you need to make? This panel will address policy components which have changed within their companies. Find out why policy changes were implemented and how modification impacted transferees and new hires.

Moderator: **RYAN McCONNELL**
Senior Director,
Sales Development
Atlas Van Lines, Inc.

Presenters: **PAT MARRONE**
Manager, Relocation
Progressive Insurance

MILTON SHAW
Manager,
Relocation & Fleet Services
Deere & Company

12:15 p.m. – 2:00 p.m. SECOND GENERAL SESSION

Presiding: **GLEN DUNKERSON**
Vice Chairman & COO
Atlas World Group, Inc.

Principal Address: **BEN STEIN**
Economist, Lawyer, Author,
TV Personality and Film Actor

2:15 p.m. – 3:30 p.m. WORKSHOPS III and IV*

WORKSHOP III – "HOW TO STAY ENERGIZED IN A CHANGING WORLD"

(Repeat of GREG RISBERG'S Workshop I)

Guest Speaker: **GREG RISBERG**
Professional Speaker

WORKSHOP IV* – "A NEW VIEW OF THE WORLD"

In today's diverse, global business environment, relocation is the wheel that keeps companies moving. Do you know what it takes to initiate and maintain an effective international relocation policy? Hear this panel of your industry colleagues explain the "secrets of success" to international relocation. Learn to develop an effective policy, maintain your policy, and implement and execute the policy standards.

Moderator: **JACK GRIFFIN**
President
Atlas Van Lines
International, Inc.

Presenters: **GAIL DeVITO**
Senior Manager,
International Executive Services
KPMG LLP

LUIS ROQUE
Chief Traffic Management Branch
United States Department of State

WILLIAM TAYLOR, GMS
Employee Relocation Manager
Chemonics International, Inc.

3:45 p.m. – 5:00 p.m. WORKSHOP V* and VI*

WORKSHOP V* – "DEFINING THE HOUSING MARKET"

As relocation continues to be driven by a fluctuating housing market, understanding the impacts and implications of the market will assist in developing a successful relocation policy. Join Jed Smith, a Managing Director with the National Association of Realtors, as he takes a look inside the housing market statistics and implications for today and tomorrow.

Introduction: **BARBARA COX**
Director,
Marketing/Communications
Atlas Van Lines, Inc.

Presenter: **JED SMITH**
Managing Director, Quantitative Research
National Association of Realtors

WORKSHOP VI* – "PROFESSIONAL VAN OPERATOR...DO YOU MEAN DRIVER?"

...maybe you've known them as truck drivers. We all know that moving household goods starts with a relocation professional. But, do you know how a Professional Van Operator delivers on our commitments? From a panel featuring three of Atlas' most renowned professionals, develop a perspective on how relocation policy impacts services and gain insight into 'tricks of the trade'.

Moderator: **DENNIE LYNN**
Sr. Vice President,
Transportation Services
Atlas Van Lines, Inc.

Presenters: **FRANK KAWALSKI**
Professional Van Operator
Alexander's Mobility Services

PERRY SCHRECENGOST
Professional Van Operator
Weleski Transfer

ROB KRANER
Professional Van Operator
Celina Moving & Storage

6:30 p.m. – 7:30 p.m. RECEPTION

7:30 p.m. – BANQUET & ENTERTAINMENT

Presiding: **GREG HOOVER**
President & COO
Atlas Van Lines, Inc.

Special Entertainment: **MICHAEL CAVANAUGH**

Friday, April 25, 2008

8:30 a.m. – 10:30 a.m. BREAKFAST & CLOSING GENERAL SESSION (Breakfast served until 9:15 a.m.)

Presiding: **GLEN DUNKERSON**
Vice Chairman & COO
Atlas World Group, Inc.

Keynote Address: **MARK SCHARENBOICH**
Certified Speaking Professional

Forum Adjournment

*World Wide ERC (S)CRP Recertification Credit





World Group Report

Atlas Enters 2008 Completing Strategic Initiatives

Members of the Atlas World Group Board of Directors held their annual planning meeting during January. The agenda covered current developments of strategic significance to the long-term success of Atlas companies.

“Part of the long-term vision for Atlas is to ensure a strong and capable leadership force for delivering success well into the future,” says Chairman and CEO Jim Stamm. “Finding and developing the right people is critical.”

Jim notes the succession plan has unfolded as planned with the promotions at Atlas World Group, Atlas Van Lines, Atlas International and Atlas Canada, as noted elsewhere in this *Amplifier* (see stories on pages 8, 9, 26, 38 and 39).

“I am pleased to say we have put the right people in place and are providing them the support they need to excel,” says Jim. “Ultimately, it is my goal to see that all the pieces are in place for the continuing success of every Atlas business entity.”

Process Initiatives Bring New Efficiencies.

Progress on two key process initiatives is also enabling the company’s success. In January, Atlas Van Lines culminated an 18-month effort to achieve ISO compliance with the attainment of ISO 9001:2000 certification. In March, six weeks after the board meeting, Atlas completed the successful reorganization of its RSG and STG operating

Now, we’re proud to announce that our quality management processes are ISO certified.

We’re wearing it like a shiny badge of honor.

units, creating new business opportunities for Atlas agents and owner operators.

“We have entered 2008 in the best position to optimize our performance,” says Jim. “While we cannot control the economic forces that affect our industry, we can make sure we are prepared to handle our business efficiently and profitably. That is what we are doing, and will continue to do, through our commitment to **integrity, quality and solutions.**”



BOARD OF DIRECTORS



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Glen Dunkerson
Vice Chairman & Chief
Operating Officer
Atlas World Group, Inc.

In the Click with Customers

Web Development Program Offers Agents Affordable Option

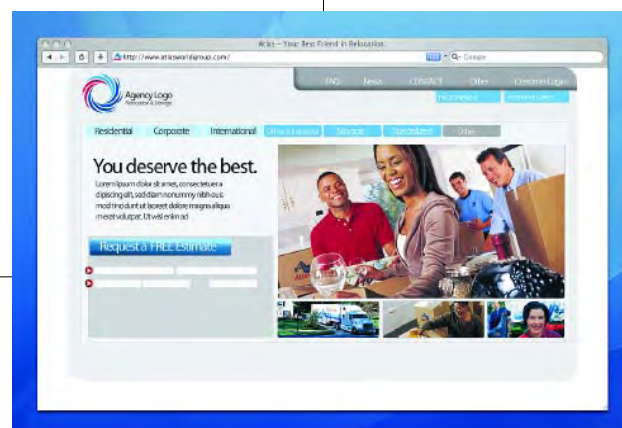
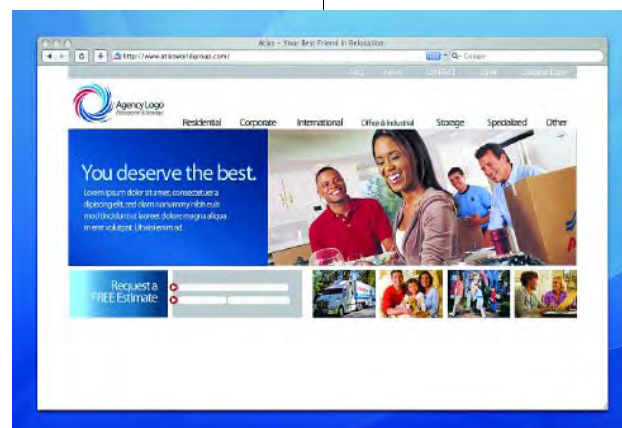
Atlas is reinforcing its commitment to help agents succeed in the market with a new tool for marketing via the Internet. "We've created this to give our agents a simple and affordable means to develop an effective Internet presence," says Director of Marketing Communications Barbara Cox. The Agent Web Development Program will provide four basic design choices and a generous menu of options. The large number of possible combinations will allow the agent to create a unique web site that is consistent with the Atlas graphic identity.

"To develop a comparable web site from scratch would likely cost an agency business between \$7,000 and \$12,000," says Barbara. "The estimated cost under this program ranges from \$1,000 to \$2,000, depending on the choice of layout and navigation options. Atlas is investing in the development to leverage it across our agent network and make it affordable, especially for smaller businesses."

The program will be sold via the Atlas SLS, where the buyer can preview choices and pricing before submitting an order. The Atlas agent is responsible for providing the text of its content.

