

amplifier



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Letter from the Chairman

As you look through these pages, you'll get a sense of the exciting things taking place at Atlas. The tactics of our strategic plan, Vision 2018, are now in full swing. Seeds of growth are taking root. People are energized and focused on results. We are optimistic about our potential to increase share, especially in the international and logistics arenas.

As we have always done, Atlas intends to win with value. We do not consider ourselves a commodity. Rather, the Atlas brand represents significant capital investment to create value: assets for safe and reliable moving and storage; systems that support efficiency with technology; and, most important, bright and talented people with a desire to excel.

We view relationships as investments in the future. When we enter a contract, we bring a commitment for the long haul. We cannot, and will not, compete as a discount carrier. Rather, we price our services to ensure the exceptional value our customers expect. We consider this the most important investment of all. It provides a future worth having — for us, and for those we serve.

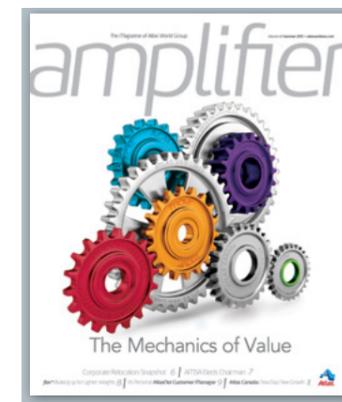


Glen Dunkerson
Chairman & CEO



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The Mechanics of Value.

“There is scarcely anything in the world that some man cannot make a little worse, and sell a little more cheaply. The person who buys on price alone is this man’s lawful prey.”

The words above, attributed to English author John Ruskin in the 19th Century, go to the heart of the age-old question: How does one determine the sweet spot where price meets value in perfect harmony? Can you finish the job with one coat of paint—or will it take two, possibly three coats?

This issue of the Amplifier looks at the mechanics of value inside Atlas. We want to know: How does the Atlas service infrastructure create value for corporate and private clients? For stakeholders? We start with the assertion that value is implicit to the Atlas mission: “Every day we help you go new places, with expertise in moving and logistics, bringing the world within reach.” Then we look at some new ways value is taking shape across Atlas World Group—and how it supports success for everyone the Atlas brand touches.

“Some see moving as a commodity, like a bushel of wheat or a barrel of oil,” says **Glen Dunkerson**, Chairman & CEO of Atlas World Group. “It’s understandable why they would think that. The costs for production—labor, trucks, trailers, supplies—are similar across the industry.”

“For example,” says Glen, “consider a truckload of steel pipe going from Pittsburgh to Portland. The value for shipping becomes a fairly simple computation of weight, distance, and timing. But steel pipe and household goods require entirely different approaches to service.”

Glen continues, “There’s a lot to consider when you are responsible for a family’s personal possessions—and that family is moving to a new home a couple thousand miles away. What goes into moving household goods versus moving a commodity like steel pipe is as different as two things can be.”

“Families Are Not Commodities.”

“No two households are exactly alike,” says **Tom Klaus**, President of A-I Moving & Storage (0087). “Every Atlas move is tailored to the family, and every family is different. Families are not commodities.”

Moving services, as practiced by Atlas Agents, encompass a host of considerations. Preparing goods for transport. Handling of fragile and bulky items. Dealing with unexpected circumstances and special requests. All of which require training and professionalism.

“Professional Van Operators and their crews bring the skills to safely handle a customer’s goods,” says Tom. “But they provide something else that can’t be quantified. It’s a gift for service—the ability to listen and respond with kindness and professionalism. They put themselves in the customers’ shoes. They make customers feel valued.”

The Atlas Professional Van Operator and crew are not only the face of service, they represent the fundamental unit of capacity. As the industry grapples with the challenge to replace a dwindling pool of Professional Van Operators, Atlas is working proactively to solve the problem on its own terms.

“In the last 12 months, we’ve recruited over 118 new Professional Van Operators directly from Atlas headquarters,” says **Paul Young**, Sr. Director, Administration & Terminal Services. “But recruitment alone isn’t enough. We’re stretching our capacity in new ways with third-party providers and alternative modes of transit. We’re committed to meeting the service demands of customers—whether before, during, or after seasonal peaks.”



The Service Behind the Service.

Atlas infrastructure, which brings cohesion to a network of agencies and service providers, is the “service behind the service.” Atlas continuously develops this infrastructure to make the customer experience better. Recent strides include such advances as electronic inventory and AtlasNet Survey. Shipment tracking and reporting. Systems that enable users to share shipment information and streamline business transactions.

“Automating data processes is a priority,” says **J.J. Mohr**, Director, IT Strategic Planning. “Technology is an important differentiator for value that customers see in the Atlas brand.”

An emphasis on the value of technology extends to both Atlas clients and the public. Atlas websites and apps give consumers access to help for planning a move, securing a price for service, and even tracking goods during shipment.

In March, Atlas company Avail Move Management launched **mymovr.com**. It’s a groundbreaking service for employees who receive a lump sum benefit for moving, and is a great tool for any private client who wants to watch their budget. It provides a hub to manage all the aspects of the relocation—and get the best value from their benefit. (See *We Listen*, page 10.)

Atlas has also recently introduced **flex**,[™] bringing new economy to household shipments weighing 4,000 pounds or less. With **flex**, faster transit times translate to lower costs for temporary housing and per diem expenses. (See *Bulking Up for Lighter Weights*, page 8.)



AtlasNet Customer Manager

(ACM) is yet another example of how Atlas is creating value. ACM provides a complete database of customer information accessible to Atlas Agents. It enables a swifter, smoother service delivery from the start, based on the customer’s history. (See *It’s Personal*, page 9.)



AtlasNet Customer Manager

Value is getting a sharper focus, too, for customers of **Atlas Canada** and those who make cross-border moves. In an effort dubbed Can-Am Synergy, Atlas associates in Canada and the U.S. are finding common ground for new efficiencies. (See *New Day, New Growth*, page 11.)



Atlas International is creating new value for customers in the global arena with licensed affiliates now providing Atlas quality service in 20 countries. (See *Atlas Approved – Certified Global Network*, page 12.)



At the same time, Atlas subsidiary **Cornerstone Relocation Group**, is boosting the value of its service with a tool that measures every interaction between Cornerstone and the relocating employees it serves. (See *Those Who Build Great Organizations*, page 13.)



And **Atlas Logistics** is blending its own capabilities with common carriers to shorten delivery times for shippers of medical equipment. (See *Hybrid Thinking Adds Value*, page 14.)



What Does Value Mean for You?

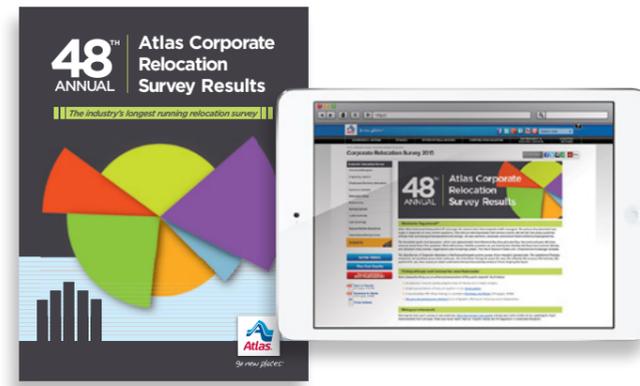
As you read through these pages, think about what value means to you. What do you expect when you hire a service provider? How would you define that sweet spot where price and value engage in perfect synchronicity? Then share your thoughts with us on our **Facebook** and **Twitter** pages. We’ll share what you tell us in the next issue of the Amplifier. #AtlasValue

Snapshot

2015 Corporate Relo Survey Shows Improving Industry Picture

Who Responded:

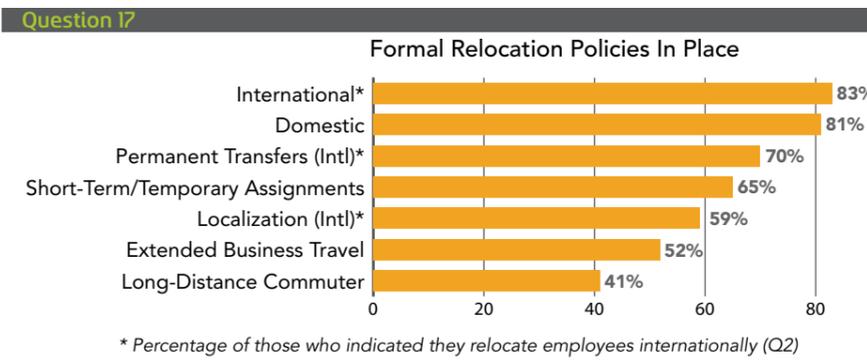
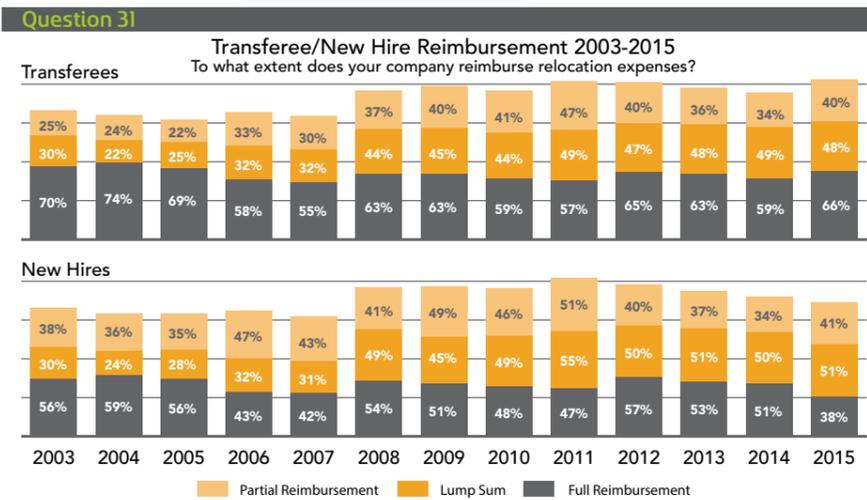
We surveyed 494 professionals in human resources and relocation across a broad range of industry experience, balanced by company size. Half are employed in international firms. For complete results and analysis, go to AtlasVanLines.com/Survey.