"We've tried to make the entire process straightforward," says Barbara. "This is a great opportunity for any Atlas agent who wants to add a professional web site to their marketing mix."

The Atlas Agent Web Development Program provides a ready-made array of web site designs and options to create a fully functional, professional web site. Agents can choose from a variety of high quality photographs as well as personalize their sites by using their own photos. The program will launch via the Atlas SLS this spring.



"Best Ever" Atlas Symposium Wows 'Em in Texas

"It was time well spent," says Gregg Imlach, President of Imlach and Collins Brothers (1132) in Dallas, Texas. Gregg was among Atlas agents in attendance at the 2008 Atlas Symposium. The biennial learning opportunity took place February 14 and 15 at the Dallas-Fort Worth Hyatt Regency. It was the first time the event had been held outside Evansville, Indiana.

A team from Atlas Headquarters led a full day of workshops on Thursday, covering the latest on the Atlas Tariff, Accel, Avail Resource Management, Contract Administration, Marketing programs, and the reorganization of Atlas RSG and STG divisions. In conjunction with the event, the Atlas STG Conference focused on issues related to commercial business. The meetings gave agents the chance to ask questions and join group discussions.

"This was a chance for our agents to get first-hand information on what's going on at Atlas and the programs we provide to help them succeed," says Atlas Van Lines President and COO Greg Hoover. "The agenda was well suited to their interests and needs—we received a lot of very positive feedback."

"I thought the meetings had good content," says Larry Lammers, CEO and President of Ace Relocation Systems (99). "The information

was pertinent to both sales and operations and ultimately tied them together. I think most agents would benefit by having a representative at the Symposium."

"Several agents told me this was the most informative of any symposium they have attended," says David Coulter, Vice President of Sales, Atlas STG. "Based on the amount of interaction I noticed, there was clearly a lot of interest and involvement among those in attendance," says David.

"The Symposium is a great way to stay current with what Atlas is doing to drive business to agents," says Gregg Imlach. "It's good to see Atlas taking an aggressive approach as a marketing partner and leader."

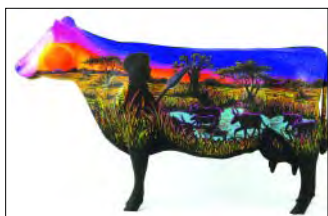


Following breakfast on Friday morning, attendees enjoyed listening to keynote speaker Mike Hourigan, CSP, aka "the workplace commentator."





The 2006 Grand Prize Winning Entry "Revol-moo-tion" created by Mary Regina B. of Notre Dame Preparatory in Towson, Maryland. The life-sized cow casts are made of plaster and fiberglass and weigh 125 pounds each. They stand 5 feet 2 inches tall, measure 8 feet from nose to tail, and are 36 inches wide at the shoulders. Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America. The company operates 1,743 stores in the United States and Canada with annual sales of \$42.3 billion in 2007.



Cows as Art

A "Mooving" Experience

You might think of it as a contemporary cattle drive. Safeway has named it "Lucerne® The Art of Dairy™ Art Contest." The supermarket giant has conducted the cow-themed competition each of the last three years to encourage and reward the creativity of young artists. For the second straight year, Atlas STG coordinated a transportation solution to make all the details unfold as smooth as cream.

The contest begins with entries by middle school, junior high school and high school students (ages 12-19) in 21 states and the District of Columbia. Each submits an idea on "Cows and History." Judges select thirty finalists who receive a life-size cow sculpture and a \$250 budget for supplies to render their artistic vision.

Nimble Hoof Work

Account Manager Nick Travelstead along with his project coordinator Patty Brooks and booking agent Advance Relocation Systems (59) got things rolling with a call to Atlas STG, which corralled the necessary cowhands, including 11 capable Atlas agencies.

STG Planner Richard Bland scheduled a pickup of the 30 cow casts from the manufacturer in Chicago. The logistics were somewhat typical of what Atlas STG does routinely – thread multiple destinations together with timely efficiency. But the nature of the item made this particular job unusual.

"The cows were made of plaster, so preparing them for transport required a combination of padding and ties," says Richard. "When two or more cows were shipped together, we separated them with bubble wrap for added cushioning."

Most of the cows were delivered during a three-day window in mid-February. All arrived at the schools in time for the student artists to work their bovine bravura.

Judges made the rounds during April. In all, the contest awards \$58,500 in cash prizes to students, teachers and schools, including \$20,000 for the grand prize-winning school plus \$5,000 apiece for student and teacher.

And the winners are...

Check out the winners along with all the entries at: www.artofdairy-artcontest.com



Puttin' on the Glitz

Titan Global helps ready beautiful new entertainment complex

Downtown St. Louis boasts a beautiful new landmark. Just a few blocks north of the famous Gateway Arch and within whistling distance of the Edward Jones Dome, Lumiere Place welcomes guests from all over the world to a stunning \$500 million entertainment and hospitality complex.

Over the past year, Pinnacle Entertainment engaged Titan Global Distribution to help bring the complex to completion with logistics services for Lumiere Casino and the adjoining Four Seasons Hotel.

Titan coordinated the transportation, warehousing, delivery and installation of furniture, fixtures and equipment for the 200-room hotel, which includes an 11,450 sq. ft. spa and fitness center. The hotel connects to the casino via a parking garage and commons area that houses

upscale shops, restaurants and offices.

For the casino, Titan provided warehousing and installation of furnishings, fixtures and equipment, including the placement of stools for 2,000 slot machines. Involvement with the projects began in March 2007 and wrapped up with the hotel's opening in early February.

"Seeing that the furniture, fixtures and equipment were in place on schedule made up the vast majority of our involvement with the project," says Tiffany Hackett, Titan Global Installation Account Manager. "But we also made sure the operating supplies and consumables – towels, kitchen ware, cleaning supplies, and other service items – were in the hands of the hotel staff for a complete, guest-friendly finish."



This beautiful project has nice legs.
7032 of them, to be exact.

Or 201 tables, 1319 chairs and 1429 stools.
Titan Global Distribution is proud to have coordinated the warehousing, delivery and installation of furnishings for Lumiere Place. Here you'll find the right touch of comfort and elegance... and the legs to become your favorite gaming destination.

We'll see you there.



A St. Louis based provider of logistics solutions – worldwide.

transportation • warehousing • installation

www.titan-global.com



TM & © 2007 Atlas Investment Company, Inc.

©2007 Titan Global Distribution, Inc.

MC-481416

Titan Global Distribution ran this ad in a special circular that publicized the grand opening of Lumiere Place casino and entertainment center in St. Louis, Missouri, in late December. In addition to the casino, the \$500 million project includes two hotels, seven restaurants, a business center, banquet facilities and boutique shops. "Lumiere" is "light" in French, a nod to the city's cultural heritage and characterization of the unique hotel tower, which is illuminated from within at night to create a stunning arc of light on the riverfront.



Jack Griffin New Head of Atlas International

Brings Industry Savvy and a Vision for Excellence

Atlas is pleased to welcome Jack Griffin as President of Atlas International with responsibility for leading the company's international forwarding operations, including Atlas International, Red Ball International and Vanpac. He will lead the international companies out of the Atlas International office in Seattle, Washington.

Jack comes to the position with 14 years of industry experience and says he is ready to take Atlas International forward through the pursuit of operational excellence and the development of partnerships with the Atlas agency family. "My goal is to make Atlas International a 'marquee subsidiary' of Atlas World Group," says Jack.

With a strong background in sales and marketing, he plans in the near term to assess the market's perception of Atlas International and how the value proposition might best be communicated.

"We enjoy outstanding name recognition through our association with the Atlas brand. Building on that, we want to make sure prospective partners and customers can easily differentiate us in the market place."

Jack sees promising potential for new partnerships with Atlas agents whose national accounts may have unmet needs for international services. "Working together, we can leverage existing relationships to develop new business opportunities," he says. "That will be a prime focus of our sales efforts."

Most important, he believes, is supporting agents and enabling their success. "I am an advocate of a strong agent family and I believe by working in harmony with our agents we can create win-win scenarios. I envision our people serving as an extension of the agent's organization to make the most of opportunities in the international market together." Jack completed undergraduate studies at Wilfrid Laurier University in Waterloo, Ontario. He began his working career at Xerox Corporation and in later years with Steelcase Inc. During his tenure with Steelcase, he completed graduate studies at Columbia University in New York, NY.

Jack entered the transportation industry in 1994 as Vice President, Sales & Marketing with Allied Van Lines in Canada. In 1995, he was promoted to Vice President of Sales and Marketing with Allied International in Naperville, IL. In 2000, he was promoted to VP Network Development and managed Allied's international business in 38 countries around the world. The following year he became Executive Vice President with North American Logistics. Most recently, he worked as Senior Vice President of Business Development with Bekins Van Lines based in Chicago.

A fitness enthusiast with a penchant for playing squash, Jack has coached high school lacrosse and admits to being an avid golfer and, not surprisingly, a fan of travel. He and his wife,Carolynn, have a daughter in college and a son in high school. Reach Jack by e-mail at: jgriffin@atlasintl.com



Jack Griffin, President of Atlas International, brings 14 years of industry savvy and a commitment to help Atlas agents develop opportunities for new business in the international market.



Front & Center

Being visible to existing and potential customers is an important part of the marketing mix for any business. For Atlas Canada, this means participation at various conferences and trade shows throughout the year. To maximize its return on investment, Atlas Canada is very selective about which events it participates in. To date, its focus has been on networking with its major real estate partner (Royal LePage) at their regional and national events and having a strong working relationship with the largest human resources association in Canada.

This year started with a flurry of activity on both counts. First, there was Royal LePage's East Coast Conference in Halifax near the end of January. Delegates came from the four Maritime Provinces and Atlas had agent participation from all of the represented locations. This two-day event coupled with the evening social events gave Atlas agents the opportunity to network with real estate brokers and sales agents from their local areas.

In February, Atlas Canada President Bob Clark joined Royal LePage's top 1% of sales performers (known as the Chairman's Club) as their guest and keynote speaker at an exclusive event in Nassau. Here, Atlas Canada was recognized as this leading real estate organization's "Preferred Mover" for the 13th consecutive year. Royal LePage also announced that Atlas Canada has been named its "Corporate Partner of the Year for Royal LePage Women's Shelter Foundation."

2008 also marked the fourth year that Atlas Canada has been involved in the HRP AO (Human Resources Professionals Association of Ontario) annual conference and trade show. This event is the second-largest HR conference in the world after SHRM in the United States. According to event organizers approximately 4,000 delegates attended.

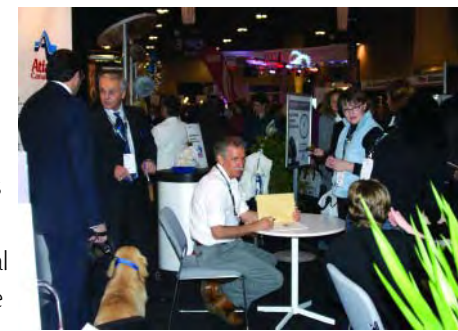
Atlas chose to become a "Conference Gold Sponsor" and a workshop presenter for a session called "The Evolution of Relocation." This enhanced level of participation included a full-page Atlas advertisement in the conference program, extensive signage throughout the convention hall, on-stage

recognition from the master of ceremonies and, most importantly, sponsorship of the opening keynote speaker. This venue was specifically chosen for its high visibility as the kickoff for the conference and for the unique speaker. Also, President Bob Clark had the honor of introducing the speaker after delivering a powerful Atlas branding message. Joining him on stage was Atlas Canada's unofficial mascot, "Angus the Wonder Dog."

The opening keynote speaker, Ian Thomas, wowed the crowd with his presentation, "The Power of the Pride." Ian, who started out with a degree in business, found his true passion in the wilds of Africa where he studied lions in close quarters for more than 30 years. In his address, he clearly demonstrated how modern business teams have everything to learn from the superbly effective structure of a lion's pride. The social interaction, hunting techniques and defense strategies among individual lions with vastly different personalities, strengths and weaknesses are strikingly resonant of the core characteristics of today's business units.

After the keynote address, Ian joined the Atlas crew at its superbly positioned double booth (right inside the entrance to the exhibit hall) for the signing of his book. As people lined up for the signing, Atlas agency salespeople engaged them in conversation and handed out literature and business cards.

The exposure for the Atlas brand was exceptional. Hundreds visited the booth throughout the conference and trade show. As usual, the "Free the Puppy" game was a big hit and the lucky winners took home a soft, cuddly Atlas Gund puppy. Seven Atlas agents participated and helped man the booth, and made useful contacts for future business. All agreed it was time well spent.



Author Ian Thomas with Atlas Canada President Bob Clark at the HRP AO annual conference and trade show. Atlas Canada served as "Conference Gold Sponsor," which included sponsorship of Ian's keynote address on "The Power of Pride."



Cornerstone
Relocation Group

Turbulent Times Call For Action



Story by Ron Labin,
CRP, GMS, Vice
President of
Global Business
Development,
Cornerstone
Relocation Group

As I write this article, the headlines of the day include: "Housing Starts Plunge 14%, Marking Lowest Level Since 1991" "Oil Prices Pump Up Trade Deficit" "Emerging Markets Feel Drag of U.S." The majority of companies are feeling the effects of the U.S. economy in one way or another. As a relocation professional, how can you ease the pain for your organization as well as for your transferring employees?

First and foremost, ensure that your policy is in line with your company's overall strategic goals and objectives. For example, is your company experiencing recruiting problems due to the downturn in real estate markets? How can your relocation policy be tweaked to help address this issue? Are current employees turning down relocation opportunities because of personal financial difficulties? Regardless of economic conditions, the reality is that business must go on and companies still need to recruit and retain key talent to remain competitive—perhaps even more so in tough times.

It's important to keep a 30,000-foot perspective. While the cost of your relocation program may go up, the resulting competitive advantage by having the right person in the right job could be critical. Review each relocation policy component to see where you can enhance benefits in certain areas to meet recruiting and retention efforts; but perhaps tighten the belt in other areas to keep the incremental costs of the enhancements to a minimum.

Cornerstone suggests looking at the following policy components:

Loss-on-Sale.

As the real estate market continues to return to normalcy (we're reluctant to say "decline" since it's really been over-inflated over the past few years), transferees are declining relocations due to the loss on their investments. By offering to share in that loss, you might increase relocation acceptance rates. Cornerstone suggests that you do not include capital improvements in the calculation and that you have the transferee participate in the loss as well. For example, pay 80% of the loss rather than the entire amount

of the loss. We also suggest that you place a maximum dollar amount on the policy provision (e.g. \$20,000). These last two steps will help maintain costs. Remember, this additional payment to the employee will be considered taxable income, so the next step is to decide whether or not to gross-up the payment.

Mandatory List Price and Marketing Times.

The majority of companies offer home marketing assistance to employees. Be sure that your policy requires employees to market their homes for a minimum of 60 to 90 days prior to accepting any guaranteed offer. Furthermore, ensure that they list their homes to sell! Many companies require a list price within 105% to 107% of the guaranteed offer as determined by appraisals—or 105% to 107% of the most probable sale price as determined by the average of two broker market analyses in a "buyer value option" situation. Today, you may even want to lower that to 103%. History has shown that properly priced homes sell much more quickly.

Review Processes as Well as Policies.

To help ensure that appraisals are coming in as close to the ultimate sale price as possible, review the instructions that you or your relocation management company are giving to appraisers. Consider having properties appraised in "vacant condition" versus "as is" condition since chances are the home will be vacant when being marketed. Also, make sure the instructions state to appraise the home based on a 90- to 120-day marketing time versus normal marketing time. This will cover those depressed markets where inventory has reached over 120 days. ■

The above examples are just the tip of the iceberg in terms of possibilities to provide a more competitive policy while keeping costs at bay.

To engage Cornerstone Relocation to assist in reviewing your policy, contact me, Ron Labin, at 800-443-7356 or 908-484-1027 or rlabin@crglobal.com. Visit Cornerstone on the web at www.crglobal.com

Atlas World

News and Information



1,850 cyclists came to New Bern, North Carolina in September to take part in Bike MS. Security Relocation Group served as sponsor and provided key logistics services. The event raised \$1.44 million to benefit people affected by multiple sclerosis.