The 48th Annual Atlas Corporate Relocation Survey reflects an improving economic picture and anticipates its continuation in 2015.

Among the Findings:

- Nearly half of all companies and 55 percent of international firms saw their relocation volumes increase. Few firms noted decreases, overall or internationally, and nearly half expect increases in 2015.
- Shrinking relocation budgets appear to be turning around. Almost half of firms reported budget increases and a similar number expect increases this year.
- A dramatic shift continues in the allocation of relocation dollars for new hires. Lump-sum benefits again gained popularity as full- and partial-reimbursement benefits fell further from favor. (See [Question 31](#))
- Approximately two-thirds of firms report the use of alternative assignment types, far more than in previous years. Sixty-five percent have adopted a formal policy for short-term or temporary assignments, while 52 percent employ a policy for extended business travel and 41 percent have a policy for long-distance commuters. (See [Questions 17 & 27](#))
- Short-term international assignments are taking hold; more than a third report typical durations of 12 months or less. However, one-fourth of international relocations were permanent transfers.
- Seventy percent of firms now have a policy on permanent international transfers, and 59 percent have adopted a localization policy. (See [Question 17](#))



Atlas Anticipates and Answers Trends

Findings from the Annual Survey inform our development of new service options. Read about **movr**,[™] our new lump-sum solution ([page 10](#)) and **flex**,[™] a fast service for smaller shipments, such as temporary global assignments ([page 8](#)).

The world's best services for the person in motion.

Leading the Moving Industry

AMSA Elects Atlas Chairman & CEO to Chairmanship

In February, members of the American Moving & Storage Association elected **Glen Dunkerson**, Chairman & CEO of Atlas World Group, to serve as their organization's Chairman of the Board. AMSA is a nonprofit trade group and the only national association for full-service moving companies.

It represents more than 4,000 companies across the United States and internationally. As Chairman, Glen will assume the industry's most visible leadership post for the next two years. He brings to it a wealth of experience from a career spanning 37 years with Atlas.



Glen Dunkerson addresses the crowd as the new Chairman of the Board at the annual AMSA Education Conference & Expo in Orlando this past February.



Amplifier: Congratulations, Mr. Chairman, on being selected to lead AMSA. Will you share a little about the organization with our readers?

Glen: Thank you. AMSA is the voice of the moving industry, and we are naturally engaged in lobbying. We talk to legislators so they understand our perspective on issues that affect our members' livelihoods. We also get involved in consumer education. We want people to be well-informed consumers of moving and storage services.

Amplifier: Does AMSA have an agenda, or can you tell us which issues are a priority?

Glen: Certainly. Over the coming months, AMSA will be engaged on several fronts. We are lobbying for legislation that requires brokers and forwarders to follow the same rules as carriers. We are also working with the FMCSA to safeguard consumers against unethical operators, or "rogue movers." In this regard, AMSA operates the ProMover program to verify the professionalism of its members. Every Atlas agent carries this designation. But more needs

to be done at the regulatory level to protect consumers.

We're also committed to making business better. We want to simplify the paperwork required for household goods shipments. We seek a permanent rollback of the 34-hour restart rule in the FMCSA's hours of service. We support keeping the moving tax deduction in force. And we are pressing the FMCSA to remove reporting CSA scores to the public. We believe transparency can be a valuable tool for consumer education and protection. But the system in place now is gravely flawed. It doesn't do justice to business or to consumers.

Amplifier: Do you plan to address any other issues?

Glen: Yes. Our country needs a highway and infrastructure funding bill. It is critical not only for commerce, but for the safety of everyone who travels in motor vehicles. We also want to help prevent the kind of legislative errors that led to the passage of the overzealous air quality measure in California. We support efforts to improve

our environment, yet we see that law as a glaring reminder of our need for constant vigilance.

Amplifier: Is there anything else you'd like readers to know?

Glen: There is one more thing. May is National Moving Month. It's also the start of a busy four months for the millions of people who move and the professionals who help them. If you get the chance, I suggest you hug your mover! ■



Bulking Up for Lighter Weights

flex[™] delivers fast service to small moves

Bend, stretch, twist and give - all descriptors of how Atlas tweaked its traditional service model to deliver *flex*[™], a solution for accommodating shipments weighing 4,000 pounds or less.

flex is valuable for customers with small moves. It offers faster transit times without any changes to the professionalism or level of quality. Customers get a more concise timeframe for the pickup and delivery of their goods. Plus, professional packing, loading, unloading, unpacking and storage are still provided for items covered with Full Value Protection.

flex is also a way to address the overall cost of relocating. Faster transit times reduce temporary housing costs and other daily per diems, therefore putting money back in the pockets of customers.

"*flex* is about enhancing the move experience," said **Ryan McConnell**, Vice President of Corporate Marketing at Atlas Van Lines. "Whether we are assisting a private or corporate client, sometimes they need a solution that differs from our conventional service model."

"As our mission statement says, we bring an unrivaled dedication to problem solving. Offering *flex* as a small shipment solution is a way we can demonstrate the value of the Atlas brand," added **Lauren Falls**, Marketing Specialist at Atlas. "Our customers told us they wanted a faster delivery option, so we are providing a strong, flexible answer."

flex expands the Atlas capability by leveraging alternate capacity outside

the normal interstate network, but still leverages agency strengths for packing and loading. Agents can self-haul to the customer's destination, or utilize Atlas Logistics to expedite hauling and increase capacity.

"A large advantage for Atlas Agents is operational efficiency. We can commit to more specific pickup or delivery windows, eliminating the need for re-planning of unassigned tonnage," said **Bill Paxton**, COO & Treasurer at Paxton Van Lines (I610). "Using Atlas Logistics to transport the shipment between origin and destination gives us more defined and reduced transit times, allowing agents to confidently confirm dates with the customer. It also allows for greater capacity with our regional and long-haul fleets, helping us meet the demand of peak season and deliver on our commitments to customers year round."

flex positions itself as a fast resolution for all parties involved in the move process. While Atlas Agents are pleased with the operational advantages, they're even happier to provide customers with a small shipment solution.

"Having a delivery date prearranged with the destination agent cuts the transit days dramatically, and that makes happy customers," commented **Gregg Imlach**, CEO of Imlach Group (I130). Bill agreed, adding "Customer satisfaction is top priority for all Atlas Agents. We have to demonstrate that small shipments are not just a commodity. They belong to people and require the same care, attention, and importance as any other move." ■

Atlas
flex[™]
Fast service for small moves.

It's Personal

ACM puts customers first

AtlasNet Customer Manager (ACM), a new application Atlas introduced this year, is a pioneering piece of technology that demonstrates the value of good customer service. Each Atlas Van Lines client is equally important as the next, and ACM is designed to compile a complete database of customer information to make their move process quicker and smoother.

"A customer's move information will now be shared amongst the entire agency family in one centralized location. This will help the move process go a lot more smoothly for both the customer and the agent," said **Quin Isaac**, Manager, Pricing & Contracts at Atlas Van Lines. "ACM helps demonstrate to the customer that they matter."

Atlas has always built systems and applications based on agents' needs. Once agents began asking for a more efficient way to index customer information in the group of move process applications, Atlas answered with ACM.

AtlasNet Customer Manager follows the same workflow as the existing Atlas systems; it simply ties them all together in one platform. It eliminates dual entry of move information, allowing it to flow forward and backward from one application to another.

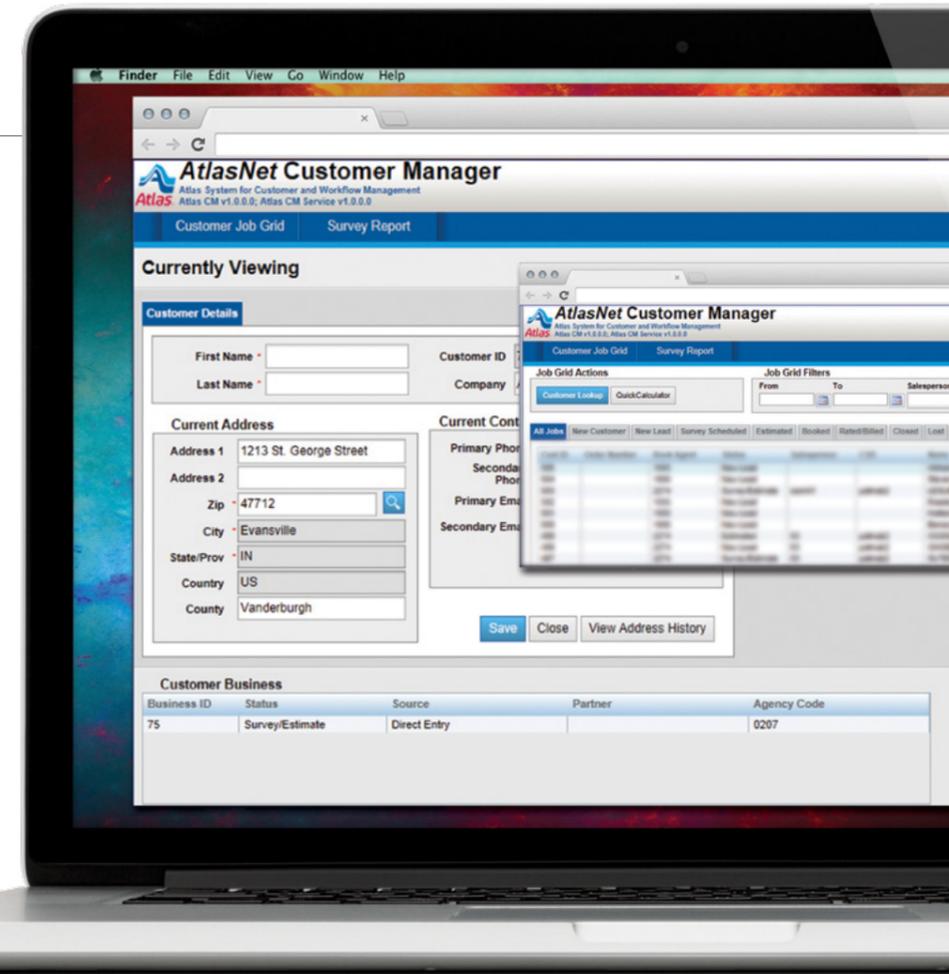
"While it follows the same path as the current applications, now you can access information in just one place, rather than entering each of

the different applications and piecing it together," explained **Patricia Mabe**, Coordinator at Smith Dray Line (2274). "There is no duplicate data entry or transferring of information from one system to another. ACM allows me to start the customers move process and adjust as I work through scheduling a survey, working up an estimate, and sending their information along to dispatch."