Security Helps Bike MS

A weekend in late summer is a good time for an invigorating bike ride. Especially when it raises money and awareness to help others. These goals brought 1,850 cyclists and 300 volunteers together for Bike MS on September 8 and 9 in New Bern, North Carolina. And it's why, for the second year in a row, Security Relocation Group acted as sponsor for the annual event.

"We did this for our friends and neighbors who are living with MS," says Wes Thornton, Executive Vice President, Security Relocation Group. "This fundraiser is important because it provides meaningful support to them."

Bike MS is the largest organized cycling series in the country. It provides a scenic, challenging ride for both the experienced cyclist and the energetic novice. The Eastern North Carolina tour features courses of 30, 75, and 100 miles.

John Powell, General Manager of Security Relocation Group's commercial warehouse operations in Goldsboro, North Carolina, has ridden in the event every year since 1995.

"I became interested several years ago when my ski club volunteered to set up rest stops and provide food and drink for the riders," says John. "Being in the transportation business, I helped connect the trucks and people to handle the movement of materials."

Security's crews loaded the goods from locations in the Raleigh, North Carolina area on the morning of September 7 and transported them to the staging dock in New Bern. From there they coordinated the loading of three trucks, filled to capacity with all the essentials – tents, sound systems, signs and banners, t-shirts and more – plus the

food and water to supply the six rest stops.

"This event could not happen without the support of amazing sponsors like Security Relocation Group," says Chapter Director of Corporate Communications Staci Barfield. "Through the organizational efforts of Wes Thornton and John Powell, and the hard work of drivers Charles Wilson, Robert Medlin and Kenneth Wade, the loading, unloading, and transport of our event supplies ran like clockwork."

Thanks to the Security team and the many other volunteers who pulled together, the 2007 Bike MS weekend event in Eastern North Carolina raised \$1.44 million. Will that same synchronicity be on tap to make 2008 Bike MS the biggest and best ever?

"We've already committed," says John. "Helping out for this is something we all look forward to."

About Bike MS

The Bike MS tour is a signature fund-raiser for the Eastern North Carolina Chapter of the National Multiple Sclerosis Society. Sixty percent of the funds goes to programs and services for people and families living with MS in a 49-county area served by the chapter; 40 percent goes to national research initiatives and programs. The 2008 Bike MS will take place September 12-14 with a goal to attract 2,000 cyclists and raise \$1.6 million.

MS is the #1 disabling disease among young adults in the United States. For more about MS and the 100 Bike MS events taking place across the U.S. this year visit:

www.nationalmssociety.org



Moving the Blues



ABC Moving & Storage (20) has entered an exclusive agreement as the official movers for the St. Louis Blues organization. ABC is responsible for all relocations, domestic or international, of players, scouts and executive office personnel for three years concluding in September 2010. In addition, ABC is proud to serve as an official sponsor for the team, including sponsorship of the "Move of the Game" promotion. At each home game, two lucky patrons from upper level seats are "moved" to seats near the ice.

"We are excited about the new season and the chance to work with a team that is dedicated to winning its fans back. Their commitment and enthusiasm was the deal-clincher for ABC," says ABC Chairman and Atlas Board Member Tom Hoover.



Left to right: Todd Candela, Relocation Consultant, ABC; Deni Allen, Director of Sponsorship, Blues; Dennis Dolan, Premium Sales Executive, Blues; Doug McGregor, President, ABC; Rebeckah Hoover, CEO, ABC; Tom Hoover, Chairman, ABC.

ARC Milwaukee Honors Atlas Board Member

John and Carole Steiner were the 2007 ARC Milwaukee Golf Challenge Honorees at the 24th annual Golf Challenge Outing. The organization recognized them for their longstanding commitment to ARC as well as their dedication to numerous business, civic and charitable causes.



Chairman of the Ace World-Wide Group of Companies and Atlas Board Member John W. Steiner and his wife, Carole, were honored for their support of ARC Milwaukee at the organization's 2007 Challenge Golf Outing. The event took place on September 24 at the Blue Mound Golf and Country Club in Wauwatosa, Wisconsin.

About 230 banquet goers and 100 golfers (including former Atlas Chairman Mike Shaffer and Atlas Van Lines President and COO Greg Hoover) took part in the event, which featured live and silent auctions. Proceeds totaling over \$100,000 will support services in the Milwaukee community for adults and children who live with mental retardation, autism, epilepsy, cerebral palsy and brain injury. It was his love of motorcycle riding that led John to

become interested in ARC, when riding buddy Dave Anderson first brought the organization to his attention back in 1995.

"Dave Anderson and his wife Carol have a son who benefits from the services of this organization," says John. "Dave is the former owner of MilSCO, which manufactured seats for Harley-Davidson. ARC is a nationwide organization that provides unique services not filled by any other group. Financial support is essential to its continued success."

John's other interests include serving on the boards of the Children's Hospital of Wisconsin and the Children's Hospital President's Council; Director of St. Mary's Hospital Foundation-Ozaukee; member of the Greater Milwaukee Committee; the Milwaukee School of Engineering Corporate Board; and the University of Wisconsin-Milwaukee Board of Visitors at its School of Education.

Carole spent 13 years as a teacher in Milwaukee and Los Angeles. She has been a long-time supporter of Little League Baseball and served as the secretary of the Glendale Little League for many years. She has also served on the Board of Directors of the Midwest Athletes Against Childhood Cancer (MAACC).

Helping Phillip's Wish Come True

It started with a little boy who has a heart the size of Texas. In the cold winter months of 2004, seven-year-old Phillip Pruitt was worried about his dad. The man, suffering from mental illness, disappeared from home to wander the city. Phillip and his mother drove up and down the streets of Dallas looking for him. The youngster wondered: Is daddy keeping warm? Are the other people keeping warm?

So, he and his mother gathered blankets for the people they saw spending nights out in the cold. Their dedication snowballed. This year, the organization they started, Phillip's Wish, inspired an army of supporters who collected and distributed more than 16,000 blankets – plus gloves, hats, coats and toiletries – to the homeless in Fort Worth, Dallas.

Among the supporters was an Atlas agency with a big heart, All Points Pioneer (316). President Randy Moore says public service is an important part of his company's mission. "When we heard about this, we knew we had the trucks, the people, the facilities to help...so our response was 'yes, let's get involved.'"

In November, All Points Pioneer sent a trailer and representative to Keller High School, where students spent

the night outdoors in boxes. This "Sleep Out" was one of several events designed to raise awareness of homelessness and collect items for Phillip's Wish.

All Points Pioneer transported and stored donations in its warehouse. On December 16, Randy's family and volunteers from the agency joined a rally and caravan to the city. Working from the back of the truck, they put the goods directly into the hands of the people who needed them.

"This was an opportunity for us to help some folks who really need our help," says Randy. "We're already committed to helping again next year. This is a truly worthwhile cause."

To learn more about Phillip's Wish and how to help, visit: www.phillipswish.com.



Cartus Earns Gold Innovation Award with Accel

Atlas Van Lines is pleased to have helped Cartus earn a prestigious Gold CQIA Innovation Prize from the Connecticut Quality Improvement Award Partnership (CQIAP). The award recognizes Cartus for its "Small Shipment Containerized Program," a program that uses Accel. It was presented at the 20th Annual CQIAP Conference on October 19 in Westbrook, Connecticut.

"It's clear that applying innovative thinking can support efficiency and improve customer satisfaction," said Pat

DeDonato, Vice President of Supply Chain Management for Cartus. "By partnering with Atlas on our small shipment containerized program, we've been able to do just that."

"We're very excited that Cartus was honored for using the Accel system," says Atlas Van Lines President and COO Greg Hoover. "But we're more excited that Accel can provide Cartus customers with a better, faster, safer and more efficient alternative to the traditional household goods transportation pipeline."

Cartus Presents Jacket to Mike Shaffer

Kevin Kelleher, President and CEO of Cartus presented Mike Shaffer, Chairman of Atlas World Group, Inc. (now retired) a Harley-Davidson jacket (with the Cartus logo embroidered inside) at the 2007 Cartus Supplier Global Network Conference in Denver, Colorado, on October 22. "We want to thank Mike for his commitment to Cartus and show our appreciation for our strong partnership with a gift he can enjoy in his retirement," said Kevin. "We all wish him the very best."



Cartus President and CEO Kevin Kelleher with Atlas Chairman Mike Shaffer (now retired).

ENGAGING AND EDUCATING

Alexander's Brings Fresh Approach to Open House



When you hear the phrase "open house," you probably think of food, refreshments and pleasant conversation. But when the sales and marketing team at Alexander's Mobility Services in Baltimore (214) started to plan a November grand opening of their new facility, they decided to add a twist.

"We asked ourselves, 'what would draw people to a warehouse?'" says Communications Manager Pam Deem-Hergen. "We thought it might create interest to offer them a behind-the-scenes look at the things we do, things they never get the chance to see."

The idea took shape as vignettes to highlight the company's service lines. Alexander's experts, including some flown in from other locations in the company's network, manned the exhibits.

Guests got a firsthand look at virtually every product and service the company provides, including its newer offerings such as Atlas Accel and advanced tools such as Windfall, a web-based system for asset management.

"We docked two trailers and opened them to show how they look when they arrive at the house," says General Manager Bruce Slater. "Our guests could see the way goods are packed, padded and secured, and the equipment we use to load and unload them."

A highlight for some was the opportunity to tour two fully equipped tractors with walk-in sleepers (conveniently parked inside the warehouse) and talk with the professionals who operate them.

"Some of our top operators in special products and household goods were on hand," says Bruce. "It gave our corporate clients a chance to meet the people who are building relationships with customers."

Although the event took place on a rainy day, a brisk and enthusiastic mix of clients and community members braved the elements.

"We had an excellent turnout," says Pam. "People showed a lot of interest, walking around and exploring what we offer. Many stayed for several hours. That was especially gratifying."



The newest Alexander's Mobility Services facility houses offices and warehouse in the "Crossroads@95" business park east of Baltimore. The company held an open house in November to showcase the 130,000 sq. ft. custom building. It features 118,000 sq. ft. of warehouse space and a state-of-the-art system for inventory control.

Reinforcing Performance

Meetings Cover Topics Critical to Success

January 19 signaled the start of a 14-week communications marathon. Since then, at locations across the U.S., an Atlas operations and safety team has spent every other Saturday bringing Atlas agency personnel "up to speed" on developments affecting business performance and van operators.

"These meetings are critical to Atlas agents and the van lines," says Dennie Lynn, Senior Vice President of Transportation. "They are so important, this year we've expanded the number of locations from four to nine, including a final meeting in Evansville on May 10."

High on the agenda is the reorganization of Atlas Van Lines' RSG and STG operations (see story on page 8).

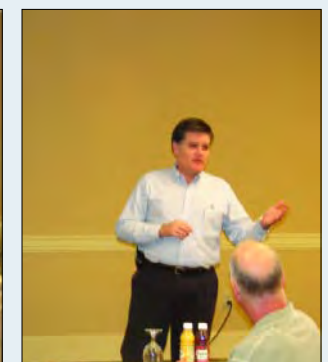
"These meetings allow us to educate our professional van operators on the new revenue opportunities available to them with our reorganization," says Bob Zimmerman, Senior Vice President and General Manager of Operations. "The household goods market has softened, complicated by undisciplined pricing and rising fuel costs. The good news is, we're finding more hauling opportunities for household goods operators who are willing to take on STG assignments."

Just as important, the meetings include a primer on Safestat, a performance-based system for safety analysis.

"We use Safestat to monitor our overall safety fitness," says Dennie. "To emphasize the importance of understanding and complying with it, we require attendance by an agency safety representative as a prerequisite of eligibility for the Atlas World-Class Commitment and Milton M. Hill Quality Award."

Bob and Dennie note the meetings have been well attended, with a high level of participation and much positive feedback.

"This is a healthy sign," says Dennie. "It shows that Atlas agents and operators are staying on top of things that help them perform safely and profitably."



The Atlas operations and safety team conducts one of nine meetings held in locations across the country with van operators and agency operations personnel. The Atlas traveling team includes: Bob Zimmerman, Senior Vice President and General Manager of Operations; Bill Travelstead, Vice President of Operations Support; Dennie Lynn, Senior Vice President of Transportation; Jeff Schimmel, Director RSG Region II Operations; Phil Wahl, Director of National Accounts; and Rick Kirby, Safety Director.

“One Happy Island” meets “One Exceptional Group”

President’s Club Relaxes in Aruba

What’s it like to spend the better part of a week during the late winter on a beautiful and accommodating island in the Caribbean?

“Fantastic,” says Chris Wing with Powell Relocation Group (1657). Chris and his wife, Karla, were among the Atlas agency sales professionals and guests who relished the balmy breezes of Aruba on this year’s President’s Club trip. “We had fun just lounging on the beach and snorkeling in the clear water around the reefs,” says Chris.

“Outstanding,” is how Ken Neisner with Specialty Moving Systems (1811) describes the experience. “We had a great time and couldn’t have enjoyed it more.” Ken and his wife, Mershon, especially enjoyed riding the wave runners. “We were the only ones in the group in our sixties, riding with the rest of the 20-year-olds.”

Atlas hosts the President’s Club trip each winter for agency sales professionals who booked at least \$2 million in business between July 1 and June 30. This year, 20 agency producers and their guests took part.

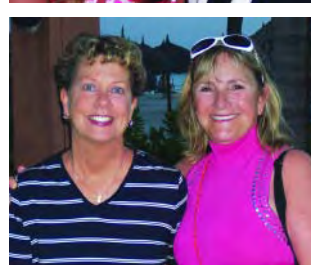
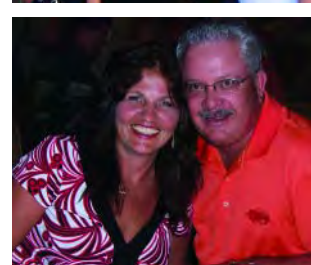
“This event is especially nice, a fitting reward for our top producers and their hard work,” says Atlas Van Lines President and COO Greg Hoover. “It also gives us the chance to spend some time together and get to know one another better...that’s good for all of us.”

Besides the tropical pleasures, networking opportunities added a pleasant enhancement. “We made some really good friends and learned a lot from them,” says Chris. “It’s amazing how knowledgeable those top Atlas bookers are.”

It was the first President’s Club outing for the Neisners and Wings. Will they be on board next year?

“Definitely,” says Ken.

“Now that we’ve been,” says Chris, “I’ve made it my goal to earn this trip every year.”



2007-2008 President’s Club Winners

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

Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Dawn Alexander	Thomas Alexander	Brother-in-law	Driver Personnel Supervisor, Headquarters
Doug Auld	Fraser Auld	Son	President and COO, Atlas Van Lines (Canada) Ltd.
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Will Bean	Son	Van Operator, Ace Transfer & Storage (1406)
Sue Chandler-Beck	Christopher Beck	Stepson	Director, Corporate Meetings, Headquarters
Jennifer Bland	Alan Kissinger	Cousin	Claim Representative, Headquarters
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group
Jerry Bradley	Paul Gibbs	Stepson	Sales Manager, Ace Relocation Systems (43)
	Ben Pangborn	Nephew	
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage (1451)
Jennifer Britt	John Fox	Brother-in-law	Lead Coordinator & Roster Editor, Headquarters
Dawn Brittingham	Jeffrey A. Brittingham	Stepson	Corporate Account Sales, Ace Relocation Systems, Inc. (8)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden, Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co. (440)
Mary Chapman	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Chris Chastain	Christopher Candelaria	Son	Warehouseman, North Texas Moving & Storage (1425)
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
JoAnn Curl	Steven James	Nephew	Van Operator Qualification Coordinator, Headquarters
	Joseph Curl	Nephew	
Adam Dinet	Adam Dinet, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Linda Ellington	Jessica Ellington	Granddaughter's Mother	Administrative Assistant, Marketing Communications, Headquarters
Frances Farthing	Charles Farthing	Husband	O/A & Dispatch, Reads Moving Systems of Norfolk (1725)
Zane Green	Russell Green	Son	Operations Manager, Ace Relocation Systems, Inc. (8)
Susan Gurganus	Bryce Gurganus	Son	On Site Coordinator at Americorp Relocation, Ace Relocation Systems, Inc. (66)
Hazel Powell Hill	J. Keith Powell	Grandson	Sales Representative, Ace Transfer & Storage Co. (1406)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Sossity Laleman	Justice Stevens	Brother	Senior Internal Auditor, Headquarters
Theresa Lillico	Bob Lillico	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiancé	Credit and Collections, Headquarters
Gail McDowell	Matthew McDowell	Brother-in-law	Supervisor, Safety Department, Headquarters
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Robert (Bob) Moffett	Keith Moffett	Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
	Kevin Moffett	Son	
	Robert Moffett	Son	
	Rodney Moffett	Son	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Rick Phillips	Todd Veek	Son-in-law	Assistant Vice President of Government Business, Headquarters
Ashley Pike	Daniel Reeder	Cousin	Administrative Assistant, North Texas Moving & Storage (1425)
Robby Pike	James Williams	Brother-in-law	Vice President, North Texas Moving & Storage (1425)
Tammy Pike	James Williams	Brother	Administrative Assistant, North Texas Moving & Storage (1425)
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
Bonnie Sabo	Michael Hannah	Nephew	Web Programmer, Headquarters
	Jay Hill	Nephew	
	Rick Hill	Nephew	
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)
Mike Townsend	Actively Serving		Mechanic, Atlas Terminal
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Monte Vanover	Seth Vanover	Son	Director of Fleet Maintenance
Edward Walsh	Nathan Flagg	Son-in-law	Vice President, Wood Brothers Moving & Storage (2201)
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Kim Wood	Major Wood	Son	Corporate Accounting, Accounts Payable, Headquarters
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