Many benefits of ACM come after a move is booked, and the agent receives quick access to the shipment information and move status. However, Atlas Agents also benefit from ACM before they even seal the deal.

"Being able to search the system in this manner helps agents determine if a customer has previously moved with Atlas or if they're currently working with another agent to obtain an estimate or survey," said Quin. "This helps all parties save time and aids a more efficient move process."

"It also saves time because the sales representative can do everything prior to booking the move through ACM," added



Debbie Wilkerson, Senior Project Specialist in Pricing & Contracts at Atlas. "We've always tied everything to an order number, but this associates everything to a customer. ACM helps minimize the amount of work done, because an estimate and a survey can be completed without a registration number."

Atlas Agents can begin to use AtlasNet Customer Manager with no learning curve and take full advantage of ACM as a solution to efficient customer service. ■

Technology +
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¿Habla Español?
Spanish-Language Site Serves
Growing U.S. Hispanic Population. 1



We Listen.

Avail hears – and answers with a lump-sum solution

Two words may be the simplest way to describe the essence of Avail's value proposition: **We listen.**

"Listening is job one in every customer interaction," says **Mary Beth Johnson**, Vice President of Avail Move Management. "Listening enables us to provide the kind of service people expect when they move."

A prime example, says Mary Beth, is **movr™**—a unique, new, web-based service Avail has developed for corporate and private clients.

"Corporate relocation professionals told us they need help easing the move process for employees, in particular for those who receive a lump-sum benefit," says Mary Beth. "We heard them, and we are answering their concerns."

Avail launched **mymovr.com** on the last day of March. The website offers a tool for employees with a lump sum to use their funds prudently and move well. At the

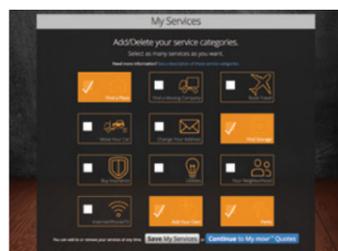
same time, **movr** takes pressure off the corporate relocation professional, reassuring them their employees can access the necessary guidance for a successful transition.

And, while **movr** is a great tool for corporate client transferees, it was also conceived with the private client in mind. Anyone with an Atlas registration number may use the site. It has been designed to appeal most strongly to Millennials—a demographic that represents a large percentage of the lump-sum recipients, and who are comfortable with searching and shopping online.

Currently, **movr** offers the basics—education on how to plan a move, tips on getting the best value, a tool for budgeting, links to qualified, vetted service providers, and special discounts. While it respects user anonymity, it also

allows the option to register and gain greater access to content. More features are coming.

"This is a dynamic system, and we will add capabilities as the market dictates," says Mary Beth. "In other words, we're still listening . . . and we'll keep listening to make



sure **movr** does what our clients tell us they need."

"Why I count on Avail to listen." Day to day, Avail Customer Service Representatives prove that listening can replace customer concerns with smiles.

"Every customer has a hot button," says **Bill Duggan**, President, Wm. Duggan Co. (2189). "If you can take away their pain, you can make

them happy. Avail does a great job of making our corporate clients happy."

Bill cites a recent shipment for which Avail worked out a transportation schedule that dovetailed with the customer's schedule. It took some creative thinking, but it eliminated a sizable per diem expense and avoided having to place items in storage. Overall, Avail trimmed a few thousand dollars off the move—direct savings for the client.

"Avail understands and manages my customers' expectations well," says Bill. "They listen and they think things through to come up with the best answer."

"Frankly, they do a better job of client relations than we can, and having them manage this important aspect of our service gives us the flexibility to handle greater workloads without additional personnel." ■

Avail listens on the **Atlas Loop**. Share your feedback there, and find out about training to help you provide **movr™**

New Day, New Growth

New Value with Can-Am Synergy

The Canadian sunrise has never looked more promising. In January, the Atlas Canada family welcomed a new president.

Barry Schellenberg brings solid experience from management positions with UPS, DHL Express

Canada, Sameday Worldwide, and CE Franklin. Since taking the reins at Atlas Canada, he has been busy organizing his team around the strategic direction outlined in **Vision 2018**. The Amplifier talked to Barry about his background and his thoughts on leading Atlas Canada.



Barry Schellenberg President, Atlas Canada

Amplifier: Barry, why did you choose to make a career in the transportation industry?

Barry: Actually, it chose me. I was completing college, and UPS was recruiting managers in western Canada. I saw an organization with a good culture, a good fit for me. I found I could offer a lot to the organization with my education in management. And it was a great training ground to develop my skills.

Amplifier: What interests you most about the transportation industry?

Barry: It's fast-paced. I'm a high-energy guy, and I like the fact that every day presents different challenges. In transportation, unlike other industries, there's a lot more that can go wrong. So the up-front work is essential for results that are predictable and the best they can be. That's the fun part for me.

Amplifier: How have your education and experience prepared you to lead Atlas Canada?

Barry: My role is to make sure the right people are in place and to support them with the systems and processes they need to succeed...to help them understand their value in support of the vision. My whole career has prepared me for this. People skills, in particular, are key.

Amplifier: How do you describe the situation Atlas Canada finds itself in today?

Barry: There's a great opportunity before us. We have a strong and respected Canadian identity. We intend to keep that identity and build on it to support cohesion in our agent network. At the same time, we recognize we are part of a global firm that offers us the potential to think bigger. So we'll be working to diversify our revenue stream. We'll bring new efficiencies and simplify our processes to support our value proposition for agents.

Amplifier: What makes you think you will succeed in exploiting the opportunity?

Barry: For one, I've been successful before in a similar capacity, working with a board of directors and a large corporate team. But past success alone does not guarantee future success. Rather, it comes down to three key ingredients: people, systems, and processes. As for the first, the people at Atlas Canada bring tremendous pride and passion to their work. Those are qualities that can't be taught, the products of a healthy culture.

As for the other two ingredients, systems and processes, we are refining those now in partnership with our associates in the U.S. We've dubbed this effort the Can-Am Synergy. We see it as bringing the best of both organizations together to create value that fuels growth. So, we have great people, organized in functional teams, developing the systems and processes we need to succeed. I am confident we will get it right. ■

Creating Can-Am Synergy

Atlas associates in Canada and the U.S. are working together. By sharing ideas, systems, and processes, they will generate greater value for clients and agents

Information Technology Team

Shirley Sveda, Atlas Canada
Tom Marquis, Atlas Canada
J.J. Mohr, Atlas Van Lines

We're transitioning to a platform that will serve Atlas Agents and customers across North America with uniform operations. During 2015, we will implement AtlasNet Dispatch for Canadian agents and TMW Suite as the primary operating system for Atlas Canada Operations and Dispatch. We'll sequence the migration of additional systems to complete a total transition by end of 2018.

Corporate Accounts/Move Management Team

Fred Haladay, Atlas Canada
Bonnie Sailes, Atlas Canada
Mary Beth Johnson, Avail

We envision a unified, global approach to serving corporate accounts with a focus on efficiency and value. We are evaluating potential synergies in such things as: a unified help desk; marketing materials with a more global appeal; rebranding of certain services; and the addition of products to better answer changing consumer preferences. Through these and other efforts we will truly empower customers and stakeholders to "go new places.®"

Sales & Marketing

Sandy Campbell, Atlas Canada
Fred Haladay, Atlas Canada
Ryan McConnell, Atlas Van Lines

We are looking at opportunities to make the Atlas brand consistent across North America with common marketing programs. This includes collaboration on videos that are customizable for markets in both countries. We have adapted the annual corporate relocation survey to include Canadian findings to help our corporate clients on both sides of the border. And we are studying North American pricing for potential savings on outside services common to both Canada & U.S.

Operations and Logistics Team

Dave Coughlin, Atlas Canada
Phil Wahl, Atlas Logistics

We are working toward a full integration of our logistics and household goods operations using AtlasNet as a common platform. Improvements in operational communication will enable better visibility of cross-border fleets. We are expanding our logistics capabilities with Atlas Logistics and its partnership with DLS, a division of RR Donnelley. Using third-party carriers for cross-border shipments of household goods will improve service and increase volume.

Atlas Approved – Certified Global Moving Network

When we set out to broaden and entrench the Atlas brand globally, we engaged our closest suppliers. After more than 60 years of global experience with overseas moving agents, we had selected a core group of vetted network partners who represent our service expectations and value system.