Personnel Changes at Atlas

Atlas World Group Announces Leadership Succession

Atlas is moving forward with a leadership succession plan that puts its finest at the helm.



Jim Stamm

Jim Stamm has been promoted to Chairman of Atlas World Group, succeeding Mike Shaffer, who retired on December 31. Jim had served as Vice Chairman and CEO of Atlas World Group and CEO of Atlas Van Lines since January 2007.

As Chairman and CEO, Jim leads the entire Atlas organization, including its largest subsidiary, Atlas Van Lines. He works closely with the Atlas Board of Directors to serve the interests of the company and its shareholders,

agents, employees and customers.

Jim's promotion culminates two decades of his leadership at Atlas. He joined Atlas Van Lines in 1987 as President of the Specialized Transportation Group. In 1999, he was named President and Chief Operating Officer for Atlas Van Lines; in 2004, those same titles accompanied his new responsibilities with Atlas World Group.

"Atlas has a rich history of producing successful leaders and promoting from within the company," says Atlas Board Member John Westerberg, Chairman and CEO of Nelson Westerberg (1505). "Jim's rise to the top is a product of

hard work, an eye for innovation and extensive industry knowledge."

Glen Dunkerson has been named Vice Chairman and Chief Operating Officer of Atlas World Group, Inc. According to this plan, Glen will succeed Jim as Chairman and Chief Executive Officer.



Glen Dunkerson

Glen brings 30 years of experience at Atlas Headquarters and exceptional strength in operations. His roles in the organization have included Vice President of Customer Service and Senior Vice President and General Manager of the Specialized Transportation Group. Since September 2006, Glen has provided leadership as President and Chief Operating Officer of Atlas Van Lines.

Glen's expertise has been instrumental in shaping the Atlas quality culture. He has played key roles in establishing important process initiatives, including the Atlas World Class Commitment to Quality and Milton M. Hill Quality Award programs. He played a key role in Atlas

Van Lines' attainment of ISO 9001:2000 certification in January. In his new post, Glen will also serve as an *ex officio* member of the Atlas World Group Board of Directors.

"When I walked through the doors of Atlas Van Lines more than 30 years ago, I realized this company is special," says Glen. "I enjoyed working with the agents, operators and customers from all around the U.S. and Canada. People make a company successful and, given the success of our company, it's obvious we have the right people throughout our organization. It is an honor to serve the Atlas family."

Greg Hoover has been named President and Chief Operating Officer for Atlas Van Lines, Inc. Greg brings over twenty years of Atlas experience at both the agency and corporate levels.

Following an agency career that culminated as President and Chief Operating Officer with ABC Moving and Storage, Greg came to Atlas Headquarters in 1999 in the newly created role of Vice President, Sales. He earned five promotions in his first eight years, most recently serving as the Senior Vice President and Chief Marketing Officer for Atlas World Group.

Greg's career highlights include: visionary for the

corporate re-branding program that introduced the Atlas puppy in 2002; the establishment of Avail Resource Management in 2003; and the creation of Atlas Accel – an expedited transit program – in 2006. A native of Mentone, Indiana, Greg holds a bachelor's degree from Huntington University.

"I feel a special closeness to the Atlas family, as my family has been involved with Atlas Van Lines for almost 40 years," says Greg. "I'm humbled by the chance to play a leadership role in this great organization, and I look forward to the challenges and opportunities ahead."

"These promotions are the final steps in a succession process that began over three years ago," says Jim, "and they establish clear, stable and creative leadership for the future of Atlas. Both Glen and Greg are proven leaders and managers, and they will make an excellent team as we move the company into a new era of success."



Greg Hoover



Robert Zimmerman

Atlas Van Lines Welcomes Robert Zimmerman

Atlas Van Lines welcomes Robert Zimmerman to the position of Senior Vice President and General Manager of Operations. Bob brings three decades of know-how in the transportation industry, including senior leadership roles with Yellow Freight and, most recently, as President and CEO of USF Holland.

Bob's primary role is to ensure Atlas makes best use of its people, technology and resources to deliver outstanding service for customers, agents and van operators. Since joining Atlas in the fourth

quarter of 2007, he has been leading the reorganization of Atlas' RSG and STG operating units.

"Bob brings a wealth of transportation knowledge and leadership to Atlas," said Glen Dunkerson, Vice Chairman and Chief Operating Officer of Atlas World Group. "Bob and the management team have totally embraced the merger of our operating units. This is helping us create more opportunities for our employees and for our agents, customers and professional van operators."

Bob is a native of the Chicago suburb Arlington Heights. He attended Millikin University in Decatur, Illinois.



Joab Schultheis

Joab Schultheis Promoted Director, IT Development, Operations

Joab Schultheis has been promoted to Director, IT Development, Operations. Prior to his new position, Joab worked as a senior business analyst. In his new role, Joab continues his leadership with the teams assigned to him and takes on new responsibilities assigned to an IT Director. "Joab's dedication, customer service attitude and past performance make him an excellent choice for this position," says Mike Neeley, Vice President, IT Development.

Joab is a native of Evansville, Indiana. He earned a bachelor's degree from Wabash College and a master's degree in public affairs from Indiana University in Bloomington.

High Tech Goes Mobile

Atlas Supports Planning and Operations of Deluxe, One-of-a-Kind Rig



The Mitsubishi Digital Electronics Rolling Showroom. Kentucky Technologies in Walled Lake Michigan assembled the unit and Elements in Las Vegas provided a vinyl wrapping. Shetler Moving & Storage consulted with the design team to ensure the trailer would serve as needed. The price tag before consumer electronics were added: \$750,000. "It's a great marketing tool," says Shetler President Bob Shetler. "It's doing the job it is designed for...getting noticed, creating excitement, and producing record sales numbers."

Everyone knows Goodyear® has a blimp. And Remax® has a balloon. Now you can add to that list of icons the Mitsubishi Digital Electronics Rolling Showroom. The 53' custom-built trailer features an expandable footprint that enlarges to 28' wide and accommodates 60 people in classroom seating. It includes a chair lift, bathroom and kitchenette; is equipped with the latest high-definition DLP® and flat panel televisions, mobile Internet, satellite feed, Blue-ray, X-Box and media center hard drives; and is cooled by three 5-ton refrigeration systems, which are powered by the tractor that transports it.

Which brings us to Atlas STG and Agent Shetler Moving & Storage (1830). "For the past several years, we've coordinated an annual summer training tour for Mitsubishi," says Shetler President Bob Shetler. "Last year, they decided to build a custom trailer and deploy it year-round."

The traveling wonder debuted September 13 in Las Vegas. Its primary purpose: to visit electronics retailers, where it serves as a state-of-the-art training facility for sales people and a high-tech showroom for customers.

Professional Van Operator Johnnie Peerman has been overseeing the over-the-road duties, transporting the trailer and keeping it in pristine

condition. It is never disconnected from the tractor nor left unattended. Johnnie says he dusts and vacuums the showroom on day one of an engagement. Day two normally includes an hour for members of the media to tour before the showroom welcomes the public at 9 a.m. Most events conclude at 6 p.m., but some extend until 8 or 9 p.m. When Johnnie retires for the evening, he has a backup keeping watch over the trailer. "We have security guards outside at night," says Johnnie, "and I set up spotlights, so it is well lit."

Atlas STG is responsible for routine inspections and maintenance in the field. "During 2008, the trailer will log about 60,000 miles," says David Coulter, Vice President of Sales, Atlas STG. "It typically spends 3 or 4 days per location, often in conjunction with a sales event. In February, we added several one-day stops to fill out the schedule and include more dealers."

David says that Atlas also keeps a backup van operator and tractor ready, in case they are needed to ensure uninterrupted, superior service.

Eventually, the showroom will appear at selected PGA Tour events (Mitsubishi Electric is an Official Sponsor of the PGA Tour). For now, however, market demand is keeping it busy at retail locations.

For Johnnie Peerman, the only downside is the extended absence from his family, whom he stays in touch with by phone 2 or 3 times a day. However, it's a sacrifice he is willing to make.

"I enjoy being with the people of Mitsubishi...they're like one big family," says Johnnie. "I've been with Atlas since 1962. For me, this is the dream job of a lifetime."

Left: Shetler Moving & Storage and Professional Van Operator Johnnie Peerman coordinate the movement of the Mitsubishi Digital Electronics Rolling Showroom as it crisscrosses the country to promote the latest in home entertainment technology. When the walls are extended, the trailer expands to 1,021 sq. ft., approximately 2-times its original size.

Tracks

Atlas Service is Appreciated

RE: Julia Ives, Barbara Vaughn, Liz Everett and Paul Armstead Paxton Van Lines, Inc. (1610) Springfield, VA

I just recently used your moving service and it was a wonderful experience.

From Julia who set up my move, to Barbara who kept calling to make sure all was well to Liz and the packing crew to Paul and his moving crew it was a great experience.

Moving is very stressful, but their efficient and, more importantly, friendly and caring manner made it stress free.

Your company must be a great place to work, because great employees don't work at mediocre places.

**Blessings,
Blair Kutrow**

RE: Gloria Rowell, Ginger Warpoole, William Chambers, Clyde Gibbs, Jamie Clemons, Rachel Porter and John Gregory Apex & Robert E. Lee Moving & Storage Co., Inc. (278) Antioch, TN

I am writing to thank you for the excellent service we received from the Atlas team (Apex & Robert E. Lee Mvg & Stg Co.) and to report that our shipment to my brother in Harlingen, TX was delivered on time and in good condition.

We appreciate your generous efforts in helping us manage this transition on a budget and your kind attention and prompt response in scheduling this move. Gloria (reception) and Ginger (accounts)

were especially helpful and courteous. William (warehouse manager) "dropped everything" to help us. What an amazing and phenomenal job he does (his warehouse sets a new standard of excellence)! Clyde Gibbs and assistant, Jamie, were outstanding and thorough with inventory and loading. John (driver) kept us

informed as to his location and delivery. Rachel (coordinator) was especially patient with current status updates. All of you have been so kind to us, professional, efficient and eager to help with any detail.

It will be a pleasure to recommend Apex and Robert E. Lee Mvg & Stg in the future.

Heartfelt and warmest wishes for your continued success.

**Sincerely,
Janet Nielsen**

RE: Jimmy Yarusso Collins Brothers Moving Corporation (547) Larchmont, NY

As you can imagine, my life is more than hectic with a relocation and new job responsibilities covering 9 states. However, I wanted to drop you a note and tell you how much I appreciated your help with this process. You did a fantastic job and

handled us with great care and speed.

I also wanted to tell you what a fantastic driver Jimmy is. We have moved 4 times in 7 years with Pfizer and Jimmy is absolutely the best driver we have ever had. He did a fantastic job and I wanted to let you know what an asset he is to your company. We had no damage to the large furniture items and based on what I have seen so far, I do not expect to have any claims which would be a first for us. He is absolutely outstanding and is someone I would trust with my life! He made a very painful and stressful process very comforting and was so flexible and easy to work with. The bottom line is that Jimmy is the standard by which all drivers should be judged!

Bret Parker

RE: Frank Kawalski Alexander's Mobility Services (214), Baltimore, MD

We have made seven corporate moves over the last 30 years. We experienced both good moves and some that were a disaster in the making. The driver's skill, level of professionalism and character all contribute to the end result.

I give credit to Frank for the way he managed each process of moving our goods to our new home. It is critical that the communication between the driver and ourselves be excellent, especially as close to Christmas as our timing required. Frank was very thorough and always available on his cellular phone. We were able to coordinate our departure and arrival to the hour.

Frank managed his crew in Simpsonville very closely and

You did a fantastic job and handled us with great care and speed.

The driver's skill, level of professionalism and character all contribute to the end result.



personally packed some of our more fragile items and items of high value. His preparation of our house and supervision of the packing process prior to loading was excellent and as a result our damage was negligible.

Frank maintained contact with us to arrange the delivery schedule. Upon arrival at our new home, Frank again acquired a good crew and was careful in preparing our home for the move in. Again, he managed his crew to perfection.

Moving is a painful experience even under the best of circumstances. Frank went the extra mile to make sure that we were satisfied and that our goods were delivered in good order prior to his departure. Our move from Simpsonville, South Carolina to Stanwood, Washington was by far the best move that we have experienced.

We thank you for sending someone that demonstrates such a great example of personal excellence and enthusiasm in his job performance.

Harvey and Lynette Stackhouse

RE: Mike McCarthy and Alan Parks Golden Van Lines, Inc. (991), Longmont, CO

I would like to express my appreciation to the alum internet page, University of Colorado at Boulder. Last summer I was moving from Houston, TX to Longmont, CO and referenced the section for discounts by moving companies. Listed were three moving companies. I contacted all three. Each came to my house to obtain an estimate of weight and bulk. However, only one,

Golden Van Lines, followed up with a call and an estimate of the cost.

I cannot say enough good things about my communications with them, both on the Houston end and with Golden Van Lines. No matter with whom I spoke, they were always polite, patient, helpful and answered my concerns and questions. At the last minute, I had to inform Mike McCarthy, Vice President of Golden Van Lines, that the Longmont address I had furnished was no longer valid as the contract had fallen through. Mr. McCarthy put me in touch with a realtor (I had none), emailed me some possibilities of homes for sale here, sent me estimates for storage should that be needed, etc. I was

I was extremely touched by his assistance.

extremely touched by his assistance. I am a retired single lady. Over my life time, I have had seven major moves with the "company" taking care of the arrangements, insurance and payment. And yet, this was by far the best experience of all my moves. It was done professionally and with a minimum of stress. The driver, Alan Parks, was especially helpful and kind. As it turned out, I used the suggested realtor, bought a house the first week after my arrival, and am happily settled.

Thank you for this service.

**Sincerely,
Mary McPhee Irvine
Class of '56
University of Colorado
at Boulder**

**RE: Bruce Harvey
Ace Relocation Systems, Inc. (43)
Kent, WA**

I recently moved from Fort Lewis, WA to Fort Knox, KY and had the pleasure of using your company. It was a great move. In particular, the driver Bruce and his crew were outstanding. This was the best move we've had in 29 years in the military. Your crew was professional, courteous and very helpful.

This was the best move we've had in 29 years in the military.

Thanks for making this such a great move. I really appreciate all your team did for us. All the best for the future and keep up the great work.

**Sincerely,
Donald M. Campbell, Jr.
Brigadier General, US Army
Commanding General**

**RE: Shawn Everett, Rick Hite and Terry Madlar
Berman Mvg & Stg, Inc. (394)
Bedford Heights, OH**

I wanted to follow-up and thank you for the assistance in making my move a reality.

I also wanted to give you some feedback on the Berman Team. First off what a "class act" of people who handled my move!