“Five years ago, Atlas began implementing a vision of an Atlas-certified global moving network,” says **Matthew Hagenah**, Director of Operations. We established our first overseas service footprint in England with Fox Moving & Storage. Today, Atlas-licensed affiliates provide consistent, Atlas-quality service in 20 countries. We continue to grow the network with a focus on Asia and Latin America. By establishing a trusted network of agents across the continents, our customers gain assurance of Atlas service quality wherever their employees go.”

As you would expect, there are thousands of moving providers around the globe. So which ones are potential representatives of the Atlas brand?

“Our partners typically have membership in key associations and meet standardized benchmarks,” says **Jim Gaw**, President & COO, Atlas International. “These associations include BAR (British Association of Removers), IAFM (International Association of Movers), FIDI (Fédération Internationale des Déménageurs Internationaux), and LACMA (Latin American & Caribbean Movers Association).”

Partners possess strong brand recognition in their home country, a low claims ratio, financial stability, and a high standard for ethical practices. “It’s essential for our partners to understand corporate relocation,” says Jim. “Our licensing represents much more than an operating agreement—we’re establishing robust, long-term relationships.”

Towards Harmony: A Common Platform

As you can guess, “growing global” comes with challenges. Every country has its own laws and unique mix of languages, customs, and cultures.

A consistent move experience takes not only the right people in place, but systems to support their cooperation.

“We’re taking the first steps now to build a technology platform that will enhance communication and customer service,” says Matthew.

The system will entail a cloud-based sharing of files—inventories, bills of lading, customs documents—documents that are critical to service delivery.

“We want every provider in the supply chain to see what they need, when they need it, and communicate easily in real time with no data loss,” says Matthew. “Everyone will have the same information—always accurate, always current.”

For now, the team is taking “first things first,” putting the IT plan together so the architecture can be built. With the momentum of **Vision 2018**, the Atlas World Group strategic plan, they are united in purpose and confident of success. ■

Atlas International provides Atlas-quality moving services around the world with licensed affiliates in 20 countries. A vision for global coverage drives expansion, led by priorities for APEC, LATAM, and Australia.



Atlas Int'l +
SEE MORE ONLINE

Global Network
Shortening the Supply chain to Manage International Details. ¹

TrackStar™

Building Great Organizations

Do those who build great organizations think differently about relocation management solutions?

Organizations that invest wisely in relocation programs, as a general rule, mature their HR programs faster than their competitors. With a stable program, organizations can innovate unique and efficient business processes, enabling them to transform their industries. The outcome is organizations with cost efficiencies, inspired cultures, and increased performance.

As a relocation management company, Cornerstone Relocation Group (Cornerstone) implements best-in-class solutions to serve clients. The synergy found in partnering with Atlas World Group companies is vital to our success. The financial strength and flexibility backed by our parent company and the network of Atlas partners allows us the resources to support our clients' mobility programs, anywhere in the world.

As we enter our 25th year in business, and look back on all we have accomplished, we see these key developments: global expansion, strong supplier partnerships, and innovative technology solutions.

Total Communications

We are especially proud to serve clients with our innovative **Total Communications Center**. We recently implemented this unique component of **TrackStar**. Now our clients have access to precise, objective, and transparent response metrics on every single communication between Cornerstone's consultants and their relocating employees. The Center triggers, tracks, records and reports all “touches” including:

- Initial contact
- Phone calls
- Voice mail
- Emails
- Consultant notes

Cornerstone's culture emphasizes responsiveness. With the help of the Center's tasking system, proactive communication is ensured throughout the relocation. We measure all “touches” against specific metrics for time, which helps drive the highest level of satisfaction for clients' employees. We also offer clients “Total Communications” reporting. The information provided from the Center provides an instant visual history of all communications. Our “Total Communications Center” is a unique functional solution with simplicity, clarity, accuracy and transparency. No other relocation management company has it.

At Cornerstone, we solve obvious problems through innovative solutions, resolving challenges which most relocation management companies ignore. We are changing the paradigm of what relocation management should be, one transferee at a time. ■



By **Lina Paskevicius**,
Director, Consulting Services
Cornerstone Relocation Group



Cornerstone +
SEE MORE ONLINE

Going Global:
Expanding the footprint to the large global mobility market. ¹



“At Cornerstone, we create peace of mind by helping organizations navigate the ever-evolving relocation industry. We implement innovative solutions to enhance the maturity of their HR program and eliminate risks. We take care of every detail so our clients don't have to. We have a system that works.”

—**Mark Rabe**,
Vice President of Global Operations

Hybrid Thinking Opens Hauling Opportunities

Final mile service and LTL transportation may seem as compatible as oil and water. But Atlas Logistics is showing how the two can combine and open a new avenue of hauling opportunities for Atlas Agents.

Call it hybrid thinking—seeing a familiar problem in a new way and using dissimilar ideas to solve it. Take the age-old conundrum of speed and service, for example. How do you meet the customer's expectation for swift transit, yet ensure the right follow-

through at delivery?

"High-touch service is a must for shippers of special products,"

GO.

"Go" is the sign for clients that Atlas Logistics has a history of finding ways to go where companies and products need to...go.

says **Chris Koehl**, Director, Atlas Logistics. "However, customer expectations for transit time can make it impractical to only answer with Atlas equipment and PVOs."

The good news, says Chris, is Atlas Logistics has other options. Like combining a common carrier with skilled Atlas hands at origin and destination. This approach has opened up hauling opportunities for **Kevin McNamara**, Manager, Certified Van Service of Connecticut, Inc. (0599).

"I have a local customer who ships medical imaging equipment to destinations all over the country," says Kevin. "I bid on every outbound shipment."

The machines leave the plant ready for transit, packed in tri-wall boxes and mounted on skids. Although they are "LTL ready," they require destination services: timed, inside delivery; unpacking; and debris removal. Which is where the hybrid thinking comes into play.

As Kevin's crew picks up the equipment from the manufacturer, Atlas Logistics sources the best available

carrier for the needed traffic lane. When the carrier arrives at the Certified warehouse, Kevin's crew oversees the loading. At destination, an Atlas agent receives the goods, checks for damage, then takes responsibility for putting the equipment safely in the hands of the installers.

"Timing the delivery is essential," says Chris. "It prevents needless downtime for the installation crew."

This hybrid thinking offers shorter transit times than can be achieved with Atlas equipment exclusively. A shipment to Dallas, for example, takes three to four days instead of eight to ten.

This kind of efficiency has meant more business for Kevin. "I booked 212 shipments last year using this service model. I could not have serviced the vast majority of those in the time frame the account gave us if I had used Atlas equipment alone."



To meet more aggressive time frames, Atlas expertly packs and prepares special items for safe shipment via common carriers. A hybrid service model combines the accessibility of third-party carriers with Atlas services at origin and final mile.

The Gang's All Here

In construction, the project toolbox is an important investment, the hub for productivity. Skilled trades depend on it—work can't take place without it.

Moving this item quickly and securely from one project to the next is essential. So Atlas Logistics is now using the STG/LTL hybrid model to do just that. The customer: a construction firm that builds and remodels retail stores all over the country.

"Gang boxes are often located deep inside a mall or a large store, requiring an extended carry to the truck for loading," says Chris. "These boxes can weigh a half-ton each, requiring special dollying and navigation just to get them to the truck. Typical LTL service is impractical."

But this kind of scenario makes perfect sense for Atlas Logistics. A crew provides that needed extra

service at origin to make sure the gang box gets onto the truck and ready for transport. Atlas Logistics finds the right common carrier to provide the distance service and arranges delivery to an Atlas agent at destination.

"We'll handle the first and final miles, and connect the right piece in the middle to deliver a swift and efficient service package," says Chris. "It works for us, our agents, and our customers. And it leads to opportunities for more shipments." ■



TITAN GLOBAL DISTRIBUTION +
SEE MORE ONLINE

Titan Project Snapshot

Partnership for Final Mile Smiles 1



Move for Hunger representatives mingle with agents of Sotheby's International Realty at a food drive.

Movers Make Epic Partners.

Atlas Goes New Places with Move For Hunger

Move For Hunger is tackling an epically large challenge to end hunger in North America. In the United States alone, 17 million children go to bed hungry every night. This is why for nearly three years, Atlas has chosen to be a socially responsible moving company and use moving services as a platform to fill food banks. Now in 2015, Atlas is proud to be the only van line that is an epic partner of Move For Hunger and invoke a growing commitment to the cause.

"The epic partnership level was created to recognize our partners who have made a true commitment to serving communities through Move For Hunger," said **Adam Lowy**, Founder & Executive Director of the nonprofit. "It signifies an attitude of giving that becomes part of the core of daily business processes."

Aside from the number one priority of fighting hunger in North America, Atlas Van Lines and its agency family are poised to receive new benefits from the partnership. These perks could help Atlas Agents build relationships with numerous real estate companies.

"Realtors have been an important part of our

strategy to get in front of consumers for the past three years. To date, we have tens of thousands of realtors working with us to refer socially responsible moving companies that will help their clients donate food when they move," Adam commented.

Move For Hunger plans to fly the Atlas flag at five major real estate conferences, plus offer Atlas branded materials to real estate offices. The nonprofit has many other tricks up their sleeve to increase the benefits of the epic partnership.

Adam explained, "As our only epic van line partner, the Atlas brand will be present on our co-branded tent at real estate conferences and included in every welcome kit to each new real estate office we sign up. We'll also work to find ways to collaborate on events with our real estate partners."

It doesn't stop there. Atlas will be well represented outside the world of realty. There are many traditional and digital marketing initiatives offered through the epic partnership.

"Our collaboration will be featured in press, communicated in public speaking events, and afforded exclusive special event opportunities.

Plus, Atlas Van Lines and its agents are given greater recognition on the Move For Hunger website," said Adam.

If you're not involved with Move For Hunger, now is the time to get in the game. To date, Atlas and its agents have donated over 400,000 pounds of food to local food banks. This epic partnership strengthens the alliance and will rocket both organizations to leadership roles in the moving and storage industry. ■

MOVE FOR HUNGER +

SEE MORE ONLINE



Going the Distance

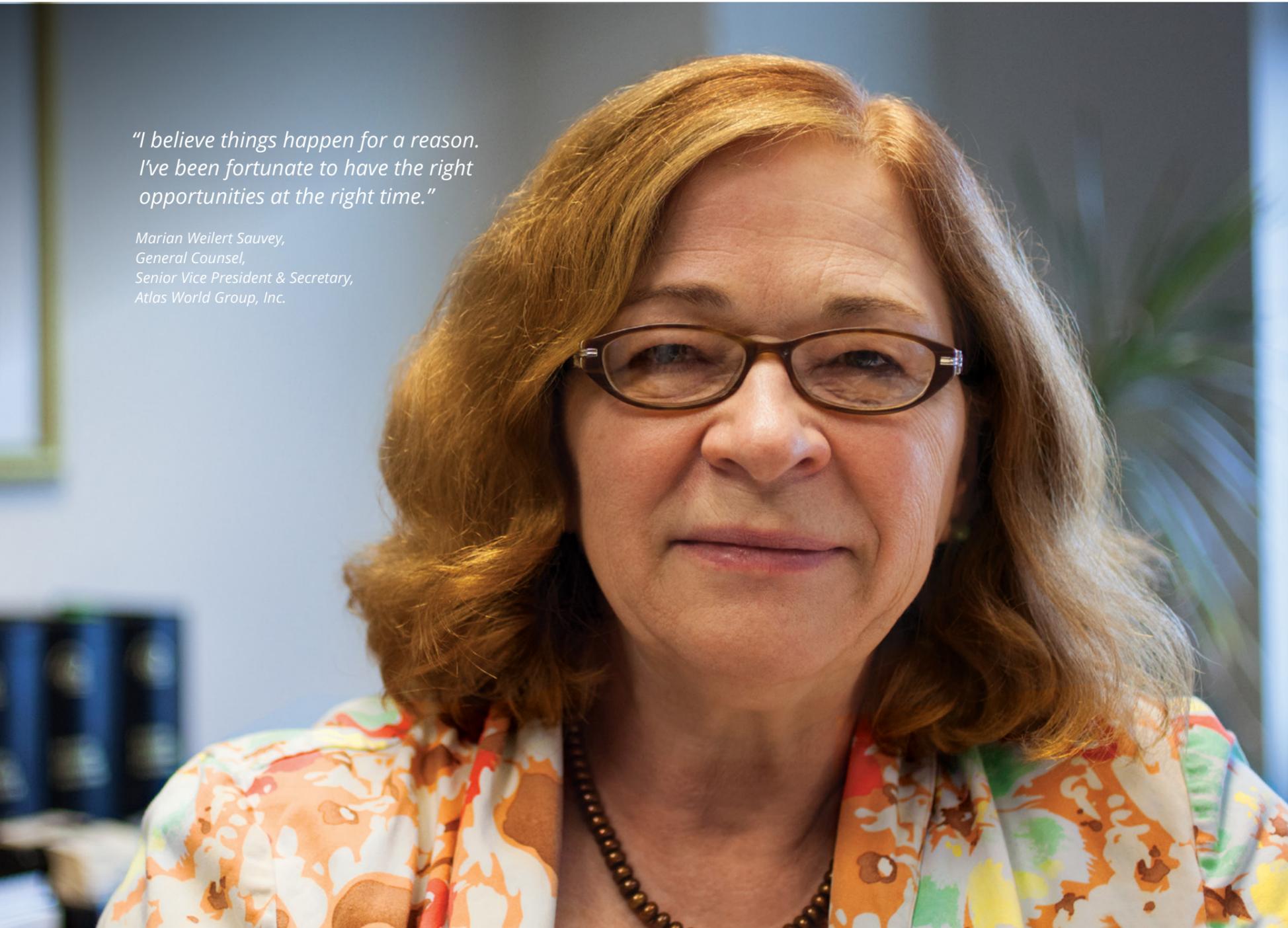
Agency Completes Race for Hunger 1

"Passionate." "Dedicated." "Amazing."

Atlas staff wish all the best – for one of their best.

"I believe things happen for a reason. I've been fortunate to have the right opportunities at the right time."

Marian Weilert Sauvey,
General Counsel,
Senior Vice President & Secretary,
Atlas World Group, Inc.



Marian Weilert Sauvey, Atlas World Group General Counsel, Senior Vice President & Secretary, came to Atlas and Evansville in 1993. Earlier in her career, she worked in private practice as a partner with a firm in Kansas City, Missouri. After leaving that position, she took a year off before joining Schneider National, Inc. in Green Bay, Wisconsin. Now, after serving 22 years as the legal head at 1212 St. George Road, Marian begins another chapter on April 17. Retirement.

"My stint with Atlas is the longest I've held a job. It has been a good opportunity for me, and Evansville has been a good place to live. David (her husband) and I raised four kids here, and they are all thriving."

Marian recalls many fond memories, like the time she played the part of a temperance worker in a video skit for a convention. "I got to hit **Norm Gee** (then Atlas Chairman & CEO) over the head with a bottle." There were other high points—introducing Forum keynoters such as Fred Thompson and Frank Abagnale. And the many occasions for camaraderie and fun with the Atlas family.

"My birthday has often been during convention," says Marian. "Last year, I celebrated my birthday in Hawaii with a luau that included a cake that my husband and **Jessica Roberson**, Corporate Meeting & Travel Specialist, Atlas World-Class Travel, conspired about. There were over 500 people at my party."

Some of Marian's close associates have a hard time imagining what work will be like without her.

"Marian is passionate and dedicated," says **Kathy Thompson**, Director of Contracts & Pricing. "I am in awe of her knowledge on every legal

aspect related to transportation. Her ability to help us navigate this ever-changing business has been simply amazing. I will miss her terribly."

"Marian Sauvey is an amazing person," says **John Scott**, Region One Director, Atlas Relocation Services Group. "When there is a legal question, she digs in, does the research, and gets the answer immediately. I have truly enjoyed working with her."

Atlas Board Member **Joe McNamara**, President, Certified Van Service, Inc. (0598) says, "I consider Marian not only a very fine attorney, but just as important, if not more so, a good person. It will be very difficult for Atlas to find a comparable replacement. I wish Marian and her family the best."

"I have been fortunate to know and work with Marian for over 22 years," says **Glen Dunkerson**, Atlas Chairman & CEO. "I have found her guidance and advice invaluable. I will always consider her an individual who made a difference and contributed greatly to and for our great company."

So, what's next?

"I'm going to treat my first year off as a sabbatical," says Marian. "David and I plan to travel to Europe. Then we'll move back to Wisconsin to be closer to family. After that, I'll figure out what to do with the rest of my life." ■

*In March, the United Way of Southwestern Indiana presented Marian with the **Spirit of United Way Award**. During 20 years of participation, Marian served two terms as treasurer and eleven years as a board member. She was known as a "super volunteer" who played a key role in the organization's success, including the establishment of an endowment.*



Walking the Talk

Atlas associates and Jack Griffin step up for the American Heart Association

The statistics on heart health in the U.S. are scary. Every 34 seconds a heart attack. Every 40 seconds a stroke. Cardiovascular disease annually costs our country an estimated \$298 billion.

But Atlas is not sitting idly by. Led by President & COO **Jack Griffin**, a corporate wellness effort is bringing better health to Atlas employees, pushing down costs for insurance, and raising awareness and support for the American Heart Association.



"A couple of Christmases ago, my daughter gave everyone in our family a special gift," says Jack. "Tickets to run in the Chicago half-marathon. At the time, my son joked it was the worst gift ever."

Just a month later, the stars aligned. Jack was asked to participate on the Executive Committee of the American Heart Association's 5K Heart Walk in Evansville. Jack was already looking ahead to the Chicago half-marathon, knowing he had to get prepared.

As a corporate participant in the Evansville Heart Walk, he thought that he might be able to convince many of the 400 Atlas associates in Evansville to also get prepared and healthy at the same time. The "Walk With Jack" concept was developed. Atlas asked all associates to shoot for a goal of 100 miles walked between February and May, leading up to Evansville's first Heart Walk in years.

More than 100 Atlas associates joined Jack in the first year of Walk with Jack, also attending the 5K Heart Walk in May. The event raised more than \$57,000 for the American Heart Association. The Griffin family also completed the 13.1 miles in Chicago.

In 2015

This year, the American Heart Association tapped Jack to serve the entire community as Chairman of the Evansville Tri-State Heart Association. He's using the high-profile post to bring attention to the importance of exercise, starting again with a challenge for Atlas employees.

"Anyone at Atlas can get an extra day of paid vacation," says Jack. "All they have to do is walk 150 miles between February 3 and May 18, then participate in the Heart Association's 5K Heart Walk on May 30. That event is the association's primary fundraiser, and it creates important public awareness about everyone's role in preventing heart disease." To date, 162 Atlas associates have signed up for the 2015 Heart Walk as part of the Walk with Jack.

Twice a week, employees Walk with Jack over lunch as they log a couple of miles around the Atlas campus. They also earn mileage equivalents with a variety of other activities—Nerf® volleyball and dodge ball, cabbage ball, even stationary exercises they perform at their desks. Personal trainers are on site at select times during the week to help employees with aerobic and strength training.

There's more than exercise in the company's emphasis on health. Fresh, healthy choices have been introduced in the lunchroom. An on-site wellness clinic operates on Monday, Wednesday, and Friday, staffed by a physician and medical assistant. Employees and their dependents can receive wellness check-ups, prescription refills, acute care for illness, and more. It's all working together to make a difference for Atlas employees.