I have had the opportunity to move a number of times and this was probably the best experience that my family has had. My wife was burdened with the majority of the coordination and the Berman team

was quite flexible and really worked with her addressing all of our concerns. The two gentlemen that were with us from start to finish (Shawn and Rick) were just simply outstanding. I cannot say enough about a process that starts with the right people. Terry Medlar's involvement in the process to work with us on holding our goods and ensuring that they were properly cared for was top notch. Terry even made a trip out to our house to make sure things were going to our satisfaction.

We are completely satisfied and I would highly recommend the use of Berman Movers for any of the moves for the Cleveland Clinic.

Once again thanks to all for getting my family settled in the Cleveland area.

**Sincerely,
Jeff Pepperworth**

**RE: Gwen DeBats, Katrina Hearn and John Shafer
Security Relocation Group of Raleigh, Inc. (1852)
Raleigh, NC and
Dwight Fuller, Gentle Giant Moving Company, Inc. (961)
Hawthorne, CA**

Gwen, I just wanted to say thanks again for making my move to Las Vegas such a smooth experience. Everyone at Security Relocation Group was a pleasure to work with and did a fantastic and professional

...thanks again for making my move to Las Vegas such a smooth experience.

job. When I first began researching movers to hire, I was alarmed at the horror stories I encountered about moving. Your company did everything I was told to look for in a professional company. From John handing me the rights booklet to Dwight and his crew identifying themselves as Atlas movers. I also really appreciate the updates and information you and Katrina provided me throughout the experience.

Thanks again for everyone's care and professionalism. It certainly helped making my move across the country an easy and carefree experience. I'll certainly keep you in mind for any upcoming moves and recommend you to anyone who should ask for a recommendation.

**Sincerely,
Marty Langley**

**RE: Pat Fredrickson
Nelson Westerberg (1505)
Elk Grove Village, IL
Michael Maher
Nelson Westerberg (1523)
Somerville, NJ**

Pat, We want to express our sincerest "Thanks" for all your help during our stressful move from Winston Salem, NC to Paris, TX.

We really do appreciate it.

We were extremely pleased with Mike Maher. He was very easy to work with and understood our needs, desires and, of course, my anxiety.

With the amount of furniture and belongings we have, he made it seem like a breeze. It was very

obvious to us, his knowledge of the business and his expertise. We couldn't have done it without him.

The packing of our home in Winston Salem went smoothly as well as the timing and arrival of our belongings in Paris, TX.

With the amount of furniture and belongings we have, he made it seem like a breeze.

Mike kept in contact with us throughout the entire process. With as many challenges as we had, Mike came through without hesitation. Once again Pat, thank you so much for all your help.

**Sincerely,
John & Eva Curvino**

RE: Bill Reynolds, Read's Moving Systems of Norfolk, Inc. (1725), Steven Widman American of Virginia, Inc. (103)

Jerry and I wanted to let you know how pleased we were with Atlas/Read's. Our furniture was delivered timely and was delivered without a flaw. The driver, Steven Widman, was delightful and kept us apprised during the trip and contacted us a couple hours before actual delivery time.

We were also impressed with your courtesy, Bill, and excellent communication. You were always timely with your responses to our faxes and phone calls. You answered all our questions and you took the guesswork, worry and uncertainty out of an experience that was new to us.

We will recommend Atlas to everyone who has a moving need. We will definitely use Atlas for all our future needs. Thank you again for handling our precious cargo.

Sincerely,
Candy Warren

RE: Richard Johnson, Stephen Ross, Howard Jackson, Joe Giacoponello, Donna Dorsey, Joanne Ariganello, Denis Didonato, Cyndi DeGrazio and Lucious Erwin V. Santini, Inc. (1777)

This is a note to convey our total satisfaction with the service and attention we received from your entire organization. From the first meeting with Joe Giacoponello in early June and the advice and information he presented, we knew we wanted to be moved by your organization. Joe's follow-up estimate, Donna, who helped enormously, Joanne, Denis who was exceptional in arranging our pickup and delivery, Cyndi and Lucious who, with his team of Richard, Stephen and Mr. Howard from your warehouse took exceptional care both in New York (loading) and here in North Carolina (unloading). I told everyone I have spoken to that Santini made this move easy and that each and every person I came in contact with was caring, professional and took responsibility to follow through.

Our real estate agent in NY, Mrs. Rona Calogero from the Weichert

office in Larchmont, has been encouraged to recommend Santini to her clients because of our positive experience start to finish.

I apologize for the delay. In my judgement, you have a spectacular team representing your company. God bless them and V. Santini.

Sincerely,
Pierre Allocco

RE: Craig James, James Patterson and Brian Christman All Seasons Moving & Storage (442), Colorado Springs, CO

I'm writing to let you know about the superlative experience during our move with Atlas Van Lines! My family and I spent 27 years in the US military. During that time, we've moved house to house 15 times, plus several occasions to send my hold baggage to Temporary Duty locations.

From Craig James' initial survey, and James Patterson's generous pre-move support, we've never experienced such a smooth move! Let me illustrate the only bump in the road between Colorado and Texas this way...when our new home in Texas was not ready

for the move-in, we needed more time... your driver, Brian Christman said "I want this to be the best move of your life and I'll do whatever it takes to make it happen." His positive attitude, leadership and performance throughout the inventory, loading and unloading process was clearly "top tier" and the best among the best!

...every person I came in contact with was caring, professional and took responsibility to follow through.

...we've never experienced such a smooth move!

It was a pleasure to deal with Atlas representatives from the pre-move estimate until they pulled away from the house with an empty trailer!

Sincerely,
Lee Burough

RE: Glenn Everett, Leroy Johnson, Eric Chambers, Corbett Smith, Roger Seger and Tom Phelps American of Virginia, Inc. (103) Waynesboro, VA

It has been a week and a half since our move from Staunton, Virginia to Lancaster. I did not want the time to pass without letting you know how impressed Marcie and I were with the service provided by your company and, especially, the crew that was assigned to the move.

Glenn, Leroy, Eric, Corbett, Roger and Tom were as careful with our things as if they had been their own precious possessions. They explained what they were doing and took an interest in what we were doing in order to coordinate the activities and cause us as little discomfort as possible. Besides being very good at what they did, they were pleasant and considerate individuals.

Marcie and I have experienced a half dozen major moves together and this one was, by far, the best. Glenn and the crew were more considerate and helpful than any previous crew we worked with.

Thank you.
Jim Mack



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May 2008

- 7-9 ERC's National Relocation Conference – Henry B. Gonzalez Convention Center, San Antonio, TX
- 13-18 CMSA's 90th Annual Convention – Rancho Las Palmas Resort & Spa, Rancho Mirage, CA

June 2008

- 21-24 HCEA Annual Meeting – Salt Lake City, UT
- 22-25 60th Annual SHRM Conference & Exposition – McCormick Place Convention Center, Chicago, IL
- 26-28 The Great West Truck Show – Las Vegas Convention Center, Las Vegas, NV

July 2008

- 16-17 AWG Board of Directors Meeting
- 28-31 TSEA's TS² The Trade Show about Trade Shows – Pennsylvania Convention Center, Philadelphia, PA

August 2008

- 21-23 Great American Trucking Show – The Dallas Convention Center, Dallas, TX
- 31 Federal Heavy Vehicle Tax Due

September 2008

- 9 Atlas ROAD Day 21
- 16 AWG Board of Directors Meeting
- 17 AWG Annual Stockholders Meeting – Headquarters, Evansville, IN
- 23-25 Agent Sales Training – Headquarters, Evansville, IN

October 2008

- 2-3 PAIMA Convention & General Assembly – Honolulu, HI
- 4-7 HHGFAA 46th Annual Meeting – Hilton Hawaiian Village, Honolulu, HI
- 7-9 Agent Leadership Conference – Headquarters, Evansville, IN
- 15 Vehicle Inspections Due
- 15 Atlas Canada Fall Board Meeting
- 15-18 Atlas Canada Annual Convention – Charlottetown, PEI
- 21-22 Agent Customer Service & Coordinator Training – Headquarters, Evansville, IN
- 22-23 Agent AtlasNet Training – Headquarters, Evansville, IN
- 28 AWG Board of Directors Meeting
- 29-31 ERC's Global Workforce Symposium – Marriott Wardman Park, Washington, DC
- 29-Nov. 1 Atlas 61th Annual Convention – Westin Hills Resort & Spa, Rancho Mirage, CA

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