"I was on the verge of having to take medicine again," says **Laura Connelly**, Customer Service Coordinator. "My doctor said I could stay off it since I was walking, riding my bike, and making diet changes. I think it is so important to get up and move during the day. Walking is a stress reliever, it loosens me up and refreshes me for my work day. I think everyone should get up from their desk each day to walk."

It's also making a difference for Atlas.

"We made the decision at Atlas last year to self-insure our employees," says Jack. "We want to support them with a culture that reinforces and rewards healthy choices. It's good business, yes. But more important, it's good for our people and their families. It enhances personal fulfillment and quality of life." ■



The Atlas Van Lines team celebrates at the 2014 Heart Walk. Atlas will participate again in the Evansville Tri-State Heart Walk on Saturday, May 30. Donate to the cause by visiting evansvilleheartwalk.kintera.org/atlasworldgroup



Inspire. Engage. Empower.

Young Professionals of Atlas band together as the next generation of leaders

Lauren Falls, Marketing Specialist (front center) is Co-Chair of YPATlas, along with Alexandra Meyer of DMS Moving Systems, Inc. (0800)

Atlas Van Lines is stepping forward to acknowledge the fact that there is an inadequate pipeline of young or new workers entering the moving and storage industry. With support from Chairman & CEO **Glen Dunkerson**, the Atlas family is backing the development of young professionals with a new networking group. YPATlas was born out of the knowledge that there are not enough opportunities for young professionals to interact, share best practices, or receive professional support.

"YPAtlas is a wonderful opportunity for us to illustrate to those joining Atlas that there is a future within our organization and within the industry," said YPATlas Co-Chair **Lauren Falls**, Marketing Specialist, Atlas Van Lines. "This group was formed to help prevent the moving and storage industry from losing gifted future leaders."

Co-Chair **Alexandra Meyer**, Manager of Corporate Development, DMS Moving Systems, Inc. (0800), agreed. She said, "We need a place to engage in the early stages of our careers because we don't face the same challenges or decisions as those who have been in the industry for many years."

The YPATlas mission is to inspire, engage and empower the next generation of leaders within the Atlas family through networking and leadership development opportunities. The group is open to all employees of Atlas HQ, affiliates and agencies who demonstrate potential for advancement and growth. Members can expect to gain exposure to Atlas leadership and agents,

connect with peers across the family of companies, and learn from educational sessions.

"Through accessible training opportunities, meetings, and social gatherings, young professionals are given a chance to make connections with each other, discuss issues that impact them, and help create a stronger community. We have some very exciting events planned for 2015, which include virtual workshops, member events at Atlas HQ, and functions at industry and Atlas events," said Lauren.

"The response we've received thus far has been very positive. Over 60 people joined in the first two weeks of opening the group. We've spoken to members of the board of directors, Atlas senior management, and agent owners, who all recognize a need for a young professionals group. Our thanks go out to Glen Dunkerson, who has been kind enough to sponsor YPATlas," added Alex.

"I chose to sponsor this group because it is important to facilitate the exchange of knowledge from current leaders in our company to the up-and-coming young professionals," Glen said. "We are taking charge of the future growth and development of the moving and storage industry by arming its next set of leaders with the appropriate tools." ■



YPAtlas



Alexandra Meyer, Co-Chair
Manager of Corporate
Development,
DMS Moving Systems, Inc.
(0800)



Kourtney Singleton
Associate Corporate
Trainer,
Atlas Van Lines



Ian Imlach
Sales Representative,
Imlach & Collins Bros. (1132)



Katie O'Niones
Marketing Specialist,
Atlas Van Lines



Jake Roth
Pricing Specialist,
Atlas Van Lines

Young Professionals in the Atlas family are welcome to join YPATlas by visiting: atlasloop.com/programs-tools/ypatlas.

Promotions & New Hires

In January 2015, Atlas Canada welcomed new President **Barry Schellenberg**. New to Atlas, Barry's areas of expertise include business development, strategy implementation, operations management, sales training, and employee engagement. He spent the previous two years as Vice President of Western Canada for Sameday Worldwide, a courier service offering express and cargo services.

"Barry is a proven leader in consistently developing and executing successful organizational excellence in training, operational improvement and sales growth techniques," said **Glen Dunkerson**, Chairman & CEO of Atlas World Group. "As an impactful performer, we are confident in his ability to quickly engage the Atlas Canada team and deliver meaningful business results." As Atlas Canada's president, Barry will oversee all business areas to drive the future direction of the van line. He will also be responsible for leveraging Atlas World Group business synergies, establishing and adhering to all budgets and profit and loss (P&L), and collaborating with fellow Atlas World Group leaders.



Barry Schellenberg
President,
Atlas Canada

Cornerstone Relocation Group (Cornerstone), a full service global mobility company, is pleased to announce that **Michael Gorski**, has joined the company in the role of Vice President, Global Marketing. In this newly created role, Michael is responsible for the overall creation and implementation of marketing strategies to further accelerate top line revenue growth within Cornerstone. Michael brings over 20 years of marketing experience to Cornerstone, including an in-depth knowledge in leading his team to attract new customers, increase brand equity and collaborate with clients to bring unique, value-added service solutions to the marketplace. Michael will work out of Cornerstone's Chicago office.



Michael Gorski
Vice President,
Global Marketing,
Cornerstone
Relocation Group

Cornerstone announces the addition of **Steven Williams**, Vice President, Global Client Financial Services. Steven is responsible for managing a team of financial analysts, while expanding Cornerstone's global financial services team. He also plays an integral part of reviewing client contracts, policies and procedures as they pertain to client invoicing, tax gross-ups and new client implementations.

"We are excited to have a finance professional of Steven's caliber join Cornerstone. He is an important member of the team and will be instrumental in realizing our business and financial objectives," said **Janelle Piatkowski**, President & CEO at Cornerstone Relocation Group.



Steven Williams
Vice President,
Global Client
Financial Services,
Cornerstone
Relocation Group



Matt Van Der Linde
Vice President,
Business Development,
Atlas Logistics

Atlas welcomes back **Matt Van Der Linde** as Vice President of Business Development for Atlas Logistics. Prior to his return, Matt was Vice President and General Manager for AWG Logistics and later Vice President of Logistics for Florida East Coast Railway. Matt will be responsible for managing sales teams of Logistics and Titan, while driving revenue growth and margin improvements. "After a year away from Atlas, we're pleased to have such a valuable member back on our team," said **Phil Wahl**, Vice President & General Manager, Atlas Logistics.



Mary Beth Johnson
Vice President,
Avail Move
Management

Mary Beth Johnson keeps moving on up in Avail Move Management. In January 2015, Mary Beth was elected as a Vice President of Avail, shortly after she was named Assistant Vice President in May 2014.

"Mary Beth has overseen the dramatic expansion of our largest account, implemented new policies that are designed to improve military authority quality scores, re-launched the core offering for the Avail Move Management product line, and introduced a product offering targeted at the lump sum customer segment within the household goods marketplace," explained **Jack Griffin**, President & COO of Atlas World Group. "She has made an immediate, positive impact and has positioned Avail for significant growth from an agent value-added perspective and as a contributor to Atlas World Group. Mary Beth's career began at Atlas Van Lines in 1981 with roles in Revenue Accounting and Rating and Distribution.

Jessica Nichols has accepted a position as Manager of Business Development with Avail Move Management. She will assume the responsibilities of managing Avail's Vision 2018 plan by overseeing the continued development of Avail's lump sum solution and growing move management capabilities.

Nicole Boren is the new Manager of National Accounts in Avail Move Management. She will assume the responsibilities of managing the operational components of Avail and facilitating in meeting goals of Vision 2018.

Read more about these individuals and their experience in the moving industry online at: atlasvanlines.com/Promotions15

REMEMBRANCES

Atlas remembers those individuals who are no longer with us, but were once dedicated members of the Atlas family. Visit: atlasvanlines.com/Remember15 to learn about the lives of those we have lost.



Atlas HQ +
SEE MORE ONLINE

ATLASVANLINES.COM/AMP/ATLASHQ



Dave Coulter, STG Veteran, Retires

Dedicated Atlas Van Lines veteran, **David Coulter**, Vice President of STG Sales, announced his retirement after 36 years with the company.

David joined Atlas in 1979 as a Dispatcher at Atlas International, and quickly transitioned to fill sales and marketing roles in the specialized transportation marketplace. He was named a Field Sales Manager of Special Products in 1988 and earned an Assistant Vice President role in STG in 1992. Dave has been a Vice President in STG sales since 2001 and helped pioneer many initiatives for the Atlas Van Lines Specialized Transportation Group.

"While Dave will be greatly missed, he has earned the opportunity to spend more time with his wife, Yvonne, and their family," said **Phil Wahl**, Vice President & General Manager, Atlas Logistics. "His contributions to Atlas will always be valued. Please join me in wishing Dave all the best in his retirement."

CONVENTION BRINGS TOGETHER ATLAS 'OHANA

Atlas 'Ohana gathered at the 67th annual Convention in November to celebrate the year end and take a glance at what's ahead. Atlas revealed pioneering initiatives that will benefit customers and create a lasting impact on the relocation industry, plus recognized esteemed agents as recipients of renowned company awards.

The theme in Kauai, Hawaii focused on the spirit of togetherness, or 'Ohana, which is Hawaiian concept for family. Convention also peered into **Vision 2018** and previewed the company's strategic plan for progression and growth.

Atlas Chairman & CEO **Glen Dunkerson** reflected on the importance of Convention and gathering together as one big family to recognize the year's endeavors.



"The annual convention holds a special place in our company's heart, as we love to recognize our agents and bestow them with the highest industry honors for their consistent growth and hard work. This year, we also provided a snapshot of our newest enterprises to better provide services to new and existing customers, as well as showcasing our forward-thinking leadership in the industry," he said.

Learn more: atlasvanlines.com/OhanaRecap

THE ROAD MORE OR LESS TRAVELED

Why do people move? For some, it's a career opportunity. For others, it's a desire to be closer to family. Or it may be the lure of climate—a chance to trade gray skies and cold air for blue skies and balmy breezes.

Whatever the reasons, humans are migratory. To see the trends in their movements, Atlas evaluates the origin and destination points for the moves it books each year. These data points form a mosaic of moving patterns across the U.S. and Canada. So, what do they show?

Learn more: atlasvanlines.com/Migrations14





Agents in the Community +

SEE MORE ONLINE

ATLASVANLINES.COM/AMP/AGENTS

GIRL SCOUT COOKIES: MOVING HAS NEVER BEEN SO SWEET

Spring brings the arrival of many wonderful things. Green grass, birds chirping, blooming flowers, and the sweet, smiling faces of your local Girl Scout troop coaxing you into buying colorful boxes of cookies as you leave the supermarket.

For Atlas Agents, the hubbub of Girl Scout cookies starts long before the snow melts away, around December or January. **Ed's Moving & Storage** (0823) in Lakewood, WA, **Prairie Van & Storage** (1883) in Clive, IA and **Reads Moving Systems** (1711) in Hatboro, PA all work on cookie delivery and distribution with local Girl Scout troops and describe the project as a great job to have in the off-season.



"Ed's got involved when my sister was a Girl Scout, about 15 years ago," said **Matt Kupka**, President, Ed's Moving & Storage.

"It was a great fit to have a major project in the winter. This year we will handle in the neighborhood of 72,000 cases or 900,000 boxes of cookies."

Reads Moving Systems has been distributing cookies since 1990, the longest of the

three. They're set to handle an impressive 137,000 cases this year.

"Prairie Van & Storage has handled the job for two years. My daughter is in her third year with the Girl Scouts, so I get to participate in selling cookies, as well. Plus, the Girl Scout council is a few blocks from our office. I got the bid because I hated seeing another moving company's truck on my way to work," said **Tim Mooney**, Operations Manager. "I bet there are at least 30 Atlas Agents handling Girl Scout cookie delivery. Since we're not typically real busy in February, I'd recommend this job to all of them."

The Crews Behind the Cookies

While the greatest mystery may be how an entire sleeve of cookies disappears within minutes of opening the box, the process surrounding delivery and distribution is unfamiliar to most people.

"The cookies are trucked into our facility from the bakery. We offload and store them until the delivery window opens. Then, we work with the Girl Scouts to deliver the cases of cookies to a service unit, where the orders are separated for individual troops," explains Matt. "The trailers begin arriving in January and we finish the project in March when booth sales are over," he said.

Tim noted that the logistics of delivering cookies is similar for Prairie Van & Storage.

"At first, there will be a week of nonstop work. We will deliver 75,000 cases of cookies in five days to 84 locations throughout Iowa. Then, over the next month, we restock the troops with 25,000 to 40,000 cases, depending on how well the girls are selling cookies," he said. "I'll have two trucks running on Thursdays and Fridays

to refill the troops outside the Des Moines area. Plus, about 500 cars arrive at our facility to pick up cookies. We actually doubled our warehouse size in preparation for the cookies this year. It made things a lot easier."

Bob Cox, Owner of Reads Moving Systems, has a convenient way of distributing cookies. "We park in the lots of shopping centers and troops come by to pick up their orders," he said.

Agents make sure that cookies left behind and donated throughout the distribution process have a very sweet ending.

"The final step in our delivery process is called Operation Cookie Drop. We take all the donated cookies to an Air Force base and pass them out to service men and women," Matt said.

Tim added, "Last year, we donated six skids of cookies to a food drive held by a local church in Des Moines."

The Great Debate: America's Favorite Cookie

If you take a poll of America's favorite Girl Scout cookie, you won't get a clear answer. Not even Atlas Agents can pick just one.

"We call Thin Mints, Caramel deLites, and Peanut Butter Patties 'The Big Three,' because they are the most popular. We receive three skids of those for every one skid of the other varieties," said Tim.

"At Ed's, we're stuck on the traditional Thin Mints vs. Caramel deLites debate. The fight isn't as spirited as it used to be though. Everyone picked a side after the third or fourth year of deliveries," Matt explained.

Tim disagreed; he remarked "At Prairie Van & Storage, the consensus is probably Peanut Butter Patties. I think they're the winner."

MOVE FOR HUNGER MOVER OF THE YEAR. AND THE WINNER IS...

At the 67th Annual Atlas Convention in November, Imlach & Collins Brothers (1132) was recognized as the recipient of Move for Hunger's 2014 Atlas Van Lines Mover of the Year award. It was a well-deserved honor for the agency, as the award recognizes the highest amount of participation and donations for ongoing efforts to prevent hunger. To date, Imlach & Collins Brothers has accumulated more than 121,948 pounds of non-perishable food for their local food banks in Dallas. [Learn more: atlasvanlines.com/MotY14](http://atlasvanlines.com/MotY14)

Ian Imlach, Sales Representative, Imlach & Collins Brothers on stage at Atlas Convention.



MLB TRUCK DAY: MOVERS OF THE MAJOR LEAGUES

Our Professional Van Operators (PVOs) and packing crews are used to seeing baseballs, bats and mitts loaded on their trailers, whether it comes from the kids in the sand lot or the players in the big leagues.

Many Atlas Agents work with major league baseball teams to relocate equipment while coaches and players retreat to warmer destinations to prepare for the upcoming season. Teams that call on the Flying A include the **Boston Red Sox**, **Los Angeles Angels**, **New York Mets**, **New York Yankees**, **Oakland A's** and **Philadelphia Phillies**, just to name a few.

Every Truck has its Day

Every year, Truck Day marks the unofficial beginning of spring training. This year, the moving trucks rolled into town on February 12. PVOs and crews are always welcomed with open arms, and sometimes with a marching band and a parade.



"Truck Day started in Boston, just so everyone knows," joked **Kevin Carson**, Operations Manager at **New England Household Moving & Storage** (1760), who works with the Red Sox. "Truck Day is the first right of spring, or the Red Sox version of Groundhog's Day. It's really turned into an event. When we first started this in 1998, it was just our crew of about five guys. Now, 1,000 to 3,000 fans show up and it's a party. We're glad to be involved."

Like many things in the moving and storage industry, Truck Day is rooted in tradition. "We've been doing this since 1987. Our long-time driver Tom Bankhead has worked the majority of Mets spring training jobs over the years," said **Matt Schwartzberg**, President of **A-1 First Class Moving & Storage** (2123). "He takes pride in the safe handling of equipment and his punctual record, because of that they treat him like a team member."

While baseball fans take advantage of Truck Day to celebrate the season, it's more work than play for the moving crews.

"The key piece to dealing with a baseball club is punctuality. When the team tells us to be there, we can't be delayed," said Kevin. "We've got the

logistics of the move down to a science. With the help of five guys, the trailer can be loaded in three hours. Loading is actually one of the easiest jobs we have. The clubhouse staff is prepared for our arrival. We get a lot of boxes, some luggage, and maybe exercise equipment. You really can't tell if we are moving a family or a baseball team."

Take Me Out to the Ball Game

When spring training is over, Atlas Agents hit the road again to get the equipment back to its home city in time for Opening Day.

"We'll send one trailer on the way down, but dispatch two to bring the equipment back. A lot of the players add their luggage to the haul because after training, they're heading back to the city for baseball season," said Kevin. "It's harder for us to handle the move when the Red Sox are opening at home versus on the road. The window of time to transport and unload the equipment for a home game on Opening Day is much tighter."

"On the return trip from spring training, we always joke that we have all the baseballs and bats, so the Mets can't start the season without us," added Matt.

Root for the Home Team

"One of my favorite stories to tell is that I get to move the equipment for my favorite childhood team. My sons are Mets fans and love to help out with the trucks. All of my friends know that A-1 First Class moves the Mets," Matt said. "People get jealous when we leave cold Boston and travel to sunny Florida to see the Red Sox at spring training," said Kevin. "I have to remind them that we're working. This is a job we do, not a vacation. But, I grew up in Boston, so of course I root for the Red Sox."

ATLAS HYDROPLANE: BLAST FROM THE PAST

What do you do with the shattered remains of the greatest race boat ever built?

"The last time this boat was in the water, it was upside down, broken in half, she was a mangled wreck, and **Bill Muncey** was being raced to a hospital. People were literally on their knees crying. That is no way for the greatest boat in the history of our sport to be remembered," said **David Williams**, Executive Director at the Hydroplane & Raceboat Museum. The Atlas Van Lines Hydroplane was brought back to life and raced again this year, 33 years after that tragic day.

[Learn more: atlasvanlines.com/Hydro](http://atlasvanlines.com/Hydro)



Keep our service men and

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger	Nephew	Move Management Coordinator, AVAIL
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Theresa Banta	Neil S. Banta	Son	Regional Zone Planner, Ace Relocation Systems, Inc. (62)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Moving & Storage, LLC (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Alfred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Carroll Britzell	Colten Powell	Grandson	Customer Service, Ace Relocation Systems, Inc. (75)
	Clayton Powell	Grandson	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage, Inc. (1317)
	Rich Bowman	Nephew	
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings	Stepson	General Manager, Ace Relocation Systems, Inc. (15)
Phyllis Cain	David Lynn	Nephew	Executive Assistant, Ace Relocation Systems, Inc. (62)
Keith Campbell	James A. Hicks	Stepson	Long Distance Dispatch, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Stepson	
Jennifer Campbell	James A. Hicks	Son	Office Manager/OA DA Coordinator, Smith Dray Line & Storage, Inc. (2273)
	Michael A. Hicks	Son	
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Melissa Compton	Josiah Cavanaugh	Son	Customer Service Coordinator/Special Products/Headquarters
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage, Criqui Corporation (1286)
Vivan Dao	Richard Daniel Joyner	Husband	Administrative Assistant, AWG International
	Joseph Hue Nguyen	Uncle	
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers Ltd. (8570)
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, Nelson Westerberg (1523)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Melanie Freeman	William J. Freeman	Brother	Interstate Operations, Advance Relocation Systems (59)
Debra Hodgson	Jason Hodgson	Son	Customer Service Representative, Atlas Canada
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Amanda Jillson	Zachary Scott	Nephew	Rating & Distribution, Headquarters
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Pat Kelly	Justin Casey	Son	Van Operator, Alexander's Mobility Services (207)
Audrey Kingsland	Kenneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation Group, LLC
Teresa Kintop	John Kintop	Husband	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation Systems (1148)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Moving & Storage, LLC (1406)
Brandy Lumbert	Nick Lumbert	Husband	Customer Service Support, Imlach & Collins Brothers, LLC (1132)

women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Lucas Matte	Actively Serving		Associate Database Administrator, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp. (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters (Retired)
	Jason Carlisle	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
David Olson Sr.	David Olson Jr.	Son	Van Operator, Atlantic Relocation Systems (1148)
Dorrian Pierce	Joshua Pierce	Son	Quality Manager, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepson	
	Tyler Calhoun	Nephew	
Amanda Pierce	Joshua Pierce	Brother	Customer Service, Ace World-Wide Mvg & Stg Co., Inc. (24)
	Joseph Lentz	Stepbrother	
	Tyler Calhoun	Cousin	
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Guardian Relocation of Ohio (111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Moving & Storage, LLC (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Stephanie Shelton	Kyle Walts	Nephew	Corporate Marketing, Headquarters
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida, Inc. (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (1902)
Tammy Teague	Nick Lumbert	Son-in-law	Senior Customer Service Rep, Imlach & Collins Brothers, LLC (1132)
Carole Temme	Bruce Overton	Son	Customer Service II Corporate Resources, Headquarters
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Mike Wathen	Scott Wathen	Son	Retired, IT, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), HQ
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Moving & Storage, LLC (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)
Angela Zuke	Trevor Olsen	Son	Corporate Claims Department, Atlantic Relocation Systems (1038)

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



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To read all of the great things customers are saying about Atlas service visit: atlasvanlines.com/AmpTracks

Tracks

Atlas Service is Appreciated

Re: Tracey, Dara, Mark, Nick, Guillermo, Joe, & Greg Atlantic Relocation Systems (1253)

Rarely does one have the opportunity to enjoy a long distance move that was perfect in every way.

In Indianapolis, I followed the suggested due diligence by checking for three company estimates. When Tracey Roberts, Relocation Counselor, arrived from Atlantic Relocation Systems, I knew immediately Atlas was the one. Knowledgeable, frank and confident, Tracey gave her utmost attention to my particular situation, and what needed to be done for a successful move. She kept in touch and followed through with each detail.

From that point, I visited the Indianapolis office, where I met Dara Gould, Move Coordinator, plus Mark Cannon and Nick Pisano. I hope I have the names correct and haven't missed anybody for they all were friendly, accommodating, and most exceptional. What a wonderful team you have in Indianapolis.

Delivery in Sanford, FL on February 1st, which was not only a Sunday, but Super Bowl Sunday as well. Most people, preferring to be home, wouldn't have considered it. It was imperative for my schedule; Atlas said they would do it on that day, and it was accomplished.

The driver, Guillermo Popoca, from Houston, Texas; Florida helpers, Joe Cooper, and Greg Jacle from Daytona, couldn't have been more pleasant, helpful and attentive in checking the inventory list properly. Nothing was finished until I was completely satisfied.

I highly commend these employees and I hope you will too. From beginning to end, their professionalism, sincere care and their wonderful sense of humor, gladdened my entire family.

I wanted to send this directly to you, for I didn't want it to be just another online response,

which may or may not be seen. However, please share this as you wish. I am thankful and pleased to say; the group from Atlas Van Lines is par excellence.

From, Julia

Re: Ed Ace World-Wide Moving & Storage Co. (0039)

My wife Connie and I recently moved from Philadelphia to San Diego. Ed Brauman from Ace World-Wide handled the entire move for us.

To say that the entire process was painless would be an understatement. Ed and his team did a fantastic job in managing our move from the first day that we got our estimate to the last day that things were getting unpacked. The team of packers and our driver Mike were consummate professionals. Not one item was broken. All of this was done during a terrible snow storm in Philadelphia.

The cost of the move versus the estimate provided to us by Mr. Brauman was spot on right down to the pound. The cost of the move, which was not a corporate move, was the best price from all of the bids that I received. I would recommend Ed and his team at Ace without reservation and would highly recommend Mike as the driver.

John

Re: James Daniel's Moving and Storage, Inc. (0875)

I just wanted to give you a heads up that my family and I had a very positive experience with my move recently. James Rothe, Jr. was professional, courteous, and punctual. Even though the weather delayed us by a day, James kept in touch with us to let us know what he was

doing to get our household goods delivered to us as quickly as possible. Having started my career in the moving business, I can honestly say that he is one of the best I've worked with.

Sincerely, Gary

Re: Garrett Transportation Services, Inc. (0060)

My dad wanted me to email you to express his thanks for the job well done by Garrett Transportation. The goals were met and so appreciated. Every step went so smoothly and all items arrived in Longmont with no breakage or damage, and no stress. Your salesman was very helpful and pleasant to work with. Your packers did a fine job, and were very amicable and complete with task. They were such a great team for packing the truck and took such great care with Dad's things. I appreciated that they were all so courteous and respectful of Dad and his possessions. It was so thoughtful that your office manager called us twice to check up on us! When I arrived home to Longmont with Dad, it felt so good to have the furniture in place and a nice stack of boxes ready to be unpacked in the garage. This was a daunting task that was carried out with ease, by a great team effort. Dad was delighted when he received a check in the mail, indicating that we saved on the packing and/or weight.

It was the best and only phone call we made to find help for his move. We count it as a blessing. Thank you for your time and guidance with your team! You will always be remembered for the "positive moving journey" to Longmont!

Sincerely, Leslie & Ed

Re: Tim, Sam, Brent, and Jeremy DMS Moving Systems, Inc. (0800)

I wanted to take a moment to reflect in words on my most recent moving experience with DMS Movers.

I am a General Motors employee, and as such, am relocated quite frequently. In the last 10 years, I have moved 8 times. To the best of my memory, this is my first experience with DMS movers. If I have things my way, I will NEVER use another moving company ever again. I was so incredibly impressed by the crew that I cannot begin to express it in words.

The crew that moved me, led by Tim Snyder Jr., and his team: Sam, Brent, and for the packing phase: Jeremy, were nothing short of outstanding. They took 2 days to pack and load, and 1 day to unload once we reached our

destination. Tim called every morning to let me know where they were at, and how close they were, which was so much better than the typical "they'll be there between 8 and noon" rig-a-ma-roll. Every member of the team was extremely pleasant and courteous. They each introduced themselves, and had a great attitude the entire time. This is saying something during a move in the middle of winter, when there are lots of stairs involved!

The last day, I had been authorized for an unpack as well, and I was really specific as to what boxes I wanted them to unpack, and what ones I wanted them to leave alone and take to the basement. Never, not once, did any single one of the guys roll his eyes, or act annoyed, or eager to leave. Each one was pleasant and acted more than happy to provide me with whatever

I wanted them to do. I couldn't believe it. I was even annoying myself at that point! And yet, they were professional and kind the whole time.

I have a full size treadmill that I was really worried about, and Tim made sure to let me know what they were doing with that, and how they were going to move it. They even managed to move it all in one piece. I have no idea how, with all the stairs involved, but I was very grateful. I will DEFINITELY be asking for DMS during my next corporate relocation, but more importantly, I will be asking for Tim and his team SPECIFICALLY. They were THE BEST.

THANK YOU!! Jenna





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2015 Calendar

May 2015

- 3-6 International Supply Management Conference, Sheraton Phoenix Downtown Hotel, Phoenix, AZ
- 6-8 Worldwide ERC National Relocation Conference, Las Vegas, NV
- 18 Victoria Day – Canada offices closed
- 25 Memorial Day – U.S. offices closed

June 2015

- 20-23 HCEA Annual Meeting, Hyatt Regency Denver, Denver, CO
- 28-July 1 2015 SHRM Annual Conference & Expo, Las Vegas Convention Center, Las Vegas, NV

July 2015

- 1 Canada Day – Canada offices closed
- 4 Independence Day – U.S. offices closed

August 2015

- 3 Civic Holiday (Canada) – Canada offices closed

September 2015

- 7 Labor Day – U.S. & Canada offices closed
- 27-29 Canadian Employee Relocation Council (CERC) Conference, Montreal, Quebec

October 2015

- 7-9 Worldwide ERC Global Workforce Symposium, Boston, MA
- 12 Thanksgiving Day (CAN) – Canada offices closed

November 2015

- 11-14 65th Annual Atlas World Group Convention, JW Marriott, Tuscon, Arizona
- 26-27 Thanksgiving Day, and day after (U.S.) – U.S. offices closed

December 2015

- 24-25 Christmas Eve and Christmas – U.S. & Canada offices closed
- 28 Boxing Day – Canada offices closed

Editor: **Katie O’Niones** – katonio@atlasworldgroup.com
For more information on Atlas and our services, visit atlasvanlines.com



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